the LENSES project

LEarning and action alliances for **N**exu**S** **E**nvironment**S**
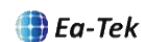in an uncertain future

LENSES

WP9

D9.6 LENSES Stories. First Version

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LENSES Stories (Podcasts, interviews & short videos)

Executive summary

The LENSES project aims to create narratives of success in Mediterranean systems by applying innovative methodologies and a holistic approach to the Water, Ecosystems, Food (WEF) Nexus. Sustainable management of the Nexus is based on the idea that if the connections between sectors are not considered, resource pressures increase and potential conflicts are induced. Different institutions behave as separate silos, neglecting the strong links between Nexus domains.

LENSES aims to develop ways to help the Mediterranean area to become more sustainable by integrating the different sectors of the WEF Nexus. The project aims to achieve these objectives in several ways, and success stories will be built based on the expected achievements.

The success stories will come from the seven LENSES pilot areas:

- Doñana (Spain)
- Gediz (Turkey)
- Hula Valley (Israel)
- Pinios (Greece)
- Koiliaris (Greece)
- Tarquinia (Italy)
- Dair Alla (Jordan)

The LENSES tools have opened the possibility of cooperating and developing joint methodologies with the participation of people from different sectors. This approach will undoubtedly be a key of the project to build success stories, as people from the region will be directly involved in the solutions. The creation of pilot stories aims to show the benefits through examples from the different pilot areas.

This first document defines the objectives and concept of the Pilot Stories in LENSES and gives an overview of the available material (factsheets and videos). The factsheets, that are available in the project website for both consultation and download, are intended to be informative tools: they provide essential information about each pilot area and the LENSES activities carried out within them. The videos, which are currently under development, are intended to be **educational and motivational**. Both of the above-mentioned communication tools are aimed primarily at stakeholders in the water, ecosystems and food sector, as well as society at large.

LENSES Stories will be employed as a powerful communication tool that can be engaging and more persuasive than data alone. LENSES Stories aims to raise awareness on the project and on the Nexus related issues, support knowledge management through the Learning Alliances and Action (LAA) and enhance the dissemination of the LENSES approach and results achieved through case study success stories, with the aim to inspire their replication. The videos' stories are being created in various forms: interviews, adaptive storytelling in size, podcasts and short videos and will be captured in three documents, this being the first version.

1. Introduction

Background and context

LENSES aims to develop and demonstrate effective ways to help Mediterranean areas become more sustainable. The project wants to achieve these goals in several ways. Based on these LENSES achievements, LENSES success stories will be built.
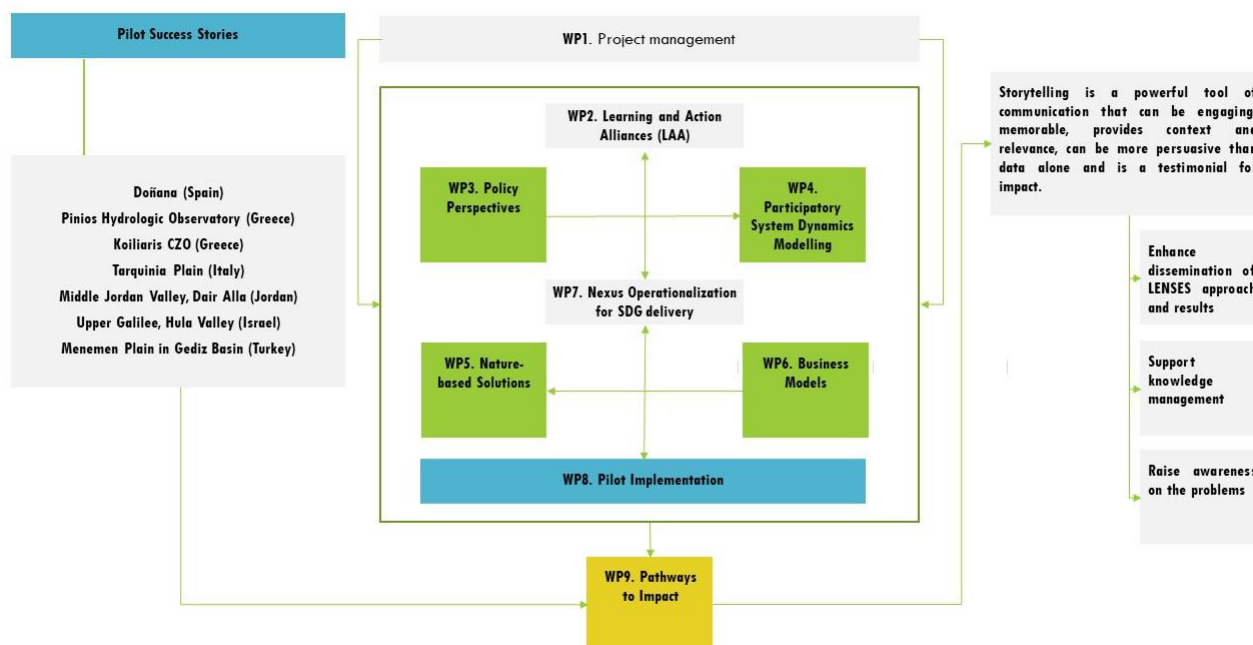

