

## D.2.3.4. MULTIMEDIA TOOLS

InnovaMare project

Blue technology - Developing innovative technologies for sustainability of Adriatic Sea

WP2 – Communication activities

## Project References

**Call for proposal 2019 Strategic – InnovaMare**

**Project number:** 10248782

**Work package:** WP2 Communication activities

**Activity title:** A3 Promotional materials and Communication toolkit

**Deliverable title:** D.2.3.4. Multimedia tools (infographics and video)

**Expected date:** M6

**Deliverable description:** D.2.3.4. Multimedia tools is related to the project multimedia tools (such as infographics and video) aiming at complementing the external communication of the project activities

**Partner responsible for the deliverable:** ARTI Puglia

**Dissemination level:** CO - Confidential

**Status:** Final

**Version:** 1.0

**Date:** 31st December 2020

## Contents

INTRODUCTION .....	3
INNOVAMARE MULTIMEDIA TOOLS.....	3
Project webcard .....	4
Infographic 1 .....	4
Infographics 2 and 3.....	6
Video infographics .....	7
Video.....	7
CONCLUSIONS .....	7

## INTRODUCTION

Communication is a continuous process feed 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.

Multimedia dominate the digital communication landscape and are great tools to convey complicated messages to various target audience. Most modern users have limited attention, limited time and are very selective: videos and pictures can be key communication products in such an environment, as they can pass on crucial messages or information in a matter of seconds, in a visualised way. Videos explaining challenges and goals are used as direct and effective means of information able to communicate to the wider audience.

Having this in mind, the present document collects the multimedia tools created by WP2 Leader – ARTI Puglia and made available to all project partners for communication needs by December 2020 and list the ones that will be realized during the project lifecycle.

Each item is available on the project's shared repository, through the chosen system Monday.com, in project website and social networks and accessible to the partnership at any time. This deliverable is complementary to D.2.3.3 Communication toolkit and D.2.3.5 Support materials, where the corporate image, all the templates and all the tools supporting the communication are provided for the benefit of all project partners.

## INNOVAMARE MULTIMEDIA TOOLS

The multimedia tools reported in this deliverable have been created bearing clearly in mind the [Project Brand Manual](#) provided by the Interreg Italy-Croatia Programme, as the ones that will be realized in the future of the project implementation, in order to accompany it in a continuous process. All elements are compliant with the Programme brand identity rules, in terms of colours, fonts, logo placement, etc.

InnovaMare multimedia tools include a webcard and an infographic, that are reported in this deliverable, and will include also 2 video-infographics, 2 static infographics and a final video reportage.

All above listed items are realized in a digital form, so they can be used on the project and partners websites and social media, to promote the project, explain the activities and involve the target groups, also during the events.



## Project webcard

For InnovaMare a webcard has been designed, containing the most relevant information of the project (start date, duration, budget, number of partners, map), the main aim, the payoff “Dive into the depth of opportunities” and invitation to join the project activities “Join us on our journey”, together with the project contacts, social media and website.

The webcard can be used on the project and partners’ websites and social media accounts, in order to briefly describe the main project goal and key elements. The design includes the project logo, the blue ribbon, the graphic elements and colours required for Interreg Italy-Croatia Programme, priority axis Blue Innovation. It has been realized in December 2020.



Source: InnovaMare multimedia tools – Project webcard

## Infographic 1

This infographic follows the previous one realized in Support materials, describing the project activities with an overall overview. The infographics in Multimedia tools focus on the technical project activities: the first one, reported in this deliverable, deals with the “Development of an innovation ecosystem”; the second one

