

D.2.2.3 SOCIAL MEDIA MARKETING REPORT 12

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

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INTRODUCTION

This document is the last in a row of the deliverables aimed at providing a snapshot and analysis of the activities carried out on social media and the results achieved during the period April - June 2023.

In the InnovaMare project, social media are a relevant part of the communication strategy to expand the project and to match the overall communication objectives. InnovaMare project has indeed in the social media activity a crucial tool to reach the project stakeholders, raise their awareness about the activities, and involve the project target groups.



INNOVAMARE SOCIAL MEDIA PROFILES

The project has 5 social media platforms to promote and disseminate activities, external news, public documents, pictures and videos: **Facebook**, **Instagram**, **LinkedIn**, **YouTube**, and **Twitter**. The social media management of these accounts is in charge of the Lead Partner - CCE, in collaboration with WP2 Leader – ARTI for the contents production and the Communication Management Board (CMB).

All the contents published on social media are the result of the drafting of monthly editorial plans drawn up by the LP - CCE and the WP2 Leader - ARTI, with the contribution of all the other project partners.

Facebook



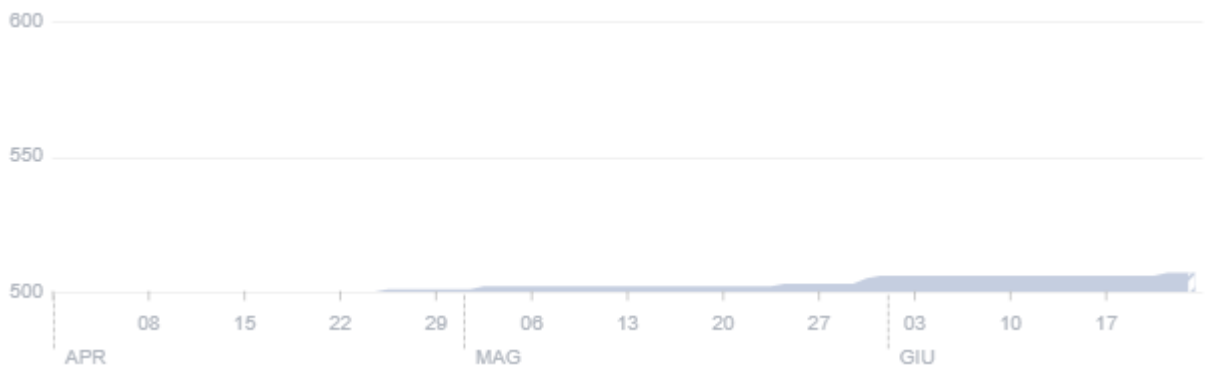
Facebook is the most popular and used platform. Due to this great variety, it is necessary not to use a formal or technical language. Facebook gives the possibility to reply to comments or questions, create events and fanpages, invite followers, keep conversations alive for a long time, express emotions, share ideas and opinions.

InnovaMare Facebook page ([@InnovaMareproject](#)) was opened on 2nd July 2020.

The overview of the fanpage updated to 23rd June follows.

Fanpage

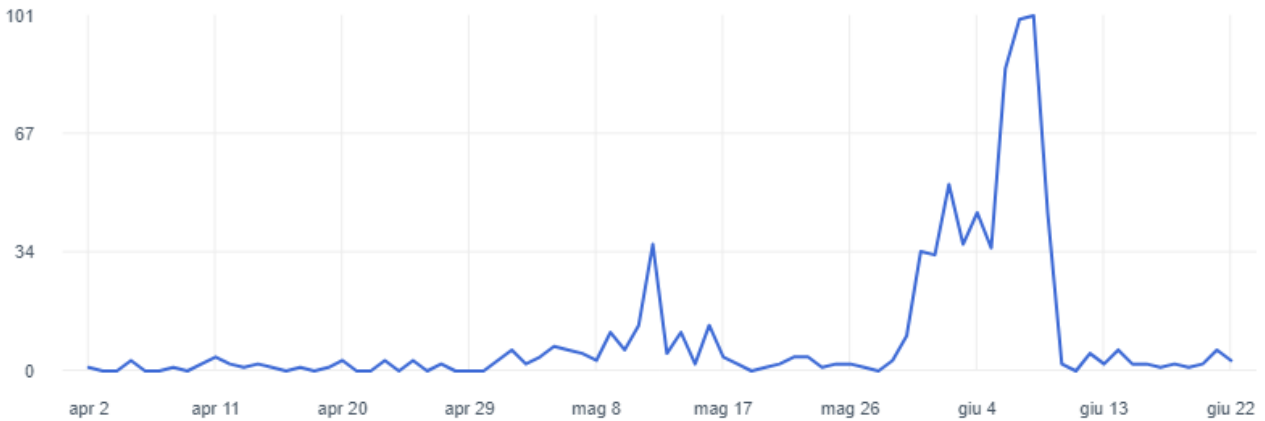
The number of fans is growing quite steadily, as the image below demonstrates. Up to now, the page has **556 fans** (+12 fans compared to March 2023).



Source: InnovaMare Facebook fanpage insights

The social media marketing activities in this reporting period generated **929 total views of the page**, i.e. how many times the page has been viewed by both registered and unregistered people. The views had an impressive increasing in the period mid May – mid June, thanks to the advertising campaigns.





Source: InnovaMare Facebook fanpage insights

Posts

In this trimester, a total of **18 posts** were published, as planned in the related editorial plans jointly prepared by the LP – CCE and WP2 Leader – ARTI. **15 posts** focused on **project news** (activities, partnerships, objectives, ...) and **3** were dedicated to **external news**.

As for the type of posts, we published **12 pictures**, **5 links** and **1 video**.



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikosc 191 · 27 aprile ·

We are proud to share that the InnovaMare will be part of this year's NTNU Oceans event in Norway, in Trondheim!
 Ocean Autonomy Cluster is organizing a seminar „Ocean Monitoring and Protecting - the Nordics“ in partnership with European Investment Bank, @Blue Invest, DG MARE, and us, strategic project InnovaMare Project - Interreg Italy Croatia, will be held on May 3rd, 2023 in Trondheim.
<https://mairos.org/.../seminar-protecting-and-monitoring-the-.../>
 The seminar will present cu... Altro...

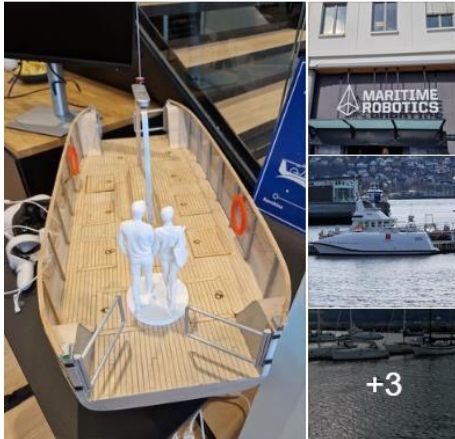


InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikosc 191 · 2 maggio ·

First day of @Ocean Week event in Tondheim, Norway was very challenging for InnovaMare team with lot of novelties.

