SILEO BEST COMPANY STORY-TELLING VIDEO CONTEST

Guide for Applicants

Please note that this applicant guide may be used for information purposes only. Proposals will have to be submitted using the online application form provided at:

https://clustersubmissionplatform.eu/eurocluster_post/sileo-open-call-story-telling/

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Grant Agreement n° 101074564 — SILEO — SMP-COSME-2021-CLUSTER

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About the SILEO project

SILEO - *Supporting recovery and business transformation of lighting & furniture SMEs for the Europe Industry of Tomorrow*	
Project Reference	Grant Agreement n° 101074564
Call Identifier	SMP-COSME-2021-CLUSTER
Project duration	36 months (01.09.2022 – 31.08.2025)
Project budget	1.438.835 EUR of which 1.050.000 EUR will directly benefit lighting and furniture SMEs in the form of financial support to third parties (lump sums/prizes)
ECCP profile	https://clustercollaboration.eu/eu-cluster-partnerships/euroclusters/sileo

SILEO Eurocluster project is co-financed by the Single Market Programme (SMP/COSME Pillar) of the European Union. SILEO gathers seven key lighting and furniture clusters:

1. **ELCA European Lighting Cluster Alliance** (Italy)
2. **Cluster Lumière** (France)
3. **CICAT Lighting Cluster** (Spain)
4. **Rete di Imprese Luce in Veneto** (Italy)
1. **Business Upper Austria - OÖ. Wirtschaftsagentur GmbH** - **Building Innovation Cluster** (Austria)
5. **TFC Transylvanian Furniture Cluster** (Romania)
6. **Cluster Legno, Arredo e Sistema Casa FVG** (Italy)

COVID-19 has shown that resilience matters and laid bare the 'resilience divide' between small and large firms. SILEO Consortium will support the European Small and Medium-sized Enterprises - SMEs of the lighting-furniture sector to recover fully from the crisis, become more resilient and better prepared for the digital and circular transition needs and challenges. **SILEO Eurocluster project will help the European lighting & furniture SMEs to be proactive actors in this transition**.

SILEO Consortium aspires to capture all the digitalisation potential for the furniture/lighting SMEs with a concerted effort channelled through an open and inclusive ecosystem for innovation and technology business upgrading with accompanying business support measures including expert consultancy, business resilience building guidance, reinforced by direct financial support schemes and talent placement services to help companies attract talents. The project proposes a **direct financial funding scheme through financial support to third parties** (cascade funding), joint talent placement services and internationalization actions to accelerate the recovery of lighting and furniture SMEs, support them in becoming more resilient to future shocks, better prepared for disruptions in supply and value chains, greener in business operations and stronger connected to technology ecosystems through strategic partnering.

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1. Objective of the SILEO Best Company Story-telling Video Contest

To enhance the visibility and international appeal of European lighting and furniture manufacturing SMEs, the SILEO project is organizing a **"Best Company Storytelling Video Contest".**

European lighting and furniture manufacturing SMEs are encouraged to create a compelling video highlighting success stories related to the green and digital transition. **These Story-telling videos should showcase new or improved products, services, or processes achieved through the adoption of advanced technologies and/or circular solutions supported or inspired by activities offered within the SILEO Eurocluster project.** The activities may include financial support to SMEs via cascade calls - Open Calls (Business Digital Transformation Projects, Advanced Technology Uptake Projects, Talent Placement Projects, Hack Day in Romania, Hack Day in Italy), participation in upskilling international and local training sessions and workshops, participation in the SILEO Hack Days events in Romania and Italy, and other initiatives.

The list of the SILEO business support actions is available in the **Annex 1** of this guideline.

The primary objective of the SILEO International Contest is to significantly boost the visibility and global appeal of lighting and furniture manufacturing SMEs, while promoting the concrete impacts and successful outcomes of the support measures provided by SILEO project. To achieve this, the SILEO Consortium plans to showcase the submitted videos of SMEs that receive positive evaluation from the jury at the SILEO expo space during selected trade fairs, such as the Salone del Mobile 2025 (8-13 April 2025 - https://www.salonemilano.it/en), ensuring a broad and influential audience.

These videos will gain additional exposure by being included in the ELCA YouTube playlist and in the Project Partners' website. These videos will also be distributed via SILEO's social media channels and on the European Cluster Collaboration Platform. This extensive dissemination strategy aims to maximize the reach and impact of the participating SMEs' success stories, highlighting their innovations and contributions to the green and digital economy on an international stage.

1.1 Topic areas of SILEO Story-telling videos:

The video should focus on the following topic areas:

1. **SME Innovation & Circular Solutions**: Explore how SME is driving innovation in the green and digital transition thanks to the support/inspiration of the SILEO project activities. Showcase examples of how products and/or processes have embraced change and adapted to align with sustainability and digitalization goals. Illustrate the implementation of circular/green solutions, showcasing in particular how the SME is redesigning products, optimizing resource usage, and/or implementing closed-loop systems to minimize waste and maximize the lifespan of materials. These improvements must be inspired or supported by SILEO activities.

Example (illustrative only): Showcase how the SILEO masterclasses on sustainable and innovative materials motivated the company to embrace more eco-friendly practices in these areas, leading to the exploration or adoption of new green materials. What were the results of these efforts, including the impacts, outcomes, and challenges faced during the process? OR highlight initiatives such as product refurbishment, recycling programs, sustainable supply chain practices, etc. adopted by your company and inspired by SILEO initiatives.

2. **Advanced Technologies**: Delve into the realm of advanced technologies being adopted by applicant SME through the SILEO cascade funding opportunities (business digital transformation projects and/or advanced technology uptake projects in collaboration with the technology provider(s); and/or through the talent

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placement project and/or participation on the Hack Day in Romania and/or Italy), and/ or thanks to the SILEO knowledge transfer and training programmes (international masterclasses, local train-the-trainers sessions, analysing the SILEO advanced technology scouting reports).

Example (illustrative only): For example, showcase how these technologies - such as AI, IoT, AR/VR, and renewable energy solutions, others - are being integrated into SME's operations to enhance efficiency, reduce environmental impact, and create new market opportunities, etc.

- ➔ Videos must focus on at least one of the topics listed above. Videos out of topic will not be considered eligible.
- ➔ The company must make a clear reference in the video to the SILEO initiative (listed in Annex 1) which supported the digital and/or green business improvement.

1.2 Awarded SMEs

A SILEO Jury, consisting of project partners and their internal marketing departments' staff, will review all submitted videos and **select the top three**. The jury operates with complete independence and has full discretion in its decision-making.

The SILEO Jury will award the respective **three SMEs with cash prizes**:

1) **5.000€ for the "Gold story-telling" (1° prize)**
2) **3.000€ for the "Silver story-telling" (2° prize)**
3) **2.000€ for the "Bronze story-telling" (3° prize)**

→ The three SME winners will be invited to participate in the SILEO official award ceremony, which will take place during the Salone del Mobile in Milan, Italy from April 8th to 13th (Milan Furniture Fair) – the exact date will be defined in January 2025. The Salone Internazionale del Mobile is an international world-renowned hub of experimentation and cross-pollination, a meeting point and an expo place for new opportunities to reflect on the world of design and planning.

