



VETBIONET

Veterinary Biocontained facility Network for excellence in animal infectiology research and experimentation

Deliverable D5.5
Two short videos targeting veterinary laboratories and general public

Due date of deliverable: M18

Actual submission date: M18

Start date of the project: March 1st, 2017 Duration: 60 months

Organisation name of lead contractor: EAAP

Revision: V1

Dissemination level	
Public	X
Confidential, only for members of the consortium (including Commission Services)	
Classified, as referred to in Commission Decision 2001/844/EC	

Table of contents

1. Summary.....	3
2. Introduction	4
3. Results	4
3.1 Video addressed to veterinary laboratories and industry	4
3.2 Video addressed to the general public.....	4
4. Conclusions	5
5. Annexes	6

1. Summary

Objectives:

The objective of D5.5 was to create audio-visual materials addressed to target audiences. Particularly, two short videos were created to target respectively: 1) veterinary laboratories and industry including SMEs; 2) the general public.

The first video wanted to focus on alternatives to animal experimentation (such as organoids) and models to refine and reduce animal use. It describes how 3Rs approaches can be applied in animal disease experimentation and what VetBioNet is doing to improve ethical standards in animal experimentation.

The second video wanted to focus on the importance of VetBioNet activities for all EU citizens. It stresses the great benefits for all EU inhabitants deriving from the preservation of animal health and welfare around Europe.

Rationale:

Based on the general guidelines included in VetBioNet DoA, the following topics have been chosen as the specific themes to be exposed in the two videos:

1. For the video addressed to the veterinary laboratories and industry: “***Alternatives to animal experimentation (such as organoids) and models to refine and reduce animal use***”.
2. For the video addressed to the general public: “***VetBioNet research on infectious diseases and social impact of epizootic diseases***”.

A working group was formed with representatives from the following VetBioNet partners: EAAP, Erasmus MC, INRA, UNOTT, EDI-IVI. The entire working group - or some of its members - held 4 teleconferences to develop the storyboards of the 2 short videos. It was previously decided to have the videos based on graphic animations and avoid the shooting of interviews and research activities conducted in VetBioNet partners' facilities.

The storyboards of the videos were finalized by EAAP, taking into account inputs from all members of the working group.

Finally, EAAP ensured the technical development of the 2 videos, their upload on VetBioNet YouTube channel and their promotion towards: EAAP's contacts, VetBioNet partners and VetBioNet newsletter subscribers.

Teams involved:

EAAP, Erasmus MC, INRA, UNOTT, EDI-IVI

2. Introduction

D5.5 is part of VetBioNet external communication activities and aims at emphasizing the importance of safe animal disease experimentation to veterinary laboratories, industries and general public. The short videos produced within D5.5 particularly raise awareness on 3Rs approaches applied to animal disease experimentation; VetBioNet contribution to the improvement of ethical standards in animal experimentation; and the positive impact that research on animal infectious diseases has on people's health.

After having defined the specific topic of each video, the established working group held 4 teleconferences to develop the storyboards of the 2 short videos. Particularly, the working group accomplished the following tasks:

- Creation of an introductory question/statement for each short video. The question/statement is shown at the beginning of each video and announces its topic (e.g.: "How can VetBioNet improve ethical standards in animal experimentation?").
- Development of the draft "plot" of the two short videos, which constitutes the basis on which graphic animations were then created;
- Development of the text presented in the voiceover of the two videos.

In the following working phase, EAAP finalized the storyboards - which were finally approved by the VetBioNet coordinator - and took care of the technical development of the audiovisual materials, including creation of graphic animations, recording of voiceovers and final mixing with background music and other sound effects. The graphic concept (see Annexes) was developed taking inspiration from the colours of VetBioNet logo and applied to both videos. Finally, the two videos were uploaded to VetBioNet YouTube channel (which is also accessible from the homepage of project website) to allow following diffusion and reach the target audiences.

3. Results

3.1 Video addressed to veterinary laboratories and industry

The video is titled: "***How can VetBioNet improve ethical standards in animal experimentation?***" and it is available at the following link: https://www.youtube.com/watch?v=58wtjPm_tKE&ab_channel=VetBioNetChannel.

The storyboard of the video is shown in the Annexes

3.2 Video addressed to the general public

The video is titled: "***VetBioNet network is committed to animal health and welfare!***" and it is available at the following link: https://www.youtube.com/watch?v=EYr-8iq3j6M&feature=youtu.be&ab_channel=VetBioNetChannel.

