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# Deliverable 5.9

## D23

### YouTube Video

## Working Package 5

### Dissemination and communication activities

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The SCAN consortium consists of the following partners.

No.	Name	Short Name	Country
1	UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II	UNINA	IT
2	UNIVERZA V LJUBLJANI	LJUBLJANA	SI
3	LIBERA UNIVERSITA INTERNAZIONALE DEGLI STUDI SOCIALI GUIDO CARLI	LUISS	IT
4	VILNIAUS UNIVERSITETAS	VILNIUS	LT
5	VRIJE UNIVERSITEIT BRUSSEL	VUB	BE
6	ETABLISSEMENT D'ENSEIGNEMENT SUPERIEUR CONSULAIRE HAUTES ETUDES COMMERCIALES DE PARIS	HEC	FR
7	CONSIGLIO DELL'ORDINE DEGLI AVVOCATI DI ROMA	COA	IT
8	ASSOCIAZIONE ITALIANA DIFESA CONSUMATORI ED AMBIENTE	ADICONSUM	IT
9	UNION DES AVOCATS EUROPEENS	UAE	LU

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<sup>1</sup> **Types.** R: Document, report (excluding the periodic and final reports); DEM: Demonstrator, pilot, prototype, plan designs; DEC: Websites, patents filing, press & media actions, videos, etc.; OTHER: Software, technical diagram, etc.

<sup>2</sup> **Dissemination levels.** PU: Public, fully open, e.g. web; CO: Confidential, restricted under conditions set out in Model Grant Agreement; CI: Classified, information as referred to in Commission Decision 2001/844/EC.



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## Document History

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## Acronyms and Abbreviations

Acronym/Abbreviation	Description
SCAN	Small Claims Analysis Net
ESCP	European Small Claims Procedure
VUB	Vrije Universiteit Brussel
HEC	Hautes Etudes Commerciales de Paris
UNINA	Università degli Studi di Napoli Federico II
LUISS	Libera Università Internazionale degli Studi Sociali Guido Carli
COA	Consiglio dell'ordine degli Avvocati Di Roma
UL	Univerza V Ljubljani
VU	Vilniaus Universitetas
UAE	Union des Avocats Europeens



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## 1. Background

SCAN - Small Claims Analysis Net is an EU co-funded project coordinated by the University of Naples Federico II, which involves 8 other European partners in a consortium.

The objective is to bring to the attention of the general public, in particular consumers and micro and medium-sized enterprises, the existence and functioning of the European Small Claims Procedure (ESCP). The ESCP is an agile and fast tool, aimed at simplifying and speeding up cross-border disputes within the Union up to €5,000 in value. It is available to litigants as an alternative to existing procedures within Member States. The procedure is one of Europe's answers to the problems of slow and uncertain justice that plague many judicial systems. It is a unitary instrument shared throughout the Union, with the sole exception of Denmark.

The Project has been activated since September 2018 and has been articulated following a number of series of sub-objectives:

- to collect ESCP-related data at national level in cross-border contexts in order to determine best practices and related implementation issues;
- identify strengths and weaknesses of the new Reg. 2015/2421;
- compare these best practices and find possible common models;
- develop harmonized guidelines to raise awareness among EU citizens, judges and lawyers of the added value of the ESCP in the national systems involved;
- ensure EU-wide dissemination of the above and related training needs;
- create an Artificial Intelligence platform dedicated to the ESCP procedure that will serve as an interactive guide and will be addressed not only to legal practitioners who are not fully aware of the procedure, but also to the final user, the consumer.

In particular, SCAN has collected and analyzed data on the state of the art of the ESCP in each member state of the consortium; it will provide harmonized guidelines and dissemination/awareness raising activities through its network at international level.

SCAN is expected to extend the state of knowledge on the implementation of the ESCP, increase public awareness, facilitate harmonized procedures in the implementation of the regulation.

## 2. Report

YouTube, is a 2.0 web platform, founded in 2005, that allows the sharing and viewing of multimedia content (video sharing) on the web: on the site it is possible to see video clips, trailers, short films, news, live streaming, slideshows and other content such as video blogs, short original videos, instructional videos and more, with users also able to rate, bookmark, report and comment on videos. The majority of its videos are free to view.



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Traditional methods of providing legal information through printed brochures still have many advantages, but the Internet is increasingly used. Its 24/7 availability means that it is there when people need it. But despite its popularity, there will always be some groups who cannot, or choose not to, use it.