Travel vouchers recognition:

→ Additionally, to the 3 cash prizes described above, the SILEO Consortium reserves the right to provide travel vouchers (maximum of € 500 paid in the form of a lump sum) to the 10-15 SMEs, which will be ranked just after the three winners of the cash prize, to support their participation in the award ceremony at the Salone del Mobile 2025.

The final number of companies benefiting from the travel voucher and its maximum amount in the form of a lump sum will be determined based on the SILEO available budget.
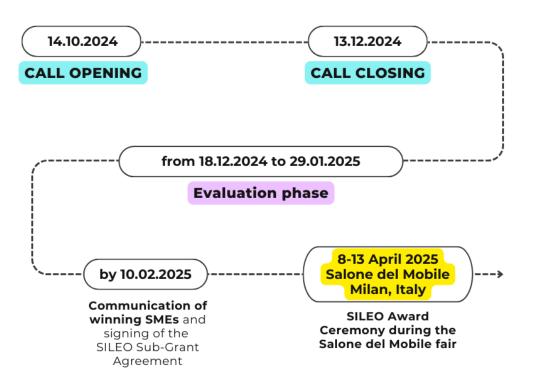
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1.3 Video Contest timeline

The SILEO Best Company Storytelling Video Contest will be open from Monday 14th October 2024 at 10:00 CEST (Brussels Time) with a deadline on Friday 13 December 2024 at 17:00 CET (Brussels Time).

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2. Who can participate - Eligible Applicant SMEs

We are looking for videos submitted by a **single manufacturing SME operating in the lighting and furniture industry** and located in the EU Member States or countries associated with the Single Market Programme.

In particular, applicants **must be a single Small and Medium-size Enterprise (SME)** *[registered legal person]* – including start-ups registered at least 6 months from the date of SILEO application submission.

An SME will be considered eligible as such if it **complies with the European Commission's Recommendation 2003/361/EC[1].** The status of the SME must be declared by the SME applicant in the Declaration of Honour as a mandatory annex to the Application Form.

2.1 Geographical Criteria

Applicant SMEs **must be established in the European Union Member States (EU27)**

<u>or</u> **countries associated with the Single Market Programme**

<u>or</u>

countries which are in ongoing negotiations for an association agreement and where the agreement enters into force before grant signature (list of participating countries – v15.07.2024[2]).

2.2 Target industrial sector

The target applicants of the SILEO Call for Proposal are **European manufacturing SMEs from the Lighting and Furniture industries**:

- The <u>lighting industry</u> covers a complex range of products and services for the manufacturing of luminaires, lamps and related components. It includes various industrial segments divided per lighting type (LEDs, CFLs, etc.), application (general lighting, automotive lighting, backlighting, emergency lighting, others), electronics and other components (lighting controls, etc.).

- The <u>furniture industry</u> covers various products and services markets segmented by material (wood, metal, plastic, and other), and by application (home furniture, office furniture, hospitality furniture, upholstered furniture, and others).

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[1] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003H0361

[2] **List of participating countries in the Single Market Programme (v15.07.2024):** https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation_smp_en.pdf

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3. How to participate – Eligible Videos

To be eligible, lighting and furniture SMEs must comply with all the points below.

3.1 Focus areas

Videos must focus on at least one of the topics listed in *Chapter 1.1 of this Guidelines* and must be inspired by SILEO actions and activities. Videos out of topic will not be considered eligible.

Moreover, videos will not be considered eligible if they: have or refer to offensive, derogatory, hateful, racist, sexist, discriminatory or obscene content, incentivize the use of alcohol, tobacco or drugs, speak about political issues or religion.

3.2 Mandatory parts

All videos submitted to the SILEO International Video Contest must include the following three mandatory parts:

1. **Brief presentation of the SME applicant** (who you are, your main mission, key activities, and primary sector, as well as the country in which you operate).

2. **Presentation of the improved product/process/service** that has been enhanced / introduced / changed thanks to the SILEO activities, which is the focus of the video.

3. **Company Logo and basic contact information**, such as your website or/and QR code, or/and social media links, or/and the name of a contact person, etc.

These three parts must be included in the video as mandatory components, in any sequence.

3.3 Technical and language requirements

Videos should be at least of 1,5 minutes and maximum 5 minutes long. Shorter or longer videos won't be considered eligible.

When submitting your video, it is essential to use the correct formats to ensure compatibility with various video sharing platforms. The preferred formats for submission are **.mp4 and .mov.**

While you may also utilize formats such as .avi and .mkv, it is crucial that the final file is saved in either .mp4 or .mov to guarantee optimal playback and accessibility across most platforms. Adhering to these format requirements will help ensure that the submitted video is evaluated by the SILEO jury without problems.

When producing videos for submission, it is essential to adhere to specific language requirements. **If your video contains spoken dialogue, it must be in English**.

Should you choose to create your video in a language other than English, **it is mandatory to include English subtitles**. The inclusion of subtitles is crucial for SILEO evaluators, as it allows them to fully assess the content of your video.

Applicant SMEs can submit only one (1) proposal (as a single SME) under this Call. If more than one proposal is submitted by the same SME, only the last edited proposal will be evaluated. Other proposals will not be eligible.

Videos should respect **Intellectual Property rights**. The applicant company must own the copyright of all media (images and music) used in the video or have a licence to use them. If the video is shortlisted, the applicant will be asked to provide right crediting information which will represent a mandatory element to confirm the eligibility of the video.

To guide companies in the creation of their SILEO Story-telling videos, supporting materials (tutorials and online guide) has been produced by Rete di Imprese Luce in Veneto, SILEO project partner.

→ *See **ANNEX 2 – SILEO STORY-TELLING VIDEO MASTER FOR LIGHTING AND FURNITURE SMEs***

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4. Application process

Lighting and furniture SMEs should submit their Story-telling videos by filling out the application form **via the SILEO Submission Platform**.

The complete application consists of the following steps:

STEP 1. ADMINISTRATIVE PART	The SME applicant must enter the administrative data by completing the online sections.
STEP 2. VIDEO UPLOADING	The SME applicant must answer two questions: • Question 1. Brief description of the video • Question 2. Which activity of the SILEO project inspired the video? And include the link of the video in this section.
STEP 3. REQUIREMENTS TO PARTICIPATE IN THIS CALL	The SME applicant must upload the signed Declaration of Honour (PDF) and other document(s) of interest – optional.

STEP 2 – RECOMMENDATION FOR UPLOADING VIDEOS

It is recommended to upload the video **to Google Drive, YouTube, Dropbox or Vimeo**. These platforms allow you to share a private viewing link that can be easily clicked and viewed directly. Therefore, SMEs applicant should:

a) Upload the video to one of these platforms (Google Drive, YouTube, Dropbox, Vimeo).
b) Set the correct viewing permissions (for example, on YouTube, set the video as "Unlisted," or on Google Drive, ensure that anyone with the link can view it).
c) Share the private viewing link within the SILEO Clusters Submission Platform.

