



INDUSTRY-ACADEMIA FORUM
TO UNCOVER THE POTENTIAL OF
EMERGING ENABLING TECHNOLOGIES



Trend-to-Video

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Introduction

AI generated videos are very short and AI cannot tell long narratives in an interesting way. This means for example, that AI cannot on its own create interesting and engaging videos about entire future scenarios. We tested if we could take small things from future scenarios, like individual trends of the future, and let AI to create interesting videos from them.

The results are generally not very good. The videos are too short to tell enough information or wake emotions. Videos about easy subjects, like climate migration were somewhat engaging.



Example 1

An LLM was asked to create engaging short video prompts about the future of fusion energy. The LLM was given a trend about the future (tritium availability is no longer a challenge in future) and a perspective (malicious agent), whose eyes we see the trend through. The LLM's task was to invent a surprising, creative, and memorable way that this trend might affect people's lives, and then create a video prompt based on the idea.

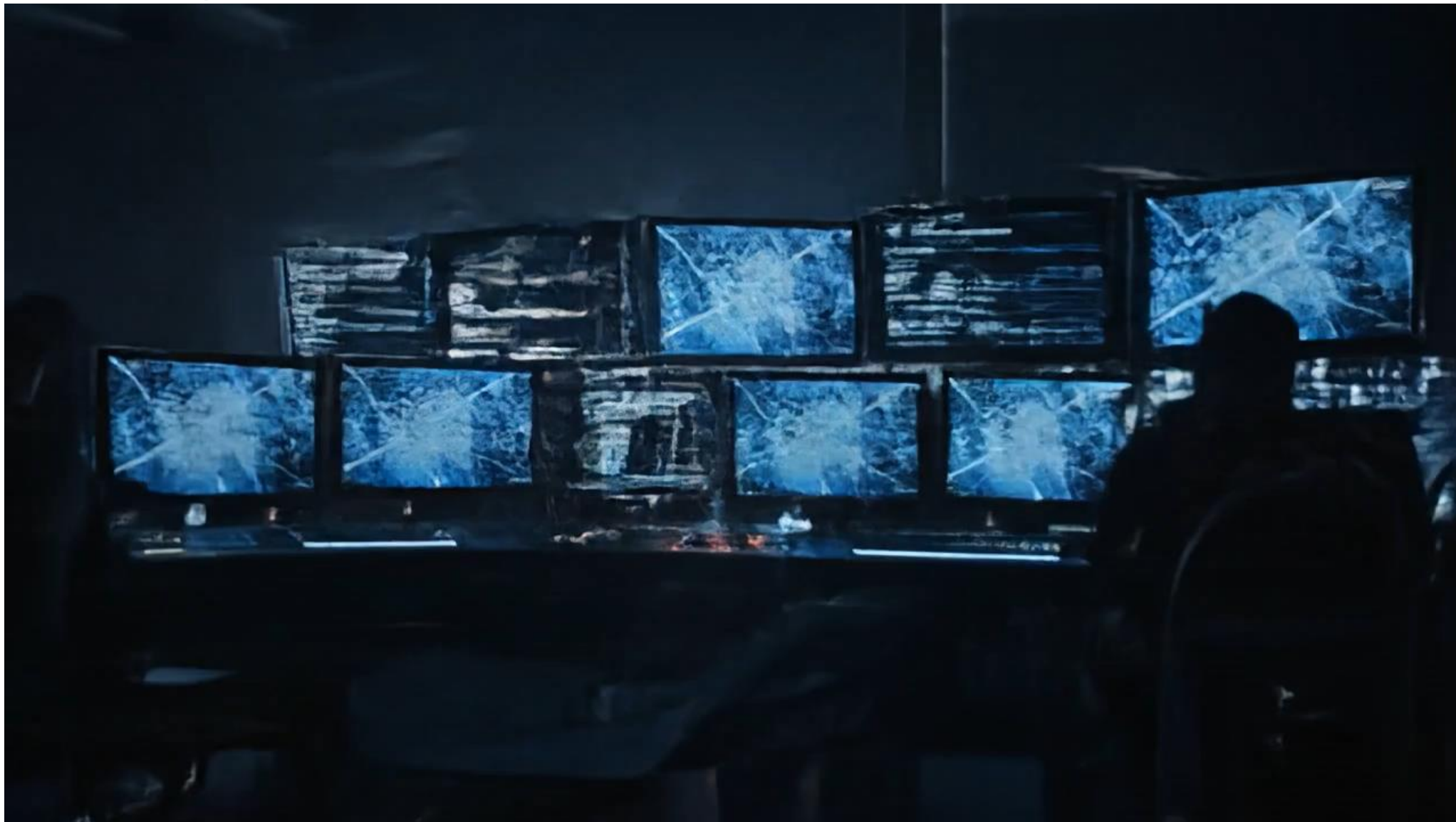
This is the video prompt the LLM created:

