SCALE-UP

User-Centric & Data Driven Solutions for Connected Urban Poles

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SCALE-UP Videoclip 1

Version 1.0

Version history		
Version	Date	Summary of changes
0.1	25 October 2022	First voice over script and visual instructions.
1.0	27 November 2022	Implementation of peer-review comments and updated script and visual materials from final video.

D9.7 – Videoclip 1			
WP No.	9	WP Title	Communication and dissemination of results
Deliverable owner		STA	
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1. Concept and Purpose

The first project video is used to introduce SCALE-UP to a wider audience and present some of the ongoing mobility measures within the project cities. The objective of the videoclip is to give the viewer a quick but intuitive insight and understanding into what SCALE-UP is about and what concrete mobility measures look like in all of the three Urban Nodes.

While the video is targeted mostly at transport and mobility experts, as well as to policy makers, special attention has been given to ensure that the language register of the video is easy to understand also for the general public and professionals of other domains.

It has been decided collectively by SCALE-UP project partners in a dedicated workshop that the video should be animated rather than containing live-action footage in each city. Apart from obvious advantages such as ease of sub-titling the video in an animated version and maximal compatibility of footage from each Urban Node, an animated video allows for corrections or expansions of parts of the video for specific occasions later-on in the project duration (such as re-editing the video for conferences, external websites or temporary campaigns).

Per city, a set of measures has been selected, which holds an important influence and presence in the Urban Nodes until the end of the project to ensure that the content of the video will not be outdated before the project's end and delivers sustainable content, which can be re-edited and also used for shorter videos or to explain the measures in greater detail.

The following measures have been selected per Urban Node:

Table 1 – Measures highlighted per Urban Node

Urban Node	Measures
Antwerp	1. Smart Ways to Antwerp programme for communication campaigns, stakeholder engagements and many more activities surrounding active mobility; 2. Living Lab measure via multi-level governance coordination, data management, a comprehensive MaaS ecosystem and smart freight management;

	3. Regional measures for modal shift of commutes, including Park & Ride stations, e-bike rental system and improved connectivity of services.
Madrid	1. Madrid 360 initiative for reduced emission via communication campaigns, significant expansion of the low-emissions zone and updated public transport vehicle fleets (bus and bicycle); 2. Pedestrianisation of the city's central areas for both pedestrians and cyclists to increase road safety and achieve modal shift; 3. Co-creation and deployment of next-generation multi-modal hubs with a focus on electric and shared vehicles to improve multi-modality.
Turku	1. Turku Mobility Service Map as a comprehensive MaaS including boat parking, road maintenance information, walking paths and much more for sustainable travel modes; 2. Winter as a Mobility Season to reframe Finnish winters as enjoyable season for sustainable mobility, including walking, cycling and shared/public transport; 3. Restoration of Regional Train Network to connect rural municipalities in Southwest Finland to Turku. By reviving the underdeveloped service, remote communities' connectivity to the city improves and gives citizens an opportunity to commute sustainably.

Apart from the measures, a general introduction to the project is made and each of the Urban Nodes is introduces briefly to offer the viewer a general overview and orientation of the geographic location and characterising landmarks or challenges

in each of the Urban Nodes. The final full video can be found on the SCALE-UP YouTube Channel [1]and the project website[2] shortly.

In the following pages, the script for the voice over is documented and some design elements of the video are presented to demonstrate their alignment with the Visual Identity Handbook (D9.1).

Although the targeted length of 05:00 minutes was slightly overpassed (in total the video is 05:25 minutes long), the total length of the video has been deemed appropriate and digestible for viewers of different backgrounds (SCALE-UP target audiences). The follow-up second version of the videoclip is planned to be produced in March 2025, only 2 months before the project ends, to summarise the achievements, impact and outcomes of the project beyond its duration.