All sections of the application must be written in English. Applications that are fully or partially written in another language will be automatically rejected. The video must either be produced in English or include English subtitles.

The applications that do not comply with those criteria will be excluded and marked as ineligible.

All the information provided should be complete and valid.

After the submission, all the applicants will receive **a confirmation email by the Clusters Submission Platform** with the registered date and time of the submission.

Get in touch with us if it is not the case!

Contact SILEO Coordinator Marta Krakowiak (ELCA European Lighting Cluster Alliance)
marta.krakowiak@elcacluster.eu

The SILEO Consortium accepts no responsibility for loss, delay, misdirection, damage, or failed delivery - whether due to technical difficulties affecting electronic communication or else - of applications.

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5. Evaluation criteria

Submitted applications will be evaluated by **internal reviewers from the SILEO Open Calls Quality Board** (consisting of representatives of SILEO partners – Steering Committee members and marketing departments' experts) having a technical background in marketing and video-making selected by SILEO Consortium.

The evaluation will be carried out under appropriate ethical conduct, without conflict of interest and will respect the confidentiality of the information received. All the reviewers will sign a **Non-Disclosure Agreement** (NDA) with the SILEO Coordinator to ensure the confidentiality of received information.

Once the Open Call is closed:

→ SILEO Quality Board will first check the eligibility criteria of the application submitted;

→ Then the SILEO and internal reviewers from the SILEO Open Calls Quality Board (consisting of representatives of SILEO partners – Steering Committee members and marketing departments' experts) will perform the quality evaluation of eligible applications, where the proposals will be ranked according to their total evaluation score, and the three applications with the highest scores will be awarded the cash-prizes respectively.

→ Additionally, to the 3 cash prizes, the SILEO Consortium reserves the right to provide travel vouchers (maximum of € 500 paid in the form of a lump sum) to the 10-15 SMEs, which will be ranked just after the three winners of the cash prize, to support their participation in the award ceremony at the Salone del Mobile 2025.

The assessment period shall take approx. 45 days, starting from the closing date of the call. The applicants will receive an e-mail about the outcome of the evaluation directly after each process is finalised along with instructions for the next steps in case the applicant is awarded.

The successful applicants will be requested to sign a formal Sub-Grant Agreement (SGA) within 14 days from the notification.

5.1 Eligibility Check

The submitted application will be evaluated by the internal SILEO Quality Board based on the statements from the submitted proposal (including the application and the video).

ELIGIBILITY REQUIREMENTS		
A. SUBMITTED APPLICATION (STEP 1)		
A1.	The application is complete, readable and written in English in all its parts. It includes the link to the video. It includes the properly filled and signed Declaration of Honour.	YES/NO
A2.	The application has been submitted via the SILEO Submission Platform within the deadline.	YES/NO
A3.	The application has been submitted by a manufacturing SME or by a start-up (registered at least 6 months from the date of SILEO application submission) from the lighting or furniture industry located in the eligible countries (EU Member States or SMP-associated countries).	YES/NO
B. SUBMITTED VIDEO (STEP 2)		
B1.	The submitted Video is inspired by a SILEO business support action.	YES/NO
B2.	The video is spoken in English or alternatively subtitled in English.	YES/NO
B3.	The video contains the required parts (brief presentation of the SME; presentation of improved product/process; company logo and contact information).	YES/NO

The results of the eligibility check will be communicated to all applicants via email, both those who will pass and those who will fail.

❖ Applicants who do not pass the eligibility check will receive a notification explaining why they are not eligible for the SILEO call.
❖ Applications that pass the eligibility check will proceed to the quality evaluation.

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5.2 Quality Evaluation

Then the SILEO partners will evaluate the quality aspects of the videos submitted, following the specific award criteria and scores, listed below.

CRITERIA	Score threshold	Score max
1. RELEVANCE	**0**	**1**
SME applicant is associated with one of the SILEO partners' organisations <u>OR</u> is located in one of the EU-13 member countries and those EU regions with which the SILEO partners had no previous cooperation *(Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, and Slovenia).* <u>Note that in the case an SME is associated with one of the SILEO clusters and is located also in the EU-13 states, the score is 1 (not 2) because only one category counts.</u>	0	1
2. CONTENT OF THE VIDEO	**6**	**10**
Message: how pertinent and self-explanatory is the content and how well does it tell the story of the SME product/service/process? Is the content engaging and aligned with the Call's objectives?	3	5
Video Quality: is the video well-produced without external noise? are the visuals relevant and supportive of the message? does the video reflect good production standards?	3	5
3. STORY-TELLING	**3**	**5**
Narrative Coherence & Audience engagement: Does the video tell a story and evoke emotions? Does the video capture the audience's attention and convey a clear message?	3	5
4. DISCRETIONARY BONUS - To reward exceptional originality and uncommon creativity.	**0**	**1**
To recognize outstanding originality, exceptional creativity and a lasting impression	0	1
TOTAL QUALITY	**9**	**17**

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SILEO evaluators will score each sub-criterion - *except for sub-criterion 1 and 4* - on a scale from 0 to 5 (half-point scores may be given):

Fail	**0**	The proposal fails to address the criterion or it cannot be assessed due to missing or incomplete information.
Poor	**1**	The criterion is inadequately addressed or there are serious inherent weaknesses.
Fair	**2**	The proposal broadly addresses the criterion, but there are significant weaknesses.
Good	**3**	The proposal addresses the criterion well but there are a certain number of shortcomings.
Very good	**4**	There is a small number of shortcomings but overall, the proposal addresses the criterion very well.
Excellent	**5**	The proposal successfully addresses all relevant aspects of the criterion with no or minor shortcomings.

6. Communication of Results

After the quality evaluation, evaluated proposals will be ranked according to their final score.

The final score of one proposal will be calculated as an arithmetic average of the individual assessments provided by SILEO evaluators. Only proposals that reach the individual thresholds of each criterion and the overall threshold of 9 points will be considered for funding.

The authors (SMEs) of the 3 best videos will be awarded with cash prizes:

1) **5.000€ for the "Gold story-telling" (1° prize)**
2) **3.000€ for the "Silver story-telling" (2° prize)**
3) **2.000€ for the "Bronze story-telling" (3° prize)**

The three winning SMEs will be invited to participate in the SILEO official award ceremony, which will take place during the Salone del Mobile in Milan, Italy from April 8th to 13th 2025.

A specific date will be defined by January 2025 and communicated in due time to the winners.

The participation at the award ceremony is mandatory.

The SILEO Consortium reserves the right to provide travel vouchers (up to € 500) to the 10-15 SME applicants, which will be ranked just after the three winners of the cash prize, to support their participation in the award ceremony at the Salone del Mobile 2025 in Milan (Italy).

The final number of companies benefiting from the travel voucher and its maximum amount in the form of a lump sum will be determined based on the SILEO available budget. .

