



Advancing European Aquaculture by Genome Functional Annotation

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D7.6 AQUA-FAANG YouTube video



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Reviewer(s)	Lise Marie Fjellsbø and Sigbjørn Lien (NMBU)		
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	CO	Confidential, only for members of the consortium (including the Commission Services)	
Short description	The AQUA-FAANG Animation aims to explain the Horizon 2020 project in an understandable and engaging way. With the help of animated pictures and voice over, we can illustrate what AQUA FAANG is involved in research-wise, the development and change the project is contributing to.		

Change Records			
Version	Date	Changes	Author
V1	14 March 2022		Çağla Yüksel Kaya Kuyululu, Isabella Beck Jørgensen, Noraly van Hemert
0.2	15 March	Formatting, minor corrections	Lise Fjellsbø
0.3	31 March	Review	Sigbjørn Lien

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Content

1	Executive summary	4
2	Introduction	4
3	Results	5
3.1.1	Final text	5
3.1.2	Key visuals and storyboard	6
3.1.3	Final video	8
3.1.4	Voice-overs and subtitles	9
3.1.5	Impact	9
4	Conclusions	10
5	Partners involved in the work	10
6	Delayed release	11



1 Executive summary

This deliverable “D7.6 AQUA-FAANG YouTube video” describes the video created under “Task 7.3 Communication” and provides information about its contents. This video is intended to target the policymakers, the media, aquaculture producers and the general public about how functional annotation can be used to enhance precision breeding and improve sustainability of aquaculture production and food safety and security. The AQUA-FAANG movie is made using animation techniques in order to simplify the technical knowledge.

By understanding how the fish’s complete genetic code is being controlled, we can address key issues presented in aquaculture, like the high occurrence of infectious diseases, thereby having a major impact on the sustainability and profitability of aquaculture production.

The deliverable provides information on the production steps of the movie, its final script, key visuals, storyboards, voice-overs in English, and the impact of the video.

2 Introduction

As mentioned in the Description of Action (DoA), within the AQUA-FAANG project, a movie will be produced on precision breeding, how functional annotation can be used to enhance long-term sustainable aquaculture production, food safety and security.

The AQUA-FAANG coordination team discussed the alternatives and decided to create a 2D animation video with a simple and easy-to-understand language to reach out to a younger scientists, general public, producers, consumers, policymakers, media and EU citizens. The animation video should deliver a complicated subject in a simple and short manner for the audience.

The video shows the six fish species that are involved in AQUA-FAANG research and the main purpose of the project. The main aim of the video is to explain the background problem and show the AQUA-FAANG project’s solution and impact. It is highlighted that the key focus of AQUA-FAANG is to address the challenges faced by aquaculture sector due to infectious diseases by understanding the genetic background of some important traits for farming healthy fish.

3 Results

WP7 partners organized regular meetings to discuss the content and the outline of the AQUA-FAANG video. It was decided to create an animation video targeting a younger audience, policy makers and EU citizens, explaining the aim of the AQUA-FAANG project in layman's terms. The first stage of the preparation started with writing the video briefing for the animation companies, explaining what the AQUA-FAANG project is, its identity, and defining the target audience of the video, its aim, and the brief storyboard. After collecting the quotations from 4 different EU companies, the company providing the best price for the best quality, and which could meet the deadline, was selected. The procedure for creating the video has been agreed upon together with the company. The procedure includes stages as preparing the movie script, key visuals and storyboard, animation, voice-overs and subtitles.

3.1.1 Final text

Together with the WP7 partners, the script of the animation video has been developed. When finalizing the text, the simplicity of the language and the text length were taken into account, involving several rounds of improvement and shortening of text. The text of the AQUA-FAANG animation video states the background of the problems in fish farming, how AQUA-FAANG can address these for producers by identifying the diseases resistant fish for breeding, and how AQUA-FAANG's "results will contribute to more sustainable farms by improving health status of fish thus leading to increased food safety and farm profitability. Final script is as below:

"AQUA-FAANG is an EU funded research project that aims to support the growth and sustainability of aquaculture, focusing on the six most farmed fish species in Europe:

