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BRESOV

Breeding for Resilient, Efficient and Sustainable Organic Vegetable production

Deliverable No. D6.5

Audio-visual material

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Deliverable title	Audio-visual material
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1. Introduction

Videos are an easy and attractive tool to **disseminate information** about different topics. Particularly, in case of Research and Innovation projects, a video can make accessible complex topics in a limited amount of minutes. The objective of this deliverable – namely overseeing the production of a short video depicting the methods and main results of the project – is to facilitate and encourage the production of videos in the project and have at least one video presenting the project globally.

This Deliverable serves as a **guide of the tools and methods** that were made available and used in BRESOV for the **production of short informative videos** for the dissemination of the **project's news, methods and results**, as well as to produce a general project video as described in Task 6.1.

2. Description of Activities

In this Deliverable we show the steps that were taken since the beginning of the project BRESOV in order to **guide partners** and motivate them to **produce videos on their cultivation trials and research experiments in the project**.

Starting at the **Kick-off meeting in June 2018**, the production of videos as well as Practice Abstracts was discussed in the plenary session and simple, preliminary tips were given. These two tools, while having a different format Audio-visual Vs. factsheet, share many similarities such as the large audience they address, their easy to understand format, and their practical oriented information. Many topics of our research such as “Screening of accessions for tomato late blight resistance” are potential candidates for both a Practice Abstract and a [video](#). Subsequent to the kick-off, the annex to Deliverable 4.3 of the H2020 project PLAID: [Video production for agriculture – A guide for farmers, advisors and researchers](#), was distributed to project partners and uploaded on the project management platform/ProjectAngel (Deliverable D1.1). This practical guide covers all the steps of video making from equipment, to planning of the story, filming (incl. framing) and editing.

During the **2nd Progress meeting** which took part online in June 2021, Thomas Alföldi from P6-FiBL who authored the PLAID video guide, gave a **workshop** to the meeting participants on the production of videos. The webinar has been recorded and is available online under this [link](#).

Here we give some an **overview of the recommendations** given during the webinar:

- **Video making has an impact.** Agricultural channels on YouTube are attracting a lot of viewers with some having millions of subscribers. It is easier and more attractive for an advisor to be asked to answer some questions or talk about a topic in front of a camera than to ask them to write a leaflet or an article on the topic. There are different kinds of videos. Tutorial videos (topics also compatible with Practice Abstracts) can be made on the field or in a room without echo. If making a video about an event, one should focus on one particular topic about the event instead of all. Animated PowerPoint videos are an easy alternative which is especially suitable to more abstract topics. Smartphones are the first choice when starting video making but need an external microphone when filming outside and can be challenging in sunshine conditions, leading to white images. Some new smartphones can even film in wide angle. When using a camera (film or photo), it is important to use one with plugins for external microphones and headphones. There are several options for microphone and image stabilizer.

Modern smartphones have usually a good internal stabilization. If using a drone, it is important to follow the national rules regulating their use (privacy & ethics). Drone images are almost a must when filming variety trials. 360° filming is not a trend in agricultural video and is therefore not relevant in this context.

