



DIVERSIFOOD

Embedding crop diversity and networking for local high quality food systems

Grant agreement n°: 636571

H2020 - Research and Innovation Action

D6.3

“Video presenting the project”

Due date: M14 (April 2016)

Actual submission date: M8 (October 2015)

Project start date: March 1st, 2015 **Duration:** 48 months

Workpackage concerned: WP6

Concerned workpackage leader: Frédéric REY, ITAB

Lead Beneficiary: 20 - Formibaclu

Dissemination level:

- PU:** Public (must be available on the website)
- CO:** Confidential, only for members of the consortium (including the Commission Services)
- CI:** Classified, as referred to in Commission Decision 2001/844/EC



Abstract

The objective of this deliverable is to describe the communication strategy adopted to realize one of the DIVERSIFOOD dissemination products which is the “Video presenting the project”.

The video were produced following the guidelines of the project **dissemination plan** (cfr. D6.1), a tool for designing the actions to be implemented, monitoring their progress, applying corrective actions on potential deviations and recording newly identified, emerging opportunities for communication.

The information included in the present deliverable are public and the document will be uploaded on the project website.

Beneficiaries involved: Formicablu is responsible of this deliverable with the support of ITAB as WP6 leader and inputs from all other partners.

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1. Video

The first DIVERSIFOOD video was produced with the shooting realized by Formicablu during the kick-off meeting.

This video was imagined as a project trailer, to be launched on the project website (Fig. 9). The video is also available on [YouTube](#).

The trailer contained a number of very short interviews to WP leaders and other project participants on the key concepts and keywords characterising DIVERSIFOOD. A creative common music was used, as well as Formicablu's archive image of crops, varieties and participatory plant breeding methods.

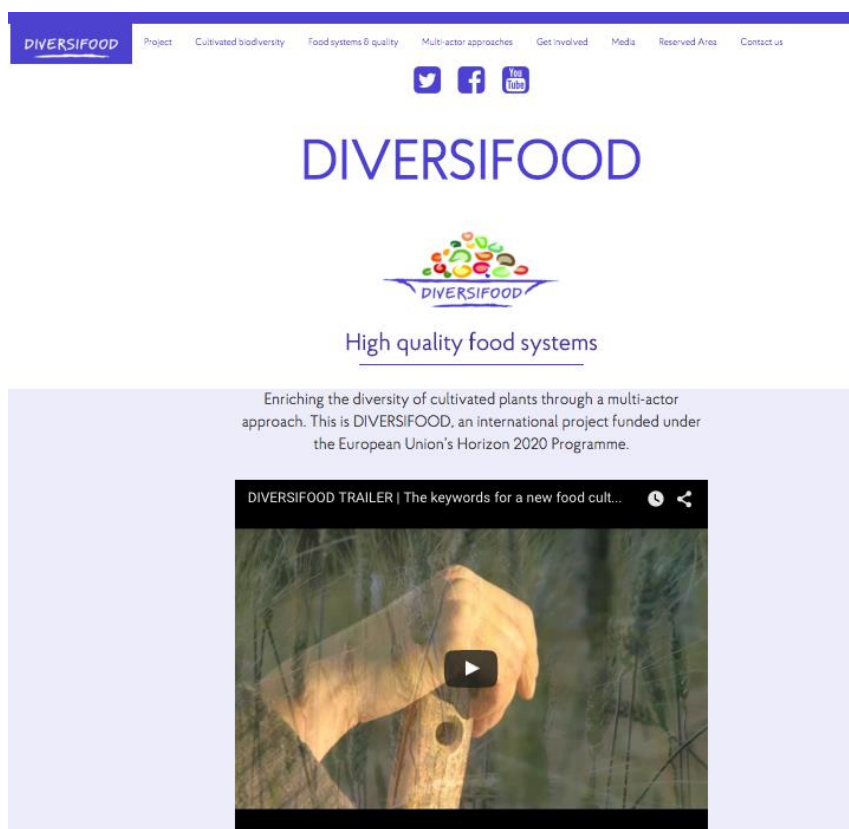


Fig. 1 –DIVERSIFOOD website with the video trailer on the Homepage