Hrvatska gospodarska komora, Unioncamere del Veneto, Università degli studi di Trieste, ARTI Puglia, CNR Consiglio Nazionale delle Ricerche, CNR - INM, CNR - ISM Istituto di Struttura della Materia, OGS - Istituto Nazionale di Oceanografia e di Geofisica Sperimentale, Institut Ruđer Bošković, FER, LARIAT-Laboratory for intelligent autonomous systems, Laboratory for Underwater Systems and Technologies (LABUST), Sveučilište u Dubrovniku, Sveučilište u Rijeci / University of Rijeka, Odjel za Biotehnologiju, Šibensko-kninska županija - Službene stranice

#InnovaMare #Interreg #MadewithInterreg #EUInmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Progetti Cubi 3 · 3 maggio ·

#InnovaMare Digital Innovation Hub (DIH) for underwater robotics is the central place for technology transfer, strengthening cooperation and connecting stakeholders on a cross-border and transnational level from public, private and scientific research sectors, with the ultimate goal to develop innovation for the blue economy.

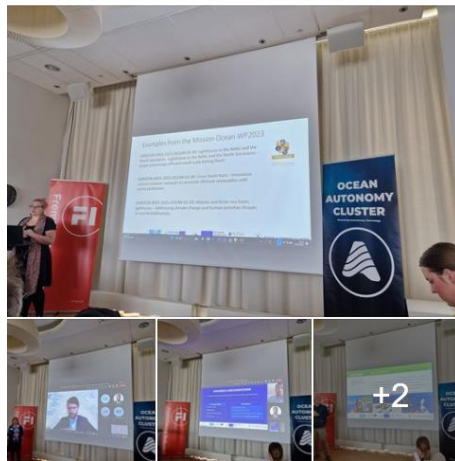
Follow us, dive into the depth of opportunities!
www.mairos.org



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikosc 191 · 4 maggio ·

In second day in Tondheim Croatian team showed that we are aware of significance of new marine technologies and their impact on sustainability of Adriatic Sea. Croatian companies @Vectrino, @SeaCras and @Salona Var have presented their potentials in session Solutions looking for problem opening a new space for future collaboration.

Hrvatska gospodarska komora, Unioncamere del Veneto, Università degli studi di Trieste, ARTI Puglia, CNR Consiglio Nazionale delle Ricerche, CNR ... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikoscic (?) · 5 maggio ·

InnovaMare participated in Robotima 2023!
 🚀 **ROBOTIMA 2023** was launched on May3rd 2023 in Trieste!
 The awareness raising event on marine robotics aggregated inputs in the InnovaMare Project - Interreg Italy Croatia innovation ecosystem and on robotic solutions developed by Consiglio Nazionale delle Ricerche, FER, MDIM Team Novacavi , Cergol Engineering Consultancy, Innovo Engineering & Construction Ltd.

Hrvatska gospodarska komora, Unioncamere del Veneto, Università degli st
 ... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikoscic (?) · 9 maggio ·

Our first InnovaMare academy in Šibenik on application of maritime technologies for sustainable Blue economy and Adriatic sea has started! InnovaMare academy will in next 5 days educate 20 students thanks to experts coming from private and scientific-research sector as @Andrea Saiani, @Antonio Vasiljevic, @Josip Rukavina, @Frane Urem and @Marija Stupalo. We will have lectures, workshops and demonstration activities to enable knowledge transfer and catch the trends and novelti... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Progetti Cube (?) · 9 maggio ·

📅 Save the date!
 InnovaMare final conference
 📅 12 May 2023
 Polytechnic of Šibenik (Croatia) - @Veleučilište u Šibeniku... Altro...

AGENDA:
12.5.2023.

10:00 - 10:30	Registration
10:30 - 11:00	Polytechnic of Šibenik - Frane Urem, Vice Dean Šibenik-knin county - Marko Jaslić, County prefect Croatian Chamber of Economy - Tomislav Radoš, Vice president Interreg Italy - Croatia - Hrvoje Grancarid, Joint Secretary Ministry of regional development and EU Funding - Simo Eric, Minister
11:00 - 11:30	Croatian Chamber of Economy/Digital Innovation Hub InnovaMare - Mateo Ivanac
11:30 - 13:00	Scientific-research sector: University of Zadar - Tomislav Šarić, Ruđer Bošković Institute - Neven Cukrov and CNR ISMAR - Istituto di Scienze Marine - Francesca De Pascalis Private sector: Iskra Shipyard - Roko Vuletić, Sea Grass d.o.o. - Mario Špadina, Mare FVG - Carlo Kraković Public sector: Ministry of regional development and EU funding - Marija Rukavina Financial sector: European Investment Bank - Antonella CalviaGoetz Moderator: Mateo Ivanac
13:00 - 13:20	Ceremonial awarding of certificates to Academy participants
13:20 - 14:00	Networking break
	1. Demonstration of marine technologies in Martinska IRB FER, UNIZO, CNR ISMAR, OGS, GEOMAR, VECTRINO, KALINOS, V&R

MAIROS.ORG
Application Form - InnovaMare Final Conference 12.05.2023. | InnovaMare [Iscriviti](#)

InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikoscic (?) · 11 maggio ·

The InnovaMare strategic project and its results were presented at the joint event."The role of the blue economy in the Adriatic Sea in promoting sustainable development between Italy and Croatia" as an example of successful cross-border cooperation in the blue economy. The conference was organized by the Italian Embassy in Zagreb and the Croatian Chamber of Economy, and brought together Italian and Croatian experts on the topic of "Sustainable management of marine resources ... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikoscic [?] · 16 maggio ·

SUCCESSFUL FINAL CONFERENCE OF STRATEGIC PROJECT INNOVAMARE IN ŠIBENIK
 We are glad and proud to share with you that the InnovaMare Project - Interreg Italy Croatia partnership from both countries gathered again at the Veleučilište u Šibeniku on Friday, May 12 for the final conference of the project which crosses the finishing line after almost 3 years of joint activities.
 Thanks to all InnovaMare partners and their benefits, the InnovaMare strategic project is recognized as ...
 Continua a leggere



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikoscic [?] · 24 maggio ·

The first #InnovaMare Academy is successfully delivered and the first generation of students was ceremoniously awarded certificates of completion of the academy in the final conference of the InnovaMare project.
 How was it, check here <https://www.youtube.com/watch?v=9hLuOSi53v0>
 The InnovaMare Academy is the pinnacle of the InnovaMare strategic project and we will give our best to position Academy as an essential place in education in marine technologies and innovations in the... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Progetti Cube [?] · 30 maggio ·

Through InnovaMare strategic project we have built an ecosystem of experts 👤, where researchers, public institutions and companies work together on specific issues related to blue economy 🌊.
 The result is the Digital Innovation Hub, born thanks to the fruitful cross-border cooperation 🤝, aimed at transforming the Adriatic Sea into a center for testing and validation of marine technologies.
 Want to know more about the legacy of InnovaMare project? Listen 🎧 to the partners point... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikovic [?] · 5 giugno ·

World Environment Day in 2023 - #BeatPlasticPollution.
 It will focus on solutions to plastic pollution under the motto #BeatPlasticPollution.
 The good news is that we have science and solutions to tackle the problem –and a lot is already happening. InnovaMare is an excellent example of it. We have already stepped forward in creating solutions to keep the Adriatic Sea sustainable.
 World Environment Day 2023 will showcase how countries, businesses and individuals are learning ... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikovic [?] · 12 giugno ·

#InnovaMare team will participate in event "Strategic initiatives shaping the future: results of the Strategic projects from the 2014-20 programming period" which will be held in Ferrara, Italy, on 14th of June 2023 where strategic projects will present the achieved results financed during the 2014-2020 programming period.

