MOVING
MOuntain VAlorisation through INterconnectedness and GREEN growth

D4.4: Digital Stories

Report on the short videos about mountain values chains

Authors: Diana Surová (CZU), Lukáš Zagata (CZU)

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D4.4: Digital Stories

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Authors	Diana Surová (CZU), Lukáš Zagata (CZU)
Work Package Leader	WP4 – James Hutton Institute
Project Coordinator	University of Cordoba

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Acronyms

VC	Value Chain
VC-A	Value Chain Assemblage
MRR	Mountain Reference Region
MRL	Mountain Reference Landscape
CZU	Czech University of Life Sciences Prague
PDO	Protected Designation of Origin

Executive summary

1. Introduction

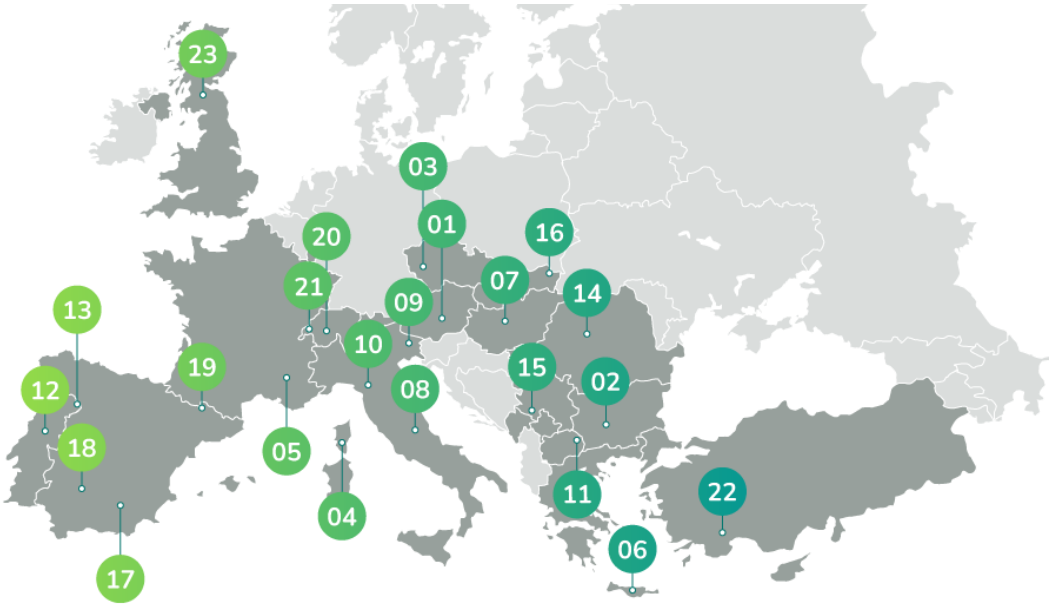
This deliverable reports on completing short videos within Task 4.4: Digital stories. The package of 23 short videos provides an overview of the results from Task 4.5 about the vulnerability of mountain value chains in European and neighbourhood countries (Figure 1).

The constructed videos are publicly available and are a part of the project's ambition to generate new, practical, and user-friendly outputs about mountain VCs for interested groups, including researchers, mountain stakeholders, policymakers, and any member of the general public. The video narrations were predominantly prepared in national or regional languages with English subtitles to allow an exchange of knowledge across different regions.

Each video, created by the regional partners, is an "original story" about the chosen assemblage of mountain VCs. It focuses on the most crucial vulnerability drivers and their adverse effects on VC-A. The proposed adaptations to the mentioned risks are also suggested from the stakeholders' perspective. Value chains in focus are diverse and create a mosaic of mountain products related to local resources.

All Digital Stories will be communicated and disseminated through the various MOVING channels, including social media, newsletter, and blog.

Figure 1. Reference regions in the MOVING project



Source : MOVING H2020

2. Methodology

The CZU team supplied the guidelines for Digital Stories in November 2022 as a part of the Guidelines for Task 4.5. The guidelines provided recommendations about the basic parameters for the videos to help achieve a similar structure for all short videos. The selection of suitable editing software or the use of professional help was up to each research team with regard to its skills and possibilities.

