Deliverable D4.6

Video compendium about citizens observatories' impact

Deliverable Title	Video compendium about citizens observatories' impact
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Abstract of deliverable	Ground Truth 2.0 delivers the demonstration and validation of six scaled up citizen observatories in real operational conditions, both in the EU and Africa. This document presents a summary of the process of producing the video that captures the GT2.0 concept and methodology, the GT2.0 data quality approach and the impact of the 6 developed Citizen Observatories.

Versions and Contribution History

Version	Date	Modified by	Modification details
V0.1	30.10.2019	Ester Prat	First draft version
V0.2	31.10.2019	Ester Prat	Incorporation of suggestions from partners
V0.3	31.10.2019	Uta Wehn	Abstract

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List of abbreviations

CBNRM   Community-based natural resource management

CO   Citizen Observatory

GT2.0   Ground Truth 2.0

Executive Summary

Creation process for the video was initiated in CREAF by proposing some different types of approaches to the video script, which were then shared with all the partners in a working session during the Ground Truth 2.0 Plenary Meeting in Delft (December 2018).

After that, CREAF jointly with IHE Delft worked on tuning up the final script, which evolved during several rounds.

Latent Estudi was the final chosen provider since it provided the most complete offer, as well as for being located near the CREAF premises which facilitated the interactions.

The core content for the video were the interviews conducted during the project plenary meeting in Delft in June 2019. Other materials for the video were provided by Citizen Observatories themselves and searched out by Latent Estudi from resource images. The animations were developed by a graphic design studio contacted by Latent.

The video has a final longitude of 11:18 minutes and covers the GT2.0 concept and methodology, the GT2.0 data quality approach and the impact of the 6 developed Citizen Observatories.

A teaser video piece of 01:45 minutes was created before the final edition of the long version in order to promote the GT2.0 Week final event at the end of September 2019.

Both the teaser and the final video compendium are available at the GT2.0 vimeo channel in the following links:

Complete version: https://vimeo.com/363834330
Video teaser: https://vimeo.com/359537633

1 Introduction

1.1 Background

Ground Truth 2.0 is a three year project funded under H2020 by the European Commission. It will deliver the demonstration and validation of 6 scaled-up citizen observatories in real, operational conditions, with 4 European and 2 African demonstration cases. Ground Truth 2.0 will demonstrate the technological feasibility, the sustained use and the societal and economic benefits of such citizen observatories. The ultimate objective is the global market uptake of the concept and enabling technologies.

This is done via the following Work Packages (WP):

- WP1 Social dimensions: co-designing citizen observatories
- WP2 Enabling technologies: customization, deployment and upscaling
- WP3 Business development to accelerate uptake
- WP4 Dissemination and communication
- WP5 Project management

1.2 Purpose of this report

The main objective of WP4 is to effectively communicate and disseminate information about the activities, progress and results of Ground Truth 2.0 to the widest possible range of key stakeholders in Africa and Europe. In line with this, an important output of the project was to produce inspiring audio-visual material about the six Citizen Observatories to raise awareness and present the impacts of Citizen Observatories. They should showcase success stories via "story telling" techniques. A number of short interviews has been recorded in order to better illustrate the impact of Citizen Observatories on daily life. They are being spread via social media channels, websites and at events.

This report describes the process followed to create the video and summarize its main characteristics.

1.3 Structure of this report

This report is structured as follows. Chapter 2 reports about the creation process of the audio-visual piece and Chapter 3 explains its structure and main characteristics. Annex 1 contain materials related to the creation process.

2   Creation process

Initial steps for the creation of the video were aimed at thinking and capturing the ideas to be shown in the video and the way we wanted to show them. This process was initiated in CREAF by proposing some different types of approaches to the video script, which were then shared with all the partners in a working session during the Ground Truth 2.0 Plenary Meeting in Delft (December 2018). Annex 1 contains the materials used for this working session.

Figure 1   Joan Masó (CREAF) leading the working session on the GT2.0 video during the plenary meeting in Delft (December 2018).

This session also served to check what resources were available for each Citizen Observatory to work on the video. The creation of the audio-visual recordings was quite tricky, since the possibility of sending one or two video makers to all COs locations was not seen as a feasible one, given the amount of travelling they should have done. For this reason, what seemed appropriate was to use local resources in each Citizen Observatory in terms of footage provision, translation capabilities, etc.

In this session it was also agreed that the next project plenary meeting (foreseen for June 2019 in Delft) would be used to record the interviews to the Citizen Observatories representatives.

After that, CREAF jointly with IHE Delft worked on tuning up the final script, which evolved during several rounds. Final and definitive version is provided in Annex 2. In the meantime, CREAF, which was in charge

of producing the video, started looking for valid video providers. For financial reasons, 3 different budgets were asked for the creation of the video.

Latent Estudi was the final chosen provider since it provided the most complete offer, as well as for being located near the CREAF premises (which facilitated the interactions).

The core content for the video were the interviews conducted during the project plenary meeting in Delft on June 2019. This meeting served for recording the project coordinator interview, as well as all the Citizen Observatories representatives that were present there for the meeting. In addition to that, the visit that was included in the agenda to the new Belgium Citizen Observatory in Antwerp was a big source of images also for being included in the video.

Figure 2   Sergi Fernández from Latent Estudi covering the GT2.0 visit to Antwerp Citizen Observatory during the GT2.0 plenary meeting in June 2019.

Other materials for the video were provided by Citizen Observatories themselves and searched out by Latent Estudi from resource images. In special the animations that appear in the video and that serve to illustrate some of the abstract concepts of the project were developed by a graphic design studio contacted by Latent.

