

# Digital Communication web-based product

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Final Version of 30/06/2023

Deliverable Number D.2.3.1

<b>Project Acronym</b>	TECHERA
<b>Project ID Number</b>	10417714
<b>Project Title</b>	A new technology era in the Adriatic Sea – Big data sharing and analytics for a circular sea economy
<b>Priority Axis</b>	Blue innovation
<b>Specific objective</b>	1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
<b>Work Package Number</b>	2
<b>Work Package Title</b>	Communication activities
<b>Activity Number</b>	2.3
<b>Activity Title</b>	Digital Communication web-based product (D2.3.1)
<b>Partner in Charge</b>	PP2-AIE
<b>Partners involved</b>	ALL
<b>Status</b>	Final
<b>Distribution</b>	Public

#### Partnership:



## Executive Summary

As for **Activity 2.3** (Digital and web-based activities), PP2 AIE is in charge of the realisation of deliverable D2.3.1. (Web-based digital communication product), i.e. the creation of a video showcasing cluster's achievements (Target groups: general public, students interested in blue growth and economy, young people and citizens).

The digital and web-based products (video reportage of the final Conference, video showcasing TECHERA cluster achievements, short interviews with relevant stakeholders and final project video) will be used to increase the attractiveness of project results towards the young generation and facilitate the involvement of the education system, crucial for the skills development for smart specialization, industrial transition and entrepreneurship in the blue economy sector.

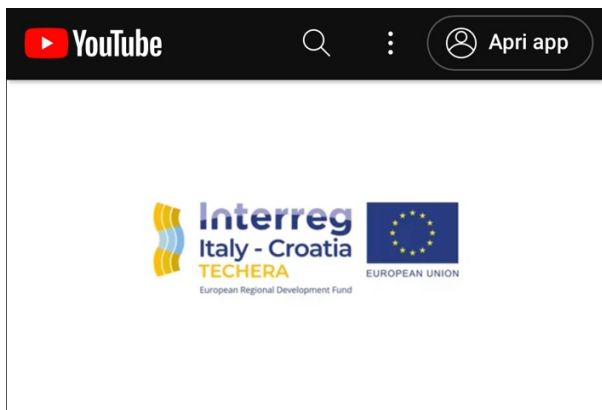
TECHERA will take full advantage of the potential of the audiovisual to illustrate the project.

The following audiovisual products were produced:

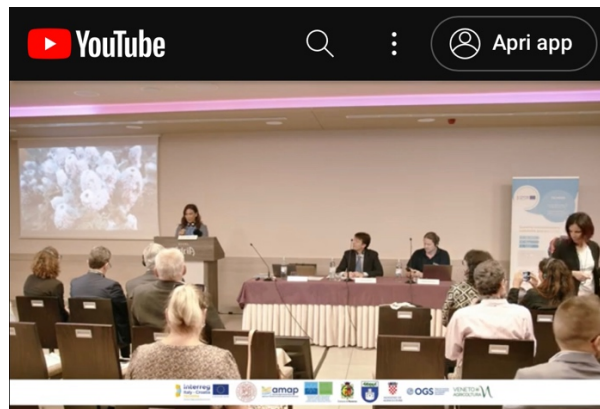
- (a) **video report of the Final Conference of the project**: consisting of the audiovisual recording of the entire final conference that took place in Dubrovnik (Croatia), on June 19. Parts of this video were then used in the production of the final video of the project. The entire video was published and disseminated on social media, YouTube channel and on the project website.

The video report of the Techera Final Conference is available at the following link:

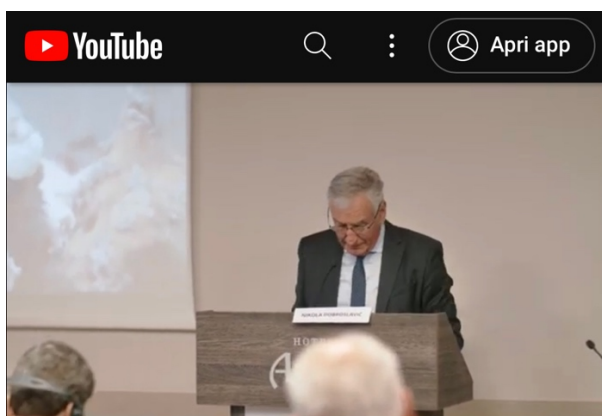
<https://www.youtube.com/watch?v=mwagywRLpyg&t=59s>



