Ref. Ares(2026)9218951 - 30/09/2026

10 videos showcasing NBS innovations

30 September 2026

Deliverable 5.2 (version 1)

Funded by
the European Union

Project name	**Transformation for sustainable nutrient supply and management**
Project acronym	**trans4num**
Project ID	101081847
Project duration	December 2022 – November 2026
Project Coordinator	University of Hohenheim (UHOH)
Project website	https://trans4num.eu/
Work package	WP5
Work package leader	Highclere Consulting SRL
Deliverable number and title	D5.2 10 videos showcasing NBS innovations
Authors	Elena Ion, Mark Redman, Alina Alexa
Version	1
Dissemination level	Public

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1. Context

This report describes the process and activities associated with the design and production of the ten (10) trans4num videos showcasing the tested NBS innovations. This was undertaken as part of Task 5.3: 'Design and produce general communication material and practice-oriented dissemination material for different audiences'.

Task 5.3 was led by HCC and they also coordinated the creative video-making process from pre-production until the videos were finalised. Plan4All managed the budget and contractual arrangements for the production of the videos.

In June 2024, the WP5 team introduced the concept of videos to the consortium partners and launched a questionnaire to determine the format of the videos. Around 60% of the partners opted to have a combination of animation and filmed footage. Following this, HCC and Plan4All met to discuss the budget, the administrative process involved and the best option to search for a video-making team, either in Romania or the Czech Republic.

During the first (RP1) project review meeting (October 9th, 2024), the external evaluators recommended to move the video deliverable (D5.2) from M29 closer to the end of the project. Following a project amendment, the deliverable was moved to M45.

HCC subsequently finalised an internal 'video brief' and presented it for feedback to the project Steering Committee on March 27th, 2025. Based on the video brief and feedback, HCC and Plan4all searched for an appropriate team of video-makers according to the 'best value for money' principle.

2. The vision

trans4num project was funded under a **HORIZON-CL6-2022-ZEROPOLLUTION-01** (Clean environment and zero pollution) topic, with the objective of testing and demonstrating nature-based solutions (NBS) for nutrient management that contribute to the transition towards regenerative agriculture. Considering the complexity of the nature-based solutions being tested during the project lifetime, the WP5 team decided (following a consortium-wide survey and consultation process) to structure the video material into two different, but complementary, formats: **five animations** and **five video stories**.

The animations were conceived as accessible, visually engaging tools **intended for a broad, non-technical audience**. The graphical images and narrative script were developed specifically to communicate the innovative approaches and solutions being tested across the different NBS pilot sites in an **appealing, simplified, and easy-to-understand manner**.

In parallel, the video stories were **designed for a technical audience**, reaching out to farmers and policymakers with more direct, practical messages. They aimed to complement the animations by providing **concrete on-field examples, stakeholder perspectives, and practical testimonies**. This included illustrating how the implemented NBS function in real operational contexts and what impact they generate in practice.

3. Administrative aspects

Initially, a budget of EUR 50,000 was allocated for video design and production. This was allocated for management by Plan4All, with HCC acting as task coordinator and leading the development of the creative content.

Following bilateral discussions between HCC and Plan4All aimed at clarifying and streamlining the related administrative procedures, it became evident that the scope of work exceeded the initially allocated resources. Consequently, a request for a budget adjustment was submitted to the project coordinators and approved, resulting in an increased total budget allocation of EUR 60,000 for this task.

Subsequently, the procurement process for contracting the required services commenced at the beginning of 2026, following a dedicated period to clarify the applicable legal requirements under Czech legislation and to collect the necessary creative and production-related information from the NBS sites.

Following the distribution of an official Expression of Interest addressed to several companies in Romania, four offers were received. After evaluation, the proposal submitted by the production company, Media Factory Unit SRL, was selected based on the best value-for-money principle, considering both the alignment of the proposed activities with the available budget and the company's extensive and highly relevant professional experience.

The contract was signed on 20 February 2026 between Media Factory, acting as the service provider, Plan4All, acting as the beneficiary, and HCC, acting as content coordinator. The agreement established a clear separation of roles and responsibilities among the parties, including a defined approval and validation procedure for deliverables and related payments.

4. Creative aspects

4.1 Pre-production

HCC and Media Factory held several coordination meetings to discuss and align the narrative structure and thematic coherence between the five animations and the five video stories to be produced.

Following these discussions, four storyboards containing detailed creative guidance and technical indications for the development of the animations were prepared and transmitted to Media Factory. The storyboards were developed based on project reports, implemented activities, and contributions and insights provided by project partners.

Subsequently, the storyboards were further refined and enhanced by Media Factory and formally approved by HCC. This approval phase marked the transition towards the production stage, including the development of the voice-over scripts and the creation of the animatics, such as landscapes, characters, visual frames, and other graphical elements.

4.2 Production

Following the approval of the voice-over scripts and the overall animatics, Media Factory initiated the production of the first two animations, dedicated to the sites in Hungary and the Netherlands. Throughout the production process, HCC provided a series of technical and

editorial feedback points to ensure alignment with the project objectives, communication standards, and partner expectations.

After the first round of revisions was completed, the animations were shared with the respective project partners for final review and validation. All received comments and recommendations were incorporated within the agreed timeframe, resulting in the successful completion of the first contractual milestone and the subsequent release of the second payment tranche.