- **Planning and structuring a video production** are important: YouTube viewers need to know directly what the video is about and be convinced to continue watching, hence the importance of an attractive and short (30- 40s max.) introduction. The key messages should be defined before making the video. The introduction should present the challenge and the proposed solutions.
A video has always 2 levels: A roll: e.g. the interview – a farmer discussing a certain topic. B roll: the footage e.g. showing crops and animals, details etc. A roll and B roll are filmed separately. The role of presenter vs. narrator: The presenter is usually a farmer, an advisor or a researcher, etc. This needs a suitable person, requires post-editing but is authentic. The narrator on the other hand means there is an off-speaker, which require more writing but has the advantage of better wording and less editing. It is however less authentic. It is possible to combine both presenter and off-speaker in a video. Before starting a video, write an outline for each section (i.e. introduction, main, take-home message) for the two levels: content level (roll A) and picture level (roll B). A template for the outline is provided in the [annex](#).
- **A video should be short and concise**, don't try to include everything in it. Details can be explained in a Practice Abstract or brochure. Reduce your topic to 2-3 key messages and do several short videos if needed. It is preferable for presenters to stand, but can be sitting if the interview is long. It is important that the person filming silently nods to encourage the presenter but never nods vocally as these sounds are very difficult to remove. When taking footage, do not zoom and move the camera slowly. Coming to the dissemination of videos on social channels: On Twitter, views peak instantly and die off while YouTube acts like a video archive with a steady increase of views over time. A video using the PowerPoint format is good for twitter with its 2 min length. There are several videos made by SERIDA as example. These can be found on BRESOV's and [SERIDA's Twitter](#) channels.
- Regarding **film editing**, this is more precisely done on a computer but needs at least 8G RAM. There are different video editing software and apps available. For instance, DaVinci is excellent and free but not recommended for novice as it is quite complicated. Adobe is paid per month but allows working on the cloud. Pinnacle and Magic video are good options for computers and imovie+, and Luma fusion for smartphones. Editing on smartphone is faster (2-3 hours instead of 8 on a PC) but less precise.
- **Use only license free music**: If you register to YouTube, you have free access to a huge library of license free music, but in some cases a mention of the music credit in the video is required. There are other music database such as <https://audiojungle.net> (costs around USD20) and <https://www.premiumbeat.com> (around USD50).
- **Other recommendations**: always film a presenter, especially farmers, speaking in their native language. You can always add subtitles or voice-over later. YouTube recognises most languages and give you a transcript that you can easily translate and add as additional captions.

You can use a disclaimer at the end that the video reflects the author opinion and does not necessarily represents the funding body being the European Commission. **Regarding data protection** of natural persons: use a consent form such as the one provided in *BRESOV Deliverable 7.2* and/or send the speaker the first and last edit asking for their consent.

- **The screen technique:** A simple sheet in one colour block such as *Green screen technique, clear filter, chlorofilter* can be spread behind the speaker during recording. During editing, the coloured part can be removed at editing and any background can be inserted behind the speaker, such as image, footage, or graphs.

3. Results

The video guidelines and webinar hopefully made video making more accessible and encouraged partners to document their work in the project, either by pictures or film. As a result, **many short footages**, as well as **videos on specific topics** of the project were dissemination on the project's social media channels Twitter and Facebook. Below is an overview of videos posted on Twitter as of the 26th of April 2021.

1. Resistance test to anthracnose in common bean:

https://twitter.com/BRESOV_EU/status/1381879834385604610

2. Resistance test to white mold in common bean:

https://twitter.com/BRESOV_EU/status/1379335847544295426

3. Resistance test to powdery mildew in common bean:

https://twitter.com/BRESOV_EU/status/1375371958418767874

4. VRDS: tomato fields in Romania: https://twitter.com/BRESOV_EU/status/1333334959071916035

5. VRDS: bean fields in Romania: https://twitter.com/BRESOV_EU/status/1327206695559376896

6. FIBL: bush bean variety trial: https://twitter.com/BRESOV_EU/status/1323916620071346181

7. SERIDA: steps in marker assisted selection to introgress genetic resistances against pathogens in snap bean cultivars: https://twitter.com/BRESOV_EU/status/1300704952164085761

8. SERIDA: snap Bean field trial with organic farmer in La Cueva, Rivadesella, Asturias, Spain , 2020:

https://twitter.com/BRESOV_EU/status/1296718685701394432

9. SERIDA: snap bean field trial in Villaviciosa, 2019:

https://twitter.com/BRESOV_EU/status/1296356298901004289

10. SERIDA: main scenes in the evaluation of snap bean panel in the organic field during 2019:

https://twitter.com/BRESOV_EU/status/1292746929319936003

11. 10 phenotypes of snap bean pods:

https://twitter.com/BRESOV_EU/status/1288746149940047877

12. Snap bean fields established in Bacau, Romania:

https://twitter.com/BRESOV_EU/status/1274975413484367873

13. The interview in a traditional Sicilian vegetable farm devoted to selecting and growing the “Ciurietto” landrace of violet cauliflower which is an intermediate with broccoli:

