PROMOTIONAL VIDEOS

WP6, TASK 6.2

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AUTHOR(S):
Marta Escoto[1], Ekaterina Korobovich[1]
([1]Steinbeis)

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DOCUMENT HISTORY

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LIST OF ABBREVIATIONS

ACRONYM	DESCRIPTION
CI	Corporate Identity
D	Deliverable
DoA	Description of Action
EC	European Commission
EU	European Union
GPF	Gasoline Particle Filter
M	Month
CM	Communication Manager
Steinbeis	Steinbeis Europa Zentrum
ML	Metropolitano de Lisboa
M+H	MANN+HUMMEL GmbH
VERT	VERT Association
WP	Work Package
GPF	Gasoline Particle Filter

EXECUTIVE SUMMARY

Deliverable (D) 6.3 “Promotional videos“ reports on the development and implementation of the AeroSolfd promotional videos to address the general public and raise awareness of risks to human health and the environment caused by air pollution as well as the implementation of the retrofitting solutions. This document aims to present the developed and promoted promotional audiovisual material. The promotional videos include one explanatory video, developed to present the AeroSolfd activities as well as three videos produced by AeroSolfd partners portraying the project results and distributed via the partner & project social media channels. Additionally, a final animated video highlights how adopting AeroSolfd retrofit solutions in urban areas can positively impact health and the environment.

The first explanatory project video, developed by Steinbeis, is the main point of audiovisual information to a broad audience, including key stakeholders such as potential users, policymakers, and society at large.

The second video is portraying the project development of the tailpipe particle filter results and developed by partner VERT.

The third and fourth videos are showing the project development, installation of the filtration units, measurements and testing in Lisbon. These two videos were developed by partner Metropolitano de Lisboa (ML).

The fifth project video is a final animated story-telling video highlighting the impact of the developed retrofitting solutions on health and environment and was developed by partner Steinbeis.

The collection of videos produced for the AeroSolfd project played an essential role in communicating its core activities, impacts, and achievements. Each audiovisual piece was thoughtfully designed to feature compelling visual narratives of the retrofit solutions, including their development, implementation, and the challenges encountered along the way. By integrating scientific insights and engaging resources, the videos succeeded in capturing the attention of a wide and diverse audience, effectively bridging the gap between technical innovation and public understanding.

The AeroSolfd promotional videos were tailored to engage varied audiences, from children and educators to industry stakeholders and policymakers, and were disseminated widely through social media and partner networks. Used at public and professional events, these materials raised awareness about air quality issues and illustrated the benefits of retrofit solutions for urban transport. All partners contributed to content creation and dissemination, ensuring broad reach and supporting public understanding and acceptance of project innovations.

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1. INTRODUCTION

The overall methodology applied in the AeroSolfd Project is built on 2 pillars:

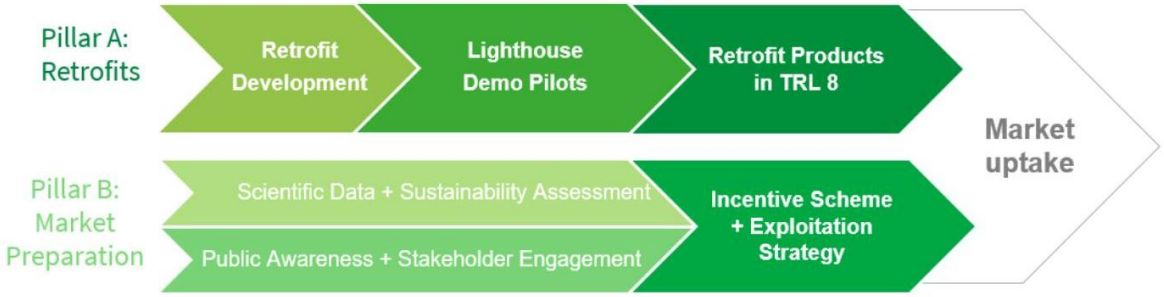

Figure 1 AeroSolfd pillars towards market uptake

Specifically, pillar B "Market preparation" focuses on removing roadblocks for market entry of the retrofit solutions developed in the AeroSolfd Project to reduce existing fleets' tailpipe, brake, and closed environment emissions. This pillar is an essential enabler for market success. Communication and dissemination activities including citizen science will create awareness of the impacts of transport-related air pollution on health, as well as of the positive contribution of the filtration devices and empower citizens to advocate for their implementation.

As described in the AeroSolfd Communication Strategy, Steinbeis as the Communication Manager (CM) is responsible for the planning and realisation of these promotional videos, with input by the project coordinator M+H and / or the project partners.

1.1. PURPOSE AND TARGET GROUP

The purpose of this deliverable is to present the promotional videos developed within the AeroSolfd project. These videos serve as a strategic communication tool to bridge the gap between the project's technical innovations and its diverse target audiences. Produced under Task 6.3 "Communication Tools and Materials", the videos complement existing outreach materials and reinforce the project's visibility and societal relevance.

