ARSINOE
CLIMATE RESILIENT-REGIONS THROUGH SYSTEMIC SOLUTIONS AND INNOVATIONS

Project Video

Deliverable 8.3

WP8: Impact maximization / Exploitation / Communication / Dissemination / Outreach / Replication

Author: Dimitrios Kofinas (UTH)

Date: 30/06/2022

This project has received funding from the European Union's Horizon H2020 innovation action programme under grant agreement 101037424.

Deliverable Number and Name	D8.3 – Project Video
Work Package	WP8 – Impact maximization / Exploitation / Communication / Dissemination / Outreach / Replication
Dissemination Level	Public
Author(s)	Dimitrios Kofinas (UTH)
Primary Contact and Email	Dimitrios Kofinas (dkofinas@uth.gr)
Date Due	30/06/2022
Date Submitted	30/06/2022
File Name	ARSINOE_D8.3
Status	Final
Reviewed by (if applicable)	Lydia Vamvakeridou-Lyroudia (KWR), Lisa Pourcher (GAC) & Giannis Adamos (UTH)
Suggested citation	Kofinas, D. (2022) Project Video. ARSINOE Deliverable 8.3, H2020 grant no. 101037424

This document has been prepared in the framework of the European project ARSINOE. This project has received funding from the European Union's Horizon 2020 innovation action programme under grant agreement no. 101037424.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The deliverable D8.3 - Project Video is developed within Work Package 8 on Impact maximisation that focuses on maximising the impact of the project through raising awareness, communicating around the project activities and methodology. In this framework, a “2:47-minute” video is developed and presented, summarizing the challenges of ARSINOE in the climate resilience related sectors, the project’s objectives, case studies and expected results. Also, there is some emphasis on the methodology and the project principles, as well as some hints on the policy-science interface aspects.

The Video is structured under four pillars: 1) the targeted challenges of ARSINOE, 2) several approaches for enabling a fundamental transformation of the economic, social and financial system, as well as tools that can be adopted by communities and scientists for the evaluation of the effects of climate change, 3) the overall impact expected by the project and 4) the ambition and principles of ARSINOE.

The video can be watched through the following link.

1.0 Introduction

To maximize ARSINOE's impact, a set of communication tools and strategies have been and will be developed and adopted, to address relevant stakeholders in the right way.

For reaching out to these stakeholders, ARSINOE will use different types of communication channels and tools: the project's website, the project's social media accounts (Twitter, LinkedIn, Facebook, Instagram and YouTube), press releases and project communications, flyers, poster and factsheets to be used at various events, videos, policy briefs, scientific publications, newsletters, presentations and organization of scientific and non-scientific events.

One of the most important online communication tools today are videos. Indeed, all social media platforms are using videos as a visual, easy-to-understand and condensed way to communicate about different subjects. ARSINOE's team has planned to release several videos, starting from a project presentation video. This deliverable will focus on the process used to develop this project presentation video and will present the video narrative, which project elements have been chosen to be presented, why, and in which way. The aim of this Video is to be an effective, engaging, and impactful tool to strengthen the project's dissemination efforts and enhance the online visibility of the project across a range of channels. The main objective of the video is to popularize advanced scientific concepts, so that it facilitates the science-society bondage, with aesthetic choices, such as footage, music, and quotes, and give an overview of the project for the general audience, which would be attractive and interesting, as a teaser for it. It was also intended as a tool underlining the European importance of the project and the links of resilience to climate change with the EU Green Deal, as well as the diversity and complementarity of its Case Studies.

The aim of this deliverable is to give a complete picture of the video development process, the approach followed, starting from the rationale behind the video script developed, followed by the identified target audiences of the video and finally, how it will be disseminated across different channels and networks. The Chapters and Sections of this deliverable are outlined in detail in the list below:

- 2.0 Video Script Development
    - 2.1 Rationale of the video script
    - 2.2 Video Script
    - 2.3 Aesthetic and contextual choices
    - 2.4 Practical choices
- 3.0 Video Use & Dissemination
- 4.0 Conclusions

2.0 Video script development

2.1 Rational of the video script

As climate change is complex and interconnected with other global challenges, such as food security, water scarcity, biodiversity loss, resources depletion and environmental degradation, we cannot use traditional approaches to innovation that focus on one aspect of the problem.

