



# ClimaTubers

influencers for *change*

## O4.1 CAMPAIGN STRATEGY

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# 1. Introduction

## The project

The project “Climatubers” aims to upscale the experiences gained with Participatory Video Methodology implemented mostly in developing countries to European vulnerable communities, to showcase the social inclusion dimension of climate change at the European level but working through tangible examples at the local level in different countries.

Testing of the methodology at the local level of the project ClimaTubers includes 5 pilots coordinated by the respective partners: TDM 2000 International in Cagliari (Region of Sardinia, Italy), ZSI in Vienna (Austria), Hepsul in Lyon (France), ENDURAE in Tallinn (Estonia) and lastly in Granollers City Council in Granollers Spain, with the support of the coordinator Ecoserveis.

The project is working with local communities to:

- Identify how environmental issues and climate change effects can lead to deeper inequalities and increased vulnerability of some social groups.
- Imagine possible futures.
- Show how vulnerable communities are affected by these using their own narratives and voices.
- Engage these vulnerable communities in producing a participatory video describing the situation.
- Empower them in digital communication and dissemination aspects of the films as an overall process of empowerment to defend their views against other social agents.

To ensure the project goals and results are achieved, the project operates in 5 phases:

**Phase 1: Engagement of the target groups** was the first step to engage key stakeholders for creating an Advisory Board and reaching socially vulnerable and digitally excluded groups willing to be part of the project and then form the ClimaTubers’ Teams.

**Phase 2: Participatory Video co-creation** comprises the training and the preparation of the videos by the ClimaTubers team following the 5 steps of the Participatory Methodology. (Diagnosis, Planning, Production, Curation, and Sharing).

**Phase 3: Participatory Videos sharing** dedicated to the creation of a tailored Campaign Strategy to disseminate the ClimaTuber’s videos and bring them closer to a wider public through the development of the “European Map”.

**Phase 4: Evaluation and exploitation of results** is an ongoing activity to evaluate the project in 360° (pilots, the impact of participants, etc.) and to elaborate policy recommendations for incorporating a social inclusion approach into climate policies, and to include climate-driven inequalities. Besides, for the exploitation of the results, online learning modules for educators, teachers, and social workers will be produced.

**Phase 5: Communication & Dissemination** to set up the communication channels to reach the target groups and ensure the dissemination of the project goals and results.

## The Campaign Strategy

This document develops the Campaign Strategy to reach external audiences with the videos created during the ClimaTubers workshops. The Campaign is part of the **Phase 3: Participatory Videos sharing**, and it is dedicated to the creation of a tailored Campaign Strategy to disseminate the ClimaTubers videos and bring them closer to a wider public through the development of the “European Map”.

The overall strategy agreed upon by participants and used by each pilot team of ClimaTubers is defined in this document. The outputs are:

- The guidelines for supporting the participants in the design and the implementation of the Campaign Strategy and public screening in each pilot.
- 5 Regional Strategies.
- Analysis of the impact of the tools and actions used to keep track of successful strategies.

### 1.1 About the Participatory Video Sharing

The participatory video is a methodology that includes the following phases.

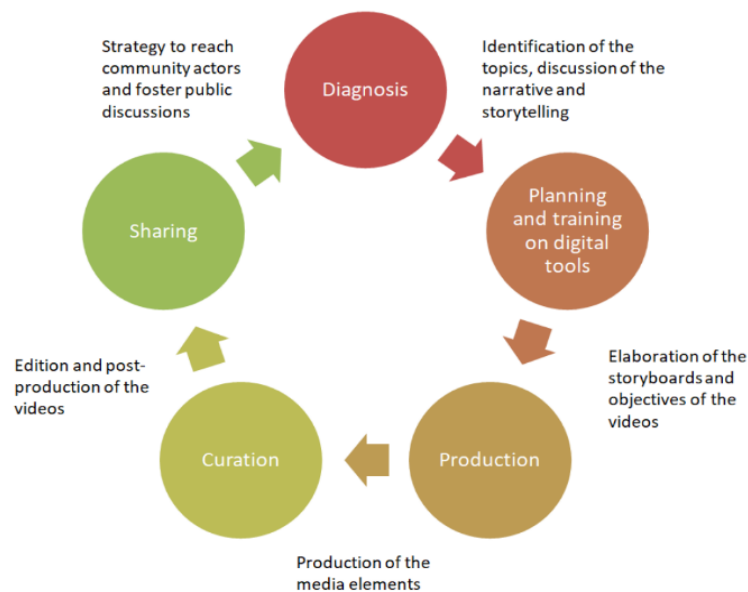


Figure 1. Participatory Video phases

This document defines the strategy to share the participatory videos produced during ClimaTubers project. It focuses on the strategies of each pilot to reach their community actors and foster public discussions. There are two principal parts (developed in point 3.2 of this document).

- 1- Online Campaign Strategy
- 2- Public Screenings

## Sharing the videos

The activities to share the videos aim at upscaling PV as a digital empowerment and social action tool for a global challenge that affects countries that require action at the European level. Building an understanding of how climate change and environmental injustice have an impact on deepening social inequalities is relevant for designing policies at EU and local levels, but as the impacts may vary a lot, the European scale helps in providing examples of social impacts in different contexts.

The European scope will allow showcasing climate change impacts on vulnerable communities, which can trigger a debate on the own concept of vulnerability, including climate vulnerability. The recommendations that will be elaborated from the public debate during the events will contribute to the development of Local and Regional policy agendas. One of the principal tools to share the videos is a European map created by the ClimaTubers project.

## European Map of ClimaTubers

The transfer of results from other activities in ClimaTubers project (such as the Online Learning Modules and Policy Recommendations) will be done through the development of a European map with the participative videos, creating an EU-level space to store and exchange the outputs of PV processes done by the project partners.

By gathering several films from different countries that provide clear storytelling on how environmental issues are key determinants for social inequalities, relevant discussions may arise for policies and programs at the European level.

During the participatory video and climate change workshops of ClimaTubers, this project has worked with different social profiles (students, the elderly, and residents of particularly vulnerable neighborhoods). In this strategy, the aim is to reach external audiences. In total, the ClimaTubers project aims to be useful to various audiences: teachers, students, migrants, young people, volunteers, young workers, adult students, adult educators, among others.

**For the dissemination of results and recommendations and to boost the use of PV**, the project addresses the following target groups:

- 1) **Teachers and educators** will be provided with online courses and pedagogical recommendations for the use of PV for building narratives towards environmental justice, as well as operative recommendations on how to use PV as an inclusive learning tool.
- 2) **Social and youth workers** will also be provided with those courses and recommendations, to foster innovation within social services on social inclusion local actions.
- 3) **Policy and decision-makers** will be targeted to deliver policy recommendations on:
  - a. The need and possibilities to incorporate a social inclusion approach to their climate policies and programs, at local, regional, national, and European levels.
  - b. Use PV as a tool for the assessment and diagnosis of social needs.

## 2. Situation analysis

The actions of the Campaign Strategy are implemented in 5 pilot cases, coordinated by the respective partners: TDM 2000 International in Cagliari (Region of Sardinia, Italy), ZSI in Vienna (Austria), Hepsul in Lyon (France), ENDURAE in Tallinn (Estonia) and lastly in Granollers City Council in Granollers Spain, with the support of Ecoserveis.

## 2.1 Potential Risks and Mitigation Strategy

Uncertainties and unexpected events occur in all organisations, even if they are very well-run. That's why the partners elaborated a risk analysis to help predict issues that could delay or hinder specific activities for sharing the videos. In the following table, the main possible risks/barriers are presented, and effective responses that were identified at the beginning of ClimaTubers project.

Risk	Description	Proposed risk-mitigation measure
Lack of sharing the videos produced	Sharing and promotion the videos from the side of ClimaTubers	Ask for support from the responsible groups you have collaborated with (social workers, educators, etc...) Adapt the strategy foreseen in the project (communication training but they are not participative in the process of sharing).
Participants' Engagement	Participants abandon the project before the screenings or the online campaign	Creating an engagement strategy, tailored to the circumstances of the different involved participants. Having a strong communication and dissemination strategy.  The voluntary engagement will be rewarded by recommendations, certificates, or other ways of accreditation (creating a learning process).
Public Screenings	Low interest of participants, hindering the achievement of expected outcomes.	Strong communication and dissemination strategy; Build synergies with key stakeholders, and collaborators.
Low interest by policymakers	Policymakers show low interest in participating in local events (Risk affecting also WP5).	The partners will try to involve the most accessible policy makers who can apply the recommendations in their area of work.
European Map	Not appealing; Low visitors.	Strong communication and dissemination strategy to achieve visitors; Promote the Map in





		different events and to various stakeholders.
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## 2.2 Prior internal Analysis

The success of the Campaign Strategy is strictly related to the capacity and needs for reaching external audiences, using the videos as an advocacy tool, and encouraging public debate. Therefore, TDM 2000 International, the coordinator of this work in collaboration with the partners, prepared a questionnaire to collect the necessary information to create a document that contains a tailored strategy according to each partner's capacity and needs.

## 2.3 Analysis of the Pilots

Each partner has identified their principal targets to reach, their strengths and weaknesses related to the campaign strategy.

### Pilot Estonia – ENDURAE

**About ENDURAE:** is a private, for-profit SME, incorporated in Estonia. Founded in 2018, it is a learning experience design studio and consultancy. The activity of the SME to date has been twofold: (a) as a consultancy for partners who desire to build new or enhance existing engaging and interactive learning experiences in their offerings, and (b) assists partners who have the technological capacity to develop their own learning experiences by designing appropriate scenarios, user flows, and interactions, especially for privacy-related domains, such as education or other learning applications.

**Strengths:** ENDURAE has an interesting and stimulating network of partners and cooperating subjects from the business and university sectors. The latter case makes it possible to organize public events at university facilities and with an audience from that sector. In addition, Endurae leverages its network of collaborators thanks to its participation in other EU and Erasmus+ projects. The organization has vast experience in event facilitation.

**Weaknesses:** The difficulty for the ClimaTubers themselves to design their own communication plan for the videos is identified. In relation to the organization of events for the projection of the videos, the organization expresses its limitations in face-to-face events, however it highlights its potential in online events. They also recognize cultural differences with other partners in participating in a debate. Finally, they identify the issue of Climate Change as a highly politicized matter.

**Target:** In presence: Students of the University of Tallinn, professors; Online: civil society organizations with a particular focus on environmental issues; educators, business, etc.

**Partners:** Tallinn University, Enterprise Estonia, EdTech Estonia, EERICA: Estonian e-Residents International Chamber Association, StartUp Estonia.

