

### Publishable final report - VF

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#### Subject:

From February 1st 2007 to December 31th 2009

Project "VIA (Véhicule Innovants d'Avenir)"

Contract No. SAS6-CT-2006-044581

February 15th 2010 – J. Ries – Vidéoscop - Université Nancy 2

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#### Summary

1. Description of the project
2. Contractors
3. Outputs, livrables and results
4. Methodology
5. State of the art and the impact today

## **1 - Description of the project**

# VIA - Véhicules Innovants d'Avenir

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## Rapport final

Can we predict today how we will move in thirty, fifty or hundred years while transportation has been experiencing exponential growth for decades, that cities are congested, the infrastructure is saturated, that individualism prevails in the area of transportation, environmental impacts are dramatic and energy needs are growing...? The end of the political view of the "whole car" is inevitable but what is the alternative? When is time coming for shared cars? Should the mentality also evolve and how could researchers participate in this citizen evolution?

Are these questions not the foundation to a great and amazing adventure?

The objective of Vidéoscop Université Nancy 2 and the SAM Université Paul Verlaine is to produce and to promote a documentary fiction broadcast of 52' entitled for the moment "Move along, there is everything to see" and which is presenting the European science towards young audience through the involvement of European laboratories working in concrete and innovative projects around the issue of new modes of transport in the cities in the future with future vehicles.

### **Abstract of the project at the beginning:**

The current confidence crisis between society and science explains only partly the disaffection of the young people with respect to the scientific careers.

Doesn't scientific research suffer from an image deficit?

Researchers, give us a dream! Show us the world of tomorrow!

With the project "VIA" – Véhicules Innovants d'Avenir - Innovating Vehicles of the Future – Vidéoscop and SAM will show the human adventure of a science working in the middle of the society, listening to the concerns of the citizens, but before all a science which dreams and makes us dreaming.

In partnership with 4 European laboratories, the ambition is to offer to a young and "non converted" public, the opportunity to apprehend the scientific question from a new and positive point of view, by promoting participation, reflexion and imagination. We propose to produce and broadcast a 52 minutes docu-fiction presenting the means of transports of the future, targeted for young people from 12 to 18 years and developed in close relation with them.

Tomorrow's transport modes are a federator and interesting topic as much as an emblematic scientific project for this inventive, innovating, utopian science of the European scientific community. The VIA project will allow:

- to present crucial stakes of the society of the future and to intensify the dialogue science/society,
- to answer concrete questions: energy, town planning, safety, demographic growth, sustainable urban development, health, human/machine interface, speed,
- to put the young people in situation of research starting from an attractive topic,
- to set out the European cooperation via laboratories working together as a network.

Based on a solid audio-visual production experience we will co-operate with highly qualified partners to set up a promotion and broadcasting plan ensuring the Europe wide dissemination of the film.

### 2 – Contractors - Partners of the project at the beginning

| Participant no.   | Participant organisation name                                                                             | Participant org. short name |
|-------------------|-----------------------------------------------------------------------------------------------------------|-----------------------------|
| 1-a (coordinator) | Université Nancy 2/ VIDEOSCOPE<br>Centre audiovisuel et multimédia de l'Université Nancy 2                | Vidéoscop                   |
| 1-b               | Université Nancy 2 /Les Amphis de France 5                                                                | Amphis France 5             |
| 2                 | ERE PRODUCTION                                                                                            | ERE Prod.                   |
| 3                 | SAM - Service audiovisuel et multimédia<br>de l'Université Paul Verlaine-Metz                             | SAM                         |
| 4                 | ICTV<br>Paris                                                                                             | ICTV                        |
| 5                 | ATIT - Audiovisual Technologies Informatics and telecommunications                                        | ATIT                        |
| 6                 | Dipartimento di Idraulica Trasporti e Strade Università degli Studi di Roma<br>« La Sapienza »            | DITS                        |
| 7                 | Transport Research Group - School of Civil Engineering and the<br>Environment - University of Southampton | TRG                         |
| 8                 | Business Unit of TNO Built Environment and Geosciences                                                    | TNO                         |

# VIA - Véhicules Innovants d'Avenir

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### Implementing/ responsibilities / contacts

- Management of the project: Vidéoscop Université Nancy 2
  - Relationship with the channels, associate producer: Ere Production - Nancy
  - Author of the conception: SAM Université Paul Verlaine - Metz
  - Executive producer: Vidéoscop Université Nancy 2
  - Audiovisual distribution: ICTV Paris
  - Dissemination: ATIT Belgium
  - Director: Jean-Baptiste Mathieu
  - Scientific, technical and/or pedagogical support: INRIA / Project IMARA CyberCars - Michel PARENT - Researcher at the INRIA, Head of the team IMARA and of the European Program "La route automatisée"
- Each laboratory has designated a scientific responsible and contact point for the project VIA:
- DITS : Dr. Adriano Alessandrini – Roma
  - TNO : Kerry Malone - Delft
  - TRG : Pr. Mike McDonald - Southampton

### Addresses

#### 1- Vidéoscop Université Nancy 2

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email: [chris.monz@wanadoo.fr](mailto:chris.monz@wanadoo.fr) or [www.ereprod.fr](http://www.ereprod.fr)

#### 3 - SAM

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### 9. INRIA

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### 10. LORIA - Campus Scientifique – BP 239 – 54 506 Vandoeuvre-les-Nancy Cedex

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### 11. Director

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### 3 – Outputs and results

#### To write the right film: from February 2007 to January 2008

After the signature of the agreements with all the partners (see list above) the production has started. The location and the scenario writing could start in February 2007.

