

Project no. **233486**

Project acronym: **NANO-TV**

Project title: **Enhancing public awareness on the results of European research actions on Nanosciences and Nanotechnologies through the professional use of television media**

Instrument: **Specific Support Action (SSA)**

## **Publishable Summary**

Period covered: from **1 January 2009** to **31 December 2011**

Date of preparation of the Report: July 2011

Start date of project: **1 January 2009**

Duration: **24 months**

Project co-ordinator name: **Mario Martinoli**

Project co-ordinator organisation name: **iCons srl**

Final version

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EU-funded research on nanosciences and nanotechnologies encompasses a large variety of RTD issues and is among the leading-edge European initiatives which support the improved competitiveness of the European industry. The funding for this Theme is several hundreds of millions of euros, and involves all of the major European industries as well as many SMEs, universities and other organisations.

The general public is however largely unaware of the activities related to nanosciences and nanotechnologies carried out by the European Commission, and of the many benefits which may derive from the exploitation of the results of this exciting research. The communication of facts, figures and results from the European research is generally not sufficiently appealing or easily comprehensible in terms of raising awareness, particularly of nanosciences and nanotechnologies and their implications for the knowledge economy and many social and economic issues.

Raising public awareness is therefore a priority for the European research. The easiest and most efficient way to achieve this is to use broadcast media, the largest available communication platform existing in the world today.

**The strategic objective of the NANO-TV projects was to release and distribute to the European media a series of 14 Video News Releases (VNRs) highlighting the most promising achievements of the European research in nanotechnology.**

## 1. Screening the NMP Theme

The NANO-TV Consortium exploited the profound knowledge of the EU research Programme in FP6 and FP7 owned by the consortium, to identify and highlight the key results from the NMP Theme. The screening process consisted of several steps, including a very large number of direct interviews to NMP project co-ordinators. The main result was a complete mapping of the projects against the main NMP thematic areas.

The application of a consolidated scoring procedure led to a ranking of the analysed projects taking into account several factors, including scientific excellence and media attractiveness. The best ranked projects were then considered for further in-depth investigations aiming to identify the best content for the film and to develop the scripts in agreement with the involved researchers.

As a result, a first set of scripts based on the achievements of individual research projects and encompassing the whole spectrum of nanotechnology application areas has been released in December 2009, then refined in June 2010 through a complete revision of the work done and the addition of new scripts on the results of other research projects.

The scripts included also several “dilemmas” aiming to highlight the most controversial issues in the nanotechnology research in order to provide a sound, balanced view of the nano research to the general public.

The final output of the screening was a complete set of 14 scripts delivered to the project’s audiovisual producers for the realisation of the films.

## 2. Released TV reportages

Between June 2009 and December 2010, the NANO-TV project sent its troupes on location for filming and released the whole set of 14 VNRs. Four of them have been developed for youngsters and aiming to be mainly distributed via the web. The list of the NANO-TV films is reported in the Exhibit 1 below.

N°	NMP Project Name	Title of the TV reportage	Theme	Release Date	Shooting location
1	SMARTHAND	The Magic Touch	Medicine	Septeber 2009	Sweden
2	MEMBAQ	Nano Filtered Water	Environment	September 2010	Denmark Germany Norway
3	N2P	Nano-tuned Solar Cells	Energy	December 2010	Switzerland Germany
4	ALISTORE	Nano-powered cars	Energy	December 2010	France
5	NANOEAR/DREAMS	Regenerating the Ear and the Eye	Medicine	December 2010	Italy UK
6	AMBIO	Nano non-stick paint for efficient shipping	Environment	December 2010	UK
7	NaPANIL	Nano foil brightens screens	Electronics	December 2010	Finland
8	DINAMICS	Mobile Detection System for Contaminated Water	Environment	December 2010	Austria Italy
9	PRONANO	The 3D Nanoscanner	Electronics	December 2010	Germany
10	REALISE	Boosting Memory Chips	Electronics	December 2010	Ireland Finland
11	TEMPLANT (for youngsters)	Wooden Bones	Medicine	December 2010	Italy
12	SOPHIED (for youngsters)	Nano Eco Dye	Environment	December 2010	Belgium
13	MULTIFLEXIOXIDES (for youngsters)	Transparent Electronics	Electronics	December 2010	Italy
14	FIBLYS (for youngsters)	Nano-Laboratory: Let's take some atoms off that probe	Electronics	December 2010	Germany

**Exhibit 1. List of NANO-TV reportages**

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The NANO-TV reportages are composed by

- A short *teaser* in English, i.e. a 3-minutes edited outline of the story.
- The *b-rolls* in international version, i.e. a 12-minuted uncutted footage providing more in-depth view on the topic and ready for being edited by the target TV stations.
- Supporting stories, including written articles for journalistic usage.

