



Summary of project videos

Deliverable 8.16

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

Author: UTH, with contributions from G.A.C.

Date: 30th September 2025



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

Deliverable Number and Name	D8.16 – Summary of project videos
Work Package	WP8 – Impact maximization / Exploitation / Communication / Dissemination / Outreach / Replication
Dissemination Level	Public
Author(s)	Giannis Adamos (UTH) & Lisa Pourcher (G.A.C.)
Primary Contact and Email	adamos.giannis@gmail.com
Date Due	30/09/2025
Date Submitted	30/09/2025
File Name	D8.16 – Summary of project videos
Status	Submitted
Reviewed by (if applicable)	-
Suggested citation	Adamos, G., Pourcher, L. (2025) Summary of project videos. ARSINOE Deliverable 8.16, H2020 grant no. 101037424

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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.

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Abbreviations	Meaning
CIW	Climate Innovation Window
DX.X	Deliverable DX.X
EC	European Commission
EU	European Union
H2020	Horizon 2020
KG	Knowledge Graph
R&D	Research and Development
WP	Work Package

EXECUTIVE SUMMARY

Video production and dissemination formed a central pillar of ARSINOE's communication and outreach strategy, supporting the project's goal of maximising visibility, stakeholder engagement, and public awareness of its results. Over the course of the project, a total of **90 videos** were produced and published, covering a wide variety of formats and objectives, including case study presentations, expert and partner interviews, tool demonstrations and event coverage.

These videos were strategically released across the different phases of the project:

- **Initial phase** – introducing the project's objectives, planned activities, and case study contexts.
- **Mid-term** – showcasing progress, lessons learned, and preliminary results from case studies and thematic work packages.
- **Final phase** – highlighting the project's key achievements, impacts, and legacy.

All content was hosted on the **ARSINOE YouTube channel**, which attracted **over 81 subscribers** and **around 10,000 cumulative views** by project end. Videos were actively promoted via the project's social media channels, ensuring cross-platform visibility and broad reach among targeted audiences, including policymakers, researchers, practitioners, and the general public.

Beyond visibility, the videos served as a tool for knowledge transfer and stakeholder engagement, translating complex scientific and technical outcomes into accessible and engaging narratives. Notably, several videos gained strong attention from the community, such as the addressing extreme heat waves in Athens (1,959 views) and the speech by Prof. Jeffrey Sachs at the project's kick-off meeting (800 views).

By integrating video storytelling into the broader dissemination strategy, ARSINOE not only documented its progress and results but also strengthened its ability to inspire action towards climate resilience. This deliverable provides an overview of the produced videos, their thematic focus, and their contribution to the project's impact and legacy.

Introduction

The ARSINOE project aims to develop and demonstrate innovative solutions for enhancing climate resilience across diverse socio-environmental systems in Europe and beyond. A core component of its communication and dissemination strategy, under Work Package 8 – Impact maximisation, Exploitation, Communication, Dissemination, Outreach, and Replication, is the effective use of digital media to engage stakeholders, raise awareness, and promote knowledge transfer.

In this context, video production was identified from the outset as an effective dissemination tool. Videos offer a dynamic and accessible format for conveying complex scientific concepts, showcasing project activities, and highlighting real-world impacts in an engaging way. They also serve as versatile content that can be shared across multiple platforms — from the project’s YouTube channel to social media networks, partner websites, and external events.

The video strategy was designed to:

- Present the project’s objectives, methodologies, and innovations to a broad audience.
- Highlight progress and achievements across the nine ARSINOE case studies.
- Feature expert and partner perspectives on key challenges and solutions.
- Demonstrate the tools and methodologies developed within the project.
- Capture milestone events, such as General Assembly meetings, public workshops, and the final event, ensuring these moments are preserved and shared.

Throughout the project’s lifetime, videos complemented other dissemination channels such as factsheets, public deliverables, policy briefs, and scientific publications. They provided an audiovisual narrative of ARSINOE’s journey from inception to conclusion, ensuring that its story was told in a way that was relatable, and impactful for diverse audiences including policymakers, researchers, practitioners, and citizens.

This deliverable summarises the full set of videos produced during the project, categorises them according to their format and purpose, and assesses their contribution to the overall dissemination and impact strategy.

1. Video dissemination approach

From the beginning of ARSINOE, videos were considered an important element of the dissemination and communication plan under WP8. The approach was designed to ensure that video content would not only document the project’s progress but also serve as a strategic engagement tool to reach diverse stakeholder groups across Europe and internationally.

1.1. Objectives of the video strategy

The video dissemination approach was guided by the following objectives:

- **Increase visibility** of ARSINOE’s work and results among targeted stakeholders.
- **Communicate complex concepts** in an accessible, visually engaging format.
- **Showcase real-world applications** of ARSINOE solutions through case study stories.
- **Highlight expertise** within the consortium through interviews with project partners and stakeholders.
- **Capture key project milestones** and events to create a visual legacy.