A preparatory meeting brings together all partners to explain the project in the detail, to specify working procedures and validating the roles and timing. The director is chosen and the locations for the script can start.

The period from February to April will be dedicated to it (locations in laboratories in the INRIA Versailles, in LORIA Nancy, in SAID in Rome, in the streets of Freiburg) with the first scenario/script very close to the initial and entitled project "Move along there is everything to see!"

From April 2007 and based on this first scenario a campaign of research for broadcasters is launched by Ere Production, Vidéoscop and Unlimited (EBU, Sunny Side La Rochelle).

A leaflet edited especially in French and in English serves as support of communication. But "Move along there is everything to see!" will not find the right channel in La Rochelle.

New locations are made from May 2007 with new contacts and J. B. Mathieu turns towards Luc Schuiten and gives so to the film a more artistic dimension. This new project takes the name « And if our cities could fly... ». The scenario which leans on 3 characters and 5 cities becomes more readable, more exciting also. The film proposes a confrontation between researchers, town planner/utopian and reality. The initial partner laboratories (SAID, TNO and TRG) are not any more in the project because they are too institutional for a film intended for the broadcast.

#### Synopsis :

If our cities could fly... January 2008

How shall we move in the city of tomorrow?

We are all concerned by this social issue.

Utopians, scientists, planners and policies in several European countries are exploring today amazing track for the future. From hypotheses to field experiments these thinkers share their energy to make their dreams become true.

It is in this great human adventure that the film will lead us.

And if we plan the city of the future with them?

And if the car was not the right horse?

And if we move in small automated machines in self-service?

And if we share our means of transport?

And if we move on magic carpets?

We meet the visionaries in cities in which they live, work, reflect or lead concrete experiences.

Thus, the film will travel through different European cities: city laboratories reinventing their travel patterns such as Rotterdam and Freiburg in capitals trying to revolutionize them such as Rome, Paris and London.

Through a lively and playful survey, to draw what could be our future: a city where we will circulate without doubt otherwise, but better!

#### Looking for a new channel agreement: from January to October 2008

The new scenario "And if our cities could fly..." will be presented in May 2008 at France 3 LC-A and at Sunny Side in La Rochelle. We learn that a documentary has been accepted by France 5, which deals the same topic. On October 15th 2008 we get a final agreement from France 3 LC-A.

This part took more time than expected so we required a contract amendment to the Commission in order to postpone the project to December 31th 2010.

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### Technical production and French ready to broadcast: from October 2008 to October 2009

From the reception of the letter of commitment of France 3 we could finally start the technical production of the film. It will take place between October 2008 and October 2009.

The film is taking shape.

First of all it's a question of taking advantage of certain events: around Cybercar from the INRIA, in La Rochelle in 2008 and Helsinki in 2009 and those who concern Thierry Chanard's crystal in Belfort. Luc Schuiten's shooting will be made in February 2009: he has just received his Twike and Brussels offers him a magnificent exhibition, Vegetal City. We also shall go to Freiburg to film the district Vauban, the model of the genre. The shooting/filming will end in June 2009.

Filming is get by Ere Production and Vidéoscop Université Nancy 2 in equal part. The team involves 3 persons, the director Jean Baptiste Mathieu, the sound engineer Xavier Griet and the chief operator Isabelle Fermon. All the travels for filming are get by train (except for Helsinki) The film ends in June 2009.

The postproduction starts immediately in August in France 3 Strasbourg, the reasons are the availability of material of editing and staff.

The 2D and 3D pictures are provided by Luc Schuiten and the pictures of simulation of the "christol" vehicle are provided by Tecnomade. Stéphane Manchematin brings the text for the comment.

Editing, formatting, mixing ... In October 2009 the French ready to broadcast is finally available and validated by France 3 Lorraine Champagne-Ardenne (LC-A).