https://twitter.com/BRESOV_EU/status/1260109957745106944

14. Brassica plants growing at ITAKA in Sicily:

https://twitter.com/BRESOV_EU/status/1255044079252992001

15. Snap bean seed extraction

Step 1: https://twitter.com/BRESOV_EU/status/1241998115189612544

Step 2: https://twitter.com/BRESOV_EU/status/1242375604059635712

https://twitter.com/BRESOV_EU/status/1242428451107168258

https://twitter.com/BRESOV_EU/status/1242473750072659968

Step 3-5: https://twitter.com/BRESOV_EU/status/1242730439711719424

https://twitter.com/BRESOV_EU/status/1242760639082156032

https://twitter.com/BRESOV_EU/status/1242790838545068032

https://twitter.com/BRESOV_EU/status/1242821036296540167

Step 6-8: https://twitter.com/BRESOV_EU/status/1243092827132891138

https://twitter.com/BRESOV_EU/status/1243123026817945600

https://twitter.com/BRESOV_EU/status/1243153226972594176

https://twitter.com/BRESOV_EU/status/1243183425676144640

Step 9: https://twitter.com/BRESOV_EU/status/1243462767929065475

16. Retweet from J. Prohens (UPV): a vegetables processing plant in Almería:

<https://twitter.com/ProhensJaime/status/1199729860194840576>

17. Retweet from J.J. Ferreira (SERIDA): snap bean field at Villaviciosa, Spain:

<https://twitter.com/JJFerreira3/status/1159069799458234369>

<https://twitter.com/JJFerreira3/status/1146713192548261888>

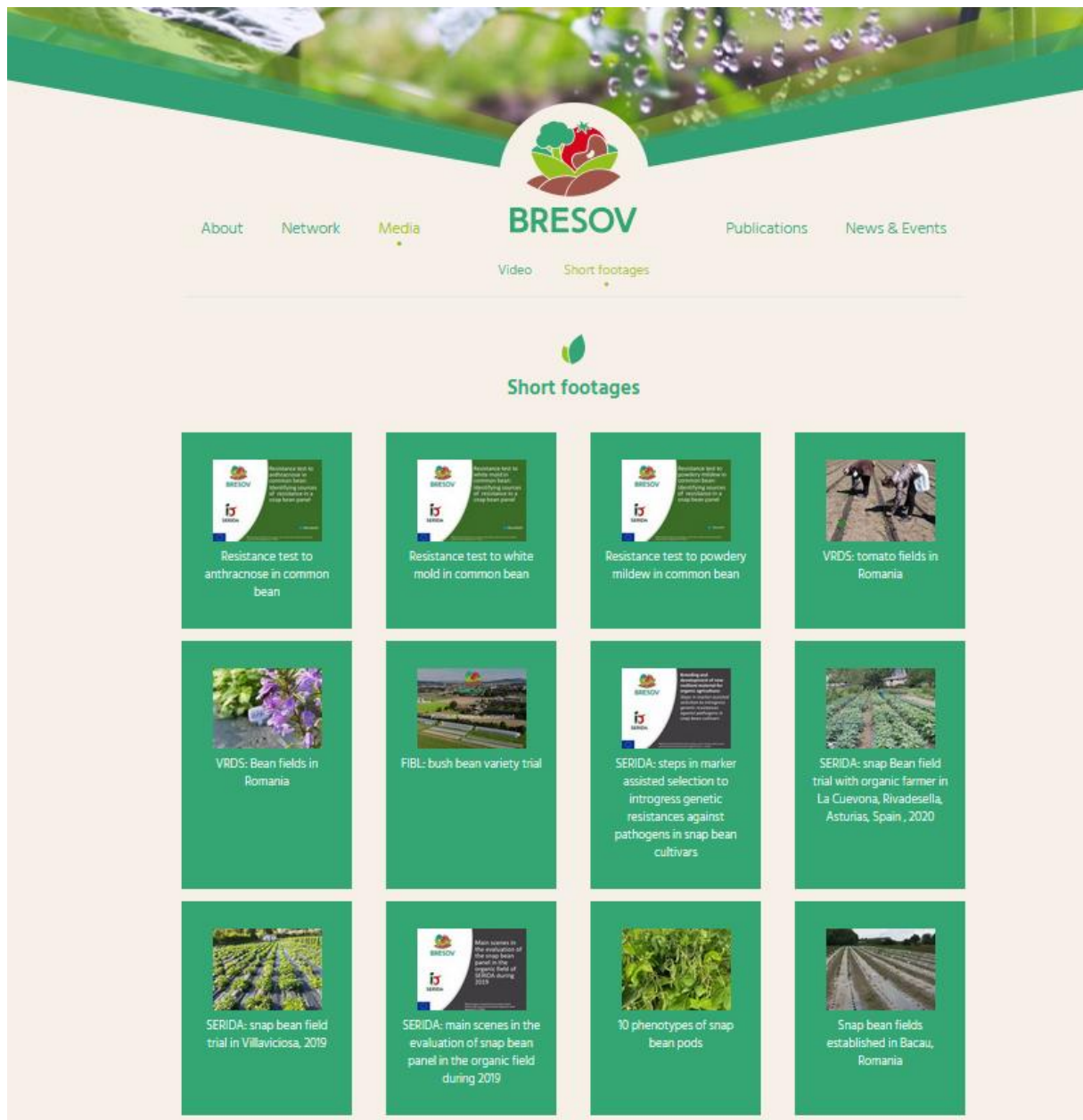
18. Liveseed Annual meeting in 2019 (in the field):