Therefore, ARSINOE steps in to build an ecosystem for climate change adaptation solutions, shaping a strong resilience by bringing together advanced modelling approaches, the Systems Innovation Approach and the Climate Innovation Window.

To capture all these aspects, the ARSINOE video script revolves around four main storytelling pillars:

- The first one has to do with the challenges that ARSINOE project targets. Adaptation to climate change refers to all approaches taken to adjust, prepare for, and accommodate new conditions that are created by changing climates. These adaptations may be cultural and societal, or financial, that's why it becomes challenging to build an ecosystem for climate change adaptation solutions. The project challenges lie within several key systems, i.e. health, biodiversity, flooding and sea level rise, droughts and water scarcity, heatwaves, transport and energy, forestry, agriculture and fisheries.
- The second pillar of the video highlights the approaches and methods needed to facilitate a fundamental transformation of the economic, social and financial system, support communities and scientists in efficiently evaluating environmental and economic effects of climate change and offer advanced services and tools to stakeholders to quantify, model and manage climate risk in a systematic way, facilitating knowledge transfer and exploitation for start-ups and SMEs. The video presents, in short and with a popularized schematic manner, the main methodological approaches that are adapted by the ARSINOE research team to address the key challenges. The general approach of ARSINOE is particularly interdisciplinary, adapting cutting edge tools coming from bio-physical, social, economic and policy sciences. A very robust project framework aims at integrating these approaches and tools into a common solid work pipe, rather than through fragmented work packages that do not communicate well and produce isolated outputs. The project video promotes this interdisciplinary approach of ARSINOE aiming to inspire trust at the audiences that might have different backgrounds and mentalities.
- The third part of the ARSINOE video storytelling addresses the overall impact that the ARSINOE project is expected to have by presenting the expected results of the project and offering further information on the exact locations where the project will be implemented. The way that expected outcomes are presented is case study oriented. This means that the nine case studies are presented one after the other. Each case study is associated to footage that is representative of its a key thematic.
- The fourth and conclusive part of the ARSINOE video storytelling focuses on the ambition of the project and sets the project principles, which are aligned to high level EU policy frameworks, such as the European Green Deal nine policies and the after COVID-19 vision.

With these four pillars, we are moving from an existing environmental challenge to the ARSINOE project solution and to the sustainability of this solution, creating a visually attractive story that is easily understandable for a wide audience but also remains very much informative, providing concrete information on the types of innovation that the project will bring forward, its results etc. Overall, the story aims to spark the attention of all the target audiences of the project, and thus it will be presented in a concise, digestible, and visually appealing format.

2.2 Video script

The text below features the script that will be followed for the project's video:

ARSINOE

will leverage innovation

for climate adaptation

across a series of key systems

- *health*
- *biodiversity*
- *flooding & sea level rise*
- *droughts & water scarcity*
- *heatwaves*
- *transport & energy*
- *forestry, agriculture & fisheries.*

ARSINOE uses co-creation in living labs

forming open innovation ecosystems

bio-physical models to advance knowledge

of natural system vulnerabilities

modelling of socio-economic systems

to explore human behaviour

regional policy contexts

with special focus on the Green Deal

collaborative design for communities & scientists creates

Collective Environmental Intelligence

Data Hub & Knowledge Graph

to integrate disparate data

manage climate risk through

a multi-System Dynamic Resilience

Modeling framework

cascading effects

through natural & built systems interactions

citizen science

through innovative technologies

Systems Innovation Approach

to spot weaknesses & restructure the system

virtual reality

to co-design solutions

Reinforced Learning

to tackle socio-environmental challenges

BRIGAID digital innovation bazaar

exploiting the Climate Innovation Window

at

- *Athens metropolitan area*
- *the Mediterranean ports*
- *the Main River in Germany*
- *Prespa & Ochrid Lakes, North Macedonia-Albania-Greece*
- *the Canary Islands*
- *the Black Sea, Turkey-Bulgaria-Romania*
- *Southern Denmark*
- *Torbay and Devon County, UK*
- *and the Mediterranean island of Sardinia*