1.2. Integration with other dissemination tools

Video production was fully integrated into the broader ARSINOE dissemination strategy, complementing:

- **Website content**, where videos were embedded in case study and news pages.
- **Social media posts**, where short clips and trailers were shared to drive traffic to the full videos.
- **Events and workshops**, where videos were used as presentation material to illustrate project activities.

1.3. Formats and types of videos produced

To serve different communication needs, a variety of video formats were developed:

1. **Case Study Presentations** – Showcasing each of the nine ARSINOE case studies, highlighting local challenges and solutions.
2. **Expert and Partner Interviews** – Featuring consortium members and external experts sharing insights, progress, and lessons learned.
3. **Tool Demonstrations** – Presenting the project's innovative tools and methodologies in action.
4. **Event Coverage & Aftermovies** – Capturing the atmosphere and outcomes of key project gatherings such as General Assemblies, public events, and the final conference.

1.4. Production and publication process

The video production process followed a consistent workflow to ensure high quality, accuracy, and alignment with ARSINOE's communication objectives:

1. **Planning** – Identification of video themes and scheduling according to project milestones and communication needs.
2. **Filming** – On-site during general assembly meetings, events, or via remote recording sessions with partners and stakeholders.
3. **Editing** – Incorporating project branding, subtitles, and visual enhancements to ensure accessibility and adherence to Horizon 2020 communication guidelines.
4. **Review and Approval** – The edited video was sent to the interviewee or relevant content owner for a final check to verify factual accuracy, appropriate representation, and consent for publication. Any requested adjustments were implemented before finalisation.
5. **Publication** – Hosting on the ARSINOE YouTube channel with descriptive titles, keywords, and optimised thumbnails for visibility and engagement.
6. **Promotion** – Dissemination through social media platforms, newsletters, the project website, and partner networks to maximise reach and audience interaction.

1.5. Phased dissemination timeline

Video dissemination in ARSINOE was carefully aligned with the **three main phases of the project lifecycle**. This approach ensured that content production supported ongoing activities, reinforced emerging messages, and maintained stakeholder engagement from project start to finish.

Initial Phase (Year 1) – Introducing ARSINOE and Building Awareness

During the first year, the focus was on raising awareness of the ARSINOE project, its objectives, consortium, and the nine case studies. Videos at this stage aimed to:

- Present the project's overarching vision and expected contributions to climate resilience.
- Introduce the case studies, their local contexts, and the challenges they sought to address.
- Highlight early partner engagement and kick-off activities, such as the **speech by Prof. Jeffrey Sachs** and the **introduction of the ARSINOE concept**.
- Establish the ARSINOE brand identity across visual content and platforms.

These videos served as a **foundation** for building recognition among target audiences, including policymakers, researchers, practitioners, and the general public.

Mid-term Phase (Years 2–3) – *Sharing Progress and Emerging Results*

The second phase concentrated on communicating the work-in-progress, lessons learned, and early results from case studies and work packages. This phase was important for sustaining interest and demonstrating the value of ARSINOE's approach. Key characteristics of the videos in this period included:

- Coverage of stakeholder engagement activities, including Living Labs and participatory workshops.
- Presentations of intermediate results and demonstrations of tools such as the Climate Innovation Window, Collective Environmental Intelligence Knowledge Graph, and SustainGraph.
- Interviews with experts reflecting on progress and challenges in implementing resilience solutions.
- Short-form explainer videos to facilitate broader understanding of technical concepts.

By providing regular updates, this phase helped maintain continuous dialogue with stakeholders and supported the uptake of emerging knowledge.

Final Phase (Year 4) – *Highlighting Achievements, Impacts, and Legacy*

The final stage of dissemination placed emphasis on the project's key outcomes, validated solutions, and recommendations for future policy and practice. Video content at this stage was tailored to:

- Showcase concrete results from each case study, illustrating real-world impacts.
- Present finalised tools and solutions with clear guidance on their use.
- Share reflections from partners and stakeholders on ARSINOE's added value.
- Capture milestone events such as the ARSINOE Final Event through aftermovies and highlight videos.
- Communicate legacy messages emphasising the project's long-term contributions to climate resilience.

By aligning video production with the project's evolving narrative, ARSINOE ensured that its audiovisual outputs were timely, relevant, and strategically targeted. This phased approach not only increased visibility at key moments but also helped create a coherent story arc for audiences following the project from its launch to its conclusion.

2. Overview of produced videos

Over the lifetime of ARSINOE, a total of 89 videos were produced and published, forming a diverse and complementary audiovisual library that documented the project's activities, outcomes, and impacts. These videos can be grouped into four main categories, each serving distinct communication and dissemination objectives. The complete list of videos is available in Annex 1.

