



## Result No 5

### Fostering Digital and Green Transformation in SMEs

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## Video case studies



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## Table of Contents

I.	Entire Summary of PR 5: Video Case Studies.....	4
1	Pedagogical foundations.....	4
2	Interdisciplinary learning and engagement.....	5
3	Digital transformation of case studies.....	7
4	Objective and target audience.....	8
5	Anticipated impact.....	9
II.	Participation and engagement in Video Case Studies creation .....	11
III.	Division of work for Video Case Studies creation .....	12
1	Adaptation and presentation of methodology (Universidad Rovira I Virgili, CONFORM, and Foundation Partners for Local Government) .....	13
2	Setting quality standards (EFMD) .....	14
3	Recording the materials (Universities) .....	16
4	Launching the output.....	17
IV.	Availability and accessibility of Video Case Studies.....	18
1	Poznań University of Economics and Business YouTube Channel:.....	18
2	Project website: .....	19

## I. Entire Summary of PR 5: Video Case Studies

Project Result 5 revolves around the creation and dissemination of video case studies, a modern educational approach that harnesses the power of storytelling and real-world applications to facilitate deep learning and cognitive development. This section of the report delves into the pedagogical foundations, objectives, target audience, and anticipated impact of the video case studies.

### 1 Pedagogical foundations

The pedagogical foundations of Project Result 5 video case studies are deeply rooted in research and educational theory, recognizing the method as a highly adaptable and potent tool for learning. These case studies, grounded in a narrative structure, are designed to foster critical thinking, problem-solving, and a more profound understanding of complex concepts. Here's an expanded overview of the pedagogical underpinnings:

#### 1.1 Adaptability and problem-based learning:

Video case studies epitomize a highly adaptable style of teaching, making them suitable for various learning environments and subject matters. They centre around problem-based learning, where students are presented with real-world problems and encouraged to work through solutions, fostering an active and engaged learning process.

#### 1.2 Development of analytical skill

By presenting complex, real-world scenarios, video case studies compel students to analyse situations, evaluate different outcomes, and apply critical thinking. This process promotes the development of analytical and evaluative skills, crucial for academic success and professional life.

#### 1.3 Facilitation of higher levels of cognitive learning

The structure and content of the video case studies are aligned with Bloom's taxonomy of cognitive learning. They move learners beyond mere recall of knowledge, challenging them to engage in analysis, synthesis, evaluation, and application of the information presented in the case studies.

#### 1.4 Interdisciplinary approach and real-world applications

Video case studies are a versatile tool for illustrating the interconnectedness of academic topics and real-world societal issues. They provide a platform for interdisciplinary learning, allowing

students to draw connections between different fields of study and understand the broader implications of their knowledge.

### 1.5 Increased student motivation and engagement

Research indicates that the case study teaching method, especially when delivered through video, significantly increases student motivation. The narrative format, combined with the visual and auditory elements of video, engages students more deeply than traditional text-based materials, leading to increased participation and performance.

### 1.6 Facilitation of emotional and social learning

The storytelling aspect of video case studies helps establish an emotional connection with the content, making learning a more empathetic and socially contextualized experience. This approach enriches cognitive understanding and fosters emotional intelligence and social awareness among students.

### 1.7 Support for diverse learning styles

Video case studies cater to various learning styles, providing a dynamic and multimodal learning experience. Visual learners benefit from the graphical content, auditory learners from the narrative and dialogue, and kinaesthetic learners from the interactive and problem-solving aspects of the case studies.

Through these foundational principles, Project Result 5 video case studies provide a rich, multidimensional learning experience. They convey information and engage students on cognitive, emotional, and social levels, fostering a comprehensive and profound understanding of the subject and its real-world applications.

## 2 Interdisciplinary learning and engagement

Video case studies are instrumental in promoting interdisciplinary learning and engagement, offering a multifaceted educational approach that bridges the gap between theoretical knowledge and real-world application. This section delves deeper into how video case studies facilitate interdisciplinary learning and foster a high level of student engagement:

### 2.1 Bridging academic concepts with real-world challenges

Video case studies serve as a nexus between academic disciplines and societal issues, demonstrating how theoretical concepts are applied in practical, real-life situations. This approach enriches the learning experience and helps students appreciate the relevance and importance of their academic studies in addressing complex, real-world challenges.

