

Deliverable 5.3

Introductory video

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www.timepac.eu



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Executive Summary

This report provides a short summary of the activities undertaken to produce the [Introduction video](#) as outlined in Task 5.3 "Editorial Content" of the Work Package 5 (WP5) "Communication, Dissemination and Exploitation". The video was created to explain the TIMEPAC project to a broad audience, while introducing them to some basic concepts related to building energy performance certification. The video was integrated on the project's website and the various social media outlets (Twitter, LinkedIn, YouTube) and shared by the project partners. In addition to this introductory video, other videos produced during the project are included in Deliverable 5.4 "Best Practice for Communication Activities".

1 Introduction

The purpose of the [introductory video](#) is to explain TIMEPAC's vision for enhancing existing Energy Performance Certifications (EPCs). The video was aimed at a broad audience, including specialists and non-specialists interested in the building sector. It was intended to serve partially as an educational tool, explaining what EPCs are, along with related terms such as BIM and SRI, and their purposes. Additionally, it was designed to engage viewers and encourage them to explore the work of the TIMEPAC project.

The production process followed standard professional video production procedures, consisting of three steps: creative ideation, animation production, and final editing.

1.1 Creative ideation

The concept for the video was developed in writing by the ESCI team and discussed with the project coordinator throughout 2022. This process went through several iterations between January and June 2022 to ensure the narrative was clear, the terminology was accurate, and the language was accessible to a broad audience. Once the script was finalised, the producer provided a provisional voice-over text along with a suggested storyboard consisting of illustrations displayed in sequence to pre-visualise the animation (Figure 1). This approached help avoid uncertainties and ambiguities during the production of the video footage.

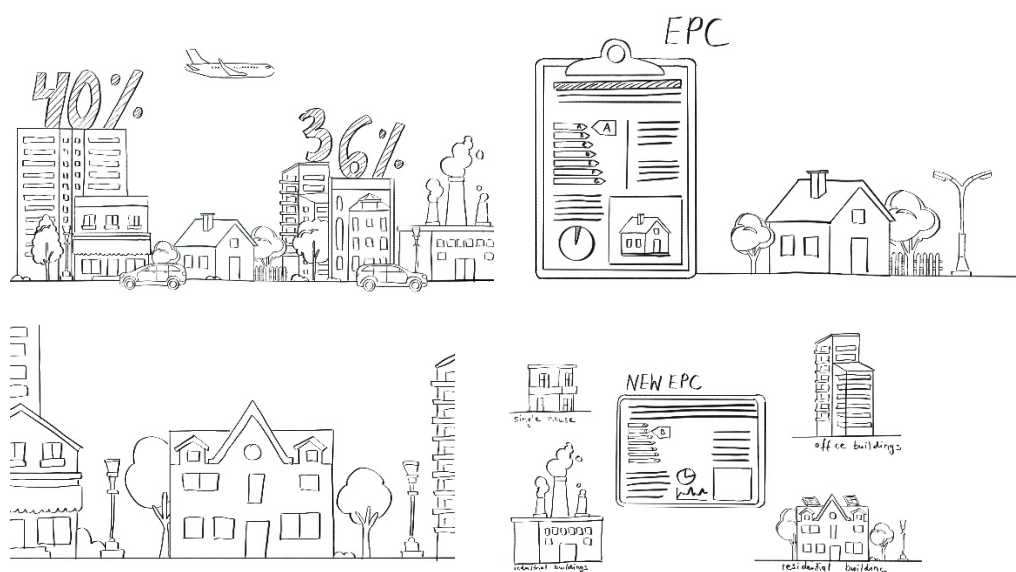


Figure 1. Storyboard extracts

1.2 Animation production

The video features a sleek black-and-white landscape of buildings interspersed with definitions of key concepts (Figure 2). The animation uses a 2.5 D Line Art Style, meaning the video has 2D environments that use parallax to create a 3D feel, and the graphics only use lines and no fill areas. The graphical assets are 2D sprites distributed at different Z depths to create parallax as the camera moves through the frame.

