



ClimaTubers

influencers for change

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Using participatory video (PV) in policy implementation: long-term strategies to cross-merge social and climate challenges

Executive Summary

The objective of the Climatubers project is tackling climate change and social inclusion through the participatory video (PV) method. PV facilitates improving digital skills while sharing personal climate change experiences. With PV, the devastating effects of climate crisis can be rendered visible, empowering vulnerable communities to raise their voice and advocate for social change. The project, funded by the Erasmus+ programme, has been tested in five pilot cases throughout Europe, specifically in Austria, France, Spain, Italy, and Estonia. After three years of work, the project has produced 19 videos, training modules freely available online, a comprehensive evaluation report, and the policy recommendations provided in the previous document.

Alongside the project and presented in the Climatubers Scalability Plan, 8 long-term strategies to be applied in any European country have been developed. Strategies aim to address climate change effects holistically at the local level while replicating PV in diverse contexts, departments, and actions, having as a purpose to cross-merging social and climate issues.

Strategies are as follows:

1. Enhancing climate awareness through PV to document and share individuals' climate-related experiences.
2. Include social services in climate mitigation and adaptation policies.
3. Implement re-skilling programs for those groups of workers that conduct activities which are being most affected by climate change.
4. Promote climate shelters and foster housing refurbishment programs.
5. Given that climate change can be a driver for migration, PV can be used to capture the narratives of climate migrants or refugees, influencing to create a legal framework to tackle climate-induced migrations.
6. Using PV as a multifaceted tool to foster inclusive dialogue, bridging gaps between vulnerable communities, activists, policy makers and local governments in the context of climate change and environmental actions.
7. Empowering communities through inclusive climate engagement and informal education.
8. Foster that digitally excluded people (like elders) and youngsters at risk of social exclusion interested in IT can use PV to raise their voice on the topic of climate change.

The usage of PV within the project has offered a transformative perspective for marginalized communities, legitimizing their roles, giving them visibility, and empowering them as active actors. The objective of the presented strategies is to acknowledge that PV is useful to be used in actions/programs raising awareness in climate action in the long-term.



Long-term strategies

Global societies are suffering the consequences of climate change. However, the dimension of the impact differs depending on which geographical area we are located, as well as how vulnerable to climate change, we are. Vulnerable communities are more prone to suffer the effects of climate change, but they are usually excluded from policy-making processes and activist actions. Therefore, it is crucial to provide them with the necessary space to raise their voice on how they experience climate crisis and its consequences, so their needs can be a part of European and national policies.

Strategy 1: Enhancing climate awareness through PV to document and share individual, climate-related experiences

Context: Climate change has devastating physical and social impacts on vulnerable communities, which need to be addressed comprehensively (Markkanen & Anger-Kraavi, 2019; Benevolenza & DeRigne, 2019). Climate change exacerbates its impacts on communities that are doubly or triply vulnerable and can cause effects that intersect social location, socio-economic background, and culture (Ford, & Norgaard, 2020). For example, as demonstrated by CLIMATUBERS initiatives in Spain and France, there is a growing concern that climate change may alter their living environment, potentially resulting in adverse consequences, especially with direct implications for their employment prospects, among other factors. Social differences should be recognized and acknowledged underscoring the need for justice considerations in climate policies. The usage of participatory video (PV) within the project has offered a transformative perspective for marginalized communities, legitimizing their roles, giving them visibility, and empowering them as active subjects.

Intervention: Implement targeted programs and initiatives to respond effectively to the pressing challenges conveyed directly by vulnerable communities.

How to include PV: PV can be used herein as a valuable tool for capturing first-hand insights into climate vulnerabilities and the strategies employed by public administration to cope with them. Furthermore, PV can be used to highlight how traditional jobs in the area have diminished or practically erased due to climate change, affecting sectors such as agriculture, livestock, or vulnerable urban jobs.

Target: Local authorities, government or NGOs or cultural centres should fund and support the creation of programs using audiovisual tools (like PV) that empower marginalized communities into raising awareness activities, advocating for policy reform with PA representatives.

Possible outcome: Increased awareness and understanding of climate vulnerabilities and coping strategies of individuals among policymakers, leading to the development of more targeted and effective climate policies.