It was advised to narrate the video in the national language and use English subtitles (or both English and original language subtitles). The attractiveness of the videos was enriched by suitable background music. Project partners were free to use a combination of the authentic voices of stakeholders, research group members, and off-camera speakers.

Regarding the visual part of the video, the partners were allowed to combine the short videos, pictures, graphics, and text in PowerPoint. The short videos and images ideally captured the MRL and/or MRR area, VC elements, processes, stakeholders, research team, and visual records from interviews, workshops, or other activities and events related to the MOVING project.

The videos were structured in three parts: the introduction, the central part about vulnerability drivers and adaptive capacity preconditions, and the conclusion. The CZU team provided a short intro and outro to all partners so that all videos start and end the same. These parts included the project logo, funding, and link to social media.

The recommended content for the introduction comprised:

a) Short identification of the MOVING project and its goals.
b) Description of the MRL location within a research region.
c) Short information about the VC in focus and its function in the mountain region economy.
d) A smooth bridge to the next section about what will be presented in the video.

The central part of the video focused on two points:

- Overview of vulnerability drivers (i.e., threats) affecting the VC-A and explain the adverse effects.
- Identify the mechanism of adaptive capacity and explain how the mechanism can reduce the vulnerability of the VC-A on one side and contribute to increasing resilience on the other.

The end part could incorporate a basic take-home message, information about the project's next steps, reference to the research team, and other valuable resources.

3. The Digital Stories

In total, 23 digital stories (short videos) have been produced. These reflect diverse range of mountain value chains studied in Reference Regions across the MOVING project.

All Digital Stories developed by MOVING project partners have been published on the following links:

a) MOVING YouTube channel playlist,
link https://www.youtube.com/@moving2020/playlists

b) MOVING website in the Library section,
link https://www.moving-h2020.eu/digital-stories/

c) Reference Regions pages,
link https://www.moving-h2020.eu/reference-regions/

Table 1 provides an overview of all short videos created within Task 4.4 and their topics. Figure 2 shows a PrintScreen of digital stories on the MOVING Youtube channel, and Figure 3 shows a PrintScreen of digital stories on the MOVING webpage.

