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Social cohesion, Participation, and Inclusion
through Cultural Engagement

D8.9 SPICE video promo

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Project information

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Project website: <https://spice-h2020.eu>

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SPICE consortium

No.	Short name	Institution name	Country
1	UNIBO	ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA	Italy
2	AALTO	AALTO KORKEAKOULUSAATIO SR	Finland
3	DMH	DESIGNMUSEON SAATIO - STIFTELSEN FOR DESIGNMUSEET SR	Finland
4	AAU	AALBORG UNIVERSITET	Denmark
5	OU	THE OPEN UNIVERSITY	United Kingdom
6	IMMA	IRISH MUSEUM OF MODERN ART COMPANY	Ireland
7	GVAM	GVAM GUIAS INTERACTIVAS SL	Spain
8	PG	PADAONE GAMES SL	Spain
9	UCM	UNIVERSIDAD COMPLUTENSE DE MADRID	Spain
10	UNITO	UNIVERSITA DEGLI STUDI DI TORINO	Italy
11	FTM	FONDAZIONE TORINO MUSEI	Italy
12	CELI	CELI SRL	Italy
13	UH	UNIVERSITY OF HAIFA	Israel
14	CNR	CONSIGLIO NAZIONALE DELLE RICERCHE	Italy

Executive summary

D8.9 SPICE video promo consists in the making of a promo video presenting, in layman language, the project objectives. The clip focuses on the main aim of the SPICE project which is to develop tools and methods to support Citizen Curation, in which citizens actively engage in curatorial activities in order to learn more about themselves and develop a better understanding of, and empathy for, other communities.

Document History

Version	Release date	Summary of changes	Author(s) -Institution
V0.1	15/10/2020	First script draft released in WP8 technical meeting	GVAM
V0.2	19/10/2020	Revisions on script based on the comments made	GVAM
V0.3	22/10/2020	Comments on script by internal reviewer	CELI
V0.4	24/10/2020	First video version delivered to Internal reviewers	GVAM
V0.5	26/10/2020	Revision by internal reviewers with comments and recommended modifications	AAU CELI
V0.6	27/10/2020	Final video version with recommended modifications	GVAM
V0.7	27/10/2020	Version released to PMB and TMB for final integrations.	GVAM
V0.8	3/11/2020	Version sent to REA Project officer for feedback and advise	UNIBO
V0.9	20/11/2020	New version of the script with the amendments and comments of several partners and REA Project officer	GVAM, CNR, UNIBO, OU, AALTO, IMMA, GVAM
V0.10	26/11/2020	New version of the video according to the new script	GVAM
V0.11	2/12/2020	Final adjustments	GVAM
V1.0	4/12/2020	Final version submitted to REA	UNIBO

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Process of production of the deliverable

The first ideas, script and concept of the video were presented by GVAM to the partners in the WP8 technical meeting carried out on October 15, 2020. The script was composed by seven scenes composed of video and text for each. After introducing some of the modifications suggested during the meeting, a first draft of the script was released to all partners for comments through the share-tool used in the project.

Following the first inputs, GVAM released a first version of the video which was then presented to the assigned internal reviewers. They indicated their comments about the video which were implemented in it afterwards. After that the video was shared with the SPICE PMB (Project Management Board) and TMB (Technical Management Board). The first version of the video was also sent to the REA project officer in order to have a first feedback and advise for improvements. Several comments over the video were shared by different partners and the REA PO therefore a new improved version of the video was produced. A new script was presented to the SPICE partners based on the different contributions. This script was approved on November 20, 2020 and a new video was produced on November 26, 2020. Some last adjustments were included, such as a new music clip (provided by CNR) which led to the final video version to be submitted to REA.

Conclusions

The main challenge for this deliverable was the inclusion of all of the main ideas of SPICE while making it a concise, dynamic and agile video production. It was decided by GVAM to create a simple video using mainly video footage and the inclusion of brief and simple texts, prepared together with the project partners, that could express the main ideas of the project while visually implementing the idea of cohesion and citizen participation through cultural engagement.

In order to incorporate all elements and keep a good tempo for the appropriate understanding of the video and the project, the duration of the final video is 2:07 minutes, longer than expected but in frame with the objective of the deliverable.

The output complies with the objective of the video: a way to visually present and promote, in layman language, the project objectives. It has been produced mainly with GVAM resources and expertise and some external resources and the final version of the video presents the following features: **Format: MP4, Duration: 2:07 min.**

The video is available in the following link:

<https://www.youtube.com/watch?v=PCHGhPnliGE&feature=youtu.be>

Annexes

Final Script

Scene	Text	Images + graph
1	SPICE is an EU-H2020 funded project dedicated to supporting the citizen curation of cultural heritage.	White back with logos
2	Citizen Curation enables citizen groups to express their own views through cultural heritage as well as appreciate the perspectives of other communities.	Prado – Bosco painting
3	Technologies and activities are co-designed with communities to encourage cultural participation, understanding and social cohesion.	Prado – Bosco painting
4	<p>How do we do it? Providing citizens with innovative technologies and methods that support the interpretation of culture.</p> <p>Guiding citizens in developing their own personal interpretations.</p> <p>Museums will manage their digital resources and understand how citizens respond to their collections.</p> <p>Citizens will be able to manage their digital contributions and play a part in the visitors' experience.</p> <p>Different citizen interpretations will be brought together to promote the appreciation of other perspectives.</p>	<p>Madrid Royal Palace</p> <p>Reina Sofia Modern Art Museum at Madrid</p> <p>Prado Museum entrance at Madrid</p>
5	<p>Who do we want to connect with?</p> <ul style="list-style-type: none"> • Heritage institutions • Community organizations • Citizens interested in culture • Educators 	Tourists eating and watching a mobile phone
6	<p>Five case studies in five different countries for specific citizen communities:</p> <p>Finland, Design Museum Helsinki People facing challenges in accessing the museum's physical site</p> <p>Ireland, Irish Museum of Modern Art Asylum seekers and children living with illness</p>	<p>Helsinki tower and landscape</p> <p>Façade of IMMA</p>

	<p>Italy, Fondazione Torino Musei Deaf people</p> <p>Spain, Museo Nacional de Ciencias Naturales in Madrid Children from lower socio-economic groups</p> <p>Israel, Hecht Museum Religious, secular and minority communities</p>	<p>National University Library Torino</p> <p>Kids at a cave at MNCNM</p>
<p>7</p>	<p>We want to...</p> <ul style="list-style-type: none"> • Encourage a wider range of people to actively participate in culture. • Help citizens to interpret culture for themselves and tell their own stories. 	<p>Barcelona Cathedral</p>
<p>8</p>	<p>Social Cohesion, Participation and Inclusion through Cultural Engagement.</p> <p>This is SPICE</p> <p>Follow us!</p> <p>spice-h2020.eu Instagram Twitter Linkedin</p>	<p>White back + logos and URLs</p>