



**SCRREEN2**

*Coordination and Support Action (CSA)*

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 958211.

Start date : 2020-11-01 Duration : 36 Months



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**Euronews Futuris video**

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### Summary

This deliverable describes the objective of the video on raw materials, identifies its target audiences and the messages SCRREEN2 wants to convey to them. The report also explains the different stages followed to create the video, provides a link to watch it on the SCRREEN2 projects YouTube?s account and outlines the dissemination plan to promote it to its key audiences. Several KPIs have been set up to track performance and measure success.

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### Approval

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## History of changes

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Version	Author	Date	Comments
0.1	Clea Prieto (LGI)	24.10.2022	
0.2	Mya Belden (LGI)	25.10.2022	

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## ACRONYMS AND ABBREVIATIONS

Acronyms	Description
SCRREEN2	Solutions for Critical Raw materials – a European Expert Network 2
CRM	Critical Raw Materials
DoA	Description of Action
GA	Grant Agreement
EC	European Commission
RMIS	Raw Materials Information System
RM	Raw Materials

Table 1: Acronyms and abbreviations

## EXECUTIVE SUMMARY

This deliverable describes the objective of the video on raw materials, identifies its target audiences and the messages SCRREEN2 wants to convey to them. The report also explains the different stages followed to create the video, provides a link to watch it on the SCRREEN2 projects YouTube's account and outlines the dissemination plan to promote it to its key audiences. Several KPIs have been set up to track performance and measure success.

## INTRODUCTION

The aim of this deliverable was to produce a video explaining why certain raw materials are critical, what defines their criticality and what impacts decisions may have on the availability of raw materials. The video was expected to be broadcasted on the Euronews Futuris programme.

At the time of this delivery, the Futuris programme no longer existed and Euronews was not interested in producing such a video due to the existence of more important current news (see the annex to consult the summary that was sent to Euronews presenting the project and the aim of the video).

After validation with the project officer, WP8 decided to produce [the video](#), publish it on SCRREEN2 social media channels and distribute it as widely as possible in the framework of its [Raw Materials for Future campaign](#). The video was created by the company Squarefish under the guidance of WP8 leader.

## OBJECTIVE

The objective of the video is to explain in a clear, simple and attractive manner the importance of raw materials in our daily lives, the role they play in the green and digital transition, the notion of criticality, and the initiatives taken by the European Commission to secure the supply of key raw materials.

## TARGET AUDIENCES

SCRREEN2 aims to reach specific target audiences through its [video on raw materials](#). The relevance and importance of communicating/disseminating to each target audience is summarised in the table below.

TARGET AUDIENCE	RELEVANCE
<b>Policymakers</b>	Better informed policymakers will promote an efficient use and management of natural resources and will make better decisions on raw material issues.
<b>Other EU projects and networks</b>	SCRREEN2 aims to establish mutually beneficial relationships with other EU projects and networks working on the topic of raw materials to share experience, knowledge and results. As a result of such relationships the impact of the project results and activities, such as the SCRREEN2 video, will be maximised.
<b>Scientific community</b>	Researchers, universities and research institutes, R&I or innovation related initiatives will be able to use the video to explain in simple terms the importance of raw materials.
<b>Industrial/Technical community</b>	Mining, technology suppliers, and engineering companies, can be instrumental in promoting the project results and act as multipliers.

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<b>General Public</b>	It is important to raise awareness of raw materials and increase trust and acceptance surrounding their importance for the digital and green transition.
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Table 2 Target audiences

## KEY MESSAGES

A set of tailored messages has been developed to promote the [SCRREEN2 video](#) in the most effective way.

TARGET AUDIENCE	KEY MESSAGES
<b>Policymakers</b>	SCRREEN2 project results, such as the video on raw materials, will feed discussions at EU level by demonstrating the relevance of these materials for the green and digital transition and the importance of reducing EU dependence on imports from non-EU countries.
<b>Other EU projects and networks</b>	SCRREEN2 will provide other EU projects and networks the opportunity to collaborate to maximise the impact of results and activities on the raw materials field.
<b>Scientific community</b>	The SCRREEN2 video explains in simple terms the importance of raw materials, the notion of criticality and the list of initiatives taken by the EU to ensure their supply.
<b>Industrial/Technical community</b>	The SCRREEN2 video raises the need to secure the supply of raw materials and other related issues of interest for the industrial and technical community.
<b>General Public</b>	Ensuring the security and the sustainability of the supply of raw materials is essential to achieve a carbon-neutral future Europe.