### Pilot Austria – Center for Social Innovation (ZSI)

**About ZSI:** ZSI – Zentrum für Soziale Innovation GmbH (Centre for Social Innovation) is a non-profit scientific institute founded in Vienna in 1988. By working in science and praxis, it systematically links research with application. ZSI has a lot of experience in implementing and/or coordinating diverse types of projects. ZSI is broadly divided into three units: Work and equal opportunities; technology and knowledge, and research policy and development.

**Strengths:** ZSI has an excellent reputation in its operational field which leads it to have constant collaborative relationships with local and European stakeholders. This would represent an excellent prerequisite for planning a cycle of events in which prominent figures of the local community could participate who, in this way, would ensure good visibility for the event; ZSI has experience in online campaigns.

**Weaknesses:** The difficulty for the ClimaTubers themselves to design their own communication plan for the videos is identified. ZSI, being a center for social innovation and not a civil society association, does not have the structural characteristics of an association such as, for example, a base of volunteers and members, or a place where regular meetings are held. This makes it difficult to organize dissemination events that go beyond a given specific research project and are addressed to the local community, understood in a general sense. ZSI has difficulties in reaching out to the ClimaTubers as they were part of a short-term psychological stabilization program.

**Target:** social workers, members of civil society organizations engaged in the implementation of inclusion projects with reference to migrants and people with fewer opportunities; people in inclusive media work, researchers, professionals who do participatory research, etc.

**Partners:** Research institutes in the field of promoting social inclusion; The organization is part of different networks in research and has contact points in diverse Ministries (Ministry of Science, etc).

## Pilot Spain - Granollers City Council

**About the partner:** Granollers City Council is the government of a municipality of 61.983 inhabitants' (2022) in the metropolitan region of Barcelona. Granollers is the capital city of the Vallès Oriental County, 30 km from Barcelona city center. Granollers is an active services center, but many industries are still witnessing its prosperous industrial past. Granollers leads initiatives in applying innovative solutions for a better and livable urban environment including coordinated action in energy, mobility, and urbanism.

Granollers has a wide range of planning and regulatory tools in force managing the energy/mobility/urbanism sectors: an Urban Master plan in force up to 2032, a Sustainable Urban Mobility Plan currently under review, a municipal Strategic Plan up to 2030, an ordinance of Solar Energy (since 2003), a Water Savings ordinance (since 2007), a Sustainable Energy and Climate Action Plan (since 2009 and 2016), a Green Infrastructure ordinance (2013), a Landscape Master plan (2011).

**Strengths:** The Municipality has all the necessary tools to carry out an effective dissemination activity that can reach a considerable percentage of public opinion. The partnership is varied and well-structured. It makes it possible to ensure that the cycle of events can interest different categories of the public in each of the scheduled appointments. The City Council provides experience and facilitation in several aspects: good contacts and communications channels, network of stakeholders engaged from other EU projects, locations, catering services, transportation of materials. It also has an internal communication officer that reinforces that visibility and sharing of the projects. Similarly, previous experience makes it easier to prepare for the logistical aspects. In this aspect, Ecoserveis will collaborate with the City Council and bring the results of the events to decision-makers in Barcelona.

**Weaknesses:** The weakness is the constraint of the municipal elections calendar in Spain (28<sup>th</sup> May 2023), which affects all dissemination plans related to policymakers. Also, to ensure the participation of mixing targets (youth, elderly, digitally vulnerable and harder to reach people) it is more difficult to organize the events as every target has its own preferences and constraints (dates, times, location).

**Target:** everyone (general citizens in Granollers) and then, specifically, to youth (High-schools, Youth programs), elders, municipal and regional public institutions active in the fields of education, youth, culture, environmental protection, and promotion of social inclusion (the Red Cross in Granollers); representatives of organized civil society, oriented towards environmental protection, community building, artists and local influencers.

**Partners:** municipality and regional public institutions at different levels. Regarding ClimaTubers, especially Social Services and social organizations (the Red Cross in Granollers; la Magrana Vallesana, Granollers en Transició, etc.), Educating services (Center of Pedagogical Resources of Valles Oriental region - CRPVOI), Neighborhood Associations and its Federation in Granollers, cultural organizations such as Associació Cultural de Granollers (AC) and the local Edison Cinema, Public libraries (Biblioteca de Roca Umbert), among others. Also at the regional level, they count on dissemination support from organizations related to the environment and to regional media (online newsletter on sustainability of Barcelona Provincial Council, tv channels, local newspapers, online platforms).

### Pilot Italy - TDM 2000 International

**About TDM 2000 International:** is an independent non-profit umbrella organization, born in 2008, whose aim is to foster cooperation through the institution of an extensive European network of well-established youth NGOs. Currently it has 30 members in 24 countries. Each member contributes towards a broad spectrum of experience in creating, evolving, and implementing innovative educational projects in Europe and overseas.

The NGO is run by volunteers and professionals from different backgrounds, excels in training and coaching, project management, intercultural communication, fundraising and advocacy, lobbying and policymaking, especially at international level.

**Strengths:** The organisation has a wide network of collaborators at the local and regional levels. Has experience in online campaigns. TDM 2000 International is one of the most active organisations in the Region of Sardinia in advocacy, lobbying, and policy development in the youth field.

**Weaknesses:** The ClimaTubers do not have the capacity to design a communication plan therefore they will receive support from the organization.

**Target:** Schools, universities, local and regional institutions, environmental organizations, local committees, youngsters, and students;

**Partners:** NGOs (CASMI- Committee of Sardinian Organisations for International Mobilities composed of 17 organisations), Local institutions (e.x. Europe Direct Sardinia), environmental organizations (Legambiente Cagliari), influencers, and media (SardegnaGol); European members of TDM 2000 International network (over 25 organizations in 21 countries), members of the European Youth Forum, where TDM International is part of.

### Pilot France – HESPUL

**About Hespul:** it is an internationally recognised not-for-profit organisation that promotes the energy transition through technical, educational and social activities. Initially focused on grid-connected PV through ten EC-funded projects, Hespul's approach now focuses on 3 objectives: anticipating the energy transition through innovation and experimentation, co-developing solutions with stakeholders and building awareness

by making the energy transition both doable and desirable. The organization has a team of almost 40 persons and is a member of many networks about energy transition and environmental education in France (CLER, RAC, negaWatt, GRAINE, Maison de l'Environnement...).

**Strengths:** The organization enjoys an excellent reputation in the sector which leads it to have numerous and important collaborative relationships with similar organizations. This can undoubtedly contribute to strengthening the message in terms of both quality and the number of people reached by dissemination activities. The possibility of easily having structures in which to carry out the activities is also very positive;

**Weaknesses:** The difficulty for the ClimaTubers themselves to design their own communication plan for the videos is identified. The absence of direct contact with local institutions and with the so-called mainstream audience, i.e. that segment of the population that is not directly involved in the topic, makes it difficult to reach a large audience.

**Target:** members of the organizations with which Hespul currently collaborates in order to maximize the dissemination of the project, professionals of the education sector who would like to reproduce the activities of the project.

**Partners:** Lyon Metropole and Energy Agency, Regional energy agency, CLER: national network for energy transition, French Climate Action Network (RAC), Canopée (pedagogical resources for teachers at the national level), Mission Locale (local agencies for youth inclusion).

## 3. Campaign Strategy

### 3.1 Objectives

The Campaign Strategy for sharing of the videos has the following objectives:

- To ensure the dissemination of the produced videos with **external** and **diverse** community actors;
- To train/reinforce the digital skills of participants on the use of social media, and in general on how to approach a communication and dissemination online campaign;
- To raise awareness and showcase **the social inclusion dimension of climate change** at local and European levels;
- To stimulate the **public dialogue** and identify new **perspectives** and solutions to the exposed problems which will serve as a base for the elaboration of policy recommendations.

As part of the participatory video methodology, besides reaching socially/digitally excluded communities, one of the main goals is to reach external audiences, use the videos as an advocacy tool and encourage public debate.

The **GOAL** is to disseminate and foster public dialogue with external community actors through presenting and disseminating the produced videos.

### 3.2 Design and Implementation of the Campaign Strategy

The Campaign Strategy is composed of 2 parts:

- 1) Online Campaign
- 2) Public Screenings

The project intends to work on digital storytelling to show the social consequences of climate change and their contribution to new forms of inequality and access to basic rights while using friendly tools to work on digital skills and on communication-related competencies (online and offline) to reach a wide audience.

### **Scope of Campaign Strategies: target audiences and communication channels**

These are the steps to be followed to design the campaign:

- Identify your goals and objectives;
- Definition of stakeholders and what communication needs to take place to keep everyone informed;
- Identification of target groups;
- Identification of key messages;
- Communication methods (written, spoken, online, face-to-face).

## **4. Online Campaign**

### **4.1 Background**

The Online Campaign includes the design of the overall strategy, messages, and communication channels appropriate to reach the key stakeholders. During these activities digital tools for amplifying the message will be put into practice.

The participants of the ClimaTubers teams will be provided with training and support to design a Campaign Strategy coherent with the objectives set up to produce the videos.

The strategy will entail the training and take into consideration the use of several digital storytelling tools namely:

- o Infographics
- o Slideshows and presentations
- o Memes
- o Images and stories posted and created on social platforms like Instagram, Tiktok etc.
- o Short comics/graphic novels
- o Other

Along with support for optimizing the use of social networks, it is expected to provide or consolidate new digital communication skills in the participants. It will allow the participants to put into real practice some of the digital training received.

The online learning process must always take into consideration the final target and must be structured based on the indications of the young participants, in particular regarding methodologies and tools for the dissemination of content and reaching out to key actors.

### **Main features of the Online Campaign:**

- Must ensure a constant flow and aim to be **mainstream locally**;
- Must consider the news relating to online communication tools;
- It is essential to search for the **snowball effect** through the horizontal transmission of inputs;
- Where possible, the support of **local influencers** should be sought.

## 4.2 Guidelines on “How to Create Digital Content”

Digital content creation is one of the most important skills for anyone in the digital age. Whether you are looking to start a blog, create digital products, or build a following on social media, being able to produce high-quality digital content is essential.

Creating digital content can seem daunting at first, but with a little practice and some helpful tips, everyone can create great content in a short time. Here are some things to keep in mind when creating digital content:

1. Keep the audience in mind. To whom is the content being created? What are their needs and wants? Knowing the audience will help create content that appeals and provides value.
2. Make sure the content is well-written and free of errors. Typos and grammatical errors can make the content look unprofessional and can turn off readers. Take time to proofread the work before publishing it.
3. Use strong visuals. People are visual creatures, so incorporating images, videos, or infographics into the content can help capture attention and make the point more effective.
4. Be creative. Don't be afraid to experiment with new formats or ideas. A fresh perspective can appeal to consumers and create a strong online presence.