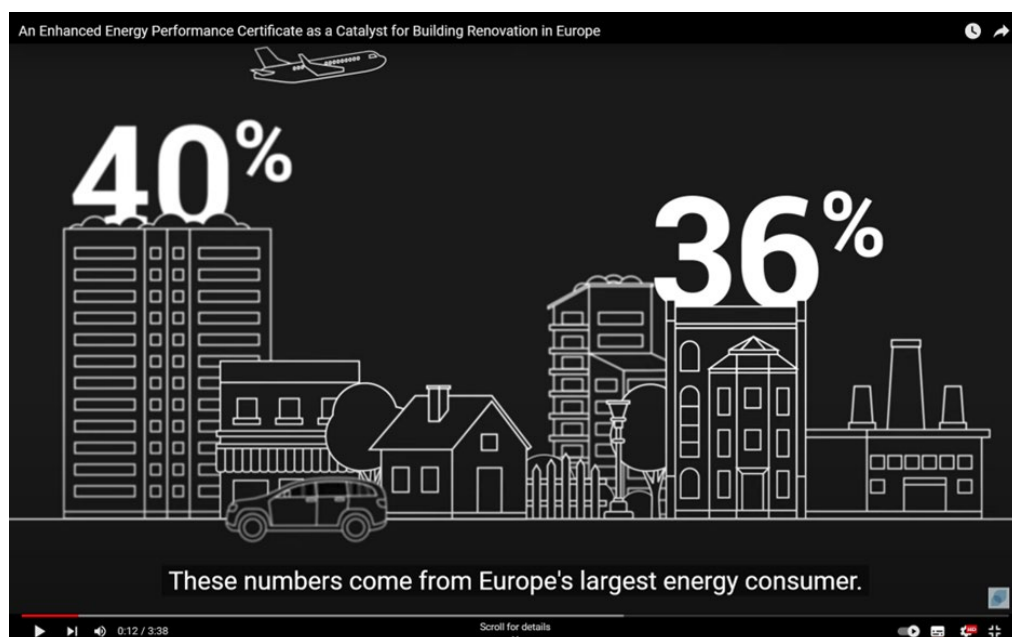


Figure 2. Video screenshot - setting the scene

The goal was to demystify building assessment jargon, such as EPC, BIM, and SRI, while explaining TIMEPAC's holistic approach to improving the EPC framework. The video concludes with an animation of the TIMEPAC logo, along with the project website link and the EU disclaimer.

1.3 Final editing

In February 2023, following several feedback loops from the project coordinator during the previous two phases and considering the inputs received from all partners during a face-to-face general meeting in Torino in December 2022, the video entered its final production phase. The first full rough edit of the film was approved by both the project partners and the coordinator at the end of January 2023. After approval, the music was licensed, a professional voice-over artist provided the final recording and the video got mixed and mastered. This process involved balancing and refining dynamics, ensuring each sound element was heard clearly, and polishing the mixed audio to achieve a consistent and optimal listening experience across all playback systems.

2 Presentation

On 13 February 2023, the video was launched on the TIMEPAC website and promoted across the project's social media platforms, including LinkedIn and Twitter. It was uploaded to the ESCI YouTube channel to leverage the company's pre-existing follower base. This ensures a greater reach and legacy of the video as compared to starting from scratch a new YouTube channel dedicated to the project, which might remain inactive after it ends.

The video can be viewed at the following URL: <https://www.youtube.com/watch?v=IEQgTeypcbs>

See Figures 3 to 7 for screenshots from the video.