By integrating elements from various disciplines, video case studies encourage a holistic understanding of complex issues. Students are exposed to diverse perspectives and are required to think critically about how different academic fields converge to offer solutions to multifaceted problems, fostering a comprehensive and nuanced understanding of the subject matter.

## 2.2 Promoting cognitive flexibility and adaptability

Engaging with video case studies equips students with cognitive flexibility, enabling them to adapt to new information and changing contexts. This adaptability is crucial in today's rapidly evolving world, where interdisciplinary knowledge and the ability to integrate information from various sources are key to solving complex problems.

Video case studies actively involve students in the learning process, moving beyond passive absorption of information. Students are encouraged to participate in discussions, problem-solving activities, and critical analysis of the case studies, fostering an active, participatory learning environment that enhances engagement and retention of knowledge.

## 2.3 Enhancing motivation through relevance and contextualization

The narrative and visual elements of video case studies make academic content more relatable and engaging. By contextualizing learning within real-world scenarios, video case studies enhance student motivation, as learners can see the direct impact and relevance of their studies on societal issues and industry practices.

Video case studies often involve group work and collaborative analysis, promoting teamwork and peer learning. This collaborative environment encourages students to share insights, challenge each other's viewpoints, and build on each other's ideas, leading to a richer and more diverse learning experience.

## 2.4 Cultivating critical thinking and problem-solving skills

The interdisciplinary nature of video case studies requires students to employ critical thinking and problem-solving skills. Students must analyse data, identify patterns, and synthesize information from various sources to develop well-rounded and informed solutions to the challenges presented in the case studies.

By fostering interdisciplinary learning and engagement, video case studies offer a dynamic and enriching educational experience. They prepare students to navigate and address the complex, interconnected challenges of the modern world, equipping them with the knowledge, skills, and adaptability needed for lifelong learning and professional success.

### 3 Digital transformation of case studies

The digital transformation of case studies marks a significant evolution in educational methodologies, leveraging the advancements in technology to enhance the learning experience. Video case studies, in particular, represent a modern interpretation of this traditional educational tool, offering a dynamic and immersive learning platform. Here's an expanded overview of how the digital transformation of case studies contributes to an enriched educational landscape:

#### 3.1 Enhanced engagement through multimedia content

Video case studies transform the traditional text-based case study format by incorporating multimedia elements such as video, audio, and interactive graphics. This multimedia approach caters to various learning styles and preferences, making the content more engaging and easier to comprehend. The visual and auditory components help in illustrating complex concepts and scenarios, making them more tangible and relatable for the learners.

The digital format of video case studies allows for easy distribution and access, overcoming geographical and temporal barriers. Learners from around the world can access these resources at their convenience, fostering an inclusive learning environment. Digital platforms also facilitate the updating and maintenance of the case studies, ensuring that the content remains current and relevant.

#### 3.2 Interactive and adaptive learning experiences

Digital video case studies often feature interactive elements that allow learners to engage with the content actively. Features such as clickable hotspots, quizzes, and decision-making scenarios enable learners to explore different outcomes and pathways, fostering an adaptive learning experience tailored to individual needs and learning paces.

Visual learning scenarios leverage the power of storytelling to establish an emotional connection with the learners. The narrative format, combined with visual storytelling, makes the learning experience more memorable and impactful. It allows learners to empathize with the characters and situations presented, fostering a deeper understanding and retention of the content.

#### 3.3 Data-driven insights and personalization

The digital nature of video case studies allows for the collection and analysis of learner data. Insights gained from user interactions, preferences, and performance can be used to personalize the learning experience and provide targeted recommendations. This data-driven approach ensures that the content remains relevant and effectively addresses the learners' needs.

Digital platforms hosting video case studies often feature collaborative tools that enable learners to interact, discuss, and work together on solving the cases. This social aspect of learning fosters a sense of community, encourages knowledge sharing, and enhances the overall learning experience through collective intelligence and peer support.

### 3.4 Scalability and sustainability

Video case studies are scalable educational resources that can be easily distributed to a large audience without significant additional costs. This scalability, combined with the longevity of digital content, ensures that the educational value of the case studies is sustained over time, reaching and benefiting successive cohorts of learners.