## 4.3 Setting Up a Content Campaign Strategy

When it comes to campaigning, content marketing is key. By creating and sharing valuable content, they can attract new leads and reach external audiences. But what goes into setting up a content strategy?

Here are a few things to keep in mind:

1. Define goals. What do you hope to achieve with your content?
2. Know the audience. Who are you creating content for? What are the interests and needs of the audience? The better you understand your target market, the more effective the content will be.
3. Find the right channels and tools. Where will the content be shared? Social media, blogs, and email newsletters are all great options. Again, considering where the audience hangs out online and meets them there.
4. Create compelling content. This is perhaps the most important part of the process. The content must be interesting, informative, and relevant if they want people to read (and share) it.
5. Promote, promote, promote! Once you have created great content, making sure it gets seen by the target audience and sharing it on social media, emailing, and posting it to blogs and websites is necessary.
6. Merge your Campaign with other active campaigns running in the local community related to social inclusion and climate change.
7. Take advantage of the current hanger and link your content with the hot topics.
8. Do a stakeholders mapping.

### Tips on launching a campaign strategy

- Adapt the guidelines to your target groups;
- Identify your channels per each target group according to your context;
- Use different digital storytelling tools;
- Create your personalized content;

- Create your timeline (how often, at what days/hours will you post to have a better reach?)
- Identify roles/tasks between the participants;
- Monitor and analyze the performance of your campaign.

#### 4.4 Pilots per country

Each of the pilot countries completed the “Online Campaign Strategy” template (**ANNEX I**) by identifying their actions, tools, and impact reached to create and keep track of their strategies by defining the following information:

**Summary:** A brief description of the main features of the online strategy for sharing of the video and information related to the presentations of the videos. How will the external audience will be reached?

**Digital Tools:** Describe the digital storytelling tools that will be used during the sharing strategy (e.g. infographics, Slideshows and presentations, memes, posts, and stories posted and created on platforms like Instagram and TikTok, short comics/graphic novels, etc.)

**Impact:** Short analysis of the impact of the tools and actions used to keep track of successful strategies.

**Stakeholders:** Brief description of suggested stakeholders reached during these activities.

**Learnings: Summary of the main conclusions and learnings** (e.g level of interest and reaching; level of applicability; difficulties and barriers in implementing the strategy; details of the campaign such as duration, contents, structure, format, numbers of engagement, and other).

#### *Overview of the pilots*

##### Pilot Estonia

	ONLINE CAMPAIGN STRATEGY Enduræe
SUMMARY OF THE ONLINE STRATEGY	<ul style="list-style-type: none"> <li>- Uploading the videos to a dedicated channel and sharing their location via social media posts.</li> <li>- Do an interview with the Estonian Advisory board and share it via a dedicated newsletter, together with the information about the Estonian videos.</li> <li>- Publication of the videos and related information at Tallinn University’s online repository.</li> <li>- Online announcements/posts of scheduled public screenings.</li> </ul>
DIGITAL TOOLS	<ul style="list-style-type: none"> <li>- Short slide set with brief introduction to the project and the local outcomes.</li> <li>- Project visuals, e.g. digitized leaflet.</li> <li>- Infographic showing Estonian participation in the pilots and the related outcome.</li> <li>- Sharing/reusing existing ClimaTubers newsletters/videos/social media posts.</li> </ul>

<b>IMPACT</b>	<ul style="list-style-type: none"> <li>- Measure social media analytics (number of impressions, visits, etc.).</li> <li>- Number of event attendees.</li> <li>- Qualitative feedback from the public screenings &amp; other events.</li> </ul>
<b>STAKEHOLDERS</b>	<ul style="list-style-type: none"> <li>- University of Tallinn and other academic institutions in Estonia.</li> <li>- EdTech Estonia</li> <li>- Environmental education organisations and groups:</li> <li>- Estonian environmental education association</li> <li>- Tartu environmental education centre</li> <li>- SEEMIK-Research Group for Sustainability, Environmental Education and Communication Skills</li> <li>- Estonian e-Residency</li> <li>- Estonian Ministry of Education and Research</li> <li>- Estonian Ministry of the Environment</li> <li>- Council of the Baltic Sea States</li> <li>- Climate-related organisations</li> <li>- Tartu Nature House</li> <li>- Perno Nature House</li> <li>- Tallinn European Green Capital 2023</li> </ul>
<b>LEARNINGS</b>	<p>The PV production was finalized in April 2022, and one of the main learnings was about the participants. It was hard to keep the participants involved until the beginning of the campaign strategy. This was mainly because the participants were students of the spring term at the University, and our collaboration with them and their supervisors was hard to keep after the end of the term. However, we noted that they did perform some dissemination activity in their own networks, i.e. uploaded the videos at the university portal, and some of them on social media accounts.</p> <p>Driven by the latter, we believe that it is hard to monitor the social media of individual students. On the contrary, it is more effective to follow and monitor the activities of the consortium through the projects and the partners' social media accounts, websites, and other online media.</p>

## Pilot Austria

	<b>ONLINE CAMPAIGN STRATEGY</b> <b>Center for Social Innovation (ZSI)</b>
<b>SUMMARY</b>	<p>ZSI's strategy is based on using its existing platforms for sharing and outreach while relying on the extensive networks of the other Climatubers partners to address those audiences otherwise unreachable.</p>



	<p>ZSI can mainly use two types of platforms. First, its LinkedIn and Researchgate accounts as well as the periodic newsletter and its website for reaching primarily its professional network consisting of other researchers, policymakers, associations, and civil society organisations. Secondly, to reaching a general audience, it can make use of Facebook and Twitter accounts.</p>
<p><b>DIGITAL TOOLS</b></p>	<p>The digital tools used will be adapted based on the target audience. In general, videos and related information will be shared with those accounts and platforms already established by ZSI. It does not make sense to try and create a new account from scratch on those platforms where ZSI is not present, which includes platforms such as Instagram and TikTok. Therefore, ZSI also relies on its ClimaTubers project partners for sharing and reaching those audiences not captured by ZSI's existing social media accounts.</p> <p>Professionals and decision-makers will be reached using slideshows, presentations, posters, or infographics designed to convey key points of information. They will be shared on social media platforms for professionals, i.e. LinkedIn or Researchgate, as well as ZSI's newsletter and website.</p> <p>Youngsters and other potential ClimaTubers participants will be addressed using short, visual-based posts and images with little text, as they are meant to be engaging and raise interest rather than conveying facts or information. They would be shared on social media platforms.</p>
<p><b>IMPACT</b></p>	<p>The impact will be assessed by using engagement analytics, such as website clicks, likes, comments, or shares.</p>
<p><b>STAKEHOLDERS</b></p>	<ul style="list-style-type: none"> <li>● Youngsters and potential future ClimaTubers participants;</li> <li>● ClimaTubers target groups: showcase opportunities for participation and expression and emphasize that their voices are also important:</li> <li>● Professionals who would be interested in using the Participatory Video method: social/youth workers, researchers;</li> <li>● Policymakers.</li> </ul>
<p><b>LEARNINGS</b></p>	<p>It was not possible to include the participants in planning the campaign strategy. It would have needed extra workshop sessions, but participants did not seem to care much.</p> <p>News via ZSI news (letters), Facebook, and Twitter is not very effective. This might be due to an abundance of project news in general. People are only interested if it is a very interesting result or of immediate relevance.</p> <p>Most effective used to be a very targeted live presentation of project results to specific target groups.</p>

Pilot Spain

	<b>ONLINE CAMPAIGN STRATEGY</b> <b>Granollers City Council</b>
<b>SUMMARY</b>	<p><b><u>How to reach external audiences</u></b></p> <p>The online strategy for the dissemination of the videos in Granollers begins with the dissemination of the participatory video (PV) workshops, as an introduction to the storytelling of the project and the future videos. In this preliminary step, the main goal is to reach new participants and followers for the project.</p> <p>When the videos are produced, the dissemination focuses on sharing the PV from local to global: from the participants' context (their neighborhood, community, and social networks) to the local and supra-municipal context.</p> <p>The purpose is to reach not only external audiences but new active participants, who could have an active role in further steps of the project, such as co-creating proposals for a better ecological transition in Granollers (related to Policy Recommendations), replicating the PV methodology (related to the online modules) or participating in parallel activities (related to ensuring the participants' involvement).</p> <p>From this moment on, the participants will be involved actively in the online dissemination strategy, which focuses on communicating local project events that accompany the screenings and offer added values related to educational and participatory activities.</p>
	<p>The online strategy follows two main objectives:</p> <ul style="list-style-type: none"> <li>– At a local level: the dissemination of the proposals for a better city and the policy recommendations that emerge from the PVs and conclude the participatory sessions and screenings in Granollers.</li> <li>– At a regional level: the dissemination of the online modules (OM) of the project, as a tool to replicate the PV methodology and reach new audiences and participants. The main targets in Granollers are students, educators, social workers, and teachers. Also, promoting the replication and scalability of the project at regional level, via the new “Videos x Clima” program.</li> </ul>
<b>DIGITAL TOOLS</b>	<p>Several digital tools are used in the sharing strategy:</p> <p><b>-Flyers and infographics:</b> to call for participants in PV screenings, events and participative activities. To be distributed in social networks, municipal websites and digital magazines. Eventually, to be printed (for the harder to reach target and digitally vulnerable). Some examples: Edison Cinema screening flier (<a href="#">link here</a>), Participatory sessions' flier (<a href="#">link here</a>), Screening for youth and educative community GIF (<a href="#">link here</a>).</p> <p><b>-Posts and stories on social media:</b> all activities, media articles, interviews, photographs, infographics and videos related to the local project are published in the local project social networks in Granollers (Twitter and Instagram: @climatubersGran). Also, the social networks of the municipality play a role posting</p>

and acting as a speaker of the project initiatives, via Twitter, Instagram and Facebook accounts (@granollers)

**-Short videos:** one promotional video was produced to engage participants in the participatory sessions. Another one is designed and produced with the collaboration of the ClimaTubers' participants to explain the proposals and engage new participants in the Policy Recommendations delivery event

- Video of the participatory sessions developed in November-December 2022 ([link here](#))

**-Press releases:** press notes are written by the local project pilot to be distributed via municipality (web page, social media) and reach general media and audiences, with more detailed information about the project at each of the steps.

**-Articles:** the local pilot informs the local media to foster the publication of articles about the ClimaTubers project, in its different steps and following the most relevant events and activities, not only with a local focus, but global.

## IMPACT

The strategy of widening the dissemination campaign, going from the local context (starting with participants' communities) to a more global context, has been successful. The interest in the media has been growing during the several steps of the campaign, spreading from local to regional media.

