

TRANSFARM 4.0

Deliverable D.C.6.3

Promotional Local Videos with testimonials
and interviews

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1. Executive Summary

The activities to produce local videos have been coordinated by the local partners with FEDERUNACOMA in the wider framework of video production. This has led to rethink the overall approach to local production, orienting the task towards contributions to the production of videos (or parts of them) that could be integrated to the international public, to reinforce the project presence on Youtube and on other social media.

In particular, videos were recorded during the pilot activities in all relevant sites in Hungary, Slovenia, Poland and Italy, as well as additional shooting performed at the premises of Austrian partners, to integrate the main videoclip on the project (short and long version) with statements on the technical aspects they covered in their respective pilot actions.

In Italy, local production focused on several interviews and statements concerning innovation on precision agriculture. This was also possible thanks to partner's participation in at least two large fairs (EIMA International in Bologna in 2021 and Fiera Agricola in Verona in 2022).

The approach of the consortium on this activity deviated partially from what originally foreseen in the application form, based on an impact logic. As regional activities would be divulgated to the local audience through meetings, on field visits and demonstration days, video production would better suit the needs of broader dissemination, thus privileging productions in English and the wider public reachable through Youtube and other social media.

2. Video production in the different partner regions

2.1. Austria

Two interviews were produced with Reinhard Streimelweger of Francisco Josephinum and Martin Scherhäufl of the Linz Mechatronics Center to illustrate technical aspects of the work done on the ISOBUS protocol and on data processing. These were mostly integrated in the video related to Pilot Action 1.



2.2. Hungary



Video shooting was performed three times, to provide input to the main video. Several recordings were made at the Mikóczy Family Estate winery, with Peter Bodor Pesti presenting some of the technical issues used in Pilot Action 3. All material has been integrated in the main videos presenting the project and in one specific video devoted to Pilot Action 3.



2.3. Poland

The local shooting was carried out in the field used for the Pilot Action 1 experiments. The local partner ARRSA focused on the involvement and witnesses from the farmers' (final users) perspectives. Audiovisual content produced in Poland was integrated in the main videos of the project, as well as in the specific video for Pilot Action 1 on the ISOBUS protocol.



2.4. Slovenia

UM produced videos aimed at demonstrating the key characteristics of the technologies used in the Pilot Action 2 for the engineering and testing of the variable rate sprayed, on a model provided by Italian manufacturer Maschio Gaspardo. The video was recorded in English and provided also an input to the main project videoclip.



Two interviews were recorded with Jurij Rakun and one with Rok Pahic, to be integrated in the videos showcasing the main innovations of Pilot Action 2. An interview to Davide Trimellin of Maschio Gaspardo, the Italian manufacturer that made the sprayer available for the variable rate adaptation was also recorded in Slovenia.

2.5. Italy

Several interviews were recorded with stakeholders mainly at thematic events organised or participated by partners. In particular, the EIMA International 2021, the 2022 edition of Fiera Agricola (Rural Fair) in Verona and the Final Event of the project in Susegana provided good opportunities to meet experts and enrich the video content of TRANSFARM 4.0. These included representatives from the regional policy levels, many CEOs and representatives of industrial partners, as well as experts from the agricultural machinery sector. Those videos have been made available both on the Youtube Channel of the TRANSFARM project and on the precisionfarm.it portal.



Post-production was mostly centralised by FEDERUNACOMA, in order to provide homogeneity of the project videos and coordinate their upload on the project website, the Youtube channel and the Precision Farm portal.



List of regional videos and the URL at which they can be viewed:

<u>1</u>	Pilot Action 1 - Austria	Reinhard Streimelweger Francisco Josephinum https://youtu.be/BHfMmjhV1bA
<u>2</u>	Pilot Action 2 Slovenia field	Jurij Rakun - University of Maribor https://youtu.be/fTCt87vVcis
<u>3</u>	Pilot Action 2 Sprayer	Davide Trivellin Maschio Gaspardo https://youtu.be/TaAqYxLe-EA
<u>4</u>	Pilot Action 2 Tests	https://www.youtube.com/watch?v=YCcBB8643Q4
<u>5</u>	Pilot Action 2 Sprayer Slo- venia	https://www.youtube.com/watch?v=Cy35ItN99lY
<u>6</u>	Pilot Action 2 Slovenia	University of Maribor https://youtu.be/c0DH8grxTpE
<u>7</u>	Pilot Action 2 Italy	Diego Tomasi https://youtu.be/z9xvtEAuVcY
<u>8</u>	Pilot Action 2 Italy	https://www.youtube.com/watch?v=GZsJ7ZoAzdM
9	Pilot Action 3 Hungary	Peter Bodor Pesti https://youtu.be/Zh_HL-UHEh8 5
<u>10</u>	Pilot Acion 1 overall	https://www.precisionfarm.it/pa1-isobus-applica-tion/
<u>11</u>	Pilot Action 2 overall	https://www.precisionfarm.it/pa2-remote-and-proximal-sensing/
<u>12</u>	Pilot Action 3 overall	https://www.precisionfarm.it/pa3-big-and-smart-data-management/