The digital transformation of case studies through video mediums represents a leap forward in educational methodologies. It aligns with modern learners' expectations and needs, providing a dynamic, accessible, and immersive learning experience that transcends traditional boundaries and paves the way for future innovations in education.

## 4 Objective and target audience

The primary objective of the video case studies is to vividly illustrate the practical application and benefits of integrating green digital technologies within SMEs. Through narrative-driven and engaging content, these case studies are meticulously crafted to inform, inspire, and guide businesses and individuals toward adopting innovative practices that harmonize digital advancements with environmental sustainability. Here's a detailed overview of the objective and target audience for the video case studies:

### 4.1 Comprehensive Educational Objective

The central aim of the video case studies is to provide an educational experience that encapsulates the real-world implementation, benefits, and challenges associated with green digital technologies in SMEs. These case studies are designed to offer a nuanced understanding of the subject, presenting viewers with a rich tapestry of information, perspectives, and practical insights.

The presented cases serve a dual purpose by not only educating, but also advocating for sustainable business practices. They showcase the tangible benefits and competitive advantages of integrating green technologies, thereby encouraging businesses to embrace environmentally responsible practices and digital innovations.



## 4.2 Target audience

Students and future entrepreneurs represent another significant audience. The video case studies serve as a learning resource for this group, offering examples of best practices, innovative solutions, and the transformative impact of green digital technologies in the business world. These case studies aim to equip the next generation of business leaders with the knowledge and inspiration to champion sustainability and innovation in their future endeavours.

SME representatives constitute a primary audience for the video case studies. These individuals are at the forefront of making strategic decisions and implementing changes within their organizations. The case studies are tailored to address their needs, challenges, and aspirations, providing them with valuable insights and actionable strategies for incorporating green digital technologies into their operations.

## 4.3 Demonstrating cost-effectiveness and profitability

A key objective of the video case studies is to demonstrate that green digital technologies are not only environmentally beneficial but also economically viable. The case studies provide evidence and real-world examples that highlight the cost-effectiveness, operational efficiencies, and potential profitability of adopting sustainable digital solutions.

## 4.4 Direct and indirect impact

The impact of the video case studies is both direct and indirect. Companies directly featured in the case studies experience first-hand the transformative power of green digital technologies. Indirectly, a broader audience of companies and industry stakeholders is influenced by the case studies, potentially leading to a widespread adoption of sustainable practices.

The project leverages the partnership network, particularly the influence of universities and EFMD, to ensure extensive sharing and promotion of the video case studies. This strategic dissemination aims to maximize the reach and impact of the case studies, fostering a significant, international influence on companies' adoption of green digital technologies.

The video case studies in Project Result 5 aim to serve as a catalyst for change, fostering a in-depth understanding of green digital technologies, promoting sustainable business practices, and inspiring a wide range of audiences to take informed and proactive steps towards a more sustainable and digitally advanced business landscape.

## 5 Anticipated impact

The impact of the Video Case Studies is twofold: direct and indirect. Companies directly involved in the case studies will experience first-hand the benefits and potential of green digital technologies. Indirectly, other companies and industry stakeholders will be influenced by viewing these case studies, leading to broader adoption and implementation of sustainable practices.

The anticipated impact of the video case studies extends beyond mere knowledge dissemination, aiming to catalyse a transformative shift in the perception and adoption of green digital technologies in SMEs. This section provides a detailed overview of the multifaceted impact anticipated from the deployment of these video case studies:

### 5.1 Catalysing behavioural and operational change in SMEs

The video case studies are anticipated to serve as catalysts for behavioural and operational changes within SMEs. By showcasing real-world success stories and practical applications of green digital technologies, these case studies are expected to inspire SMEs to re-evaluate their operational strategies and embrace innovative practices that align with sustainability goals.

Beyond individual SMEs, the video case studies aim to influence broader industry trends and practices. The dissemination of these case studies across various platforms is expected to generate awareness and interest in green digital technologies, driving their adoption on a larger scale and contributing to industry-wide transformation toward sustainability.

### 5.2 Enhancing educational outcomes and career readiness

For students and future entrepreneurs, the video case studies are anticipated to enhance educational outcomes significantly. By providing a practical and real-world context for learning, these case studies help bridge the gap between theory and practice, preparing students to enter the workforce with a solid understanding of how to integrate sustainability and digital innovation in business operations.

