



Boosting European Citizens' Knowledge and Awareness  
of Bio-Economy Research and Innovation

## D 6..3

# Set of bioeconomy multimedia exhibition materials

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Websites, Patents, Printed and other  
Materials



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## Document Description

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# Executive Summary

Deliverable 6.3 provides a list of multimedia materials which can partly be used by the hubs and other project partners for exhibitions and other outreach activities. Additionally some of the materials work well as multimedia dissemination materials. This deliverable provides illustrations of finalised materials and explains planned materials. Furthermore, at the time of writing the hubs were working on developing more outreach materials in their co-creation workshops. This deliverable refers to possible future ideas but this list might be extended throughout the duration of the project.

BLOOM identified a list of multimedia materials to be used for different needs. These materials serve project and the consortium partners in that they can be used at conferences and for social media presence, but most of the materials are used by the hubs for their workshops and outreach activities. For these needs, D6.3 provides guidelines on how to produce some of the materials (e.g. podcasts, mobile videos, gifs) but also gives an overview on ready-to-use-materials and ideas for inputs for the co-creation workshops (e.g. games).

## 1. BLOOM Interactive Presentation

### 1.1. Presentation of bioeconomy processes

With the help of the Prezi online presentations tool, the dissemination team developed an interactive presentation of bioeconomy processes called “BLOOM – What is the bioeconomy?”. This interactive presentation can be used for introducing the topic in co-creation workshops, in presentations or for outreach activities, but is also meant to be shared on social media or via the newsletter. WP1 provided the content for this interactive presentation. The dissemination team translated the content to an easy to understand and fun to use interactive presentation.

Link:

