

Collectively producing a video about climate change improves skills and starts reflection, but only slightly increases CC awareness, knowledge, or PEB among socially excluded groups.



01 Introducing the Participatory Video Method

- Use digital storytelling to help marginalised communities in expressing important or adverse issues in their own narrative.
- Addressing climate change issues to increase awareness, knowledge and social inclusion.
- Collectively producing a video to share climate story in a series of workshops.

02 Implementing PV in the Climatubers project

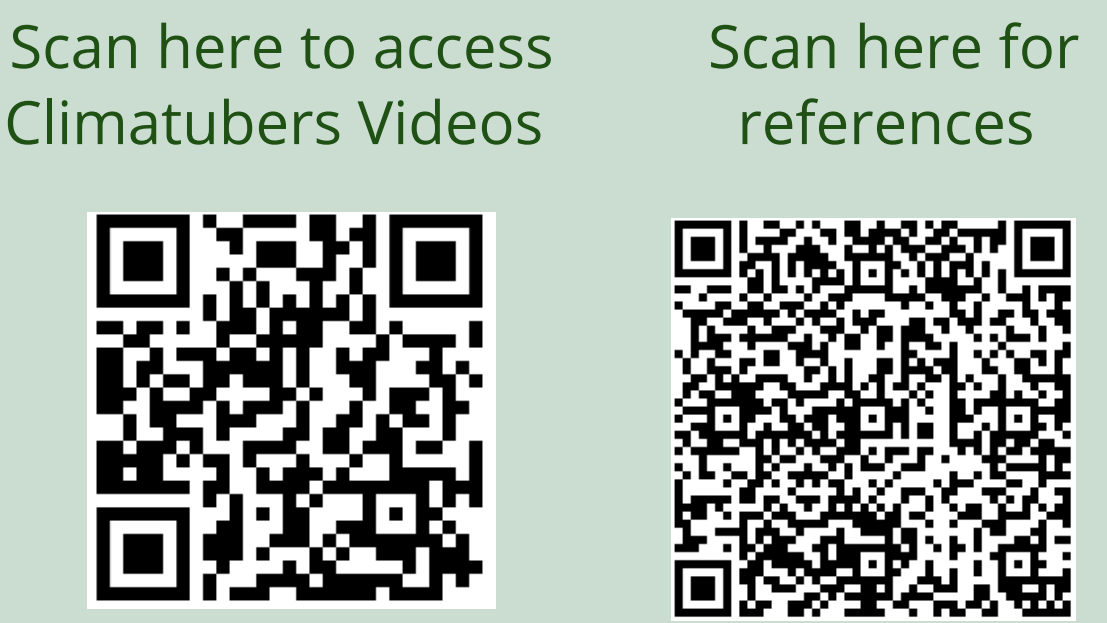
Implemented in 5 pilot countries: Austria, Italy, Spain, France, Estonia
 Engaged participant groups:

- Disadvantaged youth
- Adults from vulnerable neighbour hoods
- Elderly
- University students with low socio-economic backgrounds

03 Evaluation Methods

- **Quantitative questionnaire** for workshop participants (**self-assessment**)
- **Mixed methods questionnaire** for workshop facilitators (**facilitator assessment of participants**)
- **In-depth qualitative interviews** with workshop facilitators

The Participatory Video Method for Making Silent Climate Voices Heard. Insights From Implementation and Evaluation.
 Katharina Koller, Centre for Social Innovation (Vienna)



Little CC awareness and knowledge among target groups
 Little awareness of CC, local CC effects, or of the concepts of CC vulnerability and inequality.

PV mainly resulted in more CC discussions
 Participants talk more with family and friends about CC, but awareness and behaviour change is small.

PV can increase citizen participation
 After made aware of CC, many workshop participants wanted to take action, change, and getting policy makers involved.