Each video was designed with a specific communication goal in mind, using varied formats and styles to highlight different aspects of AeroSolfd, from retrofit technologies and implementation to health and environmental impact. A consistent use of the project's **Corporate Identity (CI)** ensures strong visual recognition across all materials.

The target group for this deliverable includes stakeholders directly or indirectly engaged with the project's communication and dissemination activities, such as:

- General Public
- AeroSolfd Project Partners
- Other EU-funded Projects
- Industry (e.g., automotive suppliers, public transport sector)
- Academia

- NGOs and Non-profits
- Policy and regulatory bodies
- Initiatives and Networks
- Citizens
- Organisations & Associations
- EU Institutions
- Media

The videos were tailored to meet the needs of these diverse audiences. For example, some were designed to resonate with parents, children, students, or educators, while others targeted mainly industrial stakeholders and policymakers. This ensured accessibility across age groups and professional backgrounds.

To maximize visibility and engagement, the videos were disseminated via AeroSolfd's social media channels and further shared through the platforms of project partners. They were also used in public events (e.g., European Mobility Week) and professional settings (e.g., conferences, exhibitions), helping raise awareness about air quality and the benefits of retrofit solutions.

In the following sections, the deliverable outlines the five promotional videos produced:

- An introductory explanatory video presenting the project's mission and scope.
- A technical video by VERT Association showcasing the tailpipe particle filter.
- Two videos by Metropolitano de Lisboa (ML) focusing on stationary air purifiers and measurement campaigns.
- A final animated video highlighting the societal impact of AeroSolfd's retrofit solutions.

Together, these audiovisual materials play a vital role in bridging the gap between technical innovation and public understanding, supporting the project's broader goals of awareness, adoption, and policy momentum.

1.2.CONTRIBUTIONS OF PARTNERS

The success of the AeroSolfd promotional videos was made possible through the collaborative efforts of all consortium partners, each bringing unique expertise and credibility to the project. Their contributions ensured that the audiovisual materials were scientifically accurate, visually engaging, and tailored to resonate with diverse audiences.

Steinbeis, as the Communication Manager (CM), led the production of the first and final animated project videos. This included the full creative process—from concept development and storyboard creation to coordination with a professional graphic agency. Steinbeis worked closely with the project coordinator (M+H) and other partners to ensure the videos aligned with AeroSolfd's mission and branding. The storyboards underwent several structured review cycles, during which partners provided feedback on visual design, messaging clarity, and scientific accuracy.

Other partners played essential roles by contributing content, technical insights, and footage for specific videos:

- VERT Association developed the second video, showcasing the tailpipe retrofit solution and its real-world application.

- Metropolitano de Lisboa (ML) produced two videos focused on air quality improvements in metro stations, including footage from measurement campaigns and device installations.
- M+H and additional consortium members supported content development and dissemination through their networks and platforms.

To illustrate partner roles more clearly, **Fehler! Verweisquelle konnte nicht gefunden werden.** summarizes key contributions:

Table 1 Partners' Contribution

PARTNER SHORT NAME	CONTRIBUTIONS
Steinbeis	Lead production and storyboard development of animated project videos, coordination with graphic agency, collected feedback from all project partners, managed the AeroSolfd YouTube channel and coordinated the dissemination of the visual materials in AeroSolfd social media channels. Drafted this deliverable.
VERT	Content, footage, and production for tailpipe retrofit video
ML	Content, footage, and production of metro station air quality videos
M+H	Strategic input and coordination support
Other partners	Content contributions, review feedback, and dissemination support

This collaborative approach ensured that each video reflected the collective knowledge and values of the AeroSolfd consortium. The consistent use of the project's Corporate Identity (CI) across all materials reinforced brand recognition and trust.

Together, the consortium demonstrated a strong commitment to transparent, accurate, and impactful science communication—ensuring the promotional videos effectively conveyed AeroSolfd's purpose, achievements, and societal relevance.

2. OBJECTIVES AND EXPECTED IMPACT

2.1.OBJECTIVES

The AeroSolfd promotional videos are designed to effectively communicate the project's mission, results, and impact to the public. Air pollution stems from complex systems and addressing it requires multi-level collaboration; the videos therefore highlight the connection between environmental exposure, human health, and innovative retrofit solutions. Led by Steinbeis and developed in close

cooperation with all project partners, the videos went through several collaborative feedback loops to ensure scientific accuracy, clarity, and resonance with both technical and non-technical audiences. The communication strategy includes two main goals:

1. Raising awareness at the individual level,
2. Empowering individuals and communities to advocate for policies that reduce air pollution.

Tailored messages target diverse audiences through digital channels such as the project's website and social media, providing resources on air quality and pollution prevention for sensitive groups including children, parents, educators, and people with chronic conditions. Partnerships with news media, schools, and NGOs further extend the reach, ensuring that the videos inspire meaningful engagement and support for cleaner, healthier cities.