All the awarded SMEs (3 cash-prize winning SMEs and additional SMEs awarded with travel vouchers) will be invited to sign a **specific Sub-Grant Agreement** with the SILEO Consortium, detailing the money transfer, obligations and legal provisions.

7. Payment modalities

7.1 Payment of the lump sum prize to the three winning SMEs

Payments to the three winning SMEs will be processed by the SILEO Coordinator, ELCA (European Lighting Cluster Alliance), within a maximum of 20 working days following the signing of the Sub-Grant Agreement.

All payments will be conducted in Euros (€) to the bank account specified by the SME in Annex 1 of the Sub-Grant Agreement. It is crucial for SMEs to provide accurate and complete banking information to avoid any potential delays in processing payments.

➔ Importantly, the prizes awarded to the SMEs are strictly non-transferable and non-exchangeable. This means that the funds cannot be transferred to another entity or exchanged for different prizes or cash equivalents. In addition, no cash or credit alternatives will be offered in lieu of the awarded amounts.

➔ The prizes will be awarded to the SME as an organization, not to individual persons.

7.2 Payment of the assigned Travel vouchers

In the event that travel vouchers are awarded with additional companies, a **specific agreement** will be signed with the SILEO Consortium within 14 calendar days from the notification of the award.

By signing this Agreement, the SME Beneficiary acknowledges and accepts the financial support provided in **the form of a lump sum**, as well as the associated obligations, legal provisions, and payment modalities outlined in the agreement.

Furthermore, the SME agrees to implement the use of the travel voucher under their own responsibility, ensuring that it is utilized for participation in the SILEO official award ceremony, which will be held at the Salone del Mobile in Milan, Italy in April 2025.

The disbursement of the voucher will be handled as a reimbursement by the SILEO Partner of Reference – according to the signed Agreement - within 30 days of the SME's participation in the event, contingent upon the confirmation of attendance.

➔ *What is a lump sum payment?* A lump sum is a fixed amount of money, which must be dedicated by SME beneficiaries to participate in the SILEO official award ceremony. Since the granting of a lump sum does not foresee the delivery of detailed financial reporting and timesheets, the use of the project budget will be controlled considering the technical advancements through the monitoring tool.

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8. Complaint

For any complaints regarding the SILEO Open Call results, please contact your local contact point (*see Chapter SILEO Consortium Contact Points*) within **5 working days** after the announcement of the results. Your email should include the following information:

- SILEO Application Platform username and application name
- Applicant contact name and details
- The object of your complaint
- Information and evidence of the alleged breach

The SILEO Open Calls Quality Board, which consists of representatives of the SILEO partners, will examine the complaint on the basis of the information brought forward by the applicant, will assess the case and decide whether the complaint is justified or not and will inform the applicant and the consortium on the decision taken. If the complaint is considered justified, the SILEO Open Calls Quality Board will notify the evaluators to re-evaluate the project application and the related assessment part, subject to the complaint. The evaluators will then provide the SILEO Open Calls Quality Board with an updated assessment.

The final decision on the complaint will be communicated by the SILEO Open Calls Quality Board to the applicant in writing within *20 working days* from the date of submitting the complaint. This decision will be final, binding to all parties and not subject to any further complaint proceedings within the programme if the complaint is based on the same grounds.

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9. SILEO Consortium Contact Points

For any inquiries about the SILEO call, please contact one of the **SILEO Helpdesk contacts** listed below. The Helpdesk aims to better support the preparation of applications through the provision of information, clarifications, and answers concerning the SILEO call. The Helpdesk will cover not only the basic issues of the SILEO call but also specific issues.

SILEO SMEs HELPDESK		
Country	**SILEO Partners**	**Representatives**
EU & SMP associated countries	ELCA European Lighting Cluster Alliance *(SILEO Coordinator)*	Marta Krakowiak marta.krakowiak@elcacluster.eu
France	Cluster Lumière	Mary Hadidi m.hadidi@cluster-lumiere.com
Spain	CICAT Lighting Cluster	Andrea Padré apadre@cicat.cat
Italy – Veneto Region	Rete di Imprese Luce in Veneto	Antonella Venza antonella.venza@luceinveneto.com
Austria	Business Upper Austria - OÖ. Wirtschaftsagentur GmbH (BIZUP) – Building Innovation Cluster (BIC)	Isabella Mantello isabella.mantello@biz-up.at
Romania	TFC Transylvanian Furniture Cluster	Andreea Toma andreea.toma@hygia.ro
Italy – FVG Region	Cluster Legno, Arredo e Sistema Casa FVG	Stefania Silvestri stefania.silvestri@clusterarredo.com

10. Additional information and conditions for winning SMEs

10.1 Data management

Personal data and information are provided in the application form for the immediate purpose of allowing a full and successful evaluation of applicants and for providing additional innovation support to SMEs. This includes:

- Name and contact details of the applicant (legal name, phone, address, website)
- Name and details of the contact person (e-mail, phone)
- Financial information of the company (number of employees, annual turnover or balance)

In case a prize is awarded, the following additional information of all awardees is required:

- Bank account reference (IBAN and BIC codes);
- Information about the grant recipient's representative (name and surname, position, telephone number, email address, signature).

Data concerning videos is delivered in the application form to permit the evaluation of the action.

Any personal data will be processed by the 'data controller' of the Coordinator or the Consortium Partners serving as national help desks with the purposes of implementing, managing and monitoring the action or protecting the financial interests of the EU. The persons whose personal data is processed have the right to access and correct their own personal data. For this purpose, they must send any queries about the processing of their personal data to the email address of the Coordinator. Personal data will be processed in compliance with applicable EU and national laws on data protection.

The General Data Protection Regulation (2016/679/EU) guarantees that the processing of data is carried out in compliance with the fundamental rights and freedoms, as well as the dignity of the data subject with particular reference to confidentiality, personal identity and the right to data protection. By applying, the applicant agrees to the storage and use of their personal data for the execution of the SILEO objectives and work plan. Submitting an application for the SILEO International Video Contest implies full, complete and unreserved acceptance of these regulations.

10.2 EU Funding visibility requirements

For dissemination and use of results generated through the financial support from the SILEO Consortium, the SME beneficiaries must credit the SILEO project through proper citation and visibility of the EU emblem and SILEO logo, including a disclaimer. All visibility requirements will be communicated to the SME beneficiary after the signing of the Sub-Grant Agreement with the SILEO Consortium.

10.3 Gender equality, diversity and social inclusion

SILEO seeks gender balance. Therefore, applicants are invited to take all measures to promote equal opportunities between men and women in the implementation of the project. They must aim for a gender balance at all levels of personnel assigned to the action, including supervisory and managerial levels to the extent possible.

10.4 Disclaimer

Purpose: This text is explaining the SILEO Best Company Story-telling Video Contest for information purposes only. No rights can be claimed based on this document. This document does not reflect the views of the European Union and/or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the other EC bodies can be held responsible for them.

