Co-designed Citizen Observatories Services for the EOS-Cloud
H2020 programme: Research and Innovation action

Deliverable D.8.3
Project video
30 of June

EUROPEAN COMMISSION

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Type		
R	Document, report excluding the periodic and final reports	X
DEM	Demonstrator, pilot, prototype, plan designs	

DEC	Websites, patents filing, press & media actions, videos, photos, etc.	
SOF	Software, technical diagram, etc.	
OTHER	Flyers, etc.	

Dissemination level		
PU	Public, fully open.	
CO	Confidential, restricted under conditions set out in Model Grant Agreement	X
CI	Classified	

Revision history

R#	Date	Description/Reason of change	Deliverable contributors
R0.1	2021/06/14	Deliverable draft	Ángela Justamante (CREAF)
R0.2	2021/06/21	Deliverable revision	Sonia Liñán (ICM-CSIC)
R1.0	2021/06/28	Deliverable revision	CoNNect group

Authors

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Citation

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Executive Summary

The objective of the deliverable D8.3, produced within the package WP8, is to present a comprehensive promotional video explaining the Cos4Cloud project in two minutes to a general public audience, it is also an invitation to be part of our community and participate in our activities. The video includes subtitles in English, Spanish, Catalan, French, German, Swedish, Greek and Dutch, all the Consortium languages.

D8.3 includes the project video script and the link to the video without subtitles, it also incorporates a small communication plan to promote the video and the Key Performance Indicators (KPIs) to measure its impact.

The video has been produced in an animation format by Sci Ani company.

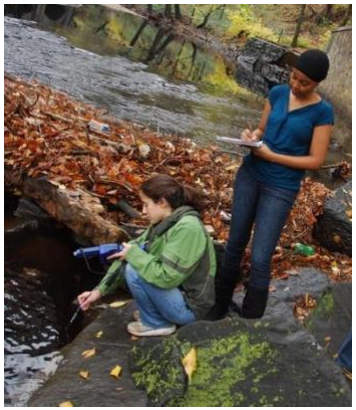
Content

1. Project video

1.1. Video script

The project video script synthesized the main objectives of the Cos4Cloud project. The script is divided into 12 scenes with visual images to guide the video animation production.

Scene number	Text	Scene description
1.	Cos4Cloud is a European Horizon 2020 project to boost citizen science technologies.	<u>Opening shot</u> The animation opens with the title **How is Cos4Cloud boosting citizen science technologies?** and the Cos4Cloud logo in the centre of the screen. Logo can be found here https://www.dropbox.com/sh/ax99g5nfnxkcksi/AAAUTlJ-q__R7XIVBo7fPNzDa?dl=0&preview=Cos4Cloud_logo.ai

		The text and logo then begin to rise off the top of the screen and the shot 'pans' down to reveal the next scene, like a camera panning from the clouds to the ground.
2.	Citizen observatories are the platforms which support the collection and management of citizen science data.	<u>New scene:</u> The screen is split into 3, each section showing diverse groups of people involved in citizen science projects. They should include people of different ages, genders and ethnicities. All are static. In the first section on the left, two people can be seen on the edge of a lake, one taking a photo of the plants by the lake, the other measuring air quality, using a detector like the below: Reference image below: 

		 In the centre, more people are seen standing among long grass and wildflowers, measuring the plants and using their phones to take a note of the data. **Reference image below:**  On the right of the shot, we see a mountainous/hilly landscape, where someone is taking a photo on their phone.