Potential final aim: Include PV in the design of specific programs and measures to address the current critical situation communicated firsthand by communities.



Strategy 2: Include social services in climate mitigation and adaptation policies

Context: Framework at the international level, for instance the Paris Agreement and the Sustainable Development Goals (SDGs), set ambitious targets for environmental, economic, and social progress. Climate change mitigation policies play a central role in this process. It is important to consider that climate crisis is not just an environmental issue, but it has social implications that are often overlooked and should be considered when creating new policies.

The relation between mitigation and adaptation is clear: fostering mitigation means reducing the money invested in adaptation, at the same time reducing the social implications of climate change. Overlooking mitigation has two main outcomes: on one hand, catastrophic meteorological phenomena worldwide, especially in the regions located in/near the tropics. On the other hand, loss of global and national GDP due to climate change as well as huge monetary investments in adaptation policies.

Examples of adaptation measures for most-affected areas¹: in coastal areas/regions that are more vulnerable to sea-level rise, storms or coastal erosion, special measures like constructing dikes against storm tides or dune reinforcement should be implemented. Also, the creation of wetland/marshland can delay sea level increase and floodings. In southern-Europe areas/regions that experience heatwaves and droughts that impact agriculture, water supplies and public health, investing in crops relocation and new crops that can survive in arid/scarcity of water regions will be crucial, as well as water reutilization and desalinization. Finally, renewable energies and energy efficiency are crucial for green transition. Also, turn green again cities and regions where there is poor air quality. Create green spaces to help absorb CO₂ and improve public health and living standards.

European level policies specialized in the field of climate adaptation are useful to mention in this recommendation. For instance, the National Adaptation Plans (NAP) have the objective to help countries around the globe to address climate vulnerabilities and create adaptation strategies to face climate crisis (UNEP, n.d.). In the energy sector, especially for carbon-neutrality, it is worth mentioning the European Climate Law which has the objective to reach climate-neutral societies by 2050. Likewise, EIT Climate-KIC has an innovation approach focused on sustainable energy transition and resilience, being the biggest EU initiative in this field (Climate-KIC, n.d.).

Intervention: Make social services the link between climate vulnerable communities and the creation of targeted climate mitigation and adaptation policies. Put vulnerable communities at the centre of climate policies.

How to include PV: To use participative methodologies to hear about situations of injustice, suffering or inequity. One potential methodology, among others, can be to use PV to capture stories that highlight issues of injustice and inequity, both as a form of data and to build awareness among policymakers. Use PV to show which type of adaptation policies are being implemented in most climate-affected regions/villages/neighbourhoods.

¹ The following adaptation measures have been retrieved from the Intergovernmental Panel on Climate Change (IPCC) website: https://archive.ipcc.ch/publications_and_data/ar4/syr/es/spms4.html



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Target: Public authorities at the national level which oversee climate policies. Also, social services, NGOs and civil organizations have the competence to include vulnerable communities in the decision-making process of climate mitigation and adaptation policies.

Possible outcome: To have more inclusive mitigation and adaptation measures, where social services make sure that policies do consider vulnerable communities, so no one is left behind in the fight against climate change. For instance, the pilot in Spain showed that elders were not aware about mitigation strategies. This inclusive approach may be seen as an example for other European countries tackling climate change and vulnerable communities.

Potential final aim: Raising awareness on the impact that climate change has on different socio-economic groups, shedding light on the importance to include vulnerable communities in the implementation of policies. Creating better-targeted policies.



Strategy 3: Implement re-skilling programs for those groups of workers that conduct activities which are being most affected by climate change

Context: There are sectors highly affected by climate change: mountain areas/regions which experience rain/snow change patterns/flooding, where there are people living of the results of mountain touristic activities or mountain activities dependent individuals as well as agricultural areas where climate change is affecting crops and livestock due to droughts and the reduction of water resources. In a future soon it will be necessary to readapt our jobs to climate change, changing patterns and even job positions. For raising awareness and re-skilling recommendations, it can be considered the Education for Climate Initiative at the EU level as a framework, alongside the European Pillar of Social Rights, which is a policy focused on defending fair labour markets and social protection systems for everyone across Europe (European Commission, n.d.). This could set a bridge between climate change and those climate-vulnerable communities, especially in the field of job opportunities.