2.2.EXPECTED IMPACT

The key contribution of AeroSolfd's promotional videos is to support the initiation of market demand for retrofit solutions, which clearly benefits European society. We are confident that our retrofit solutions will have a strong impact on the reduction of tailpipe and brake emissions, which will decrease health impacts and damage to historic buildings. Hence, the expected impact of the audiovisual material will be a well-informed and empowered general public, which so they start advocating for cleaner air, which consequently will advocate for incentive schemes or regulations to adopt retrofit solutions starting in 2025. With the consortium partners sharing the videos through their own networks, the project reaches a wider audience expanding the visibility of AeroSolfd beyond its own channels. Audiovisual material communicates complex topics easier and more engaging and helps to understand retrofit technologies and air quality improvements. We expect a long-term impact; hence videos remain accessible online, helping raise awareness and encourage adoption of AeroSolfd solutions even after the project ends.

According to the DoA the promotional videos including one explanation video, 3 short videos, each with > 500 viewers over the project duration. These KPIs were successfully met (refer to Section 4 for more details).

3. VISUAL MATERIALS

3.1. EXPLANATORY PROJECT VIDEO

The first project video, introducing and explaining the aim of the project, was created by our partner Steinbeis. Steinbeis developed the concept, collaborated with the project coordinator and other partners to refine it, and partnered with a graphic animation agency to bring it to life.

The video is accessible in English via the AeroSolfd's Youtube channel under the following link Join the Change: AeroSolfd's Mission for Cleaner Air and Blue Skies and counts more than 300 views to date. Subtitles are available in 10 different languages, namely:

- Bulgarian
- Danish

- Dutch
- English
- German
- Greek
- Italian
- Portuguese
- Solvenian
- Spanish (also in simplified version)

This video introduces the AeroSolfd project, an EU co-funded initiative focused on reducing traffic-related air pollution through innovative retrofit technologies. It begins by highlighting the underestimated dangers of ultra-fine particle emissions from road traffic, especially in enclosed environments like tunnels and underground stations.

AeroSolfd addresses these challenges by developing cost-efficient retrofit solutions (Figure 1). These include:

- A **tailpipe particle filter** for gasoline vehicles, replacing the underfloor silencer with a quieter, more effective alternative.
- A **brake dust filter** adapted from passenger vehicles to buses and commercial fleets, targeting emissions from brakes, tyres, and rail-wheel contact.
- A **stationary air purifier** designed for semi-closed spaces such as metro stations and bus stops, capturing harmful particulate matter to protect public transit users and workers.

Figure 1 Screenshots of first explanatory animated video – AeroSolfd retrofit solutions

The project video emphasizes sustainability and social impact, aiming to improve public health and environmental protection during the transition to cleaner mobility across Europe. For more information, viewers are encouraged to visit the AeroSolfd website.

3.1.1. VIDEO PILLS

The explanatory video was distributed on social media channels in three separate segments, each highlighting a retrofit solution. These video segments or video pills, approximately 30 seconds in length, were intended to present each solution through AeroSolfd's social media platforms. An example is shown in Figure 2.

Figure 2 Screenshot Video Pill 3rd Solution - Filtration device for semi-closed environments

3.2. VIDEO ABOUT AEROSOLFD'S TAILPIPE RETROFIT SOLUTION

The second project video was created by AeroSolfd's partner VERT-Association (VERT), showcasing the practical deployment of Gasoline Particle Filters (GPFs) on engine fleets and illustrating AeroSolfd's retrofit filters for petrol engines in real-world conditions.

The video starts explains the urgent need for GPF technology, outlining the health risks and environmental problems associated with ultrafine particulate emissions from petrol engines (Figure 3).