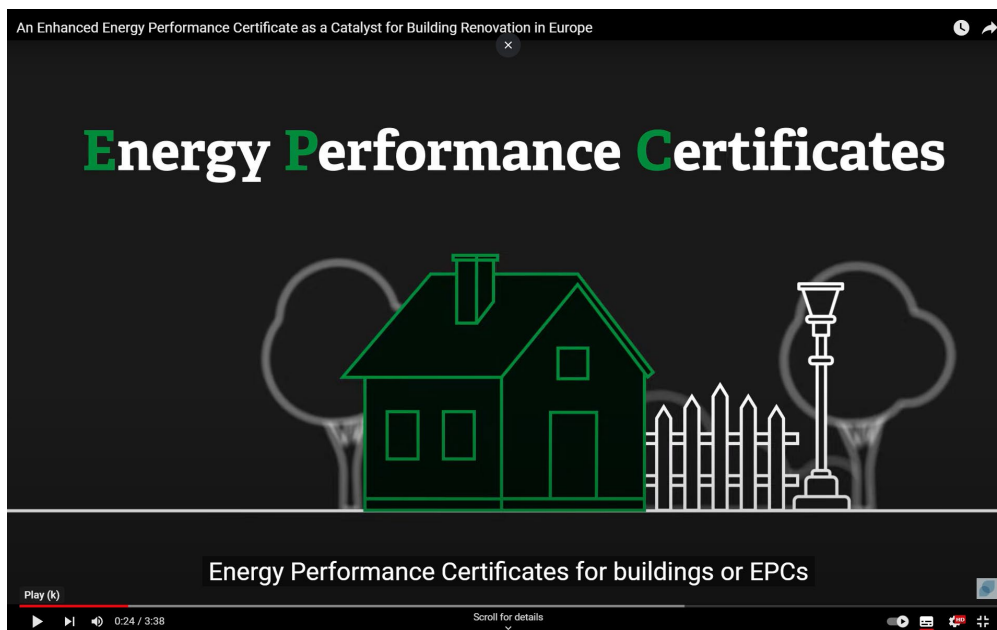


Figure 3. Video screenshot - defining terms

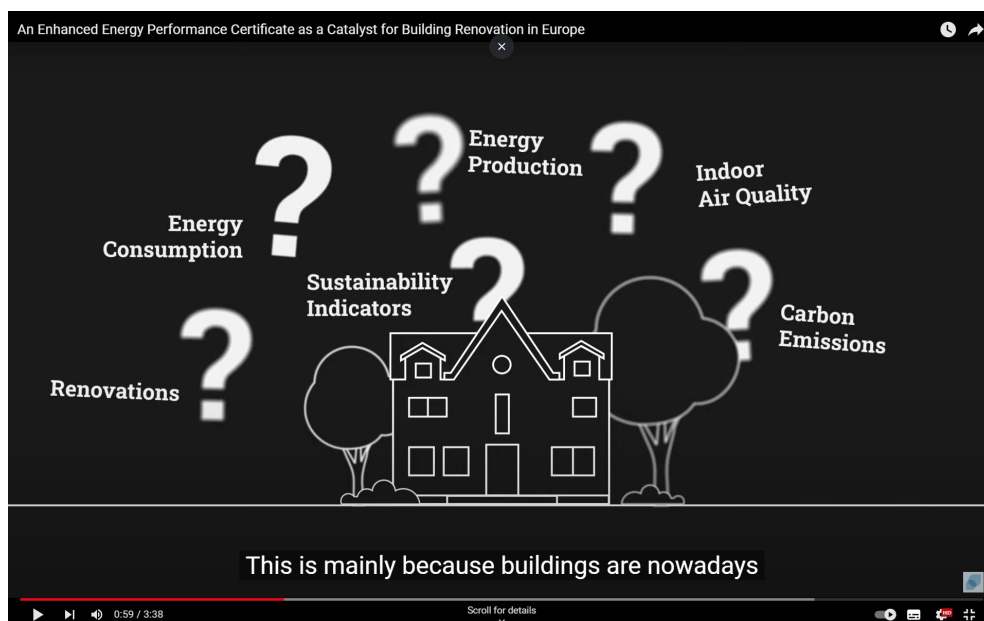


Figure 4. Video screenshot - defining the problem

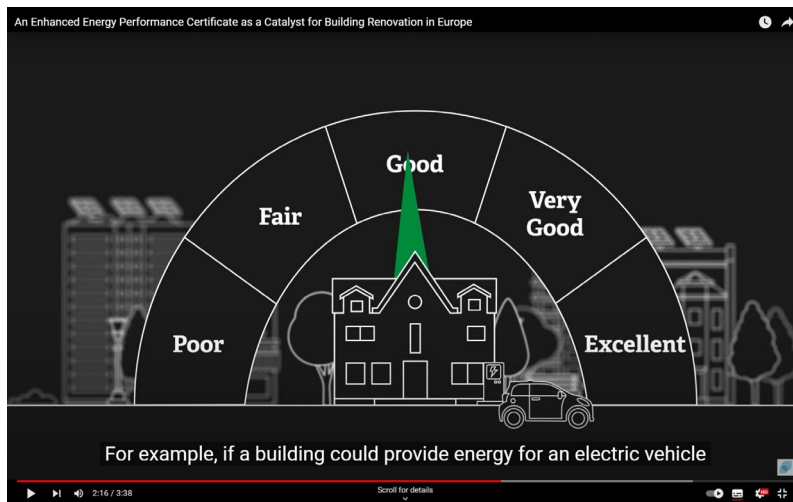


Figure 5. Video screenshot - tool examples (SRI)

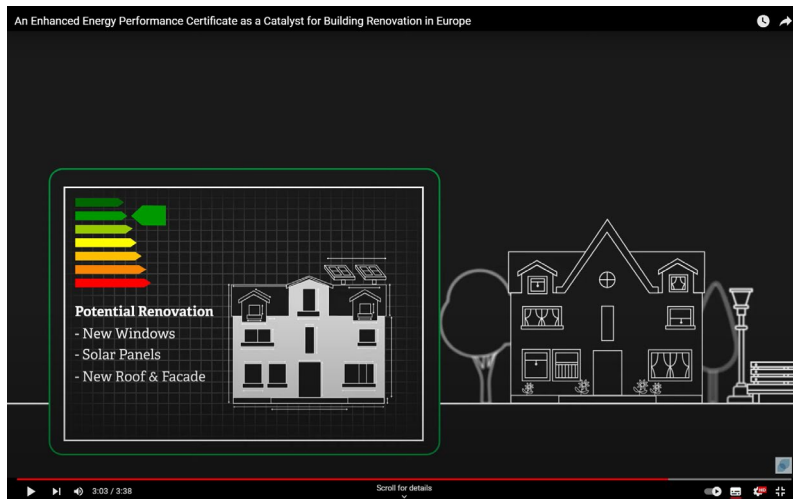


Figure 6. Video screenshot - tool examples (BIM)

