

**TRUST**parency

## **D5.3 – 1st promotional video**

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**Project acronym:** TRUSTparency

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<b>ABSTRACT:</b>	<p>This report, prepared under Task 5.3 of the TRUSTparenCy project, introduces the design and objectives of the first promotional video. The video provides a general overview of the project, highlighting its objectives, methodology, and main activities; it serves as a key tool for communication and dissemination to a broad audience of stakeholders. The report outlines the conceptualization, content structure, and visual design of the video. It also describes the channels for dissemination, including the project website, YouTube channel, social media platforms, and use at events or conferences. This deliverable contributes to the effective implementation of the project's communication plan, supporting stakeholder engagement and visibility of the TRUSTparenCy project.</p>
<b>Keyword List:</b>	Dissemination and communication, promotional video, project branding, stakeholder engagement, Online dissemination, Social media outreach, project visibility.

## Consortium

	Role	Name	Short Name	Country
1.	COO	UiO	UNIVERSITETET I OSLO	NO
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## Revision History

<b>Version</b>	<b>Date</b>	<b>Revised by</b>	<b>Reason</b>
<b>0.1</b>	07 Nov 2025	Vana Stavridi, Eleni Spyrou	Preparation of the 1 <sup>st</sup> version of the script
<b>0.2</b>	01 Dec 2025	Panagiotis Kavouras, Pooja Aryal	Comments of the first version of the script
<b>0.3</b>	05 Dec 2025	Vana Stavridi	Preparation of the 2 <sup>nd</sup> version of the script
<b>0.4</b>	21 Jan 2026	NTUA team	Preparation of the first version of the video
<b>0.5</b>	22 Jan 2026	Panagiotis Kavouras	Comments of the first version of the video
<b>1.0</b>	26 Jan 2026	NTUA team	Preparation of the final version

## Table of contents

1. Introduction.....	5
2. Aim of the 1st promotional video .....	5
3. Video Design and Format .....	5
4. Communication of the 1st promotional video .....	9
5. Deviations from DoA .....	10

## 1. Introduction

This report is developed in the context of Task 5.3: Implement the Dissemination and Communication Plan. This task focuses on the development and implementation of the project's communication and dissemination materials, including the logo, branding, website, social media channels, and two 2-minute promotional videos.

The first promotional video provides a general overview of the TRUSTparenity project, introducing its objectives, methodology, and main activities. The second promotional video will focus on presenting the project's key outputs and findings. Both videos are designed to engage a broad audience of stakeholders and to support the project's overall dissemination and communication strategy.

This report specifically introduces the design and objectives of the first promotional video, highlighting how it aligns with the professional standards, visual identity, and communication objectives of the TRUSTparenity project.

## 2. Aim of the 1st promotional video

Within the framework of the dissemination and communication activities of TRUSTparenity, and in close collaboration with the project coordinators, WP5 led the development of the project's first promotional video. As foreseen in the Grant Agreement, the video supports the project's dissemination and communication strategy by raising awareness of TRUSTparenity and its mission.

The first promotional video provides an overview of the project, outlining its objectives and presenting its main expected future outputs. Alongside other dissemination and communication tools, the TRUSTparenity video targets eight distinct stakeholder groups identified as instrumental to achieving project impact. It aims to increase visibility of the project and to promote the Reproducibility Community.

The video captures the core elements of the TRUSTparenity project through visuals featuring real people, complemented by selected animations. It is available on the project's website and YouTube channel.

## 3. Video Design and Format

The first TRUSTparenity promotional video is designed as a short, engaging, and accessible audiovisual product with a total duration of approximately two minutes. Its format combines clear narrative voice-over with carefully curated visuals to ensure that complex concepts such as trust, transparency, and reproducibility are communicated in an understandable and compelling way. The video follows a structured storyline, progressing from the broader challenges science faces today to the concrete actions, methodologies, and expected impacts of the TRUSTparenity project, allowing viewers to easily follow the project's rationale and objectives.