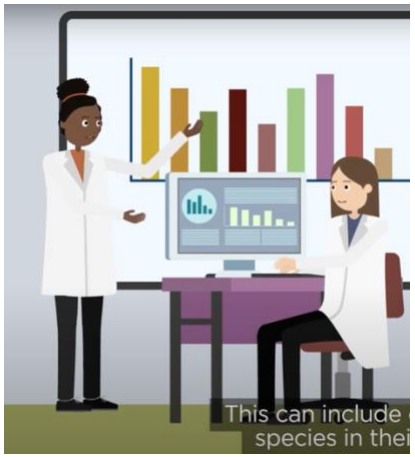
		Reference image below: 
3.	Data is collected through multiple mechanisms, including mobile applications and other DIY (do-it-yourself) devices.	<u>Continuing shot</u> The screen remains split in 3, but the view changes as if we were one of the characters in each section of the previous scene, so section 1 shows the edge of the lake, section 2 shows the wildflower meadow and section 3 is mountains. When the voiceover says collected, in each of the sections a hand holding a smartphone appears.

		 On the phone screen in section 1, we see an air quality app screen, like a simple version of the below.  On the phone screen in section 2, we see a close-up “photo” of the plant.

		 On the phone screen in section 3, we see a picture of a mountainous landscape with a bird. 

4.	However, difficulties integrating and exchanging data among different projects and apps; lack of technological capacity, and significant costs for ensuring sustainability (versus low resources available) are great challenges...	<u>Continuing scene</u> When the voiceover difficulties in exchanging, the screen of the phone in section 1 changes to a big error message, showing the image below.  When the voiceover says lack of technological capacity, the screen of the phone in section 2 changes to another error message, like below: 

		When the voiceover says significant costs, the screen of the phone in section 3 changes to red, with a big Euro sign in the middle.
5.	With the help of a diverse range of enthusiasts and experts, Cos4Cloud is contributing to tackle these issues, by co-designing and prototyping eleven technological services.	<u>New Scene:</u> The Cos4Cloud logo appears at the top of the screen in the centre, followed by 11 boxes in two lines of five one by one. Each box will contain one of these 11 services, which are: ● Pl@ntNet-API ● AI-Naturalist ● AI-GeoSpecies ● Biodiversity-DL ● MECODA ● MOBIS ● Authenix ● FASTCAT-Edge ● FASTCAT-Cloud ● Cos4Bio & Cos4Env ● DUNS
6.	They will contribute to increasing the quantity and quality of citizen science data, and ultimately the	<u>Continuing scene</u> We zoom out again, to see the scientist holding the iPad is inside a citizen science observatory. They are talking to another scientist

	long-term viability of the citizen observatories.	who is also looking at results on a computer screen. Scene can look similar to the citizen science observatory from the first Cos4Cloud video (below), but not exactly the same. Behind the scientists, on a whiteboard on the wall, is written **Quality and Quantity** **Interoperability** **Long-term viability** **Motivation** 
7.	Cos4Cloud is working with nine observatories and DIY initiatives, all in the field of environmental and	<u>New scene:</u> The reference image below appears section by section from the bottom right-hand corner of the screen, like a sunrise. Start with the

	biodiversity monitoring, to build and test these services.	Cos4Cloud logo in the corner, then the biodiversity, water and air sections of the sphere, then the logo of the 9 observatories. These are: ● iSpot ● Natusfera ● Pl@ntNrt ● Artportalen ● Canairio ● OdourCollect ● Freshwater Watch ● Kduino ● iSPEX 

		Logos can be found here: https://www.dropbox.com/sh/ax99g5nfnxkcksi/AAD3KUGyPk320ix6mxEhFGofa/Other%20logos?dl=0&subfolder_nav_tracking=1 Similar to this image from the Cos4Cloud banner https://cos4cloud-eosc.eu/wp-content/uploads/2020/09/Banner_Cos4Cloud.pdf 
8.	Once ready, Cos4Cloud services will be freely available in the European Open Science Cloud - a digital platform that provides open access to data and tools, for the scientific community.	<u>New scene:</u> A map of Europe appears. The logos of the 9 platforms and arrows fade and a map of Europe appears behind the Cos4Cloud logo, which then fades and is replaced by the EOSC logo, found here: https://www.dropbox.com/sh/ax99g5nfnxkcksi/AAD3KUGyPk320ix6mxEhFGofa/Other%20logos?dl=0&preview=eosc_logo.eps&subfolder_nav_tracking=1

