



Project n° 044731

Project acronym: FUTURE ENERGY

Project title:

Les énergies du futur : l'environnement,
prise de conscience et source d'emplois.

Instrument **SSA**

Publishable final activity report

Period covered: from 19/03/2007 to 18/03/2008

Date of preparation: 02/06/2008

Start date of project: 19/03/2007

Duration: 12 months

Project coordinator :
ANDRE BOSSUROY

Project coordinator organisation name
LOUVRANGES BROADCAST SPRL

1. Project execution

Intention

Through our series of films devoted to the energies of the future, we wish to show the work done by the EU to solve the energy problems.

Faced with the damages caused by the intensive industrialisation of these last 50 years, the greenhouse effect and the shortage of fuel, the European authorities have, together with scientists, undertaken a certain number of major projects to create new, less polluting sources of renewable energy, and in so doing secure the future of our continent.

Wind, solar, geothermal energy, biomass, research in fusion, integrated electricity networks are some of the themes we wish to broach in our series "Future energy, the environment, awareness and source of jobs."

Each of the ten films of our series enables us to discover sites in the different countries of the European Union. We are going to meet there scientific officials, specialists who work day in and day out to produce new sources of energy, who show us what their job consists of so as to enable us to understand better how energy is produced whether it stems from solar, wind, geothermal or other technologies.

Summary description of project objectives

By a series of 10 films of 6 minutes each, using a simple pedagogy that every spectator can comprehend, we want :

- To reach the awareness of a broad public and inform it about new techniques in future energies (renewable and other developments) as a source of new environmental professions: situations, solutions, people who protect the richness of our planet through their awareness, their efforts, their progress in science and their know-how.
- To interest and inform a "non-scientific and not aware" public about the technological advances of future energies developed by European research,
- To improve (especially for a young audience between 13-25 years) the uptake of scientific careers in "environmental" professions.

Topics of the 10 films and EU research's projects

1. WIND	Projet EU : UPWIND (Denmark)
2. SOLAR PHOTOVOLTAICS	Projet EU : Joint Research Center ISPRA (Italy)
3. BIOMASS	Projet EU : CHRISGAS (Sweden)
4. GEOTHERMAL ENERGY	Projet EU : I-GET (Italy)
5. EUROPEAN ELECTRICITY NETWORK	Projet EU : Intelligent European Electricity Network
6. CONCENTRATED SOLAR POWER	Projet EU: SOLHYCARB / solar station Odeillo (France)
7. OCEAN ENERGY SYSTEMS	Projet EU : PICO PLANT (Azores - Portugal)
8. H2 and FUEL CELL TECHNOLOGY	Projet EU : Hychain (France)
9. FUSION (ITER)	Projet EU : PREFIT / JET Culham Science Centre (UK)
10. CO2 CAPTURE AND STORAGE	Projet EU : CO2SINK (Germany)

Contractors involved

Part role	Part no.	Participant name	Participant org. short name	Country
CO	1	LOUVRANGES BROADCAST	LOUVRANGES	Belgium
CR	2	CATALYSE PRODUCTIONS	CATALYSE	France

Co-ordinator contact details

LOUVRANGES BROADCAST sprl
37 Rue de l'Eglise
B-1350 Enines
Contact : André BOSSUROY
E-mail : aboss@skynet.be
Mobile : +32 473 94 27 98

Work performed

Co-production of audiovisual scientific programmes :

1. Elaboration of the work plan with technical specialised companies operating in the 10 topics of our films (water, biomass, wind mills, solar...).
2. Selection of intervening specialists: they explain the subject and the issues they deal with; and professionals: they explain their job through the passion they experience doing their job
3. Writing scenario of the 10 films in collaboration with the specialised companies.
4. Shooting of the 10 films in the different locations identified with the DG Research.
5. Editing of the 10 films in close cooperation with the scientific specialists:
 - ✓ Preparation of editing: vision of rough cuts
 - ✓ Editing of a first proof of video
 - ✓ Agreement of the scientific specialists and TV5 on the first proof
 - ✓ Writing and recording of the voice-over's comments
 - ✓ Composition and recording of music
 - ✓ Audio mixing
 - ✓ Last agreement
 - ✓ Mastering

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6. Delivery of the films:
 - ✓ Sending of PAD to TV5 Monde
 - ✓ Loading of video-streaming on website
 - ✓ DVD production and sending

Methodology for the realisation of the films

Concept of the films

The films which we dedicate to each of the 10 European proposals on the (never ending) list are pedagogical tools for information, education, comprehension, mobilisation and participation of every person.