Hrvatska gospodarska komora, Unioncamere del Veneto, Università degli studi di Trieste, ARTI Puglia, CNR Consiglio Nazionale delle Ricerche, CNR - INM, CN... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikosc [?] · 14 giugno · 🌐

👉 We have proudly presented InnovaMare results and achievements today in Ferrara, Italy in an event "Strategic initiatives shaping the future". After three years of work and great cooperation with partners, we have shown what we have jointly created and what is InnovaMare legacy that will shape the future.

🌐 Join us in our journey & Dive into the depth of opportunities!

Hrvatska gospodarska komora, Unioncamere del Veneto, Università degli studi di Trieste, ARTI Puglia, CNR ... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikosc [?] · 2 g · 🌐

European workshop EMRA 2023 - European Underwater Robotics and Application this year in Šibenik organized by FER & Laboratory for Underwater Systems and Technologies (LABUST) attracted and connected young international scientists and experts eager to hear and share new achievements in #underwater #robotics!

The #InnovaMare team is honored to be part of this community and participate in this event, having the opportunity to present the results of the strategic project and open... Altro...



InnovaMare Project - Interreg Italy Croatia
 Pubblicato da Jasna Pletikosc [?] · 4 g · 🌐

#InnovaMare will also this year take part in EMRA 2023 - European Underwater Robotics and Application the European workshop which will take part on 20 and 21 June 2023 in Šibenik (Croatia) under the organization of our project partner FER, Laboratory for Underwater Systems and Technologies (LABUST).

The InnovaMare team will present the results of more than three years of Italian-Croatian cross-border cooperation and also will moderate the panel discussion "Challenges and oppo... Altro...

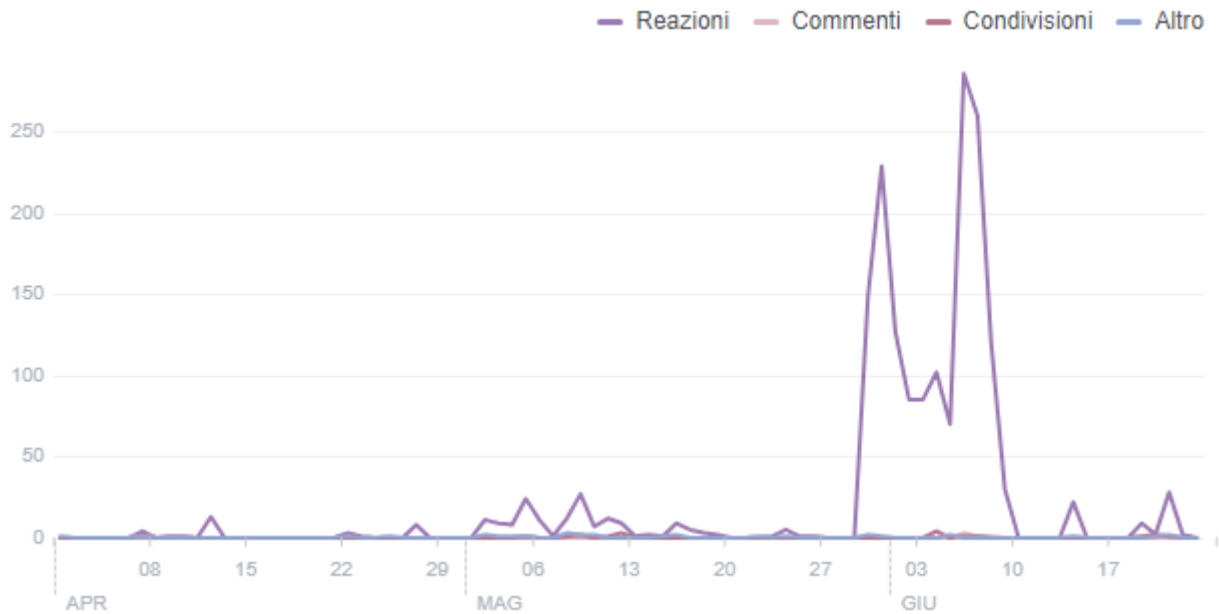
EMRA-2023.MARINEROBOTICS.EU

EMRA - EMRA'2023

WORKSHOP ON EU-FUNDED MARINE ROBOTICS AND APPLICATIONS 20-21 JUNE, 2023 - ŠIBENIK (Croatia) EMRA WORKSHOP PROCEEDINGS and PRESENTATIONS...

Source: InnovaMare Facebook fanpage

The published posts have generated **6,794 interactions**. In detail, **1,735 likes, 4,998 clicks on the posts, 20 shares, 24 loves, 3 wow, 7 comments**.



Source: InnovaMare Facebook fanpage insights

The total **coverage of the posts** (i.e. the number of people who have seen one of your posts at least once) is **339,658**, mainly due to the **advertising campaigns (336,272)**. The coverage from organic posts is **3,386**.



Source: InnovaMare Facebook fanpage insights

Instagram



Instagram is the photo and video-sharing social networking service owned by Meta. Posts can be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations and view trending content; they can like photos and follow other users to add their content to a feed. After its launch in 2010, Instagram rapidly gained popularity, with one billion registered users as of May 2019.

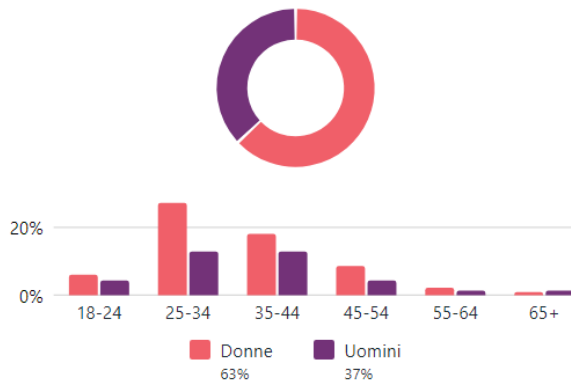
[InnovaMare Instagram account](#) was created the 1st of July. The overview of the account updated to 23rd June follows.