Table 3 Key messages

## SCRIPT

Based on this analysis of objectives, target audiences and key messages, WP8 drafted a script for a two-minute video explaining why certain raw materials may become critical for societal well-being and development, what defines this criticality and what political, economic and individual impacts decisions may have on raw materials availability. The script, prepared by WP8, reviewed by the SCRREEN2 coordinator and available below, included the voice over and suggested animations for each frame.

TOPIC	VOICE OVER	IMAGERY/ANIMATIONS
EU objectives	The European Green Deal aims to transform the European Union into a modern, resource-efficient and competitive economy that achieves climate neutrality by 2050.	<ul style="list-style-type: none"> <li>• Show map of the EU</li> <li>• Represent climate neutrality by making trees, wind turbines, etc appear on the EU map</li> <li>• Addition of “The European Green Deal” as a title at the top of the frame.</li> </ul>
Raw materials’ role	Raw materials are essential for the sustained and sustainable functioning of this economy. The demand for raw materials will increase in the coming years to support the green energy and digital transition. But why are raw materials so important?	<ul style="list-style-type: none"> <li>• Display a list of raw materials showing their links to modern products.</li> <li>• Then the question in the middle: “But why are raw materials so important?”</li> </ul>
Raw materials’ role pt. 2	In addition to iron, copper or aluminium, modern technologies rely heavily on very specific raw materials that are strategic in wind turbines, solar panels, electric cars, fuel cells, batteries or mobile phones.	<ul style="list-style-type: none"> <li>• Show the symbols representing iron, copper and aluminium.</li> <li>• A car moves and several items are displayed: wind turbines, solar panels, fuel cells, batteries and phones.</li> </ul>
Political & economic issues	This increasing demand for these raw materials is becoming a geopolitical issue as a great share of their worldwide production is concentrated in a few countries, threatening our economies if these countries cut back on exports.	<ul style="list-style-type: none"> <li>• Start on the map of Europe, and have a de-zoom showing a world map that displays where raw materials are concentrated</li> <li>• Lines showing from which countries the EU imports raw materials</li> <li>• Cross to show the case of import cuts</li> </ul>

Reliable access	Mastering the raw materials value chains, ensuring a reliable access to these raw materials is therefore crucial for the European Union. To address this challenge, the EU has taken a series of initiatives.	<ul style="list-style-type: none"> <li>• A tree springs from the ground, then on each branch icons represent the different EU's initiatives</li> </ul>
Criticality	In 2011 the European Commission published a list of raw materials that were considered critical due to their economic importance for the EU and their high supply risk.	<ul style="list-style-type: none"> <li>• Names of critical raw materials appear on the screen together with icons representing the materials they can be used for</li> </ul>
	The European Commission updates this list of critical raw materials every three years to take into account socio-political, market and technological evolutions.	<ul style="list-style-type: none"> <li>• European Commission logo</li> <li>• The different lists published by the EC are listed on screen with the corresponding year and the number of critical raw materials that were included</li> <li>• Icons representing socio-political, market and technological developments over the years.</li> </ul>

<p>Objectives of the list</p>	<p>The list of CRMs aims to help:</p> <ul style="list-style-type: none"> <li>• Strengthen EU’s industry resilience</li> <li>• Stimulate EU internal production through new mining and recycling industrial initiatives.</li> <li>• Encourage efficient use of raw materials</li> <li>• Negotiate trade agreements and fight against trade distortion measures</li> <li>• Increase awareness of potential raw material supply risks</li> </ul>	<ul style="list-style-type: none"> <li>• Show a checklist with icons representing the different ideas</li> </ul>
<p>Outro</p>	<p>Want to know more about raw materials and the key role they play in our everyday life?</p> <p>Check out our #RawMaterials4Future campaign on the SCRREEN2 website and follow us on social media!</p>	<ul style="list-style-type: none"> <li>• SCRREEN2 logo</li> <li>• Website (<a href="http://www.scrreen.eu">www.scrreen.eu</a>) and campaign hashtag</li> <li>• Social media accounts: LinkedIn (@ SCRREEN), Twitter (@SCRREEN_EU) and YouTube (SCRREEN Network)</li> <li>• EU logo + funding acknowledgement “The SCRREEN2 project has received funding from the European Union’s Horizon 2020 Research and Innovation Program under Grant Agreement 958211”</li> </ul>