### Agenda for the technical part

| Period                       | Place                                           | People concerned                   | Organisation   |
|------------------------------|-------------------------------------------------|------------------------------------|----------------|
| September 17th and 18th 2008 | Shooting in La Rochelle<br>Cybercar Event Polis | Michel Parent /INRIA and engineers | Vidéoscop      |
| October 23rd and 24th 2008   | Shooting - Brussels                             | Luc Schuiten                       | Vidéoscop      |
| November 18th and 19th 2008  | Shooting - Belfort Show Room Christal           | Thierry Chanard                    | Vidéoscop      |
| April 20th and 24th 2009     | Shooting INRIA Versailles Cybercar              | Michel Parent /INRIA and engineers | Ere Production |
| May 6th to 9th 2009          | Shooting - Helsinki Vantaa Polis                | Michel Parent /INRIA and engineers | Vidéoscop      |
| May 11th to 13th 2009        | Shooting - Vegetal City in Brussels             | Luc Schuiten and Thierry Chanard   | Ere Production |
| June 15th 2009               | Shooting - Paris                                | Street sequences                   | Ere Production |
| June 16th 2009               | Shooting - Nancy                                | Street sequences                   | Ere Production |

### Postproduction

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| Period                                         | Stage                                        | Place      | Organisation |
|------------------------------------------------|----------------------------------------------|------------|--------------|
| From August 17th to September 18th 2010        | Editing                                      | Strasbourg | France 3     |
| September 28th and 29th                        | Conforming                                   | Strasbourg | France 3     |
| From September 30th to October 2 <sup>nd</sup> | Colorimetric correction                      | Strasbourg | France 3     |
| October 5th                                    | Titling                                      | Strasbourg | France 3     |
| October 5th and 6th                            | Sound editing                                | Strasbourg | France 3     |
| October 7th to 10th                            | Mixing                                       | Strasbourg | France 3     |
| October 15th                                   | Ready of broadcast                           | Strasbourg | France 3     |
| October 15th to 30th                           | English version, voices recording and mixing | Nancy      | Vidéoscop    |
| November 1st to 15th 2010                      | DVD French and English interface             | Nancy      | Vidéocop     |

English version, ready of broadcast of the DVD and duplication, website: from October to December 2010. The English version in voice over will be realized in November in studio at Vidéoscop with 7 different voices.

The DVD proposes an access to the film or an access by sequence for the French and English version.

All packaging (cover, disc) and interface will be achieved by Vidéoscop. Duplication in 1000 double layer DVD copies (total 2 X 52 minutes) will be made by Duplikit.

A final project meeting was organized in Nancy in October 2009 with all partners. ATIT proposes to make 2 sites dedicated to films (French and English version), the idea is accepted by the group. The websites are called [www.si.nos.villes.avaient.des.ails.com](http://www.si.nos.villes.avaient.des.ails.com) and [www.if.our.cities.could.fly.com](http://www.if.our.cities.could.fly.com) and the charter of the website will also be proposed by ATIT. They may not be online until the end of exclusive rights of France 3, either in late May 2010. The sites offer access to film sequences, the CVs of researchers and links to do more.

From November 2009 the part of dissemination and distribution starts, although delayed relative to the initial project! But everything will be implemented by Vidéoscop, and by all partners to enable extensive use of film. France 3 informs us in December 2009 of the release date: this will be May 22<sup>nd</sup> 2010 at 3.25 pm.

## Conclusion

After some trial release the first feedback is very positive. The film now exists, it is registered in festivals, it will be distributed, two websites are dedicated to him that were not foreseen in the draft ..., original copies have been sent to Morocco, Switzerland, Finland ... What will be its impact? Has it achieved its goal "Reconcile science and society?"

Given the environmental context this film certainly comes at the right time. Fairly well received by all those who have already seen, it offers a different perspective on life in the future, research and all partners already highly mobilized to disseminate it widely.

The objective of this production was to make a film that reconciles science and society on the one hand and that the film was not shown on major public media on the other. This film asks a question today which is not brought to the screen but for many professionals: what is the share of utopia in our lives, our work projects and more in research?

## Results

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The VIA project has allowed the production of a documentary entitled "And if our cities could fly...". According to the initial project the film is a science documentary of 52 minutes broadcasted on a terrestrial channel.

Actually there are 3 versions:

- A documentary of 52' entitled « *Et si nos villes avaient des ailes ?* » French version
- A documentary of 52' entitled « *If our cities could fly...* » English version
- An international version

(see description and cover below)

The film was shot in 4 European countries, Germany, France, Belgium and Finland.

In order to give to the film a life after the TV broadcast and in conformity with the initial project we chosen with ATIT the broadcast of both films on the internet via dedicated websites. This technical possibility was not planned in the original draft but given the evolution of Internet practices we had seemed essential to use the media to enable effective dissemination and pedagogical use.

See the websites in the following pages and in part nr 5 "Impact expected".

Websites: [www.si-nos-villes-avaient-des-ailes.com](http://www.si-nos-villes-avaient-des-ailes.com) and [www.if.our.cities.could.fly.com](http://www.if.our.cities.could.fly.com)

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### Documentary:

#### Et si nos villes avaient des ailes ? [www.si-nos-villes-avaient-des-ailes.com](http://www.si-nos-villes-avaient-des-ailes.com)

Se déplacer aujourd'hui en ville tourne vite au cauchemar.