The presented cases are expected to foster a culture of innovation and sustainability within the business community. By highlighting the successes and benefits of adopting green digital technologies, these case studies encourage businesses to prioritize innovation and environmental responsibility as key components of their corporate identity and strategy.

### 5.3 Influencing policy and regulatory frameworks

The widespread dissemination and impact of the video case studies may also influence policy and regulatory frameworks. As businesses and industries recognize the value and importance of green digital technologies, there may be increased advocacy for policies and regulations that support sustainable practices and technological innovation.

The studies empower various stakeholders, including business leaders, policymakers, educators, and students, with the knowledge and tools necessary to make informed decisions. By providing access to best practices, success stories, and lessons learned, these case studies serve as valuable resources for stakeholders looking to navigate the complexities of digital transformation and sustainability.

#### 5.4 Building a network of like-minded professionals

The project facilitates the building of a network of like-minded professionals and organizations committed to sustainability and digital innovation. The sharing and discussion of video case studies create opportunities for networking, collaboration, and knowledge exchange, further amplifying the impact of the project's outcomes.

The anticipated impact of the video case studies is comprehensive and far-reaching, with the potential to drive significant changes in business practices, educational outcomes, industry standards, and policy frameworks. By effectively showcasing the integration of green digital technologies in SMEs, these case studies aim to inspire, educate, and empower a diverse range of audiences, contributing to a more sustainable and digitally savvy business ecosystem.

## II. Participation and engagement in Video Case Studies creation

The creation of the video case studies under Project Result 5 was a collaborative endeavour that witnessed significant participation and involvement from all partner countries. The project initially set out with the goal of producing a minimum of four video case studies, with at least one case study per participating country, excluding Belgium. However, the enthusiastic participation and commitment from the involved entities allowed the project to exceed its initial goal, culminating in the production of five distinct video case studies. This section provides an overview of the participation and engagement in the creation of these video case studies, highlighting the companies featured and their contributions.

The project's commitment to showcasing real-world applications of green digital technologies in SMEs was met with remarkable dedication from all partners involved. While the initial target was set at 4 video case studies, the collective efforts and collaboration led to the production of 5 comprehensive case studies, each providing unique insights and showcasing different aspects of green digital technology implementation.

The video case studies featured a diverse array of companies from various partner countries, each contributing their unique story and experiences with green digital technologies. The companies presented in the studies are:

- Poland: **F-Secure** - This case study highlighted the cybersecurity solutions and practices of F-Secure, emphasizing their approach to integrating sustainable digital practices within their operations.
- Lithuania: **Biominvija** and **Unlimited Carrier** - These case studies showcased innovative approaches in the agricultural sector and logistics services, respectively, demonstrating how businesses in different industries adopt green technologies to enhance their operations and reduce environmental impact.
- Italy: **KeyCode** - The case study from KeyCode delved into digital solutions and their role in promoting sustainable practices within the IT sector, offering insights into the adoption and benefits of green digital technologies.
- Spain: **CitySens** - This case study focused on CitySens's innovative urban gardening solutions, illustrating the potential of green technologies to transform urban environments and promote sustainable living.
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The video case studies not only served as a platform for these companies to share their success stories and best practices, but also as an educational resource for SMEs, students, and various stakeholders. By providing real-life examples of the application of green digital technologies, the case studies played a crucial role in demonstrating the feasibility, benefits, and transformative potential of sustainable digital solutions.

The creation of video case studies under Project Result 5 was marked by active participation, collaboration, and a shared commitment to showcasing the positive impact of green digital technologies in SMEs. The result was a rich collection of case studies that not only met but exceeded the project's goals, offering valuable insights and inspiration for businesses and individuals aiming to embark on a journey toward digital transformation and sustainability.