		Arrows then come out of the EOSC logo, pointing to various places in Europe e.g. London, Barcelona, Oslo, Budapest etc.
9.	Cos4Cloud services are built hand-in-hand with citizens, scientists, developers, naturalists and all the scientific community - and tested in a collaborative way.	<u>New scene:</u> A diverse range of smiling faces pop up one by one in circles around the screen - a mix of ethnicities, ages, gender, etc. They represent normal citizens, scientists and developers. Citizens and developers can be similar to those in Scene 1. Some developers should be wearing glasses. Scientists should be wearing hats and outdoor gear, binoculars, etc. 

		 
10.	If you're interested in citizen science, technology, and nature, join us, we have a place for you in our community!	<u>Continuing scene:</u> A map of Europe fades up behind the circular images (similar to the reference image, but with Europe, rather than the whole world). Lines begin to form between the circles, with hubs in areas between them, as if a network is being built between them across the

		continent. As the links form, more people appear, and thus more links begin to form. Reference image below: 
11.		<u>New scene:</u> In the upper-centre of the screen, show the Cos4Cloud logo and underneath that write **We are looking for people to join our co-design and testing community. Check out our website to see how to join.** **https://cos4cloud-eosc.eu/** Along the bottom of the screen, in smaller text, write **Join our community**

		Under this show the Cos4Cloud social media handles, next to the relevant logos. ● Twitter - @Cos4Cloud ● YouTube - @Cos4Cloud ● Instagram - @Cos4Cloud ● Linkedin - @Cos4Cloud - Project
12.		<u>Ending shot:</u> The previous scene fades, except for the Cos4Cloud logo, which moves to the top of the screen. The animation finishes with the following logos and text on the screen: **This project is part of the** *insert EOSC logo***.** EOSC logo can be found here https://www.dropbox.com/sh/ax99g5nfnxkcksi/AAD3KUGyPk320ix6mxEhFGofa/Other%20logos?dl=0&preview=eosc_logo.eps&subfolder_nav_tracking=1 **Coordinated by ICM-CSIC. In partnership with *logos of partners shown below*** Partner info can be found here: https://cos4cloud-eosc.eu/the-project/partners/

		This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 863463. Have the Horizon 2020 EU Funding logo appear next to this statement, found here: https://www.dropbox.com/s/8inpv26bp3ytkm0/eu%20flag.png?dl=0

1.2. Key points

This section explains our objectives when writing the video script:

- **Synthesize in a sentence what Cos4Cloud is about so that our target public can identify our project easily.**

Cos4Cloud is a European Horizon 2020 project to boost citizen science technologies.

- **Explain what citizen observatories are: to understand Cos4Cloud, people first have to know what citizen observatories are. That is why we explain it briefly in the video.**

Citizen observatories are the platforms which support the collection and management of citizen science data.
Data is collected through multiple mechanisms, including mobile applications and other DIY (do-it-yourself) devices.

- **Explain and illustrate which are the challenges citizen observatories face.**

However, difficulties integrating and exchanging data among different projects and apps; lack of technological capacity, and significant costs for ensuring sustainability (versus low resources available) are great challenges...

- **How is Cos4Cloud addressing these challenges?**

With the help of a diverse range of enthusiasts and experts, Cos4Cloud is contributing to tackle these issues, by co-designing and prototyping eleven technological services.

They will contribute to increasing the quantity and quality of citizen science data, and ultimately the long-term viability of the citizen observatories.

Cos4Cloud is working with nine observatories and DIY initiatives, all in the field of environmental and biodiversity monitoring, to build and test these services.

- **How can people use the services Cos4Cloud is developing?**

Once ready, Cos4Cloud services will be freely available in the European Open Science Cloud - a digital platform that provides open access to data and tools, for the scientific community.