https://twitter.com/BRESOV_EU/status/1128979132715552774

19. Liveseed Annual meeting in 2019:

https://twitter.com/BRESOV_EU/status/1128253765285552128

These **short footages** are also displayed on the BRESOV website ‘Media page’ under the following link: <https://www.bresov.eu/media/short-footages> in order to make the videos more easily available to people less familiar with social media.



Screen shot of Media section on BRESOV website featuring short footages:
<https://www.bresov.eu/media/short-footages>.

3.1 Making-off: BRESOV project video

As the partner responsible of overseeing the production of this video, P6-FiBL collected the footages and pictures documenting the work of the project partners. Project video authors are Thomas Alföldi (P6-FiBL) and Joelle Herforth (P6-FiBL) with inputs from all project partners. Pictures and audio-video material were accompanied in most cases by a description regarding what they depict. This is the first step in the production of this video.

The second step was to have a plan or a story for the video: what do we want to show? For this particular video, the story is simple. We want to explain what the project BRESOV is about and give an overview of its objectives, methods and a taste of the first results. We therefore asked work package leaders and the coordinator to prepare and film a short statement about the project and their tasks.

In a third step, all available pictures and videos were consolidated and classified in terms of topics, crop, work package and author. Two captures of the table of material used in the preparation of this video are shown below.

Nb	Material	File name	Description/text * Color in column A indicate the batch sent through Swisstransfer
3	WP2-main	WP2_main_ROBERTO.mp4	WP leader Roberto Papa (P7-UNIVPM) presents WP2: Pre-breeding: broadening the genetic bases of European crops promoting the use of crop wild relatives and landraces and genes discovery WP leader Jaime Prohens (P10-UPV) presents WP3: Plant breeding: development of populations, advanced breeding lines and improved genetic material for European Organic Agriculture. I am Jaime Prohens from UPV in Spain. I'm leading WP3, which deals with selection and breeding, in BRESOV. In this workpackage, we evaluate local varieties and perform breeding programmes to develop new materials of beans, brassicas and tomato for adaptation to organic agriculture. The materials are screened for agronomic performance, tolerance to biotic and abiotic stresses, and also for quality traits. So far, we have identified landraces and bred new materials of excellent performance for organic farming.
4	WP3_main	WP3_main_Video Bresov J Prohens.mp4	WP leader Céline Hamon (P8-VEG) presents WP4: High quality organic seed production WP leader Joelle Herforth-Rahmé (P6-FiBL) presents WP5 Multi-sites evaluation of pre-breeding lines on farm I am Joelle Herforth from FiBL, in Switzerland. I lead WP5 in BRESOV. In WP5, we evaluate and select breeding lines, old and niche varieties and landraces, and test the most promising material under normal organic production conditions on-farm in several European locations. We have so far good performance results for open pollinated varieties of broccoli, advanced breeding lines of tomato and niche snap bean varieties. We are now starting the second year of on-farm production trials in Czech republic, France, Italy, Portugal, Romania, Spain, Switzerland and the UK. Our colleagues in China are following the same evaluation parameters to assess their local material on-farm.
5	WP4_main	WP4_main_Vegenov_Avril 2021	
6	WP5_main	To be filmed	
	Power point slids with pictures of tomato activities of P11-CREA	diverse_Tomato-slides_CREA.pptx	Power point slids with pictures of tomato activities of P11-CREA for Wp2-WP3-WP5 At IPS2, P19-INRA working on a severe disease of common bean called anthracnosis caused by the fungus <i>Colletotrichum lindemuthianum</i> . They are working in controlled conditions to identify natural resistance genes that are present in the

