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Smart integRation Of local energy sources and innovative storage for flexiBle, secure and cost-efficient eNergy Supply ON industrialized islands

D 7.4 – ROBINSON video

Lead partner: ETN





Project Contractual Details

Project Title	Smart integration of local energy sources and innovative storage for flexible, secure and cost-efficient energy supply on industrialized islands
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0	07/01/2021	D 7.4 ROBINSON Video v0	Creation
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¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)

² Creation, modification, final version for evaluation, revised version following evaluation, final





Executive summary

As highlighted in the project communication and dissemination strategy, described in details in D 7.2 - Masterplan for communication & dissemination, several complementary tools will be developed and used to communicate in an easy way the benefits that ROBINSON can bring to islands and remote communities. The video will be a versatile communications tool, that can be used in (live) events and public presentations of the project and on social media.





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List of abbreviations

ENH: Eigersund Næring og Havn KF

ETN: European Turbine Network

PRIMA: Prima Protein





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Introduction

As part of WP7 – Communication, Dissemination & Exploitation, the ROBINSON consortium has developed a promotional video. This promotional video, released as of M4, will be an integral part of the communications efforts throughout the project. The video will be short, concise and informative; this format makes it a versatile tool for different (social media) platforms. The video will be based on a storytelling approach highlighting the key messages to be communicated, featuring interviews to the partners, videos shot on the demo islands and photographs.





Description of the ROBINSON video

The ROBINSON promotional video will last maximum 2'20" (the maximum allowed length on Twitter) and will focus on the challenges faced by islands, the ROBINSON concepts and its objectives, as well as the different technologies featured in the ROBINSON energy system. It focuses on the positive impact that the ROBINSON can have on geographical islands, helping them to overcome their specific energy transition challenges. The video has been shot in Eigerøy – Norway, ROBINSON's demo island. Eigerøy symbolically represents the other (European) islands and the energy challenges faced by remote and isolated communities.

Following a storytelling approach, the video will bring forward the "faces behind the ROBINSON project", interviewing the Project Coordinator, Ugo Simeoni, and the representatives of other two partners (PRIMA and ENH).

Script of the ROBINSON video

Introduction

Welcome to Eigerøy, a small island off the coast of Norway. All over Europe, islands like Eigerøy struggle to achieve energy security and decarbonization. Just imagine paying up to ten times more for the electricity to charge your laptop. Or waiting for a boat to bring the energy needed to stay warm in winter. But also, extreme weather conditions, tourism, industrial activities; everything that happens on an island can cause seasonality and fluctuating energy demand. At the same time, islands have their own unique environments that need protection. That's where ROBINSON comes in.

From developing and demonstrating a smart Energy Management System, that integrates technologies across the energy vectors of electricity, gas and heat, to electrolysers and hydrogen storage technologies. From innovative, and more efficient wind turbines; to a Combined Heat and Power unit able to burn hydrogen, syngas and biomethane produced from wastewater ROBINSON's technologies will help islands become cleaner Offering them the flexible, modular and tailor-made solutions they need.

Interview with Ugo Simeoni, European Turbine Network

Research and innovation are key to cleaner and secure energy. ROBINSON puts at the centre the integration of different technologies to facilitate the energy transition on islands. As a flexible and modular solution, ROBINSON can work everywhere, from the windy shores of Norway and Scotland, to the sunny coasts of Crete.

Interview with Steinar Aamodt, Prima Protein

To reduce our emissions, we have joined the ROBINSON project together with 17 other partners and together we will help both our company, Prima Protein, and also other islands to reduce emissions.





Interview with Rolf Andre Leidland, Eigersund Næring og Havn KF

Being part of the ROBINSON project really helps Eigerøy to kickstart the shift from fossil energy to green energy. It is also much easier to get companies involved in the energy transition when they are part of the Horizon2020 project.

Conclusion

By connecting innovative energy and storage technologies, like hydrogen, waste valorisation and renewable energy sources, ROBINSON can support islands in creating a carbon-free energy system and a more sustainable society. Learn more about our project

Photograms of the ROBINSON video

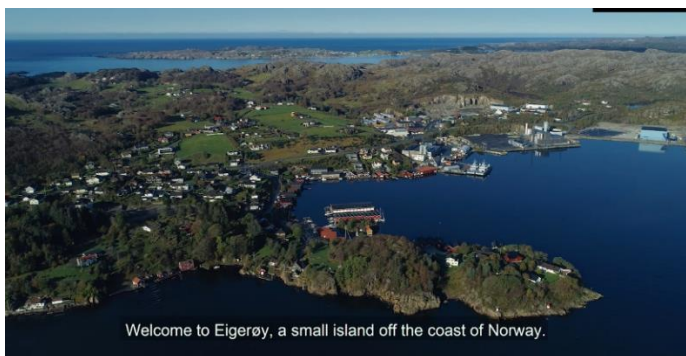


Figure 1: Introduction and overview of the demo island



Figure 2: Explanation of the project and view of the lighthouse that inspired the ROBINSON's logo

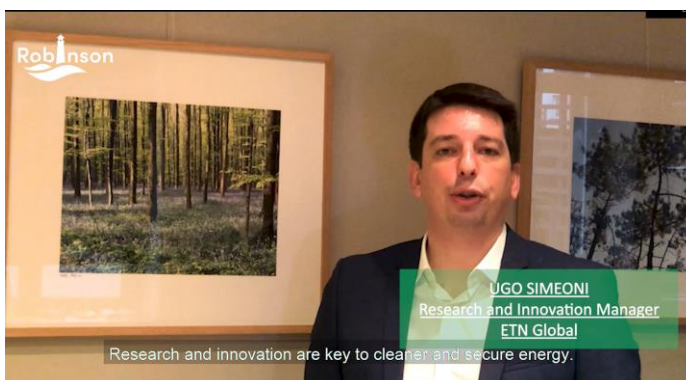


Figure 3: Interview with Ugo Simeoni, ROBINSON's Project Coordinator





Figure 4: Interview with Steinar Aamodt, Prima Protein



Figure 5: Interview with Rolf Andre Leidland, Eigersund Næring og Havn KF

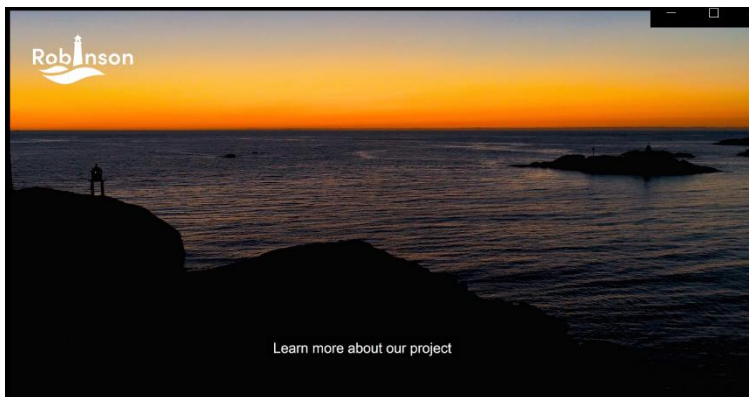


Figure 6: Conclusion



Figure 7: Final photograph of the video





Conclusions

The short and informative promotional video of the ROBINSON project will play an integral role in the communication and dissemination activities, appealing to both to a technical and to a general audience. The video will be shared through the project social media channel and, to maximise impact, all the partners will receive the file and be encouraged to leverage it.

