



Certified smart and integrated living environments for ageing well

D5.9 – Promotional videos

Deliverable D5.5		
Authors and institution	Régis Decorme (R2M), Augusta Clérisse (R2M), Alain Zarli (R2M) Silvia Urra (TECNALIA), Nhu Tram (AGE)	
Date	11-Feb-21	
Dissemination level		
PU	Public, fully open, e.g. web	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 826295.

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Document change history			
Date	Version	Authors	Description
09-November-2019	V0.1	Régis Decorme (R2M)	Full draft of this short report describing the 1 st Homes4Life Promotional video
18-November-2019	V0.1	Régis Decorme (R2M)	New updated with peer-review comments form AGE & EUCA as well as screenshots from the video.
22-November-2019	V1.0	Régis Decorme (R2M)	Final version D5.5
28 January 2021	V0.2	Régis Decorme (R2M)	D5.5 Report updated to integrate the second video (now D5.9)
8 February 2021	V0.2	Régis Decorme (R2M)	Final version
11 February 2021	V1.0	Silvia Urra (TEC)	Submission to the EC

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The present document is a short descriptive report which comes along the two Homes4Life promotional videos. Those two promotional videos were developed during the project, one at the end of the first year (November 2019), and the second one at the end of the project (February 2021).

1 Objectives of the promotional videos

These videos aim to support the dissemination, communication and exploitation of the Homes4Life project results. The key objectives of both videos are summarized in the table below.

TABLE 1 - HOMES4LIFE PROMOTIONAL VIDEOS AND THEIR KEY OBJECTIVES

#	Due date	Key objectives
#1 Introductory video presenting the project vision and concept	M12	<ul style="list-style-type: none"> • Present the framework for the project • Raise awareness about the concept of age-friendliness applied to housing and the built environment • Introduce key messages from the Homes4Life Vision (see Deliverable 2.2) • Introduce the future Homes4Life certification scheme • Invite stakeholders to join the Home4Life Community of Interest (see Deliverable 5.1)
#2 Promotional video focusing on the certification scheme	M27	<ul style="list-style-type: none"> • Provide an outline of the Homes4Life certification scheme • Advertise the first Homes4Life buildings which tested the certification scheme and received their pilot award (see Work Package 4) • Invite future potential buyers to apply the Homes4Life certification

The above objectives are echoed in the wider Dissemination and Communication plan that is presented in Deliverable 5.3, and the Exploitation and supporting investment strategy presented in Deliverable 5.2.

2 Promotional video #1

R2M was in charge of coordination of the design, production and dissemination of the video. All partners were asked to provide feedback on the style of the video they would prefer bearing in mind the project's budget.

2.1 Video format and development

Several communication agencies were contacted with a few guidelines about the objectives and budgetary constraints of the video project. The implementation of the video was finally conducted by the Brussels-based design agency Babylon¹, which was able to meet both layout style and budget requirements.



In order to meet both the appealing spirit required from promotional materials and the limited budget of the project, it was decided to develop a video in the form of a collage made from professional pictures, with a professional voice-over telling the story of the project. The voice-over was recorded (see Figure 1) by the professional sound studio, 4Audio².



Figure 1- Homes4life Voiceover recording





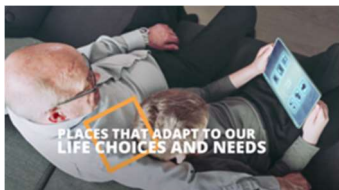




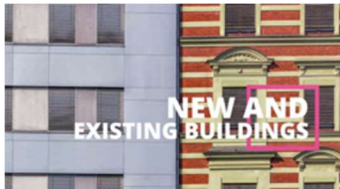


2.2 Video content

A video script was developed internally by the project partners to meet the first promotional video's objectives. TECNALIA and AGE contributed to editing the script of the video which is presented below.

¹ <https://www.babylonia-brussels.eu>

² <http://www.4audio.be>

TABLE 2 - SCRIPT OF THE FIRST HOMES4LIFE VIDEO

		
<p>Are you choosing your place of living? or is your place of living picking you?</p>	<p>Our homes are the place where we build memories, where we invite family and friends, where we rest.</p>	<p>But are our homes prepared to support our changing needs and lifestyles as we move forward in life?</p>
		
<p>How our homes are adapting to those changes is the challenge taken up by the Homes4Life project, supported by the European Commission</p>	<p>With Homes4Life, we aim to support the development of places that adapt to our life choices and needs.</p>	<p>Our vision is that of a society where our environments enable us to stay active and participate in society, protect our health and facilitate the provision of care if needed.</p>
		
<p>Homes4Life will develop a new European certification scheme for age-friendly housing that will offer guidance to professionals and reassure inhabitants of the adequacy of their dwellings.</p>	<p>The scheme will help develop better living environments integrating digital solutions where this is beneficial</p>	<p>It will look at multiple relevant criteria such as accessibility, community living, security, comfort, privacy, ownership and more.</p>
		