Nb	Material	File name	Description/text * Color in column A indicate the batch sent through Swisstransfer
8	method demonstration for WP3 (works also for WP2)	WP3_WP2_INRAe_Film BRESOV final	At IPS2, P19-INRA working on a severe disease of common bean called anthracnosis caused by the fungus <i>Colletotrichum lindemuthianum</i> . They are working in controlled conditions to identify natural resistance genes that are present in the common bean genome. They are doing spray inoculations with spore suspensions and 8 days after UTAD Portugal for WP5 Video NUSERY, trial Spring-Summer 2021
9	Wp5_greenhouse	WP5_Utad_greenhouse_broccoli.mov	Description: Plantlets in the nursery (26 days after sowing) of the common test varieties Rasmus, CN-BRO-09 and of the reference varieties Heraklion, Marathon and Naxos (25 march 2021)
10	Interview of farmer in Sicily by Ferdinando Branca	general_20200323_FB_201.mp4	This interview has been done last summer (2019) in a traditional Sicilian vegetable farm devoted to select and to grow the "Ciurietto" landrace of violet cauliflower which is an intermediate with broccoli ?? articulated in several farm selections with different could requirements for inflorescence production. Several generations of some families conserved on-farm this unique example of plant ideotype ?? UNICT ??? is studing for innovating organic food supply chains. In the interview he is sad because the old generations are not replaced by the new ones.
11	WP5 planting broccoli pictures and videos zip folder	WP5_planting_FiBL.zip	Picture at broccoli planting on-farm. FiBL (2021) videos are unfortunately filmed in portrait mode
12	WP4 FiBL tomato	WP4_Tomato_IMG	3 videos on tomato in the FiBL glasshouse can also be used to illustrate WP5
13	WP5 experimental design	WP5_stress_IMG_8555.MOV	watering system for a water stress experiment
14	WP5 bean on farm	WP5_bean_fiBL_IMG_0166.MOV	The bush bean variety trial of FiBL on-farm at the first evaluation
15	WP5 ortoloco on farm	WP5_ortoloco_onFarmIMG_8596.MOV	P6-FiBL's on-farm trial for Task 5.2 at ortoloco in 2020
16	Tomato plantation	wp5_tomato_fiBL_IMG_8592.MOV	P6-FiBL's tomato on-farm trial for Task 5.2 at ortoloco in 2020
17	Soil mulching in fertilization trial	WP5_tomato-DüngerVersuch.MOV	Showing the mulch in a fertilization trial within the prduction trial of P6-FiBL on-farm
18	Partner institution	1-Vegenov1.MOV // 2-Vegenov2.MOV	2 Videos showing Vegenov institute partner in BRESOV
19	WP2, 3, & 4 lab work VEG	2-Prélèvement échantillon.MOV	Vegenov's lab work can be used for WP2 prebreeding, WP3 breeding or WP4 on seed bourne diseases
20	WP2, 3, & 4 lab work VEG	3-Broyage échantillons.MOV	Vegenov's lab work can be used for WP2 prebreeding, WP3 breeding or WP4 on seed bourne diseases
21	WP2, 3, & 4 lab work VEG	4-Échantillon ADN 3.MOV	Vegenov's lab work can be used for WP2 prebreeding, WP3 breeding, WP4 on seed bourne diseases

The next step was to re-order the main sections of the video and to make the transition from one section to the other, in the same way that the transitions from the work of one Work Package to the next one is done. We decided to combine both presenters and off-speaker: the narrator is also one of the presenters and links the different sequences together such as during a live interview. This brings the audience closer to the story. For the sake of comprehensiveness as well as to reduce the length of

the video, only part of the material was used, which is why you will not see all partners and trials of the project in this video.