A dark control room lit only by glowing screens. On one monitor: a map of a city flickering between bright blue (energy on) and black (blackout). A shadowy figure's hand hovers over a keyboard, typing: "Tritium everywhere... power everywhere... control everywhere." Outside the window, skyscrapers flicker on and off in eerie rhythm, like someone flipping a cosmic light switch. Sound: distorted laughter layered over the hum of fusion reactors.

Next a video was generated from the prompt (see the next slide). The resulting video is not really useful for anything. This type of automated video generation does not give good results. Humans are needed to invent good ideas and check the outcomes.



Resulting video





Example 2

Example 2 is the same as Example 1, but the actor is now an investor.

This is the video prompt the LLM created:

A sleek boardroom high above a futuristic city glowing with fusion-powered lights. An investor in a sharp suit stares at a holographic stock chart, which suddenly explodes upward as a voiceover whispers: 'Tritium is limitless now.' His champagne glass begins glowing with a faint blue fusion glow, casting eerie light on his astonished face. Futuristic soundscape with a low, rising hum of energy mixed with the clinking of glass.

See the next slide for the video.



Resulting video





Example 3, Trend: Climate migration – extreme weather events displace millions

- To ChatGPT 5: You are a cinematic trailer director. Create a compelling 8-second AI video prompt that presents a foresight trend in an emotionally engaging, visual, and human-centered way. Trend: Climate migration – extreme weather events displace millions Output: a single cinematic prompt for video generation (no text overlays in the video).
- Video prompt: Aerial shot of parched farmland cracking under relentless sun, dissolving into raging floodwaters swallowing homes. Cut to a slow-motion close-up of a family gripping each other's hands while trudging through knee-deep water, a child clutching a worn stuffed animal. Transition to endless lines of people walking across a barren, wind-swept plain, their silhouettes stretching toward a hazy horizon. The soundscape blends distant thunder, rushing wind, and muffled voices of exhaustion and resilience. Camera pulls upward, revealing thousands on the move beneath a turbulent sky.