Initial idea was to make the video in the different local languages of each Observatory and offer English subtitles while reproducing images. But the interviews based on conversations and the complexity of the translations make it easier to finally work in English for everybody.

3   Video structure

The video has a final longitude of 11:18 minutes and covers the GT2.0 concept and methodology, the GT2.0 data quality approach and the impact of the 6 developed Citizen Observatories.

A teaser video piece of 01:45 minutes was created before the final edition of the long version in order to promote the GT2.0 Week final event at the end of September 2019. The complete final video was projected for the first time during the GT2.0 Week in Delft for all the present partners and stakeholders.

The structure of the video is shown in Table 1.

Table 1   **Structure of the final GT2.0 video about Citizen Observatories impact.**

Minute	Concept	Snapshot
00:00	Introduction	
00:24	GT2.0 introduction	
00:56	GT2.0 methodology	

01:32	Maasai Mara CO	
03:02	Niti Luli CBNRM CO	
04:22	Vatten Fokus CO	
05:51	Ritme Natura CO	
07:01	Grip op Water Altena CO	

07:57	Meet Mee Mechelen CO	
09:08	GT2.0 data quality approach	
10:04	Conclusion	

Both the teaser and the final video compendium are available at the GT2.0 vimeo channel via the following links:

Complete version: https://vimeo.com/363834330
Video teaser: https://vimeo.com/359537633

Along with the teaser and the complete video, brief audio-visual pieces have been produced for the Citizen Observatories that provided footage material: Spain, Kenia, Sweden. They will be available in the respective observatories' webpages soon.
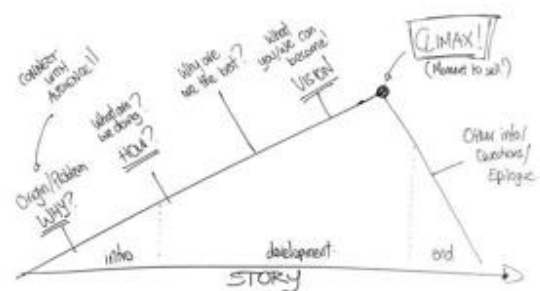
Annex 1 – Working session on the GT2.0 video – Plenary Meeting, Delft, Dec 2018

GT2.0 Final video: purpose and constraints

- Present the GT2.0 **concept** as a

  reusable methodology

- **For GT2.0** as a **whole**, not for the promotion of each DC

- Some scenes for **the demo cases.** Be prepared to show and record!

- Should be **6 minutes** or less

- **Animation graphics or real scenarios.** Animation can increase costs

GT2.0 Final video: possible options

Script 1: The Methodology

Focus on the project methodology, the citizen participation and outcomes with graphic animations and interviews.

Script 2: The Challenge

Focus on the policy aspect, a challenge and the benefits for the different demo cases.

The methodology video

1. Introduction with images from different COs. (filmed by their own)

2. **Project Coordinator** presents herself, explains and introduces the project.

3. An **animation** explains the main project **methodology** aspects: co-design, engagement strategies, stakeholder involvement, citizen empowerment...

4. Video summary from next plenary meeting.

5. Somebody of **each citizen observatory** explains its CO while we see images of the site.

6. We present a data aggregator that benefits from the data (as an example) that can be collected by citizens.

7. Some **decision makers** attending the next plenary meeting explain us the benefits of **informed decisions** on social and environmental topics.

8. Project **Coordinator** call to action, engages citizens and scientists to join the COs.

Final message

WE NEED YOU!

groundtruth2.0

The challenge video (1/2)

1. Interview with a central *reporter* person (can be filmed in next plenary meeting) + generic images to illustrate **the challenge**/need
   a. He/she introduces him/herself and his/her challenge/need
   b. He/she explains how did he/she discover GT2.0

2. **One CO** illustrates the challenges with images of the case (filmed by your own people)

3. *Reporter* continues explaining the **opportunities** and introduces the GT20 methodology

4. **Next CO** illustrates the opportunities with images of the case (filmed by your own people)

5. *Reporter* reports on how was involved in the project: more aspects of the **methodology** are described.

6. **Next CO** illustrates the methodology with images of the case (filmed by your own people)

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The challenge video (2/2)

7. *Reporter* reports of the **results** related to the outcomes of the project.
8. **Next CO** illustrates the outcomes with images of the case (filmed by the own DC)
9. *Reporter* reports on more project **results/outcomes**.
10. **Next CO** illustrates more results/outcomes with images of the case (filmed by the own DC)
11. *Reporter* makes an overall **conclusion**.
12. **Last CO** illustrates final achievements with images of the case (filmed by the own DC)
13. **Call to action**: You, too, can get those benefits!

Final message

We can help you!

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What do you prefer?

Script 1: The Methodology

Focus on the project structure and outcomes with graphic animations and interviews.

CO resource consuming: Lower

Length of the video: Shorter

Total cost: Higher

Script 2: The Challenge

Focus on the citizen participation, the benefits for the different citizen observatories and call to action.

CO resource consuming: Higher

Length of the video: Longer

Total cost: Lower

We can help you!

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GT2.0 Final video: What do we need?.

Script 1: Methodology

What images of your CO can you contribute

What is the main aspect of the methodology that you want to emphasize

Who is the data aggregator?

Who is the policy maker?

Script 2: The Challenge

Who the initial *reporter* can be and which is **the** challenge

What is the **aspect** your CO can illustrate better? (challenge, opportunities, methodology, outcomes, results, achievement)

Who can tell the story: (stakeholder, citizen, DC lead partner, decision maker?)

What **footage** (what, where) can you provide?