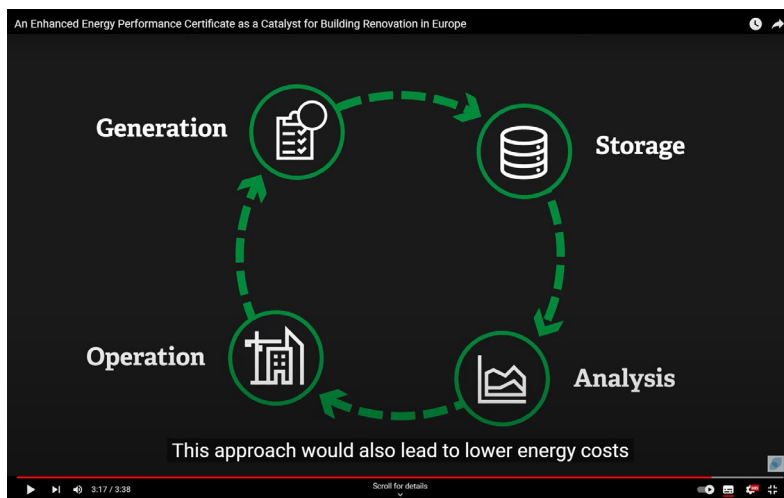


Figure 7. Video screenshot - TIMEPAC approach

3 Impact

To date, the introductory video has gathered over 1,100 views. It has been shared and presented at events such as the EUSEW 2024 (see Figures 8 and 9) and for a CINEA / LIFE CET booth at the Sustainable Places 2024 conference.



Figures 8, 9. TIMEPAC stand at EUSEW 2024