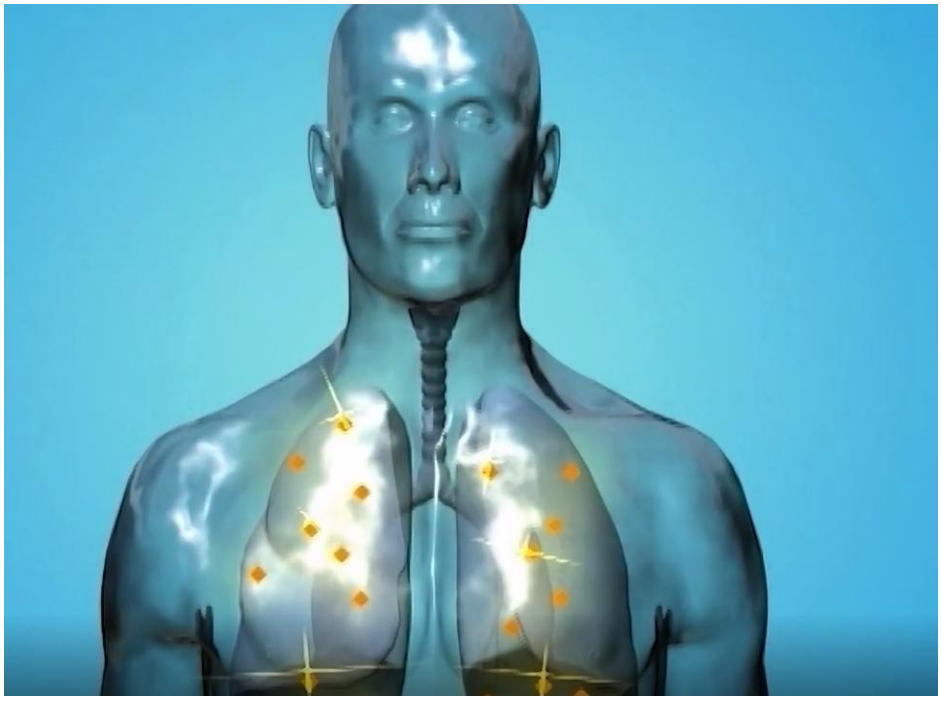

Figure 3 Screenshot VERT's Video – Health impacts (00:16)

A central highlight of the video is its clear demonstration of how easy and affordable it is to retrofit an existing vehicle with a GPF (Figure 4). The process, as shown by G-Technology expert Patrick Grütter from "Garage Grütter" in Liechtensteige (Switzerland), can be completed in a short time and without prohibitive costs, making it accessible to a wide range of vehicle owners. This is demonstrated showing step-by-step the retrofitting process for a Peugeot 3008 (Figure 5).

Figure 4 Screenshot VERT's Video - new technology developed with very fine porosity to clean petrol exhaust gases. (03:48)

Figure 5 Screenshot VERT's Video – step by step retrofit process (from 04:30 on)

The video reinforces AeroSolfd's mission to promote cleaner urban mobility with scalable solutions that improve public health while maintaining vehicle performance.

The video is accessible via the following link to AeroSolfd's Youtube channel and has up to this date more than 400 views: Retrofit in real life: How retrofit solutions reduce particle emissions from petrol engines.

The video is also available on VERT's Website: vert-dpf.eu/videos/AeroSolfd_ENGLISCH_FINAL.mp4

3.3.VIDEOS ON METROPOLITANO DE LISBOA'S ENGAGEMENT IN AEROSOLFD

3.3.1. METROPOLITANO DE LISBOA'S ROLE IN AEROSOLFD AND FIRST MEASUREMENT CAMPAING

The third video focuses on the air quality in semi-closed environments like metro stations. The video features Tomé Canas (ML) talking about how ML joined the AeroSolfd project. It began with long lasting concerns about the indoor air quality and the impact on the health on workers and commuters. The video features the importance of indoor air quality and showcased the stationary air purifiers installed and tested at the Altos Dos Moinhos Station (Figure 6).

The video highlights the urgent issue of air pollution, noting that 99% of the world's population lives in areas with polluted air, causing around 400,000 premature deaths annually in the EU. ML explains its involvement in the AeroSolfd project, emphasizing its longstanding commitment to improving air quality in metro stations. For years, the operator has used an extensive network of sensors to monitor air quality. Through AeroSolfd, Lisbon Metro collaborates on developing and testing advanced filtration and monitoring systems for semi-enclosed spaces like metro stations. The project offers multiple benefits: enhancing knowledge of particle distribution, testing proactive filtration solutions to reduce harmful particles, and evaluating the feasibility of implementing these technologies in the long-term.

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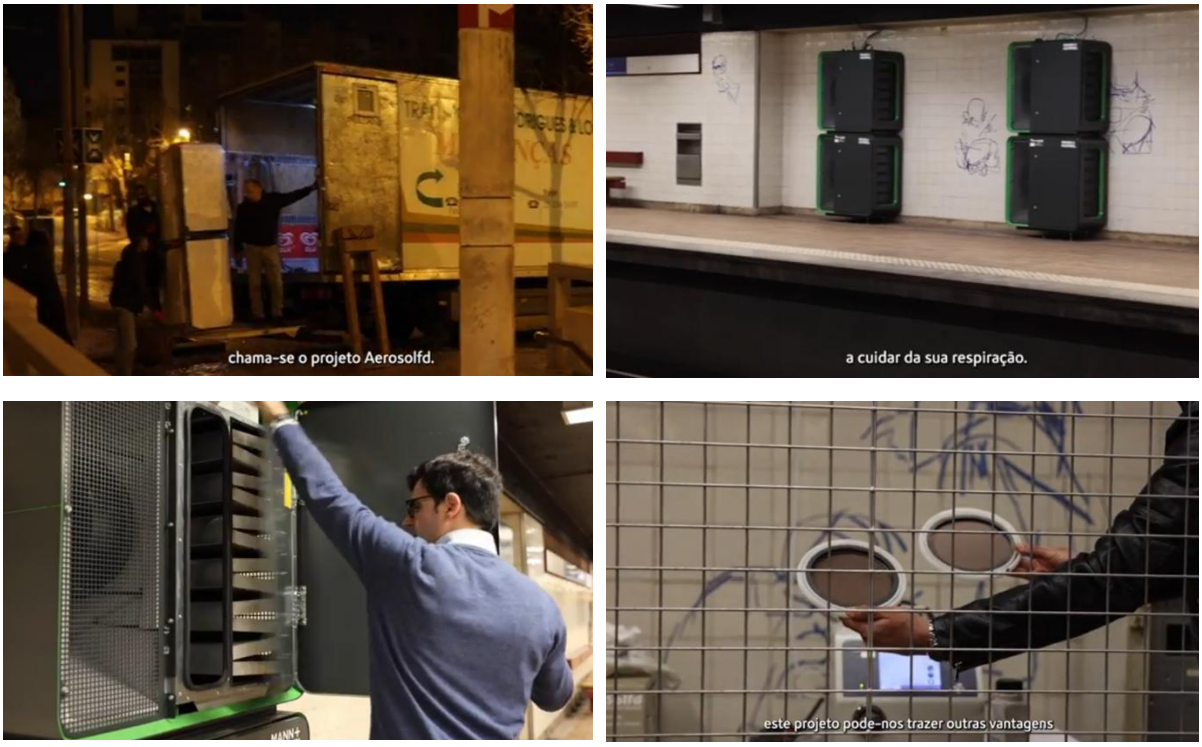