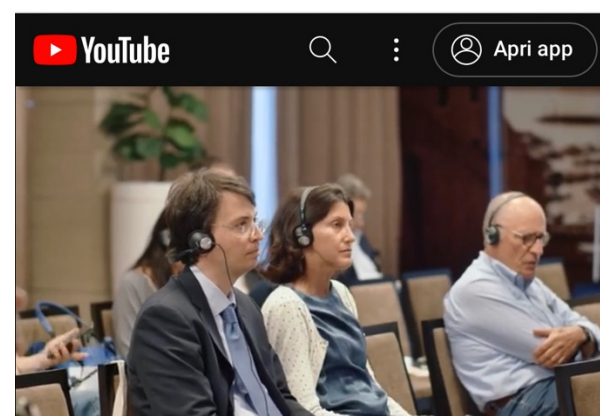
**Techera Final Conference - Full Video Recording**



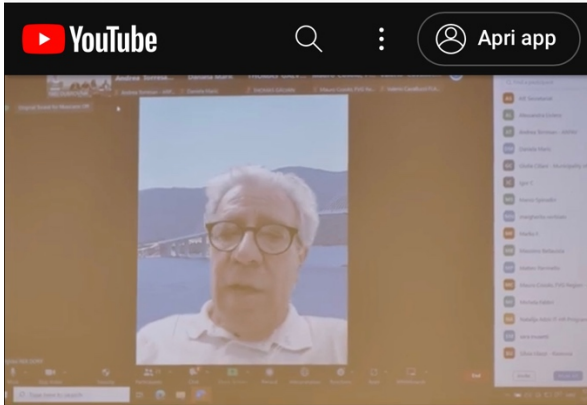
**Techera Final Conference - Full Video Recording**



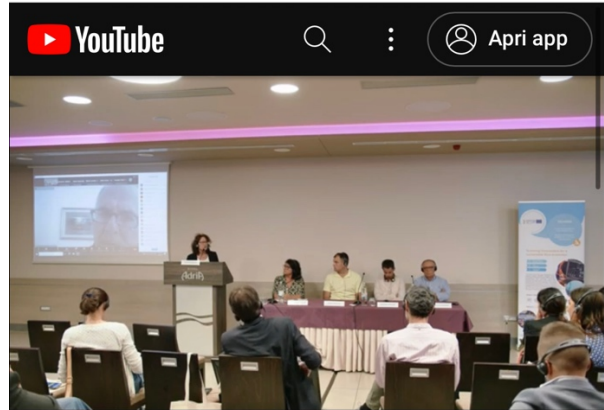
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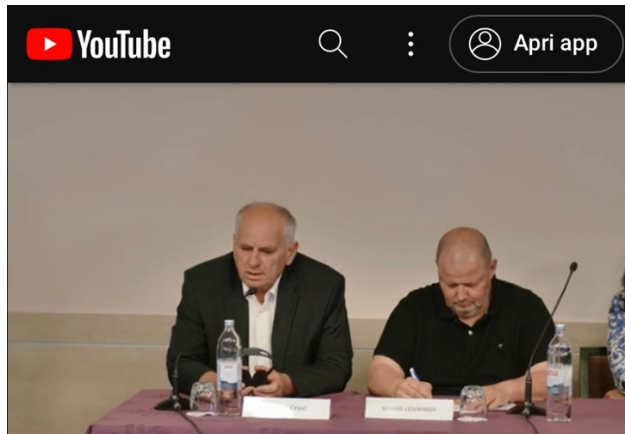
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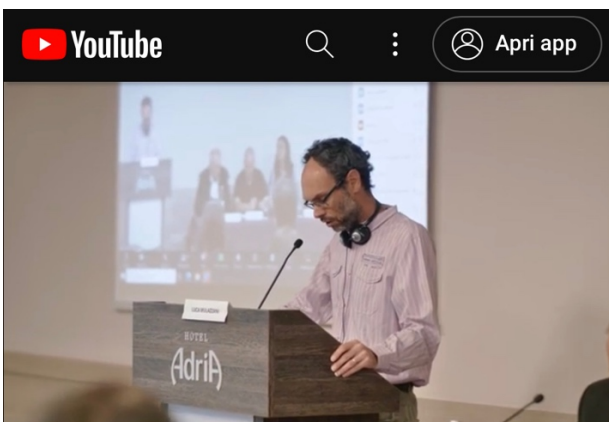
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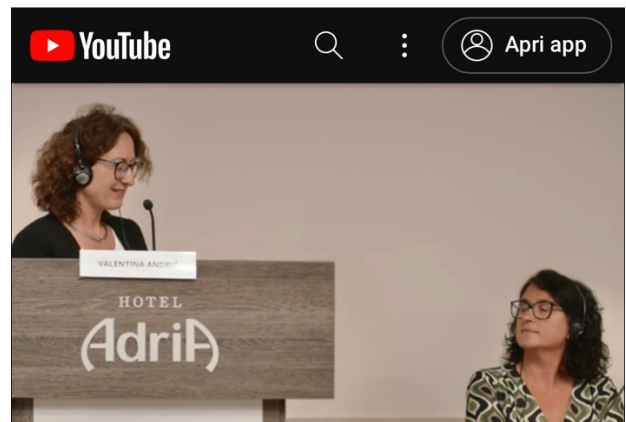
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(b) **video interviews**: recorded at the outcome of the final conference with some of the stakeholders present at the event, which have been uploaded to the project webpage and disseminated through the project's communication channels.

