

# DELIVERABLE D.C.6.1

---

YOUTUBE CHANNEL, VIDEO-DOCUMENTARY AND CLIPS

Version 1  
06 2022

---





Table of Content

1. Executive Summary .....	2
2. The video production strategy .....	2
3. The Youtube channels .....	3
4. The video production for the EIMA International .....	3
5. The video production for the website and for the social media.....	4
6. The Live Streaming.....	8



## 1. Executive Summary

Video communication has been one of the pillars of the TRANSFARM project. At its completion, TRANSFARM has produced more than 40 different video items in different formats and languages. It has delivered three live streamings in two key occasions and has contributed to the creation and launch of a Youtube Channel that under the title of Precision Farm, to maintain access to its material and foster further developments even after the completion of the project.

Activities in audiovisual production were foreseen by the Communication Strategy as one of the key components of the project's outreach approach. In particular, it was foreseen that videos would complement all the other communication tools and channels (social media, the project website, the events) and intensify with the deployment of project's activities, in particular in the three pilot actions to be executed in the participating regions. Similarly, video production would intervene in project's or project related events, as these would be organised or taken part into by project partners.

At the end of the project, the results from AC6.1 are largely beyond its planned objectives, although some delays in the pilot activities and the global halt determined by the Covid 19 crisis on events has had an impact on the communication activities and needless to say, on the videos. Together with other efforts under the communication work-package, videos have been instrumental to reinforcing the TRANSFARM virtual community and to raise the visibility of the project at international level.

## 2. The video production strategy

Video production revolved around four key phases:

- a) Setting up the Youtube channel and creating an aggregation space for video content
- b) Orchestrate the production of videos related to the innovation projects carried out in the pilot activities
- c) Orchestrate the production of videos of general interest, including also several short interviews to stakeholders of the precision farming sector
- d) Organise the video support to events of interest, in particular the EIMA International Fair held in Bologna in October 2021, the Fiera Agricola (Agricultural Fair) in Verona in March 2022 and the project final event in Susegana, in June 2022.

All activities were coordinated with the other tasks of the communication strategy, including the social media and the management of the website. They were also coordinated with activities performed by regional partners in their own area for the production of videos of regional relevance under AC6.3.

To carry out the video production, FEDERUNACOMA used its external expertise budget allocated under WPC, and selected the CEV company in Milan, and in particular Mr. Giampiero Moncada, a senior producer with solid experience in the sector. Mr. Moncada coordinated his intervention in the project with FEDERUNACOMA project manager Giuseppe Saija.

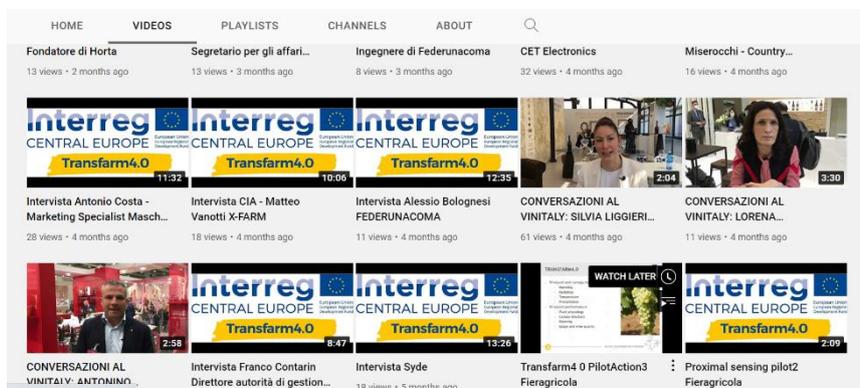


### 3. The Youtube channels

The TRANSFARM Youtube Channel was created at the beginning of 2020, but started aggregating and publishing content later, due to the impact of the Covid crisis on project activities, in particular on the implementation of the pilot actions, which were heavily affected by travel restrictions. Content started to be produced massively in the summer of 2020, at the occasion of the experimental work on the field and developed in 2021, when the pilot applications reached their full maturity.