The subject are treated in a timeless way, the information given is understood by everyone (non scientific); the concern regarding accuracy of the proposal is inseparable from our concern about the quality of the images, the didactic and pedagogical treatment of it.

The professions in each of the topics are explained by men and women who perform these jobs. From the start you can notice where they get the passion that motivates them in their profession. They explain with simple words, what their job consists of and how it helps to execute the global project. Each profession is a strong link that helps to realise the project in order to preserve the planet whatever the field.

Each “specialist” explains to us his work, what he does, how he fits in the overall projects; passes on his passion, gets the message across that it is necessary for everyone to be mobilised whether in a personal or occupational capacity.

Each film from the series is made by a realisation plan and they have proven some things: the choice of letting the worker, the engineer, the originator ... talk makes their presentation more convincing, their emotions become clear and their motivation is comprehended by every one.

While making the films, we give privilege to the direct interview instead of a voice-over because we think it is too “foreign” to the subject, it wipes all emotions away, all passion is gone, which for us are tools to the comprehension of the topics as well.

This broadcasting has a pedagogical virtue: the studied fields, sometimes complex, are presented in a clear language (the technical terms are explained), attractive images show passion when workers are talking about their professions in order to get young people interested, who are about to make a study choice...and the older ones who have to become more qualified in order to find a job or in order to make a career change.

Each film is an **educational tool** that starts from the real situation, introduces an issue, places man at the centre (who acts as a “team”), analyses the situation with it, and once credibility is assured mobilises the spectators by agreeing with their reasoning,

- That answers basic questions: What is it? What is it used for? How does it work?

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- That uses simple words that can be understood by the layman. These words introduced a methodology for reflection that recurs regularly as in a toccata. Each film starts with the definition of the word(s)/title(s)/theme(s) (e.g. Aeolian, biomass, energy, etc.). Each “technical” or “scientific” word pronounced by a speaker is explained by its definition.
- That provides concrete examples chosen from the most efficient EU research’s projects in the issue broached (solar, wind, geothermal energy, etc.).
- That shows the actors on the field that explain their work, as the action progresses... Each speaker bears witness to the urgency and gives practical tips for acting efficiently.
- So that each one can be attentive, convinced of the urgency of the matter and mobilised, ready to act for an intelligent and efficient practice through simple day-to-day measures to save energy, to choose, individually or collectively, practices that favour renewable energies...

We will make sure to pay particular attention to the highly specific jargon of specialists during the production, which will be explained by the speakers themselves; technical words will be accompanied by their definition, and the statements will be illustrated by graphical animations. “Explain why and how” and gives tips accessible to all, adapted to situation of daily life, whether they concern the local authorities or private individuals.

Each of the energy themes shows that new ways of behaving in daily life are needed and that a citizen approach must be adopted at European scale.

Research in energy lacks the necessary skills for developing new jobs connected to these technologies. With each film, we want to help the viewers discover these highly qualified jobs that are little known to the general public, but which may become theirs. We want to make them understand that opting for a job that is directly related with renewable sources of energy, means securing an occupational future through the growing awareness, passion, and motivation of the high-tech expert.

Style of the films and the reasons for it

Energy is a paradox! Mysterious, nearly intangible, often invisible, it is nonetheless the source of the great socio-economic stakes of this world. The planet Earth is our main reservoir of energy. Everything depends on the balance of ecosystems. Life is Energy. All life is a matter of dissipation of energy.

Our films wish to recreate the link between the prime elements of our earth (water, wind, the force of rivers, natural humus, soils, the sun, the seas, trees) and a human society that needs more and more energy.

To integrate man in his total environment.

Our approach is not based either on pessimism or on using fear to get citizens to ask, because when the fear disappears, the resulting attitudes disappear as well.

Our approach is based on a positive vision of Man and his creative capacities. We have opted to show the positive, creative aspects of scientific research in this field, while raising the awareness of the young generation. It is that generation (aged 18-25) that will act as a lever in

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the short term to bring about changes of mentalities. It is that generation too that can exert efficient and benevolent pressure on the older generation that is historically less aware about this field. We think that this approach is the most "sustainable" because it establishes bases and roots in each one for attitudes that will be an integral part of oneself in the long-term.

