

D.2.2.4. VIDEO-STORYTELLING

InnovaMare project

Blue technology - Developing innovative technologies for sustainability of Adriatic Sea

WP2 – Communication activities

Project References

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INTRODUCTION

Communication is a continuous process fed by diversity of tools addressing to varied groups through diverse channels, in a complex strategy requiring planning and implementation. It is a complementary activity crosscutting all the project actions and embedded into every stage of a project's life cycle, playing a key role in its success.

Digital activities, including social media and multimedia, dominate the digital communication landscape and are great tools to convey complicated messages to various target audience. They cover different communication and dissemination aspects and contents and are mainly carried out through the project web page and interactive web platforms, in particular social media and videos.

The visual story-telling of the project is one of the most effective communication tools and uses images and videos to tell the project aim and engage the viewers.

INNOVAMARE VIDEO STORY-TELLING

Can we tell you a story? The video-storytelling activity in InnovaMare has the aim to tell the key elements of the project through the voices of some of its main characters.

For this reason, as detailed in the Communication strategy, the InnovaMare partners were asked to produce 1 video interview in order to give voices and faces to the project stakeholders. Partners were asked to identify success stories of entrepreneurs and researchers in the robotics and sensors field, mainly from the project stakeholders or inside the partners organization. People answered an interview of three questions in two minutes, in order to have very short videos, that can be easily sharable on social media and build, video by video, a choral story of the focus of the project.

The main issues tackled in the videos are about the role of the establishment of an innovation ecosystem in underwater robotics and sensors, the collaboration among research centers and enterprises, the importance of pilot and demonstrating actions.

The interviews questions are:

1. How the establishment of an innovation ecosystem in underwater robotics and sensors in InnovaMare project for purposes of monitoring and surveillance sector can improve the sustainability of the Adriatic Sea?
2. Why collaboration between science and private sector is so relevant for enhancing innovation and preserving the Adriatic Sea?

3. Can pilot actions for monitoring and predicting the sea pollution (i.e. robot prototype design and implementation) raise awareness on what extent bringing innovation on a higher level may contribute to save underwater environment?

Partners had semi-professional video shooting and then all the videos have been edited by ARTI with a common intro and outro with the project visual identity.

INNOVAMARE NAUTILUS STORIES

A web series based on the project video-interviews has been created by the strategic project Interreg Italy-Croatia InnovaMare to tell the success stories of entrepreneurs and researchers working in the field of underwater robotics and sensors. The video series is called “Nautilus Stories - Innovation and cooperation tales in underwater robotics and sensors”, where the protagonists of these video interviews share their point of view on the importance of creating an ecosystem of innovation, the cooperation between public and private and pilot actions for monitoring the pollution of the Adriatic Sea.

The videos are published on [[InnovaMare YouTube channel](#)] and the other project social networks.



Source: InnovaMare storytelling videos intro



Source: InnovaMare storytelling videos outro

Storytelling videos already published

The first interview gives voice to Giuseppe Girone, general manager of Diamec Technology, and Gianfranco Parlangei, professor of the Innovation Engineering department of the University of Salento, two Apulian excellences in underwater sensors and robotics. It has been filmed by ARTI - PP3.

It has been published at the following link: <https://www.youtube.com/watch?v=KngwIV2IYh8&t=8s>



Source: InnovaMare YouTube channel

The protagonist of the second interview in Nautilus stories is Mr. Roko Košta, software developer and automation engineer at Galo Industries (Croatia). The interview has been filmed by the Croatian Chamber of Economy and published on <https://www.youtube.com/watch?v=wdk3vVg-K0Q>.



Source: InnovaMare YouTube channel

The third protagonist of the Nautilus stories is Prof. Ing. Vincenzo Bucci, tenure track assistant professor. The interview has been filmed by the University of Trieste and published on <https://www.youtube.com/watch?v=xcsGx-2loFQ>.



Source: InnovaMare YouTube channel

Paolo Diviacco, coordinator of the Data Infrastructure of GEO/OGS is the fourth protagonist of the Nautilus stories. The interview, realized by OGS, has been published on <https://www.youtube.com/watch?v=SSXrLztwKal>.



Source: InnovaMare YouTube channel

The other videos realized by the partners will be published every week on Youtube Innovamare channel until their completion.

CONCLUSIONS

Telling stories and sharing the opinions of the experts working in the fields of intervention of InnovaMare is a good opportunity to convey some crucial and truly technical aspects of the projects. This is why the Nautilus Stories web series was conceived: to transfer the key elements of the project (the establishment of an ecosystem in underwater robotics and sensors, the collaboration between research centers and companies, the importance of pilot actions) through the voice and experience of experts, thus engaging both the actors of the project and the general public.

All partners have positively taken up the challenge of identifying success stories of entrepreneurs and researchers in the field of underwater robotics and sensors and film them: up to now 4 stories have been published on YouTube and shared on the other social accounts of the project, with a fair amount of interest from users. Others will arrive in the coming months, thus helping to raise awareness of the InnovaMare project and, in general, a burning issue such as pollution and the protection of the Adriatic Sea.

Video by video and together with all the other communication activities implemented InnovaMare is building a choral story of the focus of the project.