

# **D5.5 ECCSEL YouTube channel, including accessible multimedia**



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Dissemination level: Confidential

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## Executive Summary

This short report summarises the work in ECCSELERATE WP5 Task 4 (Communicating opportunities, building awareness, sharing experience) to build and launch the ECCSEL YouTube channel. The YouTube channel itself constitutes the public Deliverable 5.5, this report is an accompanying formality to that deliverable for accounting purposes.

The objective of Task 5.4 has been to develop content for, and launch, the ECCSEL YouTube channel. The intention is that the channel stands on its own as a means of communication, but also serves as a primary source of content for other ECCSEL channels such as Twitter and LinkedIn.

Our first video was an introduction to ECCSEL presented by ECCSEL ERIC's then Italian national node representative, and is largely based on the 'Why ECCSEL' Information Pack developed in Task 5.1, along with stills and video from around the RI. It is subtitled for accessibility. The YouTube channel now has 75 subscribers and includes WP3 webinars (the most-viewed has over 1.6K hits) and new content is in constant development.

The Task 5.4 team has brought expertise and experience across ECCSELERATE, advising on the design and downstream publication of webinars and workshops, and has also played a coordinating role in establishing the ECCSELERATE branding, which then instigated a complete overhaul of the aligned ECCSEL ERIC branding to bring it up to date.

Finally, the ECCSEL ERIC Communication Strategy and Communication Plan were developed in close cooperation with the ECCSEL ERICs Operations Centre and General Assembly, with the aim of merging various pieces of information that would support delivering the right key messages to each target audience of ECCSEL.

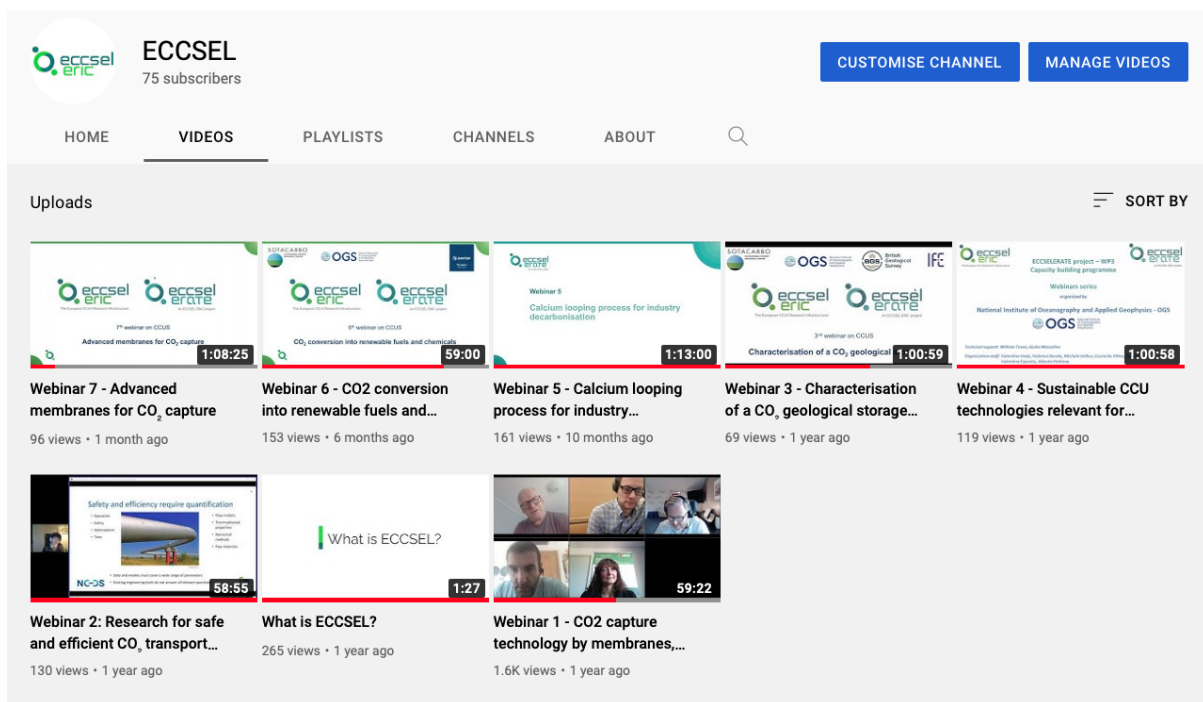
In addition to external facing communication, the communications strategy and plan identified a need for better communication channels within the ECCSEL RI in addition to the periodic ECCSEL RICC meetings, to help with engagement and a sense of ownership amongst ECCSEL ERIC facilities). Appropriate methods are now being explored.