Comment résoudre nos problèmes de transport ?

Dans ce film, trois têtes chercheuses explorent des pistes originales pour l'avenir : un scientifique qui s'inspire de science-fiction, un urbaniste qui joue aux petites voitures et un artiste qui invente de nouvelles utopies. Et si nous les suivions dans un petit tour d'Europe pour découvrir ce qu'ils imaginent pour nous et nos villes dans le futur ?

#### If our cities could fly ... [www.if-cities-could-fly.com](http://www.if-cities-could-fly.com)

Getting about in cities today can be a nightmarish experience.

So how can we solve our transport problems?

In this film, three forward thinkers explore original scenarios for the future:

a scientist inspired by science-fiction, an urban planner who likes playing with toy cars and an artist intent on inventing new utopias.

Let's follow them on a short tour around Europe to discover what they have in mind for us and our cities in the not too distant future.

#### Réalisation

Jean-Baptiste Mathieu

#### Scénario

Stéphane Manchémartin

Jean-Baptiste Mathieu

#### avec

Luc Schuiten - Architecte-Urbaniste, Bruxelles

Michel Parent - Directeur de Recherche à l'INRIA, Versailles

Thierry Chanard - Urbaniste, Directeur du bureau GEA, Lausanne

#### © Coproduction - 2010

FRANCE TELEVISIONS POLE FRANCE 3 - Région Lorraine Champagne Ardenne

ERE PRODUCTION

VIDEOSCOP Université Nancy 2

#### En partenariat avec

le Service Audiovisuel et Multimédia de l'Université Paul Verlaine - Metz

#### et avec le soutien

de la Commission Européenne 6ème PCRD

du Centre National de la Cinématographie (CNC)

de la Région Lorraine

du Réseau Hubert Curien de la CSTI Lorraine

PRES de l'Université de Lorraine

Nancy-Université



Crédits Image de couverture Luc Schuiten

Et si nos villes avaient des ailes ? If our cities could fly ...

Ere  
Production

Vidéoscop  
Université Nancy 2

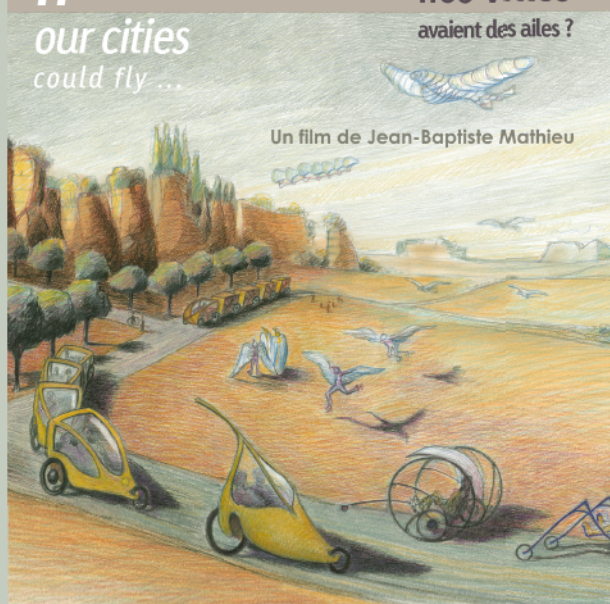
France  
Télévisions

présentent

If  
our cities  
could fly ...

Et si  
nos villes  
avaient des ailes ?

Un film de Jean-Baptiste Mathieu



# VIA - Véhicules Innovants d'Avenir

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### Description of the documentary:

#### Titles:

*Et si nos villes avaient des ailes ?* a film by Jean-Baptiste Mathieu

In English: *If our cities could fly ...*

#### Abstract

Travel in cities today is becoming a nightmare. How can our transport problems be solved? In this film, some different and highly original options for the future are explored by three thinkers - a scientist who takes inspiration from science fiction, a town planner playing around with toy cars and an artist who invents new types of utopia. Why not follow them on little trip round Europe to find out what they've thought up for us and our cities of the future?

#### A coproduction

FRANCE TELEVISIONS - ERE PRODUCTION - VIDEOSCOP Université Nancy 2

In partnership with

The Audiovisual and Multimedia Service (SAM) of the Université Paul Verlaine – Metz

With the support of:

- the European Commission : 6th Research Framework
- the Centre National de la Cinématographie (CNC)
- the Région Lorraine
- the Réseau Hubert Curien of the CSTI Lorraine

#### Credits

Cover picture by Luc Schuiten

#### Website:

[www.si.nos.villes.avaient.des.ailes.com](http://www.si.nos.villes.avaient.des.ailes.com) and [www.our.cities.could.fly.com](http://www.our.cities.could.fly.com) are available from May 22nd 2010 (after TV broadcasting)

The screenshot shows the website for the documentary 'Et si nos villes avaient des ailes ?'. The header features the title in large white letters on a dark background, with a subtitle in smaller white text: 'Comment nous déplacerons-nous dans la ville de demain ? Trois têtes chercheuses explorent ici des pistes étonnantes pour l'avenir.' Below the title is a navigation menu with links: 'Résumé', 'Chercheurs', 'Production', 'Séquences', and 'Liens internet'. The main content area has a grey background and contains three paragraphs of text. To the right of the text is a small image showing a top-down view of a city street with cars and pedestrians. Below the text and image is a yellow box with the text 'Diffusion au cours de la Fête de la Science en octobre 2010.' At the bottom of the page is a yellow footer with the text 'Contact & Distribution'.