<https://prezi.com/view/cDUtdrToP5xghiFUrA8q/>

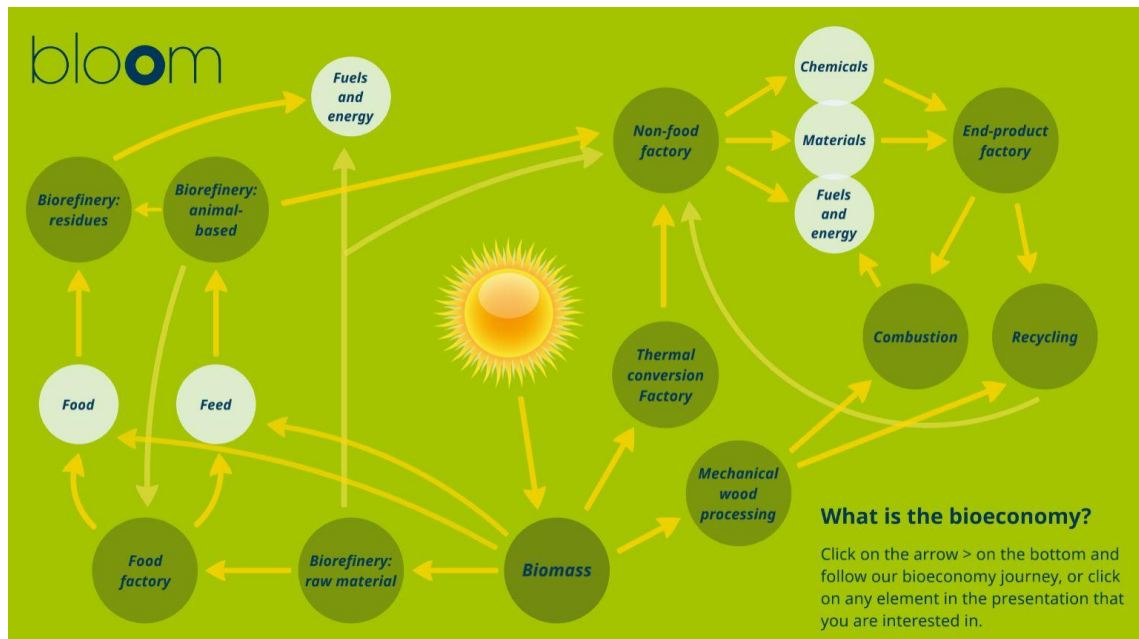


Figure 1: Screenshot BLOOM interactive presentation

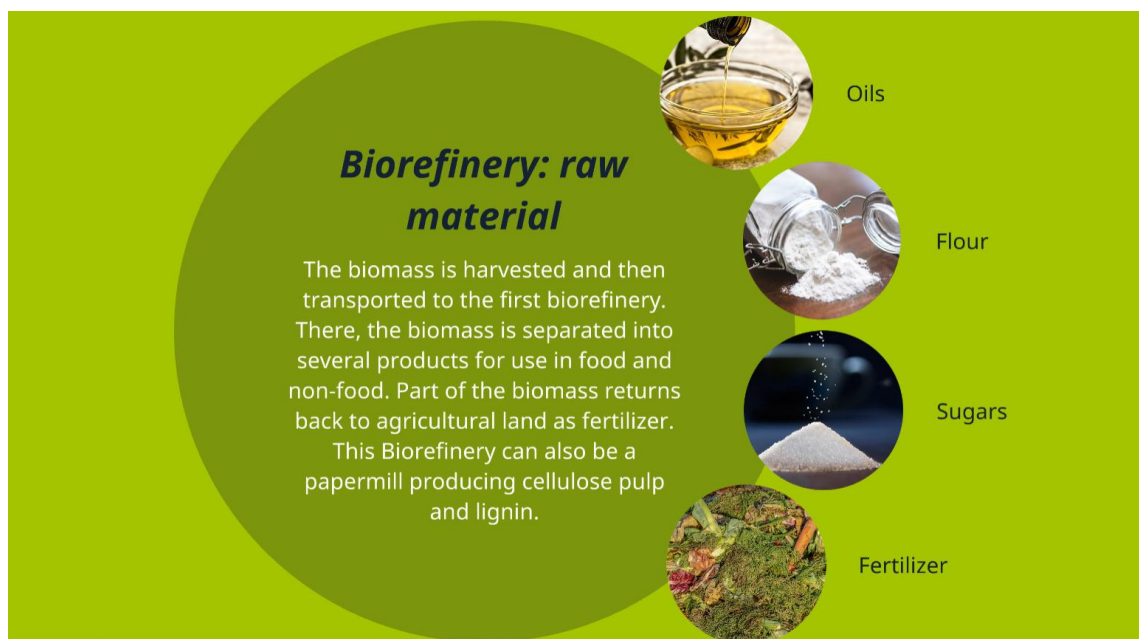


Figure 2: Screenshot BLOOM interactive presentation

## 1.2. Presentation about the BLOOM project

A second Prezi presentation about the BLOOM project, the hubs and the school network is being developed at the time of writing this document. It will be used to present the BLOOM project at workshops, conferences and for outreach activities and can also be shared on the website and in social media.