Figure 6 Screenshots from first Metro Lisbon Video - installation and testing of filtrations devices

The video is accessible in Portuguese via the following link ML's Youtube channel Projeto AEROSOLFD: Impulsionando a Qualidade do Ar no Metropolitano de Lisboa and counts already more than 2500 views.

3.3.2. MEASUREMENT CAMPAING AT QUINTA DAS CONCHAS STATION

This video is available in Portuguese with English subtitles on ML's YouTube channel at the following link: Testes Aerosolfd na estação Quinta das Conchas. It has accumulated around 1,500 views in less than two months.

This video introduces AeroSolfd, as a European project funded by the Horizon Europe program, which is dedicated to developing and testing innovative solutions for improving air quality in urban spaces. Focusing on the Lisbon metro system, the video documents how advanced filtration and air quality monitoring technologies are being tested in semi-enclosed environments such as metro stations. (Figure 7).

Figure 7 Screenshot Video Quinta das Conchas Station – AeroSolfd introduction and retrofit solutions demonstrated

Viewers learn about the deployment of operational systems designed to assess real-world impacts on air quality. The aim is to determine the effectiveness of these filtration and monitoring solutions and explore their potential advantages for station environments. Personal reflections from team members reveal the project's transformative nature, highlighting the excitement and enrichment that comes from witnessing integrated technologies make monitoring easier and air quality improvements possible (Figure 8).

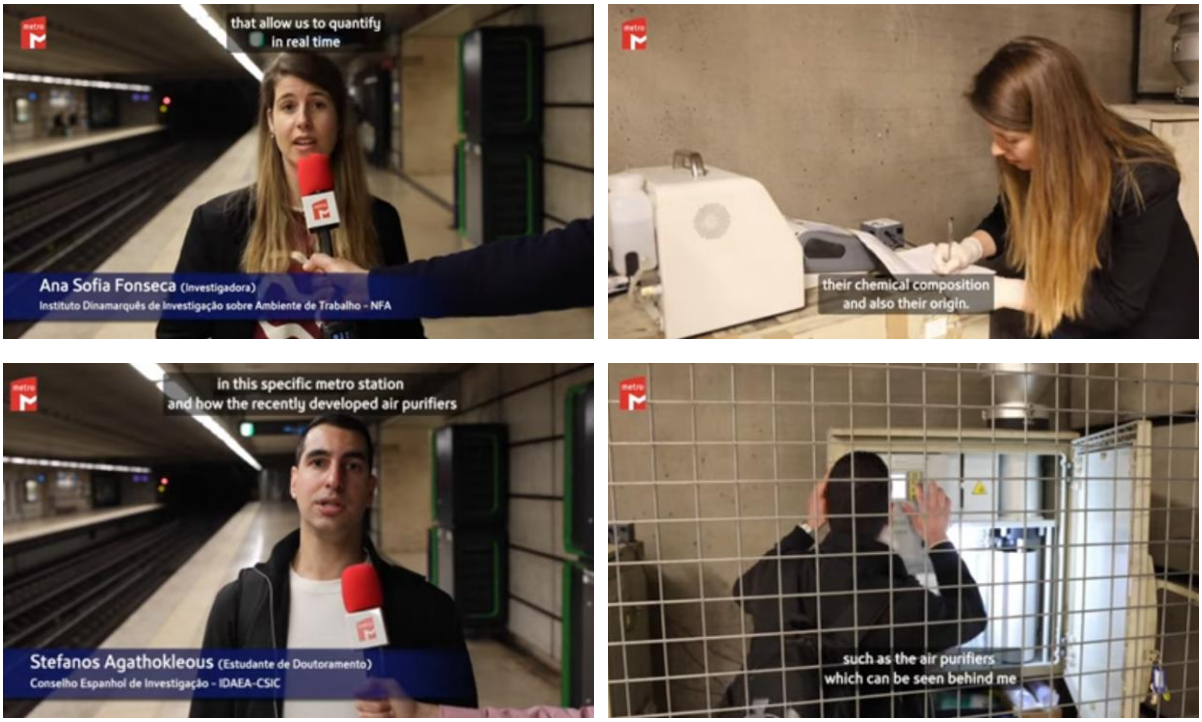

Figure 8 Screenshot Video Quinta das Conchas Station – AeroSolfd partners during tests

Lisbon Metro's commitment is further evidenced through the use of advanced scientific instruments capable of quantifying particle concentrations in real time. These technologies also gather detailed data on particle size, chemical composition, and origins, providing a comprehensive picture of air pollution in transit spaces.