ARSINOE develops

an Innovation Bazaar Funding scheme

for knowledge transfer & exploitation

by start-ups & SMEs

triggers industry-academy-SME collaborations

establishes a climate adaptation innovation ecosystem

ARSINOE suggests

- *green*
- *digital*
- *resilient*
- *sustainable*
- *replicable*
- *scalable*
- *fair*

pathways through the European Green Deal nine policies

- *biodiversity*
- *from farm to fork*
- *sustainable agriculture*
- *clean energy*

- *sustainable industry*
- *building and renovating*
- *sustainable mobility*
- *eliminating pollution*
- *climate action*

and promotes a robust outscaling strategy building back better, after COVID-19

towards a green, digital, inclusive, fair, resilient & sustainable future.

2.3 Aesthetic and contextual choices

Several aesthetic and contextual choices regarding the video were used, so that the video messages are well received by all target audiences including the general public. The video is a collage of footage that is collected from existing publicised material. The footage is chosen so that it depicts in few seconds the key phrases in a popularised, understandable, and appealing manner. At the same time the chosen footage, when needed, brings memories to the viewers out of their own experiences. For example, at the presentation of the case studies (Fig. 1), the footage depicts everyday life activities coming out of the nine ARSINOE sites, and at the presentation of key systems, the same rational is followed, with a sequence of video slots that show examples of climate change stress experiences by the society and some hints of existing vulnerabilities.

Another choice for the project video was to not avoid reference at the sophisticated scientific approaches followed by ARSINOE team. This was a conscious choice that is linked to the team's intention to increase the science-society relation. The society can be informed of the cutting edge, scientific methodologies followed nowadays, and this can increase trust and awareness, among multiple other benefits. However, these sophisticated concepts need to be popularized as possible. This is intended with use of footage that depicts conceptualization moving picture. For example, for the depiction of the Data Hub and Knowledge Graph is given through a depiction of a world map that is shaped up by nodes that are connected with vectors. This footage is chosen to popularize the idea of the Knowledge Graph use to establish universal semantics for the description of the biophysical systems that are explored by ARSINOE, the relevant attributes and the linked data. Similar approaches are followed for all the concepts.

The video has no narration, but all script is written in subtitles. This was chosen, because we didn't want the video to remind of a lecture. For the same reason, figures, numbers and statistics were also avoided, since the numbers would not add anything to the viewer, but for additional exhausting details. This was not the purpose of the video, which is not a scientific documentary, but a popularization approach that uses intuitive references and not robust documentation. Instead of narration, an emblematic music is heard, the "Song for the Unification of Europe", by Zbigniew Preisner, a very well-recognized theme with high correlation to the European continent.

The color theme for the video is a green, so that there is semantic correlation to the nature, the nature-based solutions.

Figure 2.1 Video snapshot for the presentation of the Canary Islands case study

Figure 2.2 Video snapshot for the presentation of the heatwaves system that is one of the key systems explored in ARSINOE study

Figure 2.3 Video snapshot for the presentation of the "flooding and sea level rise" system that is one of the key systems explored in ARSINOE

Figure 2.4 Video snapshot for the conceptualization of the Data Hub and Knowledge Graph, a central methodological approach adapted by ARSINOE to harmonize semantics and ontologies across the explored systems

2.4 Practical choices

The video is developed with use of the Sp Adobe Spark free software and is uploaded at the ARSINOE YouTube channel.

3.0 Video use and dissemination

The ARSINOE project aims to reach out to a wide range of audiences, from regional and local governments to business associations to citizens. The project has specifically ten types of stakeholders that are targeted: national governments, regional & local governments, business & private enterprises, innovations companies, business associations, environmental NGOs, neighbouring regions, country authorities, citizens and EC DGs.

