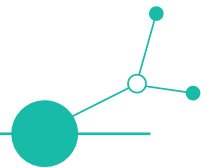


## D4.4.2 PROMOTIONAL AND DISSEMINATION VIDEO FOR GREENE 4.0



WP4 - GREENE 4.0 Policy Learning Center

A4.4 - Transnational seminars for capitalization of GREENE 4.0 innovation platform

12/12/2025





## Document Control Sheet

Work package Number	4
Work package Title	GREENE 4.0 Policy Learning Center
Activity Number	A4.4
Activity Title	Transnational seminars for capitalization of GREENE 4.0 innovation platform
Deliverable Number	D4.4.2
Deliverable Title	Promotional and Dissemination video for Greene 4.0
Dissemination level	Public
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Quality Assurance	Marko Močnik (PTP/LP)

## Versioning and Contribution History

Version	Date	Author/Editor /Reviewer	Contributors	Description/Comments
_D01	17.11.2025	Martin Holý (PP6 – ICUK)	Štěpánka Portz (PP6 – ICUK)	Main structure of document – first draft
_D02	24.11.2025		All partners	Peer review
_D03	25.11.2025	Maja Sušec (PTP/LP)		LP review
_D04	5.12.2026	Martin Holý (PP6 – ICUK)	Štěpánka Portz (PP6 – ICUK)	Second draft document
_D05	8.12.2025	Marko Močnik (PTP/LP)		Quality check
_F1.0	12.12.2025	Martin Holý (PP6 – ICUK)	Štěpánka Portz (PP6 – ICUK)	Final version
Due date of deliverable	31.12.2025			



## Summary

During the reporting period, the project team prepared and produced a two-minute promotional video presenting the ecosystem and support services available to SMEs. The objective of the video was to communicate, in a clear and engaging way, how companies with innovation and sustainability challenges can access tools, expertise and cooperation opportunities through the project framework.

The development process included concept creation, scripting, storyboard preparation and coordination of visual materials. The narrative was structured around a fictional SME “seeker” facing common challenges such as rising costs, digital transformation pressure and green transition requirements. Based on this storyline, the video demonstrates how the company assesses its needs using the User Analysis Matrix and gains access to relevant tools, training modules and expert networks.

The production phase involved preparation of graphic elements, platform visualisations, short animations and integration of footage from transnational co-creation workshops. The video also presents key project components, including innovation programmes, cooperation activities and piloting actions, illustrating how solutions are tested and validated in practice.

Special attention was given to clearly presenting project outputs and measurable impact, including the transnational partnership structure and ecosystem reach. The video concludes with a call to action directing viewers to the project platform, encouraging SMEs and stakeholders to engage with the ecosystem.

The final output serves as a communication and dissemination tool supporting awareness-raising, stakeholder engagement and long-term platform uptake.

VIDEO:

<https://youtu.be/9j2rEkL9U0A>