Link:  
<https://prezi.com/view/z8HiiCIUCo39J6g1YxeS/>

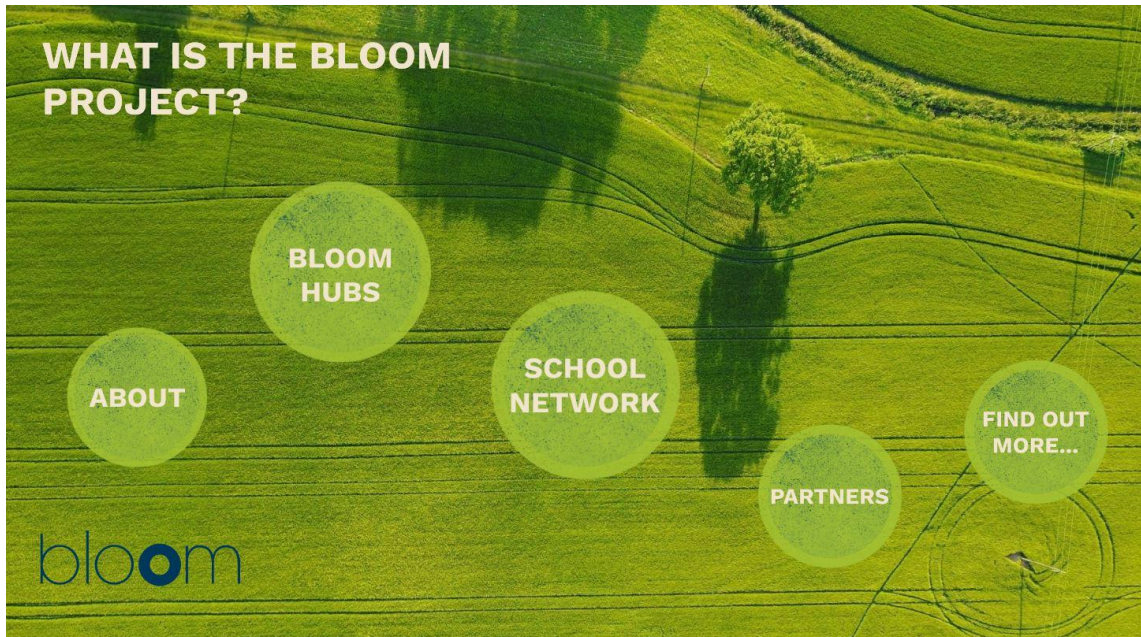


Figure 3: Screenshot BLOOM interactive presentation



Figure 4: Screenshot BLOOM interactive presentation

## 2. Logo Animation

The BLOOM logo provided in D6.2 is animated. This material can be used in presentations at the co-creation workshops, shown in a loop at exhibitions and show screens, or used for the MOOC for teachers and will also serve for introducing each BLOOM documentary video.

When the logo appears on a screen it is accompanied by a sound effect.

The BLOOM logo animation will be provided in different online compatible media formats, as mp4 and GIF.



Figure 5: Screenshot BLOOM logo animation

### 3. BLOOM GIFs

GIF is short for “Graphics Interchange Format” which allows animating several pictures in a short repeating video loop. GIFs are dynamic materials which serve well on social media platforms and are convenient to reach out to different age groups.

Examples for finalised BLOOM GIFs are accessible on GIPHY.com and on the BLOOMer platform. Putting the GIFs on GIPHY.com reaches a larger group besides the consortium who can use the GIFs for their needs. The aim of the BLOOM GIFs is to draw the attention of a wide audience, but also to trigger interest in bioeconomy topics. For example bioeconomy icons, which can also be found in the movies and other BLOOM multimedia materials, are used to produce these short GIFs.

GIFs made for the bloom project are located here:

<https://bloom-bioeconomy.eu/repository/>



Figure 6: Screenshot GIF bioeconomy graphic

Source: <https://bloom-bioeconomy.eu/wp-content/uploads/2019/01/giphy.mp4>

### 3.1. How to make a GIF?

Otelo provided a guideline on how to make GIFs which is accessible on BLOOMer. The guideline steps are clear and easy to understand. The BLOOM partners should be able to produce GIFs on their own and distribute it via the social media network of BLOOM. The guidelines will be accessible on the BLOOMer platform in the repository section.



Figure 7: Screenshot guideline “How to make a GIF”

## 4. Video library

BLOOM counts on visual representation and hence MWL and Otelo conceptualized videos for different needs. Two clips are about the project and the project activities (BLOOM project video, BLOOM education activities). The BLOOM Video library can be found on the BLOOM YouTube Channel:

[https://www.youtube.com/channel/UCTOKG5g\\_8dEHuMof3EGl68Q](https://www.youtube.com/channel/UCTOKG5g_8dEHuMof3EGl68Q)

Moreover, BLOOM is developing and finalising short video snippets about outreach activities and other important dissemination activities. All partners were trained in making



mobile videos which can be published on YouTube and this helps to cover and broadcast about as many BLOOM activities as possible.