Video is a very effective means of communication, particularly for engaging interest in an issue and for telling people's stories. YouTube, among media tools, holds clear potential for using this format as a way of providing information about rights. This method of service can also develop and maximise relationships with individuals and organisations in the community. So SCAN project used Youtube to have a dedicated channel (SCANeuproject) to spread information and its dissemination plan about the project and ESCP

This channel aims to upload not only original videos created ad hoc to present and disseminate the project, but also recorded activities such as webinars, online seminars and dissemination workshops. The latter choice allowed to involve as many interested persons as possible who might have missed or would simply like to learn more about the topics addressed by the project and ESCP in particular. As regards the original videos made, the partner UNINA made 3 videos, while the partner ADICONSUM made 2 more.

### 3. UNINA videos

Despite the fact that in the proposal phase it was indicated that two videos would be produced, one in the initial phase of the project and another in the final phase, the SCAN consortium decided to act differently.

Indeed, UNINA made 3 videos with the aim of disseminating what ESCPs are and what the SCAN project is.

The first one, titled "SCAN - Small Claims Analysis Net: Join the Easy Way to Justice!", was made when the website was first redesigned and when the motto was composed. The decision to do this after the start of the project, in a central phase, is justified by the fact that we felt it was necessary to deepen the ESCP topic earlier in order to create a product that could really meet the user's needs. The idea was to make an animated video in which we could first introduce ESCP through practical examples in which a subject could find himself. Then the ESCP solution is proposed and finally, in case of further difficulties in using the procedure, it is recommended to visit the SCAN website where you can find support and information material.



The second and third videos are still in progress (storyboards 5. Attachments). They will be published in the first week of February on our channels. For the realization of these videos UNINA decided to entrust the task to Stefano Misiani. He is a film producer, Project manager, Communication manager. Moreover, He plans and coordinates training and information activities for cinema and audiovisual professionals.

In the second video, “ESCP Platform – The easy way to solve your claim”, as can be deduced from the title, UNINA presents the ESCP user support platform. The video starts with a short description announcing the possibility to use the ESCP and the SCAN portal. Then, through the use of rhetorical questions about ESCP, such as whether you are an EU citizen or if you want to settle cross-border disputes under 5000€ in the EU (except Denmark), the EuSCPlatform is presented as the right place to find answers to your questions.

The third and last video has the same title, but it is a “video tutorial” about “How to use” the EuSCPlatform developed by SCAN Project. The storytelling is based to explain how to solve a cross-border small claims using the EuSCPlatform guide. The video will start referring to the SCAN web portal page, dedicated to EuSCPlatform and to the GAME of ESCP. Then, how to access the platform by clicking on hyperlink that the user can find on the pages of SCAN web portal. The video will explain the three steps of the online platform: Applicability, Competent Court and Language; Additional Information and –costs.

## 4. ADICONSUM videos

ADICONSUM in order to be able to explain the ESCP in the most detailed and simplified way, has made some sample videos. These videos were made with the support of UNINA and LUISS in the initial storytelling part.

The Frequently Asked Questions contain solutions to common problems encountered by different users on the ESCP.

The Tips section contains useful tips to help users complete the ESCP.

In both videos two virtual characters are identified, 'the consumer' and 'the expert', who interact with each other with questions and answers.

The FAQs are organized in 10 different videos of about 40 seconds each in which the following questions are answered through animation:

1. For what types of claim can I use the ESCP?



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2. Why is it useful to use the ESCP?
3. How much will it cost me to use the ESCP?
4. What should I do to start the ESCP?
5. To which court should I send the application?
6. In which language should I fill in the Claim Form and the supporting documents?
7. What can I do if the claim, after the transmission to the court, is dismissed?
8. Is it foreseen an oral hearing?
9. How will I be informed on the judgement?
10. What should I do once the judgment is issued?

These questions are answered in each video.

The video tip is 2 minutes 30 seconds long and is entitled “Did you ever have a cross-border dispute in the EU? Do you know how to resolve it? Let's see!”.

Below each YouTube video is a description of the video. In addition, the videos are also available on the dissemination channels of the SCAN project (website and other social networks) as well as on ADICONSUM dissemination channels.