During the project deployment, CREA and FEDERUNACOMA addressed also the issue of post-project legacy, and of the project relevance to the industrial sector of precision agriculture. In particular

CREA decided to invest into a dedicated portal, targeting primarily but not exclusively the Italian precision farming community, under the title of Precision Farm, [www.precisionfarm.it](http://www.precisionfarm.it). The portal has been developed in the second half of 2021 and is



now hosting a significant part of videos and interviews produced by TRANSFARM. The logic is however to include such content in the flow of news, updates and communication of the industrial sector, through a tool (the dedicated portal) that has higher outreach potential towards the industry. This need was strongly

felt at the end of 2021, as the project approached its end and its efforts would request a complementary showcase window to be available also after its official completion.



### 4. The video production for the EIMA International

A big part of video production was carried out in the summer of 2021, also as a fundamental input to the EIMA International Fair (October 2021), for which one long and one short version of a clip explaining the logic, the activities and the expected results of the project were finalised, together with shorter videos devoted to the pilot cases. Though the application form mentioned a documentary, the consortium agreed that the video productions should be adapted to the concrete needs of the project, to actually back up its general communication strategy, and to support the potential of the innovations TRANSFARM generated. From this perspective, the decision was taken to opt for a more “industrial” type of communication, allowing for the same production to be edited in two different versions, so that it could also satisfy the need for communication at big events like EIMA, where video would be broadcast at the project stand, as well before specific sessions or conferences.



The “project” video was therefore produced in a 9 minutes and a 19 minutes version. The shorter version was the one mostly used at the EIMA. The video integrated footage and interviews provided also by partners in Austria, Hungary and Poland, while the parts in Italy and Slovenia were shot directly by the FEDERUNACOMA crew.

Main video available at: [www.youtube.com/watch?v=rmlhVEymoIY](https://www.youtube.com/watch?v=rmlhVEymoIY)

## 5. The video production for the website and for the social media

Video production continued along the project, to feed the website, the Youtube channel and provide links and material for the social media messages. Videos were also used as a support for the participation to Thematic Events (see also DC4.2)

Within this framework, FEDERUNACOMA delivered, as well as the long and short version of the main video on the project, also 10 short videos on specific aspects of the project, primarily targeting the pilot actions, and a total of more than 20 clips (intended as short videos, extracts from interviews or statements from experts collected mainly at three key events, the EIMA International, the Fiera Agricola in Verona and the TRANSFARM Final Event in Susegana.

The full list of clips produced, including interviews and videos on the pilot actions, with the URL at which they can be watched:

<u>1</u>	Marco Pezzini, Federunacoma	<a href="https://www.youtube.com/watch?v=nqP-jzOP_gQ">https://www.youtube.com/watch?v=nqP-jzOP_gQ</a>
<u>2</u>	Denise Vicino, CET Electronics	<a href="https://www.youtube.com/watch?v=Kl2Ty3LAHeA&amp;t=8s">https://www.youtube.com/watch?v=Kl2Ty3LAHeA&amp;t=8s</a>
<u>3</u>	Vittorio Rossi, HORTA	<a href="https://www.youtube.com/watch?v=yJXf-yfR048">https://www.youtube.com/watch?v=yJXf-yfR048</a>
<u>4</u>	Antonio Costa, Maschio Gaspardo	<a href="https://www.youtube.com/watch?v=pGCoxXtmV7g">https://www.youtube.com/watch?v=pGCoxXtmV7g</a>
<u>5</u>	Lorenzo Iuliano, Federunacoma	<a href="https://www.youtube.com/watch?v=S3bf1P7QkO8">https://www.youtube.com/watch?v=S3bf1P7QkO8</a>
<u>6</u>	Alessio Bolognesi, Federunacoma	<a href="https://www.youtube.com/watch?v=JFyOMPqckPo&amp;t=10s">https://www.youtube.com/watch?v=JFyOMPqckPo&amp;t=10s</a>
<u>7</u>	Marco Miserocchi, Topcon	<a href="https://www.youtube.com/watch?v=MvZw7X_1lb4">https://www.youtube.com/watch?v=MvZw7X_1lb4</a>