Profile

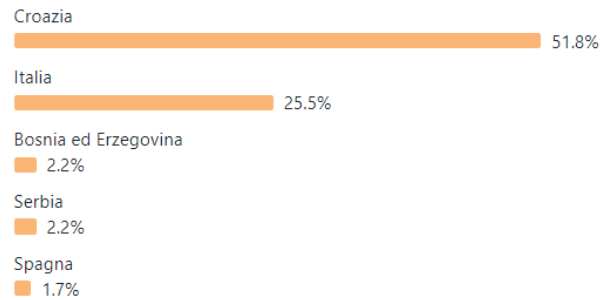
Up to now, the profile counts **361 followers (+9 followers compared to the previous reporting period)**. According to Instagram estimates, most of our followers are **women (63% against 37% of men)**, are aged between **25 and 44 years (67% of the total)** and come from **Croatia (51.8%) and Italy (25.5%)**.



Età e genere ⓘ



Paesi principali



Source: InnovaMare Instagram profile

Posts

From October to December, a total of **9 posts** were published, **all** focused on **project news** (activities, partnerships, objectives, ...). **7 posts** were **pictures** and **2 reels**.





Source: InnovaMare Instagram profile

The 9 posts have generated **71 interactions**. In detail, **68 likes, 2 saves, and 1 comment**.

The total **coverage of the posts** (i.e. the number of accounts reached with the published posts) is **860**. No sponsored contents were published, so the coverage was the result of only organic posts.

Also, the contents have generated **1,039 impressions**, i.e. how many times the posts have been seen (an account can generate more impressions).

LinkedIn

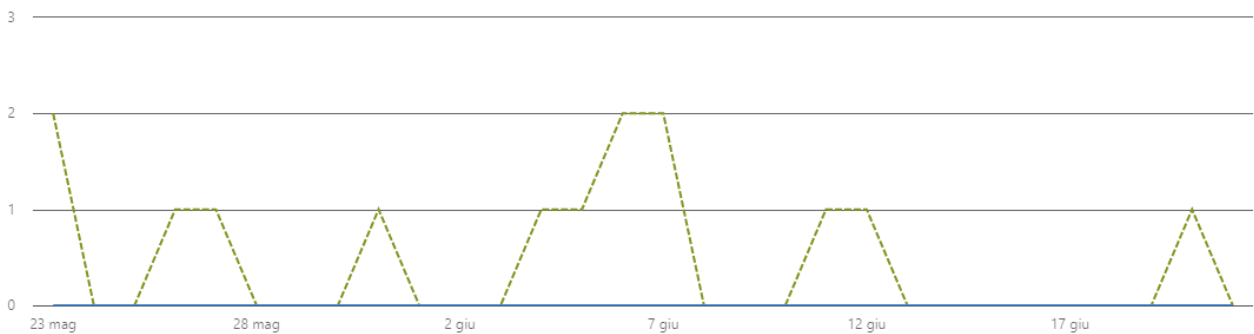


LinkedIn is a social network that focuses on professional networking and career development. It can be used to display resumes, search for jobs, and enhance the users professional reputation by posting updates and interacting with other people.

The [LinkedIn page](#) dedicated to InnovaMare was created on 4th July 2020. The overview of the company page updated to 22nd June follows.

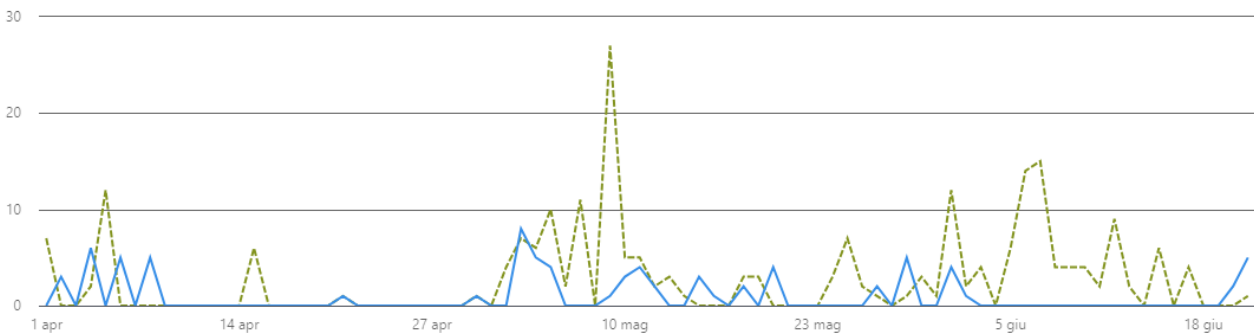
Company page

Up to now, the page has **626 followers** (+38 compared to the previous reporting period), all reached with organic posts.



Source: InnovaMare LinkedIn page insights

The social media marketing activities in this reporting period generated **300 total views of the page**, coming both from mobile and desktop access.



Source: InnovaMare LinkedIn page insights

Posts

In this reporting period, a total of **16 posts** were published. **14 posts** focused on **project news** (activities, partnerships, objectives, ...) and **2** were dedicated to **external news**.

As for the type of posts, we published **2 links**, **10 pictures** and **4 videos**.

InnovaMare Project - Interreg Italy Croatia
626 follower
2m • 🌐

🐣 Happy Easter 🐣 wishes you InnovaMare team!

Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, OGS, CNR - ISMAR - Lericì, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

#InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
626 follower
2m • 🌐

🌍 April 22 - Earth Day
🗣️ This year the theme is "Invest in our planet"!
🌐 We in InnovaMare community are mission-oriented on the sustainability of the Adriatic Sea establishing an innovation ecosystem in the area of underwater robotics and sensors.
👉 Share with us - How do you invest in our planet? 🌐

Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Lericì, OGS, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka
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InnovaMare Project - Interreg Italy Croatia
 626 follower
 2m •

We are proud to share that the InnovaMare will be part of this year's **Norwegian University of Science and Technology (NTNU) Oceans** event in Norway, in Trondheim!

Ocean Autonomy Cluster is organizing a seminar „Ocean Monitoring and Protecting - the Nordics“ in partnership with **European Investment Bank (EIB)**, @Blue Invest, @DG MARE, and us, strategic project **InnovaMare Project - Interreg Italy Croatia**, will be held on May 3rd, 2023 in Trondheim.
<https://lnkd.in/dkNF2kMy>

The seminar will present current and future challenges and solutions related to the ocean and the blue economy. The meeting will help stakeholders share knowledge, engage, and foster actions by promoting innovative technologies that prevent or solve emerging threats.

Josip R., Vectrino, Mario Špadina, SeaCras, Marija Stupalo, @Salona Var, Matej Čurić, @ Geomar, and Mateo Ivanac, InnovaMare who are part of the Croatian team who will present their ideas and visions in Trondheim!
https://lnkd.in/dAZI_Fkz

Follow us for more news and join us on our journey,
 Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Lericì, Maritime Technology Cluster FVG - mareFVG, Ruder Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

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Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
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 1m • Modificato •

First day of @Ocean Week event in Tondheim, Norway was very challenging for InnovaMare team with lot of novelties in underwater robotics.