In this aspect, we began implementing the dissemination strategy in the project channels (Twitter, Instagram and the WhatsApp group from the previous participants on project EYES-Erasmus<sup>+</sup>) and the municipality. Soon, we reached general media at a local level (Granollers TV, radio, newspapers). And after that, as participants and audiences were growing, the project could reach the regional and national level (regional TV, news, magazines, national radio).

## STAKEHOLDERS

The idea behind participatory video-making is to enhance the active engagement of local citizens/communities at risk of digital and climate vulnerability through storytelling, participation and dissemination of the co-created videos. In Granollers, they are identified as:

1. Disadvantaged youth (12 to 16 years old)
2. Digitally excluded groups (elder people, migrants)
3. Disadvantaged groups suffering the effects from climate change (vulnerable neighborhoods, socioeconomic conditions)

Specific stakeholders to reach with the dissemination of the PVs are:

1. Teachers and educators from secondary schools
2. Social workers
3. Youth Department of Granollers City Council (Forum l'Arrel)
4. Educational Department of Granollers City Council (Etcètera program)
5. Pedagogical Resources Centre of Vallès Oriental (CRPVOI)
6. Community Action Department of Granollers City Council



7. The Cultural Association (AC) and the Edison cinema of Granollers.
8. Public libraries of Granollers (Roca Umbert Library, Can Pedrals Library)
9. Youth leisure facility (Gra Jove)
10. Sports entities (BM Granollers, AE Carles Vallbona)
11. Facilitators of local elder centers and associations (Elders Active Space)
12. Elders and Social Services Department of Granollers City Council
13. Neighborhood associations, Federation of Neighborhood Associations
14. Civic Centers
15. Community Action Department of Granollers City Council (support office to communities, volunteer point)
16. NGOs' working with local vulnerable groups (Red Cross Granollers, Càritas, Parròquia Sant Esteve)

## LEARNINGS

### Level of interest and reaching

The online strategy for the dissemination of the videos has produced positive results. Regarding the participants, their level of interest in participating in the dissemination actions has been directly related to the organization of regular events that include face to face activities, such as interviews with media, presentations during the screenings, the photo exhibition, among others. It is easier to maintain interest in the project if they can meet in person regularly.

### Difficulties in implementing the strategy

- To involve participants in the online dissemination of the PVs has been a difficult task. The immediate dissemination of the video they have produced is feasible, because it takes place right after the workshop finishes, and they easily use their social networks to promote it. But as time passes, it becomes more difficult to maintain participants' involvement (group activity and relationship easily decreases). One solution to mitigate it is to promote events and parallel activities during the project's lifetime, where the participants can have an active role, such as the photographic exhibition produced by the participants in Granollers or the Let's Clean Up Europe campaign.

- To involve harder to reach groups (migrants) or digitally excluded (elders) in the online dissemination strategy is difficult. On the one hand, because the level of involvement when the workshop finishes is low (their priorities are finding a job, learning the language, other basic needs). On the other hand, because they would need more time and guidance to learn digital skills related to social networks.

- It is very important to involve the participants in the offline screenings of the PVs. If they have an active role in the event, sharing their experience or thoughts, they can easily collaborate in the online campaign.

Pilot France

## ONLINE CAMPAIGN STRATEGY

Hespul

<p><b>SUMMARY</b></p>	<p>Hespul's online campaign strategy is as follows:</p> <ul style="list-style-type: none"> <li>- We publish 2 posts before each screening, to encourage the public to register for the event.</li> <li>- For each screening, we also make a post - 'live' or the next day - illustrated with a picture of the event.</li> <li>- We then share the video online (after the kick-off screening), also in a post.</li> <li>- In each post, we tag all relevant partners and stakeholders linked to the screening, as well as the participants and interviewees who allow us to do so. We doubled this with an email encouraging them to share these posts with their own network.</li> <li>- The posts are shared on LinkedIn, Twitter, and Facebook.</li> <li>- We send out a mailing to our larger network to engage new partners.</li> <li>- We mobilize our network to disseminate tools through their own internal media.</li> </ul>
<p><b>DIGITAL TOOLS</b></p>	<p>Hespul's sharing strategy is based on posts that provide a brief context of the project, illustrated with the project's participatory videos or backstage photos.</p> <p>These posts are shared on LinkedIn, Facebook and Twitter.</p>
<p><b>IMPACT</b></p>	<p>Hespul's communications officer conducts an annual review of our social media statistics. This helps to identify communication strategies that are effective and those that aren't.</p>
<p><b>STAKEHOLDERS</b></p>	<p>Our online campaign strategy is closely linked to our public screening strategy in that we identify existing events where we can showcase the ClimaTubers project and approach.</p> <p>We then tag these partners online so that they can share our contributions and ultimately ensure that the ClimaTubers' approach is known by relevant stakeholders. So far, we have identified and used the Alliance française de Lyon and the MJC de la Duchère as our main dissemination partners. We work together and rely on our own media.</p> <p>We have also identified networks of social workers and educators who will communicate about the online modules.</p>
<p><b>LEARNINGS</b></p>	<p>Not all participants are active on social media or are comfortable being tagged. This limited the reach of certain posts.</p> <p>Our experience also showed us that we couldn't involve participants in the dissemination process. This step of the project takes place a few months after the video has been created.</p> <p>We could have improved the impact of the dissemination at the European level with stronger coordination of the communication between the pilots: the creation of a common calendar for the publication of the videos, and the creation, and use of common visual elements.</p>

## Pilot Italy

	<p style="text-align: center;"><b>ONLINE CAMPAIGN STRATEGY</b> <b>TDM 2000 International</b></p>
<p><b>SUMMARY</b></p>	<ul style="list-style-type: none"> <li>- Uploading the videos to the official database of the sustainability projects of the Region of Sardinia. Link <a href="#">here</a>;</li> <li>- Posts/stories on the social media accounts (Facebook, Instagram, LinkedIn) before and after the public screenings;</li> <li>- Encourage the ClimaTubers and participants to post online about the project, share the videos and information about the events;</li> <li>- Closely collaborate with the local partners to cover the ClimaTubers project in their online communications;</li> <li>- Dedicate a part to the monthly newsletter of TDM 2000 International reaching a local and European target of approximately 500 people.</li> </ul>
<p><b>DIGITAL TOOLS</b></p>	<p><b>Slideshows and presentations:</b> to present and briefly explain the PV methodology, the project activities, and the topics addressed (Climate change and climate change vulnerability).</p> <p><b>Flyers and infographics:</b> to invite the participants to the screenings event. These products will be mainly shared online on social networks and websites. The printing of a limited number is foreseen.</p> <p><b>Social media coverage Posts and stories on social media:</b> all activities, media articles, interviews, photographs, infographics and videos related to the local project are published in the social media accounts of TDM 2000 International, at the participants and collaborating institutions.</p> <p><b>Press releases and articles in the newspaper:</b> will be prepared by the organisations team and will be shared with the main media institutions in the region of Sardinia.</p>
<p><b>IMPACT</b></p>	<p>The impact will be assessed by using engagement analytics, such as website clicks, likes, comments, reaching, engaging or shares in the social media.</p>
<p><b>STAKEHOLDERS</b></p>	<p>We will reach out at:</p> <ul style="list-style-type: none"> <li>- Youngsters and students, being our primary target in the organisations</li> <li>- Citizens (general public)</li> <li>- Youngsters with fewer opportunities;</li> </ul>



	<ul style="list-style-type: none"><li>- Organisations of the third sector working in the field of youth, education, participation, climate change, social inclusion, and sustainable development;</li><li>- Decision-making and policymakers of the local and regional government in Cagliari and Sardinia;</li><li>- Freelancers, professionals, experts, and trainers involved in the field of education and policy;</li></ul>
	<ul style="list-style-type: none"><li>- Media institutions and representatives.</li><li>- High Schools in the city of Cagliari and Oristano;</li><li>- "CASMI" network of nonprofit organisations that operate at local/regional level;</li><li>- NGOs working with migrants in the city of Cagliari;</li><li>- Centers for Environmental and Sustainable Development Education-centers established all over the territory of Sardinia.</li></ul>
<b>LEARNINGS</b>	<ul style="list-style-type: none"><li>- Climatubers are proud of the work done and most of them would like to be involved in the sharing process (mainly events);</li><li>- To involve them in the online dissemination of the videos is not easy. During the training sessions they were engaged in the preparation of content for communication the results of their work. On many occasions, they shared posts and stories on the social media accounts. During the pilots that schools were involved, the responsables prepared and disseminated information on the official pages of the schools as well.</li><li>- To involve harder to reach groups, in our pilot e.g. digitally excluded (elders) in the online dissemination strategy is difficult due to several reasons. The most imminent one is that they do not see the importance of their involvement in such activities and are not interested. It was interesting that in 2 cases the participants wanted to use the "digital training" received in Climatubers to create more qualitative content and videos for social media pages that they were managing. In the 1<sup>st</sup> case, the participant was managing a Facebook page, aiming to report issues and problems related to road infrastructure in the city of Cagliari. On the 2<sup>nd</sup> case, the participant was using social media to promote and reach a wider audience of her small initiative aiming to revitalise a community of artisans in a small town in Sardinia.</li><li>- Participants, especially the digitally excluded, need more time to learn digital skills related to social networks and communication, therefore their contribution to the online strategy is limited.</li><li>- One of the main learnt lessons, is that the topics of the project generated a lot of interest and were found to be relevant to the media institutions; therefore, they cover and talk about us.</li></ul>

## 5. Offline Strategy – Public screenings

This section will describe the planning and the strategy for sharing videos of ClimaTubers in events in person. The planning of the offline strategy started with:

- the definition of the objectives of the offline strategy (global and specific in each pilot);
- tools and guidelines on how to organize successful events and reach the external audience;
- and definition of the best strategies on how to stimulate and collect the feedback/suggestions from the public to elaborate the Policy Recommendations.

### 5.1 Objectives of the public screenings:

1. Plan and organize at least **3 public events** in each pilot and promote the **active engagement** of citizens through storytelling, participation, and dissemination of the co-created videos;
2. To ensure the dissemination of the produced videos with **external** and **diverse** community actors;
3. To raise awareness and showcase **the social inclusion dimension of climate change** at local and European levels;
4. To stimulate the **public dialogue** and identify new **perspectives** and solutions to the exposed problems which will serve as a base for the elaboration of policy recommendations.

The creation of local events and initiatives is strongly influenced by cultural elements, customs, and traditions typical of the place where they are held. To this, it should be added that, in the partnership of a project, there are always members with different experiences and degrees of involvement in the realization of local public events. This is mainly determined by the nature of the organisation, especially its vision and its relationship with the local context.

### 5.2 Guidelines for Planning the Public Screenings

Public events, just like public communication processes, are strongly affected by the characteristics of the place in which they take place. The following aspects need to be considered beforehand.