Intervention: Investing in re-skilling programs especially in those job sectors that are being affected by climate crisis, therefore giving workers the chance to refresh their skills and adapt to nowadays conditions. Adapt existing labour market policies to consider climate-vulnerable industries and communities.

How to include PV: Using participative videos to document the experiences of people working in vulnerable industries or sectors, shedding light on the necessity of policy modifications.

Target: National government alongside local associations and educational centres have the power to apply this policy at the local level, always from a targeted approach.

Possible outcome: Dealing with new realities in those job sectors that are most affected by climate crisis. Offering to vulnerable workers the opportunity to learn new skills, such as digital skills, and reinvent themselves. Use PV to raise awareness of climate change impacts and the way these consequences shape our lives.

Potential final aim: Having a more resilient society to climate change, learning new paths to properly adequate vulnerable groups to climate change, especially in the field of job opportunities. Invest in adaptation measures so economic losses due to climate change are not as high as forecast shows nowadays.



Strategy 4: Promote climate shelters and foster housing refurbishment programs

Context: The interrelationships among energy, socio-economic challenges, and overall well-being are often overlooked, and the association between household energy and climate change remains still an underexplored area of research (Jessel, et al. 2019). Household energy has become progressively essential for preserving individuals' well-being. The repercussions of having unaffordable and insufficient household energy are exacerbated by poverty and the increasing climate disruptions. Vulnerable communities, including the elders, people with disabilities or illnesses, migrants, families with babies or individuals with limited resources, face heightened challenges in keeping healthy life conditions and in fulfilling their household energy requirements due to extreme weather conditions, high energy costs and lack of dwelling energy efficiency. Climate shelters provide public and climate neutral spaces to combat heatwaves or extremely low temperatures while housing refurbishment programs help to enhance energy efficiency measures in low-income households. Local governments recognize there's urgent need for climate shelters and housing refurbishment as showcased by the COOLTORISE project, an initiative that aims at reducing heat exposure in the most vulnerable households by improving indoor thermal conditions and enhancing an energy culture among vulnerable communities.

Intervention: Establishing shelters and implementing refurbishment programs or install devices and measures in households to mitigate future climate change emissions.

How to include PV: PV can be used to inform about climate shelters benefits, location, and possible measures that would reduce health risks associated with extreme weather conditions, raising awareness on climate-resilient living conditions of vulnerable communities. It can also be an activity programmed to carry out with the vulnerable profiles and recruit them to go to the climate shelter during hot/cold waves, as an incentive to spend more time in a safe space.

Target: National government and local governments are responsible to foster these specific climate programs at a local scale allocating budget through funding for climate adaptation. While NGOs or neighbours' communities can actively support and being involved in the actions.

Possible outcome: Vulnerable communities have access to climate shelters. Through PVs used to explain housing refurbishment, individuals have a higher knowledge on how insulating their homes, lower energy bills.

Potential final aim: Vulnerable communities experience improved living conditions and standards of living. Shaping a society adapted to climate change, especially for extreme weather conditions in those regions where heat and cold waves are being recurrent and vulnerable communities are most affected.



Strategy 5: Given that climate change can be a driver for migration, PV can be used to capture the narratives of climate refugees or migrants, influencing to create a legal framework to tackle climate-induced migrations

Context: Migrants are a vulnerable group especially sensitive to climate change. In a place where there are no job opportunities because traditional jobs are unavailable due to current extreme weather conditions, vulnerable groups are obliged to migrate, especially from inland to coastal regions where there are usually more job opportunities. When this internal displacement is not possible anymore because coastal cities are oversaturated, migrants move to a foreign country, although legal policy frameworks tackling displacement and migrations flows do not seem to adequately consider climate-induced migrations as there are not mitigation policies foreseen.

