

D4.4. Video hub for showcasing regional demos 1

Video hub first update



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Executive summary

The **Video Hub for Showcasing Regional Demos** is designed to feature the MountResilience-branded series of videos that explore the regional demonstrators and replicators. These videos include interviews, aerial drone footage, and docu-style presentations, all crafted for easy and engaging learning.

As outlined in T4.2 Communication and outreach, a video hub showing the partners and describing the progress of the project will be included on the website for viewing and promoted on social media channels. The videos will include a concept intro in motion design format as well as interviews with related stakeholders from policy, research, and industry. Importantly, regional demonstrators and replicator regions will take the lead in implementing communication and outreach activities at the local level. This multi-format, multi-stakeholder approach required a centralised, user-friendly platform to effectively aggregate, manage, and disseminate diverse video content, ensuring broad accessibility and engagement.

The overarching objectives of the Video Hub for Showcasing Regional Demos are to:

- *Ensure clear and timely communication of the project to all relevant target groups;*
- *Produce engaging human stories that promote the adoption of climate adaptation solutions;*
- *Create and promote a common language on climate change adaptation in mountain areas;*
- *Support the transfer of MountResilience knowledge, technology and innovations.*

The first edition of the Video Hub for Showcasing Regional Demos highlights innovative climate adaptation solutions planned to be developed throughout the European Union by MountResilience. This initial hub features the first six videos, with over 20 planned in total by the end of the project, collectively showcasing its progress and impact across the regions.

The Video Hub will be updated periodically (M25, M40, and M50) to allow greater personalisation of the main stories and to respond promptly to developments in the regional demonstrators and regional replicators. This approach aims to foster increased engagement among local stakeholders.

This document provides a comprehensive set of visual elements that constitute the branding of the videos and illustrates MountResilience activities under Work Package (WP) 4. WP4 is dedicated to maximising the project's visibility and ensuring effective communication and dissemination of MountResilience results to targeted audiences. The Video Hub for Showcasing Regional Demos is interconnected with all other WPs, with REVOLVE leading the coordination of the video production. REVOLVE oversees the video production process, ensuring quality control, consistency of branding, and adherence to project communication standards. Coordination with regional demonstrators and replicators ensures that local communication activities effectively feed into the hub, enriching the content with diverse regional perspectives.