The interviews are available at the following link:

<https://www.youtube.com/watch?v=mwagywRLpyg&t=59s>



**Giorgia GIOACCHINI** – Department of Life and Environmental Sciences (DISVA), Polytechnic University of Marche



**Alessia Cariani** (Alma Mater Studiorum – Università di Bologna - LP)



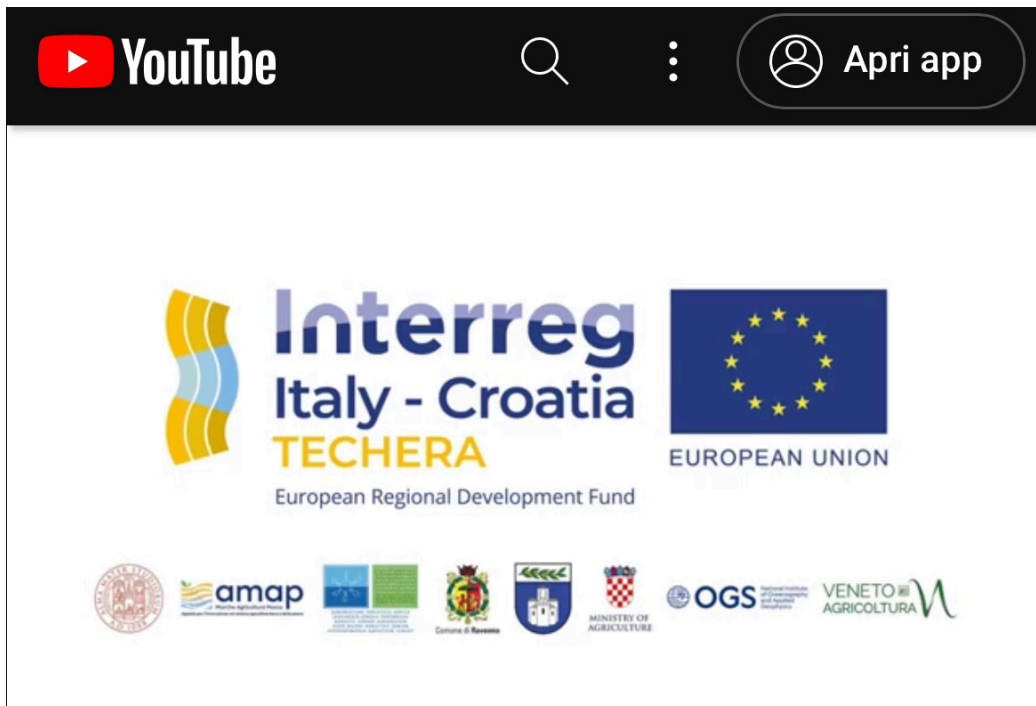
**Luca DI NICOLA** – InfoTeam expert in innovative IT solutions in the "Blue Economy" sector



**Otello Giovanardi** – CNR-IRBIM Associate Professor

(c) **Finale project video**: the purpose of the video is to tell about the project, the activities carried out, the cooperation work among the partners, and to show the results of the cluster. For the editing of the final video, some images and parts of the existing videos of the standard projects being capitalized were also used, as well as interviews and footage taken during the Final Conference. The final video was published on the YouTube channel, on other social media and on the project website. The "Final Project Video" is available at the following link:

