



ReDREAM
change your energy

D7.4

Video News Release

March 2023



Technical References

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- ¹
- PU = Public
 - PP = Restricted to other programme participants (including the Commission Services)
 - RE = Restricted to a group specified by the consortium (including the Commission Services)
 - CO = Confidential, only for members of the consortium (including the Commission Services)



Document History

Issue	Date	Author	Content and changes
V1.0	22.11.2023	Patrick Rembe	The first draft of the Deliverable document is based on the publication of the VNR with a 3-week delay. All reasons and additional trials to raise the success of the VNR are documented. As the focus was on the report of the results and further measures were implemented after 27 April 2023, the completion of the report was delayed.
V1.0	20.12.2023	Francisco Martin	Review the first draft. Comments and hints to clarify the expectations and results of the deliverable. Add some requests with minor changes.
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V2	08.01.2024	Álvaro Sanchez	Final review and approval



Table of Acronyms

Acronyms	Description
AP(s)	Action Point(s)
API	Application Programming Interface
CA	Consortium Agreement
DER	Distributed Energy Resource
DR	Demand Response
EC	European Commission
ECP	Electric Charging Post
ECR	European Commission Reporting
EE	Energy Efficiency
EPOV	Energy Poverty Observatory
EBU	Eurovision Broadcast Union
EV	Electric Vehicle
GA	Grant Agreement
GDPR	General Data Protection Regulation
H2020	Horizon 2020 programme
HBS	Household Budget Survey
DSO	Distribution System Operator
LTP	Linked Third Party
OAuth 2	Open Authorization
PC	Project Coordinator
PMB	Project Management Board
PTC	Project Technical Committee
RES	Renewable Energy Sources
TPR	Ten Percent Rule
TSO	Transmission System Operator
T&C	Terms & Conditions
UC	Use Case
UML	Unified Modelling Language
SILC	Survey on Income and Living Conditions
SOC	State of Charge



VNR	Video New Release
WP(s)	Work Package(s)



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Summary

REDREAM Project

The REDREAM project aims to enable the effective participation of consumers and prosumers in the energy market. The project has developed a strategy for creating a value-generation chain based on a revolutionary service-dominant logic in which services are exchanged. The project aims to boost demand for flexibility services and other energy/non-energy services that enable consumers to participate in the energy market. This is enabled by the establishment of a connected user-centred energy ecosystem.

Deliverable Summary

Communication and dissemination of ReDREAM research and results to **reach consumers is one of the most important tasks of work package seven**. Documentation through video material is one of the elementary formats for reaching the relevant target group, as is dissemination via so-called mass media, which undoubtedly still includes linear television, even in the digital world.

The results of the ReDREAM project are to be disseminated with the help of a **Video News Release (VNR for short)**, a moving image format that is broadcast via the Europe-wide editorial portal Eurovision Broadcast Union.

The content was based on the work of the **demo location in Gallese, Italy**. To increase the relevance for international editorial offices, we focussed on the message of the innovative work in establishing a local energy community in addition to the elementary tasks of the project. **The story was enriched by the integration of an international expert.**

The video (<https://vimeo.com/819057331> and the following password: PW: VrRjRiaVRRDm75d) was successfully uploaded to the Eurovision Broadcast Union platform in April 2023. The reason for the delay of this document was to achieve a greater impact to report. Trying to obtain it, a second version (<https://www.youtube.com/watch?v=40hpun4hxdY>) was also released in the following months for communication and dissemination in the ReDREAM media and was able to achieve significant reach and engagement there.



1. Introduction

The idea of using a **Video News Release** to make scientific projects accessible to a broad public is a proven tool for using the mass medium of television to achieve a significant reach. Especially in the ReDREAM project, where the aim is to **engage the public/current consumers in research and development**.

However, the VNR format will only be successful if its distribution via the editorial offices of the **Eurovision Broadcast Union (EBU)** meets with genuine journalistic interest.

It was therefore important from the outset to combine a news-relevant topic with the work in the ReDREAM project. Due to the development-related delays in the ReDREAM project, there were no relevant findings with journalistic news added value at the time of the planned production of the VNR, the content focus had to be reconsidered.

