



LIGNICOAT

Deliverable 6.3

LIGNICOAT Video

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Dissemination Level	Public
Version	v01



Bio-based Industries
Consortium



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Project Acronym	LIGNICOAT
Project Title	Sustainable COATings based on LIGNIn resins and bio-additives with improved fire, corrosion and biological resistance
Activity	
Call	BBI-2020-SO3-R5: Improve the sustainability of coatings (RIA)
Funding Scheme	H2020- BBI-JTI-2020

1. Executive Summary

This public report of Deliverable 6.3 LIGNICOAT Video aims to illustrate the story-making process behind the release of the project video.

A brief video was released at month 18 of the project.

The video aims to further strengthen the capacity of the LIGNICOAT project to capture public attention.

The LIGNICOAT project entails themes of everyday interest as coatings are almost in every item we interact with daily. The video explains the project concept, its objectives toward developing sustainable bio-based coatings, as well as their target properties and features, aiming to reach high-volume market applications.

In line with the Communication and Dissemination plan, this report intends to provide further insights and allow a better comprehension of the audio-visual strategy.

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Abbreviations and Acronyms

Acronym	Explanation
BBI-JU	Bio Based Industries Joint Undertaking
EC	European Commission
SM	Social Media

2. The communication strategy

2.1 Objective

This introductory video intends to communicate the project to a broad audience and illustrate the challenges that the LIGNICOAT project aims to address, and the resulting benefits of its development.

Moreover, the video aims to attract attention and communicate the impact of sustainable bio-based coatings over the currently applied fossil-based ones.

2.2 Target Audience

In line with the Dissemination and Communication plan (Deliverable 6.2) and the Plan for Dissemination and Exploitation of Results (Deliverable 6.5), the video was addressed to the audiences illustrated in **Figure 1**.

However, since the video was released on YouTube, one of the principal online video-sharing platforms, as well as in the social media project pages, the content developed was primarily aimed at the general public for communication purposes.



Figure 1: The four target audiences of the LIGNICOAT project.

2.3 Storyboard

To establish the content of the video and make it appealing to a broad audience, the “Message Box”^{1,2} framework was adopted. In general, along with the identification of the main **issue** of the message, it requires addressing four main questions:


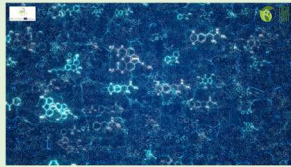
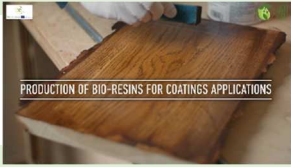



- What is the **problem**?
- So what? Or how does such a problem affect the target **audience**?
- What is the **solution**?
- What are the **benefits**?

Therefore, the video content was developed by introducing the coating industry topic and making contact with the audience to make the general public interested in it. Then, the problem of the sustainability of the coatings industry was presented. Afterward, the video presented the solution brought by the LIGNICOAT project, the benefits, and introduced the partners. A call to action was launched in the final part to lead the audience to follow the project’s SM pages or visit the website.

¹ Compass Science Communication, Inc. (2017). The Message Box Workbook.
<https://www.COMPASSscicomm.org/>

² Baron N. *Escape from the Ivory Tower: A Guide to Making Your Science Matter*. Washington: Island Press; 2010.

Table 1: Story board of the LIGNICOAT video.

Main Section	Section explanation	Script	Screenshots
Issue, Audience	Introduction of the topic and connection with the audience	Coatings are applied in almost all industrial fields, making them an integral part of everyday life. Their sustainability in terms of energy and resource conservation, as well as waste minimization, is of high importance, while also involving the use of renewable and non-toxic materials.	
Problem	Environmental impact and challenge	Moreover, the coatings industry has been driven by regulatory issues to diminish the content of volatile organic compounds to improve indoor and outdoor air quality. Therefore, the challenge is to substitute fossil-based resins with new bio-based alternatives, maintaining at least the same performance.	
Solution	Lignin utilization	Following this need, the LIGNICOAT project intends to lead the way for lignin utilisation as a basis for the production of bio-resins for coatings applications.	
Benefits	What is lignin and why it has potential Project objectives	Lignin is the second most abundant material in nature and an underutilized product, with a high potential to provide not only economic returns, but also environmental benefits when targeting value-added products. LIGNICOAT aims to: <ul style="list-style-type: none"> • develop bio-additives, such as enzymes and bioencapsulated bioactive molecules, that increase the biobased content in coatings, • ensure performance, • but also take advantage of lignin's specific characteristics to provide: <ul style="list-style-type: none"> - anticorrosive, - fireproof and - antimicrobial features in high-volume market applications. 	
Other	Introduction of the Consortium	For this purpose, LIGNICOAT is formed by a multidisciplinary consortium consisting of eight industrial partners and six RTOs from eight European countries.	
	Call to action	For more information, visit the LIGNICOAT website and follow us on LinkedIn and Facebook	

2.4 Script

Coatings are applied in almost all industrial fields, making them an integral part of everyday life. Their sustainability in terms of energy and resource conservation, as well as waste minimization, is of high importance, while also involving the use of renewable and non-toxic materials.

Moreover, the coatings industry has been driven by regulatory issues to diminish the content of volatile organic compounds to improve indoor and outdoor air quality.

Therefore, the challenge is to substitute fossil-based resins with new bio-based alternatives, maintaining at least the same performance.

Following this need, the LIGNICOAT project intends to lead the way for lignin utilization as a basis for the production of bio-resins for coatings applications.

Lignin is the second most abundant material in nature and an underutilized product, with a high potential to provide not only economic returns, but also environmental benefits when targeting value-added products.

LIGNICOAT's aim is to:

- develop bio-additives, such as enzymes and bioencapsulated bioactive molecules, that increase the biobased content in coatings,*
- ensure performance,*
- but also take advantage of lignin's specific characteristics, to provide:*
 - anticorrosive,*
 - fireproof and*
 - antimicrobial features in high-volume market applications.*

For this purpose, LIGNICOAT is formed by a multidisciplinary consortium consisting of eight industrial partners and six RTOs from eight European countries.

For more information, visit the LIGNICOAT website and follow us on LinkedIn and Facebook

2.5 Video footage

All the video footage used to make the project video were downloaded from the website elements.envato.com through a paid subscription plan.

2.6 EC and BBI-JU acknowledgements

The EC and BBI-JU funding acknowledgements are displayed in the initial and final frame of the video.

“This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 101023342. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the Bio Based Industries Consortium”.

The EC and BBI-JU logos are displayed throughout the whole video on the upper left.



Figure 2 BBI-JU and EC logos.

2.7 Link

The video is publicly accessible on the YouTube platform at the following URL:
<https://www.youtube.com/watch?v=uprYQaHdMqk>



Figure 3 LIGNICOAT video on YouTube.

It will be disseminated throughout LIGNICOAT SM platforms (LinkedIn and Facebook) as well as the partners websites and SM for increasing the awareness and visibility of the project.

3. Conclusions and Future Work

This Deliverable is linked with the development of the official LIGNICOAT project video, which is delivered at month 18.

The communication strategy behind the LIGNICOAT video has been designed to describe the project and its objectives to a general audience. For this reason, non-scientific language has been used to increase the engagement.

The video is announced on YouTube and the statistics from the views will be monitored and will be announced in future deliverable(s) related to the Dissemination and Communication Planning.