Hrvatska gospodarska komora, , Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Lericì, Maritime Technology Cluster FVG - mareFVG, Ruder Bošković Institute, FER, University of Dubrovnik, Croatia,

#InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
 626 follower
 1m •

#InnovaMare Digital Innovation Hub (DIH) for underwater robotics is the central place for technology transfer, strengthening cooperation and connecting stakeholders on a cross-border and transnational level from public, private and scientific research sectors, with the ultimate goal to develop innovation for the blue economy.

Follow us, dive into the depth of opportunities!

www.mairos.org

Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
 626 follower
 1m •

Our first InnovaMare academy in Šibenik on application of maritime technologies for sustainable Blue economy and Adriatic sea has started!
 InnovaMare academy will in next 5 days educate 20 students thanks to experts coming from private and scientific-research sector as @Andrea Saiani, @Antonio Vasiljevic, @Josip Rukavina, @Frane Urem and @Marja Stupalo. We will have lectures, workshops and demonstration activities to enable knowledge transfer and catch the trends and novelties that are coming. InnovaMare Academy will for sure become a significant step for creating young force for developing innovations and keeping Adriatic Sea sustainable.

Do not wait and join us in our journey www.mairos.org
 Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, OGS, ARTI Puglia, CNR - ISMAR - Lericì, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

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Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
 626 follower
 1m • Modificato •

The InnovaMare strategic project and its results were presented at the joint event "The role of the blue economy in the Adriatic Sea in promoting sustainable development between Italy and Croatia" as an example of successful cross-border cooperation in the blue economy. The conference was organized by the Italian Embassy in Zagreb and the Croatian Chamber of Economy, and brought together Italian and Croatian experts on the topic of "Sustainable management of marine resources and the use of new technologies in marine protection" with the common goal of strengthening cooperation between the two countries.

Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Leriçi, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

#InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
 626 follower
 1m • Modificato •

SUCCESSFUL FINAL CONFERENCE OF STRATEGIC PROJECT INNOVAMARE IN ŠIBENIK

We are glad and proud to share with you that the InnovaMare partnership gathered again in Šibenik (Croatia), on May 12 for the final conference of the project which crosses the finishing line after almost 3 years of joint activities. Thanks to all InnovaMare partners and their benefits, the **InnovaMare Project - Interreg Italy Croatia** strategic project is recognized as a fantastic example of strong cross-border cooperation between Italy and Croatia.

We are thankful for the welcoming speeches given by **Frane Urem, Veleučilište u Šibeniku/Polytechnic of Šibenik's Vice Dean, Danijel Mileta**, @City of Šibenik, Deputy Mayor, @Iris Ukic Kotarac, @Šibensko-kninska county, Deputy County Prefect, **Tomislav Radoš**, the **Hrvatska gospodarska komora**, Vice President, @Anna Flavia Zuccon, Managing Authority of Interreg Italy-Croatia, Director and @Hrvoje Grancarić, Joint secretary of Interreg Italy-Croatia and Minister **Šime Erlić**, @Ministry of Regional Development and EU Funds of the Republic of Croatia.

The key panel discussion was on "Opportunities and challenges in the development of innovation ecosystem for the digital and green transformation of the blue economy", involving all relevant players such as representatives from R&D, private, public, and financial sectors creating key messages for all players for activities in the Blue economy.

to help to kick-start tech-provider companies, EU Member states need to be the first users and adopters of new technologies.

legal framework on a national level should encourage the transfer from high-carbon emitting technologies and business-as-usual to new, near-carbon-neutral practices

Viada Republike Hrvatske (Government of the Republic of Croatia), through the **Ministry of Regional Development and EU Funds of the Republic of Croatia**, is working on establishing new programs to help new tech-provider companies to overcome their barriers to entry into the local market

interdisciplinary and cross-border R&D collaborations like **InnovaMare Project - Interreg Italy Croatia** are encouraged to foster the transfer of knowledge and resources, especially human capital

DIHs are players that bridge tech providers with potential clients, thus working on both ends of the market.

What marine technologies are developed and what is their significance in the blue economy were presented in @Alutech in Šibenik with the support of **Vectrino**, @Salona Var, **FER**, @Geomar!


Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Leriçi, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

#InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Vedi traduzione




InnovaMare Project - Interreg Italy Croatia ha diffuso questo post

Dina Zalović • 3^e e oltre
 Management Board Assistant at Crvena Luka Resort and Student of...
 1m • 

Proud for attending **#InnovaMareAcademy** which is a part of **InnovaMare Project - Interreg Italy Croatia** for jointly development and establishment an innovation ecosystem model in the area of underwater robotics and sensors for purposes of monitoring and surveillance sector with a mission-oriented on the sustainability of the Adriatic Sea.
 Grateful for the opportunity and experience!
#innovation #sustainability #development #adriaticsea

Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
 626 follower
 1m • 

The first **#InnovaMare Academy** is successfully delivered and the first generation of students was ceremoniously awarded certificates of completion of the academy in the final conference of the InnovaMare project. How was it, check here <https://lnkd.in/dZCVBhyN>
 The InnovaMare Academy is the pinnacle of the InnovaMare strategic project and we will give our best to position Academy as an essential place in education in marine technologies and innovations in the future and contribute to the development and education of new young professionals.

Hrvatska gospodarska komora, Unioncamere del Veneto - Eurospertello Veneto, Università degli Studi di Trieste, OGS, ARTI Puglia, CNR - ISMAR - Lerici, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

#InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Vedi traduzione



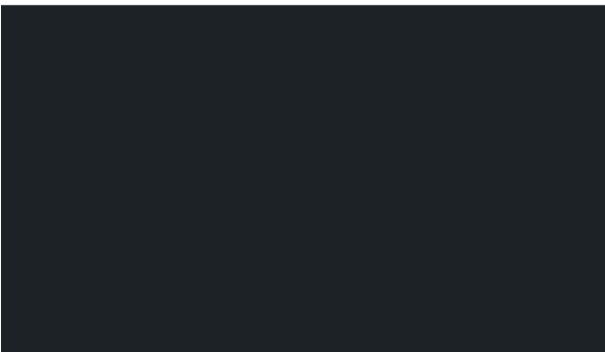
InnovaMare Final Conference and InnovaMare Academy - 12.05.2023
 youtube.com

InnovaMare Project - Interreg Italy Croatia
 626 follower
 3s • 📎

Through the InnovaMare strategic project, we have built an ecosystem of experts, where researchers, public institutions, and companies work together on specific issues related to the blue economy. The result is the Digital Innovation Hub, born thanks to the fruitful cross-border cooperation, aimed at transforming the Adriatic Sea into a center for testing and validating marine technologies.

