



Video / film presentations

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CASCADE

Catastrophic shifts in drylands:
How can we prevent
ecosystem degradation?



CASCADE

Catastrophic shifts in drylands

Deliverable 9.3

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July 2017

Erik van den Elsen, Jane Brandt, Nichola Geeson, Gianni Quaranta, Rosanna Salvia.

Project: CASCADE CAstrophic Shifts in drylands: how CAn we prevent ecosystem DEgradation?

Coordinator: Prof. Dr. Coen J Ritsema.

Project leader: Erik van den Elsen

ALTERRA, the Netherlands

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1. Executive Summary

Short videos are increasingly being used on websites and social media to attract and engage audiences. They can also be useful tools for researchers as they seek to explain the issues they are working on and to present key results. CASCADE made 15 videos and a short film. The film was professionally directed and produced and gives an overview of the objectives and results of the project. The short videos were directed and produced by members of the consortium to introduce CASCADE’s main research questions, modelling work and manipulative experiments. An animation describes one example of how a catastrophic shift might occur using a physical analogy. In recorded interviews two policy makers describe the importance of CASCADEs results and how they might be used. The film and videos form an important part of the dissemination strategy for the project, have been shown at meetings and stakeholder workshops, and are available on the CASCADE and CASCADiS websites.

2. Introduction

Short videos are very powerful tools that are increasingly being used to tell stories and engage internet audiences on websites and social media. It is currently forecast that video traffic will be 82 percent of all consumer internet traffic by 2021 (Cisco 2017). In order to take advantage of the many platforms (including websites and social media) that can be used for dissemination, researchers need to find ways of using video to attract audience attention, explain the issues, show how research is addressing them and to present key results.

CASCADE Task 9.3 focussed on developing a number of different video and film products to explain the scientific issues underlying shifts in dryland ecosystems and the management of land degradation.

3. Film and videos

During the course of the CASCADE project, 16 videos, of four types have been made. The details are all listed below with links to the video and the number of plays recorded to date (August 2017). All video’s can be found on the [Vimeo-channel for the CASCADE](#) project.




3.1 Professionally produced short film.

	<p>CASCADE Project - overview</p> <p>A first version of this film was made early on during the project to explain the urgency of the problems studied in CASCADE. This version was later updated with project results when these became available.</p> <p>Running time 17.36 minutes</p>
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	<p>Produced and directed by ScienceView Media</p> <p>English subtitles (433 plays) https://vimeo.com/channels/drylandshifts/87468569</p> <p>Greek subtitles (30 plays) https://vimeo.com/channels/drylandshifts/89414428</p> <p>Italian subtitles (14 plays) https://vimeo.com/channels/drylandshifts/89414668</p> <p>Portuguese subtitles (30 plays) https://vimeo.com/channels/drylandshifts/95326796</p> <p>Spanish subtitles (22 plays) https://vimeo.com/channels/drylandshifts/98020354</p>
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3.2 Shorter video clips

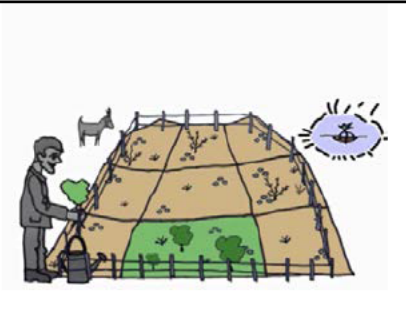
A series of short video clips introducing CASCADE’s main research questions, modelling work and manipulative experiments. The clips were all produced and directed by members of the project consortium.

	<p>Understanding and managing shifts in dryland ecosystems</p> <p>Violette Geissen Running time 8:38 minutes (95 plays) https://vimeo.com/channels/drylandshifts/89658406</p>
	<p>Why are drylands important ?</p> <p>Jan Jacob Keizer Running time 5:20 minutes (161 plays) https://vimeo.com/channels/drylandshifts/64128679</p>
	<p>What are sudden ecosystem shifts ?</p> <p>Ramón Vallejo Running time 4:11 minutes (90 plays) https://vimeo.com/channels/drylandshifts/63334446</p>

	<p>What processes happen in ecosystems during a sudden shift ?</p> <p>Susana Bautista Running time 2:59 (100 plays) https://vimeo.com/channels/drylandshifts/64001599</p>
	<p>How can we manage vulnerable dryland ecosystems better ?</p> <p>Gudrun Schwilch Running time 5:14 (118 plays) https://vimeo.com/channels/drylandshifts/63328939</p>
	<p>Computer modelling for understanding tipping points in ecosystems</p> <p>Members of the modelling team Running time 13:27 (59 plays) https://vimeo.com/channels/drylandshifts/107757471</p>
	<p>Finding solutions in CASCADE for ecosystem degradation in drylands</p> <p>Susana Bautista and Sonia Kefi Running time 6:57 (34 plays) https://vimeo.com/channels/drylandshifts/198049801</p>

3.3 Animation

A short animation describing one example of how a catastrophic shift might occur using a physical analogy. The animation was shown on the CASCADE stand at the Global Soil Week, Berlin, 19-23 April 2015.

	<p>What is a tipping point in an ecosystem ?</p> <p>Jane Brandt Running time 5:04 minutes (160 plays) https://vimeo.com/channels/drylandshifts/93248938</p>
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3.4 Interviews with stakeholders

In February of 2017, CASCADE organised a policy meeting that brought together people from science and policy to present the outcomes of the CASCADE project to local, regional and national policy makers, and to discuss how these results can be used by other scientists, integrated in policy work and integrated into policy itself. Two interviews were recorded.

	<p>Interview with Pandi Zdruli (Mediterranean Agronomic Institute of Bari)</p> <p>Running time 2:01 minutes (5 plays)</p> <p>https://vimeo.com/channels/drylandshifts/225237442</p>
	<p>Interview with Victor Castillo (UNCCD Secretariat: Science, Technology and Implementation)</p> <p>Running time 3:39 minutes (3 plays)</p> <p>https://vimeo.com/channels/drylandshifts/225239350</p>

4. Conclusions


These videos have formed an important part of the dissemination strategy for the project. All videos have been made available on-line on the

- CASCADE project website (<http://www.cascade-project.eu>),
- CASCADiS website (<http://www.cascadis-project.eu/>)
- and a dedicated CASCADE Vimeo channel (<https://vimeo.com/channels/drylandshifts>).

The videos have been shown at scientific and policy meetings, final policy-event of CASCADE, and during workshops with stakeholders in the study sites.



- Home
- Key messages
- Study sites
- Sudden ecosystem shifts
- Soil & plant processes
- Better management



Key Messages

Booklets, factsheets and video clips provide information about drylands, ecosystem shifts and the management of vulnerable ecosystems in succinct and easy to read formats.



Understanding and managing shifts in dryland ecosystems
Dr Violette Geissen explains what the CASCADE project is about.

Example of a video clip embedded in the CASCADiS website.

5. Reference

Cisco (June 2017) Visual Networking Index: Forecast and Methodology, 2016–2021.
<http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html> Accessed 1 August 2017