**Logistical aspects:** presence or absence of structures suitable for the event; conditions of use of the places you want to use (free / paid); centrality of the event and good connection by public transport the concomitant presence of events in which to insert your own or with which to organize ours in synergy.

**Operational context:** local institutions close to civil society organizations or, conversely, difficulties in establishing a dialogue with them. Local presence of a network of associations with which to collaborate or to which to propose our event.

**Cultural context:** presence or absence of active cultural life in our community; active involvement of the local population in public debates; widespread interest in the subject matter of the event.

**Communication context:** A diffusion of the event with enough time for the information to reach the appropriate target.

It is recommended to think about the following questions:

- ❖ What are my strengths in terms of knowledge and ability to disseminate?
- ❖ Which aspect related to the general topic, climate change, and methodology of participatory videos, are we able to tell more effectively?
- ❖ Is my target audience interested in the topic? If not, how can I make it so?



### 5.3 Event Planning and Implementation

Main steps to follow to plan your event:

1) Identify and select key places where the public screening will take place;

What are the best places in your community to carry out dissemination events? The list must not only consider the space and equipment available but also the important places in the life of the local community. In other words, they must be the agora of your city.

2) Identify how to reach key stakeholders;

The list of stakeholders must start with the identification of the roles covered. Who does what? Who has administrative roles and who, instead, political ones? Who has a role in the world of culture and who in that of environmental movements? Who in the related businesses?

3) Create synergies with schools, libraries, social centers, media, and other public services;

Carry out a mapping of the stakeholders. We suggest dividing the local stakeholders into these categories:

- Local/ Regional public authorities working in the field of environment, climate change, social, culture, and tourism;
- Policy stakeholders in the field of R&D policy;
- Organizations/Associations/Foundations active on the territory working on sustainable development;
- Representatives of programmatic work in social work;
- Network active in different fields such as research, education, climate change, youth, etc.
- Researchers and professionals who do participatory research;
- Influencers/ YouTubers/Tiktokers (of all topics);
- Local organizations dealing with cinema, film, and theater.
- Media institutions (TV, online media, newspapers, etc.)
- Other

It is crucial that in this mapping you identify at least 1 person of contact with each entity.

In case you don't know where to start for your mapping, you can consult **Annex III**.

#### Types of events

Once the previous phase has been completed, you can proceed to planning the event. The first decision to make is whether to place the dissemination event within a larger initiative to reach big external audiences:

- o a festival: e.g. at the cinema, documentary, etc.
- o a fair: e.g. of sustainability, inclusion, climate change, educational programs, dedicated to NGOs & research institutions, etc.
- o policy debates, consultations and events to foster citizen dialogue.
- o a congress on the topics above-mentioned.
- o events of initiatives for making the city more inclusive or greener.
- o incorporate it with another event organized by your organisation.

You can choose to carry out some of the public screenings in collaboration with other stakeholders such as public institutional or educational bodies. Although there are regulatory differences between each country, forms of public sponsorship are envisaged in each state of Europe for events or projects of general

importance, granted by public bodies. We suggest activating one with your own local public body of reference, such as:

- o the municipality,
- o schools & university,
- o libraries,
- o social and youth centers,
- o local cinemas,
- o your collaborators for the local workshops,
- o and other public services at no cost to the public body that grants it.

Such sponsorship or collaboration agreement should contain the following points:

1. Free use of a room equipped for the event;
2. Support in the official communication of the event by the press office of the public body;
3. Support the involvement of the local community.

### **Communication**

It is important to point out that the effectiveness of a dissemination event is not given solely by the event itself but also includes the preliminary communication, aimed at promoting the event, and the one following its development. In other words, effective media coverage of an event can, in terms of dissemination, be more effective than the event itself.

Therefore, we suggest accompanying the development of the events with a regular work of writing and sending press releases that accompany the usual social activity and guarantee the achievement of a numerically more consistent and inclusive audience of stakeholders such as members of local institutions.

### **5.4 Public Debate during the Screening Events**

After watching the videos, the participants will be invited to discuss the exposed topics and to provide feedback to the video makers, and on the project idea. We suggest drafting a couple of questions to incite discussion and to be sure that you have gathered enough input to elaborate the policy recommendations foreseen in the ClimaTubers project.

#### **How to stimulate the public debate?**

Public debates provide opportunities to enhance public discourse, engage the community at large, showcase the work of your ClimaTubers, connect your program, and link your institution with other institutions.

Here you can find some suggestions and guidance to assist you in developing and executing successful public debates.

Research shows that there is no ideal format for a public debate, but there are some important things to consider when setting the format. The most important consideration is the audience. Their ability to understand and engage the material should precede other considerations about the format. To this end, the following should happen:

- ❖ Focus on clarity - Most people do not know what to expect from a debate. Avoid formats that are complicated or that have a rigid structure. It might happen that participants have difficulty in engaging.

- ❖ Build the audience into the structure - Audience Q&A should be a primary part of the debate, not just an afterthought. Consider allotting a significant amount of time to this. Do not do it in a rush, it is crucial for the elaboration of qualitative policy recommendations.

### **Moderator**

You should have a moderator who facilitates the actual debate and audience interaction. The moderator should:

- Provide introductory comments about the format of the debate.
- If you have important personalities (such as policymakers, directors, etc.) in your group, make sure to introduce them.
- ❖ Optional: If you have a small group and time at your disposal brief presentations are a good idea.
  - Keep time and maintain “order”. Be careful to manage situations where a participant talks for a long time or goes over the topic. It may be appropriate to establish that interventions do not exceed 2-3 minutes so that everyone can speak.
  - If only the same people take the floor in the debate, it may be appropriate to ask the other voices for their opinion.
  - If only experts or people with technical knowledge on the subject participate, it may be appropriate to value all the contributions and points of view, since in relation to climate change, all people are potentially vulnerable to its impacts and are an interested party.
  - To get people involved, questions can be oriented towards personal experience.

### **Planning of the public debate in the pilots**

In Estonia, ENDURAE will collaborate with Tallinn University (creators of the videos) and plan to do screenings at local and regional (Baltic/Nordic) thematic festivals related to the environment. They are also working to present the videos to a national TV channel.

In Austria, ZSI will try to present the project/method at events that are taking place in Vienna in the upcoming months in the context of the project (either policy debates, climate events, events on inclusive media work, etc.). ZSI will also present the methodology to the whole staff (60 employees) who can then use the method in their projects or proposals.

In Spain, Granollers will organize the screenings and debates together with complementary and appealing activities, based on learning, such as speeches or workshops run by influencers, climate activists, journalists. During the events, they will also incorporate dynamics to learn deeper concepts (vulnerabilities, social inequalities on climate change, and others).

Hespul, in France, will closely collaborate with the organisations involved in the previous phase of the project and will reach their public e.g. Alternatiba, local "Maison de l'Environnement" etc.

In Italy, TDM 2000 International will use the network of local organizations and schools that were involved in the co-creation of the videos and public authorities to hold the public debate. TDM will also organise an event in a cinema to screen the videos produced by the ClimaTubers.

## Report on the public debate

Through open discussions, it will be intended to identify new perspectives, local impacts of climate change, vulnerabilities, and solutions to the exposed problems. Also, debate will be boosted on how to include the climate vulnerability perspective in social actions/policies, and how to include the social perspective in climate action. All suggestions will be collected to elaborate policy recommendations. Moreover, the collected information will be used for the overall evaluation of the project.

Partners will report the main discussions and feedback of the public debate to TDM 2000 International, and ZSI, responsible for the elaboration of the policy recommendations.

Each of the project partners will complete the “Public Debate Report- **Annex IV**” template by summarizing the information about the involved stakeholders in each public screening and the main conclusions of the discussion addressing the following aspects:

**Type of event:** indicate what kind of event you organize (conference, cine forum, panel discussion, online workshop, etc.)

**Participants/Attendees:** Brief profile: specify the age, organization, or exclusion groups to which participants belong and any other relevant characteristics.

**Public Screening:** When and where did it take place? How was the event organized? Describe the main activities and methodologies used.

**Public Debate:** Indicate how you organize the public debate.

Feedback from the participants/main results: summarize, the main suggestions/feedback of the participants in 3 main fields:

### 1) Education

- Application and replication of the methodology of participatory video or digital storytelling;

### 2) Social Inclusion

- Use of digital tools for fostering social change and inclusion;
- Participatory video methodology & storytelling for promoting active citizenship; and how to scale it;
- Potential of PV to include different profiles of vulnerable groups in social inclusion programs;
- How to include the climate perspective in social actions and policies?

### 3) Climate Change

- Climate Change vulnerabilities? Is it visible? How do we address it? How to raise awareness?
- Climate Change awareness and education;
- Involvement of the social inclusion and vulnerability approach in climate action programs and policies;

### 4) Other fields.

The information collected by the “Event Reports” was used to elaborate the lessons learnt and integrated in the Output 5.3 “Policy paper recommendations” of ClimaTubers.

## 5.5 Pilots

Each of the pilot countries completed the “Public Screenings Strategy” template (**ANNEX II**) by defining the following information:

**Objectives of the pilot:** define the specific objectives focusing on what would you like to achieve and the gains of the project.

**Description of the public screenings/events:** Describe the activities that will be held. Explain the methodology you will use e.g. what kind of events, in presence or digital, in collaboration with other institutions, etc.

**Target Audience:** Define the persons, organizations, and communities that could be interested and benefit from the ClimaTubers videos becoming active citizens ( e.g decision-makers, influencers, students, educators, social workers, professionals and experts).

**Main tools and channels:** Identify the most effective tools and channels to reach the target audiences and deliver your message.

**Potential involvement of the ClimaTubers’:** briefly explain the role and the involvement of the team on ClimaTubers in the screening events, if applied.