# Introduction

The [ECCSEL YouTube channel](#) was set up on the 30 October 2020 with the first video (Webinar 1) uploaded on the same day, and the second ([What is ECCSEL?](#)) on the 24 November, ahead of the deadline at the end of M12 (December 2020).

Under the branding of ECCSEL and featuring the updated logo, the channel now features project Webinars and promotional videos for ECCSEL.

Since launch, the channel has had over 2.7K views, 75 subscribers and over 44.4K impressions and continues to grow its audience.



The screenshot shows the YouTube channel page for ECCSEL, which has 75 subscribers. The channel navigation includes HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT. The 'Uploads' section displays a grid of video thumbnails with their titles, view counts, and upload dates:

- Webinar 7 - Advanced membranes for CO<sub>2</sub> capture**: 96 views • 1 month ago (1:08:25)
- Webinar 6 - CO<sub>2</sub> conversion into renewable fuels and...**: 153 views • 6 months ago (59:00)
- Webinar 5 - Calcium looping process for industry...**: 161 views • 10 months ago (1:13:00)
- Webinar 3 - Characterisation of a CO<sub>2</sub> geological storage...**: 69 views • 1 year ago (1:00:59)
- Webinar 4 - Sustainable CCU technologies relevant for...**: 119 views • 1 year ago (1:00:58)
- Webinar 2: Research for safe and efficient CO<sub>2</sub> transport...**: 130 views • 1 year ago (58:55)
- What is ECCSEL?**: 265 views • 1 year ago (1:27)
- Webinar 1 - CO<sub>2</sub> capture technology by membranes...**: 1.6K views • 1 year ago (59:22)

# Accessible media

The ECCSEL YouTube channel currently hosts seven webinar recordings. All of these have been analysed by the YouTube feature for subtitles/captions, which is enabled to switch on/off. In addition, YouTube provides auto-generated captions, which can be translated to other languages in real-time. The channel also features a video (*What is ECCSEL?*) produced by SCCS. This video also includes captions for accessibility. The descriptions of all videos include links to other ECCSEL channels including the ECCSEL website, and Facebook page.

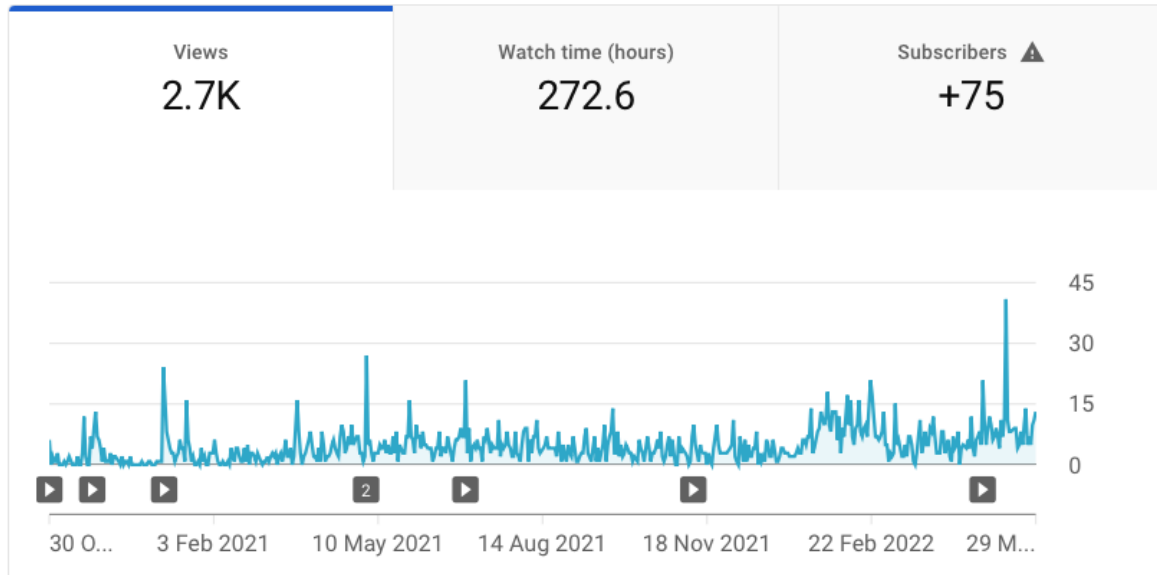
The screenshot shows a YouTube video player interface. On the left is a small video thumbnail of a man speaking. The main content area displays a slide titled "Example of investigations" with the following bullet points:

