



GenTORE

Genomic management Tools to Optimise Resilience and Efficiency

Grant agreement n°: 727213

H2020 - Research and Innovation Action

D7.5

Video “What resilience is”

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Actual submission date: M48 (May 2021)

Project start date: 1st June 2017 **Duration:** 60 months

Workpackage concerned: WP7

Concerned workpackage leader: Çağla Yüksel Kaya Kuyululu

Lead Beneficiary: EFFAB

Dissemination level:

- PU:** Public (must be available on the website)
- CO:** Confidential, only for members of the consortium (including the Commission Services)
- CI:** Classified, as referred to in Commission Decision 2001/844/EC



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1. Summary

This deliverable “D7.5 What Resilience is” describes the video created under “Task T7.3 Outreach and dissemination” and provides information about its contents.

This animation video aims to briefly inform the audience about the GenTORE project, how it contributes to precision livestock breeding, and its expected impacts on animal health and welfare, sustainable animal production, and methane emissions. The video shows that, with the knowledge gained by GenTORE, it will be possible to select dairy and beef cattle for resilience and efficiency which in return offers an opportunity to keep fewer but more efficient animals, thus allowing reduction of both the carbon footprint and greenhouse gas production coming from the EU cattle sector.

The deliverable provides information on the production steps of the 2 versions of the animation video (short version for the social media and long version for the website and YouTube channel), final text, key visuals, storyboard, voice-over in English, subtitles and voice-overs available in other languages, and the impact of the video. The short version of the video has been shared on the social media accounts of GenTORE, i.e. Twitter, LinkedIn and Facebook, while the longer version of the video is published on GenTORE’s website and YouTube channel.

2. Introduction

As mentioned in the Description of Action (DoA), within the GenTORE project, videos will be produced on what resilience is, what it means to different stakeholders, and how it influences livestock production.

As a conclusion of the discussion with the WP7 partners, the first video has been decided to be an animation video with a simple and easy-to-understand language to reach out to a younger generation, general public, consumers, and EU citizens. The animation video aims to deliver a complicated subject in a simple and short manner for the audience.

The video shows that selecting cattle for resilience and efficiency offers an opportunity to keep fewer but more efficient animals, thus allowing a reduction of both the carbon footprint and greenhouse gas production coming from the EU cattle sector. From the animal breeding perspective, what is the best cow to adapt to these situations in the future? GenTORE has a solution to this by enabling farmers to identify their most efficient and resilient cattle. The main aim of the video is to mention the background problem and show the GenTORE project’s solution and the impact of the project.

3. Results

3.1 Preparation of the video

WP7 partners organized regular meetings in order to discuss the content and the outline of the GenTORE video. It was decided to create an animation video targeting a younger audience, explaining the aim of the GenTORE project in layman’s terms. The first stage of the preparation started with writing the video briefing for the animation companies, explaining what the GenTORE project is, its identity, and defining the target audience of the video, its aim, and the

brief storyboard. After collecting the quotations from 6 different EU companies, the company providing the best price for the best quality and which could meet the deadline has been selected. The procedure for creating the video has been agreed upon together with the company. The procedure includes stages as preparing the movie script, key visuals and storyboard, animation (short and long version), voice-overs and translation of the subtitles.

3.1.1 Final text

Together with the WP7 partners, the script of the animation video has been developed. When finalizing the text, the simplicity of the language and the text length were taken into account. The text of the GenTORE animation video states the background of the problem in cattle farming, how GenTORE has a solution for farmers to identify their best cows for breeding, and how GenTORE's "Tools to optimise Resilience and Efficiency" will contribute to have sustainable farms, reduce greenhouse gas production and environmental impact.

3.1.2 Key visuals and storyboard

Once the text was final, the animation company shared the key visuals of the video. Following the discussion with the WP7 partners, it was decided to add both female and male farmers, with beef and dairy cattle, and 2 different beef and dairy farms.

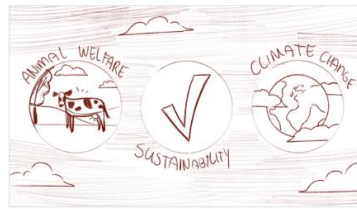


Figure 1 Example of the first Key Visual

The animation company created the first sketches of the storyboard based on the feedback on the key visual. After receiving the comments of the WP7 partners, the final storyboard was created.