**Quantitative Indicators:** Compile a list of indicators that your pilot will reach to be considered successful.

Public Screenings: Pilot Estonia

	Enduræe
Objectives of your pilot	<ul style="list-style-type: none"> <li>- Disseminate Estonian videos;</li> <li>- Foster public dialogue with project-external actors.</li> </ul>
Public screenings/ events	<ol style="list-style-type: none"> <li>1. Digital: Presentation of Estonian PV to the University audience (peers, professors, course managers)- in collaboration with Tallinn University</li> <li>2. In presence: organize a dedicated screening (e.g. in Telliskivi Cultural Centre) and invite attendees from education-related sectors (EdTech Estonia, Estonian environmental education association) and business-related sectors (e-Residency, Enterprise Estonia).</li> <li>3. Virtual: as above, or a public webinar</li> </ol> <p>In addition, we will look for related local events and festivals in the spring/summer following recommendations from our Estonian network.</p>
Target Audience	<ul style="list-style-type: none"> <li>- Students &amp; educators (Tallinn University, Estonian environmental education association)</li> <li>- Professional &amp; experts</li> <li>- (EdTech Estonia, E-residency)</li> <li>- Decision-makers (Estonian Ministry of Education and Research; Ministry of the Environment; Council of the Baltic</li> </ul>

	<p>Sea States; Representatives from Tallinn European Green Capital 2023)</p> <ul style="list-style-type: none"> <li>- General public</li> </ul>
<b>Main tools &amp; channels</b>	<ul style="list-style-type: none"> <li>- Email contacts &amp; social media announcements;</li> <li>- Create email content including a digital event invitation// or short project presentation or visual/ leaflet</li> <li>- Social media posts advertising the event</li> <li>- Use of event management platforms (e.g. Eventbrite)</li> </ul>
<b>Potential involvement of the Climatubers' group</b>	<p>The PV production was finalized in April 2022, and it was hard to keep the Estonian Climatubers involved until the beginning of the campaign strategy. This was mainly because our participants were students of the spring term at the University, and our collaboration with them and their supervisors did not extend after the end of the term.</p>
<b>Quantitative Indicators</b>	<ul style="list-style-type: none"> <li>- 3 events</li> <li>- The target number of participants: 50</li> <li>- Number of invitations</li> <li>- Number of actual participants</li> <li>- Views and reactions to social media posts</li> </ul>

### Public Screenings: Pilot Austria

	<b>Center for Social Innovation (ZSI)</b>
<b>Objectives of your pilot</b>	<p>Use PV to reach out to hard-to-reach youngsters and raise their awareness in CC, respectively raise awareness in society for their attitudes on CC.</p>
<b>Public screenings/ events</b>	<p>Event 1: Online workshop in cooperation with Leiden University; April 5<sup>th</sup> 2023, Presentation of the participatory video method + videos and its implementation in the context of climate change + discussion (scientific audience).</p> <p>Event 2: ZSI led a session at a workshop on “climate change and sustainability in open youth work” organised by Vienna’s Institute for Recreational Pedagogy; the videos/PV method were presented and discussed.</p> <p>Event 3: ZSI led a session during the Klimadialog, a large scale public conference. It is the 2<sup>nd</sup> Austrian climate dialog organized by the Austrian Ministry for climate, environment, energy, mobility, innovation and technology in cooperation with other initiatives.</p>



	Event 4: The Zukunftshof is a lighthouse project for urban food production and a meeting place for neighbourhoods, art and culture in the south of Vienna. In summer they have some dates for open air cinema. The Climatubers videos were shown as pre-films with introductory words of ZSI and of the district leader.
<b>Target Audience</b>	Event 1: scientific community: researchers in the field of environmental psychology and behavior change. Event 2: multi-stakeholder: social workers, practitioners of inclusive media work, educators, youth workers. Event 3: multi-stakeholder in the field of climate change. Event 4: general public.
<b>Main tools &amp; channels</b>	Event 1: Online workshop: talk and discussion. Reached via an existing network of environmental psychologists. Event 2: Online workshop; participants will be identified and invited personally via email. Event 3: Online workshop; participants will be identified and invited personally via email. Event 4: Screening at open air cinema.
<b>Potential involvement of the Climatubers' group</b>	For ZSI, the involvement of the Climatubers group is not possible; we worked with a hard-to-reach group and have no possibility to involve them further (they dropped out of the social program, and we can't contact them).
<b>Quantitative Indicators</b>	Event 1: 13 Event 2: 20 Event 3: 200 Event 4: 120

## Public Screenings: Pilot Spain

	<b>Granollers City Council</b>
<b>Objectives of your pilot</b>	Organizing 5 public screenings + participative debate in Granollers, with the active collaboration of policymakers and municipal technicians. The objectives are: <ul style="list-style-type: none"> <li>- Dissemination of PVs and the Climatubers project.</li> <li>- Disseminate the PV methodology (and introduce the online modules, when possible).</li> <li>- Fostering deliberative process on climate crisis and action to be taken.</li> <li>- Discussion and identification of climate vulnerabilities in the local context and proposed solutions.</li> <li>- Increasing knowledge on effects of climate crisis among participants.</li> </ul>

<p>Public screenings/ events</p>	<p><b>IN PRESENCE EVENTS:</b></p> <p><b>1- First public screening of PVs at Edison Cinema (2/06/22)</b> Public event open to all citizens. 51 participants. Program of the session:</p> <ul style="list-style-type: none"> <li>. Welcome to the event with the Mayor of Granollers City Council.</li> <li>. Introduction to climate change, conducted by a social activist (Fridays for future) and a climate journalist (MonSostenible).</li> <li>. PVs screening + open debate with the participation of policymakers and municipal planners.</li> <li>. Brief dynamic activity focused on climatic vulnerabilities, conducted by Ecoserveis.</li> </ul> <p>The event was organised in collaboration with Edison Cinema, Granollers Pedala (local NGO on sustainable mobility) and Roca Umbert Public Library.</p> <p><b>Main goals:</b> to reach all participants, their communities and neighborhoods and arrive at new audiences from Granollers and surroundings.</p> <p><b>Second, third and fourth screening (Can Jonch cultural space)</b> To continue the screenings' strategy, we introduced a participatory approach in the screening sessions, to reach a wider audience and foster social action. The screenings would not only be a place to see and discuss, but to co-create possible futures and recommendations for the local policymakers (related to the final Policy Paper). Therefore, the sessions take place in a location that allows to screen the PVs and then, in groups, continue to deepen the deliberative process and co-creation of proposals around the thematic areas preliminary identified and storytold in the participatory videos. The dissemination strategy focuses on reaching students from high schools and youth, who were less present in the first screening session.</p>
<p>Public screenings/ events</p>	<p><b>2- Public PV screening at Can Jonch (3/11/22): in-depth discussion with a focus group interested in biodiversity and green infrastructure management in Granollers.</b> Public event open to all citizens. 31 participants. Program of the session:</p> <ul style="list-style-type: none"> <li>. Experts' presentations on biodiversity and green infrastructure management of Granollers.</li> <li>. PV screening + open debate with the collaboration of municipal planners and decision-makers, with biodiversity and green infrastructure expertise.</li> <li>. Dynamic activity on climate vulnerabilities and co-creative process to find solutions related to biodiversity and green infrastructure management in Granollers.</li> </ul> <p><b>3- Public PV screening at Can Jonch (17/11/22): in-depth discussion with a focus group interested in waste recycling, circular economy and conscious consumption in Granollers.</b></p>



Public event open to all citizens. 30 participants

Program of the session:

- . Experts' presentations on the proposed topics.
- . PV screening + open debate with the collaboration of municipal planners and decision makers, with circularity management expertise.
- . Dynamic activity on climate vulnerabilities and co-creative processes to find solutions related to the topics.

**4- Public PV screening at Can Jonch (24/11/22): in-depth discussion with a focus group interested in air quality and sustainable mobility in Granollers.**

Public event open to all citizens. 31 participants

Program of the session:

- . Experts' presentations on the proposed topics.
- . PV screening + open debate with the collaboration of municipal planners and decision makers, with environmental quality and mobility expertise.
- . Dynamic activity on climate vulnerabilities and co-creative processes to find solutions related to the topics.

**5- Public screening at Roca Umbert Library (02/06/23): video-forum with focus group of youth (from secondary education community).**

Public event open to all students, morning time (offered as a school activity).

Program of the session:

- . Introduction to Climatubers, PV and online modules.
- . Dynamic activity on climate vulnerabilities.
- . PV screening + open debate with pedagogic coordinators of secondary education centers.
- . Co-creative activity to identify main vulnerabilities and find solutions.

Agenda

## PROGRAMA

Dijous 2 de juny de 2022 al **Cinema Edison** de Granollers

**18.30 h** Photocall: "Vull un món de colors"

**19.00 h** Presentació del projecte europeu Climatubers

Ponència: "Enverdim la ciutat per encarar la crisi climàtica" amb Pilar Sampietro, periodista i presentadora de Vida Verda - RNE

Ponència: "De l'acció a la mobilització contra l'emergència climàtica", amb Extinction Rebellion Joves i Acció Ecofeminista

**20.00 h** Projectió dels vídeos participatius del Climatubers i debat

**20.30 h** Visita a l'exposició "Climatubers: acció climàtica ciutadana"

**21.00 h** Finalització de l'acte

## CLIMATUBERS

www.climatubers.org











## Target Audience

- Decision-makers and municipal planners.
- Students: schools, high schools and non-formal education (Gra Jove youth space).
- Educators: pedagogic coordinators from secondary education centers, Pedagogic Resources Centre from Vallès Oriental country-CRPO, municipal service of education, Etcètera Program (disadvantaged youth from 12 to 16 years old), l'Arrel Forum (youth from 12 to 16 years old),
- Social workers: municipal social services, Espai Actiu Gent Gran (elders' social space).
- Neighborhood associations and federation of associations.
- Users from Public Libraries and Civic Centers in Granollers.
- Entities from the Social Economy field: Ateneu Cooperatiu del Vallès Oriental (cooperatives), La Magrana Vallesana (consumers' associations), Som Mobilitat (sustainable mobility cooperative), APINDEP cooperative (oil recycling project).
- NGO's: Red Cross from Granollers
- Other entities: Granollers Pedala (sustainable mobility), Associació Cultural (association to promote cultural activities), Edison Cinema (local cinema in Granollers), Granollers en Transició (local association for the ecological transition of the city).
- All citizens.

## Main tools & channels

### Channels

- Local project social networks (@ClimatubersGran: TW and Instagram).
- Municipal social networks (TW, FB, Instagram and YouTube channel) and [webpage](#) and the project [microsite](#)
- Publications (news, magazines): press releases (municipality), Municipal Magazine (Granollers Informa), printed and digital newspapers (SomGranollers), specialized digital newsletters and magazines of Barcelona Provincial Council (Sostenible.cat, Xarxanet)
- General media (local, regional, and national TV and radio): VOTV, BTV, Granollers Radio, and climate change specialized programs (Radio RNE4 Via Verda)
- Publication in digital agendas, social media, or web pages from the project collaborators: Roca Umbert Public Library, Edison Cinema, Natural Science Museum La Tela, others.
- WhatsApp groups from local ClimaTubers PV and previous EU project EYES-Erasmus+.
- Face to face meetings and presentations: with several neighborhood associations, the Federation of Neighborhood Associations, Elders Space, Pedagogic Coordinators.