2.1. Case study presentations

These videos showcased the nine ARSINOE case studies, highlighting local challenges, implemented solutions, and context-specific insights. They provided audiences with a deeper understanding of how resilience strategies were applied in different socio-environmental systems across Europe.

#	Title	Date of publication	Number of views
1	ARSINOE case study #5 in the Canary Island, Spain	9/03/2022	96
2	ARSINOE Case Study 1 – Greening the Athens metropolitan area	10/03/2022	34
3	ARSINOE case study #5 in the Canary Island, Spain	17/03/2022	27
4	ARSINOE Case Study #9 in Sardinia	27/04/2022	68
5	Groundwater sampling campaign in the island of La Palma	11/07/2022	24
6	2 nd Groundwater sampling campaign in the island of El Hierro	11/07/2022	29
7	ARSINOE – Living Lab in Sardinia, IT on Videolina TV	10/11/2022	68
8	ARSINOE’s Case studies by Dr Lydia Vamvaleridou-Lyroudia	9/01/2023	186
9	ARSINOE Case Study #1 – The Athens Metropolitan Area by Prof. Chrysi Laspidou	2/02/2023	147
10	ARSINOE Case Study #2 – The Mediterranean Ports by Prof. Phoebe Koundouri	21/02/2023	213
11	ARSINOE Case study #3 – The Main River Basin by Ralf Ludwig, LMU	30/03/2023	143
12	ARSINOE Case study #4 – The Ohrid/Prespa lakes by Suzana Kasovska Georgieva, IECE	13/04/2023	110
13	ARSINOE Case study #5 – The Canary Islands by Noelia Cruz	7/06/2023	123
14	ARSINOE Case study #7 – Southern Denmark by Martin Drews, DTU	18/07/2023	69
15	ARSINOE Case study #6 – Black Sea by Dr Nicolaos Theodossiou, AUTH	27/07/2023	101
16	ARSINOE Case study #8 – Torbay and Devon County by Mike Wood, TC	29/08/2023	48
17	Case study #9 – Sardinia with Dr Marco Dettori, AGRIS	22/09/2023	107
18	“ARSINOE increases resilience to climate change of the Canary Islands” by Dr Noelia Cruz Pérez, ULL	3/10/2023	110
19	Consequences of climate change in the Ohrid/Prespa Lakes region with Suzanna Kasovska Georgieva, IECE	31/10/2023	48
20	Citizen Science in Case Study #1 – Athens Metropolitan Area with Dr Alexandra Spyropoulou, UTH	30/11/2023	91
21	Main developments of the Case study #1 – Athens Metropolitan Area with Prof. Chrysi Laspidou, UTH	20/02/2024	172
22	Key outcomes in the Main River basin Case study with Marion Zilker, VKU	9/04/2024	62
23	Key advancements in the Ohrid/Prespa lakes case study, with Suzana Kasovska Georgieva	07/05/2024	43
24	Hydrogeological model for the Canary islands with Noelia Cruz Pérez, ULL	30/05/2024	48
25	Update on the work conducted in the Black Sea with Dr Nicolaos Theodossiou, AUTH	17/07/2024	98

#	Title	Date of publication	Number of views
26	Addressing extreme heat waves – Athens Metropolitan Area with Prof. Chrysi Laspidou, UTH	15/01/2025	1 959
27	How to improve climate resilience in Mediterranean ports with Dr Conrad Landis, AUEB	30/01/2025	49
28	Predicting impacts of future scenarios in Canary Islands with Juan Carlos Santamarta, ULL	18/03/2025	41
29	Reaching long-term climate resilient water balance with Dijana Likar, IECE	7/04/2025	65
30	The Implementation of a transboundary watershed in the Black Sea with Dr Nicolaos Theodossiou, AUTH	17/04/2025	97
31	Solutions to face WEFE Nexus related challenges in the Main river basin with Marion Zilker, VKU	29/04/2025	19
32	Addressing food security challenges in Sardinia with Dr Marco Dettori, AGRIS	29/05/2025	2
33	Solutions to mitigate floods in Denmark with Prof Martin Drews, DTU	8/07/2025	11
34	Grains of change - Durum wheat adaptation in the Mediterranean region Official Teaser	11/08/2025	193
35	Grains of change - Durum wheat adaptation in the Mediterranean region Short version	23/08/2025	47
36	Grains of change - Durum wheat adaptation in the Mediterranean region Long version	23/08/2025	199

1.6. Expert and partner interviews

These interviews featured ARSINOE consortium members, external experts, and key stakeholders sharing their perspectives on climate resilience challenges, presenting the overall ARSINOE project, project progress, explaining the different concepts and methodologies used and implemented during the project as well as lessons learned. They offered a human perspective on the project's work and helped bridge the gap between research and real-world application.