**Et si nos villes avaient des ailes ?**

Comment nous déplacerons-nous dans la ville de demain ?  
Trois têtes chercheuses explorent ici des pistes étonnantes pour l'avenir.

**Résumé** Chercheurs Production Séquences Liens internet

Se déplacer aujourd'hui en ville tourne vite au cauchemar. Comment résoudre nos problèmes de transport ?

Dans ce film, trois têtes chercheuses explorent des pistes originales pour l'avenir : un scientifique qui s'inspire de science-fiction, un urbaniste qui joue aux petites voitures et un artiste qui invente les utopies de demain.

Et si nous les suivions dans un petit tour d'Europe pour découvrir ce qu'ils imaginent pour nous et nos villes dans le futur ?

Diffusion au cours de la Fête de la Science en octobre 2010.

Contact & Distribution

### 4 - Methodology

The objective was to produce a science documentary for the TV and Vidéoscop chose to work with the right partners within a framework defined from the beginning of the project.

The production of the film leans on 5 main steps:

- The management
- The development
- The production and postproduction
- The dissemination and the distribution

At each phase was associated with one or more partners in the field.

Overall responsibility has been defined as the following description:

- ❖ General management: Vidéoscop Université Nancy 2
- ❖ Associate producer: Ere Production
- ❖ Synopsis: SAM Université Paul Verlaine and the director Jean-Baptiste Mathieu
- ❖ Scientific advisor: Michel Parent - INRIA
- ❖ Distribution: ICTV
- ❖ Dissemination by Internet: ATIT

#### **General management: Vidéoscop / Université Nancy 2**

Vidéoscop was in charge of the general management of the project VIA. It concerns the project steering including the management of all partners, the executive production, the administrative and financial monitoring and the guarantee project completion VIA including the film, the broadcast and the dissemination.

The management principle is based on the overall management of the project by a contact point (referee) called project manager.

For the phase of the development, the project manager was the contact point for the group in charge of the conception: the author and the director. She has related the progress of conception and writing during the planned meetings with the steering committee. She has monitored and organized the phases of location (organization of the trips, contacts,). She prepared, finalized and submitted to the other financial providers (CS, CSTL, Ministry of research, Région Lorraine Soutien à la diffusion de la CST) the grant requests for the production of VIA.

Concerning the production the project manager closely worked with the associate producer Ere Production.

Role of the project manager: establishing at the launch of the project a unique document which leans on the appendix 1 and entitled requirements specification. This document was intended to remind the conditions related to the lead of a European project. It specified the roles and responsibilities of each partner: a description of people mobilized by each organization, function, level of responsibility on the project so that all partners can identify the referees.

The project manager has a clear agenda and an estimate to enable accurate management of schedules and financial resources. She established a division of the project into phases with clearly defined objectives, expected outcomes and human and material resources to achieve these results.

The project manager is the head of the project, she monitored the whole project and convened the formal meetings with different groups. She has ensured good communication between partners by establishing for each meeting an agenda, followed by a meeting report. These documents are part of the project reports VIA. The project manager has prepared interim reports. The daily communication between the partners has been via email. The translation of documents was supported by Vidéoscop.

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The administrative and financial management of the project is fully realized by Vidéoscop, who has worked with legal support, accounting and finance from the University of Nancy 2. The director of production has assured the implementation of all agreements, including agreements between the coordinating institution and each partner. These agreements were intended:

- to specify the role and responsibilities of each partner,
- to specify the IP and operating conditions of the film produced under VIA,
- to describe the human and financial resources that each partner must put in place on the project,
- to specify the schedule for each phase and financial partner,
- to clarify the eligibility of expenditures and receipts.

Members involved in the project:

Director of Videoscop – Executive producer: Florence Ducreau

Project manager: Jacqueline Ries

Director of production: Laurence Cattiaux

Administrative & Finance: Marie Laure Collot, Bernard Lauch

### **Associate producer: Ere Production**

Ere Production was the executive producer of VIA and the guarantor of the right production of the film. So Ere Production is committed to the proper conduct of its responsibilities:

- implementing all means to ensure the dissemination of VIA on the European territory through its own network and that of its usual partners (France 3 LCA - KAOS and GIGAHERTZ) without exclusive rights,
- presenting the project VIA to the EBU Call in February 2007 and if selected, presenting the project in May in Lucerne with the director,
- securing financial contributions from the channels and especially France 3,
- ensuring the relationship with France 3 as part of the financial contribution of the channel,
- ensuring the provision of the CNC through the account of automatic support and ensuring support of the director (copyright and salary) during the development phase of the project,
- ensuring management of the copyright,
- ensuring management of broadcast rights.