Furthermore, the BLOOM documentary clips serve also multimedia materials which can be used by the hubs and EUN for educational reasons or at their outreach activities. Details on the BLOOM documentary will be available in D6.5.



Figure 8: Screenshots Video “The BLOOM project”



Figure 9: Screenshots Video “The BLOOM Teacher Program”

#### 4.1. How to make a mobile video

A guideline on how to make a mobile video is provided on BLOOMer. This guideline gives easy to understand steps to make high quality videos that can be shared on social media.

Link:

[https://bloom-bioeconomy.eu/repository/mobile\\_videos/](https://bloom-bioeconomy.eu/repository/mobile_videos/)

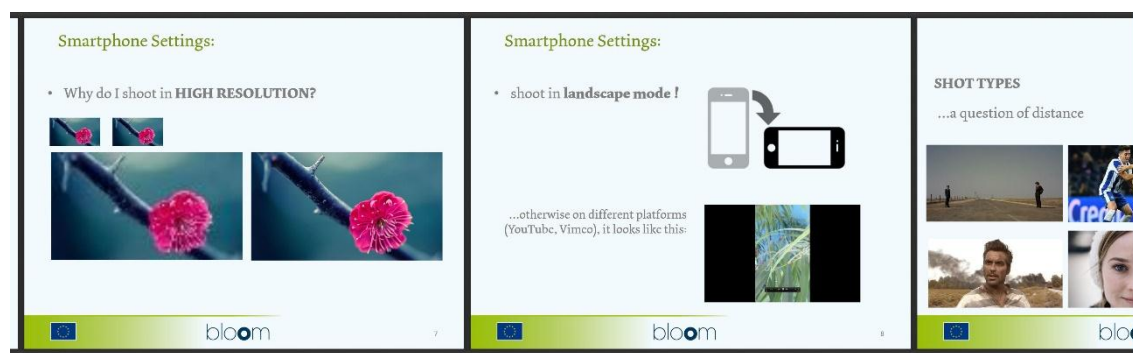


Figure 10: Screenshot Guidelines “How to make a mobile video”

## 5. Podcasts

A podcast is a series of spoken audio episodes, often focused on a certain topic or theme. The BLOOM podcast will be focused on the “bioeconomy”. It is like spoken radio shows, but the episodes can be listened to on demand. Podcasts are a good way for reaching out to a broader public. Various podcast platforms and apps can be used to publish them and it is open for anyone to subscribe and listen to.

The content for BLOOM podcast episodes can be created by any of the project partners. The hubs can make podcasts in their local languages but BLOOM aims also at providing podcasts in English to reach out to a larger community. A guideline on how to make recordings for podcasts can be found on BLOOMer.

### 5.1. Materials for the BLOOM podcast

To host a podcast requires a few elements which are listed here. The design and description should give a clear message what the podcast is about and what one can expect by listening to it.

#### 5.1.1. Podcast Title

The title of the podcast should represent the style and give listeners an idea of what kind of topics will be covered in the show.

Title: “BLOOM - A Podcast about Bioeconomy”

#### 5.1.2. Jingle for the BLOOM podcast

For the intro of each episode Otelo created an audio jingle to start each podcast episode. This helps to create a recognition effect for the user.



Figure 11: Screenshot audio jingle BLOOM podcast

#### 5.1.3. Short description

It is important to give potential users a clear image of what kind of information they can expect by listening to the podcast. The aim of the BLOOM podcast is to make talks and interviews of experts public, and to create an auditive library in this new field, which is easily accessible.

Short description:

*“A podcast about bioeconomy in Europe. Interviews and talks with experts in the field of bioeconomy*

*will give insights into new production practices, dealing with climate change and the potential of an innovative circular economy. BLOOM is an EU-funded project with the aim of increasing public engagement and awareness in the field of bioeconomy.”*

#### 5.1.4. Cover

The cover for a podcast is its only visual brand, and is displayed on the different platforms and apps where the podcast can be listened to and hence it should immediately give an idea about the content.