## 5. Attachments

UNINA videos: SCAN - Small Claims Analysis Net: Join the Easy Way to Justice



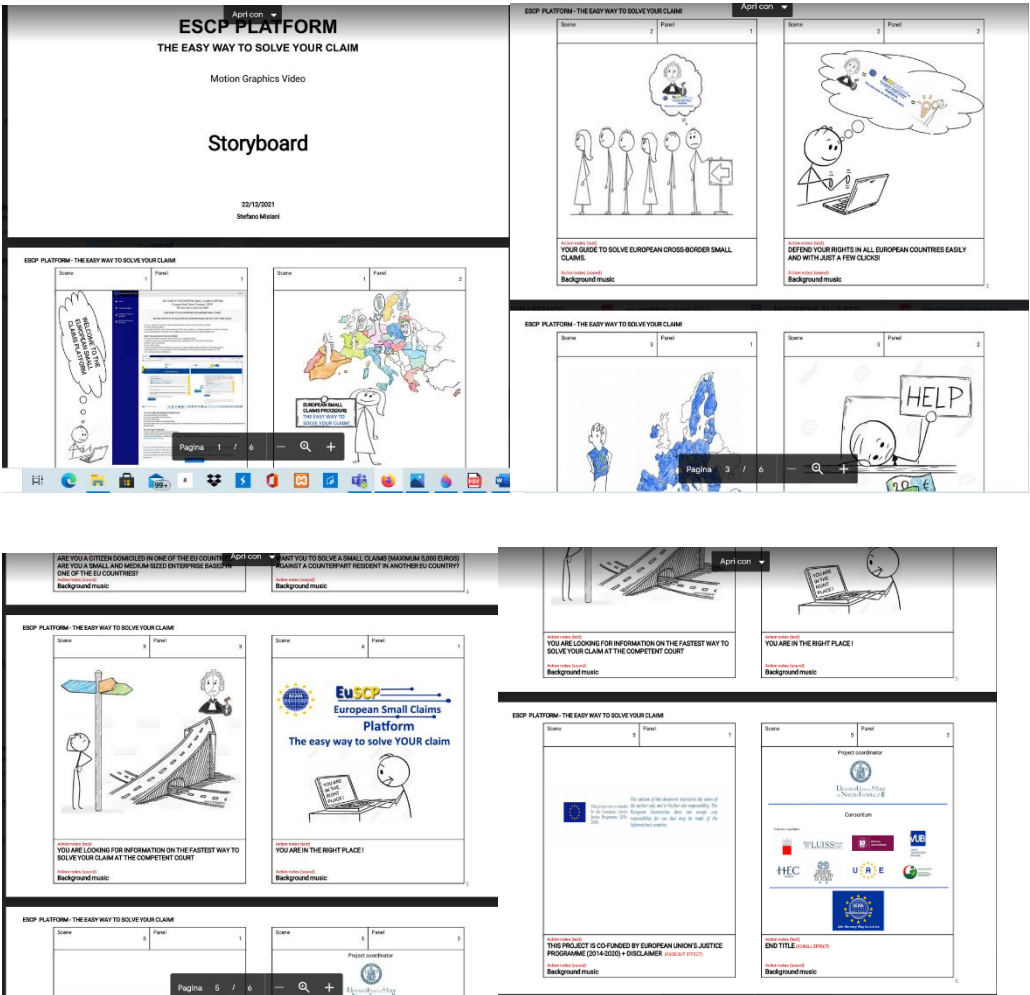




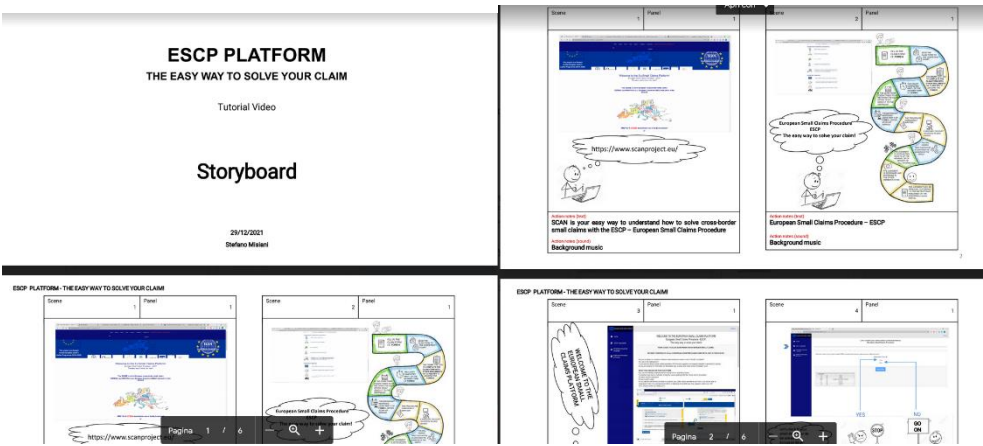
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### ESCP Platform – The easy way to solve your claim: Promo



