

**REduction of Brake weaR Emissions in the Transport sector  
“RE-BREATH”**

*Deliverable*

*D6.6- Final video*

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## Sommario

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## Document information

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<b>Abstract</b>	This document is a short report on the realization of the final video of RE-BREATH by Bergamo Municipality.

## Table of revisions

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1	Municipality of Bergamo	First and final draft	30/07/2025

## INTRODUCTION

This document outlines the development and production process of the RE-BREATH final video, created as a conclusive communication product in the framework of the project “REduction of Brake wearR Emissions in the Transport sector – RE-BREATH”, co-funded by the European Commission through the LIFE Programme.

The video was developed during the final year of the project (Month 34–36) as part of WP6 “Communication and Dissemination”, coordinated by the Municipality of Bergamo. Unlike the teaser video—launched in the early months to raise awareness—this final video serves as a strategic narrative and visual recap of the full project lifecycle. It was realised for the Final Conference in Bergamo (July 15, 2025) and then disseminated online through social media, newsletters, partner websites, and the LIFE Programme platforms.

The video combines technical depth, visual storytelling, and stakeholder testimony, designed to communicate RE-BREATH’s results, methodology, and future outlook to a broad and heterogeneous audience. The product is both a closure and a legacy tool, able to sustain communication activities even after the formal project end.

## OBJECTIVES

The final video was conceived with multiple strategic objectives in mind:

- To clearly communicate the results and impacts of the RE-BREATH project, both in technical terms and in relation to environmental, urban, and public health benefits.
- To visualize key achievements, including real-world testing, brake wear emission reduction data, and the integration of green mitigation measures.
- To provide direct stakeholder voices, showcasing the multi-sectoral partnership and humanising the scientific and industrial efforts behind the scenes.
- To promote replicability and visibility through a professional, shareable, and accessible audiovisual format.

In line with these objectives, the video was produced in a version suitable for official presentations and institutional use, as well as shorter versions adapted for online channels and public display (e.g., screens in ATB buses and stations).

## INFORMATION AND CONTENT DESIGN

The script and storyboard of the video were developed by analysing and synthesizing the extensive documentation and data collected during the three-year implementation phase. This process involved multiple partners (Brembo, CNR, Arriva Italia, Arriva Slovakia, the Municipalities of Bergamo and Pezinok) and focused on capturing:

- The problem: brake wear as a source of non-exhaust emissions (PM10).
- The solution: technological innovation and environmental mitigation.
- The results: field test data, environmental benefits, and lessons learned.
- The vision: contributing to cleaner air and more sustainable public transport systems.

The tone of the narration was deliberately accessible yet authoritative, balancing technical language with emotional and community-oriented messaging. Infographics and animated data helped translate quantitative results into intuitive visuals, maintaining clarity for non-specialist viewers.

## VISUAL STRATEGY AND TECHNICAL APPROACH

The video combines live-action interviews, footage of real test environments, and animated infographics to achieve a visually engaging and credible narrative flow. The use of motion design allowed for highlighting key data points (e.g., 667,000 km tested, 10% PM reduction, 50% longer brake lifespan) in a format that is easy to follow and impactful.

Each interview was filmed in context: next to buses, inside labs, on location. These visual choices reinforce the authenticity and practical relevance of the project.

The aesthetic direction remains faithful to RE-BREATH's brand identity:

- Colors: green and black
- Typography: sans serif, clear and clean
- Rhythm: dynamic yet balanced
- Audio: original music and sound design consistent with tone

## STYLISTIC REFERENCES

Before production, the communication team reviewed numerous video benchmarks to align the RE-BREATH video with European standards of visual communication. Among the references studied were institutional videos from the European Green Deal, Horizon Europe projects, and LIFE initiatives with similar visual objectives.

The style is modular and adaptive, allowing for the creation of additional short versions:

- A 30-second social media cut used for promotional teasers.
- A 15-second vertical version for mobile viewing.
- A loop clip for ATB digital screens and bus interior monitors.

## SCRIPT AND STRUCTURE

The script of the final video was designed to alternate institutional voiceovers and partner interviews, with supporting visuals highlighting:

- The scientific rationale behind RE-BREATH.
- The environmental and public health challenge.
- The multi-country, cross-sectoral solution path.
- The measurable outcomes.
- The policy implications and scalability.

The final RE-BREATH video is structured to deliver a compelling narrative that balances scientific accuracy, industrial innovation, and public relevance. Its script was carefully developed to guide viewers through the project's rationale, methodology, and outcomes, using a clear, engaging, and accessible language suited for a broad European audience.

The script opens by positioning public transport as a key solution in reducing urban air pollution. It then introduces the RE-BREATH project as a targeted response to the lesser-known issue of non-exhaust emissions from braking systems, setting the stage for why the project matters in the broader context of sustainable mobility.

From there, the narrative transitions to partner voices, beginning with Brembo, which highlights the development of an innovative low-wear, copper-free braking system for buses. The technical content is articulated clearly, with explanations of the brake disc and pad materials and their role in reducing particulate matter (PM10).