The storyboard of the video is shown in the Annexes.

4. Conclusions


D5.5 offers audiovisual materials that can be easily communicated to the established target audiences. Particularly, D5.5 is composed of two short videos which aim at achieving the following objectives: 1. Remarking the importance of 3Rs approaches applied to animal disease experimentation and providing information on VetBioNet contribution to the improvement of ethical standards in animal experimentation, so as to foster collaboration and interaction between VetBioNet, sectoral industries and veterinary laboratories; 2. Raising awareness on the close interconnection between animal health, food security and people's health, in order to increase social acceptance and recognition of animal experimentation and research on animal infectious diseases.

Moreover, the videos at stake do not engage users for a long time, in order not to lose their attention and interest. On the other hand, the videos provide users with means to get in touch with the VetBioNet consortium and learn more about the project. That in turn could lead to several positive consequences, such as increasing the number of subscribers to the VetBioNet newsletter or the number of applicants to the VetBioNet TNA call for proposals and samples requests.

5. Annexes

ANNEX I: Storyboards of the two short videos

<p>1. Topic of the video addressed to veterinary laboratories and industry: <i>Alternatives to animal experimentation (such as organoids) and models to refine and reduce animal use.</i></p>	
<p>Question appearing at the beginning of the video: <i>How can VetBioNet improve ethical standards in animal experimentation?</i></p>	
<p>Storyboard:</p>	
<p>Video (ideas for graphic animations)</p>	<p>Voiceover</p>
<p>Healthy livestock and healthy food followed by the destruction of cadavers following the foot-and-mouth disease (FMD) outbreak in the UK. Image of VetBioNet logo, zoom on the biohazard symbol. Show stamping out measures adopted during outbreaks. Show statistics on the stamping out of millions of ducks and chicken in breeding units to prevent flu dissemination.</p>	<p>We all know that we need to keep our livestock healthy to ensure animal welfare, food safety and security. VetBioNet is a consortium of high containment facilities for the study of epizootic and zoonotic diseases and BSL3 pathogens that are not to be released into the environment, because they represent a serious biosafety threat. The agents under study are to be kept away from livestock and other animals. As a matter of fact, outbreaks of such animal diseases could lead to drastic eradication measures such as stamping out, which have to be prevented. Research on livestock diseases typically makes use of in vitro methods for the propagation of bacteria and viruses. Anyway, animal experimentation is indispensable for the study of infectious diseases and the propagation of some parasitic agents.</p>
<p>Map of VetBioNet partners across Europe. Pictures of animal species studied by the project (cows, pigs, chickens, sheep, deer, boars, fishes) plus logo of the project. 3Rs (Reduction, Refinement and Replacement) "written" on the screen.</p>	<p>VetBioNet is a collaborative project including high-containment research facilities, academic institutes, international organisations and industry partners. VetBioNet aims at enhancing research on epizootic and zoonotic diseases in many ways, including 3Rs alternatives to animal research: reduction, refinement and replacement.</p>
<p>Livestock and readouts: test tubes, histology specimens (with fluorescent labels), a (temperature) curve over time, telemetric measurement of animals.</p>	<p>Reduction can be achieved by standardizing animal models and acquiring all relevant readouts combined in each animal. Typically, the informed selection of a minimal number of different time-dependent outcomes for pathological evaluation has the potential to reduce the number of animals used. For this, critical biomarkers need to be defined or developed and validated.</p>
<p>Group of animals and their individual temperature curves. One animal looks ill; its temperature curve shows fever.</p>	<p>Refinement aims at making the animals comfortable, ensuring enrichment and social housing while avoiding unnecessary suffering. For this, sets of humane endpoint</p>

	criteria need to be defined, in order to find the mildest endpoint that will still deliver the scientific outcomes. Objective monitoring tools such as telemetrics will be developed by VetBioNet in support of this challenge.
Images of cultured cell lines and organoids. Mixed lymphocytes sorted into differentially labelled subsets (different fluorescent colours).	When it comes to replacement, in vitro methods are typically used to study microorganisms outside the host species. VetBioNet is developing supplementary methods such as immortalized cell lines of relevant target cells of host species, animal organoids, and innovative targeted antibodies for the identification of cells, such as subsets of immune cells or optical imaging.
Map of VetBioNet partners which are interconnected and form a network. Images to show: 1. collaboration with stakeholders, 2. VetBioNet TNA projects and 3Rs; 3. Best practices/guidelines on animal wellbeing and 3Rs; 4. 3Rs training courses. Final image with reference to project website (http://www.vetbionet.eu/), project logo, map of European Union and the following statement:	Third parties' interests and contributions are central for the implementation of 3Rs approaches within VetBioNet. In practice: 1. we engage external stakeholders to analyse current practices adopted by Animal Ethics Committees, 2. we monitor and evaluate the application of 3Rs approaches in transnational research projects conducted at the facilities of VetBioNet partners, 3. we define and disseminate best practices on 3Rs and animal wellbeing, 4. we provide training opportunities on 3Rs. For more information and possible collaborations, you can visit VetBioNet website.
 <p>This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731014.</p>	