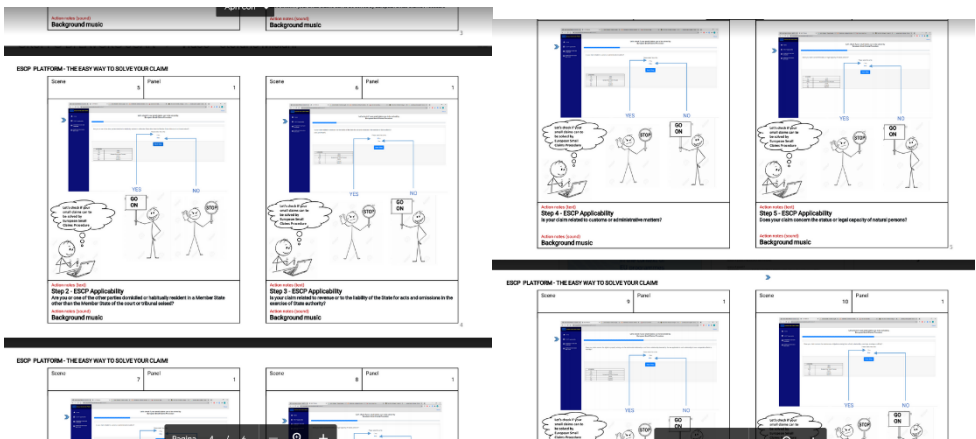
### ESCP Platform – The easy way to solve your claim: Video tutorial (Applicability storyboard)



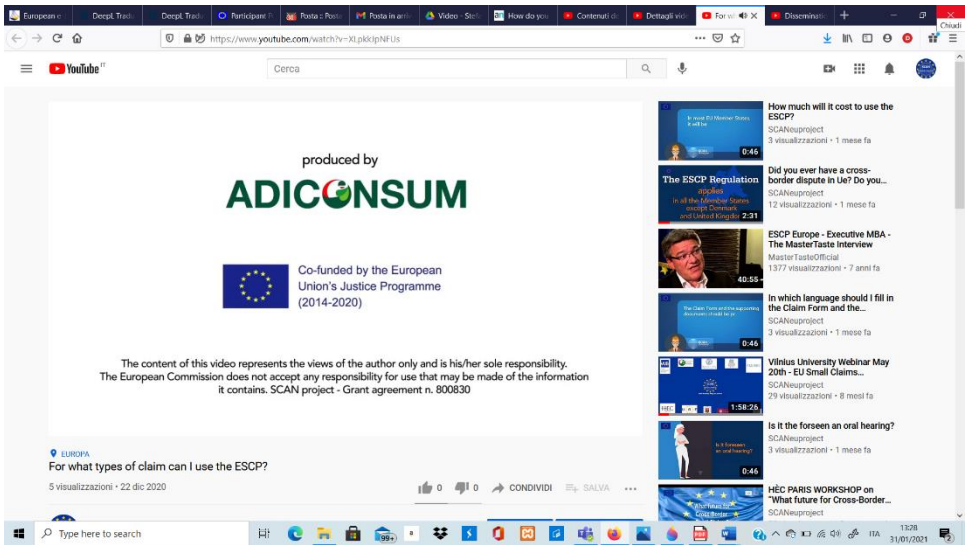
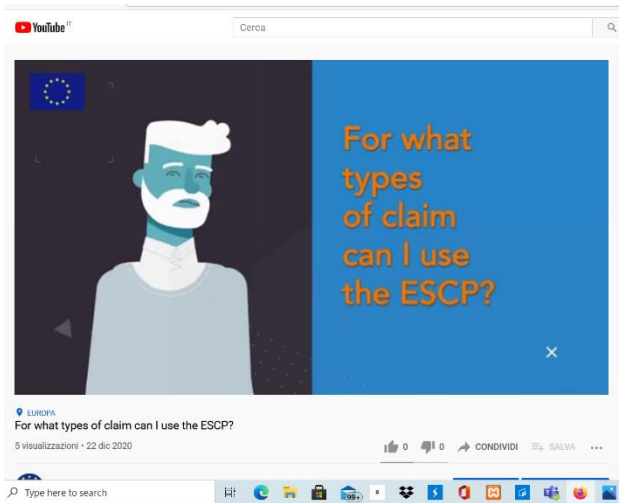


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ADICONSUM videos: FAQs & TIPS





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