#	Title	Date of publication	Number of views
1	ARSINOE concept	29/06/2022	80
2	The ARSINOE project by Prof. Chrysi Laspidou	3/11/2022	174
3	The concept of resilience by Alex Chatzistefanou	23/11/2022	235
4	Climate adaptation by Raul Wood, LMU	8/12/2022	60
5	Citizen science by Jaume Piera	9/03/2023	101
6	Stakeholder Engagement by Dr Ebun Akinsete, ATHENA	5/04/2023	65
7	Systems Innovation Approach by Isabelle La Jeunesse, UT	2/05/2023	64
8	The ARSINOE Open calls by Gerardo Anzaldúa, BRIGAD Connect	1/06/2023	42
9	Nature based solutions by Nefta Votsi, UTH (NOA)	20/06/2023	148
10	Dynamic Multi-Sectoral Resilience Modelling and Assessment Framework with Martin Drews, DTU	07/09/2023	71
11	Living Labs with Isabelle La Jeunesse, UT	24/09/2023	47

#	Title	Date of publication	Number of views
12	How to increase the impact of research projects on policy with Barbara Willaarts, IIASA & iCatalist	11/10/2023	101
13	Building preparedness for infrastructures facing natural disasters – Dr. Medhi Khoury, UNEXE	25/10/2023	34
14	Διαδικτυακή ημερίδα: "Περιβαλλοντική εκπαίδευση και επιστήμη των πολιτών με ψηφιακά εργαλεία"	30/10/2023	188
15	System Dynamics Modelling in ARSINOE with Nikos Mellios, UTH	9/11/2023	41
16	ARSINOE Second Open Tender with Gerardo Anzaldúa, BRC	1/12/2023	28
17	The Systems Innovation Approach by Dr Dimitric Kofinas	7/12/2023	36
18	Apply now for the ARSINOE second Open Tender	11/12/2023	9
19	Collaboration between ARSINOE and NATALIE with Dr. Sonia Siauve, OIEau	13/12/2023	85
20	ARSINOE 2 nd Open Tender – Info Session	14/12/2023	135
21	How can research projects make an impact on EU policies ? With Dr Floor Brouwer	19/12/2023	33
22	Main highlights of the first two years in ARSINOE with Prof. Chrysi Laspidou, UTH	10/01/2024	203
23	Lessons learnt on stakeholder engagement with Dr Ebun Akinsete, ATHENA	13/02/2024	143
24	Lessons learnt on financing instruments and business models with Conrad Landis, AUEB	12/03/2024	127
25	Governance analysis in ARSINOE case studies with Isabelle La Jeunesse, UT	18/04/2024	65
26	Update on MINKA & Citizen Science with Jaume Piera, CSIC	24/04/2024	45
27	Services for innovators with William Vuijk, BRIGAD Connect	16/05/2024	64
28	Supporting the Open Science Initiative with Panagiota Koltsida, ATHENA RC	12/08/2024	74
29	Exclusive Interview: Prof. Chrysi Laspidou on Sardinian TV Videolina	29/10/2024	157
30	Building Climate Resilience: EU's Adaptation Strategy and Key Projects for a Sustainable Future	20/11/2024	106
31	Enhancing climate resilience of regions in Europe with Prof. Chrysi Laspidou	7/05/2025	61
32	Results of the ARSINOE Open Tender for Innovations with Inna Petrenko, BRC	20/05/2025	38
33	The ARSINOE Legacy with Prof Chrysi Laspidou, UTH	26/06/2025	1 364

1.7. Tools and solutions

This category focused on presenting ARSINOE's innovative tools and solutions, explaining their functionalities, benefits, and applications for stakeholders and practitioners.

#	Title	Date of publication	Number of views
1	The Climate Innovation Window by Laia Palau	7/02/2023	61
2	The Climate Innovation Window	14/06/2023	34
3	Collective environmental intelligence knowledge graph by Anastasios Zafeiropoulos, ICCS	12/07/2023	102
4	The ARSINOE SDG Detector with Ioanna Mandilara, ICCS	20/10/2023	147
5	The ARSINOE SustainGraph with Christina-Maria Androna, ICCS	16/01/2024	137
6	The ARSINOE Wheel by Prof. Nav Mustafee, University of Exeter	28/02/2024	151
7	CA Flood with Prof. Albert Chen, UNEXE	7/03/2024	69
8	Update on the ARSINOE SustainGraph by Dr Anastasios Zafeiropoulos, ICCS	4/04/2024	92
9	The ARSINOE Risk Assessment tool with Prof. Albert Chen, UNEXE	30/04/2024	68
10	Dynamic Multi-sectoral Resilience Modelling and Assessment Framework, updates with Martin Drews, UTH	6/06/2024	41
11	Integrated system for water management with Suzana Kasovska Georgieva, IECE	20/06/2024	41
12	Sustainable solutions in agriculture to face climate change with Valentina Mereu, AGRIS	29/08/2024	54
13	Welcome to the ARSINOE Data Catalogue	6/03/2025	20
14	Summary of the ARSINOE solutions by Inna Petrenko	3/07/2025	64
15	MINKA by Sonia Linan, CSIC	24/07/2025	71
16	The Climate Innovation Window with Inna Petrenko, EG	19/08/2025	13

1.8. Event coverage and aftermovies

Event videos captured the atmosphere, discussions, and outcomes of ARSINOE's key gatherings, including General Assemblies, public workshops, and the final event. They served as engaging recaps for participants and as promotional material for external audiences.