Mistakes or inconsistencies: The SILEO consortium is not responsible for any mistakes or misinterpretations that this text may cause. In the case of inconsistencies, the SILEO Consortium will determine the steps to be taken, in cooperation with the applicant concerned.

Consequential damages: In no event shall either party be liable to the other or any of its affiliates for any consequential, incidental, indirect, special, punitive or exemplary damages (including, without limitation, lost profits, business or goodwill) suffered or incurred by such other party or its affiliates in connection with this voucher scheme, even if advised of the possibility of such damages.

Direct Damages: SILEO's liability for direct damages will be limited to the amount of the financial contribution awarded to the applicant pending of payment.

SILEO Best Company Story-telling Video Contest – Guide for Applicants

Annex 1 - List of the SILEO business support actions

The list of the SILEO project business support actions provided for SMEs from the lighting and furniture sectors which must be addressed in the company story-telling video.

- ➢ **SILEO Eurocluster Financial Support to Third Parties** – Cascade funding opportunities:
  - o **SILEO Hack Day Travel Vouchers** - To help the maturation of ideas and investment projects, SILEO Consortium supported lighting and furniture SMEs' participation in the project hackathon events (two 1-day international Hackathons "SILEO Tech Challenge - Hack Days to Drive Innovation in Lighting & Furniture" organised in Cluj-Napoca, Romania on 13-14.06.2024 and in Padua, Italy on 16.10.2024) and helped them take an active part in the match-making with technology providers with the SILEO Hack Day Travel Support.
  - o **SILEO Business Digital Transformation Projects** - Financial support provided to lighting and furniture SMEs (via two Open Calls) to facilitate the collaboration with digital technology providers/facilitators to implement business digital transformation projects that address the main challenges of the green and digital transition.
  - o **SILEO Advanced Technology Uptake Projects** - Financial support provided (via two Open Calls) to support lighting and furniture SMEs in implementing/developing/integrating the new advanced technologies into their business operations to support company resilience and digital and green transformation.
  - o **SILEO Talent Placement Projects** - Financial support provided via one Open Call to lighting and furniture SMEs to help them attract talents to reinforce company digitalisation and circular economy transitions and to facilitate the job placement of new graduates in the world of work.

And/or

- ➢ **SILEO Eurocluster Training and Knowledge sharing activities**:
  - o Training module 1: "Advanced Technologies & Application In Lighting And Furniture Sectors":
    - ▪ Upskilling training on "Digitalisation for energy, production and asset efficiency" organized by Cluster ARREDO, held online on 23.01.2024 and 25.01.2024.
    - ▪ Upskilling training on "3D Printing in Furniture and Lighting Industries" organized by Building Innovation Cluster, held online on 06.02.2024.
    - ▪ Upskilling training on "BIM philosophy in Lighting and Furniture Sector" and on "Augmented and Virtual Reality" organized by Rete di Imprese Luce in Veneto, held online on 20.03.2024 and 26.03.2024.
    - ▪ Upskilling training on "Big Data & AI for lighting and furniture sector" organized by CICAT Lighting Cluster, held online on 23.04.2024.

  - o Upskilling Training Programme on "Materials & Sustainability", which took place over 4 online meetings on 14.11.2023, 21.11.2023, 05.12.2023, and 30.01.2024.

  - o Local "Train-the-Trainers workshops":
    - ▪ "3D-printing" organized by Building Innovation Cluster on 29.04.2024 and 30.04.2024
    - ▪ "Hands-on experience with 3D printing for the furniture sector" organized by Building Innovation Cluster on 22.08.2024

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- Reports and analysis (project deliverables)
    - D2.4 SILEO Market intelligence studies
    - D3.1 SILEO Scouting Report of Advanced Technologies

And/or

- **SILEO networking and co-learning:**
    - Value chains events
        - Local value chain forum organized by Building Innovation Cluster on 19.10.2023
        - Local value chain forum "Sostenibilità ed impresa nella filiera legno-arredo – Riflessioni sullo stato attuale e la sensibilità del mercato" organized by Cluster ARREDO on 15.11.2023
        - Local value chain forum "Le Tecnologie innovative a supporto delle aziende del settore illuminotecnico" organized by Rete di Imprese Luce in Veneto online on 11.04.2024
        - Local value chain forum organized by Cluster Lumière on 07.02.2024

Annex 2 - SILEO STORY-TELLING VIDEO MASTER FOR LIGHTING AND FURNITURE SMEs

STORY-TELLING VIDEO MASTER

for lighting and furniture SMEs

SILEO

EURO CLUSTERS

Prepared by:

SILEO Consortium

Nicola Piccoli
(CEO and Filmmaker — NPMEDIA SRL)

SILEO BEST COMPANY STORY-TELLING VIDEO CONTEST

BIC BUILDING INNOVATION CLUSTER · business upper austria · CLUSTER FVG LEGNO ARREDO CASA · CICAT · ELca European Lighting Cluster Alliance · lumiere CLUSTER FRANCE Auvergne-Rhône-Alpes · LUCEINVENETO rete di imprese · CMT

0. OVERVIEW

The **SILEO Best Company Storytelling Video Contest** is an international competition organized by the SILEO Eurocluster Consortium, providing SMEs with the opportunity to highlight how they have developed new or enhanced products or services through the use of advanced technologies or circular solutions by creating storytelling videos. These innovations may stem from activities provided or inspired by the SILEO project, including SILEO Eurocluster Financial Support to Third Parties (cascade funding opportunities), training and knowledge sharing activities and/or networking and co-learning. The list of the SILEO business support actions is available in the *Annex 1 of the Guidelines for Applicants*.

To assist companies in creating their SILEO storytelling videos, supporting materials, including tutorials and an online guide, have been developed by **Nicola Piccoli**, an expert chosen by Rete di Imprese Luce in Veneto. Nicola is a filmmaker and the founder of NPMEDIA, a video production company, as well as the creator of the Agile Filmmaking method, which is designed to help businesses and professionals succeed with their corporate videos.

The video tutorial is available here: https://vimeo.com/944384707/a27a7a0c2e. In the comprehensive explanatory video, the following critical aspects are thoroughly analyzed:

1. Pre-Production Phase: the essentials of why create videos and how the concept of multisensoriality enhances our storytelling capabilities, exploring how to encapsulate the core "why" of your brand into a directorial vision that speaks volumes and delving into the ancient wisdom of Greek philophy and its application in today's communication strategies. This sets the foundation for structuring our direction, translating complex communication strategies into the universal language of audiovisual content.

    i.   Why a Video?
    ii.   Multisensoriality
    iii.   Directorial Vision
    iv.   Philosophy in Communication
    v.   Structuring the Direction

2. Production Phase: agile filmmaking, the art of composition, the science of capturing light, the nuances of color, and the magic of capturing the moment.

    i.   Agile Fillmmaking
    ii.   Equipment Essentials
    iii.   Filmmaking is upgrading Photography
    iv.   Composition: Crafting the perfect shot frame
    v.   Capturing Light
    vi.   Color
    vii.   Capturing the Moment
   viii.   Movement
    ix.   Lighting Choises
    x.   Sound