Want to know more about the legacy of the InnovaMare project? Listen to the partner's points of view: <https://lnkd.in/dXSuwct5>
 Follow us, and dive into the depth of opportunities!
www.mairos.org
 Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Lericì, OGS, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

Vedi traduzione



The legacy of InnovaMare: the partners point of view
 youtube.com

InnovaMare Project - Interreg Italy Croatia
 626 follower
 2s • 📎

World Environment Day in 2023 - #BeatPlasticPollution. is focused on solutions to plastic pollution #BeatPlasticPollution. The good news is that we have science and solutions to tackle the problem –and a lot is already happening. InnovaMare is an excellent example of it. We have already created solutions to keep the Adriatic Sea sustainable. World Environment Day 2023 will showcase how countries, businesses, and individuals are learning to use the material more sustainably, offering hope that plastic pollution will be history.

Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Lericì, Maritime Technology Cluster FVG - mareFVG, OGS, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka
 #InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
 626 follower
 1s • Modificato •

#InnovaMare team will participate in the event "Strategic initiatives shaping the future: results of the Strategic projects from the 2014-20 programming period" which will be held in Ferrara, Italy, on the 14th of June 2023 where strategic projects will present the achieved results financed during the 2014-2020 programming period.

Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Lerici, OGS, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

#InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Vedi traduzione



InnovaMare Project - Interreg Italy Croatia
 626 follower
 1s • Modificato •

We have proudly presented InnovaMare results and achievements today in Ferrara, Italy in an event "Strategic initiatives shaping the future". After three years of work and great cooperation with partners, we have shown what we have jointly created and what is InnovaMare legacy that will shape the future.

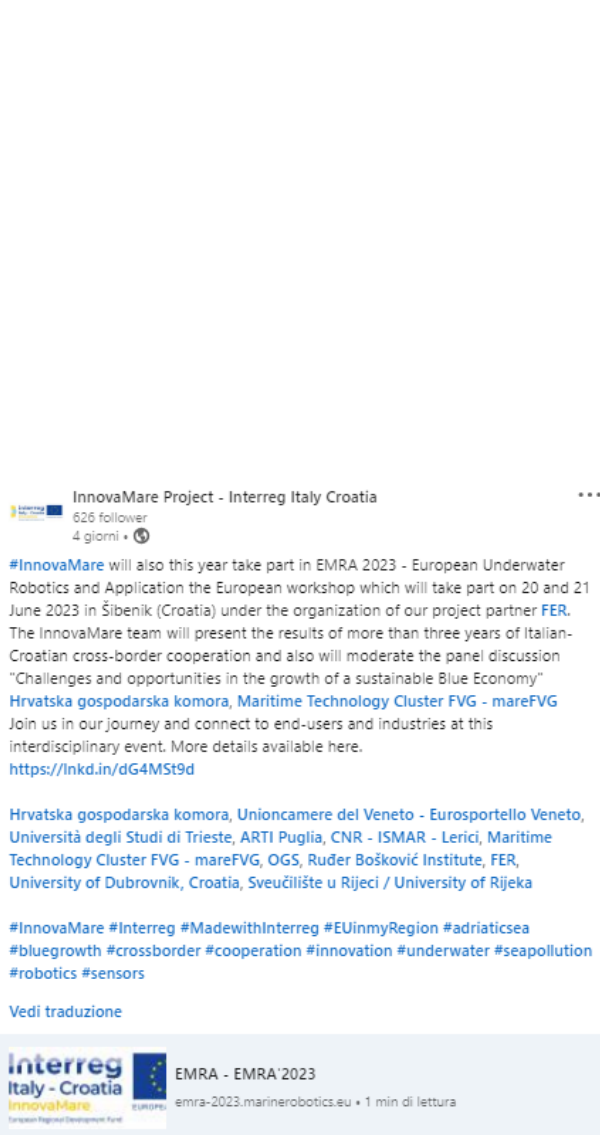
Join us in our journey & Dive into the depth of opportunities!

Hrvatska gospodarska komora, Unioncamere del Veneto - Eurosportello Veneto, Università degli Studi di Trieste, ARTI Puglia, CNR - ISMAR - Lerici, OGS, Maritime Technology Cluster FVG - mareFVG, Ruđer Bošković Institute, FER, University of Dubrovnik, Croatia, Sveučilište u Rijeci / University of Rijeka

#InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea #bluegrowth #crossborder #cooperation #innovation #underwater #seapollution #robotics #sensors

Vedi traduzione

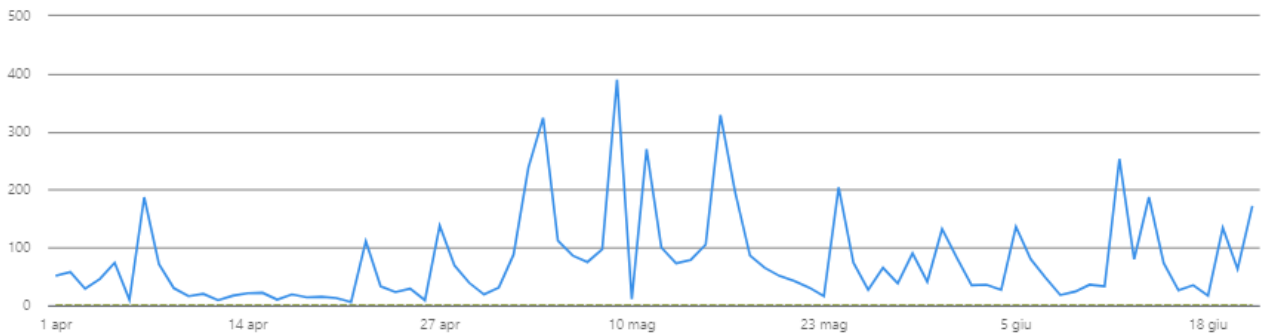




Source: InnovaMare LinkedIn company page

The 15 published posts have generated **855 interactions**. In detail, **526 clicks on the posts**, **324 reactions**, **2 shares** and **3 comments**.

The total **coverage of the posts** (i.e. the number of people who have seen one of your posts at least once) is **8,747**, thanks also to sponsored contents.