#	Title	Date of publication	Number of views
1	Prof Jeffrey Sachs speech @ ARSINOE kick off meeting	25/04/2022	800
2	ARSINOE Sardinian Case study's activities presented at the ECOMONDO 2022 by Marco Dettori, AGRIS	25/01/2023	101
3	ARSINOE – Aftermovie – General Assembly in Utrecht, in October 2023	3/11/2023	48
4	ARSINOE Final event – Aftermovie	31/08/2025	Not available yet

2. Audience engagement

The ARSINOE video dissemination campaign proved to be a valuable tool for reaching diverse audiences, enhancing project visibility, and communicating complex research outputs in an accessible and engaging manner. Over the course of the project, a total of **89 videos** were produced and published, attracting **around 10,000 cumulative views** and generating engagement across multiple stakeholder groups.

2.1. Top-performing views

Some videos achieved notable traction due to their topical relevance, notoriety of the interviewee, dissemination efforts, and cross-promotion via social media and partner networks. Examples include:

- Addressing extreme heat waves – Athens Metropolitan Area (1,959 views)
- The ARSINOE Legacy with Prof Chrysi Laspidou, UTH (1,364 views)
- Prof. Jeffrey Sachs speech @ ARSINOE Kick-off (800 views)
- Main highlights of the first two years in ARSINOE (203 views)
- The Concept of Resilience – Alex Chatzistefanou (235 views)
- The ARSINOE SDG Detector – Ioanna Mandilara (147 views)
- Case Study #1 – Athens Metropolitan Area – Prof. Chrysi Laspidou (147 views)

These high-performing videos demonstrate the importance of combining **expert voices**, **practical examples**, and **timely, relevant topics** in attracting audience interest.

2.2. Engagement patterns

An analysis of the ARSINOE YouTube channel analytics, complemented by feedback from partners and stakeholders, revealed a set of distinct engagement patterns that can guide future video-based dissemination efforts in EU-funded projects.

2.2.1. Format Preferences

- **Short-form content (1–3 minutes)** consistently achieved higher click-through rates (CTR) on social media platforms such as Twitter/X, LinkedIn, and Facebook. These videos provided clear, targeted messages that could be easily consumed and shared.
- **Medium-length videos (5–10 minutes)**, particularly those featuring expert interviews and case study presentations, performed well when promoted through newsletters and the project website. They provided enough detail to satisfy professional audiences while remaining accessible to the general public.
- **Long-form content (>10 minutes)** tended to have lower average watch time unless it featured a high-profile speaker (e.g., *Prof. Jeffrey Sachs speech @ Kick-off*) or addressed a pressing topic (e.g., *Addressing extreme heat waves – Athens Metropolitan Area*).

2.2.2. Content Type and Audience Response

- **Case Study-focused videos** attracted strong engagement from both local stakeholders and the broader public, especially when the environmental challenge was relatable and region-specific (e.g., climate change impacts in Athens, water resilience in Sardinia, floods in Denmark).
- **Tool demonstration videos** were most relevant for researchers, practitioners, and technical stakeholders.

- **Expert interviews** added credibility and depth, appealing to policy audiences and other research projects looking for methodological insights.
- **Event coverage and aftermovies** generated spikes in engagement immediately after project milestones, serving both as a recap for participants and promotional content for external audiences.

2.2.3. Release Timing and Promotion Synergy

- Videos released **immediately following key project events** (General Assemblies, conferences, policy brief launches) benefited from increased attention and momentum.
- Coordinating video publication with **press releases, social media campaigns, or factsheet launches** significantly boosted reach and engagement.
- Videos launched in **mid-week** (Tuesday–Thursday) generally achieved better viewership compared to weekend releases, in line with professional audience online habits.

2.2.4. Cross-Platform Amplification

- Promoting videos on **LinkedIn** proved particularly effective for reaching policymakers, researchers, and industry professionals.
- **Twitter/X** posts generated higher engagement for shorter videos.
- Embedding videos directly in the **ARSINOE website** and **newsletters** ensured a steady stream of views from project followers who do not actively browse YouTube.

2.2.5. Visual Branding and Accessibility

- Consistent **ARSINOE-branded thumbnails** helped videos stand out and reinforced visual identity.
- Adding **English subtitles** not only improved accessibility for non-native speakers but also allowed videos to be viewed without sound on social media platforms, increasing completion rates.
- Where possible, using **onscreen text highlights** and infographics improved understanding of technical concepts.

