

D9.5 – MOLOKO first presentation video

Project Information

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Project Full Title	Multiplex phOtonic sensor for pLasmonic-based Online detection of contaminants in milk
Project Acronym	MOLOKO
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Duration	42 months
Project Coordinator	Stefano TOFFANIN (CNR)
Project Website	http://www.moloko-project.eu

Deliverable Information

Deliverable n°	9.5
Deliverable title	MOLOKO first presentation video
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WP Leader	QCL
Contributing Partners	BEWARRANT, CNR, PARMALAT SPA, MILKLINE S.R.L.
Nature	Websites, patents, filling, etc.
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Reviewers	
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Dissemination Level

PU	Public	✓
PP	Restricted to other programme participants (incl. Commission Services)	
RE	Restricted to a group specified by the consortium (incl. Commission Services)	
CO	Confidential, only for the members of the consortium (incl. Commission Services)	



Document Log

Version	Date	Author	Description of Change
V1.0	17/09/2018	Sara Attanà (BEWARRANT)	First draft
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Table of Contents

1	Introduction.....	4
1.1	Executive Summary	4
2	Making the video: process steps	4
3	Project Video	5
3.1	Script for MOLOKO video	8
4	Conclusions.....	8



1 Introduction

BEWARRANT, with the support of the Project Coordinator Stefano Toffanin (CNR) and project partners realized the project's video to promote the scope and the findings of MOLOKO project. In particular, end-users within the consortium such as PARMALAT and MILKLINE S.R.L. collaborate extensively in the development of the script of the video.

1.1 Executive Summary

A 2:52 minutes video about MOLOKO was produced to disseminate the objectives of the project to policy makers and to the general public. In collaboration with the Project Coordinator (CNR) and with the partners PARMALAT SPA and MILKLINE S.R.L., the script of the video was drafted. The video was uploaded on MOLOKO project website at the following link: <http://www.moloko-project.eu/video/>

2 Making the video: process steps

Consultation

A dedicated team consisting of a production manager, a graphic designer, a scientific editor and an animator has been set up to help the project coordinator and the key partners. Some initial ideas and understanding in detail have been collected to exactly build how you see the story being told.

Script development

Following the initial consultation, a detailed script has been written forming the basis of the film and the development of the storyboard. Attention was paid by the Coordinator and key partners in order to achieve effective and catching communicative approach without omitting scientific reliability in the text.

Feedback

This process is crucial during the script development. After approval, it is moved onto the next stage.

Script writing

A finalized version of the script has been written and used for the next stage of the process. Again, a double check on the final version of the script was given by all the partners involved in the development.

Storyboarding

A series of stills has been used to tell the story in pictures, roughly equating to one per que. Any character design has also been done during this process.

Animation planning

This stage is connected to the above and started once the storyboarding has been confirmed.

Animation

This is where the bulk of the work is carried out, by animating the film in line with the story board. This required regular feedback during the process and has been coordinated by the project manager.

Editing

This was an ongoing process to ensure that any tweaks and edits were made as and when they were needed.

Voiceover

A professional voice over of any narrative has been recorded and applied to the film.



Sound design

Once the animation itself has been finalized, a complete set of sound effects has been added. This adds another dimension to the film and adds further impact to how the story is told.

Music

Connected to the point above, an engaging background track has been selected to again add an additional mood and help to create more of an impact. Music was professionally sourced or produced especially.

Text and graphics

Supporting text, graphics have been created and added where and if necessary. A general brand-like taste in the features of the graphics was given by reminding the aesthetics of MOLOKO website and logo.

Hosting

All content has been sourced, produced and hosted for the project. All legal ownership of copy right has also been transferred across.

Promotion

Furthermore, the video will be promoted on MOLOKO project YouTube Channel at the following link: https://www.youtube.com/channel/UCLWCic-wNU79M0nhh30Kt3w?view_as=subscriber Other social media platforms (Vimeo, Facebook, Twitter, etc.) have been used too for hosting and for large distribution. The video is published and promoted on the project website and it will be used for a general presentation of the project during conferences and events.

