

SEACW DELIVERABLE D.8.6

“Dissemination videos”

Project Acronym	SEACW
Grant Agreement No.	325146
Project Title	Social Ecosystem for Antiaging, Capacitation and Well-Being
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Revision Number	1.0
Deliverable Editors <i>(main writers)</i>	UC3M ÁLIAD ES UTT GIP

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Dissemination Level

RE

RESTRICTED

Revision	Date	Description
0.1	01/10/2013	Description of video V-01
0.2	20/02/2014	Description of videos V-02 to V-07
0.3	12/03/2014	Description of videos V-08 to V-12
0.4	18/07/2014	Description of videos V-13 to V-18
1.0	20/03/2015	Final deliverable version 1.0

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and work of others has been made through appropriate citation, quotation or both.

Abstract:

This document introduces the video contributions produced for the project dissemination, as well as for providing specific training for partners. For each video, it describes the production process (also known as “making-off”) as well as the specific objectives of the video, the main target groups of the video, whether it is publicly available and, in case it is, the URLs where the video can be watched.

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1 Introduction

This document belongs to the work package 8 (WP8) which consists in describing the different lines of activity for the project dissemination.

In particular, this document describes the videos produced for the project, and how each of these videos contributed to the project dissemination and/or training for other stakeholders.

ID	Video Name
Date	The date when the video was finished
Producer	The partner in charge of the video production
Objective	The objective of the video
Target group	The main stakeholders for which the video is aimed
Dissemination Level	Either 'public' or 'private', depending on whether it is available in the Internet
URL	The URL or URLs where the video is available, only for public videos

2 Making-off

Universidad Carlos III de Madrid has elaborated a total of 18 videos, listed in the next section starting at V-01 up to V-18. Two different types of production have been carried out.

For video V-01, which is the only one publicly available to everybody, a professional video producer company was hired to elaborate the video, which were in charge of making the script, looking for the actors, recording the video and producing it.

Videos from V-02 to V-18 have been produced by UC3M, which was in charge of the recording (either with a videocamera for the scenarios and apps tutorials or through screen recording for the other demos and tutorials), elaborating the script and performing the video postproduction. For some of these videos, a professional speaker was in charge of giving the voice for the video. For the postproduction task, Adobe Premiere CS5 was used in order to cut useless filming and adding the SEACW logo to the videos.

3 List of videos

V-01	SEACW Project Dissemination Spot
Date	September 30 th , 2013
Producer	Universidad Carlos III de Madrid
Objective	Create awareness about the SEACW project from the beginning in order to attract users, allied entities, and attention from the press
Target group	Everybody: project target groups (elderly, social inclusion agents and general population), press, potential allied entities, researchers with participation in related projects
Dissemination Level	Public
URL	https://www.youtube.com/watch?v=hsh8yBHpHik https://www.actionforhealthyageing.eu/en/ https://www.actionforhealthyageing.eu/es/ https://www.actionforhealthyageing.eu/it/ https://www.actionforhealthyageing.eu/fr/ https://www.actionforhealthyageing.eu/bg/ http://seacw.org/index.php/project/video

V-02	Ecosystem Tour
Date	February 19 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show the development status of the ecosystem (updated to February 2014) to prove the work of Universidad Carlos III de Madrid
Target group	Partners and European Commission
Dissemination Level	Private
URL	-

V-03	Antiaging Quiz App
Date	February 18 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Introduce and show the app "Antiaging Quiz" (updated to February 2014) to prove the work of Universidad Carlos III de Madrid
Target group	Partners and European Commission
Dissemination Level	Private
URL	-

V-04	ICT Quiz App
Date	February 18 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Introduce and show the app "ICT Quiz" (updated to February 2014) to prove the work of Universidad Carlos III de Madrid
Target group	Partners and European Commission
Dissemination Level	Private
URL	-

V-05	ICT English Quiz App
Date	February 18 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Introduce and show the app "ICT English Quiz" (updated to February 2014) to prove the work of Universidad Carlos III de Madrid
Target group	Partners and European Commission
Dissemination Level	Private
URL	-

V-06	Health Repository App
Date	February 18 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Introduce and show the app “Health Repository” (updated to February 2014) to prove the work of Universidad Carlos III de Madrid
Target group	Partners and European Commission
Dissemination Level	Private
URL	-

V-07	Ecosystem Tour (in Spanish)
Date	February 19 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Same as V-02 but translated into Spanish
Target group	Spanish allied entities
Dissemination Level	Private
URL	-

V-08	Elderly Scenario
Date	March 11 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show how the SEACW-A4HA ecosystem is suitable for the elderly, one of the target groups of the project, presenting a realistic scenario
Target group	Partners, European Commission and allied entities
Dissemination Level	Private
URL	-

V-09	Social Inclusion Agents Scenario
Date	March 11 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show how the SEACW-A4HA ecosystem is suitable for the social inclusion agents, one of the target groups of the project, presenting a realistic scenario
Target group	Partners, European Commission and allied entities
Dissemination Level	Private
URL	-

V-10	General Population Scenario
Date	March 11 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show how the SEACW-A4HA ecosystem is suitable for the general population, one of the target groups of the project, presenting a realistic scenario
Target group	Partners, European Commission and allied entities
Dissemination Level	Private
URL	-

V-11	UC3M Apps Presentation
Date	March 11 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Present the UC3M apps for the SEACW project, enumerating the main objectives of each of them and a short demo for these apps: Healthy Food, Elderly Adventures, Antiaging Quiz, English ICT Quiz and Health Repository
Target group	Partners, European Commission and allied entities
Dissemination Level	Private
URL	-

V-12	A4HA Ecosystem Demo
Date	March 11 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show the development status of the ecosystem (updated to March 2014) to prove the work of Universidad Carlos III de Madrid, highlighting the main features of the ecosystem: the See, Learn and Interact sections
Target group	Partners, European Commission and allied entities
Dissemination Level	Private
URL	-

V-13	A4HA Tutorial on Registration
Date	July 1 st , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show to partners and allied entities how users are registered into the ecosystem, and how they can configure their profile information
Target group	Partners and allied entities (level 1 and level 2)
Dissemination Level	Private
URL	-

V-14	A4HA Tutorial on "See" Section
Date	July 1 st , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show to partners and allied entities the main features of the See section, such as the news, apps, marketplace, job search, resources, events and publications
Target group	Partners and allied entities (level 1 and level 2)
Dissemination Level	Private
URL	-

V-15	A4HA Tutorial on “Learn” Section
Date	July 1 st , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show to partners and allied entities the main features of the Learn section, i.e., how to enrol in courses and access the courses contents
Target group	Partners and allied entities (level 1 and level 2)
Dissemination Level	Private
URL	-

V-16	A4HA Tutorial on “Interact” Section
Date	July 1 st , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show to partners and allied entities the main features of the Interact section, such as posting posts in the forum and contributing with contents to the social network
Target group	Partners and allied entities (level 1 and level 2)
Dissemination Level	Private
URL	-

V-17	A4HA Tutorial for Editors
Date	July 9 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show to tutors and editors how to include content into the SEACW ecosystem, such as news, events, etc.
Target group	Partners and allied entities (level 1 and level 2)
Dissemination Level	Private
URL	-

V-18	A4HA Tutorial Summary for the Site
Date	July 17 th , 2014
Producer	Universidad Carlos III de Madrid
Objective	Show to partners and allied entities a brief summary of how the site works and its goals, without highlighting the specific sections (which is done in videos V-14, V-15 and V-16)
Target group	Partners and allied entities (level 1 and level 2)
Dissemination Level	Private
URL	-