Scene	Script	Visual
1	Science stands at a pivotal moment, with extraordinary opportunities for innovation; science also faces growing challenges relevant to reproducibility. How we respond now will shape the future of discovery and science's trustworthiness.	A diverse group of scientists, representing different genders, ethnicities, and abilities, work together

Figure 1: First scene from the script.



Figure 2: Visualisation of the first scene.

The video was developed in full alignment with the visual identity and branding of TRUSTparenCy. The project's official colours, fonts, and logo were consistently applied to ensure a cohesive, professional, and easily recognisable visual style. TRUSTparenCy's visual identity, characterised by clean design elements, clear typography (Poppins and Lato), and a balanced use of imagery and animation, was deliberately employed to support clarity and accessibility of the project's key messages. As a result, the video visuals are fully harmonised with the project's branding guidelines, maintaining a consistent, engaging, and trustworthy aesthetic across dissemination channels.



2	That's where <u>TRUSTparenCy</u> comes in. It is a three-year EU-funded project working to improve the trustworthiness of research by fostering transparency, collaborative <u>policy-making</u> , and field-specific practices that promote reproducibility, by empowering stakeholders to promote research	<p>[Presentation of the logo and the name of the project]</p>  <p>[Reference to the funding]</p> 
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Figure 2: Representation of the TRUSTparenCy visual identity in the video.

In addition, the video provides essential information about the TRUSTparenCy consortium and acknowledges the project's funders.



Figure 3: TRUSTparenCy video frame with consortium details and funding acknowledgement.

Key concepts and messages are strategically reinforced throughout the video, through the use of animated keywords, floating text elements, and illustrative visuals that directly reflect the narrative flow of the script. Core themes such as trust, transparency, collaboration, and reproducibility are visually highlighted through sequential animations and symbolic imagery, supporting viewers' comprehension while maintaining a dynamic and engaging rhythm. Carefully designed scene transitions, combined with diverse and inclusive visual representations of the research community, help translate complex ideas into accessible and relatable content for a broad audience.

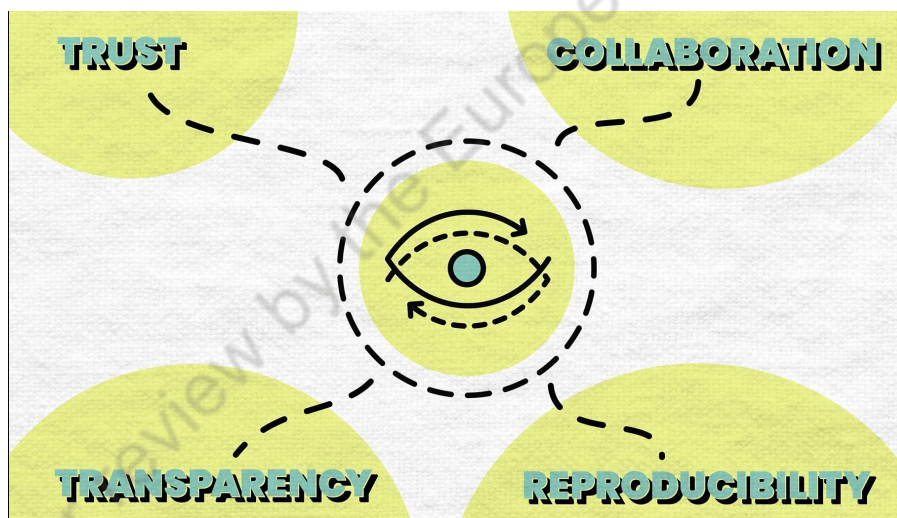


Figure 4: TRUSTparenCy's key concepts.

Emphasis is given to the project's starting point by visually and narratively stressing the importance of understanding the current state of reproducibility. Through the combined use of narration and illustrative imagery, the scene presents the project's first phase as a systematic mapping of reproducibility practices across disciplines, countries, and institutions. This approach highlights both existing strengths and gaps, while reinforcing the project's commitment to informed, inclusive, and context-sensitive action.

