



Sustainable Practices of Integration

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D5.6 Videos on policy highlights @M22

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1 LIST OF ABBREVIATIONS AND DEFINITIONS

Abbreviation	Definition
WP	Work Package

2 INTRODUCTION

The goal of this deliverable was to create four high-quality videos (D5.6) of up to ten minutes each that would present SprING’s key findings, including not only a holistic overview of the project but also into specifics such as insights into the factors that help to upscale and transfer sustainable practices. An additional goal was to create 4 shorter ‘teaser’ versions of the videos to aid the outreach of the project to a wider audience. As the

most popular content on social media, the intention behind disseminating project findings through the medium of video was to provide an easy gateway into complex content. Moreover, the videos serve as an outreach tool — reaching the project’s target audiences via Twitter, LinkedIn, Facebook, and YouTube and bridging them to the SprING platform and, therein, the project’s deliverables. In order to further enhance the accessibility of this medium, an additional goal was to provide subtitles in different Member State languages.

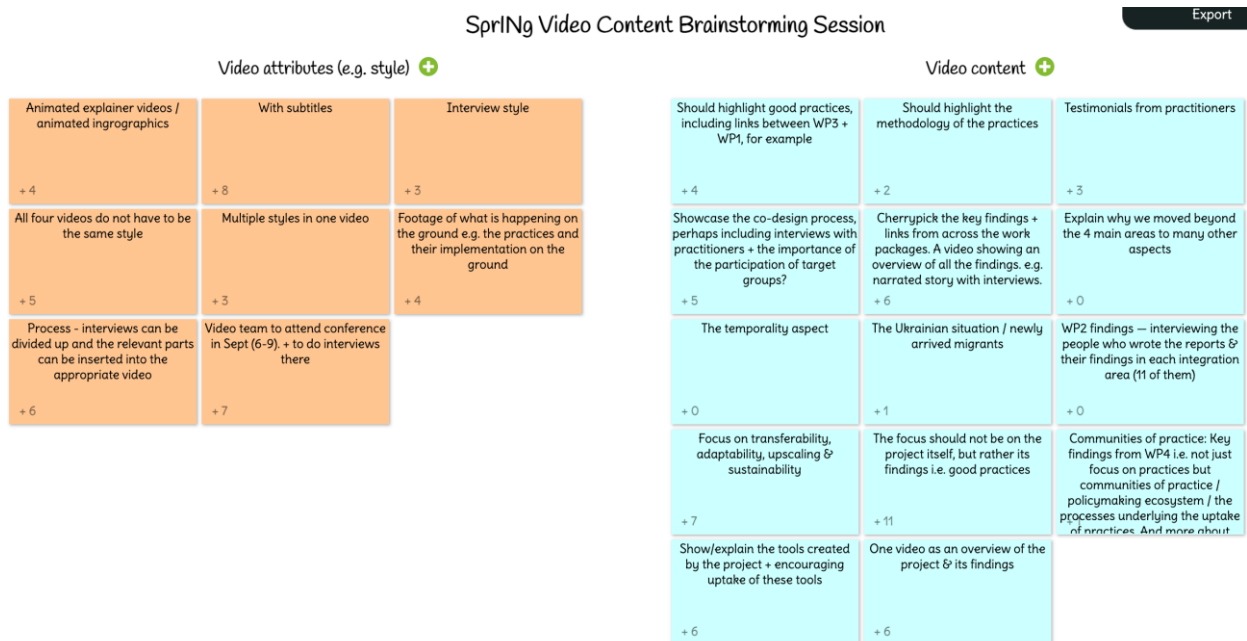
3 VIDEO PLANNING & PRODUCTION

The process of planning and producing the videos was broken up into several stages:

i. Brainstorming with project partners (M15)

In order to collaboratively incorporate the best ideas from the consortium, all project partners were invited to participate in a video brainstorming session on 11 May 2022. Using collaborative online open-access brainstorming software (see Figure 2 below), this session generated suggestions along two main themes: 1. Video attribute (e.g. style); and 2. Video content.

Figure 1 – SprING video content brainstorming session



ii. Creation of the video overview document (M16)

The ideas generated during the brainstorming session were subsequently incorporated into a ‘video overview document’ (see a sample screenshot in Figure 2 below).

