SMAC Project - Introductory Animation Script

Video Title: SMAC: The Mediterranean's Sustainable Tourism Revolution

Target Audience: Accommodation MSMEs, policymakers, tourism professionals
Tone: Hopeful, empowering, practical, and collaborative. It should move from highlighting a problem to presenting a clear, achievable solution
Core Message: Sustainability doesn't have to be complicated or expensive. SMAC is providing the simple, smart, and supportive tools small accommodation businesses need to thrive in the new era of tourism.
Duration: 2.5 - 3 minutes
Style: Clean 2D motion graphics with a corporate/tech feel. Color palette shifts from muted/problem to bright green-blue/solution.

Video Script & Visual Storyboard

(0:00 – 0:20) HOOK: The Dream & The Dilemma

- **Visuals:** Simple animated icons: a sunny Mediterranean coastline, a charming stylized hotel, happy tourist figures. The scene is warm and inviting.
- **Music:** Starts uplifting, shifts to a subtle tone of complexity.
- **Narration (Warm, inviting voice):** "The Mediterranean. For millions, it's a dream destination. A place of sun, sea, and unforgettable hospitality. Behind this dream are thousands of small, family-run hotels and guesthouses—the heart of our tourism"
- **Shift:** A wave of complex, overlapping shapes labeled with acronyms (**ESG, SDG, GRI, CSRD**) washes over the hotel, visually overwhelming it.
- **Narration (Clear, empathetic):** *"* But a new expectation is changing the travel landscape. Today's travelers seek sustainable options. Yet for most small businesses, the path to sustainability is a maze of complex standards, confusing terms, and high costs.*"*

(0:20 – 0:45) THE PROBLEM: The Scale of the Challenge

- **Visuals:** Animated map of the Mediterranean dotted with hundreds of small hotel icons. A giant, intricate, lock-like "sustainability standard" graphic appears next to a single, small hotel icon with a tiny, empty toolbox.
- **Music:** Thoughtful, slightly pressing.

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- **Narration:** *"The entire sector is called to act. **But when the available tools are built for scale and complexity, most businesses are left without a place to start.** Over 96% of accommodations are micro or small. They see the need to change but lack a practical, simple kit designed for them. **This gap leaves our region's vast potential for sustainable tourism untapped**."*

(0:45 – 1:30) THE SOLUTION: SMAC's Three-Part Toolkit

- **Visuals:** Screen clears. The **SMAC logo** appears. Three clean, animated pillars build sequentially.
- **Music:** Transitions to confident, forward-moving.
- **Narration (Empowering, practical):** *"The SMAC project changes the game. We provide the missing toolkit—making sustainability **Simple, Smart, and Supported**."*
  - **PILLAR 1 - SIMPLE (SSMA):** The chaotic "standard" graphic transforms into a single, clear, step-by-step ladder or checklist.
  - *"A **Simplified Sustainability Model**—a clear roadmap designed for small businesses."*
  - **PILLAR 2 - SMART (AIRET):** A tablet screen shows a friendly AI interface. A hotel icon is input, and personalized icons (water drop, lightbulb, recycling) output in a custom plan.
  - *"An **AI Recommendation Tool** that creates a tailored, actionable plan for each business's unique needs."*
  - **PILLAR 3 - SUPPORTED (Network):** Animated figures (partners/mentors) from across a map of 5 countries connect, supporting a small hotel icon.
  - *" And a network of **certified mentors** and a transnational community offer the guidance needed to succeed."*

(1:20 – 1:50) THE IMPACT & PARTNERSHIP

- **Visuals:** Quick, symbolic animation sequence:
  1. A hotel's utility bills decreasing.
  2. A "Sustainable Choice" badge appearing on its door.
  3. A tourist figure choosing this hotel over others.
  4. A greener, happier local community scene.
- **Narration:** *"The result? For businesses, it means reduced costs, increased competitiveness, and attracting conscious travelers. For workers, better conditions. For local communities, a greener economy. For our planet, a lighter environmental footprint."*

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- **Visuals:** Map graphic highlighting the **5 partner countries** with connecting lines and all **7 partner logos and 6 associated partners** appearing succinctly.
- **Music:** Uplifting, optimistic swell.
- **Narration:** " *Funded by the Interreg NEXT MED Programme, SMAC unites partners from across the Mediterranean. Together, we are building a united front for a smarter, greener future* **by empowering its heart: the small accommodations.**"

(1:50 – 2:30) CALL TO ACTION & CLOSING

- **Visuals:** Clean, final frame composition. The three pillars (SSMA, AIRET, Network) are shown integrated. The SMAC logo is prominent.
- **On-Screen Text:**
    - **For Hotels/ Businesses:** Start your simple sustainability journey.
    - **For All:** Join the movement.
    - **Website:** [Project Website URL]
- **Music:** Ends on a strong, hopeful note.
- **Narration (Convincing, warm):** *"This is more than a project—it's the practical toolkit for a sustainable tourism revolution. Join us in building a greener Mediterranean, one small hotel at a time."*
- **Project logo and all project partners + associated partners logos with funding disclaimer underneath**
- **Funding Disclaimer at the very end of the video:** *"This publication has been produced with the financial assistance of the European Union under the interreg NEXT MED Programme. The contents of this video are the sole responsibility of <CEEBA> and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures."*