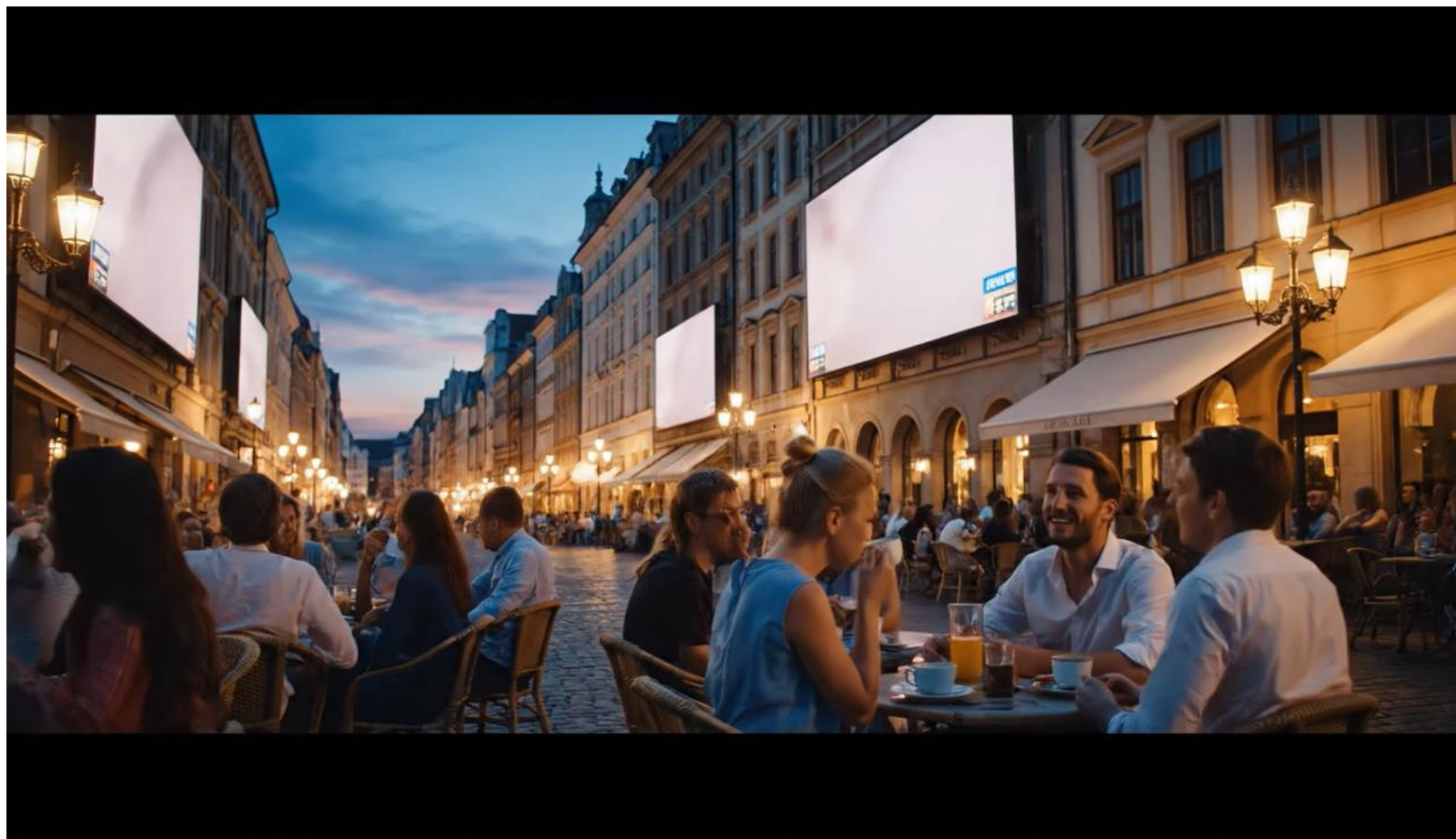
Results





Perspective

- Added "Perspective: European citizen" to Chatgpt's instruction



Trend structure: What happens, where does it lead

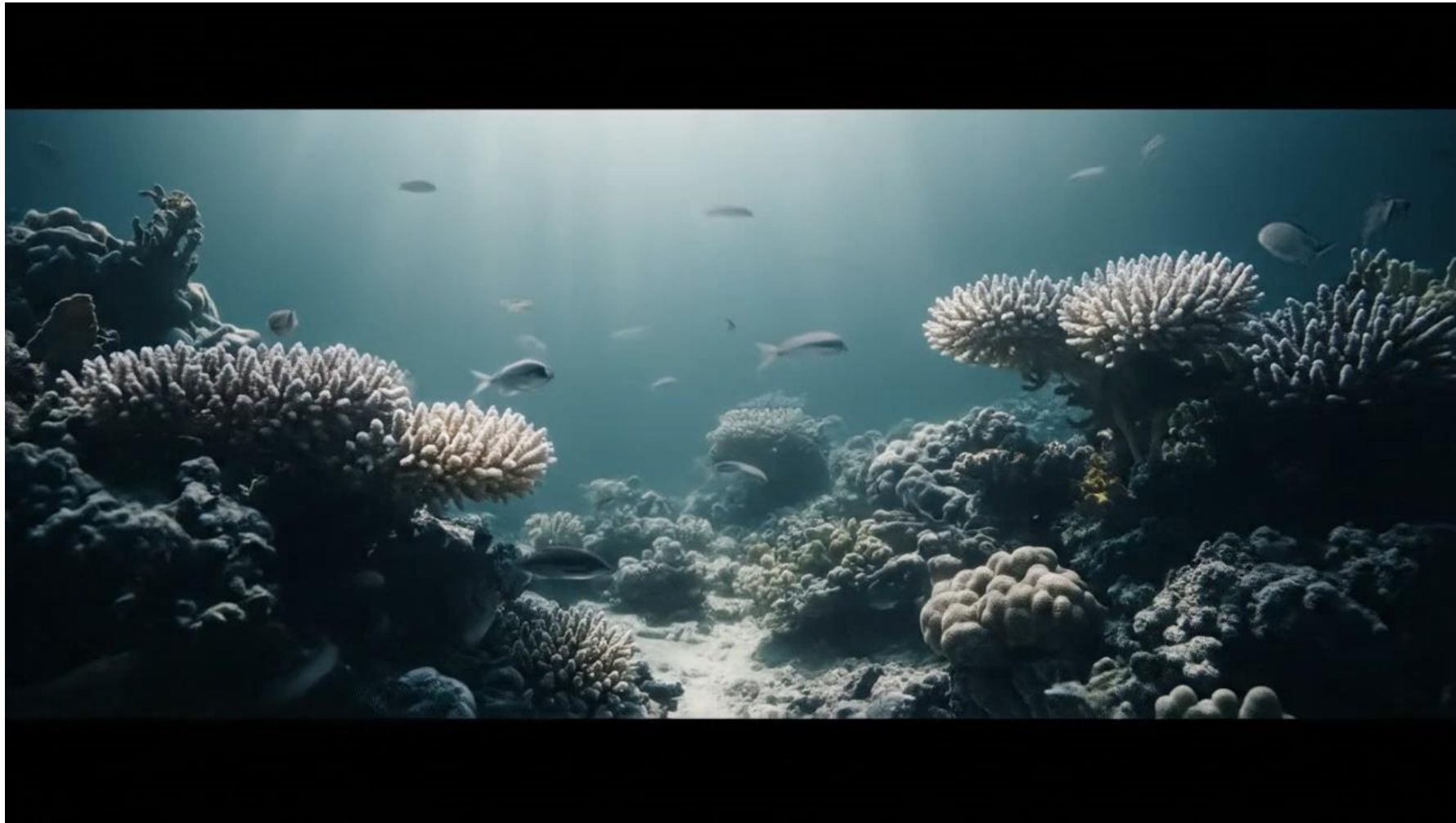
- Trend: Climate migration – Extreme weather events displace people, leading to overcrowded urban centres



Veo



Trend: Quantum computing – efficient solutions for complex sustainability challenges



Videos with two scenes

Videos composed of two 8-second video clips. LLM is tasked to write a prompt for two videos that are then manually be added together.



Example 1 – AMOC collapse

- Scenario topic: Climate change
- Trend: The Atlantic meridional overturning circulation (AMOC) is going to collapse
- Actor: A mother from a North European country
- An AI agent was used refine the prompt

Resulting video prompts by the LLM

Clip 1 Prompt

Visual: A cozy kitchen in a North European home, sunlight pouring through frosted windows. A mother in her mid-30s, wearing a wool sweater, pours orange juice into her young daughter's glass. To her shock, the juice instantly crystallizes into frozen slush. The daughter looks confused, spooning at it like ice. The mother forces a gentle smile, hiding her worry.

Audio: Soft piano music plays with a warm, domestic feel. The mother's calm, thoughtful voiceover says: "They said the great Atlantic currents would collapse. I never thought I'd see it at my breakfast table."