We wish to show that there are already applications that are very energy efficient both in industry and for private individuals aware of the energy question. Some European countries are particularly efficient in this field. The European Union is also a world leader in some areas such as wind energy.

End results

The films will increase public awareness with great velocity. They will encourage people to adapt new behaviour and to act on a personal level regarding preservation of the environment becoming 1 of the agents in this process. People will follow each other throughout this attitude; they will enter a general process that has been initiated by 'Europe' some years ago. People are already getting used to segregating waste, using innovative non-polluting products for household use, using clean cars (electric, biological fuels) etc.

These series is made :

- to interest and inform a "non-scientific and not aware" public about the technological advances of future energies developed by European research;
- to improve (especially for a young audience between 13-25 years) the uptake of scientific careers in "environmental" professions.

2. Dissemination and use

Publishable results of the Final plan for using and dissemination of the knowledge

Exploitable result : series of 10 films on future and renewable energies and scientific EU research's projects.

Result description (product(s) envisaged, functional description, main advantages, innovations):

These series is made to interest and inform a "non-scientific and not aware" public about the technological advances of future energies developed by European research.

By this project, we inform the people about the future energies, renewable energy, recyclable energy, preservation of the environment and that will be explained with clear examples that show the environmental issues in a simple way, understandable for everyone.

The choice of topics is focused on projects developed by European research.

Using a simple and pedagogical language for a non-scientific, non-informed, not yet aware public, these series of documentaries are made for a broad public that is not yet aware of these issues. They attract especially young people, because they are the ones who are the future workers, they have to cope with the environment one day. It is crucial to make these young people aware of the environmental situation and to turn them into people who care about it and who are motivated to preserve our planet. In order to attract this broad public, the documentaries are produced in a simple (non-scientific) language, explaining issues with examples, showing the jobs with people in action, making it accessible and attractive for every body.

To improve (especially for a young audience between 13-25 years) the uptake of scientific careers in "environmental" professions.

People also need to know that the preoccupation over these environmental changes creates new professions, they are called environmental professions. It is important to know that scientists need qualified workers in order to operate with efficiency.

Our films increase the public awareness of these environmental issues. More specifically we reach young people through documentaries that present and explain the new environmental professions. A special attention is brought to the presence of women in these scientific professions. We explain the situation, show possible solutions and give a more human face to science by presenting the people in action that will make it possible to preserve the natural richness of our planet thanks to their awareness, their joint efforts and their know-how. It is these young people who might be the qualified workers of tomorrow. If today they get informed about alternative new professions, and become motivated, they can already direct themselves towards it and find the motivation and passion for the preservation of nature's richness.

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TV-broadcasting

The series of documentaries has been broadcasted on the French international public channel TV5MONDE broadcasting in all Europe (27 EU countries), also in Africa, Asia, USA, Latin America, in order to inform the public, keep the viewers' attention and stimulate their awareness about the problem of energy and environment, and besides being a teaching tool it also allows the new generation to discover, when it is time to make a professional choice, dozens of trades that they had no idea existed. The serial of 10 movies of 6 minutes each will be broadcasted again entirely 15 times.

The **first broadcasting** (concerned by this contract) on TV5MONDE took place from 2th to 30th of March 2008, on Saturday and Sunday morning.

AFRICA:

Saturday 9h30 AM, Addis Abeba time

Sunday 9h30 AM

LATIN AMERICA:

Saturday 8h50 AM, Brasilia time

Sunday 8h50 AM

ASIA:

Saturday 9h50 AM, Tokyo time

Sunday 9h50 AM

UNITED STATES:

Saturday 10h25 AM, New York time

Sunday 10h25 AM

EUROPE:

Saturday 09h15 AM , Moscow time

Sunday 9h15 AM

France Belgium Suisse:

Saturday 8h25 AM, Paris time

Sunday 8h25 AM

ORIENT:

Saturday 8h30 AM, Riyad time

Sunday 8h30 AM

Project website

TV5MONDE makes the programme accessible through his Internet site www.tv5.org
<http://www.tv5.org/TV5Site/webtv>

- Possible market applications (sectors, type of use ..) : for TV broadcasting, web broadcasting, DVD, manifestations, pedagogical use.
- Intellectual property rights : the owner of the rights of the films is the author/director of the films, Danielle Sironval (Catalyse Productions).
- Contact details of coordinator:

LOUVRANGES BROADCAST sprl
37 Rue de l'Eglise
B-1350 Enines
Contact : André BOSSUROY
E-mail : aboss@skynet.be