2. Voice Over Script

The voice over has been created in close collaboration with an experienced external video producer and a renown Flemish voice actress to achieve an easy-to-understand and straight-forward script. All SCALE-UP partners contributed and amended the script as they saw fit and several versions of the voice over were recorded. The animation was later modelled after the voice over to match the timing and intonation of the narration perfectly.

Table 2 - SCALE-UP videoclip 1 voice over script

Chapter	Text
Introduction SCALE-UP Project	Welcome to SCALE-UP – an EU-funded Innovation Action to bring urban mobility measures to the next level. SCALE-UP stands for User-centric & data driven solutions for connected urban poles.

[1] https://www.youtube.com/channel/UCOL7ogo33uyNu-sp1sNSJnw
[2] https://www.scale-up-project.eu/

	The project concentrates on citizens' needs to accelerate effective & inclusive mobility change in SCALE-UP project cities and beyond. SCALE-UP develops, tests and evaluates 28 innovative urban mobility measures that are easily scalable and resilient for a greener future. These measures link commercial operators and stakeholders with local governments as well as policy makers and transport planners. The different geographic locations and demography of the three SCALE-UP urban nodes ensures good replicability in other cities and countries. SCALE-UP seeks long-term mobility change in Antwerp, Madrid and Turku, and to produce long-lasting effects beyond the project's completion.
Introduction Urban Nodes	Although each SCALE-UP Urban Node has its unique landscape, socio-economic background, climate and needs, the cities can learn from each other's experiences and success stories. This interactive and intensive exchange is built through a community that also helps cities to consider not just the city centre, but surrounding urban areas and even the wider TEN-T network in their policy decisions.
Introduction Antwerp	With a population of over 500,000 inhabitants, Antwerp is the capital of its own province within the Flanders region in Belgium and the second largest city in the country. Located in the heart of Europe, Antwerp boasts a prestigious port and fast train connections, in addition to a high share of cycling uptake.
Measures Antwerp	The city of Antwerp and its regional partners are proud to introduce you to Smart Ways to Antwerp – a programme of the city of Antwerp dedicated to communication and stakeholder engagement to boost active mobility and encourage change in travel behaviour.

	Antwerp is a living lab for innovative mobility solutions and the city works closely together with both public and private providers. Users are offered a broad choice of available modes of transport. Data management and a MaaS ecosystem are important factors in that. Furthermore, the city is working on a smart freight management to better manage logistics flows in the port and city. Finally, the Urban Node strongly supports sustainable commuting through the extension of a harmonised multi-modal offer of Park &Ride stations, an e-bike rental system and improved connectivity of services.
Introduction Madrid	Home to 6.7 million people, the Madrid Region includes Spain's capital and is a key economic centre of the Iberian Peninsula. Madrid is also Europe's second largest city. Despite its large size, the city has one of the most efficient transport and mobility managements in the world with busy train, metro, bus, shared mobility services and pedestrian itineraries.
Measures Madrid	Madrid's local government launched the Madrid360 initiative, which includes communication campaigns, new low-emission zones and a new public transport vehicle fleet. The Madrid360 plan is also transforming large parts of the city centre into walking areas to create a safe space for pedestrians and cyclists, away from heavy traffic. Finally, the city of Madrid and local stakeholders deploy modern multi-modal hubs, designed for both electric and shared vehicles.
Introduction Turku	Turku is the oldest city in Finland and the largest city in Southwest Finland with more than 195,000 inhabitants. The