The topic of energy communities and the decentralisation of electricity markets therefore became the focus of the planned story. The decision was therefore made in favour of the demo location in Gallese, Italy. Here, ReDREAM is the enabler for the establishment of a real energy community, alongside the involvement of consumers.

To give the story further journalistic weight and editorial neutrality, relevant international experts had to be integrated into the film. Marine Cornelis EU Climatepack Ambassador and EUSEW keynote speaker is one of the most committed women in the energy transition on a European level. She was able to inspire the project and with her knowledge make the film even more relevant for European media houses. In addition to the **necessary objectivity through expert knowledge**, it was also important to document political and regulatory challenges. The mayor of the Italian municipality Danilo Piersanti, the ReDREAM Gallese project managers Andrea Ferrante and Giacomo Nardoni, as well as the participant Alessio Cupidi commented on all relevant questions and gave a critical insight into the realisation of the planned project - the establishment of an energy community in Italy.

Filming took place in Turin and Gallese at the beginning of March 2023. Post-production took place afterwards and the video was published on the EBU's editorial platform in April 2023. The video was made available to other relevant journalists with additional footage via a **VIMEO link (<https://vimeo.com/819057331> and the following password: PW: VrRjRiaVRRDm75d)** in a separate [press release](#). The material was then edited and distributed on the ReDREAM platforms to communicate all important ReDREAM components and developments.

Due to the lack of project results at the time of filming and the rather general topic of developing an energy community, it remains to be said in retrospect that the predicted figures were unfortunately not achieved, especially via the dissemination of the EBU.

The reason for the late submission of deliverable 9.4 was based on the hope of achieving the targeted KPIs in the following months through further measures and dissemination via the company's own channels. However, success largely failed to materialise. The proposal would be to update the VNR based on the existing material by adding sound bites and integrating relevant project results with a significantly higher news value.



1.1. What is a Video News Release?

A **video news release (VNR)** is a video segment made to look like a news report but is instead created by a PR firm, advertising agency, marketing firm, corporation, government agency, or non-profit organization. **They are provided to television newsrooms** to shape public opinion, promote commercial products and services, publicize individuals, or support other interests. News producers may air VNRs, in whole or in part, at their discretion or incorporate them into news reports if they contain **information appropriate to a story or of interest to viewers**.

Commercial television stations and other media outlets often broadcast only portions of a VNR. Sometimes they use the script provided by the VNR producer but frequently they write their own script.

1.2. European Broadcast Union (EBU)

The European Broadcasting Union is an association of currently 68 broadcasters in 56 countries in Europe, North Africa and the Middle East, based in Geneva. There are also around half as many associated broadcasters from all over the world (30 from 19 countries).

Several EBU television channels jointly operate the global news channel Euronews. One of the EBU's best-known productions is the annual Eurovision Song Contest, which is produced by the broadcaster of the country that produced the previous year's winner.

From 1965 to 1999, the EBU broadcast the game show Spiel ohne Grenzen. It also produces the Eurovision Young Dancers competition as well as various children's programmes and documentaries.

In addition, the EBU operates a satellite channel via which the member broadcasters make their own (video) material available to each other.