	<p><b>Tools</b></p> <ul style="list-style-type: none"> <li>- Flyers, infographics and posters of the screenings to be distributed digitally, but sometimes also printed (for specific targets, digitally vulnerable).</li> <li>- Short promotional videos to be distributed online.</li> <li>- Photos: all screenings are being photographed, and the images are shared on social media.</li> <li>- Press releases: press notes are written by the local project pilot to be distributed via municipality (web page, social media) and reach general media and audiences with more detailed information about each of the screening sessions.</li> </ul>
<p><b>Potential involvement of the Climatubers' group</b></p>	<p>The Climatubers local group (PV's creators) collaborates actively in the dissemination of the screenings by:</p> <ul style="list-style-type: none"> <li>- Sharing information (photos, flyers, posters, videos, posts and publications) through their personal or organization social networks, WhatsApp groups and word of mouth.</li> <li>- Media: they participate in interviews with the media (TV, radio).</li> <li>- Events: they play a specific role in the events and debates, sharing their experience with the audiences and encouraging social and climate action in Granollers.</li> <li>- Disseminating the photographic exhibition of Climatubers and the global project in their personal activities (e.g. the Federation of Neighborhood Associations celebrates an annual party where they showed the photographic exhibition of Climatubers)</li> <li>- Co-creating a short video for the public event of policy recommendations' delivery and its dissemination via social networks.</li> </ul>
<p><b>Quantitative Indicators</b></p>	<p>From the attendance list of each event:</p> <p>Screening #1: 51 participants  Screening #2: 31 participants  Screening #3: 30 participants  Screening #4: 31 participants  Screening #5: 51 participants</p>

## Public Screenings: Pilot France

	<b>Hespul</b>
<b>Objectives of your pilot</b>	<p>Hespul's aim for public screenings is to:</p> <ul style="list-style-type: none"> <li>● Identify events where the screenings can take place (not to create our own events)</li> <li>● Reach different audiences and generate a debate on the topics of the French videos.</li> <li>● Promote the ClimaTubers methodology and online modules.</li> </ul>
<b>Public screenings/ events</b>	<p>Kind of events:</p> <ul style="list-style-type: none"> <li>- Collaboration with local stakeholders</li> <li>- In person</li> </ul> <p>Activities:</p> <ul style="list-style-type: none"> <li>- Screening of the video(s)</li> <li>- Pop-quiz about the video topic</li> <li>- Debate, if possible, with an “expert” in the room</li> <li>- Recommendations will come either from the audience or from our synthesis of the debates.</li> </ul> <p><b>Event 1- organized in collaboration with Alliance Française</b>  Date: 10th of October 2022  No. of participants: 14  2 events between October 22 and January 23 with a total participation of 29 people.</p> <p>The event took place at Alliance française premises, where most of the workshops were held. Alliance Française created the visual and hosted the event while Hespul prepared and took the leadership of the cineforum.</p> <p>The main steps of the evening:</p> <ul style="list-style-type: none"> <li>- After Hespul presented Participatory Video and ClimaTubers, 2 participants to the workshops explained their experience and how they felt about participating in ClimaTubers</li> <li>- Video presentations</li> <li>- Then a quiz was run to “warm up” the audience <ul style="list-style-type: none"> <li>● Questions about the contents of the video</li> <li>● Questions about our own habits concerning digital tools</li> </ul> </li> <li>- The debate started naturally.</li> </ul>

Kind of events:

- Collaboration with local stakeholders
- In person

Activities:

- Screening of the video(s)
- Pop-quiz about the video topic
- Debate, if possible, with an “expert” in the room
- Recommendations will come either from the audience or from our synthesis of the debates.

**Event 2: in collaboration with MJC La Duchère in Lyon, with members of the MJC and local inhabitants**

Date: 11th of January 2023

No. of participants: 15

To give more visibility to the event, it took place in the entrance hall of the MJC premises. The people attending were either member/publics of MJC La Duchère, and local inhabitants. MJC La Duchère is in a neighborhood considered socially vulnerable and surrounded by social housing.

The event was composed of:

- Introduction of ClimaTubers, and how the workshops went at MJC La Duchère
- Screening of the video “Climat: La Duchère s’interroge”
- Short quiz about the video, where the public responds by raising a color paper. Each question has 3 possible answers, one color for each.
  - One question to see if the public has paid attention (only 1 good response)
  - One question about their feelings about the climate (to survey the public)
  - One question about their perception of what is done in their neighborhood: not enough, enough, too much (again to survey the public)
- These questions-initiated interaction with the public. Further debate following the publics’ inputs, moderated by Hespul.

**Event 3** was held at Maison de l'Environnement, for a thematic day about Digital and Environment.

Date: 11th of January 2023

No. of participants: 3

**Event 4:** in collaboration with ALEC (Agence de L’Energie et du Climat Lyon Métropole) LYON, in an event "Journée CLE - Climat, Logement, Énergie".

Date: 18/11/2023

On the second edition of this event organised by ALEC, Hespul facilitated a workshop to present the videos of ClimaTubers and followed up with a discussion after. The event in total included 18

organisations and over 200 participants. The group of the people joining the “Climatubers” were smaller.



**Target Audience**

We identify events that meet the following criteria:

- Related to ecological and digital transition and/or social justice
- Aimed at educators, social workers, environmentalists, public officials... and general public.

**Main tools & channels**

We rely mainly on the tools and channels of the organisation hosting the event.  
We share their social media posts and double them with our own communications.

**Potential involvement of the ClimaTubers’ group**

Participants are always invited to the screenings. When they accept, we involve them in the subsequent discussion so that they can share their experience of the participatory video approach, as well as the evolution of their views on climate change over the course of the project.

**Quantitative Indicators**

Number of events where we presented the ClimaTubers’ approach.  
Number of screenings held.  
Number of participants in each event.

**Public Screenings: Pilot Italy**

	<b>TDM 2000 International</b>
<b>Objectives of your pilot</b>	- To stimulate the active participation of the ClimaTubers and public in addressing the needs of the local

	<p>community related to the topics of social inclusion and climate change;</p> <ul style="list-style-type: none"> <li>- Contribute to the inciting of the public debate and advocacy processes between policymakers, citizens, and professionals (from different fields) in terms of climate change and climate change-driven inequalities;</li> <li>- To showcase the work done by the group of ClimaTubers;</li> <li>- Promote the application and replication of the participatory video methodology in different sectors and fields.</li> <li>- To raise awareness in general about the topics covered in the videos and in the project.</li> </ul>
<p><b>Public screenings/ events</b></p>	<p>The public screenings will be at least 4 and will be all in presence.</p> <p><b>Event 1- in collaboration with “Convitto Nazionale” in Cagliari</b> No. of participants: 30 The event was held on the premises of the school and was dedicated to the students and teachers. 1 class of the schools was responsible for the creation of the videos. The program of the event was:</p> <ul style="list-style-type: none"> <li>- Welcoming from the President of the school;</li> <li>- Presentation of the project ClimaTubers;</li> <li>- PVs screening + open debate with the participation of teachers and youngsters.</li> </ul> <p><b>Event 2- in collaboration with Istituto Tecnico “Lorenzo Mossa” in Oristano</b> No. of participants: 60 In the event were also representatives from the Municipality of Oristano responsible for the education programmes and environmental initiatives. The program of the event was:</p> <ul style="list-style-type: none"> <li>- Welcoming from the President of the school;</li> <li>- Presentation of the project ClimaTubers;</li> <li>- PVs screening + open debate with the participation of teachers, youngsters and decision-makers;</li> </ul> <p><b>Event 3</b> was held during a large-scale event on sustainable tourism in Sardegna, organised from one of our local partners. During the event, a workshop and corner was dedicated to present the PV methodology and the videos of ClimaTubers; following up with a discussion after. No. of participants: 160</p> <p><b>Event 4: Upscaling ClimaTubers in the youth field</b> No. of participants: 14 The program of the event was:</p> <ul style="list-style-type: none"> <li>- Welcoming from the President of the school;</li> <li>- Presentation of the project ClimaTubers;</li> </ul>

- PVs screening + open debate with the participation of youngsters and youth workers;

**Event 5 was organised in a local cinema in Cagliari open to the public**

No. of participants: 30

In the event were present representatives from several decision-making bodies in the city of Cagliari, regional government local organisations, Europe Direct Sardinia representatives, members of local organisations and youngsters. The program of the event was:

- Welcoming from the TDM 2000 International;
- Welcoming from the vice mayor of the Metropolitan City of Cagliari
- Presentation of the Climatubers project;
- the videos produced in the Italian pilot and a selection of videos from the other pilots were presented. After the screenings, the moderator opened a debate to discuss the main thoughts and impressions on the videos.

**Invitation**



**Target Audience**

- Citizens;
- Students and youngsters;
- People with fewer opportunities;
- Organisations of the third sector working in the field of youth, education, participation, climate change, social inclusion, and sustainable development;
- Decision-making and policymakers of the local and regional government in Cagliari and Sardinia;
- Freelancers, professionals, experts, and trainers involved in the field of education and policy;
- Media institutions and representatives.
- High Schools in the city of Cagliari;
- "CASMI" network of nonprofit organisations that operate at local/regional level;
- Europe Direct Sardegna;
- NGOs working with migrants in the city of Cagliari;
- Centers for Environmental and Sustainable Development Education- centers established all over the territory of Sardinia.



<p><b>Main tools &amp; channels</b></p>	<p><b>Tools</b></p> <ul style="list-style-type: none"> <li>- Emails and phone numbers of the Climatubers and other contacts;</li> <li>- Posters, flyers and infographics and posters of the screenings to be distributed mainly digitally;</li> <li>- Photos: during the screenings will be taken pictures which will later be used for dissemination purposes;</li> <li>- Press releases: to be shared with the main media institutions in the region of Sardinia.</li> </ul> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>- Face to face meetings and presentations with stakeholders;</li> <li>- Social media and website of the organization and our collaborators at the local level;</li> <li>- General media (local, regional and national TV and radio) e.g. SardegnaGol, Unica Radio.</li> </ul>
<p><b>Potential involvement of the Climatubers' group</b></p>	<p>Participants will be invited to the screenings and encouraged to co-organize them in collaboration with TDM 2000 International. They will be the testimonial of the project, therefore, will share their experience of the participatory video approach, the evolution of their views on the topics of the project (social inclusion and climate change vulnerabilities). They will be at the center of the public debate and will share how the course of the project contributed to the improvement of their skills.</p>
<p><b>Quantitative Indicators</b></p>	<ul style="list-style-type: none"> <li>- The number of screenings events held.</li> <li>- The number of participants in each event.</li> <li>- The satisfaction rate of the participants who joined the events.</li> <li>- % of Climatubers who will participate in the events.</li> </ul>

For the elaboration of the Regional Strategies, the partners were based on the work done previously on the activity “Stakeholders identification” where they initially identified and selected key places and key stakeholders.

## 6. Lessons Learnt and Conclusions

### 6.1 Lessons from the pilots

**In this section, we present an overview of the local screenings held in the pilots for the presentation of**

Sharing the Participatory videos activities will run on until November 2023. Until today (May 2023), the partners have elaborated the Campaign Strategy and have run several public screenings. The screenings started in June 2022 and were organised until November 2023. The total number of the events is 21 and the number of direct attendees is estimated to be 978.

