



Interreg
Italy - Croatia
TEMPUS



EUROPEAN UNION

TEMPoraryUSes as start-up actions to enhance port (in)tangible heritage

D2.4.3 & D2.4.4 - Operative manual
with guidelines for recording
Project videos and "Capsule stories"

Document control

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OPERATIVE MANUAL WITH GUIDELINES FOR RECORDING PROJECT VIDEOS AND “CAPSULE STORIES”

1. INTRODUCTION

The main objective of TEMPUS project is to start a real change by using experimental methodology which should encourage local community to use different and unusual cultural heritage of the former urban sea ports – in the domain of culture, entrepreneurship or urbanism, through the so called Temporary Uses Actions that are focused on the idea of urban ports as places of mixed tradition, history, architecture and culture, and as such enable creation of new, contextual values and capitalize on starting wider range of valorisation and regeneration of “cultural” resources, while at the same time using potential of the most important stakeholders, primarily their knowledge and skills, but also the capacity of dissemination for results by actively including those stakeholders in defining and creating urban strategies.

The implementation of the project is expected to achieve and implement the following results: actions for temporary re-use of port areas (in 3 pilot areas), reevaluation of the cultural and natural tangible and intangible heritage of the Adriatic port cities in the context of opportunities for entrepreneurship and innovation in entrepreneurial spheres based on the cultural and natural heritage, strategies of revitalization of port areas of historical importance, and indirectly contribute to balancing tourist flow, regardless of seasonality.

To achieve this, it is necessary, among other things, to tell a story that would attract the interested public, tourists, students and pupils, entrepreneurs, civil society, local and regional authorities, regional

and local development agencies, museums, tourist boards, LAGs, etc., to use these renewed infrastructure projects for the intended purpose of the project.

The project includes 3 pilot cities, Ravenna, Rijeka and Solin, each with its own particularities, history and opportunities for further development, and this is exactly what should be shown through our "storytelling". The underlying message in these video stories should be – for longer (D2.4.3) videos – process of innovation brought by TEMPUS project, and that innovation should be used as instrument for raising awareness of what we do, and what are the goals of our project TEMPUS clearly visible to our target groups.

Main objective of shorter videos (D.2.4.4) is to raise awareness of project activities and how our target groups can engage with those activities (LAGs meetings, Perspective Forums, Hack-Days and Mix and Match events, etc.)

2. GENEAL GUIDELINES

The good planning of our Project videos and Capsule stories is important in order to know what we want to achieve and the first step towards quality video production. The general guidelines for D2.4.3 & D2.4.4 parts of the Project should help us find out what we want from the video material we are going to create. Therefore, we divided the instruction into three sections to make it easier to understand what our expectations are, but also what our goals are.

Activity 4 of TEMPUS Project communication work package foresees, among others, the production of videos supporting the storytelling around the project pilots and, more in general, around its overall implementation.

More specifically Activity 2.4.3 foresees the shooting of the 3 videos (2-3 minutes) about each pilot location showing implementation phases of the Project and/or the selected locations, the reasons for choosing these locations as well as future benefits after renovation and giving them a new function, to attract interested citizens, local government, associations or entrepreneurs. The focus of these stories should also be on innovation process triggered by TEMPUS - how once dismissed urban port heritage can be regenerated with new life for the benefit of target groups.

Further on, foresees Activity 2.4.4 - "Capsule stories" a short video stories (15-30 seconds) made by all the Project partners to be used for publishing on social networks. Those "Capsule stories" videos should follow the development of the project-related local community engagement activities through reports from stakeholder meetings, round tables, conferences or presentations of progress to the local community. Depending on the content of the story told video, for the Capsule stories there is the possibility to extract some content or one episode also from partners story told video (15-30 seconds of the story) refreshed with a photo or accompanying text - namely, the purpose of these stories is to present the goal and

achievement of the LAGs& PFs meetings, workshops, Hack-days, Mix & Match events and the like.

„Stories told“ video materials (D2.4.3) should serve as promotional materials that would be used on the official YouTube channel of the project or in television shows if necessary or possible, but as well as an instrument to raise awareness in the local community of innovation process that has been activated thanks to TEMPUS.

„Capsule Stories“ (D2.4.4) would be used as short promotional materials on social networks of the project or partner to briefly inform the interested public of what is happening and at what stage the project is or to invite interested stakeholders to a future workshop or meeting.

„Capsule Stories“ can, if necessary, be arranged into one longer video at the end of the project.