<u>8</u>	Franco Contarin, Veneto Region	<a href="https://www.youtube.com/watch?v=JWYMyIrlqrM">https://www.youtube.com/watch?v=JWYMyIrlqrM</a>
<u>9</u>	Marco Vanotti - X Farm	<a href="https://www.youtube.com/watch?v=J3LgKhbSmjo">https://www.youtube.com/watch?v=J3LgKhbSmjo</a>
<u>11</u>	Alessandro Malavolti, Federunacoma	<a href="https://www.youtube.com/watch?v=81Vo60WhgtE">https://www.youtube.com/watch?v=81Vo60WhgtE</a>
<u>11</u>	Lorena Troccoli, Gruppo Ruffino	<a href="https://www.precisionfarm.it/lorena-troccoli-e-le-pratiche-legate-allagricoltura-di-precisione-del-gruppo-ruffino/">https://www.precisionfarm.it/lorena-troccoli-e-le-pratiche-legate-allagricoltura-di-precisione-del-gruppo-ruffino/</a>
<u>12</u>	Silvia Liggieri, Consorzio Prosecco	<a href="https://www.precisionfarm.it/silvia-liggieri-e-le-iniziative-del-consorzio-volte-ad-introdurre-lagricoltura-di-precisione/">https://www.precisionfarm.it/silvia-liggieri-e-le-iniziative-del-consorzio-volte-ad-introdurre-lagricoltura-di-precisione/</a>
<u>13</u>	Daniele Montani, Syde	<a href="https://www.precisionfarm.it/syde-lazienda-che-sviluppa-soluzioni-personalizzate-unendo-tradizione-e-innovazione/">https://www.precisionfarm.it/syde-lazienda-che-sviluppa-soluzioni-personalizzate-unendo-tradizione-e-innovazione/</a>
<u>14</u>	Antonino Santoro, Azienda Agricola Donnafugata	<a href="https://www.precisionfarm.it/antonino-santoro-e-le-pratiche-legate-allagricoltura-di-precisione-dellazienda-siciliana-donnafugata/">https://www.precisionfarm.it/antonino-santoro-e-le-pratiche-legate-allagricoltura-di-precisione-dellazienda-siciliana-donnafugata/</a>
<u>15</u>	Diego Tomasi	Do you know Transform 4.0? Meet Diego Tomasi, Senior Researcher at CREA. <a href="https://youtu.be/5A7OCSQ_0Ao">https://youtu.be/5A7OCSQ_0Ao</a>
<u>16</u>	Luca Masiero	Do you know Transform 4.0? Meet Luca Masiero, Researcher at CREA <a href="https://www.youtube.com/watch?v=pv046EJSz-Y">https://www.youtube.com/watch?v=pv046EJSz-Y</a>
<u>17</u>	Project short introduction Martin Scherhäufel	Do you know Transform 4.0? Meet Martin Scherhäufel, Project Manager at Linz Centre of Mechatronics <a href="https://youtu.be/5ZI4Z5RtN-I 3">https://youtu.be/5ZI4Z5RtN-I 3</a>
<u>18</u>	Pilot Action 2 Davide Trivellin Maschio Gaspardo	Do you know Transform 4.0? Meet Davide Trivellin, Business Unit Director at Maschio Gaspardo spa <a href="https://youtu.be/TaAqYxLe-EA">https://youtu.be/TaAqYxLe-EA</a>
<u>19</u>	Pilot Action 3 Peter Bodor-Pesti	Do you know Transform 4.0? Meet Peter Bodor Pesti, Lecturer at MATE (Pilot Action 3) <a href="https://youtu.be/Zh_HL-UHEh8 5">https://youtu.be/Zh_HL-UHEh8 5</a>
<u>20</u>	Pilot Action 1 Reinhard Streimelweger	Do you know Transform 4.0? Meet Reinhard Streimelweger, Researcher at Francisco Josephinum (Pilot 1) <a href="https://youtu.be/BHfMmjhV1bA">https://youtu.be/BHfMmjhV1bA</a>
<u>21</u>	Project presentation	Do you know Transform 4.0? Meet Davide Boscaro, Researcher at CREA (Pilot Action 1) <a href="https://youtu.be/nHufJ1coUzc">https://youtu.be/nHufJ1coUzc</a>