Figure 2 – Video content overview

	Video 1	Video 2	Video 3	Video 4
Title	Sustainable Practices of Integration (SPRING): A toolbox for practitioners	Why <u>reinvent</u> the wheel? Adapting existing integration good practices to new contexts	Working in isolation? An initiative to connect integration practitioners to knowledge, tools, and other communities of practice	How can policymakers maximise impact? Toward a more evidence-based evaluation culture in integration policy
Purpose	<ul style="list-style-type: none"> To provide a holistic overview of the project and why it is needed. To promote the uptake of project findings & tools. 	<ul style="list-style-type: none"> To provide practitioners with knowledge and tools to evaluate integration practices; To provide practitioners with knowledge and tools to transfer and upscale integration practices. 	<ul style="list-style-type: none"> To acknowledge the feeling of isolation among integration practitioners; To offer solutions to this challenge provided via the <u>Spr!Ng</u> project. 	<ul style="list-style-type: none"> To acknowledge the lack of an evidence-based evaluation culture, including a lack of uptake of evaluation findings; To offer solutions to this challenge provided via the <u>Spr!Ng</u> project.
Partners involved	<ul style="list-style-type: none"> All partners 	<ul style="list-style-type: none"> MPG, DUK, EUR, MPI 	<ul style="list-style-type: none"> ICMPD, ISMU, Refugee Hub, EUR, ICMC, SOLIDAR, Jasmjn. MPI, <u>YoungMinds</u>, Advisory Board Members 	<ul style="list-style-type: none"> MPI, ISMU, Refugee Hub
Content	<ul style="list-style-type: none"> Findings across the WPs. Includes info about where to access info & tools. 	<ul style="list-style-type: none"> Validation grid. Evidence repository (about good practices, transferability, and sustainability). Transferability toolkit. 	<ul style="list-style-type: none"> Communities of practice. Co-design trajectory. Knowledge exchange. <u>Spr!Ng</u> community / platform. 	<ul style="list-style-type: none"> Evidence Network. Theory-based evaluation frameworks. Evaluation toolkit.
Style	<ul style="list-style-type: none"> Narrated story with interviews from partners from across the WPs, discussing 	<ul style="list-style-type: none"> ‘On the ground’ footage of the practice in action including interviews with the practitioners & 	<ul style="list-style-type: none"> Narrated storyline mixed with interviews with practitioners and stakeholders. 	<ul style="list-style-type: none"> Narrated storyline mixed with interviews with practitioners and stakeholders.

iii. Development of the scripts (M17-18)

Using the overview document as a starting point, a script was then written for each video to ‘flesh out’ the content. This inherently involved decisions such as ‘what content’, ‘how to present it’, and ‘who should say it’.

Figure 3 – screenshot from the script for video 2

Content	Who?
We have all heard the phrase “there’s no need to reinvent the wheel”, but many of us are guilty of exactly this. Working in isolation from our colleagues, or lacking the tools to adapt existing ideas, we often commence work on new projects and are forced to develop and implement everything from scratch.	Narrator

iv. Rounds of collaborative feedback (M17-18)

Throughout the development of the overview document and scripts, MPG worked in close collaboration with ISMU and the project partners, ensuring that their suggestions and ideas were incorporated along the way.

v. Collecting GDPR-compliant permission forms (M19)

In order to legally film, store and disseminate footage of the project partners, MPG obtained the necessary GDPR-compliant written consent of all partners filmed in the videos.

vi. Filming (M19)

For logistical reasons, it was decided that the majority of the filming should take place at the Metropolis International Conference in September in Berlin which provided a unique opportunity when the majority of partners would be present in the same place at the same time. Working closely with a professional video agency, colleagues from the following partner organisations were interviewed and filmed: MPG, ISMU, MPI, ICMC, DUK, EUR, SOLIDAR, YoungMinds, and the University of Ottawa. For two colleagues who were unable to attend the conference, supplementary online interviews (with ISMU and EUR) took place later the same month.

vii. Voiceover (M20)

For the role of narrator, the video agency provided a professional recording studio to record the text. As a way of differentiating the videos from each other, an additional female narrator provided the voiceover for video 3.

viii. Supplementary footage (M20)

In addition to the footage from the interviews, the film agency acquired the rights to utilize supplementary footage and incorporated this into the four videos.

ix. Application of music (M20)

Separate to the narrator and sound recordings from the interviews, the videos were supplemented with background music — a standard process in video creation as it helps to engage the viewer.

x. Application of infographics (M20)

In light of the complex topics discussed during the interviews, it was decided to insert a number of infographics in order to simplify the notions being discussed.

xi. Additional rounds of feedback & editing (M20-22)

Working closely with ISMU and the project partners, MPG and the video agency made a number of changes and edits to the videos until all parties were happy with the final end-product.

xii. Uploading the videos to YouTube & applying subtitles (M21-22)

Following the approval of the videos, MPG uploaded the videos to YouTube, while also applying subtitles in English that can subsequently be translated into all major languages depending on the viewer's preferences.

xiii. Dissemination (M21-23)

Once the videos were on YouTube, MPG, YoungMinds and ISMU worked closely to disseminate the videos. In practice, this involved the creation of a dissemination plan for each video, the uploading of the embedding of the videos on to the SprINg platform, and the dissemination of the content via SprINg's and partners' social media platforms and newsletters.

4 THE VIDEOS

The videos themselves, 8 in total (4 longer videos up to 10-minutes in length and 4 shorter teaser versions) can be classified as high-quality videos that meet the goals and requirements of the deliverable. The videos — including links to viewing them online — are provided below. Simply click on each image to view each video.

Video 1 ([full version](#))



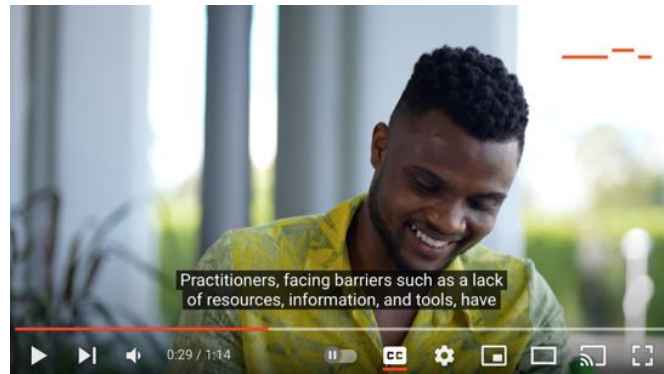
Video 1 ([teaser](#))



Video 2 ([full version](#))



Video 2 ([teaser](#))



Video 3 ([full version](#))



Video 3 ([teaser](#))



Video 4 (full version)



Video 4 (teaser)