3. Post-Production Phase: a deep dive into the art of bringing your video to its fullest potential.

    i.   Editing ad Direction
    ii.   Software
    iii.   Music

    iv.   Color Correction

    v.   Color Grading

4. Tips & Tricks

    i.   How to do your SILEO Video

    ii.   Recommendations

1. STEP 1: RECORDING A VIDEO

SMEs are encouraged to create a short video highlighting success stories related to the green and digital transition, specifically showcasing new or improved products, services, or processes achieved through the adoption of advanced technologies and/or circular solutions supported by activities offered within the SILEO Eurocluster project. The video should focus on the following topic areas *(Chapter 1.1 of Guidelines for Applicants)*:

1. **SME Innovation & Circular Solutions**: Explore how SME is driving innovation in the green and digital transition thanks to the support of the SILEO project activities. Showcase examples of how products and/or processes have embraced change and adapted to align with sustainability and digitalization goals. Illustrate the implementation of circular/green solutions, showcasing in particular how the SME is redesigning products, optimizing resource usage, and/or implementing closed-loop systems to minimize waste and maximize the lifespan of materials. These improvements must be inspired or supported by SILEO activities.

2. **Advanced Technologies**: Delve into the realm of advanced technologies being adopted by applicant SME through the SILEO cascade funding opportunities (business digital transformation projects and/or advanced technology uptake projects in collaboration with the technology provider(s); and/or through the talent placement project and/or participation on the Hack Day in Romania and/or Italy), and/ or thanks to the SILEO knowledge transfer and training programmes (international masterclasses, local train-the-trainers sessions, analysing the SILEO advanced technology scouting reports).

A written plan about what you will need to record during the activity is very useful for preparing the actual recording and further editing of the final video product. Having a schedule of the planned activity and thinking about what you expect to happen in each of the moments in terms of dynamics and interaction with the participants will help you choose beforehand those parts worth paying more attention to for recording.

1.1 - Mandatory parts of a SILEO Video:

All videos submitted to the SILEO International Video Contest must include the following three mandatory parts:

1. **Brief presentation of the SME applicant** (who you are, your main mission, key activities, and primary sector, as well as the country in which you operate).

2. **Presentation of the improved product/process/service** that has been enhanced / introduced / changed thanks to the SILEO activities, which is the focus of the video.

3. **Company Logo and basic contact information**, such as your website or/and QR code, or/and social media links, or/and the name of a contact person, etc.

These three parts must be included in the video as mandatory components, in any sequence.

1.2 - Recording: Basic technical requirements

- **LENGTH:** min. 1,5 max. 5 minutes – The optimal duration for a video that includes all mandatory parts is a minimum of 90 seconds and a maximum of 5 minutes. This time frame is sufficient to introduce your company, describe the improvements made thanks to the SILEO project, and maintain the audience's attention without being too long. It is essential that the dynamic audio-video flow be high-impact to keep the viewer's interest.

- **FORMAT:** .mp4 or .mov. In addition to the .mp4 and .mov formats, you can also use formats such as .avi and .mkv. However, it is important to ensure that the final file is in one of the required formats (.mp4 or .mov) to guarantee compatibility with most video sharing platforms.

- **ORIENTATION:** Horizontal or vertical

- **STYLE:** All styles are permitted, e.g. personal statement, short interview, report, collage, animation, explanatory video, etc.

1.2.1 - Recording: Technical Tips

- ❖ **Composition**: a well-composed shot can guide the viewer's eye and make the narrative flow smoothly, providing clarity and enhancing the storytelling.
- ❖ **Capturing Light**: Light affects mood, texture and the overall tone of the scene. In filmmaking how you choose to light your scene can drastically change its emotional impact. Natural light from a window is ideal. Facing your light source is always better than having it at your back, which creates shadows.
- ❖ **Adequate lighting:** Make sure you have good lighting to avoid unwanted shadows and ensure optimal image quality. You can use portable LED lights or take advantage of natural light.
- ❖ **Color**: colors have the power to influence perception and evoke emotions.
- ❖ **Sound**: Avoid very noisy or windy environments. If possible, use a dedicated microphone to capture clear audio. Clear audio is crucial as it greatly influences the viewer's experience and can elevate the perceived quality of your video. Great sound complements your visual content and can significantly enhance the storytelling impact of your video.

❖ **Background**: Choose a simple background with no distractions. Keep a distance from it to blur it as much as possible.

❖ **Shot stabilization**: Use tripods, gimbals, or stabilizers to avoid shaky footage that could distract the viewer.

❖ **Use the main lens of the smartphone:** If you are recording with a smartphone, avoid using the front (selfie) camera as it usually has lower quality compared to the main lens.

❖ **Check battery and storage space:** Before starting to film, ensure the battery is charged and there is enough storage space to avoid interruptions during recording.

1.3 - Essential Equipment

When diving into essentials of equipment for your video, it's vital to understand that the choices range widely, from **mirrorless cameras, smartphones to cinema cameras**. The choice of equipment depends on your needs and the level of quality desired. Each tools opens different pathways to creativity, allowing SMEs to explore and express their ideas in diverse ways.

→ **Mirrorless cameras** offer a good balance between quality and portability, making them a favourite for filmmakers who are always on the move.

→ **Smartphones** - iPhone 11 or above, high-end Samsung Galaxy, or similar: the continuous improvements in camera technology, make the smartphones incredibly accessible tools for capturing high-quality video. Smartphones are ideal for their simplicity and convenience.

→ **Cinema cameras** are perfect for high-quality productions and require a certain level of technical expertise. Designed for professional use, these cameras bring your vision to life with cinematic depth, color accuracy and detailed imagery

1.3.1 - Extra Equipment for enhanced video quality

While not essential, additional equipment can significantly improve the quality of your video recordings. Here are some options to consider:

- **Tripod, Selfie Stick, or Gimbal:** Using a tripod, selfie stick, or gimbal can enhance stability and overall production quality. These tools help prevent shaky footage, ensuring smoother shots and better framing.

- **Portable Lighting:** Incorporating portable LED lights can greatly enhance your footage, particularly in low-light situations. Proper lighting is key to achieving a professional look and can dramatically improve the overall visual quality of your video.

- **External Microphone:** Investing in a good external microphone can significantly improve your video's audio quality. Directional and lavalier (clip-on) microphones are excellent options that easily connect to smartphones and cameras, providing clearer and more professional sound.

- **Using Filters:** ND (neutral density) filters are beneficial for managing exposure in bright lighting conditions. They allow you to maintain a shallow depth of field, resulting in a more cinematic look while preventing overexposure.

By considering these additional tools, you can elevate your video production and create more engaging content for your audience.

2. STEP 2 – POST-PRODUCTION

Video editing is a multifaceted process that involves manipulating and rearranging video shots to craft a cohesive and engaging new work. It is typically regarded as a crucial component of the post-production phase, which encompasses a variety of additional tasks such as titling, color correction, sound mixing, and more.