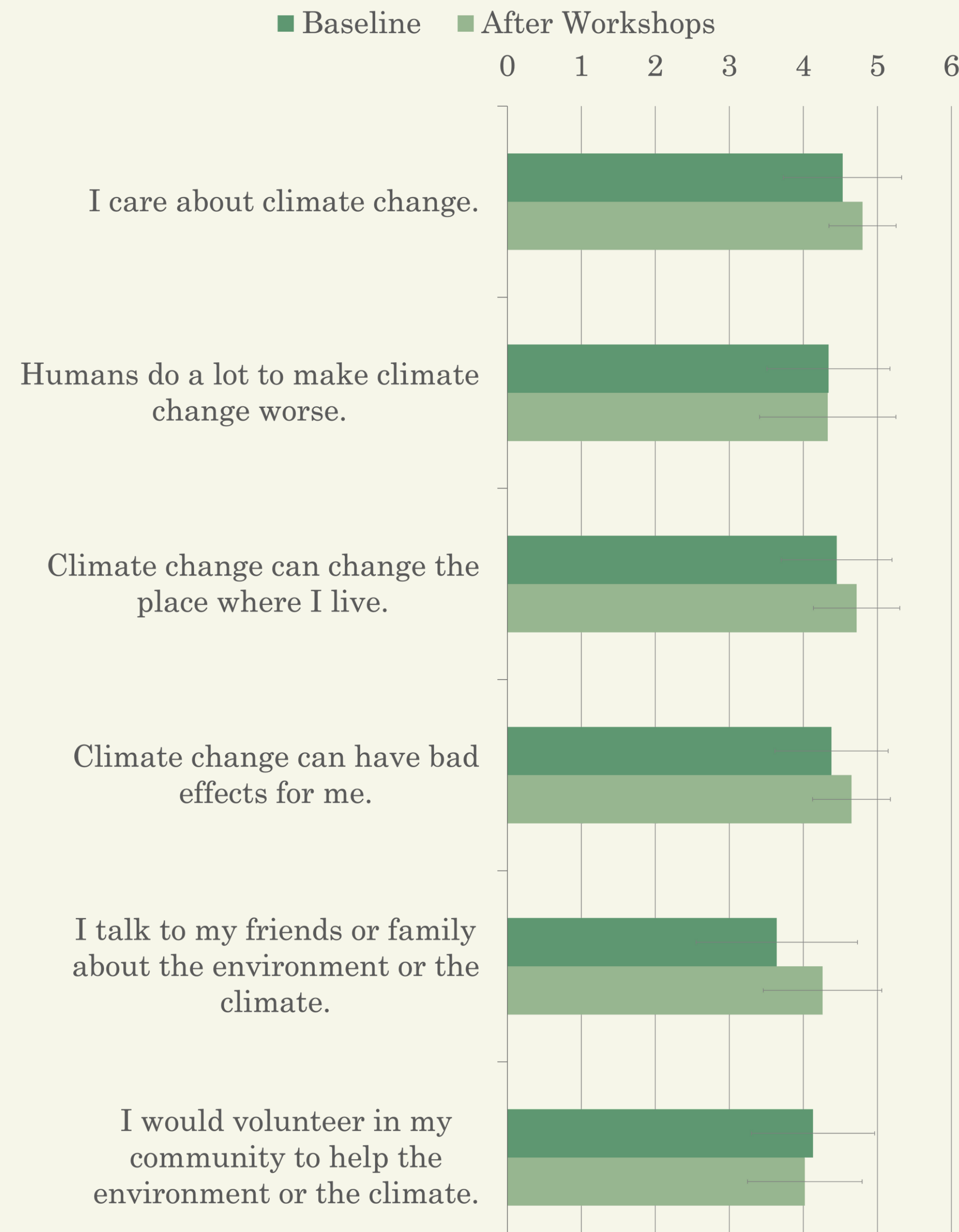
04 First Evaluation Results - Triangulation

Concept of CC is distant
 Participants conflate climate change with environment (pollution, plants and trees). High spatial and psych. distance regarding CC.

PV workshops mostly improved skills
 Digital and creative skills improved after the workshops, particularly for adults and elderly.

PV can be starting point for reflection
 Method most useful for providing a forum to explore climate and environmental issues. Many participants reflected on this for the first time in the workshops.

Mean of all participants (T1 vs. T2)



Mean difference across target groups (T1 - T2)