The video produced aims at being a powerful tool that will manage to reach out to all the stakeholder groups categories, as defined in the dissemination tools and stakeholders' matrix featured in the Communication and Dissemination strategy of the project.

Table 3.1 Target groups

Tools	Regional & local governments	National Governments	Business & private enterprises	Innovations companies	Business associations	Environmental NGOs	Neighbour regions	Country authorities	Citizens	EC DGs
ARSINOE video	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

To properly promote and disseminate the video as widely as possible, several communication activities will be undertaken:

- The video is already uploaded on ARSINOE official YouTube channel.
- The link of the video will be disseminated through the project's social media: Twitter, LinkedIn, Facebook and Instagram.
- The video will be uploaded and featured on the ARSINOE project's official website, both on the home page and "about the project" section.
- The video link will be shared with the whole consortium via email to ensure everyone is aware and acts as multipliers re-sharing the video through their networks.

In addition, the project's video is intended to be featured through the ARSINOE annual newsletter and will be also used in events and meetings where ARSINOE partners may need to present the project. The video will be used as a short and engaging introduction to the project that enables participants to learn about the project in only a few minutes.

4.0 Conclusions

This deliverable presents the development of the ARSINOE video from the conception of the script's idea and the storytelling pillars as presented in the Chapter 2.1, to the script adopted and followed in the chapter 2.2, as well as justification for aesthetic, contextual and practical choices. As featured in Chapter 3.0, the ARSINOE video will manage to reach all the targeted audiences of the project, while the ways that the video will be used are also specified, along with the measures that will be taken to ensure its maximum outreach through different channels.

The project video intends to succeed in presenting the big picture of the environmental challenge that the ARSINOE project addresses, together with the specific details and information on how the project will achieve this and what the followers and target audiences should be expecting from the project. This has

been done in a concise, short, and engaging format that can be easily understood by all the types of the ARSINOE audience.

To conclude, the project's video strengthens the digital communication efforts of the project, adding a captivating and effective tool to the online tools available for the project. A tool that will benefit the project, not only by making it easy for the audience to understand the ARSINOE project but also interesting to engage with it.

Systems Innovation Approach (SIA) addresses the growing complexity, interdependencies and interconnectedness of modern societies and economies, focusing on the functions of the cross-sectoral system as a whole and on the variety of actors. The Climate Innovation Window (CIW) is the EU reference innovations marketplace for climate adaptation technologies. ARSINOE shapes the pathways to resilience by bringing together SIA and CIW, to build an ecosystem for climate change adaptation solutions. Within the ARSINOE ecosystem, pathways to solutions are co-created and co-designed by stakeholders, who can then select either existing CIW technologies, or technologies by new providers (or a combination) to form an innovation package. This package may be designed for implementation to a specific region, but its building blocks are transferable and re-usable; they can be re-adapted and updated. In this way, the user (region) gets an innovation package consisting of validated technologies (expanding the market for CIW); new technologies implemented in the specific local innovation package get the opportunity to be validated and become CIW members, while the society (citizens, stakeholders) benefits as a whole. ARSINOE applies a three-tier, approach: (a) using SIA it integrates multi-faceted technological, digital, business, governance and environmental aspects with social innovation for the development of adaptation pathways to climate change for specific regions; (b) it links with CIW to form innovation packages by matching innovators with end-users/regions; (c) it fosters the ecosystem sustainability and growth with cross-fertilization and replication across regions and scales, at European level and beyond, using specific business models, exploitation and outreach actions. The ARSINOE approach is show-cased in nine widely varied demonstrators, as a proof-of-concept with regards to its applicability, replicability, potential and efficacy.

ARSINOE

CLIMATE RESILIENT-REGIONS THROUGH SYSTEMIC SOLUTIONS AND INNOVATIONS

This project has received funding from the European Union's Horizon H2020 innovation action programme under grant agreement 101037424.