The recorded materials will be the indicator of what has been done in the project, exchanges among project partners, but it will also be the indicator of future Interreg projects on how to present and monitor project implementation to the highest standards and do promotion.

3. ACTIVITY DETAILS

Inviting people to action always requires a good story that will initiate that action. The existing neglected infrastructure that needs to be rebuilt and repurposed carries a story that is specific to that city, and its renovation can give it a new story or a new dimension that can then attract people to use it appropriately, if the story is told well. These are the stories that should connect the past with the future, ideally through the core values of the community around which most stakeholders agree and hold on to this project. Such stories can range from how we continue the tradition of our ancestors to how we continue their efforts from the past, but now in a new and innovative way, consistent with the times in which we find ourselves.

Through activities designed by "Temporary uses actions" and assisted by "Community of Practice" TEMPUS pilots create sustainable support for entrepreneurship in the fields of creativity, culture and tourism, thus enabling the creation of new contextual values, which will be capitalized as places and spaces, which will serve to attract stable higher-order investments.

These Guidelines shall provide detail on how „Stories told“ and „Capsule Stories“ videos should be conceived and shot, in order to get a unified look that gives to the project a recognizable visual identity despite the fact of being shot in different locations and by all different project partners. High quality of will be reached thanks to clearly prescribed technical specifications.

Nowadays, in order to reach potential users of our services and products, it is important not only to be present, but also to encourage the interested public to engage and regularly monitor the implementation of the project. By creating content that makes this possible, we show those we address that the project we are implementing has real effects and contributes

to the quality of life of the local community. In „Capsule Stories“ (D2.4.4), short clips from „Stories told“ video materials (D2.4.3) can be used.

Partners involved in shooting of „Storie told“ videos:

„Piloting partners“

- CERTIMAC – BUILDING MATERIALS CERTIFICATION (PP3), RAVENNA pilot site
- CITY OF SOLIN - (PP6), SOLIN pilot site
- RIJEKA DEVELOPMENT AGENCY PORIN LTD (PP4), RIJEKA pilot site

„Other project partners“

- NRC (LP)
- C.N.A. (PP1)
- UNIBO (PP2)
- PI RERA (PP5)

For production of the “Capsule stories” post series, all project partners should be engaged.

	WHO? Partners involved (roles)	WHAT? Expected results/ Object of the videos	WHEN? Timings and deadlines	HOW? Uniformity of appearance / Technical specifications
“Stories told” videos	PILOTING PARTNERS	<p>N. 1 to 3 videos per PP:</p> <p>a) Show the history, i.e. give an introduction to the site that is being renovated and / or repurposed - what was there earlier, why was the site chosen, what was the role of that infrastructure or location so far, especially if there is an interesting story about it - when it was built, for what purpose, what trace it left in the community, why was it chosen for renovation, etc. Try to show mapping and pilot objectives, planned innovations, etc...</p> <p>b) Show the present and the possible future- what is the current state of the infrastructure or location, whether it is now used for something or not, how neglected it is (or was neglected, if something has already started), how the local population currently treats the area. What will be here, what are the expectations, purposes and goals, what should this space mean to the local community in the future, what progress in quality of life will bring and / or new opportunities, what will be possible work in the future and why it is good and necessary. Show ongoing innovation process that was</p>	<p>The 1st video - November 2020</p> <p>The 2nd video –February 2021</p> <p>The 3rd video –May 2021</p>	<p>In order to get this project its visual identity and recognisability, no matter which partner in the project is doing it, it is necessary that we all adhere to the given guidelines. For this purpose, it is necessary to:</p> <ul style="list-style-type: none"> • Create short intro video and outro video in accordance with visibility guidelines (project tags, who funded, colours, logos, logo size, etc.) • Create an animated signature for video speakers (lower thirds) in accordance with the visibility guidelines (if there are speakers in the video, they should be presented, and the way their name is revealed on the screen and the background used to display the name, should be the same in every video) • Use of one font in all video materials • Use the same music for an intro / outro jingle • Disclaimer with the video must be: This video reflects the views of the TEMPUS partnership and Interreg Italy - Croatia