Clip 2 Prompt

Visual: The same mother and daughter outside in a small backyard. The girl kneels at a sandbox, but instead of soft sand it's cracked, dry earth with dust blowing across. She tries to build a sandcastle that instantly crumbles. The mother watches with a heavy heart, pulling her coat tighter against a chilling wind.

Audio: The piano music shifts into a haunting, minor key with faint wind sounds. The mother's voiceover continues softly: "Now, even playtime feels like the world has tipped out of balance."



Resulting videos combined





Example 2 – Local foods

- Scenario topic: Sustainable food systems.
- Trend: Sustainable food systems promote healthier diets by encouraging the production and consumption of more plant-based and
- Actor: A middle aged man from a Northern European country.
- This time the first video is meant to explain the trend to the viewer, while the second video is meant to be emotionally engaging.

Resulting prompts by LLM:

Video 1 — Explain the Trend

Subject: A supermarket produce section with shelves of fresh vegetables and fruits.

Context: Bright, neutral indoor setting with labels highlighting "Local Produce."

Action: The camera focuses on imported packaged goods fading out, while more baskets of carrots, apples, and leafy greens take their place.

Style: realism, documentary style

Camera Motion: Slow zoom inward to emphasize the local produce section.

Composition: Central framing on the produce with clear signage.

Ambiance: Informational, neutral supermarket atmosphere.

Narration: "Sustainable food systems encourage local and plant-based foods instead of imports."

Video 2 — Impact on the Actor

Subject: A middle-aged man in casual clothes cooking dinner at home.

Context: A modest Northern European kitchen with wooden counters and a pot simmering on the stove.

Action: He opens his fridge, sees mostly fresh vegetables, and hesitates before smiling as he dices carrots and adds them to the pot. His teenage daughter peeks in and gives an approving thumbs-up.

Style: realism

Camera Motion: Medium shot at the counter, then a slight pan to include the daughter entering the frame.

Composition: Kitchen counter in the foreground, fridge and stove in view to show the context of home cooking.

Ambiance: Warm, domestic, everyday life atmosphere.

Narration: "More plant-based meals become part of everyday cooking in Northern Europe."



Resulting videos combined





Example 3 – Local foods

- Scenario topic: Sustainable food systems.
- Trend: Sustainable food systems promote healthier diets by encouraging the production and consumption of more plant-based and
- Actor: A Finnish middle aged grocery store retailer.
- Again, the first video is meant to explain the trend to the viewer, while the second video is meant to be emotionally engaging.

Resulting prompts by LLM:

Video 1 — Explain the Trend

Subject: Clean 2D bar chart titled “Weekly Grocery Basket” with two bars labeled “Before” and “Sustainable Shift.”

Context: Neutral light background; legible axis labels “Plant-based” and “Locally sourced” as stacked segments.

Action: The “Plant-based” and “Locally sourced” segments smoothly expand in the “Sustainable Shift” bar; a simple caption appears: “Shorter supply chains, more plants.”

Style: realism, documentary style

Camera Motion: Static shot.

Composition: Full-frame chart, centered; generous margins for readability.

Ambiance: Neutral, informational lighting with soft shadows.

Narration: “Sustainable food systems shift diets toward more plant-based and locally sourced foods.”

Video 2 — Impact on the Actor

Subject: A middle-aged Finnish grocery retailer in a small neighborhood shop, standing at the chilled drinks aisle.

Context: Morning before opening; shelf labels in Finnish; plant-based oat drinks on one side, dairy milk on the other.

Action: He slides a shelf divider to double the space for plant-based drinks, then places a bright “Local” tag on the front rail.

Style: realism

Camera Motion: Single continuous, eye-level medium-wide shot.