3 Project Video

The video (Figure 1, 2, 3, 4) intends to give an overview of MOLOKO project, from the problem the project intended to solve until the expected results. To explain scientific and technical issues concerning the project, it was chosen to realize an animate video which could simplify these concepts.

The video is divided into 3 main arguments:

- State of the art on control milk safety;
- MOLOKO project: starting and ending dates, the partners, aim of the project;
- Optical sensor: structure and working principle of this sensor

The core concept of the video is to graphically convey to a general audience the idea of the need for a fast, sensitive, multiplexing and handable sensor in the logistically-dispersed milk value chain to increase milk safety and quality while reducing time, economic and goods waste.

The video ends with a description of the benefits brought by MOLOKO along the whole milk supply chain and with the EU acknowledgement.

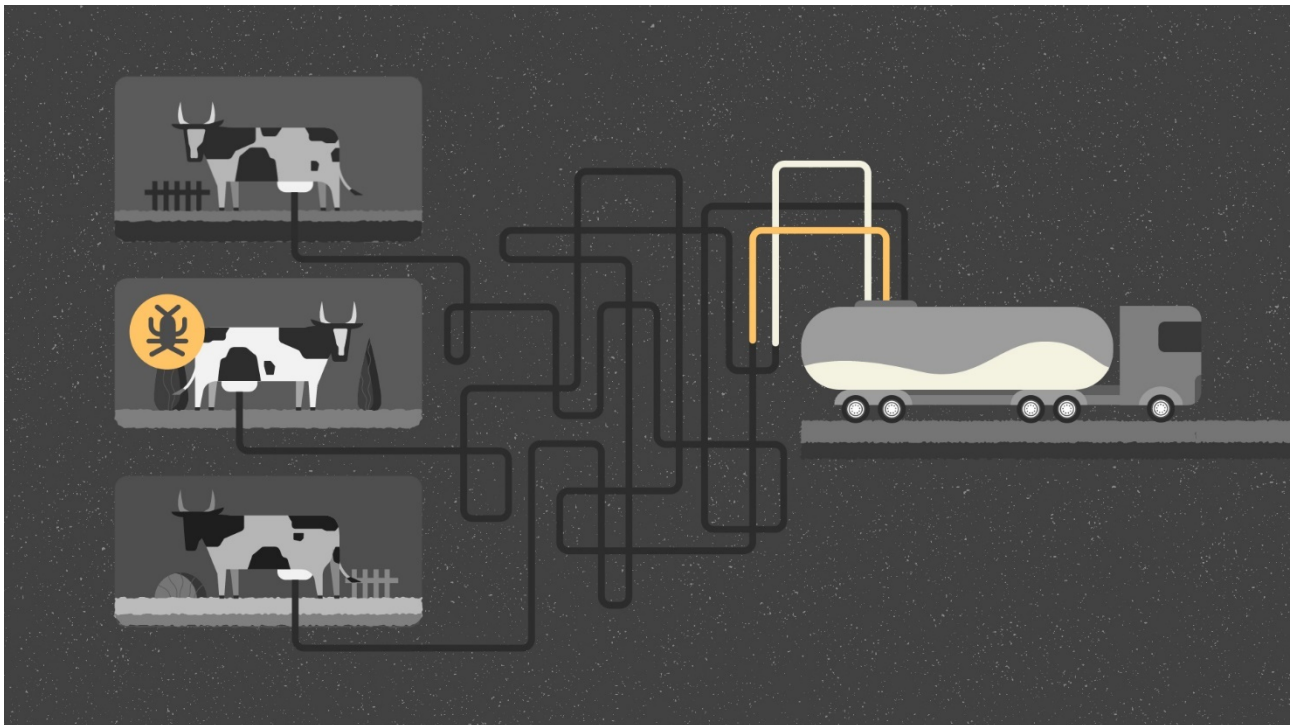


Figure 1

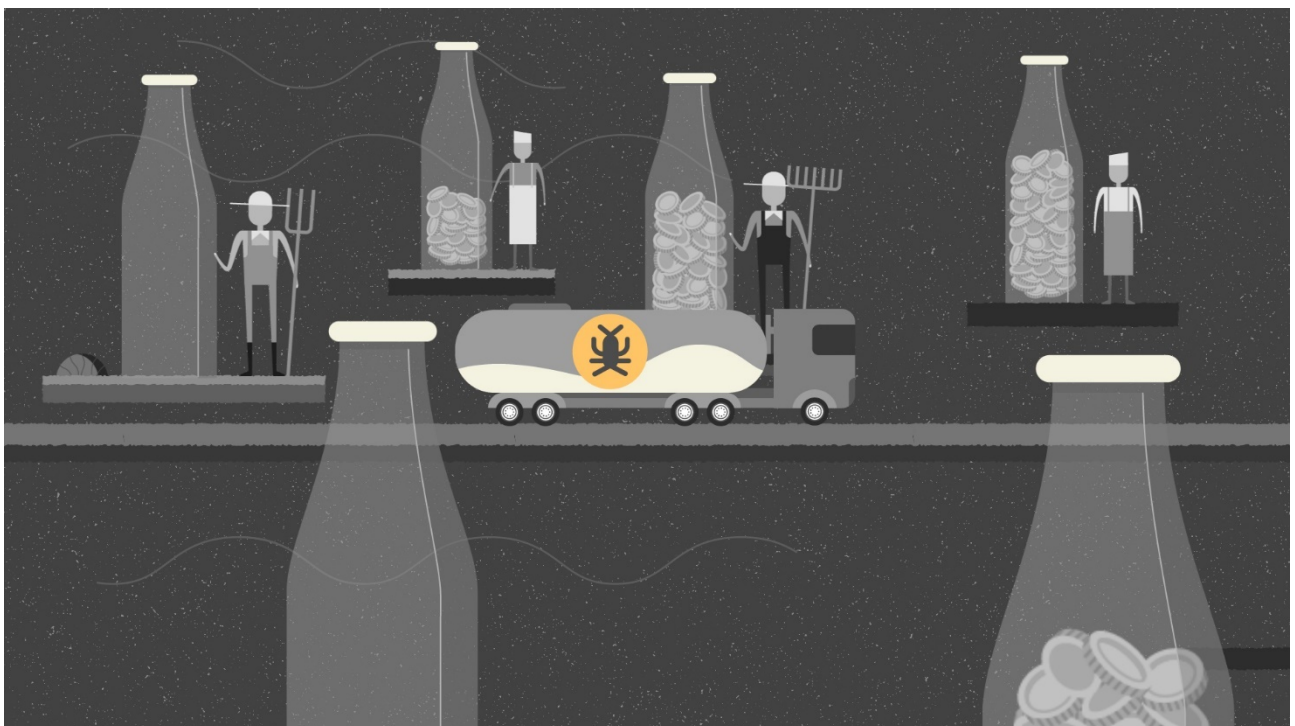


Figure 2

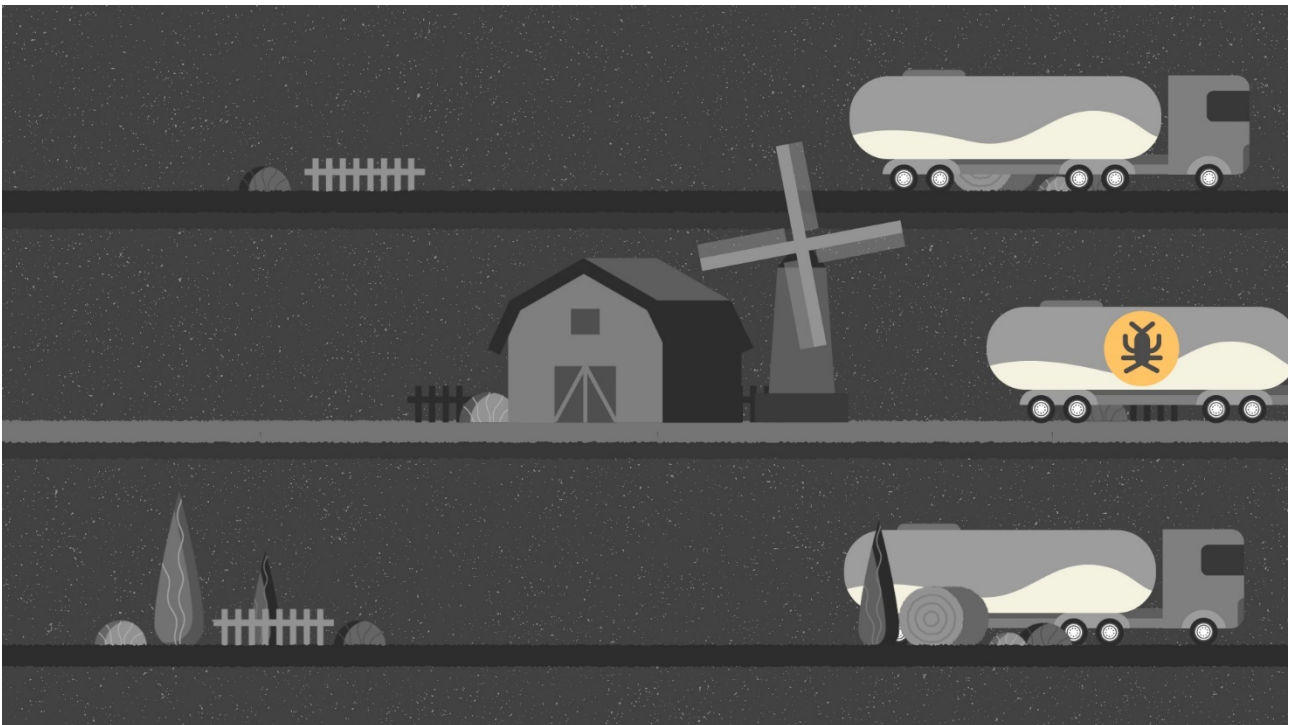


Figure 3



Figure 4