To fulfill its responsibilities in the project, Ere Production brings into the project VIA qualified personnel for the relationship and negotiations with broadcasters. Ere Production is responsible for the research and the implementation of pre-purchases without exclusive rights. The actions implemented by Ere Production through its network of partners to enable the European television broadcast shall not prevent any other executive producer to join the partnership for making other modes of distribution, subject to preserving any commitments already made by Ere Production.

Members involved in the project:

Associate producers: Régis Caël and Christian Monziger.

### **Design and development of the script: SAM / Université Paul Verlaine - Metz**

The SAM was responsible to finalize the writing of the scenario. The author and the author-director mobilized by the SAM had made the necessary locations for the knowledge of the topic, the problematic and the actors. They led all the planned locations (Southampton, Rom, Rotterdam, Versailles / INRIA Rocquencourt ...), it is technical locations and making contacts with people there (policy makers, users, researchers etc...). They have written a synopsis and a rating of 5 pages of intent for the EBU call of project in March 12th 2007.

They have written a more significant synopsis which was presented to the steering committee of 22nd March.

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After validation of the pre-scenario by the steering committee the author and the director wrote the film treatment specifying the sound and audio-visual approach and including synopsis, statement of intent, storyboard, technical choices and contacts. A copyright agreement has been reached between Ere Production and the author mobilized by the SAM.

The author has participated in various stages of the technical part of the production: participation in the editing plan, participation in various stages of editing, participation in writing the commentary.

Members involved in the project:

Director of SAM – Producer: Fabienne Granero-Gérard and Didier Pardonnet (in 2007)

Author: Stéphane Manchemat

### **Scientific and technical partnership**

The members of the Scientific Board come from following laboratories:

- Michel PARENT: researcher at INRIA, head of the team IMARA and of the European program «La route automatisée»
- François CHARPILLET: researcher at LORIA / Nancy.
- Dr. Adriano Alessandrini: researcher at DITS / Rome
- Guido Sluijsmans: researcher at TNO / Delft
- Pr. Mike McDonald: researcher at TRG / Southampton

### **Audiovisual distribution: ICTV Paris**

As a distributor, ICTV is in charge of the sale of the film when it was finished and the nature and scope of its intervention is the subject of a distribution agreement.

### **Dissemination via Internet: ATIT Belgium**

ATIT is a company specializing in cultural and educational sectors and in the areas of training in Europe. ATIT is based in Belgium since 1999 and also has an office in Ireland. The company deals with broadcasters in different parts of Europe.

ATIT has made:

- the design and the production of 2 websites (in French and in English) as support of the film,
- the dissemination of the film in DVD for the specialized European shows,
- a campaign of information followed by direct contacts with public channels specialized in the education like TV, EBU-JIBS, DAVI and governmental organizations involved in the sensitivity of the public for the education science e.g. "Wetenschapsweek Initiativ" in Belgium and "Science Week" in Ireland, the national educational networks "Education Highway" in Austria, the CNDP in France and the supranational networks involved in the scientific education like for example the specific programs of the UNESCO, EC DG EAC and ISM, "European Space Agency".

JIBS is member of the "European Broadcast Union", a contact point for this kind of production. This organization is in contact with European broadcasters, has a potential audience of over 300 millions viewers that include all the viewers of public broadcasters in Europe and the EBU has 74 active members in 54 countries in Europe and Africa. By submitting VIA JIBS and EBU services that work on the exchange of scientific and educational programs, it will be possible to enlarge the audience in Europe.

ATIT will participate in specialized events:

- exhibitions related to science education including those run by companies like Siemens and Intel,
- targeted festivals and conferences such as Youngs Scientist's Fairs in England and Ireland or the Salon de l'Education in France. The media are looking for programs tailored to this market of audiovisual and documentary as MIPTV and Milia MIPDOC Festival of Monte Carlo, Sunny Side of the Doc. Each festival, exhibition, market and show attracts thousands of professional buyers programs, it is certainly the most appropriate place for promoting VIA.

VIA will also be presented in appropriate competitions to attract attention, as "Edinburgh International Television Festival," the International documentary film festival in Florence, "the International Documentary Film Festival Amsterdam," the Banff World Television Festival (Canada), the "BVUFC Awards". ATIT will be present on all of these events and have the trailer for these demonstrations, 500 DVD and the booklet in two language versions.

