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<b>Project acronym</b>	MEASURED		
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## D7.7 - MEASURED DISSEMINATION VIDEO 1

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0.1	12/09/2023	Manuela Guiducci (CTECH)	Document and content set up
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## List of Abbreviations

Abbreviation	Definition
EU	European Union
EC	European Commission
HEU	Horizon Europe
D&C	Dissemination and Communication
CTECH	CiaoTech - PNO Group

## 1 INTRODUCTION

This deliverable deals with the first MEASURED video, realized with the aim of outlining the concept of the project and the expected benefits from its implementation.

The video, one of two to be realized in the frame of MEASURED lifetime, was produced and published in September 2023 (M9) to present the project, its aim and consortium not only to stakeholders and potential end user, but also to a wider audience.

For this reason, the video was published on all MEASURED platforms, including its website and social media channels.

## 2 MEASURED PROJECT VIDEO

This deliverable focuses on the first MEASURED video, created to illustrate the project's concept and anticipated benefits upon its implementation.

The video, one of the D&C tools thought for MEASURED, was produced to offer an overview of the project's operating environment, the advantages that MEASURED will bring to the chemical industry, and the partners engaged in this initiative.

The video displays images also used on the MEASURED project website to create coherence among all project channels and platforms.



Figure 1: video scene #1



Figure 2: video scene #2

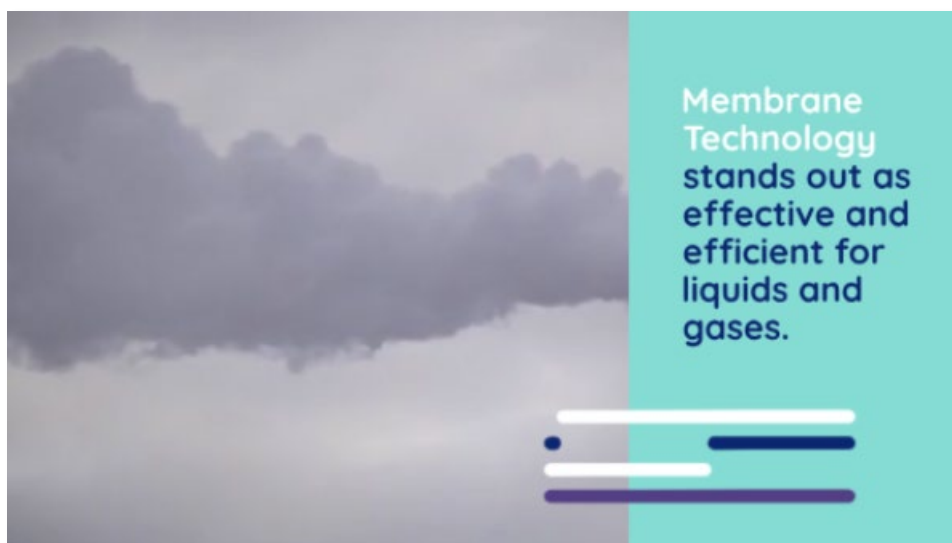


Figure 3: video scene #3



Figure 4: video scene #4



Figure 5: video scene #5



Figure 6: video scene #6, focus on MEASURED logo



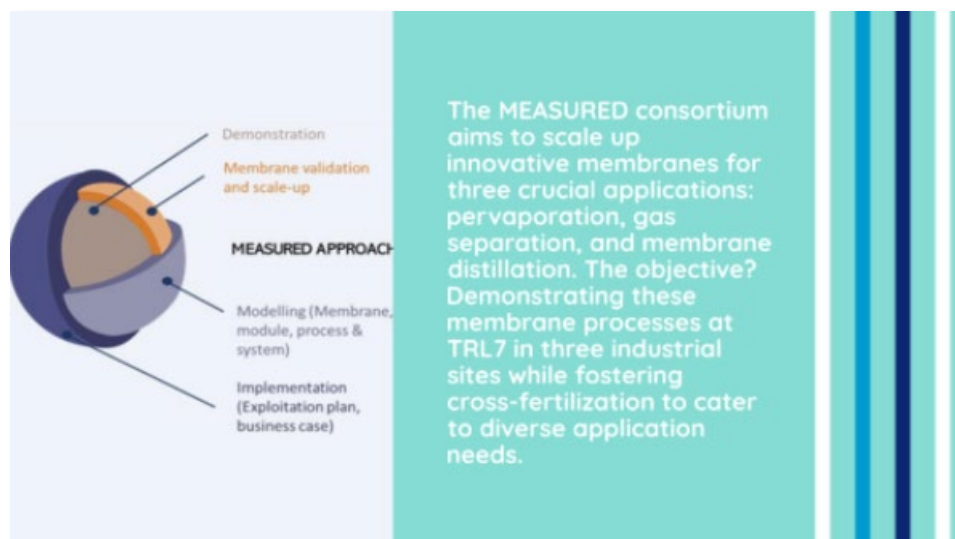


Figure 7: video scene #7, focus on MEASURED approach

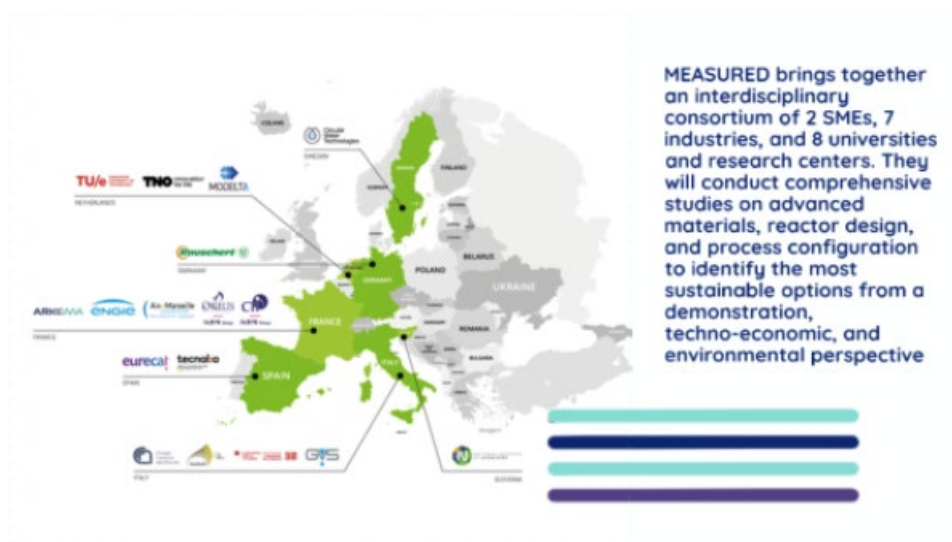


Figure 8: video scene #8, focus on MEASURED consortium

Additionally, the video also provides information on the project website and social media channels.



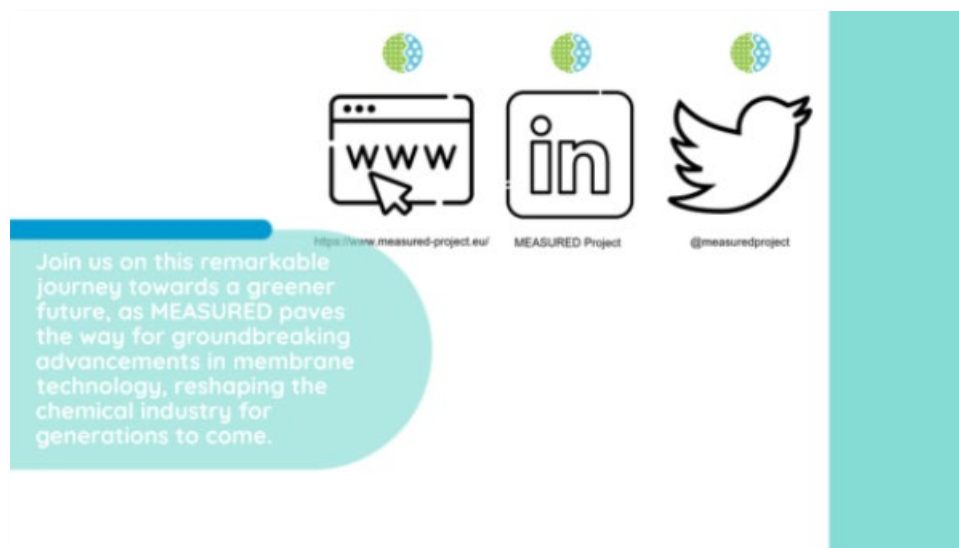


Figure 9: video scene #9, focus on MEASURED platform

Finally, the project video ends with the EU acknowledgment, providing information on the MEASURED grant agreement and the funding program from which it has received funding, in compliance with the EC guidelines for dissemination and communication.