Ultimately, the AeroSolfd project, as showcased in this video, exemplifies the dedication of Lisbon Metro and its partners to fostering a cleaner and healthier urban environment for both commuters and workers. The collaborative effort paves the way for meaningful change, combining scientific innovation and practical action to address the pressing issue of urban air pollution.

3.4. FINAL ANIMATED PROJECT VIDEO

The fourth video and second project video explains the impact of the developed retrofitting solutions. The title is "Fast Track for Cleaner Urban Air: AeroSolfd's Retrofit Solutions" and the video is accessible via the following link on our Youtube channel: Fast Track for Cleaner Urban Air - AeroSolfd's Retrofit Solutions. It counts around 70 views in the last one month in AeroSolfd' Youtube Channel.

Steinbeis worked closely with project partners, gathering key messages about the retrofit technologies (tailpipe filters, brake dust filters, and metro station air purification), as well as real-life impact stories. Project partners contributed essential inputs (e.g. updates on technical progress) and Steinbeis synthesized these contributions into an audiovisual format, ensuring that the story remained clear, accurate, and engaging to the public. Additionally, Steinbeis oversaw the conceptual design, storyboarding to final editing and the production, which was outsourced to a graphic agency. This

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included aligning visual elements, animations, and voiceover with AeroSolfd's objectives and branding guidelines, guided by Steinbeis communication and exploitation responsibilities in the project.

From conceptual design and storyboarding to final editing, Steinbeis oversaw the entire production, ensuring visuals, animations, and narration aligned with AeroSolfd's objectives and branding. Integrated into the project's dissemination strategy, the video strengthens outreach through social media, newsletters, and events, connecting with technical experts, policymakers, and the general public alike.

This video follows Luke, a curious 12-year-old boy who loves video games and dreams of becoming an astronaut (Figure 9). As he explores his bustling city, Luke faces an invisible threat: air pollution caused by traffic-related emissions. The video highlights the dangers of fine and ultrafine particles—tiny pollutants that are invisible to the naked eye but harmful to both human health and the environment.

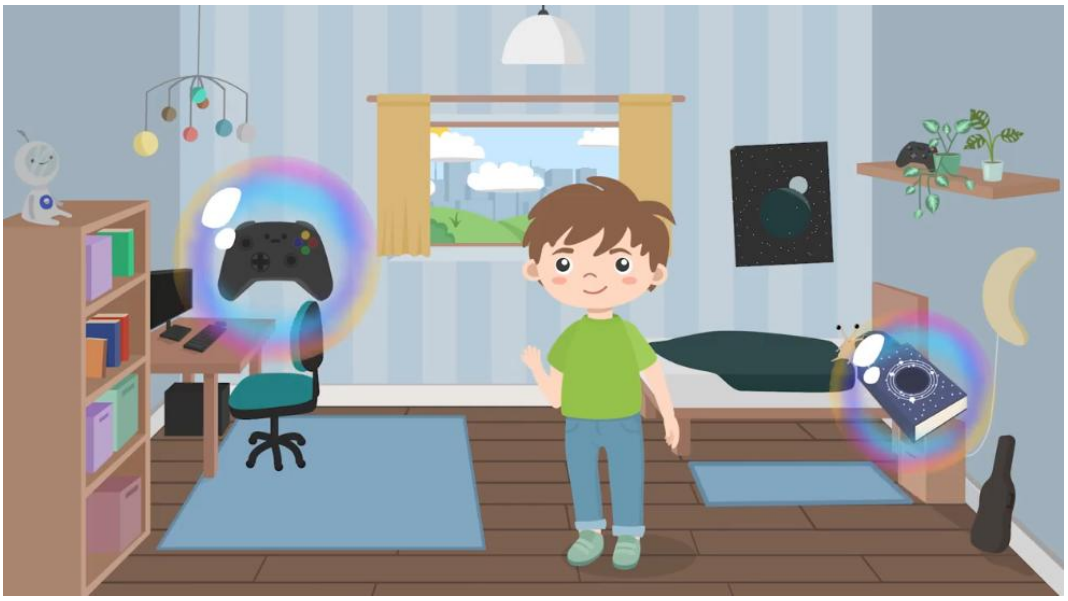

Figure 9 Screenshot Final Animated Video – Luke

Through the daily experiences of Luke and his friend VERA[1], viewers learn how particles from combustion engines, brake systems, and enclosed transport spaces like metro stations contribute to poor air quality (Figure 10). The narrative emphasizes the vulnerability of children and teenagers to air pollution, linking exposure to serious health issues such as asthma, developmental problems, and reduced learning ability.