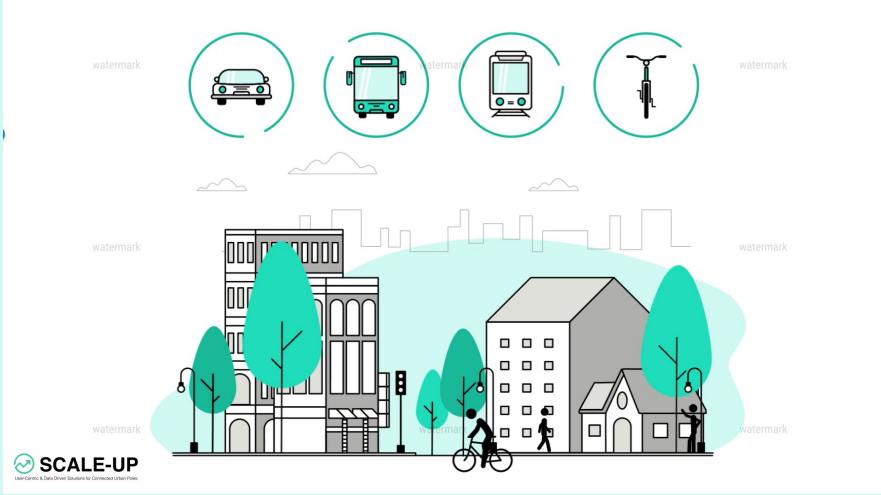
	city is located at the Baltic Sea and has one of the busiest ports in Finland. The area is also famous for its medieval church and castle and features a large peri-urban area.
Measures Turku	Citizens and visitors of Turku can now find data related to their mobility in the city in one place, the city's service map. The map collects information like boat parking, road maintenance and walking paths in one place, allowing citizens to see information that helps them make sustainable and convenient mobility decisions in real time. The City of Turku is also focusing on making the winter an enjoyable season for sustainable mobility. Finnish winters are wet, dark and challenging for a big part of the population. To boost the reasons for people to enjoy the outdoors and explore the city through different means, the winter measure will raise awareness on the leisure time services the city provides and encourage the citizens to reap the benefits of an active lifestyle. Also In Southwest Finland, measures are being taken to restore local train traffic to the region: The regional trainlines help to connect the rural municipalities in Southwest Finland to Turku and other major towns and cities. While major cities are well connected by trains, the regional trains are an underdeveloped service, for which surveys conducted within the project, show to have a citizen need.
SCALE-UP Consortium, Links & Funding	Learn more about SCALE-UP on our website and social media channels or by subscribing to our newsletter.

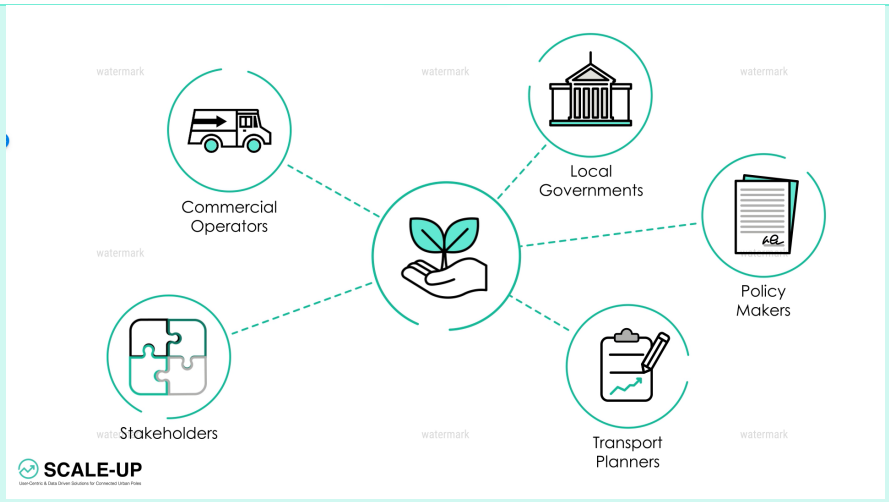
3. Video Animation

An independent animator was contracted and created 4 distinct versions of the video, modelling it to the voice over. The animator modelled the animation style to the Visual Identity Handbook (D9.1) and the voice over versions they were provided with.