2. Topic of the video addressed to general public: <i>VetBioNet research on infectious diseases and social impact of epizootic diseases.</i>	
Statement appearing at the beginning of the video: <i>VetBioNet network is committed to animal health and welfare!</i>	
Storyboard:	
Video (ideas for graphic animations)	Voiceover
Animations of ill livestock. Pictures presenting negative effects of African Swine Fever, Bluetongue and Schmallenberg virus linked to the concerned countries (African Swine Fever: Georgia, Ukraine, Estonia, Latvia, Lithuania, etc.; Bluetongue: The Netherlands, France, all the Balkans' area; Schmallenberg virus: UK, the Netherlands, Belgium, Luxembourg, France and Italy). Show news items of stamping out and alerts regarding food poisoning.	VetBioNet is a European project studying the diseases that we cannot tolerate in our livestock, because their effect could result in devastating outbreaks. Recent examples include the spread of Bluetongue (from 2006) or Schmallenberg virus (from 2012) throughout Europe, or the still ongoing diffusion of African Swine Fever in Eastern Europe. Some animal diseases are also extremely dangerous for human health and concern the global population: just think about the public health alerts caused by avian influenza and salmonellosis.

	<p>In general, outbreaks also provoke drastic measures, such as the killing and removing of animals that are infected or at infection risk.</p>
<p>Animations of: 1. researchers coming to VetBioNet facilities to carry out research projects; 2. veterinaries taking a cow temperature, 3. researchers working on new vaccines and studying emerging animal diseases; 4. sheet to represent a programme to address animal diseases outbreaks.</p>	<p>The unpredictability of animal infectious diseases makes necessary a continuous research effort. To minimize the risk and impact of outbreaks, VetBioNet implements different kinds of activities: 1. we make up-to-date facilities and laboratories available to scientists from Europe and third countries working on infectious diseases, 2. we perform joint research projects dedicated to understanding the development and spreading of animal diseases, 3. we work on prevention strategies, 4. we develop rapid diagnostic tests and a joint programme to address potential emergencies caused by outbreaks of animal diseases.</p>
<p>Map of VetBioNet partners which are interconnected and form a network. Table with pictures showing the competencies of the consortium, including animal species and pathogens addressed by VetBioNet, as well as disciplines/approaches having a role in VetBioNet work plan → show them as “puzzle pieces” that combine to form a strong consortium. If possible, show connections with external stakeholders (FAO, OIE, etc.).</p>	<p>To successfully carry out its work plan, VetBioNet relies on a network of 28 partners from the academic and industrial sectors that will be further enlarged in the next months. As a whole, the consortium covers a broad range of expertise and disciplines required to address the key issues in animal infectiology research and experimentation. That ensures a strong connection between research activities and demonstration of project results under operating conditions.</p>
<p>Show the VetBioNet logo that creates a “shelter” for Europe, immunizing it against risks of outbreaks represented by images of pathogens.</p>	<p>At the end of a 5-year work plan, VetBioNet wants to achieve a major impact in the fight against animal infectious diseases. Particularly, the project wants to provide technological developments for the diagnostics, prevention and control of animal infectious diseases, so that Europe can effectively increase its capacity to prevent and face outbreaks. Harmonization of European protocols for animal experimentation is also an important objective of the project.</p>
<p>Map of interconnected VetBioNet partners which form a network. Then show the equation: healthy livestock (and healthy wild animals, such as boars) = healthy people in Europe. Final image with reference to project website (http://www.vetbionet.eu/), project logo, map of European Union and the following statement:</p>	<p>As a whole, VetBioNet is a comprehensive network of European infrastructures, providing access to high-containment laboratories and performing research and networking activities to promote animal health and welfare. We want healthy animals to keep people healthy across Europe.</p>

	<p><i>This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731014.</i></p>
--	---

ANNEX 2: Graphic concept of the short videos