All the films produced by NANO-TV have been translated into 6 languages (English, German, French, Spanish, Italian, Polish) and included into a DVD produced in 10,000 copies for wide distribution at fairs, conference and events. The films in the English version can be seen in streaming mode at [www.youris.com/Nano/NANO-TV](http://www.youris.com/Nano/NANO-TV).

### 3. Distribution to European TV media

This communication and distribution process must be considered as a **mature communication model**, already tested in several initiatives by the NANO-TV partnership. The distribution of the TV reportages to the media took place from June 2009 via three main distribution pillars:

- Direct marketing to commissioning editors at 200+ European TV stations
- The satellite News Exchanges of the European Broadcasting Union (EBU)
- The pan-European station Euronews

The result of the distribution process to the European TV stations can be summarised in the following highlights:

- The videos have been took-up and/or broadcast by national TV stations in **52 countries**: Albania, Algeria, Australia, Austria, Belgium, Bosnia and Herzegovina, Brasil, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Honduras, Hong Kong, Hungary, India, Indonesia, Israel, Italy, Kuwait, Latvia, Lithuania, Luxembourg, Malta, Moldavia, Morocco, Panama, Peru, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, Saudi Arabia, Serbia, Slovakia, Spain, Sweden, Switzerland, The Netherlands, Turkey, Ukraina, United Kingdom, USA, Vietnam plus the pan-European 10-languages TV broadcaster Euronews.
- The total of **195 tracked take-ups and broadcasts** constitute an average of **about 21 take-ups and broadcasts per video** (including tracked, confirmed and probable/announced broadcastings), higher than the target of the project (10 broadcastings per video).
- The edits of the distributed and took-up NANO-TV videos have a language coverage of **31 different languages**. Including Euronews, which broadcasts in 10 languages, the tracked edits have been broadcast in the following languages: Albanese, Arabic, Bulgarian, Croatian, Czech, Danish, Dutch, English, Finnish, French, German, Greek, Hungarian, Indian, Indonesian, Israeli, Italian, Latvian, Lithuanian, Maltese, Persian, Polish, Portuguese, Romanian, Russian, Spanish, Serbian, Turkish, Slovak, Swedish, Vietnamese.

#### **4. Distribution through the web**

All NANO-TV reportages have also been distributed on the web via two main portals: the European Research Media Center [www.youris.com](http://www.youris.com), managed by the NANO-TV partnership, and the dedicated channel on Youtube. These channels complemented the TV distribution activities and accounted for about 10,000 individual views

Finally, The NANO-TV project developed a “Nano Education Tree” for educational purposes and to stimulate debate on nanotechnology issues, particularly to the younger generation. The Nano Education Tree provides sound information in an easily accessible and increasingly interactive way. All information has been aimed at the non-specialist, non-scientist reader who may know very little, if anything, about nanotechnologies and nanoscience. The tree is hosted on the Institute of Nanotechnology website at [www.nano.org.uk/educationtree](http://www.nano.org.uk/educationtree). By doing so the Education Tree will act as a permanent resource that will be periodically updated.

#### **The NANO-TV Consortium**

The NANO-TV consortium was composed by 4 partners:

- iCons srl (Italy), an acknowledged consultancy with a strong track in project management, EU policy assessment, market analysis and monitoring of EU RTD Programmes,
- Gedeon Programmes SA (France), one of the most known and reputed TV production companies in France and Europe, with about 10 years of experience in management of large audiovisual communication projects carried out for the European Commission,
- Leonardo Film GmbH (Germany), a young a dynamic TV producer based in Oldenburg, with an impressive track of co-operation with major European TV station
- Institute of Nanotechnology (UK), who guaranteed thematic expertise and scientific validation of the project output and an outstanding level of quality of the materials delivered to the media.

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