

# ADRIADAPT

## Realization of the promotional video

Deliverable 2.3.4  
Work Package 2  
Activity 2.3 Wide Outreach

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27<sup>th</sup> of July, 2021

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## 1.1 Introduction

The Adriadapt promotional video was planned and implemented with the aim of raising awareness about the needs for adaptation planning in the Adriatic area and about the support offered by the AdriAdapt knowledge platform for starting and implementing such activities. This double goal connected to the video lead to the decision of splitting the video in two parts, a first one dedicated to the aim of awareness raising, highlighting the increasing severeness of climate change impacts on Adriatic coastal towns, while the second part aims at highlighting important aspects of the adaptation planning process, using structure and contents of the Adriadapt Integrated Adaptation Support tool.

In this manner it was possible to convey a greater quantity of information while keeping the single videos relatively short (2:38 min the first part, 3:15 minutes the second part).

The videos were voiced in Italian and in Croatian, both versions are available also with English sub-titles.

## 1.2 Adriadapt scenario for the video

Estimated duration: first part 2-3 min, second part 3-4 min

### 1.2.1 First Part

[https://www.youtube.com/watch?v=7An85JICc3E&ab\\_channel=AdriadaptProject](https://www.youtube.com/watch?v=7An85JICc3E&ab_channel=AdriadaptProject)

Frame1:

*A small town with historical centre at the shore... with narrow waterfront... but with clear boundaries of the town and with pristine inland zone behind the town (place to show the arrow when describing solutions - managed retreat)*





*Day, an unspecified small Adriatic town. A mayor looking person (male) is strolling through the town, he seems satisfied and in a good mood.*

*Narrator:*

**This is Adrian, he is the mayor of this little town and, like any other good civil servant, he likes to be up to date with what's going on in the city. So, in the afternoons he takes a walk and checks up on his little town.**

### Frame 2



*The mayor keeps on walking in high spirits inspecting the city.*

*Narrator:*

**The town is well run, citizens enjoy a high quality of life and most things seem to be in order. Good job so far, Mr Mayor!**

### Frame 3

The mayor keeps on walking and stops in the town's harbour, when he notices the sea water level on the scale. (elements of the harbour are arbitrary, the scale showing the water level)

Narrator:

**Hm... this is strange... until a couple of years ago the sea came this close to the mark only during very high tides, but lately it reaches this level almost every day.**



**Frame 4**



The scene widens, we see a wider view of the harbour and a few boats sunk in the sea. A group of people is talking in a worried manner. We can hear the murmur.

Narrator:

**They are still going on about last week's storm?**

**Frame 5**

The mayor nods with a worried face.

Narrator:

**Well, it really was a big one, there was water**



**everywhere, the garage of the supermarket was heavily flooded. Even the river overflowed and the mud from the landslides blocked some streets.**

#### Frame 6.

*The mayor turns to the interior, opposite to the harbour, the scene shows a wider landscape with the overflowed river and the landslides. ... Major scratching his head thinking (in the cloud) -If only we insisted for this supermarket to be built away from shore ...*

*Narrator:*



**And they say that the storm damaged a fish farm upstream and released tons of trout to the sea. They had a huge financial damage! However, we've had big storms as far as we can remember, so nothing new - right?**

#### Frame 7

*The mayor shakes his head and murmurs something.*

*Narrator:*

**Oh, that's the second storm of this magnitude this year, and last year you had three?**

#### Frame 8:

*The mayor nods worryingly and keeps on walking looking around the city. We see now a small and closed grocery store.*

*Narrator:*



**You probably wonder where that nice lady from the grocery store is? Well, she is recovering from the heat stroke caused by that last heatwave. And 3 other persons asked for medical help. They say that it was even worse in the neighbouring urban area!**

**Frame 9:**

*The mayor keeps on walking, now the surroundings have changed, we are on the edge of the town's coastal line - looking at a cliff next to the path.*

**Frame 10:**

*The mayor and the audience see a little part of the coastline erode after a wave hits the cliff.*

*Narrator:*

**Looks like you can not repair that anymore. You will need to move the road if the cliff keeps on eroding. Pretty soon, obviously. Did you look into the spatial plans to see if it is possible to make the land conversion?**



**Frame 11:**

*The mayor shakes his head. He's staring into the abyss.*

*Narrator:*



Well, during the last years you kept on repairing the damages, but it is becoming increasingly expensive. Something more fundamental needs to be done: your city might benefit from some reshaping to protect people and their properties and enabling them to respond to the new challenges.

If you react in time, the risks can be downscaled or even prevented. Lucky for you, the Adriadapt project is helping communities like yours all over the Adriatic region. Would you like to know more?

*(Two buttons show up the YES and NO answers)*

*(If you click YES - the video continues;*

*if you click NO - the video ends with F24 the general visibility of the project and the link to the platform)*





## 1.2.2 Second Part

[https://www.youtube.com/watch?v=L0oqJroQqHA&ab\\_channel=AdriadaptProject](https://www.youtube.com/watch?v=L0oqJroQqHA&ab_channel=AdriadaptProject)

### Frame 12 (GENERAL INTRODUCTION TO THE PLATFORM)

*Mayor nods happily. The scenery dissolves and the project platform appears beside the Mayor with its general structure.*

Narrator:



Adriadapt aims at promoting local and regional resilience by developing the knowledge base required to identify suitable climate adaptation options, thereby enabling local authorities to respond to policy needs related to climate action in urban and coastal zones. In the scope of the project, experts have devised a few basic steps decision makers like you can take in order to implement climate adaptation. Shall we go through them?