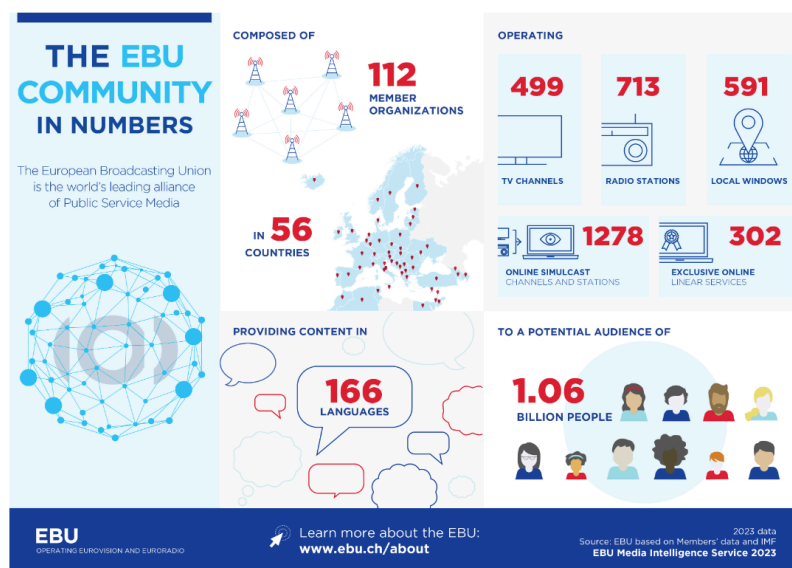


Figure 1 European Broadcast Union (EBU) Facts & Figures

2. The Video

The VNR has the format of a report on the current status of the **development for the integration of an energy community based on the demo location in Gallese, Italy**. The film was conceived with a length of approx. 5 minutes. The film was finalised as a finished version as well as with **additional footage** (longer interview sequences and supplementary image material). In addition, the filming was conceptualised in such a way that the material could be used for further ReDREAM communication with **minimal production effort**.

2.1. The Concept

The concept of the film is based on the integration of ReDREAM relevant research and results and a **publicly relevant topic** in the field of energy transition. On this basis, the idea was developed to film the challenges of founding a real **energy community** as a report with the support of the demo location in Gallese, Italy. Another aspect of the report is to make the project and its objectives **more transparent and relevant for potential participants**. A report on the status of developments and their impact on participants is of fundamental importance for further work in all demo locations.

Due to the rapidly changing regulations in the respective European nations, it had to be assumed that **this focus would represent an interesting added value for editorial offices and journalists**.

The entire concept is based on the measures and steps taken by those responsible for the **Gallese Community to develop it into a genuine energy community**. The content is supported by interviews with the protagonists EU Climatepack Ambassador Marine Cornelis, ReDREAM Demo Location Manager Andrea Ferrante, ReDREAM participant Alessio Cupidi and the Mayor of the City of Gallese Danilo Piersanti. The film also evaluates the relevance of ReDREAM research and development for the creation of an energy community. Without this development, the support among the inhabitants of the community would have been unthinkable.

In their statements, **all the protagonists not only explain the importance of this initiative but also speak clearly about the political and regulatory challenges**. The film has a **strong journalistic claim**.

2.1.1. Protagonists

In the following figures 2 to 6 you can see all the protagonists of the ReDREAM Video News Release.



Figure 2 Marine Cornelis – EU Climatepack Ambassador, Founder of Next Energy Consumer



Figure 3 Giacomo Nardoni, Gallese local councillor and local ReDREAM coordinator.



Figure 4 Andrea Ferrante, Agricultural scientist and co-founder of the Biodistretto de la Via Amerina.



Figure 5 Alessio Cupidi, Farmer in Gallese and first ReDREAM participant in Gallese.



Figure 6 Danilo Piersanti, Mayor of the Gallese community of Viterbo in Italy.

2.2. Realisation

The filming took place in the cities of Turin (interview with Marine Cornelis) and the Italian municipality of Viterbo in the ReDREAM demo location of the city of Gallese. For sustainability reasons, we filmed at both locations with experienced local camera teams. **The filming took place in the period from 06.03. - 08.03.2023.**

2.2.1. Turin Shooting

The interview with Marine Cornelis was shot at the innovative Technology and Environment Park in Turin.



Figure 7 Interview with Marine Cornelis in Turin.

2.2.2. Gallese Shooting

In Gallese, we recorded the interviews with the mayor Danilo Piersanti, the agronomist and ReDREAM partner Andrea Ferrante and the ReDREAM participant and farmer Alessio Cupidi.



Figure 8 Shooting with Giacomo Nardoni and Andrea Ferrante in the City Hall of Gallese.