### 5 - State of the art at the moment of deposit and the impact today

The film « If our cities could fly... » is about a key issue regarding the future of our societies and the accurate topic of the actual research: moving in the cities of tomorrow and the issue of the vehicles of the future and new modes of transport and life. In 2006, at the moment of the deposit of the project VIA, this issue was not very tackled in the documentaries and in the media in general and the researchers complained about it. This was one reason why our project interested the researchers.

#### Achieved impact:

Today the issue of moving and the new modes of transport concerns a majority of member states of the European Union and will land tomorrow at a global level. The public is particularly sensitive and considered one of the priorities on which our researchers should consider both its challenges affecting their daily lives and the future of our society. This audience is wide: women, men, teenagers, parents, grandparents, whether urban or rural, eastern, western, north or south European. For the past 2 years this issue is regularly discussed by the media and the latest example is the documentary "Moving into 2040" broadcasted on France 5 in April 6th 2010.

<http://documentaires.france5.fr/documentaires/vivre-en-2040/se-deplacer-en-2040>.

This documentary with a length of 52' exactly tackles the same topic as VIA but with a very different treatment. How « If our cities could fly » will produce an impact on the public and how the film will modify minds and patterns?

We can't speak about impact because the film is at the beginning of the broadcasting but we can actually establish how the film will propose another vision and another reflection as other kind of documentaries. What is its specificity? And how it will target a large audience thanks its broadcasting and its partnership?

#### The utopia, the dream as mainspring

Our film stresses on the utopia through 3 portraits of researchers. Whether Michel Parent from the INRIA, Thierry Chanard from the GEA or Luc Schuiten the urbanist, everyone has a dream that of best live together.

By showing and staging the research to be perceived by the civil society as a responsible approach and concerned about the general interest, the general, European or world community, this documentary touches the core of the human being, the very question of the mover of research, its *raison d'être*.

Through the research programs of our three researchers are emerging new modes of transport less individualistic, in self-service, environmentally friendly, more efficient, less costly in terms of production and consumption of energy.

The documentary provides answers to very concrete problems. It shows the way that the research is above all a tool for learning, exploration and implementation of the dreams of the society.

#### A wide and multi-support dissemination

Since 2006 Internet use has considerably changed both through the technological developments that facilitate faster access and greater bit-rate than to changes in individual practices and training practices.

For us it was essential that the film has a life after TV broadcasting, it's the reason why we chose to create two websites dedicated to the film. The partnership established including producer, universities, laboratories and distributors will be a vector of resources use on the Internet.

#### > Access by sequences

Calibration of the film in 52 minutes and about sequence of 7 minutes:

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The length of 52 minutes is currently the format of documentary films used by European television in their schedules. But we plan to use the film in sequence to allow a broadcast according to requirement. This may interest cable channels and promote the use of the program in instructional settings.