Figure 10: video scene #10, closing scene on acknowledgment

### 3 MEASURED VIDEO LAUNCHED

#### 3.1 MEASURED VIDEO ON YOUTUBE

The MEASURED video was published on YouTube, where a dedicated project channel was created.

The MEASURED profile is available at the following link:

[https://www.youtube.com/channel/UCvU1\\_D3vUKQQaGnGzppopEg](https://www.youtube.com/channel/UCvU1_D3vUKQQaGnGzppopEg).

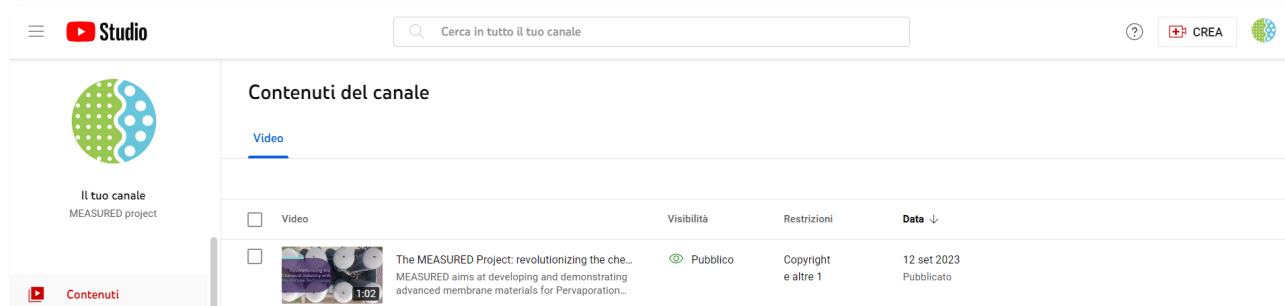


Figure 11: MEASURED YouTube Channel

On YouTube, the MEASURED video is accessible at the following link:  
<https://www.youtube.com/watch?v=GQtUz-Ny0LI>.