2.2.3. Links (Master & B-Roll Material)

MASTER

<https://vimeo.com/819057331> (PW: VrRjRiaVRRDm75d)

https://www.dropbox.com/s/iyfy29xj08gm6pf/230330_ReDream_VNR_Gallese%20MASTER.mp4?dl=0

MASTER & B-ROLL MATERIAL

https://www.dropbox.com/s/8kae32vld7i7dfw/230330_ReDream_VNR_PLUS%20BROLL%20Gallese%20MASTER.mp4?dl=0

MASTER & B-ROLL MATERIAL (with TimeCode)

https://www.dropbox.com/s/g4nhq2j655z5ku6/230420_ReDream_VNR_BROLL%20Gallese%20MASTER_burntTC.mp4?dl=0

B-ROLL MATERIAL

https://www.dropbox.com/s/i4v5j7ri1ht6ab9/230420_ReDream_VNR_BROLL%20Gallese%20MASTER.mp4?dl=0



3. Dissemination and Results

The VNR and the customised ReDREAM version were promoted on the **ReDREAM/ESCI Youtube**, the **LinkedIn** channel and **Twitter** in addition to being uploaded to the EBU's editorial platform. The video is also available to anyone interested on the **ReDREAM website**.

3.1. Dissemination Activities

All publication channels and the accompanying press release are documented in the following section.

3.1.1. Press Release

The following press release was sent to various media representatives to accompany the publication of the VNR:

Consumers - the crucial factor in times of upheaval, the disruption of an entire industry, a vital resource, and a decisive success factor is criminally neglected.

The influence of the consumer on the energy transition. Most energy companies certainly focus on the end customer, but on closer inspection, this usually means nothing other than not losing the paying customer. The consumer can and will massively reshape the energy sector. Smart technologies, a new awareness, and the numerous regulatory options resulting in completely new business models are leading the way for a new role of the end consumer. One model that is already proving where we are headed is the local energy community.

The so-called decentralization of production and distribution enables real autonomies. An association that can connect all members of the community into a social energy network. Whether consumers or producers or even prosumers, you know each other, you exchange ideas and you use the energy where it is generated.

*In Gallese and its community, the people in charge are doing just that. Bio Distretto Amerina is a flourishing, sustainable, and ecological agricultural community in the Italian district of Viterbo, which has decided to expand its initiative by offering an energy community. Get to know Andrea Ferrante (responsible for the initiative and agricultural economist) from Viterbo and his team, the active farmers from the region who participate in the initiative and are also part of the European Research project **ReDREAM**. The EU project empowers consumers to sustainably influence the use of energy-provided monitoring equipment for electricity consumption and developed an app which can now be used by the members of the energy community. Next to this Marine Cornelis (EU Climate Pack Ambassador and CEO of Next Energy Consumer) talks about the situation across the EU. Get an inside of energy communities, and how they are changing the future of global energy.*

3.1.2. EBU Upload

The VNR was uploaded to the Eurovision Broadcast Union platform on 27 April 2023 at 10 a.m.

3.1.3. ReDREAM Channels

The ReDREAM version of VNR was published and advertised on all digital ReDREAM channels (website, LinkedIn, YouTube, Twitter).



3.2. Monitoring & Results

As already mentioned in the introduction, **the results of the publication and dissemination of the VNR are rather below average**. After analysing all relevant monitoring tools, it can be concluded that dissemination via the Eurovision Broadcast Union was largely unsuccessful.

The **dissemination of the customised version** via the ReDREAM social media channels can certainly be **described as successful**. Table 1 below lists all relevant KPIs as of 30th of November 2023.

Channel	Date	KPI
EBU	April 2023	2 Views & 2 Downloads
LinkedIn	July 2023	516 Views, 157 Minutes view Time
Youtube	August .2023	918 Views
ReDREAM Website	May 2023	756 Visits

Table 1. Communication & Dissemination KPI's (Status 30.11.2023)



4. Conclusions

It should be noted that the video news release format and the integration of a high-reach media platform such as the Eurovision Broadcast Union is a highly relevant component in the communication and dissemination strategy. Especially with the approach of involving general energy consumers, this format and distribution channel is still relevant. It is unclear exactly why the figures are below average. One reason could have been the rather generic topic of the energy community. From a communication perspective, however, it must be noted that a 100% guarantee of a successful outcome would be unrealistic. There is no influence on the journalistic freedom of the editorial offices. With a newsworthy relevance of real project results, such as new findings on the influence on consumer behaviour, the chance of more publications would certainly have been higher.

However, thanks to the sustainable conceptual approach, the material was successfully used and published for our own communication purposes. Together with real results at the end of the project, the recommendation would be to refresh the material and disseminate it once again.

