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## MARLESS (MARine Litter cross-border awareN ESS and innovation actions)

Priority Axis: Environment and cultural heritage; Specific objective: 3.3 - Improve the environmental quality conditions of the sea and coastal area by use of sustainable and innovative technologies and approaches

### 2.2.3 – Mobile Info-Stand with Virtual Reality Headsets showing 360° Marine Environment

ACT 2.2

WP 2

Version: Final V1

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**PROJECT MARLESS**

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<b>Activity:</b>	2.2
<b>WP Leader:</b>	IRENA – PP8
<b>Deliverable:</b>	D.2.2.3 - Mobile Info-Stand with Virtual Reality Headsets showing 360° Marine Environment
<b>Responsible partner:</b>	LP - ARPAV

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<b>Editor:</b>	Andrea Torresan		
<b>Contributors:</b>	/		

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## 1. INTRODUCTION

ARPAV realized a 3D video aiming to represent the impact of the Marine Litter on the environment and show to the general public how they can actively change their behaviour.

The main idea driving this project was: Can a correct waste management improve the Marine Litter issue?

Starting from this state, the ARPAV team together with the professional moviemaker, started to planned the different scene and the text description. The team decided to start with a common scene in an urban environment: a lunch break of two students drinking a bottle of water close to a water basin. From that point the users can actively choose which of the two protagonists follow. Of course, the two choices are linked to different results:

- The “bad choice” will results in the dumping of the water bottle in the environment and from that moment the users will follow the route of the waste trough rivers, sea water discharge, the sea and the impact to the environment.
- The “good choice” will results in a correct dumping of the water bottle and from that point the user will follow the path of the recycling plant up to the making of a new water bottle

Both the paths are described by a voice description and infographic messages that pop out when a focus is needed. The great plus of a 3D video is that the users are totally immerse into the video and can take decisions and be part of the action.

The links of the videos are:

- [ITALIAN VERSION](#)
- [ENGLISH VERSION](#)

The following photos represent few moments of the usage and within the making part of the video:















## 2. CONCLUSIONS

The feedback received by the public were very positives, all the users that tried the 3D video was surprised by the high level of engagement compared to a normal 2D video and appreciated the interactivity and the possibility to make the right choice.

Moreover, most of the users had the chance to see how it's effectively recycled a material and that increased their trust in the waste management system.

Compressively we consider this initiative a new opportunity for an effective communication to the general public.