**Table 4 Video script developed by WP8**

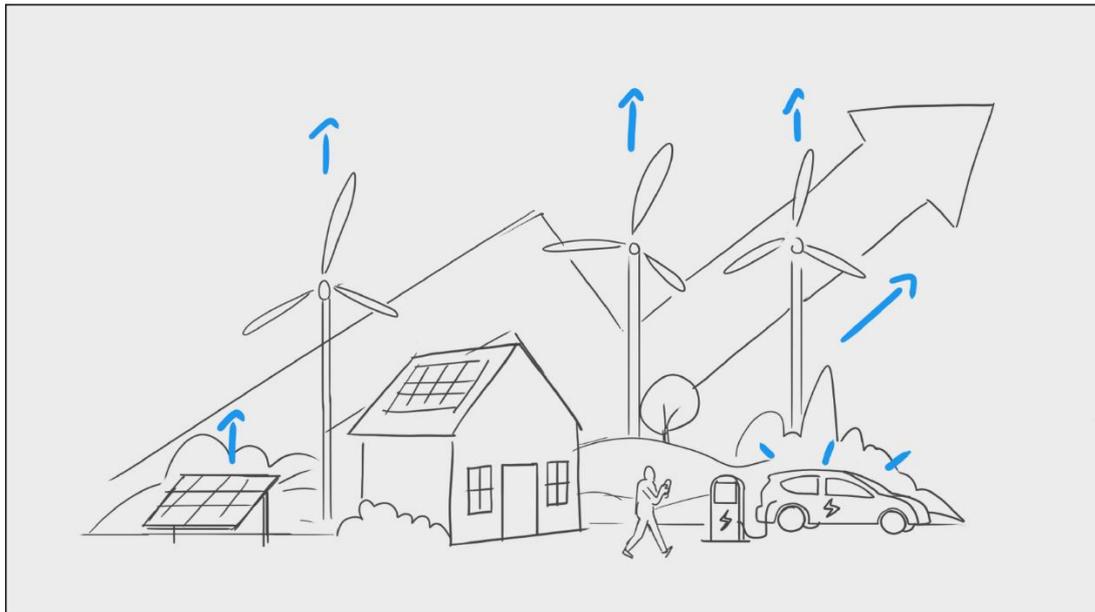
Squarefish and LGI agreed on a detailed timeline for Squarefish to design the different aspects of the video based on the script and for LGI to provide feedback on them.

First of all, Squarefish designed a storyboard including black and white designs of each frame with the corresponding voice over sentence. The storyboard, based on the script provided by LGI, underwent several revisions before a final version was validated:

- 1<sup>st</sup> version of the storyboard: 6 September 2022
- 2<sup>nd</sup> version of the storyboard: 19 September 2022
- Final version of the storyboard: 21 September 2022



The European Green Deal aims to transform the European Union into a modern, resource-efficient and competitive economy that achieves climate neutrality by 2050.



The demand for raw materials will increase in the coming years to support the green energy and digital transition.

**Figure 1 Storyboard snapshots V1**

The next step was to work on the design of the frames including colour images. The design was reviewed once by LGI before the final version was developed.

- 1<sup>st</sup> version of the design: 28 September 2022
- Final version of the design: 4 October 2022