In summary, ARSINOE’s engagement data suggests that the best strategy combined short, attention-grabbing content for broad reach with longer, more detailed videos for depth and credibility. Timing releases around project milestones and cross-promoting across channels was key to maximising impact.

3. Lessons learned

The ARSINOE video dissemination strategy was successful in enhancing project visibility, translating complex research into accessible messages, and engaging diverse audiences. The process also generated valuable lessons for future EU-funded projects seeking to maximise the impact of audiovisual communication.

3.1. Strategic planning is key

Early identification of video objectives and target audiences allowed ARSINOE to design a coherent production plan aligned with the project’s milestones. By mapping content themes against the project’s three main phases — Introduction, Mid-term Progress, and Final Results — the consortium ensured consistent and timely delivery of relevant messages.

Lesson learned: Integrate the video strategy into the communication plan from the project start, with a clear content calendar linked to deliverables, events, and major milestones.

3.2. Short and targeted videos drive reach

Short-form content (1–3 minutes) consistently achieved higher engagement rates on social media platforms, particularly when accompanied by strong visuals, concise messaging, and subtitles. These videos effectively drew viewers into the project's work and encouraged them to explore longer, more detailed content.

Lesson learned: Use short videos for outreach and initial engagement, and complement them with longer, in-depth pieces for technical audiences.

3.3. Case study storytelling resonates with audiences

Videos highlighting real-world case studies proved to be among the most engaging, as they showcased tangible challenges, local perspectives, and practical solutions. Viewers responded positively to location-specific storytelling that connected climate resilience issues to familiar contexts.

Lesson learned: Anchor technical content in human stories and local realities to improve relatability and impact.

3.4. Expert voices enhance credibility

Interviews with respected experts, both within and outside the consortium, provided depth and credibility to ARSINOE's messages. High-profile contributions, such as the speech by Prof. Jeffrey Sachs, amplified visibility and drew in audiences beyond the immediate project community.

Lesson learned: Identify and feature authoritative voices who can speak persuasively on project themes, ensuring their contributions are integrated into key dissemination moments.

3.5. Timing and promotion amplify impact

Coordinating video releases with events, deliverable launches, and policy milestones significantly boosted viewership. Cross-promotion across multiple platforms (YouTube, LinkedIn, Twitter/X, Instagram, Facebook, newsletters, and the project website) extended reach to diverse audiences.

Lesson learned: Treat video launches as communication events, supported by a multi-channel promotional plan.

3.6. Review and approval ensure quality and trust

Implementing a review stage where edited videos were sent to interviewees or content owners for feedback ensured factual accuracy, proper representation, and consent for publication. This process strengthened trust between the communications team and participants.

Lesson learned: Build in a formal review and approval stage before publishing videos, especially those featuring external stakeholders.

3.7. Accessibility and branding matter

Consistent ARSINOE branding across thumbnails and visuals supported the establishment a recognisable visual identity. Adding English subtitles improved accessibility, particularly for non-native speakers, and increased completion rates on social media where videos are often watched without sound.

Lesson learned: Apply consistent branding and ensure accessibility features (subtitles, clear graphics) are included in all videos from the start.

3.8. Internal coordination improves efficiency

Close collaboration between the communications team, work package leaders, and case study coordinators ensured timely provision of content and context for filming. Early involvement of technical partners helped shape accurate, compelling narratives.

Lesson learned: Maintain open communication channels between the dissemination team and technical partners to anticipate opportunities and avoid last-minute production challenges.

Conclusion

The production and dissemination of video content played an important role in ARSINOE's communication strategy, effectively complementing other outreach tools such as the project website, social media, factsheets, policy briefs, and scientific publications. Over the course of the project, **89 videos** were produced, covering case study presentations, expert and partner interviews, tool demonstrations and event coverage.

By adopting a **phased approach** aligned with the project's lifecycle — from initial introductions, through mid-term updates, to final results and legacy messages — ARSINOE ensured that its audiovisual outputs were **timely, relevant, and strategically targeted**. The videos not only documented progress but also acted as storytelling tools, translating technical concepts into accessible narratives for diverse audiences, including policymakers, researchers, practitioners, and the wider public.

Audience engagement data confirms the value of this approach. With more than **10,000 cumulative views** and strong performance for both flagship and niche videos, the campaign succeeded in reaching a broad audience. Short-form content proved especially effective for initial engagement, while in-depth interviews and case study videos provided lasting value for professional stakeholders.

Importantly, the integration of a **review and approval process** strengthened trust and accuracy, while consistent branding and accessibility measures such as subtitles increased the inclusivity and recognisability of the ARSINOE visual identity. The strategic use of **cross-platform promotion** amplified reach and ensured that video content complemented other dissemination efforts.

Overall, ARSINOE's experience demonstrates that video can be a **high-impact, versatile tool** for EU-funded projects, capable of enhancing visibility, facilitating knowledge transfer, and fostering stakeholder engagement. The lessons learned from this process provide a valuable reference for future initiatives aiming to maximise the reach and influence of their communication activities.