[https://www.youtube.com/watch?v=XUdMvVI\\_m3k&t=16s](https://www.youtube.com/watch?v=XUdMvVI_m3k&t=16s)

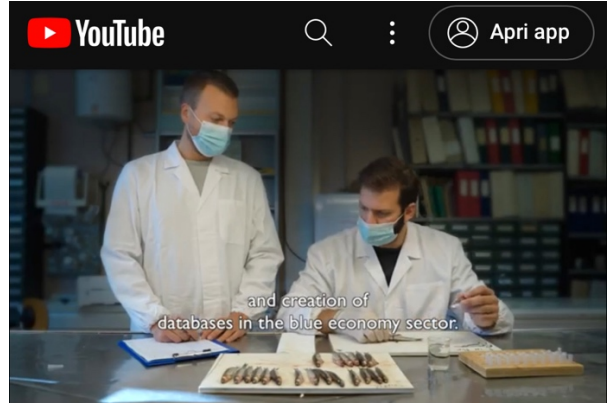


## Techera Project - Final Video

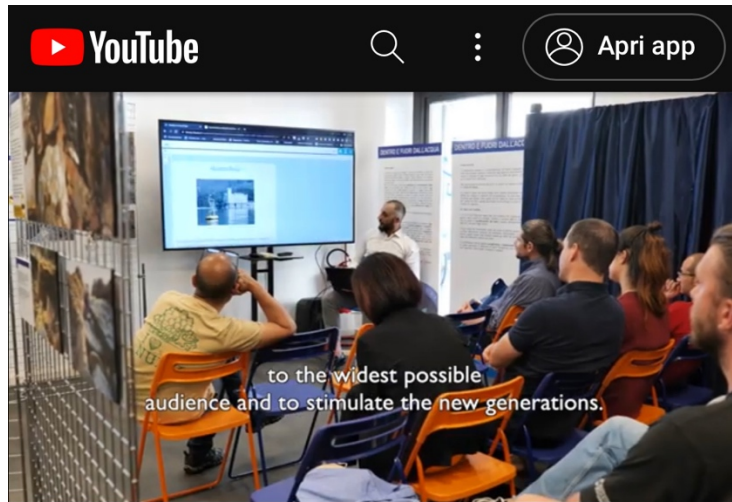




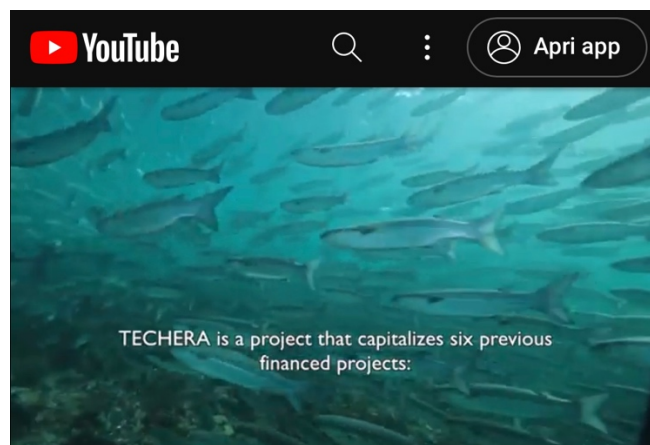
Techera Project - Final Video



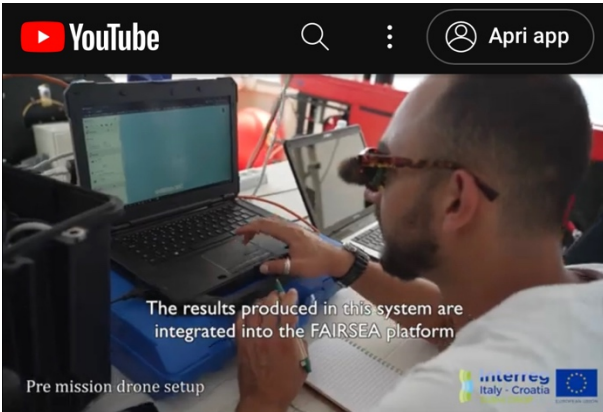
Techera Project - Final Video



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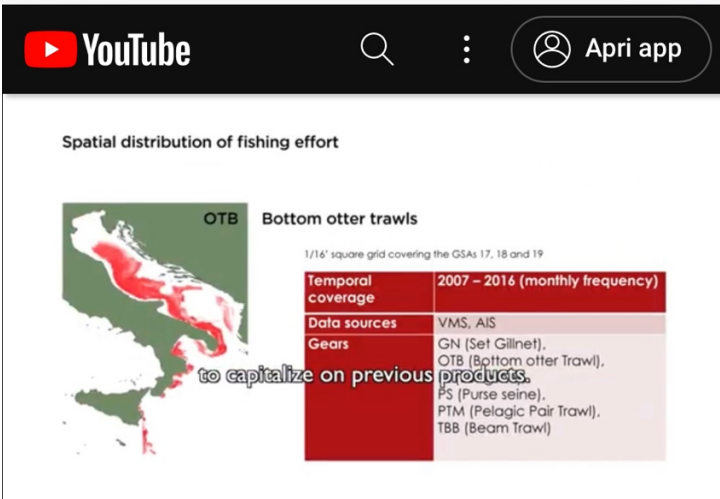
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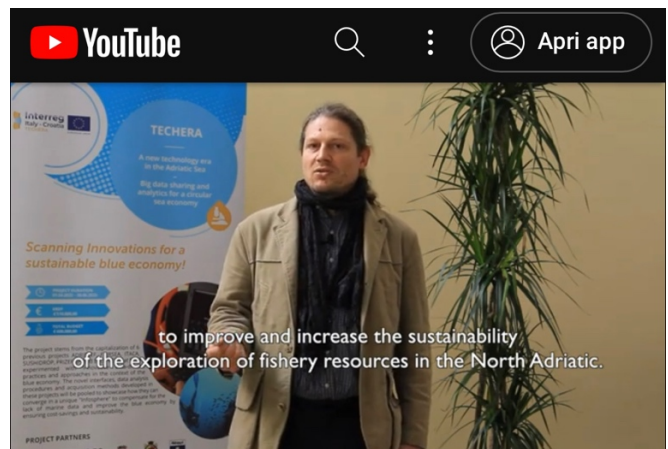
Techera Project - Final Video



