



D8.4 Project video

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PROJECT INFORMATION

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PROJECT ACRONYM	PRIMED
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PROJECT WEBSITE	http://www.primed-project.eu/

DELIVERABLE INFORMATION

DELIVERABLE N°	D8.4
DELIVERABLE TITLE	Project video
WP NO.	8
WP LEADER	Inveniam (Cartago Ventures S.L.)
CONTRIBUTING PARTNERS	Inveniam
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DOCUMENT LOG

VERSION	DATE	AUTHOR	DESCRIPTION OF CHANGE
V1.1	02/12/2024	Lucía Salinas	Initial version
V1.2	17/12/2024	Emma Pipó, Júlia Gómez	Second version
V1.3	08/01/2025	Estefanía González	First draft of the video edit.
V1.4	13/01/2025	Estefanía González	Complete version ready for review
V2.1	22/01/2025	Emma Pipó, Júlia Gómez & All partners	Internal revision
V2.2	31/01/2025	Emma Pipó, Estefanía González	Final version approval & Ready for submission

DISCLAIMER



**Funded by
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1. Video

The video format is one of the most effective forms of media for the distribution of a project's activities to a big and diverse audience. The efforts that are being taken to disseminate the information are directed towards a large public audience, as well as communities, expert groups, stakeholders, and end-users, and they hope to create a specific community centred on the project. The video will be in English with a voice over.

The purpose of the video's dissemination is to accomplish the following goals:

- to increase awareness (that is, to make the work of the project known);
- to gain knowledge of the PRIMED motivation about the important outcomes obtained;
- to have an easy way to explain the project to different types of audience.

1.1. The script

Here below is presented the latest version of the script:

Every year, Europe generates nearly 900 million tons of leftover biomass. These are organic materials from farming, fishing, forestry, and food processing.

With no systems to effectively reuse these resources, 98% ends up as waste. And this approach comes at a cost: economic potential is lost, pollution increases, and health risks emerge. Materials that could be repurposed instead degrade in landfills, burn in incinerators, or are abandoned in open dumps.

This is why we need to rethink how we handle biomass.

One solution lies in revalorizing biomass. This means transforming leftover materials into items people and businesses actually need, including fertilizers, fuel, or even cosmetics.

Farmers, foresters, and fishers are central to this effort. As the primary managers of these resources, they can gain new revenue by converting leftovers into marketable products, giving them a second life. By doing so, rural areas can reduce their reliance on fossil fuels, strengthen local economies, and help protect the environment.

So why hasn't this been widely adopted? The barriers are many, and they press hard on rural communities.

Primary producers lack the infrastructure to process biomass effectively. They often work in isolation, disconnected from larger buyers and value chains. Fragmented policies and unclear regulations slow every step toward innovation. Beyond these structural issues, primary producers face extra pressures. Climate change brings rising temperatures and erratic weather, piling on more uncertainty. And on top of that come land abandonment, depopulation, social inequality and economic instability. Layer after layer of obstacles threaten the sustainability of these regions, holding back the very people who could lead this transformation.

But there is a way forward. We've called it PRIMED.

PRIMED is a European initiative that brings people together to turn leftover biomass into valuable products. At its heart, it creates connections between those who manage the land and the industries that can use these materials.

We've established five Living Labs across Europe where this vision comes to life. In these real-world testing grounds, we're validating ten regional value chains where producers work alongside researchers and businesses to develop practical, scalable solutions.

PRIMED goes beyond technical innovation. We're building stronger rural economies by improving infrastructure, creating reliable income streams, and generating new jobs. We're opening doors to better markets and buyers, giving producers more economic security.

At the same time, these efforts will benefit our environment too, reducing waste in landfills and cutting harmful emissions.

PRIMED creates a circular bioeconomy by connecting knowledge with infrastructure. In this integrated system, primary producers become the innovators our rural economies need.

PRIMED PROJECT.

The video will end with the logos of the different consortium members and the EU disclaimer.

1.2. The design

The video has been created following the project's visual identity. The video shows short videos to help the audience understand the message. The visuals used have been extracted from different platforms that provide audiovisual content without or with limited copyright. The video also includes simple animations showing some parts of the script and key numbers, always with the goal of facilitating the message's understanding by the audience.

1.3. Screenshots

A series of screenshots are taken from the video to illustrate with images the strategy elaborated in order to make PRIMED's message understood by the general public.

The video can be viewed at: <https://youtu.be/cQobipuB7Tk>

The video is also available the website's main page: <https://primed-project.eu/>



Figure 1. Screenshots of the PRIMED project introductory video