At a global scale, during 2022 there were more internal displacements due to climate crisis disasters rather than violence or conflict (Internal Displacement Monitoring Centre, 2023). Also, on a European level, refugee condition is stipulated through the Status of Refugees agreed upon the Geneva Convention of 1951. Current law does not consider climate change as a reason to extend the refugee status, as it is not included in the Geneva Convention. Nonetheless, it is considered in other conventions outside Europe, for instance, Kampala Convention of 2009.

Intervention: Implementing policies targeted at the situation of each European country regarding migration flows following the guidelines stated in the Paris Agreement, the EU Adaptation Strategy, and the European Green Deal. For instance, following the National Adaption Plans (NAP), Spain approved Law 07/2021 about Climate Change and Energetic Transition, committed to make vulnerable communities like migrants resilient to climate change (BOE, 2021). Austria implemented the Austrian Strategy for Adaptation to Climate Change, approved in 2017 (Federal Ministry Republic of Austria, 2017).

How to include PV: PV can be used not only to empower these individuals to use digital media to tell their stories and defend their views, but also to humanize their struggles and aspirations, fostering understanding and prompt policy action for their social integration, as it is already done in the humanitarian cooperation projects and NGOs. For instance, the Asylum Migration and Integration Fund (AMIF) aims to contribute to the integration of third-country nationals to the Member States (European Commission, 2021), so PV including migrant narratives towards climate change and migration can work as a tool to foster integration of migrant groups into society - sharing experiences with other vulnerable groups - and taking AMIF objectives further.

Target: EU policymakers, national governments and NGOs should work towards creating a legal framework that recognizes climate-induced migration. Furthermore, alongside NGOs dedicated to tackle climate-induced migrations and humanitarian aid: International Rescue Committee (IRC), UNDP, OCHA, International Crisis Group and Stockholm International Peace Research Institute (SIPRI). These last two organizations work on conflict prevention and foster the promotion of peace.

Possible outcome: Enhanced inclusivity in climate change initiatives and a more holistic approach on the diverse impacts of climate change. At the EU level, to create a new legal framework to extend the refugee status to those displaced by climate change, guaranteeing migrants' human



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rights protection, and fostering their integration into new societies, because irregularity is one of the main disadvantages to integration (Schweitzer, R. et al, 2022).

Potential final aim: Having a fairer and inclusive society where climate migrants/refugees are protected by a special legal framework, as it was once done with the Geneva Convention of 1951. Make Western countries accountable to offer legal migration paths to those that have less contributed to climate change but are suffering the consequences at a higher level.



Strategy 6: Using PV as a multifaceted tool to foster inclusive dialogue, bridging gaps between vulnerable communities, activists, policy makers and local governments in the context of climate change and environmental actions

Context: Vulnerable communities often face exclusion from climate change movements and policy-making processes due to structural organization and representation barriers. Empowering vulnerable communities and amplifying their voices is highly important when approaching climate policies and environmental actions. These communities are those who bear disproportionate impacts and require active involvement in shaping policies that directly impact their lives.

Intervention: Dialogue can manifest through meetings, workshops, focus groups, and online platforms, tailored to community preferences and accessibility.

How to include PV: PV enables a higher knowledge of how climate change affects communities differently based on socioeconomic context, age, gender, and origin. It can highlight the various impacts and levels of the climate crisis, leading to the development of more targeted and effective policies. PV serves as a catalyst to join a common cause, fostering a shared understanding of climate change and vulnerability. Moreover, PV should be viewed as a long-term tool for education, knowledge sharing, and advocacy. PV can be considered as a bridge between various stakeholders and enhancing climate policies' inclusivity and effectiveness. For instance, Let's Clean Up Europe 2022/23: nature cleaning activities in Granollers, organized by the CLIMATUBERS participants and completed with other citizens and the Photo exhibition 2022 in Roca Umbert Public Library, in Edison Cinema and in the Federation of Neighbourhood Associations are two initiatives that have strengthened commitment within the community and created a bond between different entities.

Target: Policy makers, activists, citizens, and government representatives should collaborate, engaging local governments, civil society organizations (CSOs), and non-governmental organizations (NGOs).

Possible outcomes: Empowered communities equipped with the knowledge and skills to advocate for their rights and actively participate in climate resilience initiatives.

