

**BIO-FLEXCLC****Flexible chemical looping combustion for combined heat and power production from  
biogenic residues with negative emission****HORIZON EUROPE GRANT AGREEMENT NUMBER: 101147904****Start date of project:** 01/06/2024**Duration:** 4 years

## **WP7 -Exploitation, Dissemination and Communication**

### **D7.6 Project 1<sup>st</sup> Dissemination Video**

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Dissemination Level		
<b>PU</b>	Public	<b>X</b>
<b>SEN</b>	Sensitive, limited under the conditions of the Grant Agreement	

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## 1. EXECUTIVE SUMMARY (3 pages max. all points)

### 1.1. Description of the deliverable content and purpose

This deliverable has been prepared to provide detailed information regarding the release of the inaugural Bio-FlexCLC project dissemination video. This video, an important milestone in the project's outreach and communication strategy, was created within the first six months of the project with the aim of engaging a broader audience and effectively conveying key project insights.

Two versions of the Bio-FlexCLC dissemination video were created to cater to different audience needs and preferences: a short version and a long version.

The short version, designed to capture attention quickly and deliver key messages succinctly, is ideal for use in promotional campaigns, social media sharing, and contexts where time is limited. It provides a concise overview of the project's concept and objectives, ensuring that even viewers with limited availability can engage with the content effectively.

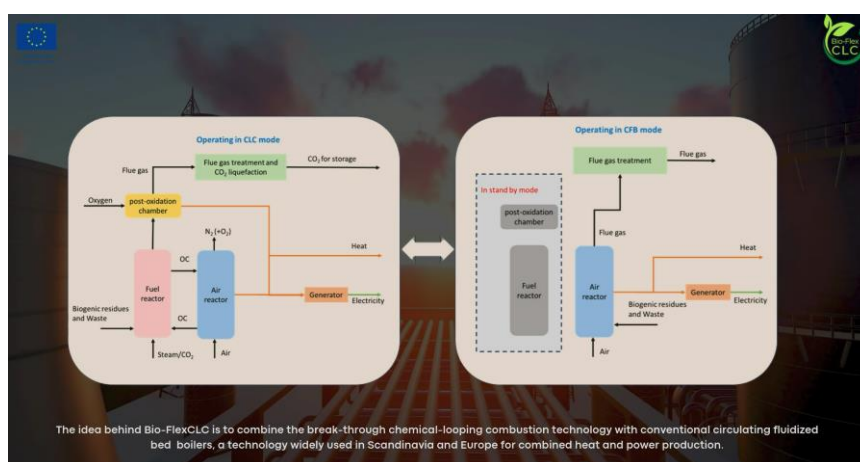
On the other hand, the long version offers a more comprehensive and in-depth exploration of the Bio-FlexCLC project's goals, methodologies, and results. This version is tailored for audiences seeking detailed insights, such as stakeholders, researchers, and collaborators, and is particularly suitable for presentations, conferences, and academic discussions. Both versions of the video were thoughtfully produced to maximize impact and reach across diverse platforms and audience groups.

### 1.2. Deviation from objectives

No deviations were observed.

## 2. The 1<sup>st</sup> Dissemination Video

1CUBE has expertly designed and delivered the official Bio-FlexCLC first dissemination video, playing a pivotal role in shaping the project's visual and communicative outreach. Leveraging their creative expertise, 1CUBE conceptualized and executed a high-quality video that encapsulates the essence of the Bio-FlexCLC project. The video not only introduces the initiative and its consortium but also effectively communicates the project's objectives, the innovative technologies being developed, and the potential societal impact. By blending engaging visuals, clear messaging, and professional production, 1CUBE has ensured that the video serves as a powerful tool for dissemination, fostering awareness and understanding among a diverse audience. Figure 1 and Figure 2 represent the prepared 1<sup>st</sup> dissemination video of the Bio-FlexCLC project:



**Figure 1. 1<sup>st</sup> short dissemination video of Bio-FlexCLC project.**



**Figure 2. 1<sup>st</sup> elaborative dissemination video of Bio-FlexCLC project.**

Figure 1 and Figure 2 provide a visual representation of the 1<sup>st</sup> dissemination video developed for the Bio-FlexCLC project. These figures showcase key elements of the video, including its design, structure, and content focus. The video serves as an engaging introduction to the project, offering insights into its objectives, the innovative approaches employed, and the broader impact on sustainable bio-based energy solutions.

### 3. CONCLUSIONS

The first dissemination video of Bio-FlexCLC project was successfully crafted as a comprehensive introduction to the project and its consortium of partners. This video serves as a key communication tool, designed not only to showcase the project's overarching objectives but also to provide an engaging overview of the innovative technologies being developed. Through vivid visuals and clear messaging, the video highlights the transformative potential of these technologies, emphasizing their real-world applications and the positive impact they aim to deliver to society.

By featuring the collaborative efforts of the project's partners, the video underscores the strength of the consortium and their shared commitment to achieving Bio-FlexCLC project's mission. It effectively communicates the societal benefits of the project, including advancements in sustainability, technological innovation, and improvements in quality of life. The video's accessible format ensures that it resonates with a broad audience, from technical experts to members of the general public, fostering awareness and support for the Bio-FlexCLC initiative.

1CUBE has not only designed and produced the first dissemination video for the Bio-FlexCLC project but has also taken proactive steps to ensure its wide reach and visibility. The video will be strategically disseminated across various social media platforms to engage a broad and diverse audience, leveraging the power of digital communication to maximize its impact. Additionally, the video has been featured prominently on the official project website, serving as a central hub for stakeholders and visitors seeking information about Bio-FlexCLC. Furthermore, 1CUBE has planned for the video's continued dissemination in upcoming conferences already scheduled for the following years. This ensures that the video remains a key tool for outreach, continuously promoting the project's goals and achievements to industry professionals, researchers, and potential collaborators, thereby solidifying Bio-FlexCLC's presence and influence within the scientific and technological community.