3.1 Script for MOLOKO video

Hereafter, the script used for the project video is presented:

“Controls on milk safety and quality are carried out throughout the supply chain to ensure the millions of glasses of milk we drink every day are safe.

These do not happen upstream as routine, near the animal that produces the milk, but typically in analysis laboratories, on samples taken from tanks of milk collected from multiple milking parlours.

If the milk is found to be contaminated, it can lead to enormous quantities being destroyed, resulting in financial losses for the farmers and milk producers involved.

MOLOKO is a European project comprising 12 partners from across Europe, founded to optimise production throughout the milk supply chain. The optical sensor under development allows on-site and automated quantitative analysis of any contaminants and indicators of milk quality to be completed in the space of 5 minutes.

The optical sensor combines miniaturised optoelectronic devices with a plasmonic material, based on the principle of surface plasmon resonance.

Analysing antibiotics and mycotoxins in milk is essential for a healthier and safer food chain, from the animal through to the end consumer.

Quantitative analysis of K-casein B determines the quality of the milk and helps devise programmes to rear animals that can produce better milk.

Lactoferrin is monitored to track an animal’s health and build an individual, constantly updated data profile.

Thanks to MOLOKO, the data produced by the sensor can be stored, tracked and shared with farmers and milk producers.

MOLOKO is a new quality assurance tool that is simple, convenient, transparent and within everyone’s reach.”

4 Conclusions

The video is currently uploaded on YouTube MOLOKO channel (https://www.youtube.com/channel/UCLWC1c-wNU79M0nhh30Kt3w?view_as=subscriber) and on MOLOKO project website (<http://www.moloko-project.eu/video/>) An uncompressed version was shared with all the project partners to be used by them in disseminating it to the collaborators, their research and business partners. BEWARRANT, as Dissemination Manager, and other partners will share and communicate the video through project’s social media and to relevant media to disseminate the project’s objectives and expected results.