



Meeting Minutes

Meeting on EXPO 2017, 27th Jan 2017

Date: 27-01-2017

Time: 09:30-10:30

Location: Skype

Participants

Bert Groenendaal (SIOEN)

Jaap van Hal (ECN)

Rita Clancy (EURIDA)

Absent: Anne-Belinda Bjerre (DTI)

Agenda

MacroFuels participation in the World EXPO 2017, taking place from 10th June-10th September 2017 in Astana/Kazakhstan.

Minutes of meeting

- Rita gave a summary of the call with Andrea Zimmermann from Curioaction Germany who are an exhibition consultancy working on the design and exhibits for the World EXPO 2017 in Astana/Kazakhstan:
 - For the EXPO visual content (movie, animations etc.) and exhibits are sought for; new content can be created with Curioaction scenographers (e.g. animations, graphics), existing film material can be provided and put together as long as it is related to energy (novel materials or other high value by-products are not of interest). Exhibits should be rather small, can be on the ground or walls, should be possible to leave them on display without scientists minding them. Storyboard for visual media and design ideas for exhibits come from MacroFuels.
→ **Timeline: A final storyboard and exhibit concept shall be provided to Curioaction by early March 2017.**
 - An interview will be made with a MacroFuels scientist in the Curioaction studio in Frankfurt/Main; story and message to be conveyed will be discussed and decided beforehand



→ **Timeline: The interview will be held in May 2017 (earlier date will be possible)**

- Only costs that will occur are travel costs (Frankfurt/Main and Astana)
- There is a strong business interest in new energy solutions in Kazakhstan and the EXPO, moderate branding for companies involved in MacroFuels is possible

Feedback from Jaap and Bert:

- Very interesting opportunity, which we should definitely take.
- Timeline is ambitious, but we should be able to meet it.
- Message of our content has to be clear, we have to present ourselves in an excellent way (not just a video, but a story!).

First suggestions:

- Come up with a storyboard that is equally attractive for business and civil society.
- Include a short interview (30 secs will be sufficient) from policy maker, e.g. Nils Torvalds (MEP, ALDE, Finland) and/or high official from EC
- Based on a first draft of a storyboard: Assess what visual material already exists and what has to be created
- Idea for a complementing exhibit: Get in touch with an artist/designer to create something from dried seaweed which can be set up together with a selection of seaweed-derived products (note: as focus is on energy we have to check with Ms. Zimmermann what will work for them and how their designers can help us with the exhibit).

Internal timeline:

- **Feb 10, 2017:**
 - Come up with a first draft for a storyboard to be discussed with WP leaders (maybe additional consortium members for specific input)
 - Make a decision on whether we would like to add an exhibit and, if yes, what
- **March 6, 2017:** Provide our storyboard concept to Curioation (Ms. Zimmermann)
- **March 20, 2017:** Have a design concept for an exhibit that can be discussed further with Ms. Zimmermann

Next work Steps:

- The storyboard for visual content will first be drafted by the core group (Bert, Jaap, Anne-Belinda, Rita)
- A first list of topics, ideas, etc. will be set up by the end of next week and brainstormed in a Skype call; Suggested dates for Skype call: **Thu, 2nd Feb 2017, 3.30 pm**
Fri, 3rd Feb 2017, 1 pm



- Jaap will get in touch with Nils Torvalds about whether he would be available for a short piece as part of our EXPO visual content

Noted by Rita Clancy