### III. Division of work for Video Case Studies creation

The production of Video Case Studies in Project Result 5 was a collaborative effort, meticulously orchestrated by a consortium of partners led by Universidad Rovira I Virgili. The division of work was systematically structured to ensure the production of high-quality, impactful, and informative video case studies. The key stages of work division included the adaptation and presentation of methodology, setting quality standards, recording the materials, and launching the output. Here's a detailed breakdown of the tasks involved in each stage:

## 1 Adaptation and presentation of methodology (Universidad Rovira I Virgili, CONFORM, and Foundation Partners for Local Government)

The adaptation and presentation of the methodology for creating video case studies were carried out with meticulous attention to detail, ensuring that each case study is impactful, informative, and engaging. The methodology encompasses a series of well-defined steps, each crucial for the successful creation and dissemination of the case studies:

a) Setting clear, specific goal

The foundation of a compelling video case study lies in having clear, specific goals. These goals articulate the intended outcomes, the message to be delivered, and the impact expected on the audience. Establishing these objectives early in the planning process ensures that the content is focused and aligns with the overarching aim of showcasing the benefits and implementation strategies of green digital technologies in SMEs.

b) Deciding on the target audience

Understanding the target audience is crucial for tailoring the content and approach of the video case studies. This step involves identifying the demographics, interests, and challenges of the intended viewers, be they SME representatives, industry stakeholders, or students. A deep understanding of the audience helps in creating content that resonates with their expectations and addresses their specific needs and preferences.

c) Finding the problem, solution, and message

A compelling video case study clearly articulates a problem, presents a solution, and conveys a central message. This step involves identifying a real-world challenge faced by SMEs, showcasing how green digital technologies provide effective solutions, and summarizing the key takeaway or learning point. The problem-solution dynamic is central to engaging the audience and illustrating the practical value of the case study.

d) Choosing the right client & getting them onboard

The authenticity and relatability of a video case study significantly depend on the client featured in it. This step involves selecting clients whose experiences and stories align with the case study's objectives. It also includes ensuring their active participation, cooperation, and willingness to share their journey and insights on camera.

e) Crafting the story through the right questions

The narrative of a video case study is shaped through well-crafted questions and dialogue. This step involves developing a narrative structure that guides the flow of the case study, ensuring that it is engaging, coherent, and informative. The questions are

designed to elicit detailed responses, uncover insights, and highlight the journey and impact of implementing green digital technologies.

f) Creating the visual style

The visual style of a video case study plays a significant role in capturing the audience's attention and enhancing the storytelling. This step involves deciding on the visual elements, such as colour schemes, graphics, and cinematography style, that align with the case study's tone, content, and brand identity. A consistent and appealing visual style makes the case study more engaging and memorable.

g) Getting the case study out there

The final step involves strategizing on the effective dissemination of the video case studies to ensure they reach the intended audience. This includes choosing the right platforms for distribution, leveraging social media and digital marketing tactics, and engaging with the audience through interactive elements. The aim is to maximize the visibility and impact of the case studies, encouraging widespread viewing, sharing, and discussion.

The methodology for creating video case studies is a comprehensive process that involves careful planning, audience understanding, narrative development, visual crafting, and strategic dissemination. Each step is integral to ensuring that the video case studies are not only informative and engaging, but also resonate with the target audience and achieve the intended educational and promotional objectives.

## 2 Setting quality standards (EFMD)

The establishment of quality standards for the video case studies is a critical aspect of Project Result 5, ensuring that each production meets the highest standards of content accuracy, presentation, and educational effectiveness. EFMD, renowned for its commitment to excellence in management education, plays a pivotal role in this process. Here's an expanded overview of how EFMD contributes to setting and maintaining these quality standards:

### 2.1 Defining educational quality benchmarks

EFMD meticulously defines educational quality benchmarks that each video case study must meet. These benchmarks encompass various aspects, including the clarity of the conveyed message, the accuracy of the content, and the effectiveness of the educational methodologies employed. The aim is to ensure that the case studies are not only informative but also pedagogically sound, fostering a deep and meaningful learning experience.

## 2.2 Ensuring visual and content consistency

Maintaining a consistent visual and content quality across all video case studies is paramount. EFMD oversees the visual aesthetics, ensuring that each case study adheres to a defined style guide, which includes aspects such as branding, colour schemes, and graphical elements. Consistency in content quality is also scrutinized, with a focus on the relevance, accuracy, and comprehensiveness of the information presented.