Techera Project - Final Video



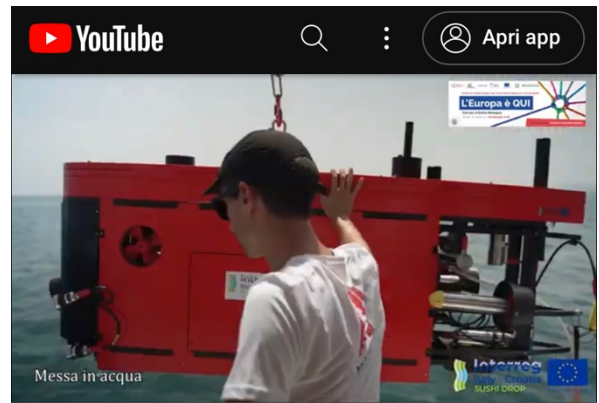
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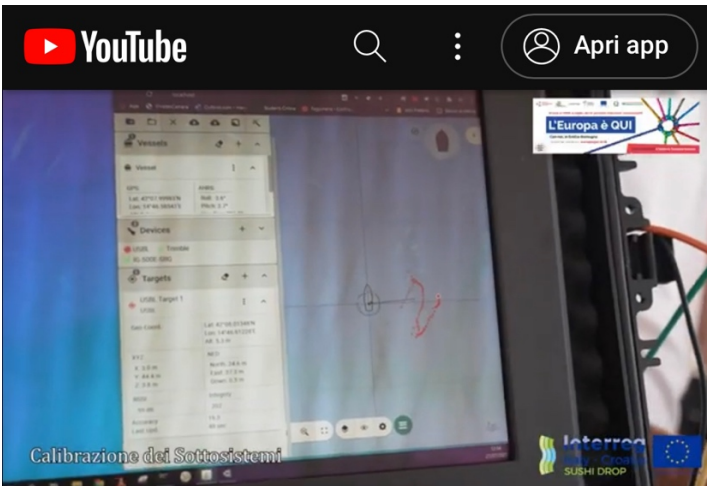
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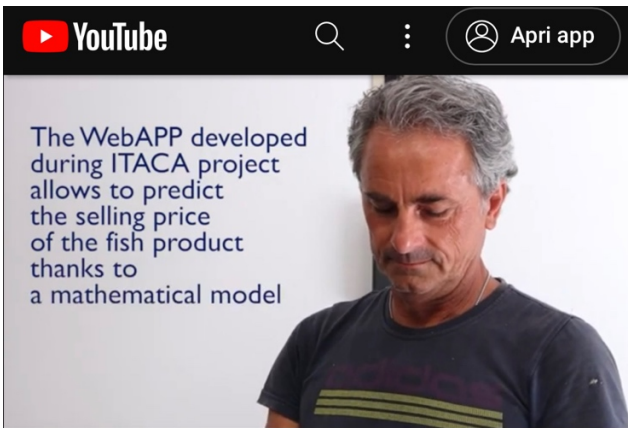