[1] Vehicle Emission Retrofit Activities | VERA | Project | Fact Sheet | HORIZON | CORDIS | European Commission

Figure 10 Screenshot Final Animated Video - Luke and VERA at school

The video introduces Aerosolfds innovative retrofit solutions—brake dust filters, tailpipe filters, and air filtration systems—that aim to reduce urban pollution. These low-cost, adaptable technologies are designed to improve air quality in semi-enclosed environments and support the transition to cleaner mobility (Figure 11).

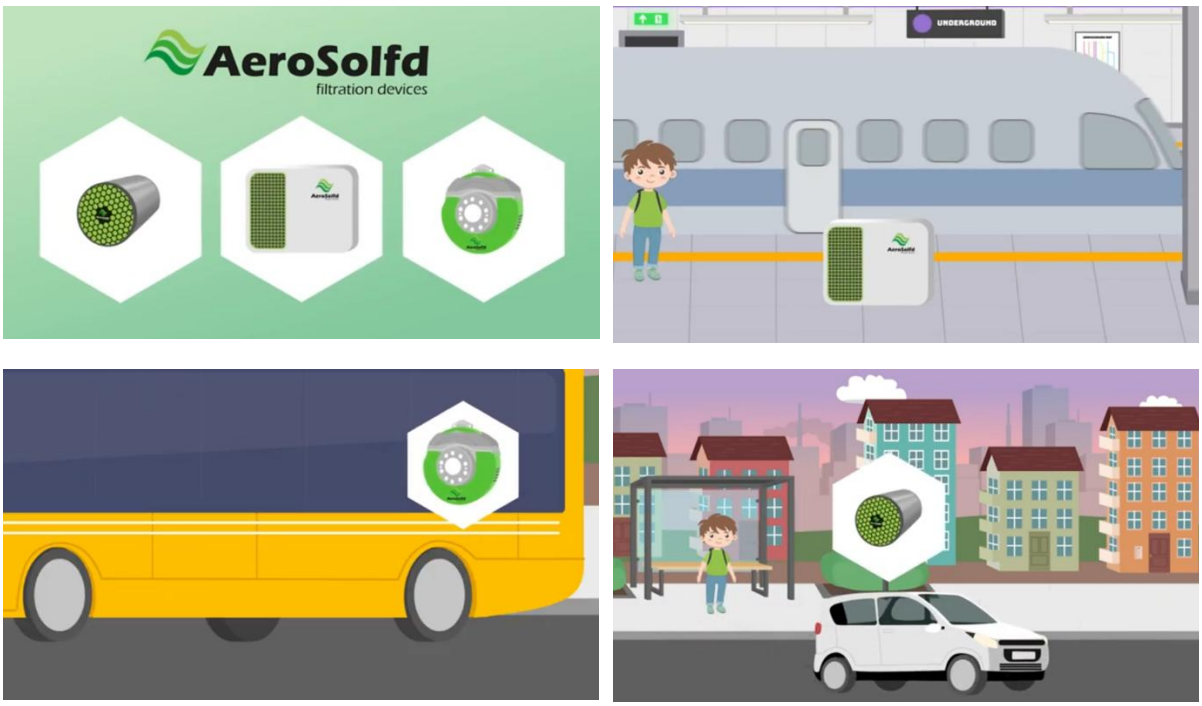

Figure 11 Screenshots Final Animated Video – AeroSolfd Solutions

By showcasing real-world applications of AeroSolfd's devices, the video paints a hopeful picture of healthier cities and cleaner air for future generations and emphasizes the impact of deploying the developed retrofit solutions in urban areas.

The video ends highlighting the overall sustainability benefits of implementing the AeroSolfd retrofit solutions and with a call to action: When will your city benefit from AeroSolfd? (Figure 12).

Figure 12 Screenshots Final Animated Video – AeroSolfd Overall Sustainability Assessment

4. IMPACT

The AeroSolfd promotional videos have demonstrated strong performance in reaching and engaging target audiences across Europe. Designed to raise awareness, foster public understanding, and support policy momentum, these audiovisual materials have become a central pillar of the project's communication strategy.

By combining scientific accuracy with compelling storytelling, the videos succeeded in:

- Translating complex retrofit technologies into relatable narratives.
- Reaching diverse audiences, including policymakers, educators, commuters, and children.
- Supporting behavioural change and advocacy for cleaner urban mobility.

Dissemination through social media, partner platforms, and public events amplified visibility and extended the reach far beyond initial projections. The videos were used in conferences, exhibitions, and other initiatives, reinforcing the societal relevance of AeroSolfd's innovations.