Figure 1. Schematic overview of LENSES Success Story and relationships between work packages.

LENSES Stories aims to illustrate the change and benefits through examples from the different pilot areas. The main videos on the pilot areas are educational, to show and demonstrate what is possible to do and achieve, and motivational, to invite others to follow the examples and gain similar benefits. They are aimed primarily at food, water, environment stakeholders and society in general.

2. The concept of Pilot Stories

There are different technological solutions to face climate change, one of the most critical challenges in the history of humankind. However, our environmental problem is not solved simply by implementing technology, it is also a social issue.

History is a powerful channel for change because it touches the deepest levels of society. Real change occurs if we change the paradigm of how we function (Korten, 2015). It is also an excellent dissemination tool, but it is introduced here to facilitate the change. We want to create Pilot Stories that illustrate the context of the Nexus in the seven pilot areas and the development of the current paradigm of treating the sectors separately. Although the science "should" be self-evident, it is not. Therefore, achieving change depends on creating a narrative that resonates with ordinary people. There is a need for stories that inspire us to live in harmony with nature.

Formats

We are working on two formats: (i) pilot factsheets for informational purposes and (ii) videos for educational and motivational purposes.

Pilot Factsheets template

Table 1. LENSES Pilot areas. Factsheet template.

Section 1. LENSES Project Pilot Area	Name of the pilot area: Title: Creative Title. This session answers the following three questions: • Why did LENSES choose this pilot area? • What makes it unique, and what do we intend to contribute? • What is LENSES' vision for this area?
Section 2. General Characterization	The regional teams extracted this information from the "Baseline Description D8.1". They delivered the information in bullet points and in a straightforward way.
Section 3. LENSES Goal	During the "first pilot case meetings", the regional teams presented the challenges related to NEXUS. Information was extracted from these presentations, as the objectives are to overcome these challenges.
Section 4. How will LENSES work? /How will Nexus be analysed?	In this session, the regional teams provided answers to the following questions: • How will LENSES work / How will Nexus be analysed? • What kind of "pilot" is it, i.e., what hypothesis/methodology/solution are we testing here precisely? • What do we intend to demonstrate/discover, and how? Focus on the mode of action, economic analysis, active participation, scientific analysis, etc.

Section 5. **Future perspectives / "Call to action"**	In this section, the regional teams provided answers to the following questions: • What do you hope to achieve with the project? • How do you envision the future in your pilot case? This chapter was also a "call to action" for the institutions to see "their role in the development of the pilots". By reading the factsheet, stakeholders understand what is needed, and the opportunity offered to them.
Section 6. **Country pilots' regional team**	In this section, the leading teams provided information about their institutions along with their logos. Information that they consider strictly relevant.

Pilot Videos Storyline template

Two different types of videos are being elaborated:

• Seven pilot case videos in each country's local language, with subtitles in English. This way, the message will reach the target audience more closely.

