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TURKEY<sub>in</sub>  
**HORIZON 2020**  
COOPERATION. INNOVATION. COMPETITIVENESS

Technical Assistance for Turkey in Horizon 2020 Phase-II

EuropeAid/139098/IH/SER/TR

# Turkey in Horizon 2020 II

## Producing a 3-minute Video

Project Writing Training 10,

29<sup>th</sup> July 2021



REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY



COMPETITIVE  
SECTORS  
PROGRAMME

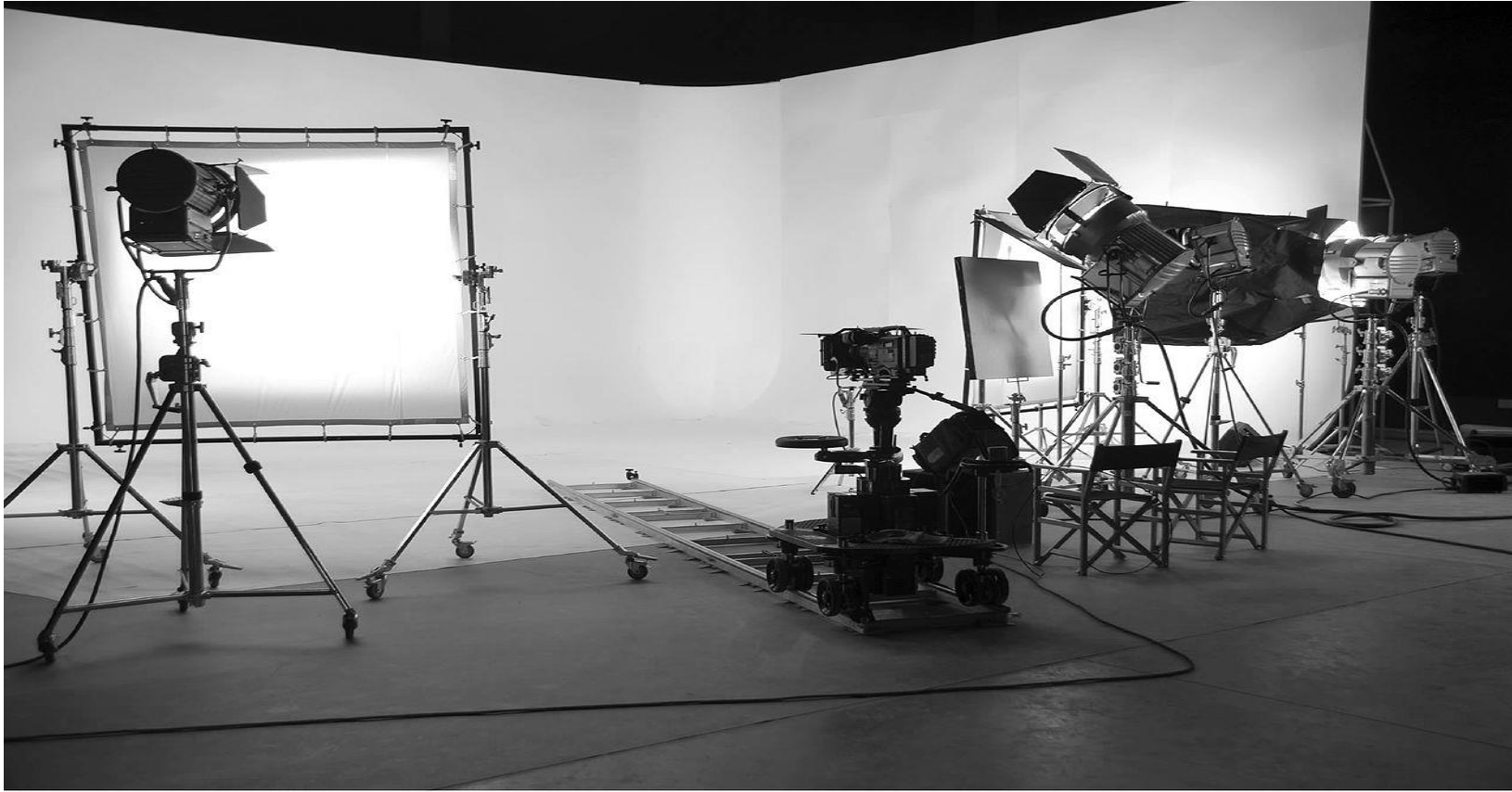


TÜBİTAK

# First health warning!

This aspect – and the new Accelerator – are so recently introduced there is no real guidance or feedback.

This presentation is therefore based on good working practice...



...second health warning – we all see ourselves as  
movie directors!

# What do the EC expect?

‘Core members of team (up to 3 people) should illustrate your innovation and the main motivation behind your application’.

- You should keep the video simple
- Objective is to show the team behind the idea/proposal and your motivation
- If you do not have a team, you can include future team members or say how you plan to acquire the resources needed



# Home made or professional?

- EC expects simple video – but it may become very competitive and it is an important way of getting your project reviewed!
- There are many online sources for video templates, as well as excellent production advice
- Personal devices also have excellent facilities – iPhone, iMovies, etc.
- BUT – it is not just about the technology, there is a lot of expertise involved...



# ... 6 key aspects to think about!

- Format
- Audience
- Message
- Content
- Presentational issues
- Technical issues





# Format

- Explainer – ‘talking head’
- Voiceover
- Interview
- Existing footage
- Presenting pitch deck as video-linked stills



# Audience

- Know your audience
- Give them what they want to hear
- Talk **TO** them, not **AT** them
- Include elements that will keep their attention
- Remember the brain processes images 60,000 times faster than text





# Message

- Make a good impression immediately – ‘Wow’ factor
- Follow it up with problem you will be solving and the bigger benefits to industry, society, environment...
- ...and don't forget your clever solution...
- ...and the market need you have identified
- Only include elements that will keep attention



# Content

- Keep it simple and to the point – ‘short and snappy’
- Plan ahead so that footage can be edited to best effect – industry uses story boards
- Include all team members – to strict scripts – to give balance
- Use language audience can relate to, but remember technologists may be in the minority



# Presentational Issues

- Quality, clarity and fluency of speaker(s)
- Many evaluators will not be native English speakers
- Appearances – people, locations,
- Backdrops
- Moving camera rather than fixed
- Continuity – especially when editing



# Technical Issues

- Camera angles – too high/too low?
- Lighting
- Camera position – close/distant?
- Music?
- Working noises
- Sound quality
- Beware background noises



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# ...and finally

- Rehearse, refine, review
- Show video to outsiders
- Accept criticism, don't be defensive
- Get reactions and act on them



# Any questions?





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COMPETITIVE  
& SUSTAINABLE  
GROWTH PROGRAMME



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## EIC Accelerator – Making a Successful Application

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COMPETITIVE  
SECTORS  
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TÜBİTAK

# A second reminder!

## We are here to help –

# Please send us your questions!