



CERERE

CEreal REnaissance in Rural Europe: embedding diversity in organic and low-input food systems

Grant agreement n°: 727848

H2020 - Research and Innovation Action

D5.6

CERERE high quality web documentary

Due date: M36 (October 2019)

Actual submission date: 31 October 2019

Project start date: November 1st, 2015 **Duration:** 36 months

Workpackage concerned: 5

Concerned workpackage leader: Elisabetta Tola (Formicablu)

Lead Beneficiary: Elisabetta Tola (Formicablu)

Dissemination level:

PU: Public (must be available on the website)

CO: Confidential, only for members of the consortium (including the Commission Services)

CI: Classified, as referred to in Commission Decision 2001/844/EC

1. Documentary - the story

To support the streamlining of agrobiodiversity, nutritional quality and environmental sustainability in cereal food chains, CERERE has produced a high quality video documentary to foster citizen engagement to understand and possibly take part in the construction of “alternative” food chains.

The story focuses on a selection of the best stories and protagonists who have embraced the practice of agrobiodiversity-based cereal production and/or the organization of a cereal short local supply chain.

Charismatic central characters amongst CERERE networks of farmers, practitioners, researchers and stakeholders have been selected. These people are great testimonial of the fascinating world of agrobiodiversity and bring the viewer to appreciate, in an immersive and emotional way, the many positive impacts of choices that are different from the conventional industrial agricultural approach.

In particular, the documentary is divided in different chapters:

1. introduction - an overview of the idea of renaissance in the field and how farmers in Europe are changing
2. the land - farmers and the ‘evolutionary populations’
3. the scientific contribution - the support of applied research
4. seed on the table - bread-making and sourdough
5. biodiversity - richness in diversity
6. the future - growing up together

The main protagonists of the documentary are:

Rosario Floriddia - Floriddia Farm, Tuscany, (IT)

Veronique Chable - INRA - Brittany, (FR)

Salvatore Ceccarelli - expert on participatory plant breeding (RSR) - (IT)

Marc Dewalque - artisan baker Wallonia (BE)

Sara Passerini - Passerini Farm, Tuscany, (IT)

other people who have been interviewed are: Nicolas Supiot, farmer and baker, (Brittany, FR); Marc Vanoverschelde (Hayon Farm, BE); Donato Silveri, agronomist, consorzio produttori Solina (Abruzzo, IT).



The focus of the story is on the different phases of the cereal production from seed to final product that gets to the consumer. Each phase has a main character as key player/explainer, but these characters are not only shown in their own environment. They are also shown in events, workshops, field days so that there is a strong relation with their communities, networks and so on. The narrating voices are those of only few people but there is a multitude of faces and people portrayed.



Everyone has been interviewed in his/her original language. Spoken languages are then English, Italian, French. However, the video has been subtitled in two versions: English and Italian. A French version of the subtitles will also be produced to facilitate distribution in FR and BE, where some of the protagonists live and work.

The documentary storyboard has been validated by WP leaders and the editorial committee, before going on the field and recording interviews and events.

2. Technical description

The 25-min long documentary is entitled “Cereal, renaissance in the field”.

The documentary has been directed and edited by a professional documentarist, Lino Greco. The story has been written by Giulia Rocco, who has also acted as Director assistant, coordinator and post production supervisor. The executive producer and project coordinator is Elisabetta Tola, sound editor and mixing is Mirko Fabbri and original music have been composed by Massimo Bassan.

The video has been post produced in 16:9, at 1080p.

The Spoken languages are English, Italian and French. Subtitles have been produced in English and Italian.

3. Distribution

The goal is to use the documentary not only as a dissemination product tightly linked to the project but rather as a general awareness raising tool to be presented at international and national festivals and broadcast on web TV channel and streaming platforms.

To this end, a teaser and a trailer have also been produced, uploaded on the project website (<http://cerere2020.eu/media/>) and on YouTube:

CERERE Teaser - <https://www.youtube.com/watch?v=2vWnsJ3dJcl>



CERERE Trailer - https://www.youtube.com/watch?time_continue=5&v=6C1bEEKaGf8



The documentary has been shown to CERERE network of practitioners and researchers within a few local events: RSR/CERERE/DYNAVERSITY events in Peccioli, Pisa, June 2019; European Diversity Cereal Festival in Denmark, June 2019; CERERE final event, Paris, September 2019 and a few local events in Italy.

Currently, the documentary is being submitted to a range of video festivals around Europe.

Because of the festivals' regulations that often do not admit film that have been publicly released, the documentary is not available on video social media such as Vimeo or YouTube. On demand it has been shared directly via WeTransfer.

However, as of the beginning of 2020 it will also be distributed to all partners in order to facilitate its release and sharing at local, regional and national events.