Table 1: List of short videos and their addressed topics

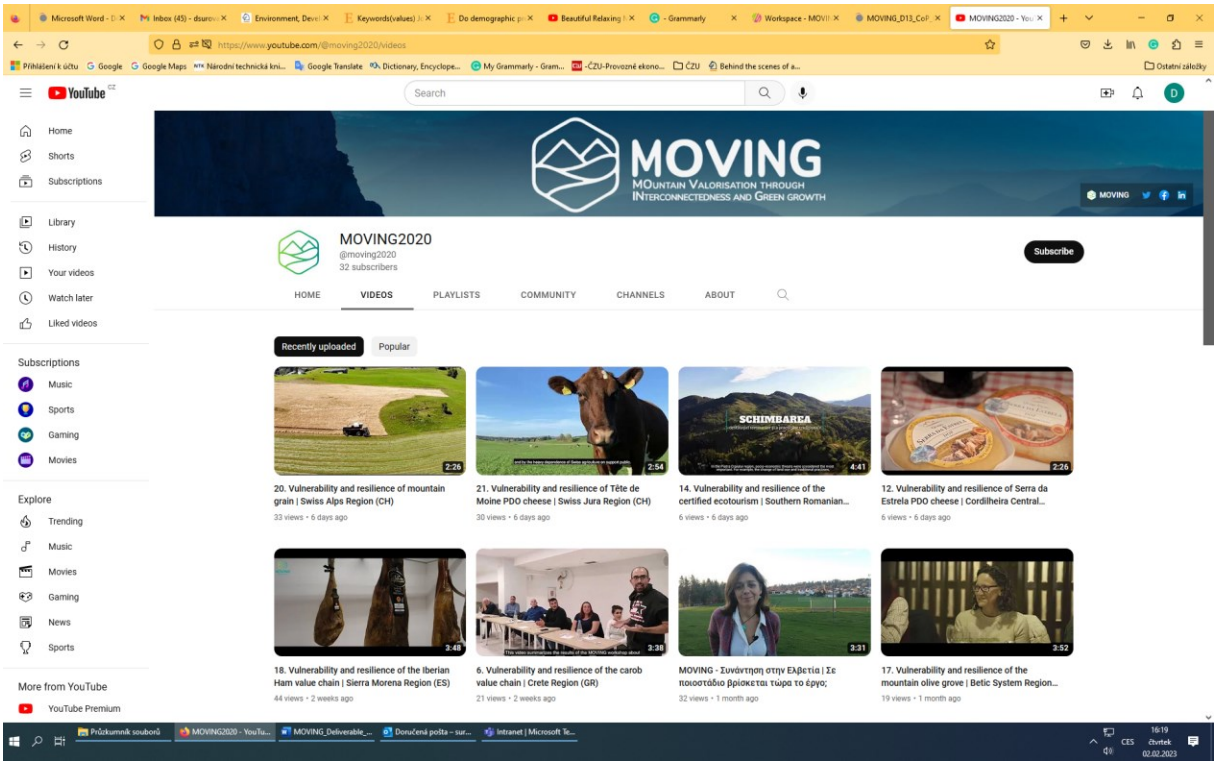
Video Number	Country	Reference Region	Value chain in focus	Main topics addressed in digital story
1	Austria	Austrian Alps	Lamb from the region of Weiz	extreme weather; changes in precipitation; market changes; inflation; incentives and subsidies changes
2	Bulgaria	Stara Planina	High Nature Value Farming	a variety of environmental, social, economic, political, and institutional threats
3	Czechia	Šumava	Beef production from cattle farms	drought, demographic changes, inflation, energy prices, and incentives and subsidies
4	France	Corsica	Chestnut flour.	drought, pests and diseases, land use changes, demographic change, technical innovation, and energy prices
5	France	Drôme Valley	Sheep meat	wolf as danger for sheep, drought, consumer demand changes, incentives and subsidies
6	Crete (Greece)	Central Rethymno region	Carob value chain	extreme weather events, demographic changes, energy prices, social and economic changes, legislation and lack of support from regional directorates
7	Hungary	Transdanubian Mountains	Agroecological knowledge	environmental, social, economic, political, and institutional threats
8	Italy	Central Apennines	Alto-Molise dairy	drought, demographic changes, life-style changes (post-productivism), change in knowledge production and

				use, energy prices, incentives and subsidies
9	Italy	Eastern Alps	Trento Doc wine	extreme weather, soil quality, invasive species, energy prices, and demographic changes
10	Italy	Northern Apennines	Chestnut flour	drought, demographic changes, change in traditional practices, incentives and subsidies
11	North Macedonia	Maleshevski mountains	Rural tourism	drought, demographic changes, inflation, energy prices, incentives and subsidies
12	Portugal	Cordilheira Central	Serra da Estrela PDO cheese	wildfire, demographic changes, incentives and subsidies changes, energy prices, and inflation
13	Portugal	Maçico Noroeste	Douro wine	depopulation, manpower availability, increasing temperature, water availability, extreme weather, soil quality, inflation and input costs
14	Romania	Southern Romanian Carpathians	Certified ecotourism	drought, land use changes, mass tourism and associated infrastructure, demographic changes, change in traditional practices, pandemic situation, legislation changes
15	Serbia	Dinaric Mountains	Sjenica lamb PDO	drought, market changes and insufficient promotion and marketing, lack of innovations and their application in production, subsidies regime changes, inconsistency of policies
16	Slovakia	Slovak Carpathian Mountains	Bio-honey	drought, extreme weather, biodiversity loss, land use changes, lifestyle changes,and legislation
17	Spain	Betic mountain	Organic Mountain Olive Oil	drought, extreme weather, soil quality, demographic changes, market, incentives and subsidies
18	Spain	Sierra Morena	Los Pedroches PDO	drought, demographic changes and change in knowledge production and use, energy prices, incentives, and subsidies changes
19	Spain	Spanish Pyrenees	Mountain wine	drought, air temperature, soil quality, demographic changes, incentives and subsidies
20	Switzerland	Swiss Alps	Mountain grain	extreme weather, use of natural resources, biodiversity change, land

				use change, technological innovation, incentives and subsidies changes
21	Switzerland	Swiss Jura	Tête de Moine PDO cheese	drought, extreme weather, market changes, incentives and subsidies
22	Turkey	Beydaglari	Greenhouse tomato	non-native invasive species, drought, use of natural resources, extreme weather, soil quality, inflation
23	UK - Scotland	Highlands and Islands	Speyside Malt Whisky	drought, demographic changes, inflation, and policy changes