- 1
- ▶ Cattle farming is under pressure
 - 🔗 We see a farm with a farmer and grazing cows, the camera slowly moves across.



- 2
- ▶ because of animal welfare, sustainability, and climate change concerns
 - 🔗 the camera pans up and 3 graphics show up with images about Animal welfare, sustainability and climate change.



- 3
- 🔗 Two farms get 'build'



- 4
- ▶ What can the farmer do to improve things?
 - 🔗 Another farmer pops up and asks this question



- 5
- ▶ We need a solution that builds on the best animals
 - 🔗 The same farmer who asked the question is in the front looking out at her cows, one of them gets on a platform and receives a ribbon.



- 6
- ▶ GenTORE is an EU project trying to make this possible
 - 🔗 Logo

Figure 2 Example of a first sketch of the storyboard



- 1
- ▶ Cattle farming is under pressure
 - 🔗 We see a farm with both farmers, the camera pans slowly.



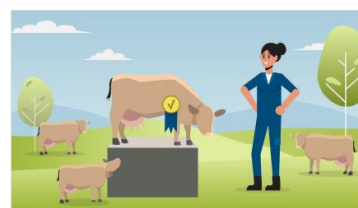
- 2
- ▶ because of animal welfare, sustainability, and climate change concerns
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- 🔗 Two farms get 'build'



- 4
- ▶ What can the farmer do to improve things?
 - 🔗 Farmer pops up and asks this question



- 5
- ▶ We need a solution that builds on the best animals
 - 🔗 The same farmer who asked the question is in the front looking out at her cows, one of them gets on a platform and receives a ribbon.



- 6
- ▶ GenTORE is an EU project trying to make this possible
 - 🔗 Logo

Figure 3 Part of the final storyboard

3.2 GenTORE animation video

After finalizing the storyboard, the GenTORE animation movie was produced. The movie lasts for 1 minute 35 seconds. The GenTORE movie shows female and male farmers, with beef and dairy cattle. The movie explains the concerns of animal welfare, sustainability, and climate change putting pressure on cattle farming and introduces the GenTORE project as a solution to build on the best animals, both in dairy and beef cattle, by providing “Tools to optimise Resilience and Efficiency”. It explains that GenTORE results will feed into decision support tools for farmers to be able to breed the best animals for their herds, thus contributing to increasing the sustainability of the farms and reducing the greenhouse gas emissions and environmental impact.

The GenTORE animation movie is available on [GenTORE's website](#) and [YouTube channel](#). The link to the video was also shared on GenTORE's social media accounts i.e [Twitter](#), [LinkedIn](#) and GenTORE Stakeholder Platform on [Facebook](#).



Figure 4 GenTORE Animation movie screenshots

3.3 Voice-overs and subtitles

The voice-over of the original GenTORE movie is in British English. The movie has also voice-overs in French, German and Polish. The selection of the voice-overs and the translation of the video text were carried out by GenTORE partners who are native in these languages. French, German and Polish versions of the animation movie are available on GenTORE's website and YouTube channel. Video versions in these languages were shared on Twitter, LinkedIn and Facebook accounts of GenTORE.

German version: https://youtu.be/QFbOV_cOp9Q

French version: <https://youtu.be/79m11joE9qI>

Polish version: https://youtu.be/qM6jbj63_6Y

The animation movie is also provided in subtitles in Spanish, Italian, English, German, French, and Polish.

3.4 GenTORE animation video for the social media

To create interest and attract more people with the quick and easy to digest content, it was decided to create a shorter version of the animation video for 24 seconds to share via GenTORE's social media accounts such as [Twitter](#), [LinkedIn](#) and GenTORE Stakeholder Platform on [Facebook](#).



Figure 5 Shorter version on Twitter




GenTORE
93 followers
3mo · Edited · 🌐

Thanks to GenTORE, farmers will be able to identify their best cows for **#breeding**, the cows that have the right balance of **#efficiency** and **#resilience**.

📺 Watch the full animation video here to learn more: <https://lnkd.in/eGtHPNj>

💡 For more details you can check out our factsheet here:
https://lnkd.in/ebM_3aQ

? Feel free to ask any questions you may have!