- Polymeric CO<sub>2</sub>-selective membranes
  - Durability testing in the presence of SO<sub>2</sub>
  - Period of 1500 hours under varying SO<sub>2</sub> levels up to 400 ppm at atmospheric pressure at 25 °C
- Membranes for natural gas sweetening
  - CO<sub>2</sub>/CH<sub>4</sub> separation of Zr-MOFs based mixed matrix membranes
  - Effect of 5% H<sub>2</sub>S in CO<sub>2</sub>/CH<sub>4</sub> at 20 bar and 50 °C

A subtitle box at the bottom of the slide reads: "in the presence of so2 up to levels of 400 ppm". To the right of the slide is a line graph showing CO<sub>2</sub> permeance and CO<sub>2</sub> flux over process time, with SO<sub>2</sub> levels indicated on the x-axis. A subtitle menu is overlaid on the graph, showing "Subtitles/CC" options: "Off", "English (auto-generated)", and "Auto-translate". A note at the bottom of the menu states: "This setting only applies to the current video. Adjust caption visibility in Settings for all videos." The video player controls at the bottom show a progress bar at 11:14 / 59:21.

# Analytics

Below is an overview of channel analytics.

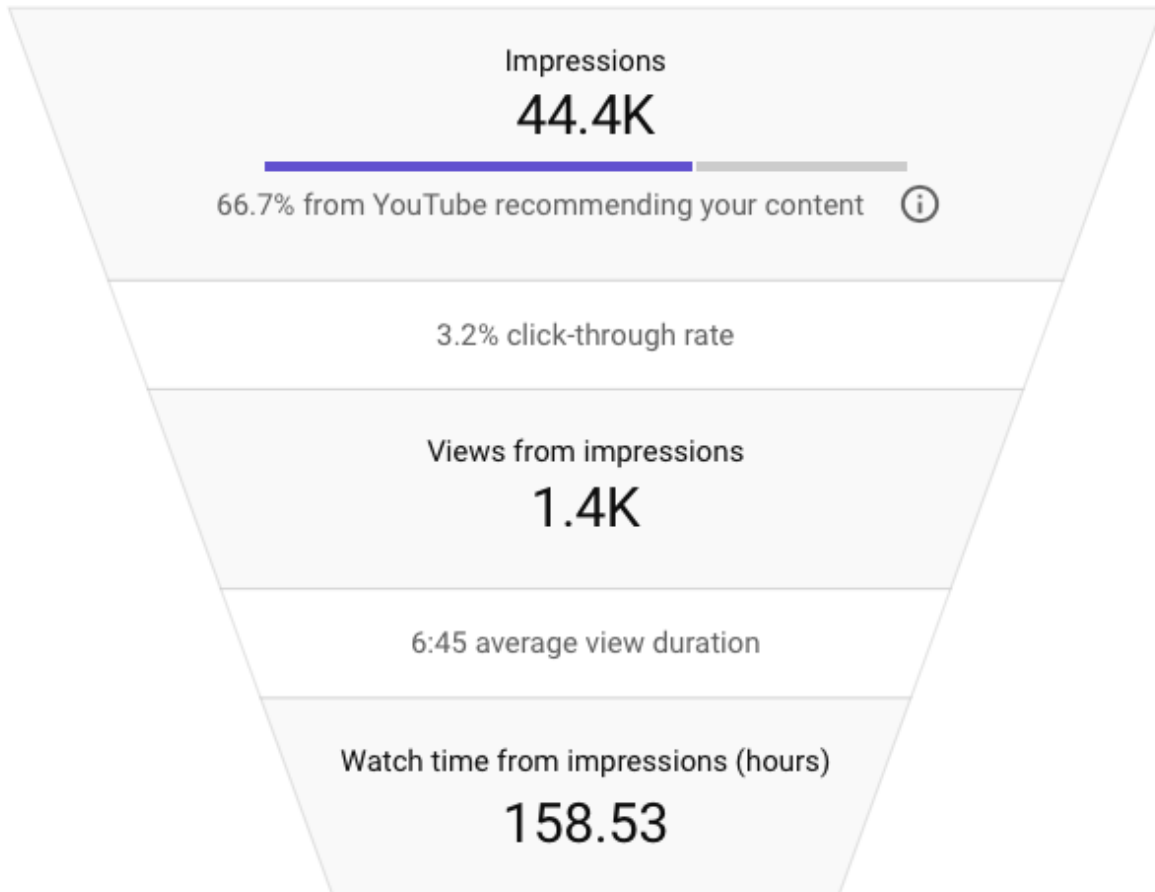


## Analytics by video

Video	Impressions ▲	Impressions click-through rate ▲	Views	Average view duration	Watch time (hours) ↓
<input type="checkbox"/> <b>Total</b>	<b>44,356</b>	<b>3.2%</b>	<b>2,678</b>	<b>6:06</b>	<b>272.6</b>
<input type="checkbox"/> Webinar 1 - CO2 capture technology by membranes, sorbents and ...	36,663	2.7%	1,639 61.2%	7:05	193.9 71.1%
<input type="checkbox"/> Webinar 5 - Calcium looping process for industry decarbonisation	2,251	4.2%	161 6.0%	6:19	17.0 6.2%
<input type="checkbox"/> Webinar 2: Research for safe and efficient CO <sub>2</sub> transport and injecti...	821	4.6%	130 4.9%	7:35	16.5 6.0%