	CREA - Davide Boscaro	
<u>22</u>	Pilot Action 2 Jurij Rakun on the field	Do you know Transfarm 4.0? Meet Jurij Rakun, University of Maribor, on the field (pilot action 2) <a href="https://youtu.be/fTct87vVcis">https://youtu.be/fTct87vVcis</a>
<u>23</u>	Pilot Action 2 Jurij Rakun - at the University of Maribor	<u>Do you know Transfarm 4.0? Meet Jurij Rakun at the University of Maribor (pilot action 2)</u> <a href="https://youtu.be/c0DH8grxTpE">https://youtu.be/c0DH8grxTpE</a>
<u>24</u>	Presentation CREA and UM Diego Tomasi - Rok Pahic	Do you know Transfarm 4.0? Meet Diego Tomasi (CREA) and Rok Pahic (University of Maribor) <a href="https://youtu.be/z9xvtEAuVcY">https://youtu.be/z9xvtEAuVcY</a>
<u>25</u>	Alessio Bolognesi	Interview with Alessio Bolognesi, ICT Department of FEDERUNACOMA, the Italian Agricultural Machinery Manufacturers Federation, at the Transfarm 4.0 final event in Susegana, 16 June 2022. <a href="https://youtu.be/c3Qaq1LkSFQ">https://youtu.be/c3Qaq1LkSFQ</a>
<u>26</u>	Marco Pezzini	Interview with Marco Pezzini, Head of International Affairs at FEDERUNACOMA, the Italian Agricultural Machinery Manufacturers Federation, at the Transfarm 4.0 final event in Susegana, 16 June 2022. <a href="https://youtu.be/X3YRvwuHS_A">https://youtu.be/X3YRvwuHS_A</a>
<u>27</u>	Giuseppe Saija	Interview with Giuseppe Saija, Communication Manager at Transfarm 4.0, during the project final event in Susegana 16 June 2022. <a href="https://youtu.be/1Gee5kURmcM">https://youtu.be/1Gee5kURmcM</a>
<u>28</u>	Marcello Mongiardo	<u>Interview with Marcello Mongiardo, IT Advisor at FEDERUNACOMA, the Italian Agricultural Machinery Manufacturers Federation, at the Transfarm 4.0 final event in Susegana, 16 June 2022.</u> <a href="https://youtu.be/lYenKqjHTjo">https://youtu.be/lYenKqjHTjo</a>
<u>29</u>	Riccardo Velasco	Interview with Riccardo Velasco, Administrative Director at the Viticulture and Enology Institute at CREA, the Italian Council for Agricultural Research and Economics, at the Transfarm 4.0 final event in Susegana, 16 June 2022. <a href="https://youtu.be/uro4DRVNpjs">https://youtu.be/uro4DRVNpjs</a>
30	Peter Bodor Pesti	Interview with Peter Bodor Pesti, Institute of Viticulture and Enology, Hungarian University of Agriculture and Life Sciences (MATE), at the Transfarm 4.0 final event in Susegana, 16 June 2022. <a href="https://youtu.be/lwfh9xk8taU">https://youtu.be/lwfh9xk8taU</a>
31	Helmut Steinkellner	Interview with Helmut Steinkellner, Francisco Josephinum Research Centre, at the Transfarm 4.0 final event in Susegana, 16 June 2022. <a href="https://youtu.be/t9FVqdWNHlo">https://youtu.be/t9FVqdWNHlo</a>
32	Jurij Rakun	Interview with Jurij Rakun, Assistant Professor at the Faculty of Agriculture and Life Sciences of the University