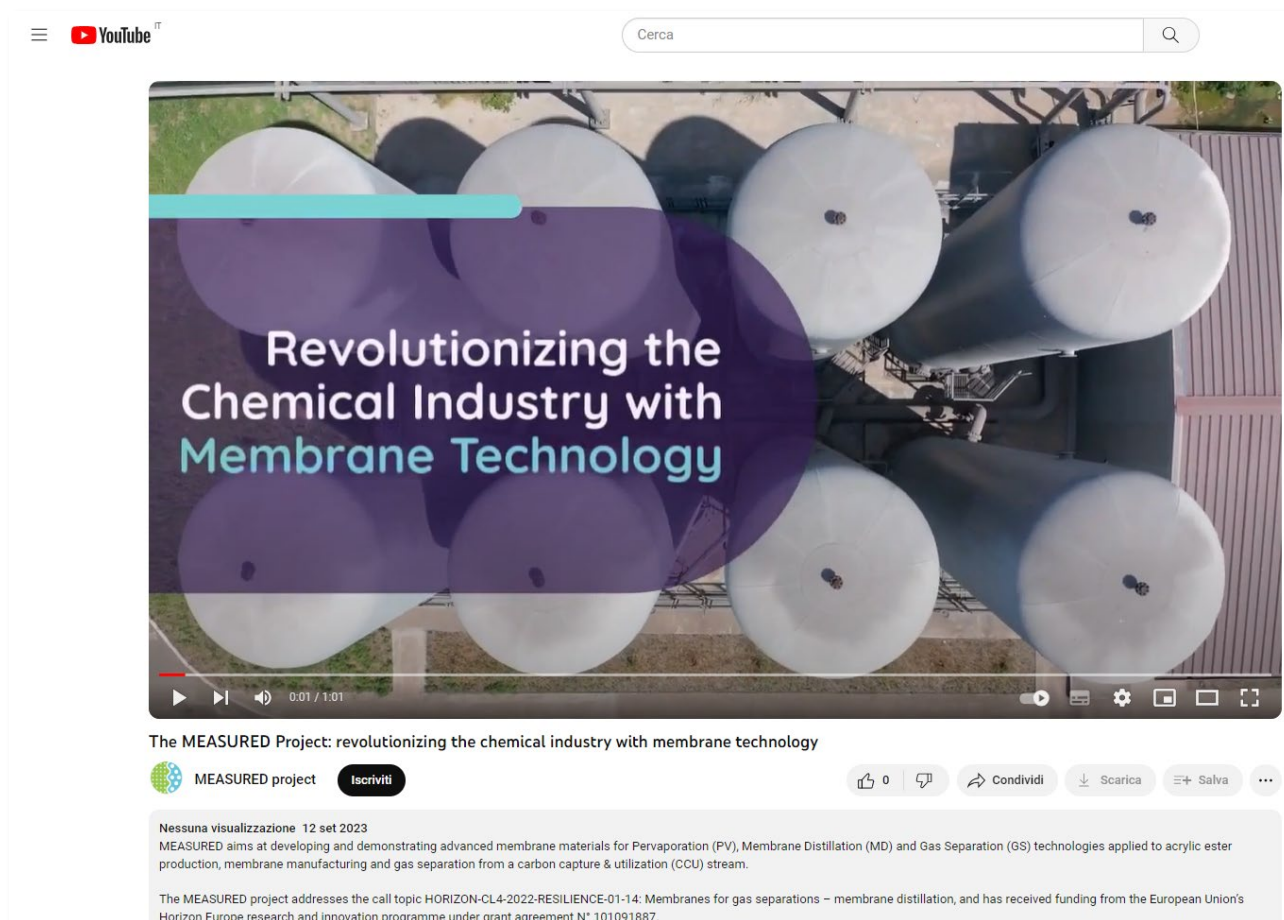


Figure 12: MEASURED video on YouTube

### 3.2 MEASURED VIDEO ON PROJECT WEBSITE

The MEASURED video is available on the project website as well, at the following link:

<https://www.measured-project.eu/uncategorized/1-project-video-now-available/>.

A news was created, in which the main features of the video are described.

