PROJECT

GREENTRANSPORT-TV

Enhancing Public Awareness on the Results of European Research Actions on Climate Friendly Transport Systems through the Professional use of Television Media

Funding: European (7th RTD Framework Programme)
Duration: Jun 2009 - Nov 2010
Status: Complete with results
Total project cost: €822,865
EU contribution: €691,910

Call for proposal: FP7-TPT-2008-RTD-1
CORDIS RCN: 92073

Background & policy context:

This project is about enhancing public awareness on the results of European research actions on Climate Friendly Transport Systems through the professional use of television media.

Objectives:

The strategic objective of GREENTRANSPORT-TV was to contribute to the development of public awareness on the European research on greening transport in all European countries through the professional use of television media. This objective was achieved through the exploitation and the customisation of an acknowledged innovative TV media communication model, already successfully implemented by the GREENTRANSPORT-TV partnership over the past 5 years. In particular, GREENTRANSPORT-TV set out to:

- highlight the key results from the greening transport research in FP6 and FP7;
- create a series of 12 high-quality free-of-rights Video News Releases (VNR's) for the general public based on key results of the project;
- include all 12 released Video News Releases into the broadcasting mainstream of European television stations;
- establish a sound science-based dialogue on greening transport issues by introducing all released Video News Releases and the associated material into respectable internet platforms;
- monitor the project results and its success, by assessing the overall project impact and by collecting actual broadcasts made by European television stations.

Methodology:

The key results from the Greening Transport Research in FP6 and FP7 were highlighted. This was done through ongoing consultation with the relevant stakeholders and in-depth research into individual RTD projects, identified by these stakeholders as being of particular interest and relevance. The project leveraged on the success of the DG TREN project ENERGY-TV (2007-2008), delivering videos regarding European research on green energy systems (including bio-fuels) to the European television media.

The project created free-of-rights Video News Releases (a series of 12 high-quality videos) for the general public, based on the key results of the project. The audiovisuals are easily adaptable to the needs of various European television channels, either for news or features usage.

All released audiovisuals can be included into the broadcasting mainstream of European television stations by implementing a communication model involving the national television media.

An introduction was made for all released audiovisuals and associated written material (like articles, press releases, etc.) into a series of respectable internet platforms, to establish a sound science-based...
dialogue on greening transport issues.

The project results, its achievements, its success and overall impact will be monitored. All actual broadcasts made by European television stations will be included on a DVD at the end of the project.

**Parent Programmes:**
FP7-TRANSPORT - Transport (Including Aeronautics) - Horizontal activities for implementation of the transport programme (TPT)

**Institute type:** Public institution
**Institute name:** The European Commission
**Funding type:** Public (EU)

**Lead Organisation:**

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| **Address:** Cascina Cigolina  
26843 Castelnuovo Bocca D'adda  
Italy  |
| **EU Contribution:** €304,570 |

**Partner Organisations:**

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<th>Ansaldo Sts S.p.a.</th>
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| **Address:** Via Paolo Mantovani 3-5  
16151 Genova  
Italy  |
| **Organisation Website:** [http://www.ansaldo-sts.com](http://www.ansaldo-sts.com)  |
| **EU Contribution:** €94,160 |

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<th>Proprs Ltd.</th>
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| **Address:** Hurst Rise Road 58  
Oxford  
OX2 9HQ  
United Kingdom  |
| **EU Contribution:** €51,360 |

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<th>Gedeon Programmes Sa</th>
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| **Address:** 155 Rue De Charonne  
75011 Paris  
France  |
| **EU Contribution:** €105,930 |

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<th>Leonardo Film Gmbh</th>
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| **Address:** Marie-Curie-Str.  
26129 Oldenburg  
Germany  |
EU Contribution: €135,890

Technologies:
Unclassified
Non-technology

Key Results:
The GREENTRANSPORT-TV project developed and delivered 12 Video New Releases (VNRs), original articles and interviews on the major results and discoveries in the Sustainable Transport area from Sixth and Seventh Framework Programme to the European TVs and media. VNRs, articles and interviews have been distributed through Youris.com, an independent non-profit media agency promoting leading-edge European innovation via TV media and the web. Youris.com is a European Economic Interest Group (EEIG) based in Brussels. The reports have been taken-up and broadcast about 180 times by international networks, national and local TV stations in 34 countries worldwide.

Strategy targets
Innovating for the future: technology and behaviour: Promoting more sustainable development

STRIA Roadmaps: Other specified
Transport mode: Multimodal transport
Transport sectors: Passenger transport, Freight transport
Transport policies: Decarbonisation, Societal/Economic issues, Environmental/Emissions
Geo-spatial type: Other