From the technical point of view, this required writing of the text of the video, and filming using the green screen technique mentioned earlier and demonstrated in the picture below.



Setting for the recording of the texts which link the different video sequences as well as the voice over for the different footages shown. The cameraman is holding here a prompter with the text, has the camera fixed on a tripod and connected to headphones and a wireless microphone. The narrator is standing in front of a green screen facing the camera and is wearing a wireless microphone. The room has acoustic panels behind the green sheet (not shown) for a good sound quality.

The last step is the editing of the video and the addition of the BRESOV corporate identity, the logos of the partners, the EU H2020 program disclaimer as well as license-free music. The following slides are templates used by this and other videos of BRESOV to keep the project's corporate identity. These can be found in a PPT document available on the project management platform ProjectAngel.



Captures of the PowerPoint template to be used at the beginning (top pictures) and at the end of a video. The background image can be changed to a topic-relevant picture and set in the background at 80% transparency. The slide with all partner logos is only used for videos not specific to a certain task

or partner in the project. The last frame contains a link to the BRESOV website or social media channels, and the logo of the institution producing the video.

The project video is now [online](#).



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3.2 Other videos

Several videos were produced by P16-SERIDA and can be seen on their [Twitter channel](#).



A video was also produced in summer 2020 by P6-FiBL on the [bean on-farm variety trial of Task 5.2](#), near Zurich in Switzerland. The video was with a drone and a hand-held camera. The video was disseminated through in article in [Bioaktuell](#), a BRESOV newsletter as well as on BRESOV and FiBL's social media channels.