European Seabass, Gilthead Seabream, Rainbow Trout, Atlantic Salmon, Common Carp and Turbot. We aim to better understand how the genes of fish are being expressed to influence traits of commercial importance. We will achieve this by using sequencing methods to study the genome – the complete set of genetic information found in every cell. By performing data analysis using powerful computing, we can determine how genes are being regulated under different biological conditions. A key focus of AQUA-FAANG is to address the challenge faced to aquaculture by infectious diseases, like viruses, bacteria, and parasites, which are a major threat to sustainably farming fish. AQUA-FAANG will generate high quality maps of the genome that link DNA sequence to the expression of genes which control traits that are

important for farming healthy fish. Information generated by the project can help to identify genetic changes between fishes that affect disease resistance. This can be useful to breed more resilient fish in aquaculture. By reducing disease outbreaks, the new knowledge will support more sustainable and profitable fish farming. The results will increase the sustainability of the aquaculture sector, as well as improving fish welfare, thereby supporting the Sustainable Development Goals.”

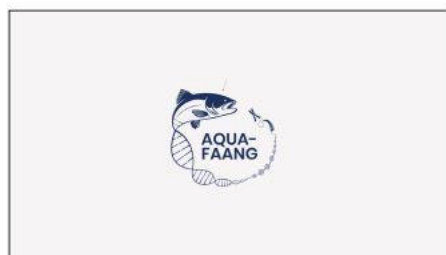
3.1.2 Key visuals and storyboard

Once the text was final, the animation company shared the key visuals of the video. Following the discussion with the WP7 partners, it was decided to add more diversity in designing the characters in the movie. This section also required support from AQUA-FAANG scientists Marie-Odile Baudement (NMBU) and Dan Macqueen (UEDIN) to suggest pictures and illustrations, to ensure that the content was realistic (e.g. in illustrating the lab) and correctly representing the scientific aspects of the video.

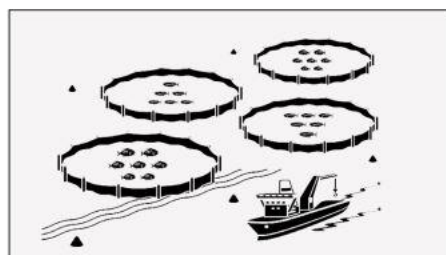


Figure 1. Example of the first Key Visual

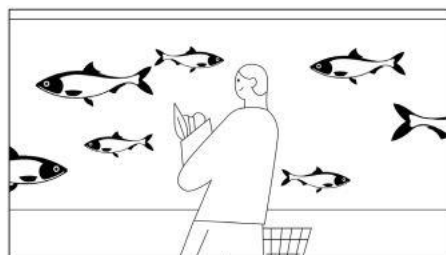
The animation company created the first sketches of the storyboard based on the feedback on the key visual. After receiving the comments of the WP7 partners, the final storyboard was created.



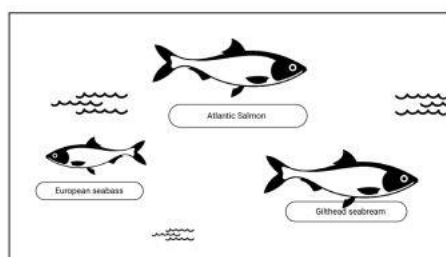
AQUA-FAANG is an EU funded research project



that aims to support the growth and sustainability of aquaculture,



focusing on the six most farmed fish species in Europe:



European Seabass, Atlantic Salmon, Rainbow Trout, Gilthead Seabream, Turbot and Common Carp.

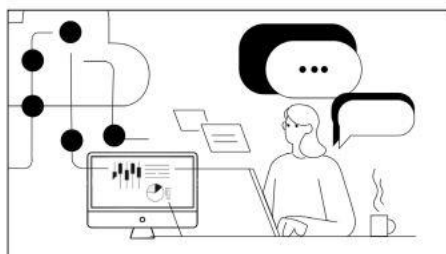
Figure 2. Example of a first sketch of the storyboard



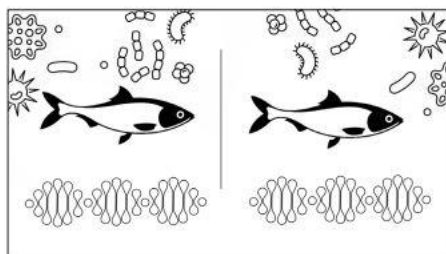
We aim to better understand how the genes of fish are being expressed to influence traits of commercial importance.