<p>The Homes4Life certification scheme will apply to both new and existing buildings.</p>	<p>The certification is expected to have a direct impact on</p>	<p>Join our Community of Interest to keep updated</p>

	<p>the market value of our properties.</p> <p>Tomorrow with Homes4Life, we will invest with confidence into a certified age-friendly home !</p>	<p>with our progress at homes4life.eu !</p>
	 <p>THIS PROJECT HAS RECEIVED FUNDING FROM THE HORIZON 2020 PROGRAMME UNDER GRANT AGREEMENT N°101019181</p>	

The Homes4Life logo, European emblem, and adequate Horizon 2020 funding programme support acknowledgements are integrated within the final result.

The final video is available at: <https://vimeo.com/374669170>

It is embedded into the Homes4Life website landing page and all partners will also contribute to disseminate it through their own channels.

2.3 Video dissemination



This first video was used to support the implementation of the dissemination and communication plan presented in D5.3 (e.g. presentation in events, at exhibition booths, video embedded in online articles, etc.).




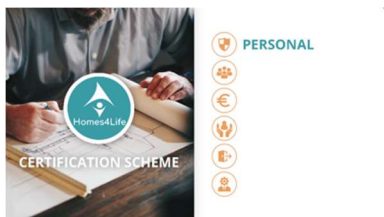








3 Promotional video #2















The second video was developed at the end of the project. It will be used to support the post-project exploitation of the Homes4Life outcomes, in particular promoting the certification scheme, in order to attract future potential buyers of the Homes4Life certification scheme. It was decided to work with the same methodology and same company (Babylonia) to ensure homogeneity with the first video in terms of layout.

The script of the second video is presented in Table 3, together with screenshots of its visuals.

TABLE 3 - SCRIPT OF THE SECOND HOMES4LIFE VIDEO

		
<p>Imagine a society where houses are within reach for Europeans of all ages, regardless of income, gender, race or ethnic background, sexual</p>	<p>Imagine a society where your house is truly your home.</p>	<p>A supportive, enabling environment that helps you realize your full personal and social potential.</p>

orientation, health status, or disability.		
		
This, is the Homes4Life Vision for 2040, which underpins a new European Certification Scheme for Ageing in Place	Age-friendly housing is relevant for all citizens as it impacts on our health and wellbeing, our social interactions and capacity to participate in community life.	The Homes4Life Certification Scheme implements an analysis of buildings according to an evaluation framework designed around 6 strategic clusters
		
Personal	Social	Economic
		
Physical	Outdoor Access	and Management
		
The Homes4Life certification scheme has already been tested on 11 pilot buildings across Europe, both in Design and Operational phase.	in France in Nice,	Dijon,

 <p>FRANCE NICE, DIJON, BUSY</p>	 <p>SPAIN BRISA DEL CANTABRICO, BILBAO</p>	 <p>SPAIN BRISA DEL CANTABRICO, BILBAO</p>
<p>and Busy.</p>	<p>in Spain in Meruelo,</p>	<p>and Bilbao.</p>
 <p>POLAND WARSAW, LODZ</p>	 <p>POLAND WARSAW, LODZ</p>	 <p>ITALY TREVISO</p>
<p>in Poland in Warsaw</p>	<p>and Lodz</p>	<p>in Italy in Treviso</p>
 <p>IRELAND DUBLIN</p>	 <p>THE NETHERLANDS DE HOGEWYK</p>	
<p>in Dublin, Ireland</p>	<p>and in Weesp, the Netherlands</p>	<p>Do you also want your building to be recognised as age-friendly housing supporting health and well-being ?</p>
 <p>CERTIFIED AGE-FRIENDLY HOME</p>	 <p>WORK WITH US</p>	 <p>WORK WITH US</p> <p>CERWAY +33 140 50 28 85 cerway@cerway.com</p> <p>TECNALIA CERTIFICACIÓN +34 678 86 08 22 www.lamochedonacionacion.es</p>
<p>Do you want to invest with confidence into a certified age-friendly home ?</p>	<p>Are you interested to work with us to manage and deliver the Homes4Life certification?</p>	<p>Then contact us !</p>
 <p>THE PROJECT IS RUN BY A MULTIDISCIPLINARY GROUP OF 8 PARTNERS FROM 8 EU COUNTRIES: SPAIN, BELGIUM, FRANCE, ITALY AND THE NETHERLANDS.</p>	 <p>THE HOMES4LIFE PROJECT HAS RECEIVED FUNDING FROM THE HORIZON 2020 PROGRAMME UNDER GRANT AGREEMENT N°1010215</p>	

The final video is available at: <https://vimeo.com/509711914> and on the Homes4Life website.