Annex 1: Complete list of videos

#	Title	Date of publication	Number of views
1	ARSINOE case study #5 in the Canary Island, Spain	9/03/2022	96
2	ARSINOE Case Study 1 – Greening the Athens metropolitan area	10/03/2022	34
3	ARSINOE case study #5 in the Canary Island, Spain	17/03/2022	27
4	Prof Jeffrey Sachs speech @ ARSINOE kick off meeting	25/04/2022	800
5	ARSINOE Case Study #9 in Sardinia	27/04/2022	68
6	ARSINOE concept	29/06/2022	80
7	Groundwater sampling campaign in the island of La Palma	11/07/2022	24
8	2 nd Groundwater sampling campaign in the island of El Hierro	11/07/2022	29
9	The ARSINOE project by Prof. Chrysi Laspidou	3/11/2022	174
10	ARSINOE – Living Lab in Sardinia, IT on Videolina TV	10/11/2022	68
11	The concept of resilience by Alex Chatzistefanou	23/11/2022	235
12	Climate adaptation by Raul Wood, LMU	8/12/2022	60
13	ARSINOE's Case studies by Dr Lydia Vamvaleridou-Lyroudia	9/01/2023	186
14	ARSINOE Sardinian Case study's activities presented at the ECOMONDO 2022 by Marco Dettori, AGRIS	25/01/2023	101
15	ARSINOE Case Study #1 – The Athens Metropolitan Area by Prof. Chrysi Laspidou	2/02/2023	147
16	The Climate Innovation Window by Laia Palau	7/02/2023	61
17	ARSINOE Case Study #2 – The Mediterranean Ports by Prof. Phoebe Koundouri	21/02/2023	213
18	Citizen science by Jaume Piera	9/03/2023	101
19	ARSINOE Case study #3 – The Main River Basin by Ralf Ludwig, LMU	30/03/2023	143
20	Stakeholder Engagement by Dr Eburn Akinsete, ATHENA	5/04/2023	65
21	ARSINOE Case study #4 – The Ohrid/Prespa lakes by Suzana Kasovska Georgieva, IECE	13/04/2023	110
22	Systems Innovation Approach by Isabelle La Jeunesse, UT	2/05/2023	64
23	The ARSINOE Open calls by Gerardo Anzaldúa, BRIGAD Connect	1/06/2023	42
24	ARSINOE Case study #5 – The Canary Islands by Noelia Cruz	7/06/2023	123
25	The Climate Innovation Window	14/06/2023	34
26	Nature based solutions by Nefta Votsi, UTH (NOA)	20/06/2023	148
27	Collective environmental intelligence knowledge graph by Anastasios Zafeiropoulos, ICCS	12/07/2023	102
28	ARSINOE Case study #7 – Southern Denmark by Martin Drews, DTU	18/07/2023	69
29	ARSINOE Case study #6 – Black Sea by Dr Nicolaos Theodossiou, AUTH	27/07/2023	101
30	ARSINOE Case study #8 – Torbay and Devon County by Mike Wood, TC	29/08/2023	48
31	Dynamic Multi-Sectoral Resilience Modelling and Assessment Framework with Martin Drews, DTU	07/09/2023	71
32	Case study #9 – Sardinia with Dr Marco Dettori, AGRIS	22/09/2023	107
33	Living Labs with Isabelle La Jeunesse, UT	24/09/2023	47