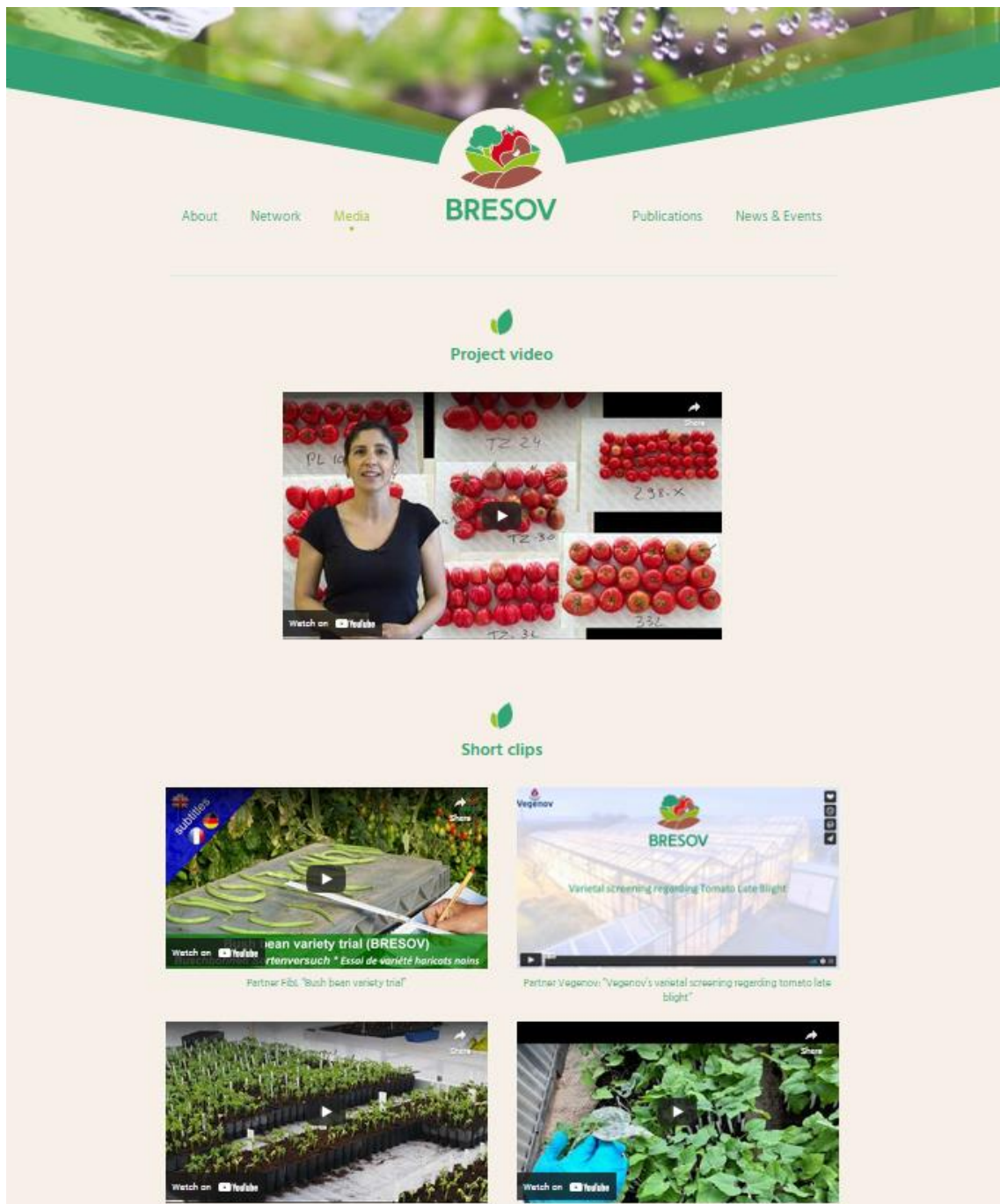


Following these guidelines, P8-VEGENOV produced a video in April 2021, on the [screening of varieties against tomato late blight](#).



H2020 Bresov Project - Vegenov's varietal screening re...

The **project clip** as well as the **short clips** created by the partners are **available on the BRESOV website** in a dedicated “Media” section that was set-up by P22-Eurice: <https://www.bresov.eu/media/video>



Screen shot of Media section on BRESOV website: <https://www.bresov.eu/media/video>.

Additional video clips which might be developed during the further course of the project, will be added to this Media section.

4. Conclusions

This report will help BRESOV partners as well as any other person interested in the making of research or agricultural video to find valuable recommendations and tips for their own first videos. The main outcome of this deliverable is the production of a [video](#) built on material collected by all the project's partners to present BRESOV to a larger audience.

5. References and links

- Thomas Alföldi, Laura Tippin, Alice Midmer (LEAF), Claire Hardy (HUTTON), Dimitar Vanev (NAAS), 2017: Video production – A guide for farmers, advisors and researchers. Delivered by the H2020 project PLAID (727388). [Link](#) (accessed last in April 2021).
- BRESOV Twitter channel: https://twitter.com/bresov_eu?lang=en
- BRESOV Facebook page: <https://www.facebook.com/BresovEU/>
- SERIDA Twitter channel: <https://twitter.com/SeridaAst>
- FiBL YouTube Channel: <https://www.youtube.com/user/FiBLFilm>
- BRESOV Webinar on Video production by Thomas Alföldi – FiBL (June 2020): <https://www.youtube.com/watch?v=b4fECZX-clg>
- FiBL's bush beans variety trial at the Fondlihof, Dietikon/ZH Switzerland (BRESOV): <https://www.youtube.com/watch?v=M61fSRScYpY>
- Vegenov's varietal screening regarding tomato late blight (April 2021): <https://vimeo.com/540631654>
- BRESOV - Breeding for Resilient, Efficient and Sustainable Organic Vegetable production – A project video (April 2021): <https://www.youtube.com/watch?v=hDEO4FNMzos>

6. Annex

Template for writing a video outline

Video Outline: Title	Format: O Presenter, O Off-speaker, O combination, O other
A-roll (Content level - What is said? 100 words=1 min)	B-roll (Picture level - What is shown?)
Intro 0.5': Introduce the problem and tease the viewer on the solution he/she will learn in this video	Show the place, presenter, pictures from the topic
Main part 2' Explain your topic step-by-step, break it into chapters	

Outro 0.5' recommendations, call for action ("let us know your experiences in the comments below"), testimonial, further information	