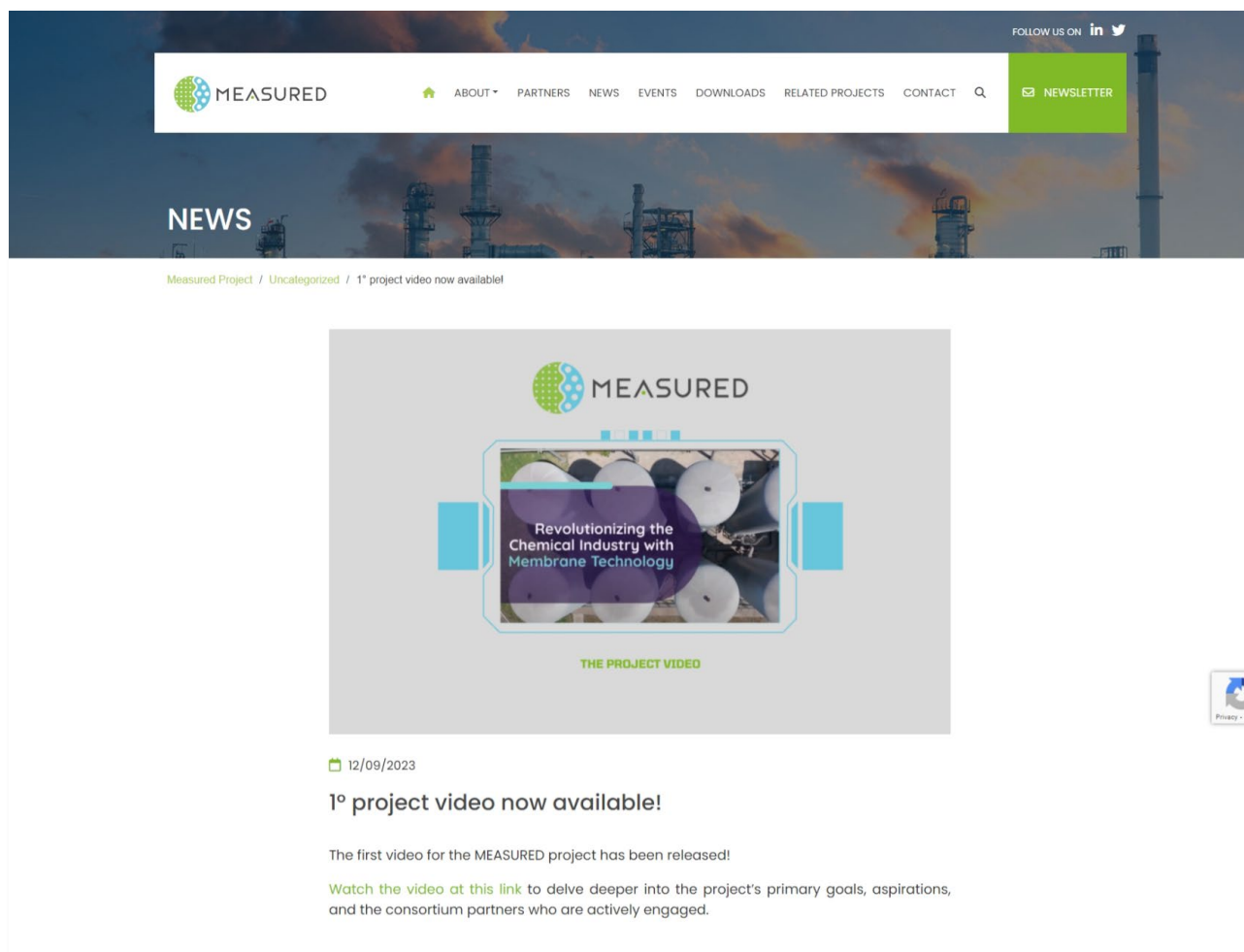


Figure 13: MEASURED video on project website

### 3.3 MEASURED VIDEO ON SOCIAL MEDIA

The project video was also published on the MEASURED [LinkedIn](#) and [Twitter](#) accounts.

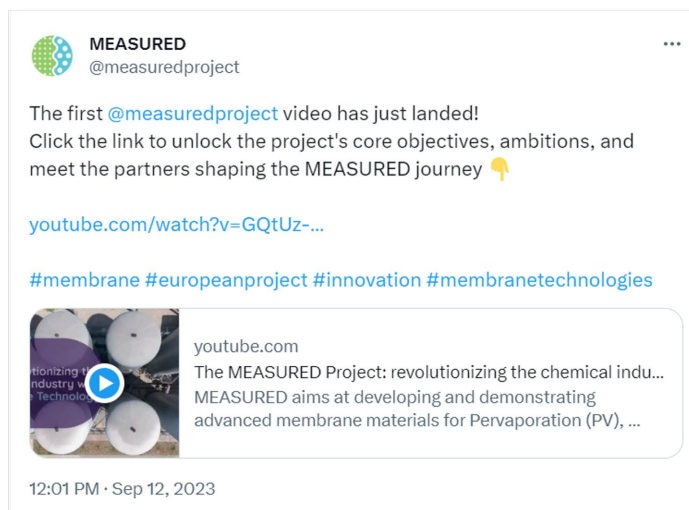
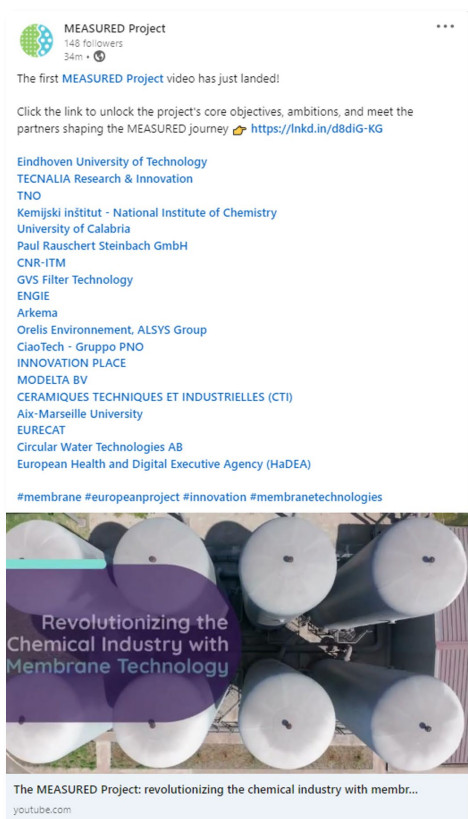


Figure 14: MEASURED video on LinkedIn and Twitter

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## 4 CONCLUSION

Deliverable D7.7 – MEASURED dissemination video 1 deals with the first video realized for the project.

The video was created and published in M9 (September 2023) to introduce the project, its objectives, and the consortium not only to stakeholders and potential end-users but also to a broader audience.

The video is available on all project channels, including the website, LinkedIn, Twitter and YouTube accounts.