		of Maribor, at the Transform 4.0 final event in Susegana, 16 June 2022. <a href="https://youtu.be/L4_sq6vJFBI">https://youtu.be/L4_sq6vJFBI</a>
33	Luca Masiero	Interview with Luca Masiero, Researcher at CREA, the Italian Council for Agricultural Research and Economics, at the Transform 4.0 final event in Susegana, 16 June 2022. <a href="https://youtu.be/plcAokCVI9M">https://youtu.be/plcAokCVI9M</a>
34	Karel Charvat (Wireless Info)	<a href="https://www.youtube.com/watch?v=2xu8ysdXGXA">CEO of Wireless Info in the Czech Republic</a> <a href="https://www.youtube.com/watch?v=2xu8ysdXGXA">https://www.youtube.com/watch?v=2xu8ysdXGXA</a>
35	Patrick Crehan (CKA)	CEO of CKA in Belgium, expert in clusters development <a href="https://www.youtube.com/watch?v=ZqzNsHWVxz0">https://www.youtube.com/watch?v=ZqzNsHWVxz0</a>
36	Polish Cluster (Tomasz Czech, Agricultural University of Krakow), Jerzy Prochincki (Agricultural University of Krakow), Wojcech Przywala (Agricultural University of Krakow)	<a href="https://www.youtube.com/watch?v=5862jtW5G28&amp;t=480s">https://www.youtube.com/watch?v=5862jtW5G28&amp;t=480s</a>
37	Pilot Action 1 video	<a href="https://www.precisionfarm.it/pa1-isobus-application/">https://www.precisionfarm.it/pa1-isobus-application/</a>
38	Pilot Action 2 video	<a href="https://www.precisionfarm.it/pa2-remote-and-proximal-sensing/">https://www.precisionfarm.it/pa2-remote-and-proximal-sensing/</a>
39	Pilot Action 3 video	<a href="https://www.precisionfarm.it/pa3-big-and-smart-data-management/">https://www.precisionfarm.it/pa3-big-and-smart-data-management/</a>
40	Pilot Action 2 preparatory tests in Maribor	<a href="https://www.youtube.com/watch?v=YCcBB8643Q4">https://www.youtube.com/watch?v=YCcBB8643Q4</a>
41	Pilot Action 2 Sprayer delivery in Maribor	<a href="https://www.youtube.com/watch?v=Cy35ItN99lY">https://www.youtube.com/watch?v=Cy35ItN99lY</a>
42	Pilot Action 2 CREA Application in Veneto	<a href="https://www.youtube.com/watch?v=GZsJ7ZoAzdM">https://www.youtube.com/watch?v=GZsJ7ZoAzdM</a>



43	Smart Canopy monitoring	<a href="https://www.youtube.com/watch?v=najaY6fIS0c&amp;t=2s">https://www.youtube.com/watch?v=najaY6fIS0c&amp;t=2s</a>
44	Green manure techniques at CREA	<a href="https://www.youtube.com/watch?v=wXtF4fgS5IU">https://www.youtube.com/watch?v=wXtF4fgS5IU</a>

## 6. The Live Streaming

Live streaming sessions were not organised on three occasions during the project

1 - Live Streaming session at EIMA International on Day 4 of the Fair, to present upcoming funding opportunities through Horizon Europe calls for proposals relevant for Precision Agriculture

2 - Live Streaming interview by FEDERUNACOMA TV, the web-based channel used by FEDERUNACOMA for a continuous coverage of EIMA, to Giuseppe Saija, on the principles of Precision Agriculture and on the activities performed by the TRANSFARM project.

3 - Live Streaming of the entire morning of the Final event in Susegana on the 16<sup>th</sup> of June 2022, from 10.00 to 13.00. The afternoon session being devoted to a co-creation workshop for future calls did not lend itself to live streaming.