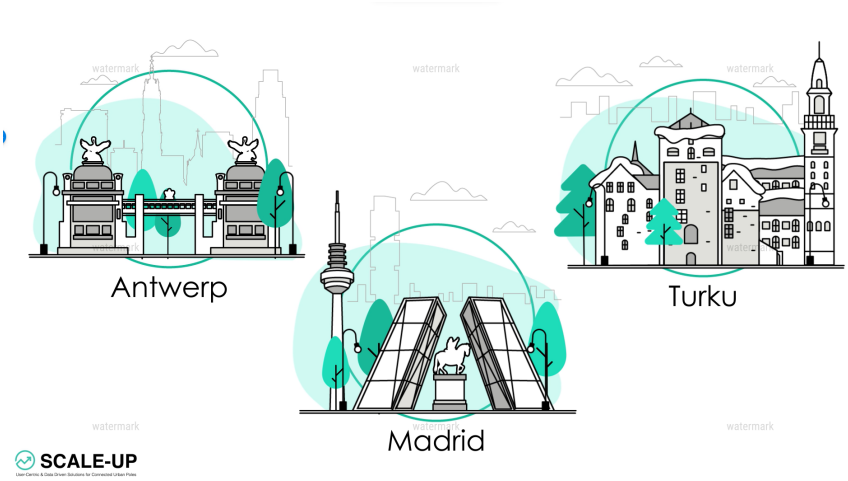
The video underwent two further rounds of comments and amendments by the SCALE-UP partners and is finally published on the project's YouTube channel (to measure impressions of the video across all platforms) and promoted on social media, the website and across the partners' channels. One still (screenshot) per Chapter has been selected for this report and is presented below to give an overview over the style and diversity of the video:

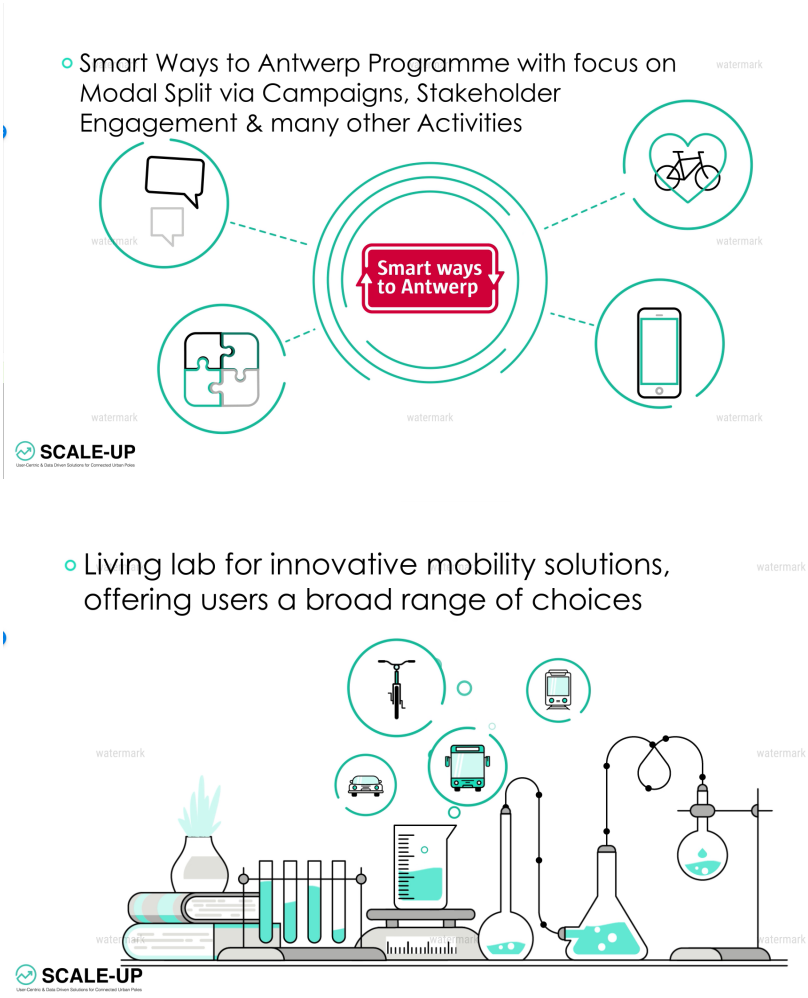
Table 3 - SCALE-UP videoclip 1 animation style