## 2.3 Promoting inclusive and accessible learning

EFMD is dedicated to promoting inclusive education. The organization ensures that the video case studies are accessible to a diverse audience, including individuals with different learning needs and preferences. This involves integrating features such as subtitles, descriptive audio, and accessible design elements, making the case studies an inclusive educational resource.

## 2.4 Regular reviews and quality assessments

To maintain the highest standards, EFMD implements a rigorous review and quality assessment process. Each video case study undergoes multiple reviews by subject-matter experts and educational specialists, who provide constructive feedback and suggestions for improvement. This iterative process ensures that each case study meets the established quality benchmarks before its final release.

## 2.5 Aligning with industry standards and best practices

EFMD ensures that the video case studies align with current industry standards and best practices in digital education and content creation. This involves staying abreast of the latest trends, technologies, and pedagogical approaches in digital education, and incorporating these elements into the case studies to enhance their relevance, engagement, and educational value.

## 2.6 Feedback integration and continuous improvement

EFMD fosters a culture of continuous improvement by integrating feedback from various stakeholders, including educators, students, and industry professionals. This feedback is used to refine and enhance the quality standards, ensuring that the video case studies remain a cutting-edge and effective educational tool.

EFMD's role in setting quality standards for the video case studies is comprehensive and multifaceted. By defining educational benchmarks, ensuring visual and content consistency, promoting inclusive learning, conducting regular reviews, aligning with industry standards, and integrating stakeholder feedback, EFMD ensures that each video case study is a high-quality, impactful, and inclusive educational resource.

### 3 Recording the materials (Universities)

The process of recording the materials for the video case studies is a crucial phase where the conceptualized content is brought to life. Each participating university is tasked with creating a video case study that encapsulates the essence of green digital technologies within SMEs. This section provides an expanded overview of the responsibilities and processes undertaken by the universities during the recording phase:

#### 3.1 Pre-production planning and coordination

The universities engage in meticulous pre-production planning, ensuring that every aspect of the video case study is well-thought-out and organized. This involves coordinating with relevant SMEs, finalizing shooting locations, preparing interview questions, and creating detailed schedules to ensure a smooth and efficient recording process.

#### 3.2 Technical setup and equipment management

Universities are responsible for managing the technical setup required for high-quality video production. This includes securing professional-grade video and audio recording equipment, setting up proper lighting, and ensuring that all technical aspects support the creation of a visually appealing and clear audiovisual experience.

#### 3.3 Content creation and story development

Drawing from the methodologies and quality standards set forth, universities work closely with the featured SMEs to create compelling content that tells a story. This involves conducting interviews, capturing footage of the SMEs' operations and green technologies in action, and weaving these elements into a cohesive narrative that highlights the case study's key messages.

#### 3.4 On-site recording and direction

During the on-site recording phase, universities oversee the direction and production of the video case study. This requires a keen eye for detail, ensuring that each shot aligns with the overall vision and objectives of the case study. Universities collaborate with the SME representatives and production crew to capture the essence of the story, maintaining a focus on the case study's educational and inspirational goals.

#### 3.5 Post-production editing and refinement

Following the recording, universities engage in post-production editing, a critical stage where the raw footage is transformed into a polished video case study. This involves editing the video



for clarity, pacing, and narrative flow, integrating additional visual elements such as graphics and text overlays, and refining the audio quality. The goal is to create a cohesive and engaging video that effectively communicates the case study's message.

### 3.6 Quality assurance and alignment with standards

Throughout the recording and post-production phases, universities ensure that the video case studies align with the quality standards set by EFMD. This involves regular reviews, feedback implementation, and adjustments to guarantee that the final product meets the educational, visual, and content quality benchmarks.

### 3.7 Collaboration and feedback integration:

Universities maintain open lines of communication with EFMD, CONFORM, and other partners, fostering a collaborative environment. Feedback from these stakeholders is integrated into the recording and editing process, ensuring that the video case studies are a collective effort that reflects the expertise and insights of the entire consortium.

The recording of materials by the universities is a multifaceted process that combines technical proficiency, creative storytelling, and rigorous quality assurance. Through careful planning, collaboration, and a commitment to excellence, the universities play a pivotal role in transforming the conceptualized content into impactful and educational video case studies that resonate with the target audience and advance the project's objectives.