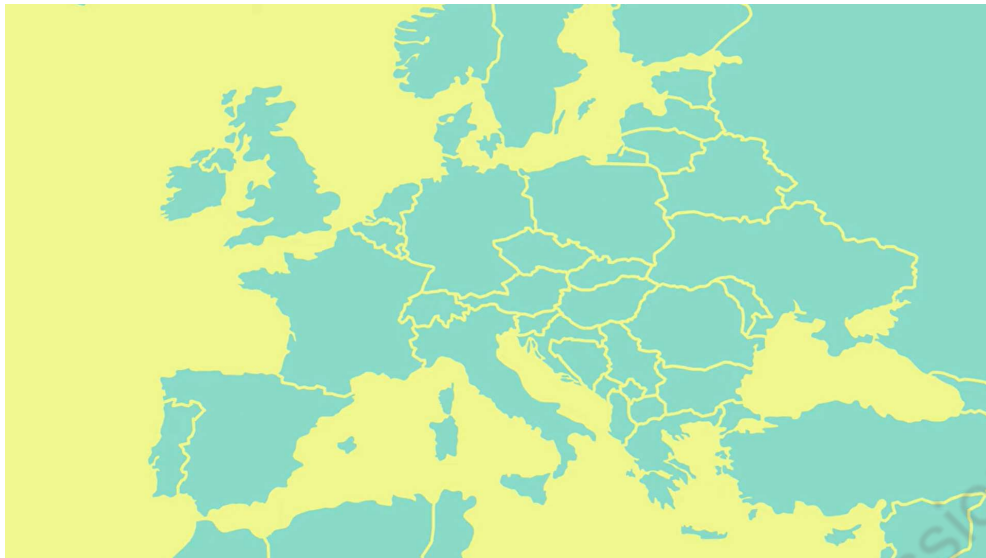


Figure 5: Visualisation of the systematic mapping of reproducibility practices.

Following the mapping phase, the video introduces collaboration as the next natural step. Through dynamic visuals of workshops, meetings, and stakeholder interactions, the scene conveys how TRUSTparenCy brings together a wide range of actors within the Reproducibility Community, while also presenting the comCensus platform as an additional engagement space for dialogue and deliberation. Together, these elements illustrate how stakeholders exchange knowledge, reflect on shared challenges, and jointly explore pathways towards more inclusive and sustainable reproducibility practices.



Figure 6: Highlight of the two stakeholder engagement platforms from TRUSTparenCy.

The video transitions to action-oriented outcomes. This scene highlights how TRUSTparenCy translates collective insights into concrete interventions, illustrating the co-design of training materials, reproducibility guidelines, and monitoring mechanisms. Through visuals depicting drafting processes and content creation, the narrative emphasises that these interventions are shaped by evidence, inclusivity, and consensus, reinforcing the project's commitment to collaborative and sustainable change.



Figure 7: Scene showcasing project collaboration and stakeholder interaction in TRUSTparenacy.

The next scene showcases the global scope of the TRUSTparenacy “reality check.” Across nine pilot institutions worldwide, interventions will be tested to observe how they perform in diverse contexts. Logos of the participating pilot institutions are displayed, emphasising the international partnership driving the refinement of TRUSTparenacy interventions for lasting impact.



Figure 8: Visual representation of stakeholder pilot testers.

## 4. Communication of the 1<sup>st</sup> promotional video

The video will serve as a communication and dissemination tool to promote the TRUSTparenacy project, highlighting its objectives and main outputs. The subsequent, 2<sup>nd</sup> promotional video will provide a more detailed overview of the project’s findings and results.

The first promotional video will be shared on the project’s website, the TRUSTparenacy YouTube channel, and social media platforms, to maximise outreach and visibility. WP5 leader (NTUA) will provide all project partners with the video URL to facilitate its dissemination through existing networks, including partners’ social media accounts. Additionally, the video can be used at events

and conferences—either embedded in presentations or played on laptops/screens—to showcase the project’s key objectives, processes, and methodology in a visually engaging way.

The video format is optimized for online dissemination and social media sharing, featuring concise pacing and a clear call-to-action at the end, inviting viewers to engage with the TRUSTparenency community and follow the project via its digital platforms.



Figure 9: Visual representation of TRUSTparenency social media channels.

## 5. Deviations from DoA

No Deviations from DoA.