Next, the video shifts to describe the field testing in Bergamo and Bratislava, with quantified results such as:

- 667,000 km driven during pilot tests
- PM10 emissions reduced by 10% in controlled cycles
- Brake disc lifespan increased by over 50%

These data points are visually reinforced through motion graphics, while on-camera testimonials from project partners (CNR, Arriva, and the municipality) offer personal, credible insights into each work package.

Another essential component of the script is the emphasis on green barriers at bus stops and their effectiveness in reducing local PM concentrations (up to 70%), thus linking technical interventions to urban environmental improvements.

The script closes by framing RE-BREATH as a model for future sustainable public transport, reinforcing the message that “Moving green, breathing clean” is both a goal and a possibility—thanks to cross-sector collaboration, data-driven solutions, and European innovation.

## Strategic Communication Elements

- **Human storytelling:** The inclusion of on-camera contributions from six key stakeholders personalizes the message and adds credibility, making the narrative more relatable and trustworthy.
- **Layered technical communication:** The script is structured to explain complex content (emission testing, KPIs, green infrastructure) in an intuitive way without oversimplifying.
- **Data-driven impact:** All major achievements are presented with concrete figures to enhance perceived value and transparency.
- **Consistency with branding:** The language and message are aligned with the project's slogan (“Moving green, breathing clean”) and visual identity.

## STORYBOARD AND PARTNER REVIEW

Once the script was approved, a dedicated storyboard was developed with frame-by-frame visual indication of scenes, animation transitions, text overlays, and image references. The storyboard was shared with all partners, who contributed feedback on factual accuracy, branding consistency, and narrative clarity.

After final revision and validation, production began, involving:

- Location shooting in Bergamo, Rome and Bratislava
- Audio recording and post-production editing
- Graphic animation and motion design
- Final review and quality control

## CREDIBLE VOICES: HUMANISING THE MESSAGE

A core strength of the RE-BREATH final video lies in its use of firsthand voices—professionals and experts directly involved in the project's implementation—who serve as credible and authoritative sources. These individuals were carefully selected not only for their technical or institutional role, but also for their ability to represent the project's multidisciplinary and transnational dimensions.

By placing them at the center of the video narrative, the communication team aimed to ground the project in lived experience, providing viewers with tangible reference points and enhancing both trust and relatability.

Below are the key voices featured in the video, along with the significance of their contributions:

- *Cristina Ghezzi*  
*Program Management Senior Manager at Brembo N.V.*  
As the representative of the project's technological leader, Cristina Ghezzi frames the industrial innovation at the heart of RE-BREATH. Her voice emphasizes the commitment to sustainable manufacturing and the strategic importance of reducing non-exhaust emissions from the source.
- *Giuseppe Curto*  
*Technical Area Manager at Arriva Italia (Bergamo and Lecco)*  
Curto provides insights from the field, speaking to the practical implementation of

the new braking system on urban buses. His perspective reflects the challenges and opportunities of applying research in a real mobility context.

- **Monika Iván Subovics**  
*Business Development Manager at Arriva Slovakia*  
Subovics reinforces the European dimension of the project, describing how the Slovak pilot complements the Italian case study and brings RE-BREATH's goals into a broader, cross-border framework.
- **Gabriella Di Carlo**  
*Researcher at CNR ISMN*  
Di Carlo focuses on the scientific methodology, including material development and the chemical analysis of brake emissions. Her role underlines the value of high-level research in validating environmental impact.
- **Valerio Paolini**  
*Researcher at CNR IIA*  
Paolini elaborates on data collection, modelling, and air quality monitoring, presenting RE-BREATH's measurable outcomes. His technical input ensures that the video speaks credibly to policymakers and the scientific community alike.
- **Stefano Lonati**  
*Mobility Manager at the Municipality of Bergamo*  
Lonati represents the institutional and urban planning dimension, showing how RE-BREATH supports broader efforts toward sustainable mobility and local air quality policies. His presence strengthens the message of public sector engagement and replicability.

These testimonials—delivered in a clear, accessible language and filmed in authentic working environments—play a vital communicative function. They embody the interdisciplinary and collaborative essence of RE-BREATH, connecting industry, science, mobility operators, and public authorities in a single, coherent narrative.

In doing so, they help elevate the final video from a technical summary to a genuine story of people, innovation, and impact—a communication product that informs, persuades, and inspires.

The final video is available here: [Re-Breath Final Video v1.mp4](#)

## CONCLUSION

The RE-BREATH final video is more than a communication deliverable—it is a communication legacy. It brings together the project's complexity, collaborative energy, and tangible outcomes in a format that is compelling, accessible, and reusable.

Its various formats and high-quality production allow for flexible deployment across institutional presentations, digital campaigns, and educational initiatives. As a result, the video becomes an enduring tool to support policy dialogue, inspire similar projects, and reinforce the broader European commitment to clean air and sustainable mobility.