Country	Total no. of events	No. of participants (total)
Estonia	3	101
Austria	4	353
France	4	36
Spain	5	194
Italy	5	294
<b>TOTAL</b>	<b>21</b>	<b>978</b>

## Conclusions

### How to keep the Climatubers engaged in the Campaign Strategy?

- 1- Organise the sharing of participatory videos as soon as they are finalized. It is more difficult to keep participants engaged for a long time. This means that we need to work on the elaboration of the campaign strategy at the same time as the co-creation of the videos.
- 2- The objective of the sharing process is to enhance the active engagement of participants through storytelling, participation, and dissemination of the co-created videos. That's why it is crucial that the production of the videos is strongly reflected by the participants' versions of their own realities, their personal interests and what they want to change.
- 3- For the Climatubers to be able to contribute to the co-realisation of the Campaign Strategy it is important to dedicate a lot of time to the "sharing" learning module in the workshops. It is not an easy process, and it is important for the next steps.
- 4- Apply specific strategies to include the climatubers to be engaged in the sharing strategies according to their characteristics. There isn't a magic formula, but it takes a lot of organising and adjustments to make them part of it.
- 5- To track down the "Climatubers" teams and ask to be involved in the realization of the Campaign Strategy. Some of the partners applied the strategy of rewarding the engagement of the participants with recommendations, certificates, and rewards (by creating a tailored learning process).
- 6- It is very important to involve the participants in the offline screenings of the PVs. If they have an active role in the event, sharing their experience or thoughts, they can easily collaborate in the online campaign.
- 7- From the pilot in Granollers, it worked out to keep the Climatubers active in the online campaign by involving them in the organization of complementary events with different aims such as "climate action activities" (or climate-related events) where they can participate (and have fun), e.g. the Let's Clean Up Europe initiative.
- 8- In Italy, TDM 2000 International has signed a Memorandum of Cooperation with 2 schools which enables the conditions for collaboration in all the steps of Climatubers.

## 6.2 Analyzing the impact of the tools and actions used

During the whole implementation of the Campaign Strategy, the impact of the tools and actions used to keep track of successful strategies was collected and analyzed.

TDM 2000 International and partners monitored the following indicators to make sure that the Regional Campaign Strategies have been successful:

- Design and implementation of 5 regional campaigns in 5 different countries;

- Number of public events in each pilot and promote the active engagement of citizens through storytelling, participation, and dissemination of the co-created videos;
- Number of attendees in the public events;
- Number of posts/interactions and reach on social media accounts;
- Number of news, articles, and press releases dedicated to the screening events, etc.
- Qualitative and quantitative evaluation reports by the participants involved.

All partners periodically reported the activities of the Campaign Strategy. A template to collect the necessary information was produced and shared with the partners. (**Annex IV**).

### 6.3 Role of the Advisory Board (AB)

This section describes the role of your Advisory Board in the pilot Strategies, indicating how they will be involved, which will be their responsibility and their contribution to the sharing of videos at the local level.

#### Advisory Board ENDURAE

The Estonian advisory board has been involved in the following activities:

- Provide feedback and guidance about the strategy that Endurae designed.
- Provide feedback on specific communication materials, storytelling & communication activities.
- Helped identify opportunities (events, locations, target audiences) for video-sharing activities.
- Helped to network with other organisations or projects that have mutual interest/ intersection with ClimaTubers and identify invitees for the ClimaTubers final conference.
- Some AB members were interviewed, and the interviews were posted in the project newsletters, as support/testimonials to our activities and to indirectly reach their networks. We also interviewed some of the AB members to get their feedback and suggestions about the policy recommendations process.

#### Advisory Board Granollers City Council

Granollers advisory board was involved in the following activities:

- Provide feedback and recommendations about the strategy that Granollers City Council will design for the dissemination of the videos.
- Help us in several aspects related to the dissemination of the videos, online and offline. Each AB profile would help in the frame of their expertise field, such as: Providing locations for some screenings: Cinema Edison (02/06/22) and the Public Library of Roca Umbert (02/06/23).
- Participating in the dissemination of the online videos and the related offline screenings, sharing content, and publishing their own messages through associated social networks and digital channels, such as @bibliotequesgr; @edisoncinema; @CRGranollers; @CRP\_Granollers. Also, publishing the events in their local agendas and web pages. e.g., [www.cinemaedison.cat](http://www.cinemaedison.cat)
- Complementing the analysis of main lessons learned from ClimaTubers Granollers' experience, with their diverse approaches and visions.
- Connecting the ClimaTubers project with local and regional stakeholders, such as the educational community in Vallès Oriental County (a wider supralocal area that comprises 38 other municipalities beyond Granollers municipality). E.g., the Pedagogical Resources Centre of Vallès Oriental (CRPVOI). Following this connection, some AB members and the Cultural Association from Granollers (AC) are helping us to work on the future replication of the project methodology, tools and results, connecting it to the secondary school teachers in the region, through official educational programs and the new participatory project named "Videos X Clima", which adapts and scales the ClimaTubers methodology

to some secondary school centers from Vallès Oriental. They are one of the targets aimed to become potential replicants of the Climatubers project and future users of the Online Modules.

- Participating in some screenings and debates, such as the three screening sessions organized in Can Jonch (Granollers) in November 2022 or the final event in Granollers (22<sup>nd</sup> November 2023).

### Advisory Board Center fo Social Innovation (ZSI)

The advisory board set up by ZSI was involved in the following:

- Provided contacts and support for networking with organisations and stakeholders interested in the Climatubers project, to:
  - o disseminated and screen the videos;
  - o debated and discussed about the PV method as implemented in Climatubers and gathered valuable feedback;
  - o and discussed its potential for social inclusion.
- Helped identify opportunities for project dissemination and communication.
- Provided feedback on materials and planned activities.

### Advisory Board Hespul

Though we had gathered a promising advisory board, we encountered strong difficulties in finding our groups of participants. This distance in communication led to the end of the advisory board as such.

However, the link was maintained personally with some of them. If they have not contributed directly to the screenings, they are involved in the dissemination of the methodology to their networks. For example, one of them works in Education Nationale, at the national center for pedagogical resources. We will probably get an opportunity to talk about the project there.

On the side, our partners on the fieldwork, Alliance Française and MJC La Duchère, have played in a way the role that could have played the Advisory Board. They have facilitated a screening in both their places, and communicated to their respective boards, members, and networks.

### Advisory Board TDM 2000 International

In Italy, the Advisory Board provided the following support:

- Contributed to the design and implementation of the Campaign Strategy and further public screening;
- Through the Advisory Boards' channels shared communications and updates on the sharing of the videos;
- In some occasions contributed and put at the disposal resources for the realization of the events e.g. moderation of the public debate, spaces free of use, sponsorships, etc.
- Provided high-quality mentoring and support to the participants in this phase;
- Supported in the establishment of synergies with stakeholders and external audiences.

## ANNEXES

ANNEX I: Online Campaign Strategy

ANNEX II: Public Screenings

ANNEX III: Mapping of stakeholders

ANNEX IV: Report of the public debate

## ANNEX I- Template “Online Campaign Strategy”

ONLINE CAMPAIGN STRATEGY	
<b>SUMMARY</b>	<i>Elaborate on your online strategy for sharing the videos and all information related to the presentations of the videos. How will you reach the external audience?</i>
<b>DIGITAL TOOLS</b>	<i>Describe the digital storytelling tools that will be used during the sharing strategy (e.g. infographics, Slideshows and presentations, memes, posts, and stories posted and created on platforms like Instagram and TikTok, short comics/graphic novels, etc.).</i>
<b>IMPACT</b>	<i>Analyzing the impact of the tools and actions used to keep track of successful strategies.</i>
<b>STAKEHOLDERS</b>	<i>Brief description of suggested stakeholders to whom you will reach out.</i>
<b>LEARNINGS</b>	<i>Note: each pilot should complete this part with the level of interest and reaching; skills improvement of the participants; difficulties in implementing the strategy; proposal of the campaign per pilot: duration, contents, structure, format, numbers of engagement, and other.</i>

## ANNEX II- Template “Public Screenings”

	Organisation (Insert name)
<p><b>Objectives of your pilot</b></p>	
<p><b>Public screenings/ events- at least 3</b></p> <p>(Describe the activities that will be held. What methodology will you use? e.g. what kind of events, in presence or digital, in collaboration with other institutions etc.)</p>	
<p><b>Target Audience</b></p> <p>(e.g decision-makers, influencers, students, educators, social workers, professionals and experts ...)</p>	
<p><b>Main tools &amp; channels</b></p> <p>(what instruments will be used and how will you reach them?)</p>	
<p><b>Potential involvement of the Climatubers’ group</b></p> <p>(if yes, at which extension and how will you involve the climatubers)</p>	
<p><b>Quantitative Indicators</b></p> <p>(e.g no. of events, no. of participants approximately etc..)</p>	

### ANNEX III- Template “Mapping of stakeholders”

Entity/Sector	Contact Person	Role	Preferred contact (email, phone etc.)	Comments

## ANNEX IV- Template “Report of public debate”

# Report

**Title of the event:**

**Name of organization:**

### Basic information

Event title:	
Type of event (conference, cineforum, panel discussion, online workshop etc.)	
Date/Time:	
Country:	
Venue:	
No. of participants/attendees:	

### Participants/Attendees

Briefly describe the profile of participants. Did you include any participants with fewer opportunities<sup>1</sup> or from excluded groups (socially excluded, digitally excluded, representatives of these groups etc.)?

- ...
- ....

### Screening Event

Briefly describe the event. When and where did it take place? How was the event organized? Describe the main activities and methodologies used.

- ...
- ....

### Public Debate

How did you organize the public debate?

- ....

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<sup>1</sup> [https://ec.europa.eu/assets/eac/youth/library/reports/inclusion-diversity-strategy\\_en.pdf](https://ec.europa.eu/assets/eac/youth/library/reports/inclusion-diversity-strategy_en.pdf)



- ....

Briefly summarize, the main suggestions/feedback of the participants about the above-mentioned aspects:

**In the field of Education, such as:**

- Application and replication of the methodology of participatory video or digital storytelling;
- Other...

- ...
- ...

**In the field of Social Inclusion, such as:**

- Use of digital tools for fostering social change and inclusion;
- Participatory video methodology & storytelling for promoting active citizenship;
- Potential of PV to include different profiles of vulnerable groups in social inclusion programs
- Other...

- ...
- ...

**In the topic of Climate Change**

- Climate Change awareness and education;
- Involvement of the social inclusion and vulnerability approach in climate action programs and policies;
- Other...

- ...
- ...