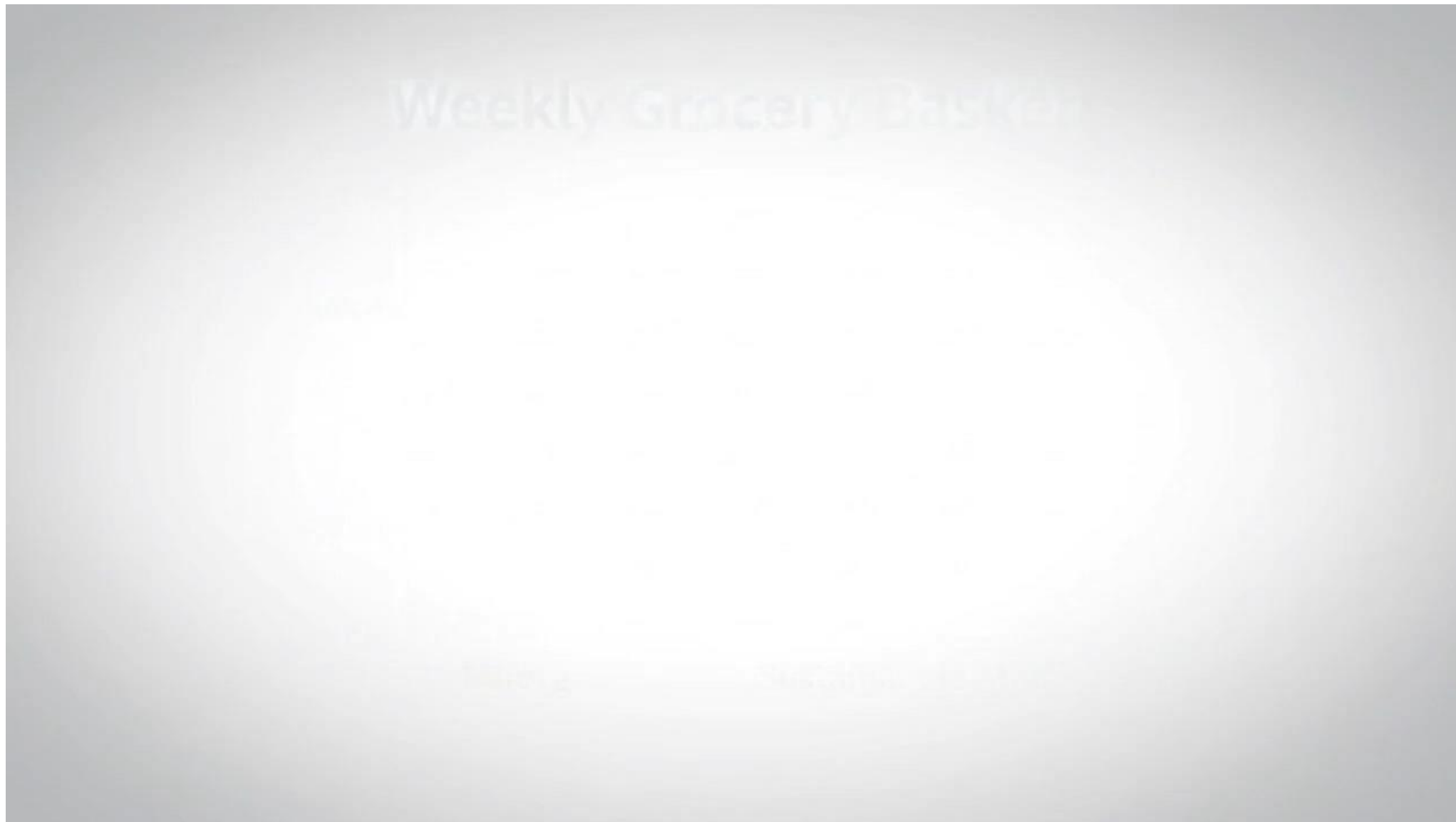
Composition: Aisle fills frame; the divider movement and “Local” tag are clearly visible in the foreground.

Ambiance: Clean, bright store lighting; subtle refrigerator hum implied (no audio added).

Narration: “I’m giving twice the shelf space to local oat drinks because customers now choose plant-based first.”



Resulting videos combined





Takeaways

- AI does not create good video ideas.
- AI cannot direct long videos: a human is needed to invent ideas and check the outputs by AI.
- Short videos about climate migration can be quite engaging.