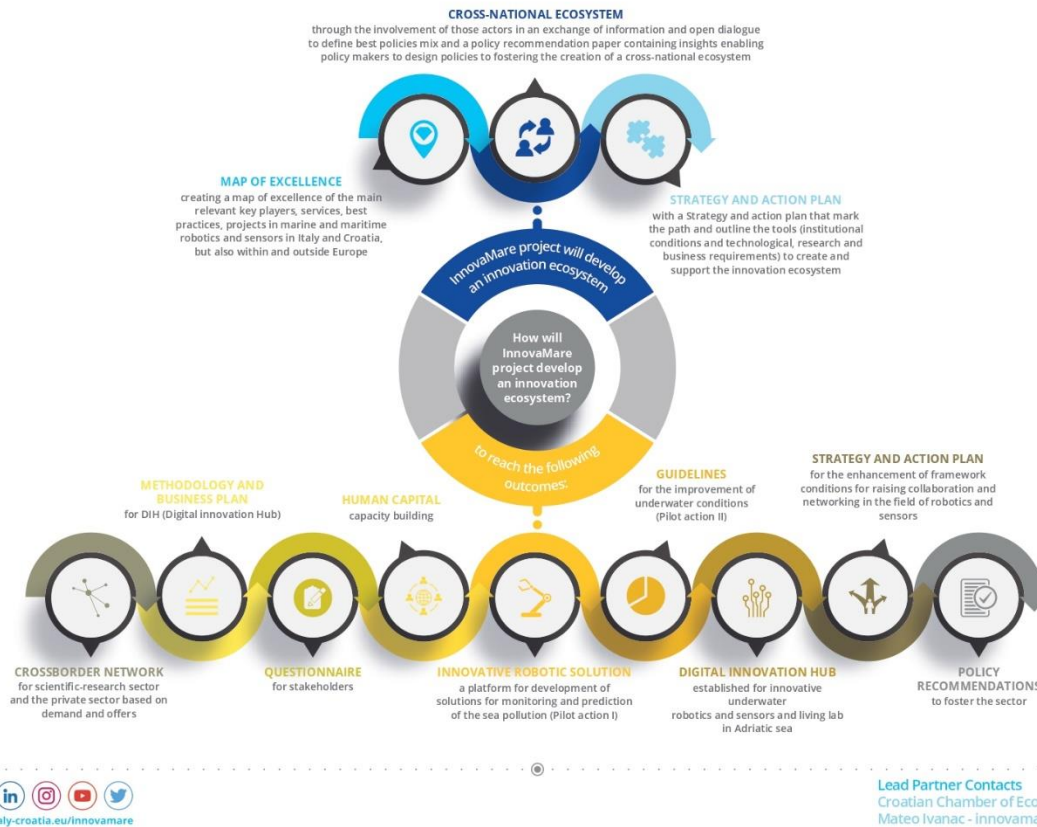
with "Development of a cross-border interactive web network MAiROS platform" and the third one with "Pilot actions innovation on robotic and sensors solution (TT)".

The first infographic in Multimedia tools has been realized in December 2020 and contains all the graphic elements of the InnovaMare visual identity: logo, the partners' logos, the funding source and the project website and social media.

It deepens the meaning of the innovation ecosystem and how the project will work on improving it in the underwater robotics and sensors field, listing the expected outcomes.



Source: InnovaMare multimedia tools – Infographic 1 page 1



Source: InnovaMare multimedia tools – Infographic 1 page 2

## Infographics 2 and 3

The second and the third infographics will explain the contents of the WP4 and WP5, dealing with "Development of a cross-border interactive web network MAiROS platform" and "Pilot actions innovation on robotic and sensors solution (TT)".

They will combine a mix of texts and graphic elements in order to better explain and promote the technical activities. The deadlines will be June 2021 and December 2021.

## Video infographics

A video infographic is a visual representation of data and knowledge in the form of an online video, mixing together speaker, music, text and images.

In InnovaMare Multimedia tools two video infographics are foreseen: the first one presenting InnovaMare project and its activities (with a envisaged length of about 2'). It will be realized in February 2021.

The second one will deepen InnovaMare technical activities, in particular the Digital Innovation Hub and interactive webplatform (with a envisaged length of about 2'). It will be realized in December 2021.

## Video

The last multimedia tool, a video- reportage with a length of 5', will be realized by October 2022, describing the technical activities, initiatives carried out and outcomes reached within the project. Specifically, it will be a video reportage in English to support the communication activities of the project, with techniques of infographics, video shooting, voiceover and subtitling; video shooting and interviews with the partners of the InnovaMare project and with the experts will be carried out during the following initiatives:

- Breaking the Surface 2021 (Croatia);
- Awareness raising event to be held in Italy (in Friuli Venezia Giulia) in January 2022;
- Roadshow to be held in Dubrovnik, Bari, Venice, Rijeka (between May and October 2022).

It will be used on the project social media to present the project activities, representatives points of view, and outcomes.

## CONCLUSIONS

The multimedia tools are created to help the communication and dissemination activities of the InnovaMare project. For this reason, they are being used to explain and promote the project activities by all the project partners.

By scrupulously observing the provisions of the [Project Brand Manual](#) provided by the Interreg Italy-Croatia Programme, these materials will allow adequate visibility of the project, the Programme and the commitment of European Union in support of territorial cooperation through these projects.

This deliverable will be updated each year in December, in order to report the advancements of the realized materials.