Effective editing not only shapes the final product but also enhances the storytelling aspect of the video. In editing, there are essentially two parts:

1. TECHNICAL ASPECTS OF EDITING

The technical side of video editing focuses on the foundational elements of the editing process. This involves the actual cutting and stitching together of clips, where editors meticulously select the best takes while discarding unnecessary or redundant footage. The goal here is to ensure that the pacing feels just right, maintaining the viewer's interest and engagement throughout the video. Editors use software tools to trim clips, adjust the length of scenes, and arrange shots in a logical sequence that supports the narrative flow.

In this phase, attention to detail is paramount. Editors must be adept at managing video timelines, syncing audio and visuals, and ensuring that the transitions between shots are smooth and seamless. This technical expertise is essential in creating a polished final product that is both visually appealing and easy to follow.

2. CREATIVE DIMENSION OF EDITING

While the technical aspects are vital, the creative side of editing plays an equally important role in shaping the video's impact. Through various techniques such as montage, cross-cutting, and the integration of special effects, editors can significantly enhance the storytelling experience. For instance, montage sequences can compress time and convey complex ideas quickly, while cross-cutting can build tension and create dynamic contrasts between different narrative threads.

Furthermore, editors can employ color correction and filters to establish a particular mood or tone, allowing the visual elements to complement the story being told. This creative manipulation of visuals can evoke stronger emotional responses from the audience, helping to create moments that resonate deeply and linger long after the video has concluded.

The use of transitions between clips is another crucial element of the creative process. Effective transitions can enhance the narrative flow, guiding viewers smoothly from one scene to another while maintaining engagement. Whether it's a simple fade, a creative wipe, or a more complex effect, transitions can set the tone and pace for the unfolding story.

2.1 - Video Editing Software

When it comes to editing your video, selecting the appropriate software can significantly impact the quality and efficiency of your work. Whether you're a beginner or an experienced editor, there are various options available, ranging from free to paid software. Here's an overview of some popular video editing tools that can help you achieve your creative vision:

Free Software Options	
- DaVinci Resolve	DaVinci Resolve is a powerful free video editing software that excels in color correction and advanced post-production. It offers a comprehensive suite of editing tools, making it suitable for both beginners and professionals. The robust free version includes a wide array of features, allowing users to produce high-quality videos without the need for expensive software. → https://www.blackmagicdesign.com/products/davinciresolve
- HitFilm Express	HitFilm Express is another excellent free video editing software that provides advanced editing features along with special effects capabilities. This software is particularly popular among filmmakers and content creators looking to add visual flair to their projects. → https://fxhome.com/product/hitfilm
- Shotcut	Shotcut is an open-source video editor that supports a wide range of video formats and comes equipped with various editing tools. Its user-friendly interface and flexibility make it a great choice for those looking for a straightforward yet powerful editing experience. → https://shotcut.org/
- CapCut	CapCut is a free and intuitive video editing app that has gained popularity among social media content creators. It offers a range of features, including easy subtitle addition, making it ideal for those looking to create engaging videos for platforms like TikTok and Instagram. → https://www.capcut.com/it-it/
- Canva	While primarily known as a graphic design platform, Canva also provides video editing capabilities. Its online interface allows users to create visually appealing videos quickly, making it suitable for both novice and experienced creators. → https://www.canva.com/

Paid Software Options	
- Final Cut Pro	Final Cut Pro is a professional video editing software designed for macOS users. Renowned for its speed and advanced features, this paid software allows for seamless video editing, including easy addition of subtitles with sophisticated formatting and synchronization options. → https://www.apple.com/final-cut-pro/

- Adobe Premiere Pro	Adobe Premiere Pro is considered an industry standard for video editing. This paid software offers a wide range of advanced tools for editing and post-production, including features for adding and synchronizing subtitles. Its powerful capabilities make it a preferred choice for filmmakers and content creators alike.
	→ https://www.adobe.com/products/premiere.html

2.2 Video Language and Subtitling

When producing videos for submission, it is essential to adhere to specific language requirements. If your video contains spoken dialogue, it must be in English. Should you choose to create your video in a language other than English, it is mandatory to include English subtitles. The inclusion of subtitles is crucial for SILEO evaluators, as it allows them to fully assess the content of your video.

If you wish to add English subtitles, there are several software options available to assist you, including Adobe Premiere, Final Cut Pro, Canva, Aegisub (a free and open-source subtitle editor that supports the creation and editing of subtitles. It provides a range of features for timing and styling subtitles, making it a valuable tool for video editors looking to enhance their projects with quality captioning - https://aegisub.org/), Subtitle Edit (a free tool for creating, editing, and synchronizing subtitles. Its user-friendly interface and comprehensive features make it an excellent choice for anyone looking to improve the accessibility of their videos through effective subtitle management.), CapCut, and others. Additionally, numerous applications utilize artificial intelligence to automatically generate subtitles, enhancing both the efficiency and accuracy of the subtitling process.

2.2.1 - Tips for effective subtitle placement

To ensure your subtitles enhance the viewing experience, consider the following best practices:

→ **Synchronize with camera cuts:** Insert subtitles in perfect synchrony with camera cuts or scene changes. This will help maintain a natural flow and make it easier for viewers to follow along.

→ **Optimal positioning:** Subtitles are most effective when placed towards the lower part of the screen, centered horizontally. Providing a clear, unobtrusive space around the text is vital to ensure readability. Make sure the text does not extend to the edges of the screen. A good rule of thumb is to leave approximately one-fifth of the screen space free on either side of the subtitles. This allows viewers to read the text comfortably without having to shift their focus back and forth across the screen.

→ **Limit subtitle length:** It is recommended to limit subtitles to a maximum of two lines. If you are confident that no critical visual information will be obscured, you may use up to three lines. However, keep in mind that shorter, clearer subtitles are easier for viewers to read and comprehend quickly.

2.2.2 – Tips for transcribing spoken words

When transcribing spoken dialogue for your video, it's crucial to maintain accuracy and clarity. Here are some essential tips to help you effectively transcribe and format subtitles:

→ Avoid reinterpreting or translating what is being said. Aim to present the speaker's actual words as closely as possible without paraphrasing. This ensures that the audience receives the intended message accurately.
→ If multiple people are speaking or if the film transitions between different speakers, consider including the names of the individuals in the subtitles or using different colors to differentiate them. This is particularly important if the video cuts away from the person speaking while their voice continues in a voice-over. Select

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subtitle colors that offer good contrast with your video background to ensure readability. For instance, black subtitles on a white background can enhance visibility, while white subtitles on darker backgrounds may require a shadow or outline to stand out.

→ Ensure that captions appear and disappear precisely as the words are spoken. Proper timing enhances viewer comprehension and keeps the flow of dialogue seamless.

→Allow enough time for viewers to read each subtitle properly. Subtitles should remain on screen for a minimum duration of about 1.5 seconds to facilitate reading.

→ If you have a long sentence, consider breaking it into two or more separate subtitles displayed consecutively. Each subtitle should be segmented at natural linguistic breaks, ensuring that it forms a coherent unit. Pay close attention to punctuation in this case to maintain clarity and meaning.