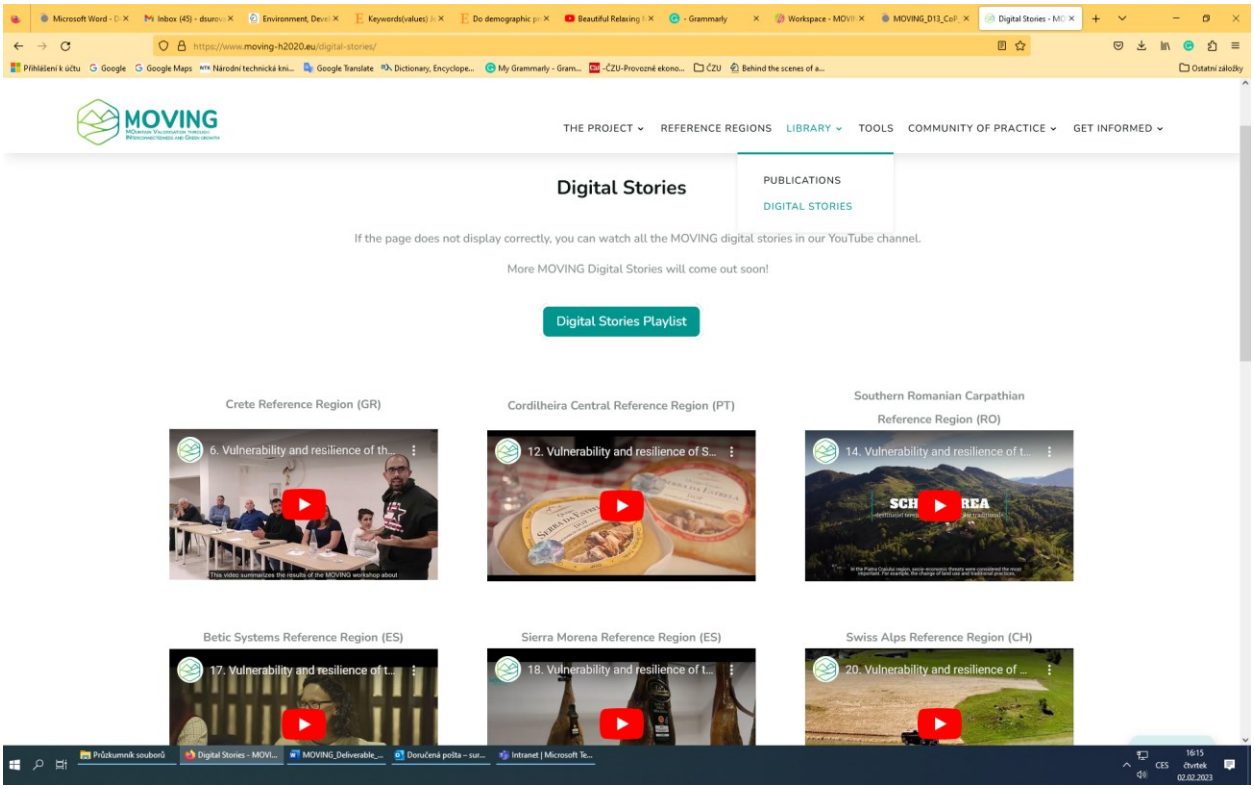
Reference : MOVING H2020

Figure 2. Digital stories on the MOVING Youtube channel



Source : MOVING H2020

Figure 3. Digital stories on the MOVING webpage



Source : MOVING H2020