34	"ARSINOE increases resilience to climate change of the Canary Islands" by Dr Noelia Cruz Pérez, ULL	3/10/2023	110
35	How to increase the impact of research projects on policy with Barbara Willaarts, IIASA & iCatalist	11/10/2023	101
36	The ARSINOE SDG Detector with Ioanna Mandilara, ICCS	20/10/2023	147
37	Building preparedness for infrastructures facing natural disasters – Dr. Medhi Khoury, UNEXE	25/10/2023	34
38	Διαδικτυακή ημερίδα: "Περιβαλλοντική εκπαίδευση και επιστήμη των πολιτών με ψηφιακά εργαλεία"	30/10/2023	188
39	Consequences of climate change in the Ohrid/Prespa Lakes region with Suzanna Kasovska Georgieva, IECE	31/10/2023	48
40	ARSINOE – Aftermovie – General Assembly in Utrecht, in October 2023	3/11/2023	48
41	System Dynamics Modelling in ARSINOE with Nikos Mellios, UTH	9/11/2023	41
42	Citizen Science in Case Study #1 – Athens Metropolitan Area with Dr Alexandra Spyropoulou, UTH	30/11/2023	91
43	ARSINOE Second Open Tender with Gerardo Anzaldúa, BRC	1/12/2023	28
44	The Systems Innovation Approach by Dr Dimitric Kofinas	7/12/2023	36
45	Apply now for the ARSINOE second Open Tender	11/12/2023	9
46	Collaboration between ARSINOE and NATALIE with Dr. Sonia Siauve, OIEau	13/12/2023	85
47	ARSINOE 2 nd Open Tender – Info Session	14/12/2023	135
48	How can research projects make an impact on EU policies ? With Dr Floor Brouwer	19/12/2023	33
49	Main highlights of the first two years in ARSINOE with Prof. Chrysi Laspidou, UTH	10/01/2024	203
50	The ARSINOE SustainGraph with Christina-Maria Androna, ICCS	16/01/2024	137
51	Lessons learnt on stakeholder engagement with Dr Ebun Akinsete, ATHENA	13/02/2024	143
52	Main developments of the Case study #1 – Athens Metropolitan Area with Prof. Chrysi Laspidou, UTH	20/02/2024	172
53	The ARSINOE Wheel by Prof. Nav Mustafee, University of Exeter	28/02/2024	151
54	CA Flood with Prof. Albert Chen, UNEXE	7/03/2024	69
55	Lessons learnt on financing instruments and business models with Conrad Landis, AUEB	12/03/2024	127
56	Update on the ARSINOE SustainGraph by Dr Anastasios Zafeiropoulos, ICCS	4/04/2024	92
57	Key outcomes in the Main River basin Case study with Marion Zilker, VKU	9/04/2024	62
58	Governance analysis in ARSINOE case studies with Isabelle La Jeunesse, UT	18/04/2024	65
59	Update on MINKA & Citizen Science with Jaume Piera, CSIC	24/04/2024	45
60	The ARSINOE Risk Assessment tool with Prof. Albert Chen, UNEXE	30/04/2024	68
61	Key advancements in the Ohrid/Prespa lakes case study, with Suzana Kasovska Georgieva	07/05/2024	43
62	Services for innovators with William Vuijk, BRIGAD Connect	16/05/2024	64

63	Hydrogeological model for the Canary islands with Noelia Cruz Pérez, ULL	30/05/2024	48
64	Dynamic Multi-sectoral Resilience Modelling and Assessment Framework, updates with Martin Drews, UTH	6/06/2024	41
65	Integrated system for water management with Suzana Kasovska Georgieva, IECE	20/06/2024	41
66	Update on the work conducted in the Black Sea with Dr Nicolaos Theodossiou, AUTH	17/07/2024	98
67	Supporting the Open Science Initiative with Panagiota Koltsida, ATHENA RC	12/08/2024	74
68	Sustainable solutions in agriculture to face climate change with Valentina Mereu, AGRIS	29/08/2024	54
69	Exclusive Interview: Prof. Chrysi Laspidou on Sardinian TV Videolina	29/10/2024	157
70	Building Climate Resilience: EU's Adaptation Strategy and Key Projects for a Sustainable Future	20/11/2024	106
71	Addressing extreme heat waves – Athens Metropolitan Area with Prof. Chrysi Laspidou, UTH	15/01/2025	1 959
72	How to improve climate resilience in Mediterranean ports with Dr Conrad Landis, AUEB	30/01/2025	49
73	Welcome to the ARSINOE Data Catalogue	6/03/2025	20
74	Predicting impacts of future scenarios in Canary Islands with Juan Carlos Santamarta, ULL	18/03/2025	41
75	Reaching long-term climate resilient water balance with Dijana Likar, IECE	7/04/2025	66
76	The Implementation of a transboundary watershed in the Black Sea with Dr Nicolaos Theodossiou, AUTH	17/04/2025	98
77	Solutions to face WEFE Nexus related challenges in the Main river basin with Marion Zilker, VKU	29/04/2025	19
78	Enhancing climate resilience of regions in Europe with Prof. Chrysi Laspidou	7/05/2025	61
79	Results of the ARSINOE Open Tender for Innovations with Inna Petrenko, BRC	20/05/2025	38
80	Addressing food security challenges in Sardinia with Dr Marco Dettori, AGRIS	29/05/2025	2
81	The ARSINOE Legacy with Prof Chrysi Laspidou, UTH	26/06/2025	1 364
82	Summary of the ARSINOE solutions by Inna Petrenko	3/07/2025	53
83	Solutions to mitigate floods in Denmark with Prof Martin Drews, DTU	8/07/2025	11
84	MINKA by Sonia Linan, CSIC	24/07/2025	54
85	Grains of change – Durum wheat adaptation in the Mediterranean region Official Teaser	11/08/2025	15
86	The Climate Innovation Window with Inna Petrenko, EG	19/08/2025	Not available yet
87	Grains of change – Durum wheat adaptation in the Mediterranean region Short version	23/09/2025	Not available yet

88	Grains of change – Durum wheat adaptation in the Mediterranean region Long version	23/09/2025	Not available yet
89	ARSINOE Final event – Aftermovie	31/09/2025	Not available yet
Total			10 825



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