		<p>implemented thanks to TEMPUS project (exhibitions, calls, TUA projects and openings, etc)</p> <p>c) Show the new present – Show the new status of the pilot area after implementing all the phases of the Project and video should put emphasis on the call to action for future users of that area – what change is bringing this to the local community? What are the results of his innovation process? What are the new possibilities and perspectives for entrepreneurs, students, LAGs, etc.? Why is important to get involved? What are the benefits of local communities with involvement in his renewed areas? How will this project help get entrepreneurial ecosystem activated? What is the strategy or visibility plan for that?</p>		<p>2014-2020 Programme authorities are not liable for any use that may be made of any information contained therein.</p> <p>In order to achieve uniformity of appearance, the recorded video materials need to be of satisfactory quality.</p> <p>Resolution: FullHD, 3840x2160 pixels</p> <p>Framerate: 25fps</p> <p>Color: 4.2.2 10 bit or RAW</p> <p>Sound: 16 bit 48000 Hz sound</p>
	<p>Other project partners</p>	<p>n. 3 videos each on a free topic in line with the project and the link to their field of expertise. Some inspirational questions:</p> <ul style="list-style-type: none"> • Why did you get involved in the project and what is your role? • How do such projects contribute to cross-sectorial cooperation? • How do such projects strengthen regional and Croatian-Italian relations? • What are your experiences with attracting entrepreneurs and activating the local community? • Can such a project strengthen the new economy, based on cooperation (between sectors and stakeholders)? 	<p>The 1st Video - November 2020</p> <p>The 2nd video - February 2021</p> <p>The 3rd video - May 2021</p>	<p>In order to get this project its visual identity and recognisability, no matter which partner in the project is doing it, it is necessary that we all adhere to the given guidelines. For this purpose, it is necessary to:</p> <ul style="list-style-type: none"> • Create short intro video and outro video in accordance with visibility guidelines (project tags, who funded, colours, logos, logo size, etc.) • Create an animated signature for video speakers (lower thirds) in accordance with the visibility guidelines (if there are speakers in the video, they should be presented, and the way their name is

		<ul style="list-style-type: none"> • How to connect archaeological and historical research with the transformation of urban areas and new opportunities for the development of entrepreneurship and the economy? • What new and innovative technologies and techniques can be used in such a project? • How can such a project contribute to sustainable tourism? • What are the specific knowledge and experiences with which the partner can contribute to the project? • What results do the partners expect from this project? • How to ensure the implementation of the objectives of this project in the future? 		<p>revealed on the screen and the background used to display the name, should be the same in every video)</p> <ul style="list-style-type: none"> • Use of one font in all video materials • Use the same music for an intro / outro jingle • Disclaimer with the video must be: This video reflects the views of the TEMPUS partnership and Interreg Italy - Croatia 2014-2020 Programme authorities are not liable for any use that may be made of any information contained therein. <p>In order to achieve uniformity of appearance, the recorded video materials need to be of satisfactory quality.</p> <p>Resolution: FullHD, 3840x2160 pixels Framerate: 25fps Color: 4.2.2 10 bit or RAW Sound: 16 bit 48000 Hz sound</p>
<p>“Capsule stories” post series</p>	<p>Piloting partners & other project partners</p>	<ul style="list-style-type: none"> • Capsule stories are meant to be a social media post series that are produced (photographed and written) by capturing mini-stories of LAGs & PFs meeting and Hack-days and M&M attendees. • These stories can be a short call to actions dedicated to community engagement activities and events, namely LAGs meetings, Perspective Forums, Hack-Days and Mix and Match event – if possible short sequences can be used from 	<p>The capsule stories will be prepared in the dependence on purpose.</p> <p>Obligatory Capsule stories should be created on the occasions of Hack day –by the project partner-in-charge for the organization of the event „Hack day” (deadline April / 2021), and on the occasion of Mix & Match event – produced by the project partner in charge in the organization of this event (deadline December /</p>	<p>Resolution: FullHD, 3840x2160 pixels Framerate: 25fps Color: 4.2.2 10 bit or RAW Sound: 16 bit 48000 Hz sound</p> <p>In case of pictures (capsule stories) - ideally in the format of 3840x2160 pixels, but a minimum of 1920x1080 pixels.</p>