GenTORE Animation Video - Precision Phenotyping for Efficient Animal A...

🔄 3

Figure 6 Shorter version on LinkedIn

 **Duru Eroglu** shared a link.
Admin · 23 February · 🌐

We are happy to announce that GenTORE released its animation movie explaining the aim and overall effect of GenTORE tools for resilience and efficiency. You can enjoy watching this short animation by clicking the link below!



YOUTUBE.COM
GenTORE Animation Video - Precision Phenotyping for Efficient Animal Agriculture

👍 Çağla Yüksel Kaya and 3 others Seen by 31

Figure 7 Shorter version on Facebook

3.5 Impact

The animation video is a part of the GenTORE outreach and dissemination plan that delivers results to the general public, thereby increasing knowledge and creating awareness on precision livestock farming and the role of GenTORE by enabling farmers to identify their most efficient and resilient cattle.

The GenTORE video with voice-overs in English, French, German and Polish were shared on YouTube channel and other GenTORE social media channels aiming to reach out to local stakeholders as well. The first version of the movie in English was uploaded to the YouTube channel on 28 January 2021, whereas the other language versions were published in April and May.

GenTORE video analytics on different social media channels by 20 May 2021 is given in the Table 1.

Table 1 Video analytics on different GenTORE social media channels

Type of video	YouTube views	Twitter impressions	Facebook (Stakeholder closed group)	LinkedIn
GenTORE video in English with subtitles in English, Spanish and Italian	185	915	31	113
GenTORE video in French	118	1604	9	1172
GenTORE video in German	16	368	11	36
GenTORE video in Polish	32	112	12	not published yet

4. Conclusions

The animation video of GenTORE aims to inform the younger audience and general public about the importance of precision animal breeding in layman’s terms. The video shows that selecting cattle for resilience and efficiency offers an opportunity to keep fewer but more efficient animals according to their farming conditions. It also points out the effects of GenTORE’s solutions in the longer term, such as reduction of both the carbon footprint and greenhouse gas production.

Besides English, the animation video is available in multiple languages such as French, German and Polish, both as voice-overs and subtitles. There are also Spanish and Italian subtitles options for the video. Providing the video in various languages makes it easier to reach out to local stakeholders and communities.

The videos are still being shared and promoted through GenTORE’s social media accounts such as YouTube, Twitter, LinkedIn and Facebook, and also on GenTORE’s website.

5. Partners involved in the work

Some partners of “WP7 - Outreach, dissemination and training” were involved in all stages of the preparation of the video. Partners involved consist of EFFAB, INRAE, EAAP, RAFT and UNIPD.



Also, some partners took part in the translation of the texts, selection of voice-overs, and writing the social media posts in their native languages. The partners involved in these activities include LFL, FSK, IDELE, CITA, UNIPD and IT.

6. Annexes

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Check list		√	Comments
BEFORE	I have checked the due date and have planned completion in due time	√	<i>Please inform WPx team of any foreseen delays</i>
	The title corresponds to the title in the DoA	√	<i>If not please inform WPx team with justification</i>
	The contents corresponds to the description in the DoA	√	<i>If not please inform WPx team with justification</i>
	The dissemination level corresponds to that indicated in the DoA	√	<i>If not please inform WPx team with justification</i>
	The contributors (authors) correspond to those indicated in the DoA	√	<i>If not please inform WPx team with justification</i>
	The Table of Contents has been validated with the WP Leader	√	<i>Please validate the ToC with the WP leader before drafting the deliverable</i>
	I am using the GenTORE deliverable template (title page, styles etc)	√	<i>Can be found under templates on the collaborative workspace</i>
AFTER	The deliverable has been reviewed by all contributors (authors)		<i>Make sure all contributors have reviewed and approved the final version of the deliverable. You should leave sufficient time for this validation.</i>
	I have done a spell check and had the English verified		<i>Ask a colleague with a good level of English to review the language of the text and do a spell-check too.</i>
	I have sent the final version to the WP Leader for approval		<i>Please send the final validated draft to the WP leader and leave time for feedback and final changes before the due date. Once the WP leader validates the draft it will be sent to the Coordinator for validation and then to the EC.</i>