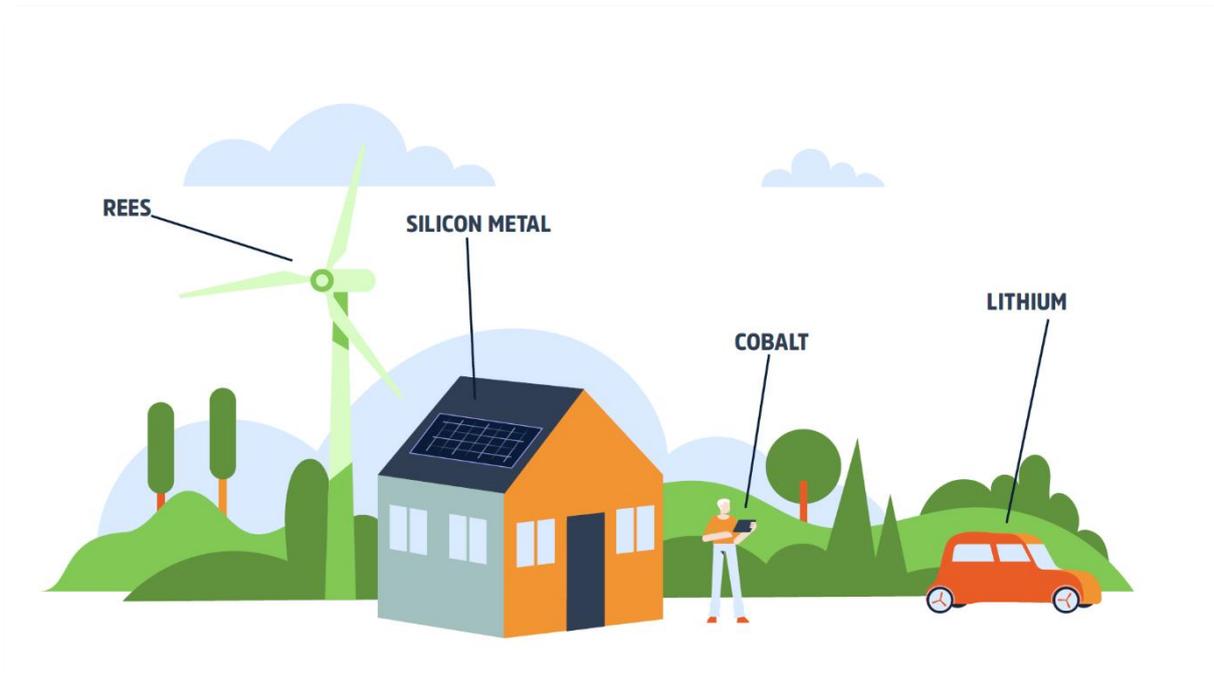


Figure 2 Design of the video frames

Following the validation of the design, Squarefish prepared the animation with the music. The first version of the animation and selection of music was submitted on 13 October 2022, and the final version was validated on 18 October 2022. Then, Squarefish worked on the sound design and mix.

The final video was approved on 24 October 2022 and made available on the SCRREEN YouTube account [here](#).

## DISSEMINATION PLAN

WP8 has planned a series of dissemination actions for the video to have the widest reach:

- Publication of the video on the [awareness campaign page](#) of the website
- Promotion of the video on LinkedIn and Twitter in the framework of the #RawMaterials4Future campaign
- Sending of a newflash to all SCRREEN newsletter subscribers and to a raw materials media list
- Inclusion of [the video](#) in the next SCRREEN newsletter planned
- Creation of a toolkit to support project members in sharing the video with their networks
- Use of project partners as multipliers
- Reaching out to other EU projects and initiatives to get their support in promoting the video

## KPIS

A series of KPIs have been defined to monitor the video reach and implement corrective measures if needed.

TOOL/CHANNEL	KPI
Project website	300 visits to the awareness page by M36

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**Social media (YouTube, LinkedIn & Twitter)** 300 video views by M36

**Newsflash** >20% open rate

**Table 5 : Key performance indicators**

## CONCLUSION

The [SCRREEN video](#) will be disseminated to all target audiences through different communication tools and channels, such as the website, social media accounts, newsletter, etc. WP8 team will monitor outreach and ensure KPIs are met.

## ANNEX



### Solutions for Critical Raw materials (SCRREEN) – A European Expert Network 2

[SCRREEN2](#) is an EU-funded project that aims to support the European critical raw materials strategy and bring expert advice to assist decision-making at the EU level. The SCRREEN project, which ended in 2020, built a European Expert Network gathering European initiatives, associations, clusters and projects working on CRMs. Its successor, SCRREEN2 will develop the network to cover all raw materials and support the European Commission in CRM policymaking.

The project has launched a multilingual campaign [Raw Materials for Future](#) to raise awareness of the key role raw materials play in our everyday life and how they can contribute to the Green Transition and Sustainable Development Goals. The campaign, targeting the European public and professional audiences, consists of a set of graphics and messages available in six different languages: English, French, Italian, German, Portuguese and Spanish. In the context of the campaign, we would like to produce a video that explains in simple terms why certain raw materials may become critical for the societal wellbeing and development, what defines this criticality and what impacts (political, economic, individual) decisions may have on raw materials availability.

#### CONTEXT

The security of supply of raw materials has become a high-priority theme in the political agenda of the European Union (EU). Many of these materials are crucial to attain the EU Green Deal climate ambition, and Europe has absolutely no domestic production of such materials and is fully reliant on imports. As the recent Russian invasion of Ukraine proved for natural gas, import reliance creates hurdles, not only because of costs control, but also because of political dependencies that can affect the EU social stability and values.

Europe has mineral deposits of the materials it imports, and the main reason why these are not exploited is public opposition. Europe is a populated country, with a strong commitment (and active/effective policies) to safeguard and restore natural ecosystems. At the same time, people's distrust on the mining industry is big, since there are very bad examples of negative environmental impacts caused, that obliterate the industry track record in Europe (and in people's mind).

At the same time, EU citizens have a huge perception/knowledge disconnect (perhaps the biggest in the world) between the goods they use/buy, and the raw materials used/mined to produce these goods.

By illustrating this disconnect (e.g. how many tons of metal X are imported in Europe, to produce what [mostly cars – how many], how many tons of rocks were mined and where to send these metals to Europe, which markets are buying the EU cars, and how many of the materials incorporated in the cars could be recovered/recycled [note that cars exported disappear from the EU circular loop] this video would make people aware of the huge challenge the EU faces to foster the energy transition and attain the climate goals.



## MORE INFORMATION

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