Source: InnovaMare LinkedIn insights

YouTube



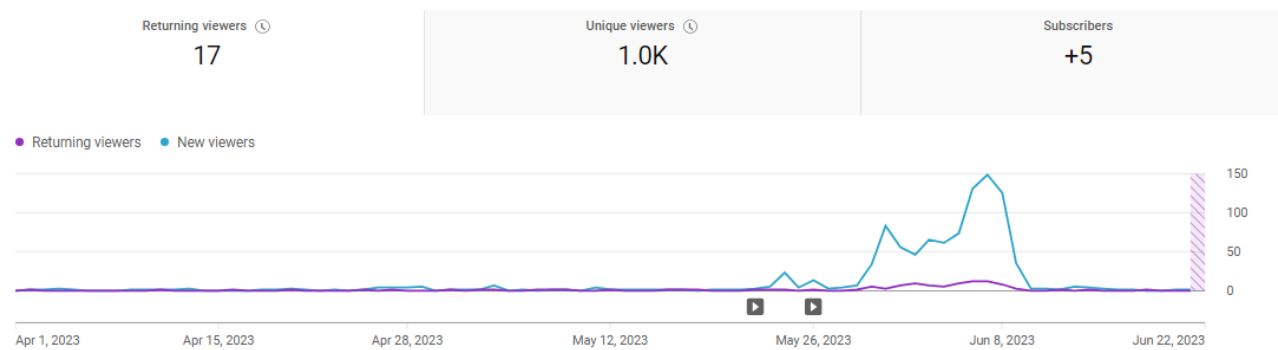
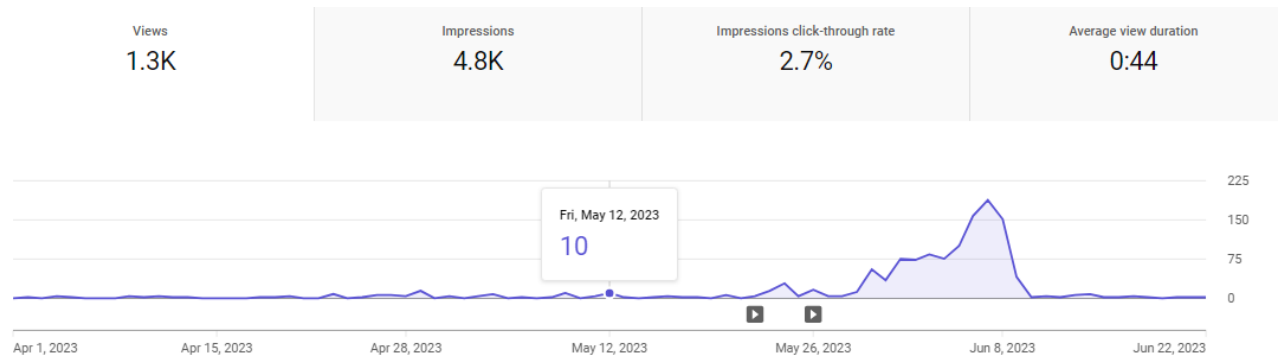
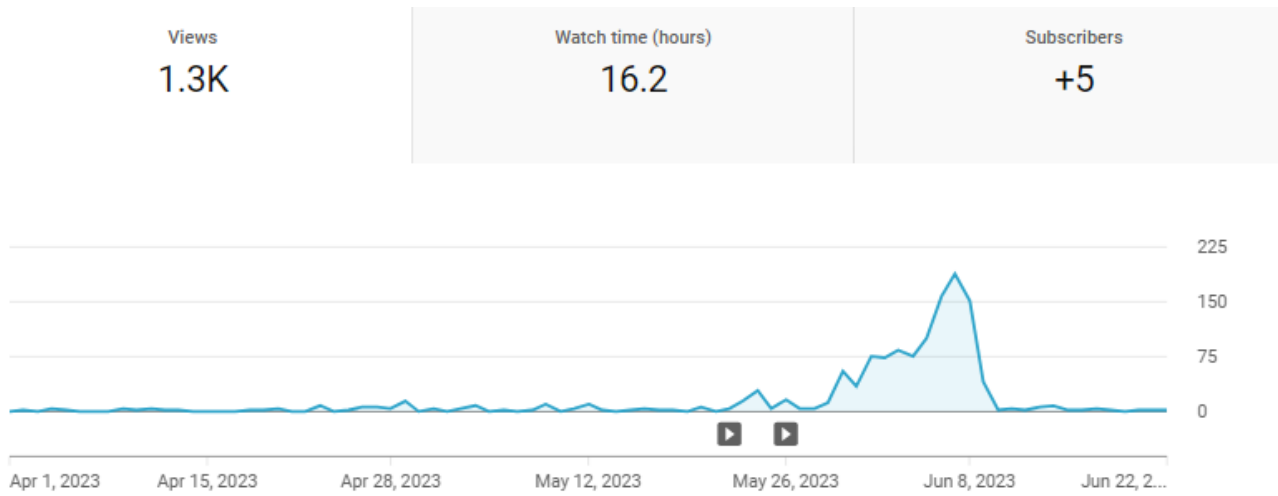
YouTube is the platform for sharing different kinds of videos (newscast, video clip, trailer, slideshow, etc.). YouTube subscribers can create their own channel and post videos, comments, vote for the best videos. The platform enables to embed videos into other websites and platforms, in particular Facebook.

[InnovaMare YouTube profile](#) was opened on the 8th of July 2019.

The channel registered a contained increase in the number of **subscribers**, which now are **39** (+5 compared to the previous reporting period) and **2** new **videos** published.

Nonetheless, in this reporting period, the contents already published have generated **1,300 total views**, **4,800 impressions** (how many times the video thumbnails were shown to viewers on YouTube, TV and game console devices), 2.7% impressions click-through rate (views per impressions shown, this measures how often viewers watched a video after seeing an impression), and **1,000 unique viewers** (estimated number of people that watched the content within the selected date range).





Source: InnovaMare YouTube channel insights

As for the **traffic source**, most of the viewers (55.2%) came from external sources, mainly Facebook (40.9%) and Google (15.34%).



Source: InnovaMare YouTube channel insights

Twitter



Twitter is the social network of brevity. Due to its speed, Twitter is particularly used to publish breaking news, considered obsolete after a few hours. For this reason, on Twitter it is important to ensure continuity: tweeting once a time has no reason, so Twitter can be used in particular for sharing/following events in real-time with live tweets and photos, creating engagement by using hashtags.

[InnovaMare Twitter profile](#) was opened on the 1st of October 2020.

Profile

Up to now, the page has 73 followers (+2 compared to the previous reporting period), all reached with organic posts. In these 3 months of activity the profile had **107 visits**.

Tweets

In this period, a total of **15 tweets** were published, as planned in the related editorial plans jointly prepared by the LP – CCE and WP2 Leader – ARTI. **13 tweets** focused on **project news** (activities, partnerships, objectives, ...) and **2** were dedicated to **external news**.

As for the type of posts, we published **2 links, 4 videos** and **9 pictures**.

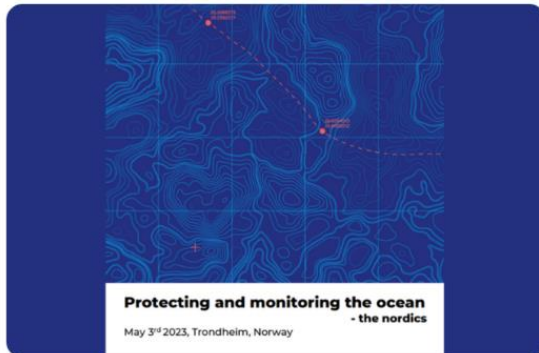
InnovaMare Project - Interreg Italy Croatia @innovamare · Apr 7 ...
 🐣 Happy Easter 🐣 wishes you InnovaMare team!
 #InnovaMare #Interreg #MadewithInterreg #EUinmyRegion #adriaticsea
 #bluegrowth #crossborder #cooperation #innovation #underwater
 #seapollution #robotics #sensors



InnovaMare Project - Interreg Italy Croatia @innovamare · Apr 22 ...
 🌍 April 22 - Earth Day
 🇮🇹! The theme is "Invest in our planet"
 🌊 We in #InnovaMare community are mission-oriented on the sustainability of the #Adriatic Sea establishing an innovation ecosystem in the area of #underwater robotics and #sensors.
 How do you invest in our planet?



