# Explainer videos on circular food and clothing

Deliverable D5.2

December 2024

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Funded by the European Union

circularhouseholds.eu

CARE: Circular consumption Activities to tRansform households towards material Efficiency. GA No. 101135141

# Deliverable Information

| **Deliverable No.** | **D5.2** |
|---|---|
| Deliverable Title | Explainer videos on circular food and clothing |
| Work Package No. | WP5 |
| Work Package Title | Communication, dissemination and exploitation of the CARE project results and alignment with the CCRI |
| Lead Organisation | CSCP |
| Main author(s) | Katrin Hüttepohl (CSCP), Eva Rudolf (CSCP),<br>Lichterspieler (video studio - subcontracted) |
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| Type | DEC —Websites, patent filings, videos, etc |
| Dissemination Level | Public (PU – Public) |
| Deliverable Due Date | 31/12/2024 |
| Deliverable Date | 19/12/2024 |
| Version | Final for submission |

# CARE project summary

CARE (Circular consumption Activities to tRansform households toward material Efficiency) aims to empower consumer-citizens in European households in the transition to a circular economy (CE). The objective of CARE is to transform a total of 100 households in five European countries (Finland, Norway, Sweden, Germany, and Estonia) to circular model households. To achieve its aim, CARE will further develop, test, and validate two pilots related to two critical material flows: food and clothing. They both have high potential for circularity at the household level.

The CARE pilots will be implemented in five regions – both urban and rural - that are part of the Circular Cities and Regions Initiative (CCRI): Tampere, Asker, Gothenburg, Berlin, and Lääne-Harju. The pilots are based on the practice-theoretical approach, which goes beyond state-of-the-art by focusing on holistic, social, and material aspects of everyday life instead of individualistic and awareness-raising interventions. The pilots will contain both customized, inclusive, and cost-free circular advisory services as well as food and clothing related interventions that focus on making changes in consumption practices. CARE will make a strong contribution towards accelerating fair, inclusive and sustainable consumer-based transition to CE.

# Deliverable Summary

To effectively reach households, the CCRI network and other stakeholders, two high quality explainer videos have been produced by the CARE project (under task T5.3). These videos explain the need for circular food and clothing consumption practices respectively and provide a vision of how these can be integrated by households into everyday life. These videos were created to inspire people to take actions towards circular food and clothing, reach out to potential households during the recruitment stage, and to provide information about the project to the wider audience, such as the CCRI network and other stakeholders.

# Explainer video development process

The production of the two explainer videos consisted of four steps, conducted by WP5 lead partner CSCP in cooperation with the subcontracted agency Lichtspieler (https://lichtspieler.tv/ - appointed through a tender process in line with project requirements). After each step the internal review partner (TAMPEREEN KORKEAKOULUSAATIO SR [TAU]) had the chance to review the deliverable. This process was chosen as due to the nature of a video production process, reviewing only at the end would have resulted in extra costs and time for any requested edits.

Step 1: The script - CSCP developed the script of the two videos with input from CARE partners, taking inspiration from the project's storytelling workshops and Communication and Dissemination Strategy (Deliverable D5.1).

Step 2: The storyboard - CSCP provided Lichterspieler with the CARE 'persona' characters, which were used to develop storyboards to match the scripts.

Step 3: The scenes (animations) - Lichterspieler developed the animations to bring the scenes to life with graphics and motion.

Step 4: Rough cut - The full draft videos were brought together by Lichterspieler, comprising of graphics, animations, voiceover and music.

Step 5: Final explainer videos - Provided by Lichterspieler in .mp4 format.

# Links to the videos

CARE Circular Food Explainer Video

CARE Circular Clothing Explainer Video

# Next steps

For the deliverable both videos are produced in English language, in line with the European level context of the central project communication and dissemination activities and audiences. To additionally ensure that the videos can be a strong tool for the recruitment of the pilot households, both videos will be produced in the local languages of the five pilot countries too. The translations for the local language

videos are already finished by the partners and the speakers for each language are already chosen. The production itself is planned to be finished within January 2025 so that the videos can be used as recruiting tool right away at the start of the participant recruitment phase of the project.

The English videos will be published on the CARE website and used in future communications. All videos can be distributed via social media (CARE and partner channels).

# Disclaimer

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