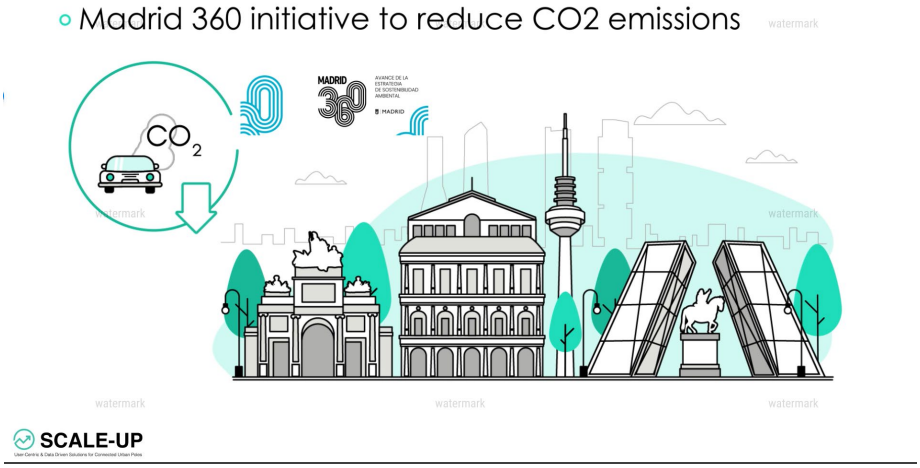
Chapter	Text
Introduction SCALE-UP Project	

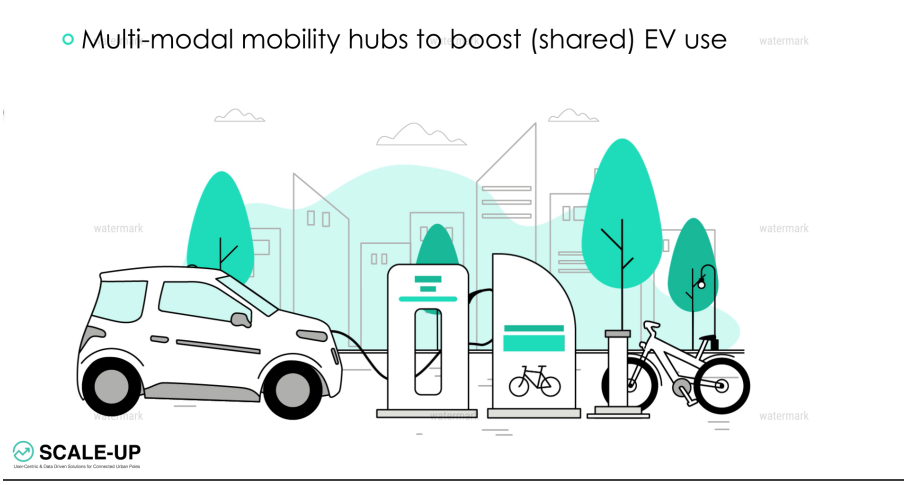
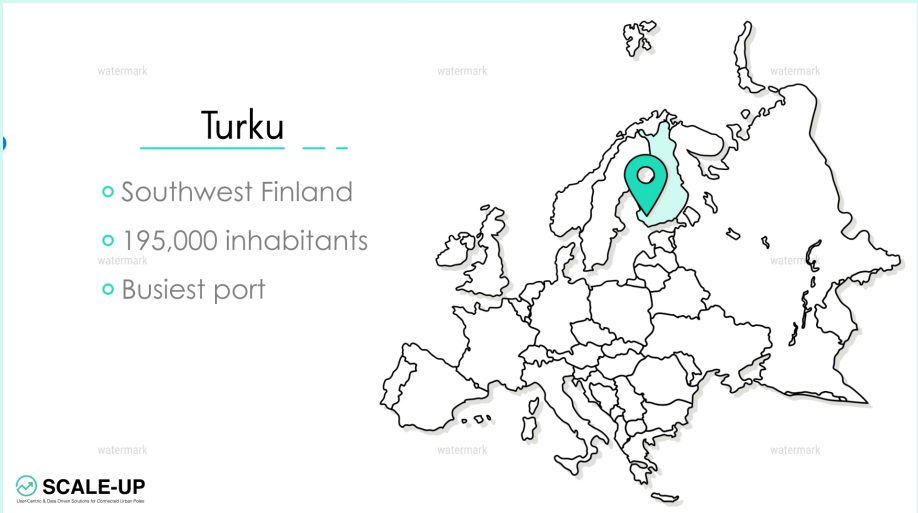


