



**OPTIMISED ENERGY EFFICIENT DESIGN
PLATFORM FOR REFURBISHMENT
AT DISTRICT LEVEL**

Optimised Energy Efficient Design Platform for Refurbishment at District Level
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D7.7: Short video

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26/02/2019	1.1	Nathalie da Silva (SEZ)	Update of the document. Final version of the second OptEEemAL video. Publication of the video on the website

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Executive Summary

As part of the communication and dissemination tools, materials and activities, a short video clip has been generated to present in a non-very technical way the main characteristics of the OptEEemAL solution, its objectives, target audience and main functionalities.

A short video clip of 2 minutes of duration has been generated to this purpose.

SEZ proposed and the consortium agreed to produce a second video as introduction to the use of the platform and complementary dissemination and guiding tool for the trainings.

Both videos were published on the website and on relevant internet platforms (e.g. YouTube, dissemination through press releases, newsletters and mailings) in order to reach to the maximum possible audience.



1 Introduction

1.1 Purpose and target group

The purpose of “D7.7 Short Video” is to generate a video presenting the main objectives, characteristics and functionalities provided by the OptEEemAL platform in order to promote the benefits of the OptEEemAL solution and the impacts this tool can achieve.

A second video has been produced to explain how the OptEEemAL Platform works and the specific steps the user has to go through to use the platform in more detail. The video gives a good overview of the platform steps, data requirements and benefits of the OptEEemAL solution and serves as an introduction to further use of the platform.

1.2 Contributions of partners

Steinbeis-Europa-Zentrum (SEZ) as WP leader of WP7 – “Dissemination, communication, exploitation and market deployment” was responsible for the production of the video o-tone, concepts and designs of both videos in cooperation with NOBATEK as WP6 (Platform Validation and Demonstration on Technical and Societal Levels) Leader and CARTIF as project coordinator.

The following Table 1 depicts the main contributions from participant partners in the development of the content for the video.

Table 1: Contribution of partners

Participant short name	Contributions
SEZ	Setting up of deliverable. Generation of the video o-tone, concepts and designs of the video, communication with the subcontractor/media agency, including corrections rounds and updates
NBK	Review and feedback to the video content (text, images and animations)
CAR	Review and feedback to the video content (text, images and animations)

1.3 Relation to other activities in the project

The dissemination and exploitation activities of OptEEemAL are strongly related to all project activities, as they promote the project results and developments and focus on their further exploitation. Thus, strong linkages to all project activities, all partners and throughout the entire project constitute a powerful network.

2 Link to the video

Both OptEEemAL videos with the presentation of the OptEEemAL solution and the use of the OptEEemAL Platform can be found on the OptEEemAL website:

<https://www.opteemal-project.eu/>

Or directly on YouTube:

Video 1: <https://www.youtube.com/watch?v=TLRNuHBXn1w&feature=youtu.be>

Video 2: <https://www.youtube.com/watch?v=2m0MDzkw2Js&feature=youtu.be>

Both videos are also available for download to all project partners on the OptEEemAL Owncloud for communication and dissemination purposes.