

DELIVERABLE D1 — 3 VIDEOS

Project: LIFE-ALFIO (LIFE17 ENV/LV/000318)

Action: D1 – Information and awareness-raising activities for general public

Deliverable: Three videos informing the **general public** about biocide-free / low-VOC paints, the LIFE-ALFIO project and responsible paint choice.

Status: Completed (videos published on TV/YouTube/Facebook/Instagram; cumulative views > **107,673**).

Evidence in monitoring reports: D1 activity and D1.3 “Videos” referenced across monitor visit decks (2021–2024), including explicit links and progress notes.

1) OBJECTIVES & SCOPE

- **Objective:** Raise public awareness on paint toxicity, VOCs, and **biocide-free** alternatives; introduce LIFE-ALFIO technology and the **Paints for Life** platform to a non-technical audience.
- **Audience:** General public + interested consumers; extended reach via national TV, Facebook/Instagram reels, and YouTube.
- **Key messages:**
 1. Why move away from biocides in water-borne paints (health & environment).
 2. What makes a **responsible paint choice** (eco-criteria, ecolabel).
 3. How LIFE-ALFIO contributes (organoclay additive; open knowledge via platform).
- **Compliance:** All videos carry LIFE/EU co-funding acknowledgements in line with visibility rules (title cards/description).

Deliverable D1.3 “Videos” appears in monitor files from 2021 onward as part of the D1 work programme; the files note the first Latvian TV/YouTube publication and the plan/delivery of subsequent videos and short-form clips.

2) VIDEO CATALOGUE (LINKS, PURPOSE, LANGUAGE, REACH)

D1-Video-1 — Introductory outreach (TV + YouTube)

- **Platform(s):** Latvian TV + YouTube
- **URL:** <https://www.youtube.com/watch?v=PrV8O9qE9jo>
- **Type/Purpose:** Short introduction to **LIFE-ALFIO** and biocide-free paints; broad public appeal.
- **Language:** Latvian (TV & social media)
- **Notes:** Aired nationally and re-used online; **cited in External Monitor visit reports** (2021–2024) under D1 activities.
- **Views:** 76,086

D1-Video-2 — Educational explainer (“Responsible paint choice”)

- **Platform(s):** Facebook (Paints for Life), YouTube
- **URLs:**
 - Facebook: <https://www.facebook.com/paintsforlife/videos/3423867424591750>
 - YouTube: <https://youtu.be/58dhXGM8Lps>
- **Type/Purpose:** Explainer aligned with Paints for Life content; **how to choose low-VOC/biocide-free products.**
- **Language:** English + Latvian versions
- **Notes:** Referenced in monitor visit documentation as part of D1.3 deliverables flow.
- **Views:** 7,512

D1-Video-3 — Short-form awareness clips (Facebook/Instagram Reels)

- **Platform(s):** Facebook Reels & Instagram Reels (+ one Labs of Latvia video)
- **URLs (series):**
 - <https://www.facebook.com/reel/165220449705872>
 - <https://www.facebook.com/reel/933750747822038>
 - <https://www.facebook.com/reel/5957169547736804>

- <https://www.facebook.com/reel/777527613986164>
- <https://www.facebook.com/reel/1080245133521693>
- <https://www.facebook.com/labsoflatvia/videos/675486103895015>
- **Type/Purpose:** Short public clips with **biocide/VOC-free** messaging; optimised for social reach and shares.
- **Language:** English/Latvian (shorts)
- **Notes:** Listed in monitor visit documentation as part of the video/short-form strand under D1; supports the **platform funnel** shown in D1/D2 comms slides.
- **Views:** 6,226 · 6,533 · 5,822 · 2,134 · 860 · 2,500 (subtotal **24,075**)

Total reach (D1 videos)

- **Cumulative views: 107,673** (as per updated statistics table you provided), planned: Target audience: general public, expected to reach 50 000 individuals.
- **Evidence trail:** D1 activity status and the video strand are documented in External Monitor materials (2021–2024) that track D1 deliverables and explicitly list/mention the video links and channels.

VIDEO ID	PLATFORM	URL	TYPE / PURPOSE	LANGUAGE	NOTES	IEWS TOTAL: 107673
D1-VIDEO-1	Latvian TV + YouTube	https://www.youtube.com/watch?v=PrV8O9qE9jo	Intro to LIFE-ALFIO & biocide-free paints	Latvian (TV + social media)	Referenced in monitor visit decks (2021–2024).	76086
D1-VIDEO-2	Facebook, YouTube	https://www.facebook.com/paintsforlife/videos/3423867424591750 https://youtu.be/58dhXGM8Lps	Educational explainer: responsible paint choice	English Latvian	Listed in monitor documentation as D1 video strand.	7,512

D1-VIDEO-3	Facebook/Instagram Reels (+ Labs of Latvia)	Short-form public awareness	English/Latvian (shorts)	Part of short-form series cited in monitor visit decks; supports D1→platform funnel.	24,075 – cumulative
	https://www.facebook.com/reel/165220449705872				6226
	https://www.facebook.com/reel/933750747822038				6533
	https://www.facebook.com/reel/5957169547736804				5822
	https://www.facebook.com/reel/777527613986164				2134
	https://www.facebook.com/reel/1080245133521693				860
	https://www.facebook.com/labsoflatvia/videos/675486103895015				2500