### Frame 12:

*Front screen of the internet page (the six blue/green squares*

### Frame 13

*Mayor nods enthusiastically.*

### Frame 14:

*(FIVE SPHERES APPEAR, SIMILAR TO ONES IN THE PLATFORM ENVIRONMENT) The mayor is now floating in the air, only white background behind him, and spheres of different colour are floating around.*

**Frame 15**

*FIRST SPHERE floats closer and poofs up, releasing a set of infographic pictures.*

Narrator:



**Let's start with the basics... First we ESTABLISH THE GROUND FOR ADAPTATION and that's how we START! Sounds complicated, but it's actually quite simple. We have to identify the territory where the challenges originate from as well as the ground on which they appear. We need the key actors, high level support and stakeholder engagement. We should call your contacts in the regional government and gather the citizens to get involved. Ready to move on?**

**Frame 15**

*Zoom into the first square, resolve and some persons (politicians, scientists, students, professionals as shopkeepers, craftsmen, as well as clerks and "normal" citizens including children and teenagers appear plus some government buildings in the background*

**Frame 16:**

The mayor takes the phone and wants to make the call.

Narrator:

**Patience! Let's go through the process first!**



**Frame 17:**

*A new sphere approaches and poofs up, releasing a different set of infographic pictures.*



Narrator:

**In order to adapt to the current and future shocks and stresses of Climate Change, first you need to know... well, which are the expected impacts on your territory. So, you need a team of scientists and business people understanding the challenges we are facing. So, gather your team and let them study the hazards. Invite the citizens to hear what the experts found and to verify – You**

**need them on board for such a demanding task! It will be up to all of you to build a shared vision and develop strategic goals to be reached on the way.**

### Frame 17

*Flooding scene with somebody measuring water depth, hot day setting with a thermometer, scientists (shopkeeper with damaged goods...)*

### Frame 18

*The mayor wants to make the call again, but a new sphere approaches and poofs up, releasing a different set of infographic pictures and he's surprised.*

Narrator:

**Wait a bit more, please. Depending on the issues, our solutions may be from the societal, natural or engineering domain. Let your experts present their proposals to the citizens, who will make sure that you don't make a new problem while solving one and help to ensure that you are choosing the best measures.**



### Frame19

*Show one place/setting with a few alternative adaptation solutions (e.g. a coastal area with flooding, the same coastal area with dunes, with sea wall, with managed retreat - to show some*

*different adaptation options; or a concrete city with UHI vs one with green roof, park, watercourse, etc.)*

*The mayor starts to look around if there's someone close with whom he can share all the information.*

**Frame 20** *A new sphere approaches and poofs up, releasing a different set of infographic pictures.*

Narrator:

**Mr Major, it will be up to all of you to build a consensus on specific objectives for adaptation that correlates with the vision and the strategic goals. There are a lot of things to take into account, but, if the previous steps have been well handled there should not be much problems - it is finally time to design a custom made adaptation plan for your town.**



**Frame 21**

*The mayor gives a thumb up and wants to leave in a good mood - now that he knows it all!*

Narrator:

**Mr Mayor, we're not done just yet...**

**Frame 21**



*A group of stakeholders, all raising their hands to ask questions*

**Frame 22**

*A new sphere approaches and poofs up, releasing a different set of infographic pictures.*

Narrator:

**We will help you make it happen! You have to prepare for official adoption of your plan and for establishing the management and governance structure for its implementation. Then we can start the adaptation process! And remember, it is always good to seek feedback and agreements from stakeholders and the responsible actors!**



**Frame 23**



*The mayor is impatient enough, he can finally make the phone calls contacting partners... The town's scenery is gradually coming back. When he reaches a corner and moves around, we see this scenery with more and more detailed picture and more and more colours in it.*

Narrator:



Well, the Adriadapt project has a whole internet platform on this topic full of facts and details produced by experts that will give you a much better grasp so you can start your adaptation process. Want to try?!

Frame 24

The end + all the visibility requirements + the link to the AA platform.



**ADRIADAPT - una piattaforma di conoscenze sulla resilienza per le città dell'Adriatico**  
**ADRIADAPT - a Resilience information platform for Adriatic cities and towns**

Programma co-finanziato dall'Unione Europea attraverso il Fondo Europeo per lo Sviluppo Regionale  
 Programme co-financed by the European Union from the European Regional Development Fund.

Il Progetto è co-finanziato dall'Ufficio Governativo per la Cooperazione con le ONG.  
 Project is co-financed by the Government Office for Cooperation with NGOs.

www.italy-croatia.eu/adriadapt

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### 1.3 Conclusions

The videos have been presented during the final events of the project and are visible on the project's youtube channel in May 2021.