According to the Description of Action (DoA), each video was expected to reach at least 500 viewers over the project duration. Table 2 below compares actual view counts with these targets:

Table 2 Actual video reach vs. expected impact

VIDEO TITLE	PARTNER	ACTUAL VIEWS	EXPECTED VIEWS	STATUS
Jointhe Change: AeroSolfd's Mission for Cleaner Air	Steinbeis	525+	500	In Progress
Retrofit in Real Life: Tailpipe Solutions	VERT	500+	500	In Progress
Metro Lisbon: Air Quality & Filtration Campaign	ML	2,500+	500	Exceeded
Measurement Campaign at Quinta das Conchas Station	ML	1,500+	500	Exceeded
Fast Track for Cleaner Urban Air: Final Animated Video	Steinbeis	185+ (2 month)	500	On Track

Note: The final animated video was released recently and, as dissemination continues, is likely to meet or exceed its target. The figures here reflect only online views (including views from recordings of hybrid events, in which the videos were shown). Project videos were also shown at several on-site events contributing to a much greater reach.

Beyond view counts, the videos have:

- Strengthened public trust in EU-funded innovation.
- Encouraged dialogue around retrofit adoption and air quality.
- Provided reusable content for future outreach, education, and policy engagement.

Their continued availability online ensures that AeroSolfd's message will remain accessible and influential well beyond the project's formal end.

5. DEVIATIONS FROM THE PLAN

The production timeline for the AeroSolfd promotional videos was adjusted during the project, with the final video being released after Month 30 (M30). This delay is explainable for animation-based content, which often requires extended development cycles to ensure quality and audience relevance.

The explanatory video, which serves as the cornerstone of the project's audiovisual communication, experienced a longer-than-expected production phase. This was due to multiple unforeseen correction loops and the need for repeated feedback from consortium partners. These iterations were essential to ensure the final product met high standards of clarity, scientific accuracy, and accessibility for various target groups—including policymakers, educators, and the general public.

The remaining project videos were released after M18, aligning with the evolving dissemination strategy and partner input. Despite the timeline shift, the delay had no negative impact on the overall

progress or outcomes of the AeroSolfd project. On the contrary, the extended production time contributed to a more refined and impactful set of communication materials.

The videos continue to serve as effective tools for outreach, awareness, and stakeholder engagement, and their long-term availability ensures sustained impact beyond the project's formal end.

6. LINKS WITH OTHER WPS

The AeroSolfd promotional videos were developed within the framework of Task 6.3 "Communication Tools and Materials" under WP6 – Communication. They serve as a key output to inform the public about the project's activities, results, and societal relevance, while also supporting project partners in their outreach efforts.

Beyond WP6, the videos are closely linked to WP5 – Dissemination and Exploitation, as they are also designed to engage professional audiences, including industry stakeholders, policymakers, and researchers. Their use in conferences, exhibitions, and stakeholder events demonstrates their dual function as both public-facing and expert-oriented communication tools.

Moreover, the content of the videos was shaped by inputs from across the entire project. Each Work Package (WP) contributed technical insights, data, and visual material that fed into the storytelling and messaging of the videos. This cross-WP collaboration ensured that the audiovisual materials accurately reflected the full scope of AeroSolfd's innovations—from retrofit development and testing to real-world implementation and impact.

In this way, the promotional videos act as a unifying communication tool that bridges the work of all WPs, amplifying the project's visibility and reinforcing its integrated approach to tackling urban air pollution.

7. CONCLUSIONS AND RECOMMENDATIONS

The AeroSolfd promotional videos have proven to be a cornerstone of the project's communication strategy, successfully translating complex technical concepts into accessible, engaging narratives for a wide range of audiences. A total of five videos were developed, each tailored to highlight different aspects of the project—from retrofit technologies to real-world implementation and societal impact.

By involving consortium partners directly in the production process, the videos gained scientific credibility, authenticity, and relevance. This collaborative approach ensured that the messaging was not only technically accurate but also emotionally resonant and visually compelling. The use of consistent branding and storytelling across all materials reinforced AeroSolfd's identity and strengthened public trust.

These audiovisual materials were strategically disseminated through social media, newsletters, public events, and partner platforms, significantly amplifying their reach. They were showcased at conferences, exhibitions, and municipal initiatives, engaging stakeholders ranging from policymakers and industry leaders to educators, students, and the general public.

The videos played a vital role in:

- **Raising awareness** about the health and environmental risks of urban air pollution.
- **Demonstrating the feasibility and benefits** of retrofit solutions for transport systems.
- **Building public confidence** in EU-funded innovation and its real-life applications.
- **Encouraging behavioural and policy change**, by empowering citizens and decision-makers to advocate for cleaner mobility.

By combining scientific rigour with creative storytelling, the AeroSolfd videos helped bridge the gap between research and public understanding. Their long-term availability online ensures continued impact beyond the project's duration, supporting future outreach, education, and policy efforts.

In conclusion, the promotional videos have not only fulfilled their communication objectives but have also become a powerful tool for driving adoption, visibility, and momentum for retrofit solutions across Europe.

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