	<p>including PPMHP</p>	<p>„Stories told“ video materials (D2.4.3), if not, few video clip and pictures with typography informing about each of these events should be done by a partner which organize specific event/forum/etc.</p> <ul style="list-style-type: none"> • Briefly report in the video what was done on this project activity (round table, meeting with stakeholders, invite to the next activity if it is open, etc.) • In case some/all events would not take place in physical form, but just in digital (e.g. LAG meetings) a short video with typography should be done explaining what was the topic of a meeting, etc. In that case, the narrators mostly will be from PP's team/institution but it will be good to record a statement from some of the stakeholders or moderators of events that were involved in the presented meeting and integrate into the Capsule story. 	<p>2021); and the other ones in the occasions of the TUA openings and Docking event, also produced by partners in charge in the organization of each of these events (and deadlines are defined by Gantt for this activity).The capsule stories will be prepared in the dependence on purpose. Obligatory Capsule stories should be created on the occasions of Hack day –by the project partner-in-charge for the organization of the event „Hack day“ (deadline April / 2021), and on the occasion of Mix & Match event – produced by the project partner in charge in the organization of this event (deadline December / 2021); and the other ones in the occasions of the TUA openings and Docking event, also produced by partners in charge in the organization of each of these events (and deadlines are defined by Gantt for this activity).</p>	
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The coordinator of this activity will prepare a short intro and animated signature for the speakers in the videos, suggest a font to be used for all videos, will also prepare an intro and outro jingle and disclaimer and deliver to all project partners ready for use in each partner's video making.

However, as far as resolution and other technical characteristics are concerned, it is strongly recommended to adhere to the ascribed guidelines.

The goal of the videos is to promote the project and project goals, but also to increase visibility. Given this, each partner after producing its video is recommended to share it with the coordinator of this activity who will try to make all the submitted videos of project partners as one common one that would comprehensively show the TEMPUS project in all phases and from several aspects. That one video made in the post-production, as well as partner's videos, will be posted on the YT channel and the project website. All of this will only be possible if the videos are "uniformed" and in that sense, the close collaboration and video alignment are required. For this purpose, we have appointed an activity coordinator who can be contacted by all project partners if there are any ambiguities in the preparation of the video material.

Name and contact details of activity coordinator: Veljko Tomić, veljko.tomic.24@gmail.com.

4. COMMUNICATION GOALS AND TARGET GROUPS

The main communication will be based on highlighting the former role and function of these somewhat forgotten and excluded port cities that once played key roles in the economy and life, then on the relationship of these places and environments but also on pointing out its potentials in accordance with actual and future business surrounding and modern days preferences and needs.

<p>WHO?</p> <p>Partners involved (roles) and parts of Project</p>	<p>Target communication groups</p>	<p>Communication objectives</p>
<p>„Stories told“ video materials (D2.4.3)</p> <p>Piloting partners & Other project partners</p>	<ul style="list-style-type: none"> • Local and regional authorities, public administration bodies (national / regional / local) with the scope of work in the field of management of cultural goods and those in the field of promotion of tourist potentials, and institutions participating in the reconstruction of selected areas • Regional and local development agencies and local self-government • Associations, NGOs, LAGs • Companies and institutions dealing with natural and cultural heritage, its protection and promotion • Museums, tourist boards, travel agencies and tourism operators, employees of "creative industries" • Education and training organizations, universities and research institutes • Entrepreneurial sector (small and medium enterprises, large companies) 	<ul style="list-style-type: none"> • To show the benefit of TEMPUS for the local communities and local authorities – why EU or Interreg is important for good governance by cooperation and learning from piloting & project partners • For NGOs, LAGs, local companies, etc. to show them how participating in this kind of project can give them better visibility on <u>an</u> international scale • For Museums, tourism operators, travel agencies to show them how innovation via TEMPUS can bring to life new business opportunities • For education, training organizations, etc. to show that via TEMPUS they can have first hand exchange of innovation and know-how from various partners (local authorities, NGOs, Entrepreneurial sector, etc)

<p>„Capsule Stories“ (D2.4.4)</p> <p>Piloting partners & Other project partners</p>	<ul style="list-style-type: none"> • Local population, younger population / children, tourists • Local and regional authorities, public administration bodies (national / regional / local) with the scope of work in the field of management of cultural goods and those in the field of promotion of tourist potentials, and institutions participating in the reconstruction of selected areas • Regional and local development agencies and local self-government • Associations, NGOs, LAGs • Companies and institutions dealing with natural and cultural heritage, its protection and promotion • Museums, tourist boards, travel agencies and tourism operators, employees of "creative industries" • Education and training organizations, universities and research institutes • Entrepreneurial sector (small and medium enterprises, large companies 	<ul style="list-style-type: none"> • Main communication objectives of „Capsule Stories“ for all TGs should be engaging and, if possible, call to action for community engagement activities and events, namely LAGs meetings, Perspective Forums, Hack-Days and Mix and Match event, etc
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