Figure 12: Designs for the BLOOM podcast cover

#### 5.1.5. Categories / Tags

Considering the vast amount of podcasts one can find on the Internet, it makes sense to add tags and categories to the podcast channel as well as to each episode.

Categories: *SCIENCE, ECONOMY, SOCIETY, INNOVATION, BIO, NATURE*

Tags should be relevant to the episode: e.g. *BLOOM, BIOECONOMY, SCIENCE, SOCIETY, PODCAST, INTERVIEW, CLIMATE, NATURE, EUROPE, INNOVATION*

## 5.2. Guideline for recording podcast content

The workflow for the BLOOM podcast will be divided. Otelo will organise the file-hosting and coordinate the podcast itself and its episodes. The project partners from the hubs will contribute the content for the episodes. They will provide the raw audio files, for example a talk or an interview about a topic around bioeconomy. To support this activity Otelo made guidelines on “How to record podcast content”, to give advice around proper audio recording and interview questions as well as a the structure, which materials are needed for each episode.

The guidelines will be accessible on the BLOOMer platform in the repository section.

<https://bloom-bioeconomy.eu/repository/>



Figure 13: Screenshot guideline “How to record podcast content”

## 6. BLOOM edutainment

To involve a broader public within the BLOOM project, an online quiz will be created. The quiz can be done on different devices such as mobiles, tablets, etc. It can be used as an extra tool for BLOOM workshops, classes about bioeconomy in schools and the social media activities. The aim is to reach out to young people as well as adults, and to make it easy to access.

The structure of the quiz will be based on approximately 40 to 80 multiple choice questions. Games on this online tool can be created in the co-creation workshops.

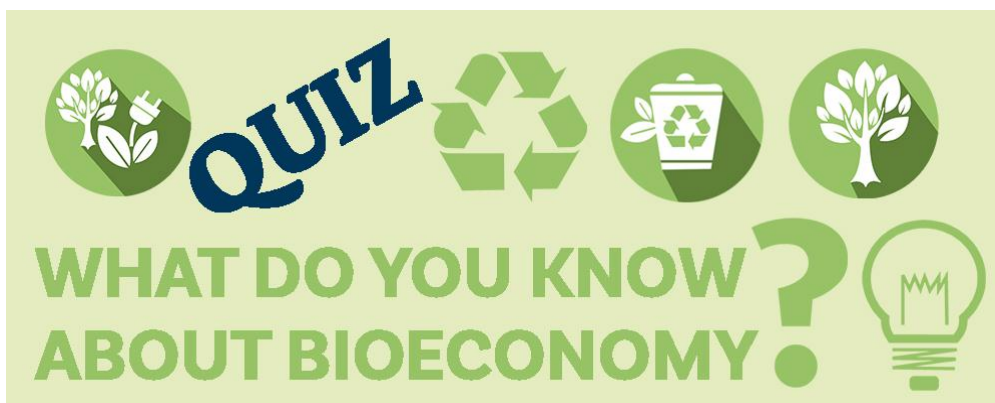


Figure 14: Screenshot draft online quiz cover

## 7. Repository

In the BLOOM repository interested persons can access all materials developed during the BLOOM project. The repository gives the option to filter according to hub, language, and type of resource. All materials developed in WP6, WP3 and WP4 are easily accessible and can be used for individual needs.

Link:

<https://bloom-bioeconomy.eu/repository/>



Figure 15: Screenshot BLOOM repository

## 8. Support for the hubs throughout the process with ideas developed in co-creation workshops

This deliverable gives an overview on multimedia materials made in BLOOM. However, the results of the co-creation workshops and possible ideas could not be collected here. Thus, the multimedia partner Otelo will support the hubs in case they need help or plan implementing multimedia exhibition materials developed within their co-creation workshops. They advise the hubs in technical questions and design issues.