<input type="checkbox"/> Webinar 4 - Sustainable CCU technologies relevant for Europe and ...	1,051	4.2%	119 4.4%	6:37	13.1 4.8%
<input type="checkbox"/> Webinar 6 - CO2 conversion into renewable fuels and chemicals	1,338	7.0%	153 5.7%	4:37	11.8 4.3%
<input type="checkbox"/> Webinar 7 - Advanced membranes for CO <sub>2</sub> capture	420	8.1%	96 3.6%	5:01	8.0 2.9%
<input type="checkbox"/> Webinar 3 - Characterisation of a CO <sub>2</sub> geological storage site	1,062	4.1%	69 2.6%	5:31	6.4 2.3%
<input type="checkbox"/> What is ECCSEL?	614	11.1%	265 9.9%	0:42	3.1 1.2%
<input type="checkbox"/> Webinar 3: Characterisation of a CO2 geological storage site	136	11.0%	35 1.3%	4:38	2.7 1.0%

## Impressions and how they led to watch time

The funnel below depicts how many times a thumbnail was shown to viewers on YouTube (impressions), how frequently those thumbnails resulted in a view (click-through rate) and how those views ultimately led to watch time. Views and watch time that did not originate from impressions are not included in this report.



## Conclusions

The [ECCSEL YouTube channel launched in November 2020](#), on time and within budget, and is being populated with accessible content on an ongoing basis. The channel will continue to grow with material generated during the ECCSELERATE project. It is also helping to build in-house publication skills and raise awareness of ECCSEL and its planned activities during the course of the current ECCSELERATE project. The greater value, however, will be its longer-term legacy to ECCSEL ERIC, beyond the lifespan of the ECCSELERATE project, as the channel continues to grow in content and audience.