- **Engage people to join our community.**

Cos4Cloud services are built hand-in-hand with citizens, scientists, developers, naturalists and all the scientific community - and tested in a collaborative way.

If you're interested in citizen science, technology, and nature, join us, we have a place for you in our community!

1.3. Video production

The video without subtitles is already published on the Cos4Cloud YouTube channel. The video with English, Spanish, Catalan, French, German, Swedish, Greek and Dutch subtitles will be published by the end of July at the very latest.

Link to the video: https://youtu.be/UWCOq7Hcpec

2. Relationship with other deliverables

D8.3 is part of the Communications Plan (D8.2), and it will contribute to achieving the communication goals:

- **SO1.1.** To ensure that our mission, values and results are understandable for all the target audiences.
- **SO3.1.** Engage the target audiences to participate in the activities such as BioBlitzes, Hackathons, Datathons, co-design meetings, webinars, and workshops.
- **SO5.1.** Effectively communicate the added value that the technological services will give to citizen observatory platforms.

The video is complementary to the already published video: **'What are the achievements of the citizen observatories in Cos4Cloud?'**. The video was led by EarthWatch and posted on the 21st of December 2020, which already has 300 visualizations.

An informative video on the achievements of the citizen observatory platforms within Cos4Cloud, which explains what citizen observatories are, the citizen science projects that participate in Cos4Cloud and includes and some examples of participant engagement levels, data collected and results obtained.Link to the video: https://www.youtube.com/watch?v=xvGqSdOJXuQ

- Link to the piece of news: https://cos4cloud-eosc.eu/blog/exciting-citizen-science-projects-you-can-get-involved-with-cos4cloud-video-included/

3. Target public

The video is aimed at the general public; its objective is to explain Cos4Cloud in an understandable language, what Cos4Cloud is, what the project offers and how people can get involved.

Subtitles
SciAni will produce the video with subtitles in all the Consortium 8 languages: English, Spanish, Catalan, French, German, Swedish, Greek and Dutch. The script has already been translated collaboratively: each partner has translated a script into her/his mother tongue.

Why have we decided to add subtitles?
To ensure that we reach and **engage people from different countries**, avoiding the linguistic barriers experienced by people or groups speaking other languages makes communication difficult. We also make sure that we're **not discriminating** against deaf people or persons who suffer hearing loss.

Another reason to include subtitles is that videos promoted on social media with subtitles can significantly boost video engagement: having the message in both

audio and text can help ensure that the message can be heard (and read) by everyone. Subtitles also help to get **better positioning on search engines, as Google** indexes subtitle texts on videos.

4. Cos4Cloud video promotion strategy

- Upload the video on Cos4Cloud's YouTube channel.
- Embed the video on Cos4Cloud's website Home.
- Write a piece of news about the video and post it on the Cos4Cloud blog.
- Include the video in Cos4Cloud, ICM-CSIC and ECSA newsletter.
- Announce and promote the video on Cos4Cloud's social media:

    a. **Instagram**
        - Post the video on Cos4Cloud Instagram TV.
        - Publish at least 10 Instagram stories throughout the project.

    b. **Twitter**
        - Pin the video on Twitter profile page during at least two weeks after having published it, the people who visit our Twitter profile can watch it.
        - Send direct messages to key followers to encourage them to watch it and share it (EU-Citizen.Science, Citizen Science Association, Oficina Catalana de Ciència Ciutadana, etc.)
        - Post at least 20 tweets throughout the project, including two Twitter threads explaining the video.

    c. **LinkedIn**
        - Publish at least six posts on LinkedIn throughout the project.

- Ask partners to promote the video on their social media, website and newsletter.
- Include the video in the Cos4Cloud presentations, especially those aimed at a general public.

5. Key performance Indicators (KPIs)

To measure the success of the video, a number of quantifiable Key Performance Indicators (KPI) have been established.

Table 1. Project video Key Performance Indicators (KPIs).

KPIs	Target
Number of views	100
Piece of news about the video - Post visits	50
Video impressions	25,000