2.3 – Additional elements

Adding extra elements to your videos can significantly elevate their quality and impact. Incorporating effects, graphics, and music not only enhances visual appeal but also enriches the storytelling experience, making the content more engaging for viewers.

MUSIC

One of the most crucial elements you can integrate into your videos is music. The choice of music plays a pivotal role in setting the tone and atmosphere of your content. It can evoke a range of emotions ultimately affecting how viewers perceive and connect with your message.

Music can also serve as an important narrative device. It can guide viewers through the video, accentuating key moments or transitions and enhancing the overall emotional journey. Therefore, choosing the right music is essential for creating a compelling viewer experience.

However, when incorporating music into your videos, it is crucial to consider copyright laws. To avoid potential legal issues, the SILEO Consortium advises using copyright-free music or tracks that are licensed for public use.

If you are unsure about the copyright status of a particular piece of music, a good practice is to consult resources such as Creative Commons. Creative Commons provides a wide range of music options that are free to use, as long as you follow the licensing requirements specified by the artist. Many of these licenses only require you to give appropriate credit, while others may have restrictions on commercial use or require you to share your work under similar conditions.

ADDITIONAL ELEMENTS TO CONSIDER

In addition to music, consider adding other elements to further enhance your videos:

EFFECTS: Visual effects can create a dynamic and polished look for your video. These can include transitions, animations, and filters that make your footage stand out. Effects can also help emphasize important points or create a specific mood.

GRAPHICS: Incorporating graphics such as infographics, text overlays, and animations can help clarify your message and provide additional context. Visual aids can make complex information more digestible and keep viewers engaged by breaking up the visual monotony of standard footage.

SOUND EFFECTS: In addition to music, sound effects can add depth and interest to your video. Whether it's the sound of a door closing or a subtle ambient noise, these effects can enhance realism and create a more immersive experience for viewers.

2.4 - The Role of AI in video production

The integration of **artificial intelligence** (AI) in video production has revolutionized the way content is created, edited, and distributed. From concept development to post-production, AI tools offer innovative solutions that enhance efficiency, creativity, and overall production quality. Using tools like **ChatGPT**, **Heygen**, and other artificial intelligence tools for generating ideas and business communication strategies can be extremely beneficial. These tools can help generate content, improve the efficiency of the production process, and bring creative innovations.

AI tools can assist in the brainstorming and scriptwriting phases of video production. Natural language processing (NLP) algorithms, like those used in AI models such as ChatGPT, can generate ideas based on specific prompts or themes. This can help writers overcome creative blocks and explore new angles for their narratives.

AI's most transformative impact can be seen in post-production. Video editing software now incorporates AI algorithms that automate time-consuming tasks such as sorting through footage, color correction, and audio mixing. For instance, AI can analyze hours of raw footage to identify the best takes, saving editors countless hours of manual work. AI-powered tools can also enhance visual effects by automating complex processes like rotoscoping and motion tracking, enabling artists to focus on more creative aspects of their work. Furthermore, AI can assist in sound editing by automatically synchronizing audio with video, enhancing sound quality, and generating sound effects.

Moreover, AI plays a crucial role in making videos more accessible through **automated subtitling and translation**. Tools that utilize machine learning can generate accurate subtitles in real-time, ensuring that content reaches a broader audience. These AI-driven solutions not only save time but also enhance viewer engagement by making content accessible to individuals with hearing impairments and non-native speakers.

AI is also driving creative innovations in video production. For example, AI-generated content, such as deepfake technology and synthetic media, opens new possibilities for storytelling and visual effects. While this technology presents ethical considerations, it also encourages filmmakers to explore new narrative techniques and push creative boundaries.

3. Additional information

3.1 - Title and Credits

It is essential to include a title and credits within the film for any information, images, audio, or video clips that are not your own. Proper citation is mandatory for all content presented in the video, ensuring that credit is given to the original source. This not only upholds ethical standards but also adheres to legal requirements regarding intellectual property.

When creating your video, use only original, copyright-free, or public domain images, footage, and music. This ensures that you are compliant with copyright laws and avoids potential legal issues. There are many resources available online where you can find high-quality, free-to-use content to enhance your video without infringing on copyrights.

3.2 - Licence Agreement

To ensure that we can publish your video on SILEO social media channel (LinkedIn), on the European Cluster Collaboration Platform (ECCP) and on the SILEO partners' websites, you must declare in the Declaration of Honour that you have cleared all copyright issues, including music rights. This declaration confirms that you hold the necessary permissions and licenses to use all content featured in your video. By doing so, you grant us the right to share and promote your work across various platforms, amplifying your reach and impact.

3.3 - Data privacy

It is crucial to respect the privacy and data rights of all individuals appearing in your video. Everyone featured must be informed about the purpose of the video, where it will be published, and their data privacy rights. This practice ensures transparency and compliance with data protection regulations, fostering trust and accountability.

By adhering to these guidelines, you not only protect yourself and your company legally but also demonstrate a commitment to ethical standards in video production. This thorough approach enhances the credibility and professionalism of your video content, ensuring it meets the highest standards for public distribution.

4. Tips & Tricks by Nicola Piccoli (CEO and FILMMAKER — NPMEDIA SRL)

DESIGNING DIEGETIC LIGHT

Designing diegetic light serves two main purposes: optimizing the use of your lighting/furniture products and simplifying the lighting setup process. In the film industry, particularly on less agile sets, the person responsible for lighting is known as the Director of Photography (DOP). The DOP is supported by gaffers and electricians who handle large, energy-consuming lights. For smaller productions or those without extensive technical resources, creating diegetic light - light sources that are part of the scene, such as lamps or windows - can be a more practical and efficient solution.

INCORPORATING LIGHTING AND FURNITURE PRODUCTS

For companies in the lighting and furniture sector, video content offers a unique platform to directly showcase your expertise and products. Here are some tips and tricks to ensure your video content stands out and effectively communicates your brand's strengths:

- Real-world demonstrations: Use your products in practical, real-world settings. Show how your lighting solutions can transform a space, enhance ambiance, or improve functionality. This helps potential customers visualize how your products might work in their own environments.
- Creative integration: Incorporate your products into the storyline of your video. For instance, show a workspace illuminated by your desk lamps or a living room brought to life by your ambient lighting. This not only highlights the product's practical uses but also its aesthetic appeal.
- Styled settings: Present your furniture in beautifully styled settings that reflect the latest trends and design aesthetics. This not only showcases the furniture but also inspires viewers with ideas for their own spaces.
- Functionality and comfort: Highlight the functional benefits and comfort of your furniture. Demonstrate adjustable features, ergonomic designs, and any unique selling points that set your products apart from competitors.

By following these tips and tricks, lighting and furniture companies can create compelling video content that effectively showcases their products and solutions. Whether through thoughtful design, creative storytelling, or strategic marketing, video can be a powerful tool to engage with your audience and drive business growth.

For any support needed, please contact:

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