

## Target Circular - Deliverable 3.1.1 – Video explainers

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A series of animated explainer videos were developed to support the recruitment of SMEs for pilot participation, as well as to clearly communicate key concepts to both participating SMEs and advisors. These videos also provide guidance on how to apply the methodologies in practice. The links below demonstrate the range of video materials produced as part of this final deliverable.

- 2 minute 40 video completed promoting Irish workshop. [https://www.youtube.com/watch?v=MP-w2\\_fqOTk&ab\\_channel=TheHincksCentreMTU](https://www.youtube.com/watch?v=MP-w2_fqOTk&ab_channel=TheHincksCentreMTU)
- Norwegian Promotion Video [https://www.linkedin.com/posts/norinnova-technology-transfer-as\\_targetcircularnpa-ugcPost-7282013538443816960-NTNa?utm\\_source=social\\_share\\_send&utm\\_medium=member\\_desktop\\_web&rcm=ACoAAaVCwsBH4TKuoPRaWml9etl9bsEUfQsbiw](https://www.linkedin.com/posts/norinnova-technology-transfer-as_targetcircularnpa-ugcPost-7282013538443816960-NTNa?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAAaVCwsBH4TKuoPRaWml9etl9bsEUfQsbiw)
- 2 minute introductory explainer to milestone mapping: [https://youtu.be/3d\\_hLgWk6NQ](https://youtu.be/3d_hLgWk6NQ)
- 5 minute explainer video with subtitles in each countries language on the topic of validating assumptions. <https://www.youtube.com/watch?v=7mnpnaUAATM>