



Project acronym: **CREATE**

Project title: **Congestion Reduction in Europe - Advancing Transport Efficiency**

# Deliverable 7.3

## CREATE video

Date of finalisation: **31 May 2018**

Version: **3**

Prepared by: **EUROCITES**







## CREATE VIDEO

The CREATE video was produced by L'Arbre à Film ([www.larbreafilms.com](http://www.larbreafilms.com)). The core video is an animation which covers the basic principles of CREATE and the cities involved, the key recommendations emanating from the project, and also interviews and snapshots from the final events of the project.

The video is in line with CREATE communication elements and respects the brand and graphic identity of the project. Guidelines has been by EURO CITIES.

The video has been reviewed by UCL.

Version ENG

<https://we.tl/HELvx2bxDD>

Version ET DA DE

<https://we.tl/9IUvHgwZX5>

Version FR, MK, TR:

<https://we.tl/4x66FbZhZK>

Version RO

<https://we.tl/QFB4UWcMhD>

### **About the video**

#### **1. Objectives**

The video engages and ensures strong visibility for the project.

The main objective is to give a basic introduction to CREATE, and showcase its activities and successes.

#### **2. Target audience:**

The video forms part of the communication strategy of the project and will be a key communication tool for presenting the project and its activities. The video will serve as a presentation of the project, and to the specific actions that the project has achieved. The project has high expectations of attracting further cities to replicate the solutions presented in this and subsequent videos. These cities, as well as interested citizens, are the target audience for this video. The language used in the video should be clear, concise, engaging and as jargon-free as possible.

#### **3. Language:**

The video is in English and include subtitles in seven languages, which correspond to the languages of the CREATE partner cities. These are Turkish, German, Romanian, Danish, French, Macedonian and Estonian.

#### **4. Distribution:**

The video will be available to view on the project homepage and social media channels, such

as YouTube, Twitter and LinkedIn. The technical solution chosen must make it possible to present the video across devices and at all relevant events.

To show at EU level events - opportunities will be identified by the CREATE team.