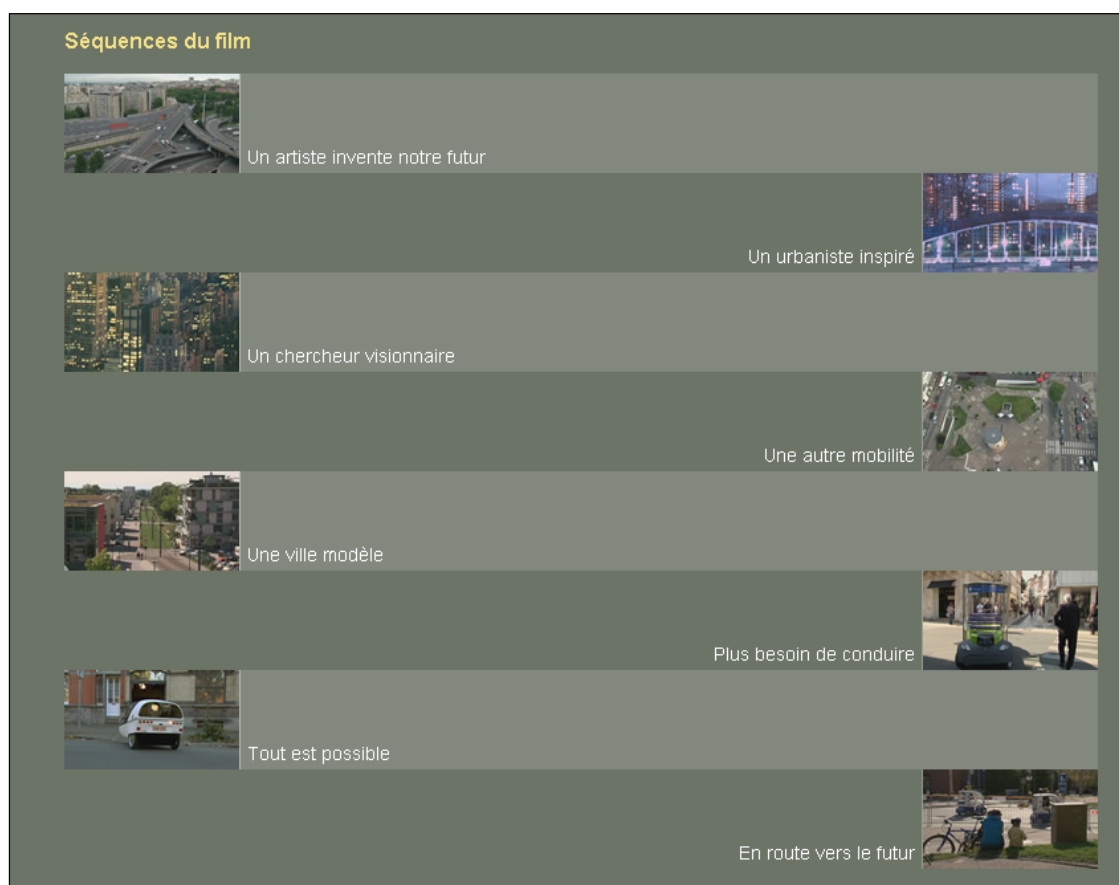
### Pedagogical use

The vulgarization of science, the media coverage of research strategies and dissemination of information science and technology are focused activities of Vidéoscop, the SAM and ATIT.

Improving science education is a daily issue which led us to develop many specific multimedia and audiovisual tools.

With this film we will provide teachers with an appropriate tool, flexible in its dissemination in 8 sequences of 7 minutes each addressing a specific aspect and easily accessible. It is a tool to illustrate his lectures, to facilitate discussion with students, but also to encourage vocations.

For the dissemination of this program we will rely on a campaign of information, communication and promotion via the web. This information is provided by Vidéoscop and the existing partner network.



The sequences on the dedicated website

### > Increase the language versions of the film

Filming situations in several European cities, presenting European projects will give to the film a multilingual character. We performed a French version and an English version. An international version exists that will naturally bring the film in the

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language of the member states who wish to disseminate the program. The movie will not focus on speech but on the image and situations real or virtual productions.

### > Browsing

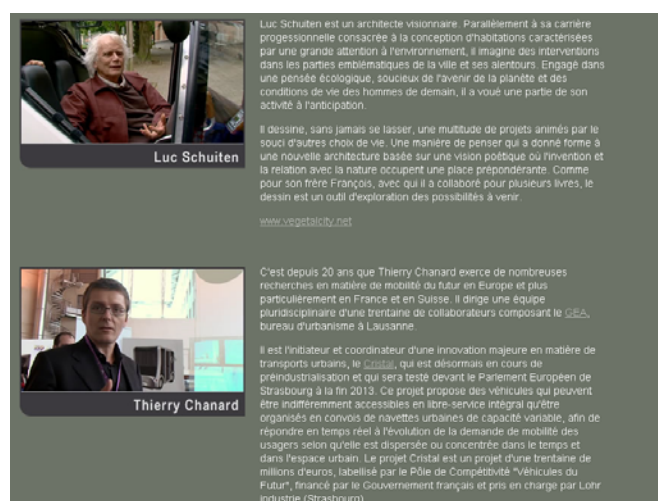
The dedicated websites in French and English are completing the information thanks links, portraits of researchers etc..., and the news of the film in the first page.

### > Dissemination

It enables to the other websites (of training, resources for training, etc...) to target on this resource which is even organized.



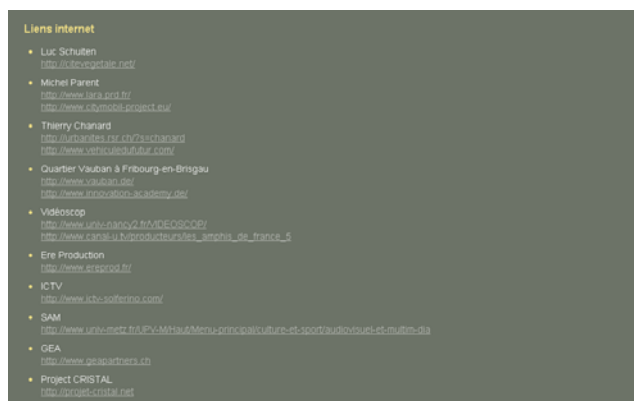
Homepage with banner of news



Page about the researchers

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### Page of links

To sum up, through its original approach and through its multimedia dissemination, the project enables VIA to help improve science education, to encourage the scientific careers and to reconcile science and society in the future by:

- Presenting a science at work at the heart of the company, mindful of concerns and interests of citizens, listening to social change, a research service of human beings.
- Fostering awareness of the diversity of jobs and careers in science ranging from the researcher to the engineer through the technician.
- Fostering to the scientific approach which is based on hypotheses and on field experiences, on the desire and the pleasure of finding. A utopian science which is dreaming and makes dreams.
- Presenting science as a human adventure made of doubts, dreams, discoveries and exchanges with civil society, policy makers, the business world, collaboration with other researchers to end the image of the lone researcher in his laboratory.