InnovaMare Project - Interreg Italy Croatia @innovamare · Apr 27 ...
 #InnovaMare will be part of this year's NTNU Oceans event in Norway, in Trondheim which will be held on May 3rd, 2023 in Trondheim.
mairos.org/.../seminar-pr... The seminar will present current and future challenges and solutions related to the ocean. Join us!



InnovaMare Project - Interreg Italy Croatia @innovamare · May 4 ...
 #InnovaMare DIH for underwater robotics is the central place for technology transfer, strengthening cooperation and connecting stakeholders on a cross-border and transnational level to develop innovation for the blue economy. Dive into the depth of opportunities!



InnovaMare Project - Interreg Italy Croatia @innovamare · May 5 ...

#InnovaMare participated in Robotima 2023!
 ROBOTIMA 2023 was launched on May3rd 2023 in Trieste!
 The awareness-raising event on marine robotics aggregated inputs in the InnovaMare Project innovation ecosystem and #robotic solutions.
[#adriaticsea](#) [#bluegrowth](#) [#crossborder](#)



InnovaMare Project - Interreg Italy Croatia @innovamare · May 8 ...

Our first #Innovamare academy in Šibenik on application of maritime technologies for sustainable #Adriatic sea has started! It will in next 5 days educate 20 students thanks to experts as @Andrea Saiani, @Antonio Vasiljevic, @Josip Rukavina, @Frane Urem and @Marija Stupalo.



InnovaMare Project - Interreg Italy Croatia @innovamare · May 11 ...

The #InnovaMare strategic project and its results were presented at the joint event "The role of the blue economy in the #Adriatic Sea in promoting sustainable development between Italy and Croatia" organized by the Italian Embassy in Zagreb and the Croatian Chamber of Economy.



InnovaMare Project - Interreg Italy Croatia @innovamare · May 16 ...

SUCCESSFUL FINAL CONFERENCE OF STRATEGIC PROJECT @INNOVAMARE IN ŠIBENIK!
 We are glad and proud to share with you that the InnovaMare partnership gathered again at the @Polytechnic of Šibenik (Croatia), on May 12 for the final conference of the project!
[#adriaticsea](#) [#bluegrowth](#)



InnovaMare Project - Interreg Italy Croatia @innovamare · May 24 ...
 First #InnovaMare Academy is successfully delivered and the first generation of students was ceremoniously awarded certificates of completion of the academy in the final conference of the InnovaMare project. How was it, check here youtube.com/watch?v=9hLuOS...

#Interreg #crossborder



youtube.com
 InnovaMare Final Conference and Innovamare Aca...
 Italian and Croatian partners presented in Šibenik the main achievements of cross-border ...

InnovaMare Project - Interreg Italy Croatia @innovamare · May 31 ...
 Through the #InnovaMare strategic project, we have built the Digital Innovation Hub, an ecosystem of experts, where researchers, public institutions, and companies work together in the blue economy. Listen here about the legacy of the InnovaMare project?



youtube.com
 The legacy of InnovaMare: the partners point of vi...
 All project partners share their point of view on the InnovaMare project and its legacy.

InnovaMare Project - Interreg Italy Croatia @innovamare · Jun 5 ...
 World Environment Day 2023 - #BeatPlasticPollution is focused on solutions to plastic #pollution. The good news is we have science and solutions to tackle the problem. #InnovaMare as an excellent example of it has created solutions to keep the #AdriaticSea sustainable.



InnovaMare Project - Interreg Italy Croatia @innovamare
 #InnovaMare team will participate in the event "Strategic initiatives shaping the future: results of the Strategic projects from the 2014-20 programming period" held in Ferrara, Italy, where strategic projects will present the achieved results.
 #MadewithInterreg #adriaticsea
pic.twitter.com/3hhg7jgjp

InnovaMare Project - Interreg Italy Croatia @innovamare · Jun 14 ...
 We have proudly presented #InnovaMare results and achievements in Ferrara, in an event "Strategic Initiatives shaping the future". After 3 years of work & #cooperation with partners, we have shown what we have created and what is InnovaMare legacy that will shape the future.



InnovaMare Project - Interreg Italy Croatia @innovamare
 #InnovaMare will take part in EMRA 2023 - European Underwater #Robotics and Application the European workshop, on 20-21 June 2023 in Šibenik (Croatia) in the organization of project partner FER.
<https://emra-2023.marinerobotics.eu/>

#MadewithInterreg, #adriaticsea, #crossborder, #cooperation

InnovaMare Project - Interreg Italy Croatia @innovamare · Jun 21 ...
 EMRA 2023 - European Underwater Robotics and Application Workshop this year in Šibenik organized by FER & Laboratory for Underwater Systems and Technologies (LABUST) attracted & connected international scientists and experts eager to hear achievements in #underwater #robotics!

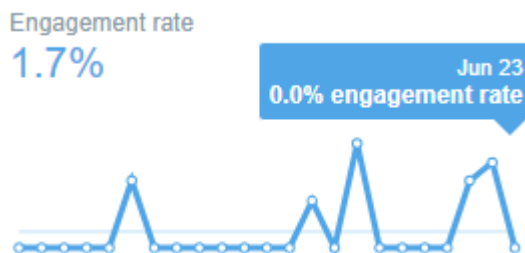


Source: InnovaMare Twitter profile

The 15 published tweets have generated **29 engagements**, i.e. total number of times a user has interacted with a tweet. In detail, **4 likes**, **1 retweet**, **5 detail expands** (how many times people view the details about a tweet), **18 media engagements** (no. of clicks on media counted across videos, vines, gifs, images), **1 profile click** (no. of click on the account name, @handle, profile photo).

The impressions generated by the tweets (i.e. how many times users saw the tweet on Twitter) is **452**. No sponsored contents were published, so the coverage was the result of only organic posts.

As for the engagement rate (the number of engagements - clicks, retweets, replies, follows and likes - divided by the total number of impressions) in these 3 months of activity is 1.7%, with a peak on the 11th of June (11.1%).



Source: InnovaMare Twitter profile insights

CONCLUSIONS

In these three months, the trend of the pages was consistent with the previous periods, with the exception of the summer, where there was a slight decrease.

The contents were almost entirely dedicated to the project activities, mainly documented through photos.

As usual, LinkedIn is the best performing platform in terms of growth of followers (+38 if compared to the previous reporting period). In terms of coverage (i.e. how many people have seen one of the posts at least once), in these three months Facebook registers the best performance (339,658) but the views are mostly due to the advertising campaigns. If we do not consider advertising, YouTube had the best performances, with 1,300 views and 4,800 coverage

Although there is no decrease in terms of followers, Twitter is the platform whose performance is very limited, but this is most likely due to the change in the system's algorithm.