Potential final aim: Fostering dialogue is a vital strategy through which decision-makers can directly engage with community members. This engagement provides valuable insights into the unique challenges, needs, and priorities of these communities regarding climate resilience.



Strategy 7: Empowering communities through inclusive climate engagement and informal education

Context: Among the most marginalized and excluded groups, socially disadvantaged youngsters who have dropped out of school face particularly significant challenges. These individuals often lack the structured educational setting, supportive environments, and opportunities for engagement that are essential for reflecting on climate change effects and understanding the changing patterns in their daily lives and within their families. Youngsters who have disengaged from formal education often find themselves on the fringes of society, grappling with various social and economic disadvantages. These circumstances make it exceedingly difficult for them to access information about climate change, recognize its impacts, or envision ways to adapt to its effects. As it is possible to see in the Austrian pilot, these individuals may remain largely unaware of climate-related issues and lack the knowledge and resources to respond effectively to the changing climate. Additionally, as shown in the Estonian pilot, participants may be reluctant to talk about delicate climate issues that have become politicised in their country or community. This hinders a continuous and hard-to-break cycle of exclusion and disadvantage.

Intervention: Fostering community-engagement programs with a specific focus on the local effects of climate change. This approach empowers communities to take ownership of climate change issues in their areas, fostering cooperation for participatory actions that contribute to building climate-friendly communities.

How to include PV: Integrating PV into informal educational programs. This inclusion should encompass content related to climate resilience, its impact on communities, health implications, job opportunities, and ecosystem degradation. Investing in digital skills education, accessible in schools for youngsters and civic/cultural centers for elders and socially excluded individuals, is pivotal to effectively use PV as an awareness tool.

Target: Community centres and educational institutions, NGOs, education department of local governments.

Possible Outcomes: This approach broadens the scope of people interested in climate change and encourages engagement with mitigation and adaptation policies. It also raises awareness about the real impacts of the climate crisis, extending the conversation on climate change to more spheres. PV can be used a tool to increase awareness about climate change, since, as showed in the Austrian and Spanish pilots of CLIMATUBERS, several challenges about awareness of climate change effects raised during workshops implementation.

Potential final aim: Educate new generations and youngsters positively about climate change, inspiring them to actively participate in local initiatives. This engagement empowers them to contribute to the creation of a fairer and more sustainable world, fostering a sense of responsibility for climate action.



Strategy 8: Foster that digitally excluded people (like elders) and youngsters at risk of social exclusion interested in IT can use PV to raise their voice on the topic of climate change

Context: Digitally excluded people and youngsters at risk of social exclusion do not have an active role to decide on climate change and vulnerability, making them feel excluded of the decision-making process and therefore not including their needs in mitigation and adaptation measures.

Intervention: Make excluded people like elders and youngsters' participants of climate change dialogues through the digital world. Empowering groups at risk of social exclusion to express their experiences on climate change.

How to include PV: Provide IT courses and educational sessions for both groups (elders and youngsters at risk of social exclusion) so that they can be empowered with new digital skills and included in the dialogue of climate vulnerability in their region. Under their point of view, make proposals to apply in mitigation and adaptation policies. Use appropriate pedagogical frameworks (such as "Understanding by Design") to develop modular, flexible, and practical learning experiences for the participants.

Target: Under the umbrella of The European Social Fund (ESF), fund educational programs to teach digital skills and storytelling. Involve the community in narrating their own experiences related to climate vulnerability through participative videos. Create video campaigns that highlight the best practices of ESF-funded projects and give visibility to the success stories of the invisible ones. For climate cross-integration, channel ESF funding towards projects focusing on social inclusion with climate resilience. This could mean investing in educational programs that teach both job skills and raise awareness on climate resilience practices.

Possible outcome: Not restricting climate change discussion groups/ policy-making processes to a specific/ well-educated target but make it diverse and real. Include digitally excluded people and youngsters at risk of social exclusion to participate in the process of how we can tackle climate change.

Potential final aim: Allowing all communities to have a stand and raise their voice on climate vulnerability. Proposing new and targeted policies for everyone. Extending digital skills to socially excluded groups, therefore fostering inclusivity. For instance, elders in the Spanish pilot were happy to learn digital skills to communicate information about climate change.



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