



D7.7. Informational video: Sustainable Green Business - In the context of climate change

Deliverable Information Sheet

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Deliverable Title	Informational video: Sustainable green business
Deliverable Type	DEC
Deliverable Dissemination Level	PU
Work Package	7
Lead Partner	VIA UC
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1. Informational video: Sustainable Green Business - In the context of climate change

1.1. Specifications

Title: Sustainable Green Business - In the context of climate change

Target group: The general public

Duration: 2:17

Style: Animation

Link to film: <https://youtu.be/LxAb9kM7nxE>

(NB this is a temporary link which will be altered at an agreed time within the R4C group of partners for official launch of the informational video)

1.2. Brief Synopsis

Climate change impacts rural regions in complex and interconnected ways, influencing not only the environment but also local economies, social structures, and demographic trends. How regions respond to these challenges depends on their ability to combine climate adaptation with sustainable economic development and social innovation.

This informational video presents how the Regions4Climate pilot in Castilla y León addresses these challenges through sustainable green business models. The video shows how circular agri-food production, local entrepreneurship, cooperative structures, and innovative training programmes can strengthen climate resilience, revitalise rural areas, and support a socially just transition. By focusing on collaboration, education, and locally anchored solutions, the video demonstrates how green and social businesses can contribute to resilient food systems and create replicable models for other regions facing similar climate and demographic pressures.

1.3. Film Credits

Credits:

Directed by Mette Ilene Holmriis

Produced by Sia Søndergaard/Sci-Vi productions

Co-production: Thomas Bøgevald Bjørnsten and Albina Mrázová /VIA University College

Narrated by Jodi Ghani Nordby

Music and sound Thomas Richard Guldsten Christensen/Audiogangsters

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Initiated by Research Centre for Film, Animation, and Digital Processes, VIA University College as part of Regions4Climate.