## 4 Launching the output

The launch of the output, specifically the FoDiGreT video case studies, marks the culmination of the concerted efforts of all partners involved in Project Result 5. This final phase was critical as it involves the strategic release and dissemination of the video case studies to reach the intended audience effectively and achieve the desired impact. Here's an expanded overview of the tasks and considerations involved in this phase:

- a) On-camera interviews with customers.  
Providing authentic testimonials and insights from the clients featured in the case studies.
- b) Showcasing the problem-solving aspect of the business.  
Highlighting how the business addresses specific customer problems using green digital technologies.
- c) Using stats and figures.  
Supporting the narratives with concrete data and statistics to validate the success stories.
- d) Focusing on benefits.

Emphasizing the advantages and positive outcomes of the solutions provided, rather than merely listing the features.

The collective efforts and expertise of the partners in executing each stage of work division contributed to the production of video case studies that are not only informative and compelling, but also serve as valuable educational resources and advocacy tools for promoting green digital technologies in the SME sector.

#### IV. Availability and accessibility of Video Case Studies

Collaborative endeavours and innovative contributions have culminated in the widespread availability and ease of access to the video case studies comprising Project Result 5. The films have been made accessible on the subsequent platforms to facilitate broad dissemination of these indispensable instructional resources:

##### 1 Poznań University of Economics and Business YouTube Channel:

<https://www.youtube.com/playlist?list=PLYVTPctqa9nuAhhKptm-aQQsHswkQJuMt>

With a subscriber count of 1,750, the PUEB YouTube channel functions as the principal medium for the distribution and exhibition of concise educational videos. This channel provides spectators from around the world with an interface that is intuitive and readily navigable. The films are systematically arranged and showcased in a curated playlist, enabling spectators to effortlessly traverse the sequence and interact with the material. Utilising YouTube as a platform for dissemination guarantees a broad audience, capitalising on the platform's substantial user community and social networking functionalities. By allowing viewers to access the films at their own time, interacting with them via likes and comments, and disseminating them through their social circles, the project's influence and scope are significantly expanded. The films are accessible via the PUEB YouTube Channel Playlist hyperlink.

The video case study	Link
FoDiGreT KTU Biominvija	<a href="https://youtu.be/5guUu7M7nnl?si=DaDCNF6cc kt dLS">https://youtu.be/5guUu7M7nnl?si=DaDCNF6cc kt dLS</a>
FoDiGreT KTU Unlimited Carrier	<a href="https://youtu.be/LSh-4GaVBts?si=eYyN317jaMVjdIcs">https://youtu.be/LSh-4GaVBts?si=eYyN317jaMVjdIcs</a>
FoDiGreT PUEB F-Secure	<a href="https://youtu.be/MXOfyLxAMms?si=w1keftMg76JIw0St">https://youtu.be/MXOfyLxAMms?si=w1keftMg76JIw0St</a>
FoDiGreT UNIMC KeyCode	<a href="https://youtu.be/SWNXBH0kkhQ?si=Iz1eO7sj2wlH_rXb">https://youtu.be/SWNXBH0kkhQ?si=Iz1eO7sj2wlH_rXb</a>
FoDiGreT URV CitySens	<a href="https://youtu.be/OpxS04CfIjs?si=fSkY9WlwUeHQgnTm">https://youtu.be/OpxS04CfIjs?si=fSkY9WlwUeHQgnTm</a>

## 2 Project website:

<http://fodigret.pl/>

Not only are the films accessible via the PUEB YouTube account, but they can also be accessed through the FoDiGreT Project website, which is the official website for the project. The purpose of this website is to serve as a complete resource for all information pertaining to the project. It provides in-depth explanations of the films, background information on the project's aims, and supplementary resources for further study. Visitors are provided with a unified and immersive experience as a result of the incorporation of the films into the project website. This gives them the opportunity to investigate the films within the context of the larger project story and aims. For the purpose of ensuring that these materials are not only accessible but also entrenched within a rich environment of information and resources, the video case studies have been strategically placed on the PUEB YouTube channel as well as the project website. This multi-platform approach maximises the visibility of the films, as well as their accessibility and

educational impact. As a result, the films become valuable resources for students, educators, professionals, and anyone else who is interested in the intersections of digital transformation, environmental sustainability, and innovative learning methodologies.