We will achieve this by using sequencing methods to study the genome – the complete set of genetic information found in every cell.



By performing data analysis using powerful computing, we can determine how genes are being regulated under different biological conditions.



A key focus of AQUA-FAANG is to address the challenge faced to aquaculture by infectious diseases, like viruses, bacteria, and parasites, which are a major threat to sustainably farming fish.

Figure 3. Part of the final storyboard

3.1.3 Final video

After finalizing the storyboard, the AQUA-FAANG animation movie was produced. The movie lasts for 1 minute 46 seconds. The AQUA-FAANG movie shows all six fish species covered by the project where gender and race diversity has been presented for researcher, producer, seller, and consumer identities. The movie explains the concerns of fish farming, sustainability, fish health and welfare which are putting pressure on fish farming and introduces the AQUA-FAANG project as a solution to build on the best animals by identifying genetic changes between fishes that affect disease resistance. It explains that AQUA-FAANG results will feed

into selection of more resilient fish in aquaculture, contributing to increasing the sustainability and the profitability of the farms and improving fish welfare.

The AQUA-FAANG animation movie is available on [AQUA-FAANG's YouTube Channel](#).

The link to the video will also be shared on AQUA-FAANG's website and social media accounts i.e. [Twitter](#), [LinkedIn](#) and [Facebook](#).



Figure 4. AQUA-FAANG Animation movie screenshots

3.1.4 Voice-overs and subtitles

The voice-over of the original AQUA-FAANG movie is in British English. The movie will also have voice-overs in other EU languages (French, Spanish, Norwegian, Greek...). The selection of the voice-overs and the translation of the video text will be carried out by AQUA-FAANG partners who are native in these languages. Other versions of the animation movie will be made available on AQUA-FAANG's website and YouTube channel. Video versions in these languages will also be promoted on Twitter, LinkedIn and Facebook accounts of AQUA-FAANG. The animation movie will also be provided with subtitles in other languages.

3.1.5 Impact

The animation video is a part of the AQUA-FAANG outreach and dissemination plan that delivers results to the public, thereby increasing knowledge and creating awareness on next level aquaculture farming and the role of AQUA-FAANG.

The AQUA-FAANG video is aiming to reach out to local stakeholders as well. The first version of the movie in English was uploaded to the YouTube channel on 11 March 2022, whereas the other language versions will be published in the coming months.

AQUA-FAANG video analytics on YouTube channel as of 14 March 2022 is given in the Table 1.

Table 1 Video analytics

Type of video	YouTube views
Views	44
Watch time (H)	0.7
Impressions	24

The finalised animation can be watched here: <https://youtu.be/5Ez9TEj6I4A>

4 Conclusions

The animation video of AQUA-FAANG aims to inform the broader audience about the importance of genetic improvement in layman's terms showing that breeding fish for traits like disease resistance offers an opportunity to keep healthier animals improving farm sustainability, profitability and animal welfare. The movie also highlights the long-term impact of AQUA-FAANG's solutions such as food safety and security.

Besides English, the animation video will be made available in multiple languages, both as voice-overs and subtitles. Providing the video in various languages makes it easier to reach out to local stakeholders and communities.

The video is still being shared and promoted through AQUA-FAANG's social media accounts such as YouTube, Twitter, LinkedIn and Facebook, and also on AQUA-FAANG's website.

5 Partners involved in the work

Some partners of "WP7 - Outreach, dissemination and training" were involved in all stages of the preparation of the video. Partners involved consist of EFFAB, NMBU and UEDIN.

6 Delayed release

This video was initially planned for M24, April 2021. However due to the delays in other WPs it was decided to postpone the launch with 6 months. Therefore, the new deadline was M30, October 2021.

However, due to the workload of partners involved in the preparation of this movie and to make sure the message given addressed main aspects of AQUA-FAANG in a simple way to the citizens of Europe, the scripting part took longer than expected. In addition, the video company designing the graphical storyboards needed more guidance to be able to show the actual work carried out by AQUA-FAANG as accurate as possible. Therefore, the finalisation of the movie has been delayed around 4.5 months leading to the submission of this deliverable in M35.