The same workflow and quality assurance process were subsequently applied to the remaining two NBS site animations, as well as for the general project animation.

4.3 Interviews

In parallel with the animation production process, HCC developed a basic interview guide for Media Factory to be used during the filming activities at the NBS site locations. The guide aimed to ensure consistency in the structure, messaging, and thematic focus of the interviews conducted across the different pilot sites.

Project partners were subsequently requested to nominate a local contact person responsible for supporting and coordinating the filming activities in each participating country. Following the establishment of the initial communication channels, Media Factory assumed direct coordination with the designated representatives to facilitate a more efficient exchange of operational information, including travel arrangements, filming schedules, logistical aspects, and on-site coordination requirements.

4.4 Final video material

Table 1 and

Table 2 below showcase the final video material, together with an overview of the main topic and the link to the video product.

Table 1 Overview of all 5 animations, with titles and links

Type	Title	Main topic	Country	Link
Animation	Working with nature: NBS for the future of farming	A general animation introducing the story of trans4num NBS innovations in the four countries.	EU	https://youtu.be/u1EmbUC_oyk
Animation	Building Resilient Soils: Nature-Based Farming in Szigetköz	Nature-Based Solutions for improving soil health, water retention, and farm resilience through crop diversification, reduced tillage, and organic nutrient management.	HU	https://youtu.be/qHZrF1eJeSc
Animation	Feeding Crops with Nature in the Netherlands	Testing plant-based fertilisation and crop rotations to improve soil health, nutrient cycling, and reduce dependence on mineral fertilisers.	NL	https://youtu.be/LY8P23EQsVI
Animation	Closing Nutrient Loops in the UK	Recycling nutrients and improving soil function through phosphorus recovery, crop diversification, and reduced tillage.	UK	https://youtu.be/Mr4jE1tsV9o
Animation	From grass to value in Denmark	Using perennial biomass crops and green biorefineries to reduce nitrogen losses, recycle nutrients, and create new value chains for farming.	DK	https://youtu.be/xOPhdKp-tMc
Playlist	NBS across Europe – trans4num animation series	Playlist showcasing all 5 animations		Animation playlist

Table 2 Overview of the 5 videos

Type	Title	Main topic	Country	Link
Story	How can soil become a long-term asset?	The video presents long-term and large-scale experiments testing nature-based farming practices, including reduced tillage, crop diversification, organic amendments and alternative fertilisers, to improve soil health and agricultural sustainability.	UK	https://youtu.be/e2j6pWwR7v4
Story	Can crop nutrition be circular, effective, and fully plant-based?	The video explores how nature-based and circular farming practices can improve nutrient efficiency and reduce reliance on synthetic fertilisers and pesticides across different Dutch farming systems.	NL	https://youtu.be/RkuFiLtxEyM
Story	How can farming reduce nitrogen losses to water without reducing production and income?	The video explores how landscape management, perennial grass production and green biorefining can reduce nutrient losses while creating circular, bio-based value chains for agriculture.	DK	https://youtu.be/1trX4_612oE
Story	How can soil health and resilience be improved with low-input, practical farming solutions?	The video presents how nature-based solutions and innovative technologies are being tested to improve soil health and agricultural resilience, while highlighting collaboration between researchers, land managers and local communities.	HU	https://youtu.be/6HW7Sd8B5TE
Story	How can nature-based solutions help shape the future of sustainable agriculture?	The video presents how Nature-Based Solutions and innovative technologies are being tested across Europe to improve nutrient management, reduce pollution and support productive agriculture, while highlighting collaboration between researchers, farmers and policymakers.	EU	https://youtu.be/kt7aftH4i0s
Playlist	NBS across Europe - trans4num video stories	Playlist showcasing all 5 video stories		Video stories playlist

5. Communication and Dissemination of the video material

All video materials produced within the framework of this deliverable have been uploaded to the trans4num project's YouTube channel and organised within a dedicated playlist.

The videos are also accessible through the project website, where they are featured on the homepage, the individual NBS site pages, and within the library section, thereby ensuring broad visibility and easy access for different stakeholder groups.

In parallel, a dedicated communication campaign was launched on LinkedIn for the animations, aimed at promoting the project vision and the individual stories presented in the videos, while encouraging audiences to engage with the complete collection of all ten audiovisual materials. The same process will follow for the video stories.

Furthermore, the links to the entire video material will be uploaded to the EU-FarmBook and Oppla platforms. In addition, a consolidated document containing all relevant video links will be prepared and uploaded to Zenodo for long-term accessibility and archiving purposes.

At the same time, Work Package 5 (WP5) will make extensive use of the project's established networks and stakeholder communities to further disseminate the videos and maximise outreach activities across relevant target audiences.

Finally, all videos will be integrated into the final edition of the project newsletter, while additional dissemination at national level will be supported through the active involvement of project partners and their respective communication channels.

Table 3 KPIs for the first month after publishing the 5 animations (8 June - 8 July 2026)

Video material	YouTube views	LinkedIn (impressions and views)
General	111	3479
Denmark	172	1612
Hungary	41	712
Netherlands	41	622
United Kingdom	37	1915