• Video of the LENSES project tools and methodologies together with a few words from the project coordinator Stefano Fabiani.

Introduction	Name, Country, and Organization should be display in the video, and questions as well. **Voice off:** interviewer. **Pilots – Series of Videos (1) (Language: Local):** Name, organization, country and state, role in the LENSES project. • Pinios Hydrologic Observatory (Greece) – Vassilios Pisinaras, SWRI. • Doñana (Spain) – Manuel Bea, ICA. • Upper Galilee, Hula Valley (Israel) – Uri Marchaim, MIGAL. • Koiliaris CZO, Chania (Greece) – Nikolaos Nikolaidis, TUC. • Menemen Plain in Gediz Basin (Turkey) – Zübeyde Albayram, UTAEM. • Tarquinia Plain (Italy) – Stefano Fabiani, CREA. • Middle Jordan Valley, Dair Alla (Jordan) – Sami Awabdeh, NARC. **Work Packages (WP´s) – Tools & Methodologies Video (2) (Language: English):** Name, organization, country and state their role in the lenses project. • WP1. Management – Stefano Fabiani (CREA). LENSES coordinator and CREA team leader. • WP2. Learning and Actions Alliances – Manuel Bea (Ecoadapta). Team Leader. • WP3 & 4. Policy Perspectives & PSDMs – Raffaele Giordano (IRSA). Team Leader. • WP5. Nature-based Solutions – Nikolaos Nikolaidis (TUC). Team Leader. • WP6. Business Models – Juan Diego Restrepo & Linda Barci (Etifor). Team Leaders. • WP7. Nexus Operationalization for SDG delivery – Christina Papadaskalopoulou (DRAXIS). Team Leader. • WP8. Pilot Implementation – Anna Osann (AgriSat Iberia SL). Scientific Coordinator at Lenses. • WP9.Pathways to Impact – Tiziana Pirelli (CREA). LENSES Project manager.
Main characteristics and challenges.	**Overview -** Voice off: interviewer. Teams mentioning their relevance and main characteristics of their Pilot/Work Package. **Video 1.** Overview of your pilot area **Video 2**. Main LENSES project methodologies and tools overview • **Visual for Pilots and WPs**: Here we will zoom in on a specific country and show the local problems more in-depth. At the same time, the pilot leader explains the situation. For WPs, we will show some examples of their methodologies.
Methodology, tools, approach, and goals	Voice off: interviewer.

	Video 1. What is the major challenge in your pilot area? **Video 2**. How do you expect to achieve your goals?
Story of success	Voice off: interviewer. **Video 1.** What do you want to achieve in the LENSES project? **Video 2**. How would you describe success in your task?

Figure 2. Pictures of the interviewing process.

LENSES Stories

3. Available and coming material

Table 3. Overview of available material and access.

Material	Access
7 pilot area factsheets	Available for download in the LENSES website (https://www.lenses-prima.eu/pilot-areas/) at the webpage dedicated to each LENSES Pilot area, in the session "Pilot related documents"
Pilot area videos Work Packages Videos	Videos will be available on the project´s YouTube channel (Lenses Prima - YouTube) and on the project website. Partners of the project will share the links in their respective social networks.

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4. Summary and conclusions

LENSES is creating a set of Pilot Stories to illustrate the change and benefits produced following the introduction of LENSES tools and methodologies in Nexus operations, through examples and case studies that seek to make the complex simple and replicable. The Pilot Stories are currently being captured in two different formats: factsheets and videos. The first are intended to be informative tool: they provide essential information about each pilot area and the LENSES activities carried out within them. On the other hand, the primary set of videos on the pilot areas are educative and motivational tools: they showcase and demonstrate what is possible to achieve by translating the Nexus in concrete actions, therefore inviting others to follow the successful examples in a view to obtain similar benefits. These stories are aimed primarily to raise awareness of Nexus stakeholders and, in turn, of a wide public.

5. **Bibliography**

Korten, D. C. (2015). *Change the Story, Change the Future: A living Economy for Living Earth.* Berrett-Koehler Publishers.