



Published on *Ecologic Institute: Science and Policy for a Sustainable World*  
(<https://www.ecologic.eu>)

[Home](#) > About BASE: A European Climate Adaptation Project

---

## PUBLICATION

Video  
Adaptation  
Climate  
Governance  
Sustainability

## About BASE: A European Climate Adaptation Project



This short animated video introduces the BASE project and its key issues to a wider audience. BASE (Bottom-Up Climate Adaptation Strategies Towards a Sustainable Europe) supports action for sustainable climate change adaptation in Europe by making experiences and scientific information about adaptation meaningful, transferable and easily accessible to decision-makers at all levels.

What is climate change adaptation? What is the difference between “top-down” and “bottom-up” approaches to adaptation, and who is responsible for each? How does knowledge flow between these two approaches across different levels of government? What is the role of the [BASE project](#) [2] in this process and how can it enable better communication and integration of top-down and bottom-up approaches?

This short animated [video](#) [3] answers these key questions by introducing the EU funded FP7 BASE project, discusses key issues, and explains how the project will benefit sustainable adaptation across Europe.

Ecologic Institute was responsible for production of the video, including the initial concept, script writing, animation and sound production. The video is aimed at a broad audience, including scientists, policy-makers and the general public.

### Main Link

Video: About BASE: A European Climate Adaptation Project

### Ecologic Related Websites

- [BASE Website](#)

### Ecologic Related Articles

- Bottom-Up Climate Adaptation Strategies for a Sustainable Europe (BASE)
- 

**Citation**

Ecologic Institute 2013: About BASE: A European Climate Adaptation Project. Animated video. Online: <http://youtu.be/XkvIpaZdT50>

**Language**

English

**Credits**

**Concept:** Katriona McGlade, Andrew Reid (Ecologic Institute)

**Animation:** Beáta Vargová (Ecologic Institute)

**Speaker:** Andrew Reid (Ecologic Institute)

**Music:** Life by Music for Your Media, [www.jamendo.com](http://www.jamendo.com)

**Sound:** [www.freesfx.co.uk](http://www.freesfx.co.uk)

**Funding**

- European Commission, Directorate-General Research & Innovation (DG Research & Innovation)

**Publisher**

- Ecologic Institute, Germany

**Year**

2013

**Published In**

Ecologic Institute's YouTube Channel

**Dimension**

1:58 min

**Project**

Bottom-Up Climate Adaptation Strategies for a Sustainable Europe (BASE)

**Project ID**

2716

**Keywords**

adaptation, climate change, sustainability, cost-benefit analysis, stakeholder engagement, policy effectiveness, policy integration, knowledge transfer, bottom-up, top-down, environmental governance, Europe

---

**Source URL (modified on 08/22/2018 - 18:00):** <https://www.ecologic.eu/10647>

**Links**

[1] [https://www.ecologic.eu/sites/files/presentation/2014/base\\_logo\\_0.png](https://www.ecologic.eu/sites/files/presentation/2014/base_logo_0.png)

[2] <https://base-adaptation.eu/>

[3] <https://www.youtube.com/watch?v=XkvIpaZdT50&feature=youtu.be>