Introduction Urban Nodes



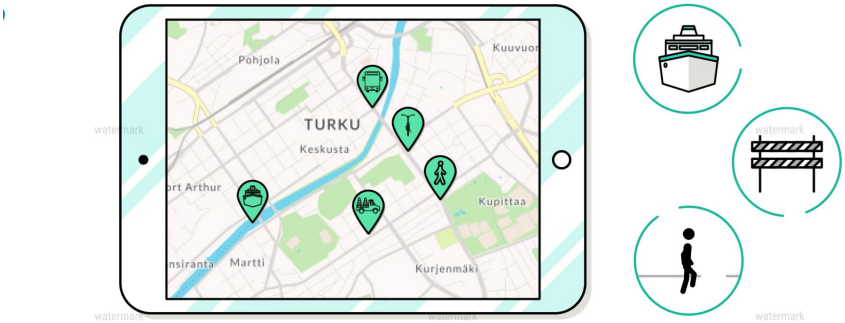
Introduction Antwerp	
Measures Antwerp	

	
Introduction Madrid	
Measures Madrid	

	 
Introduction Turku	

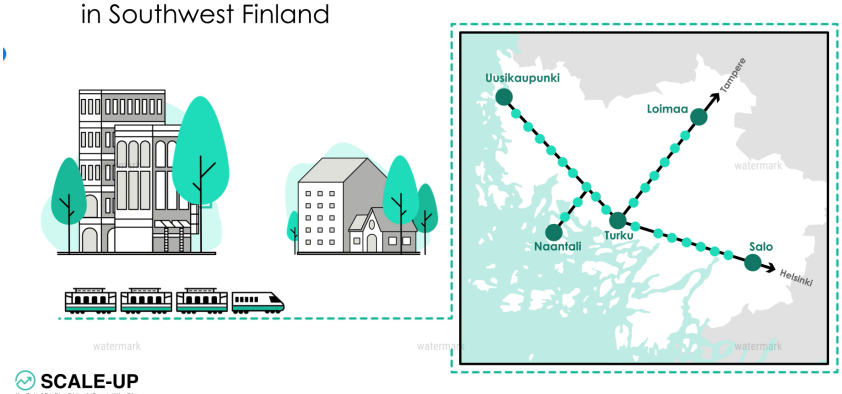
Measures Turku

- Mobility Service Map for citizens



- Winter as a Mobility Season

- Restoring Local Train Network in Southwest Finland



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4. Conclusions

The first SCALE-UP project video marks an important milestone in the successful communication and dissemination of the project, since it is a key deliverable and one of the most expressive communication materials available. The video can – in a sense – speak for itself and deliver an introduction to the project and the mobility measures to a very wide audience.

The video will be propagated whenever possible and all project partners are encouraged to embed it on their own websites, share it via their social media channels and use it even during presentations at events or meetings whenever they need to illustrate the project quickly to a large audience.

As previously mentioned, a second version of the video will be created at the end of the project, to summarise the achievements and effects of the project beyond its duration.