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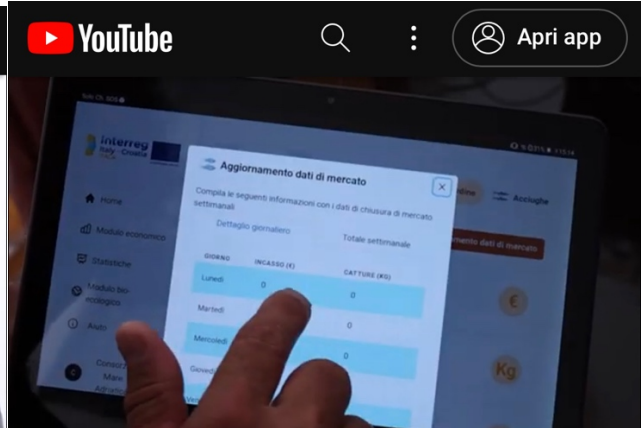
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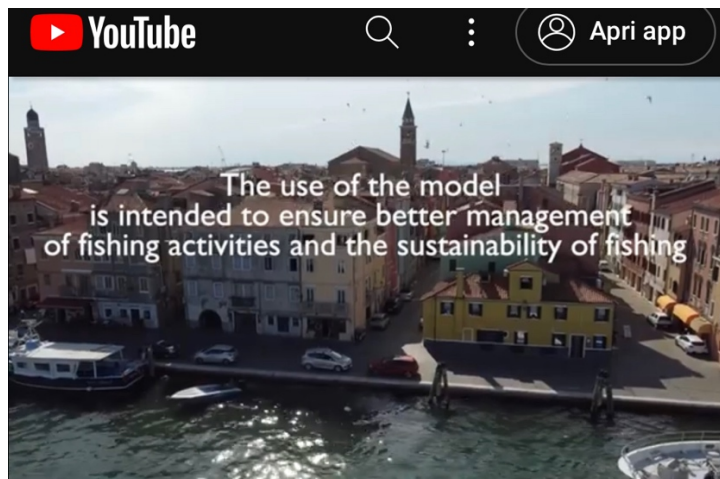
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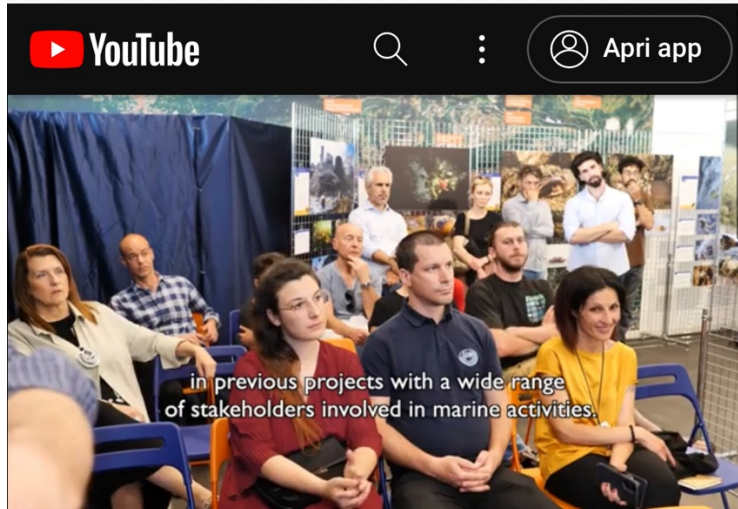
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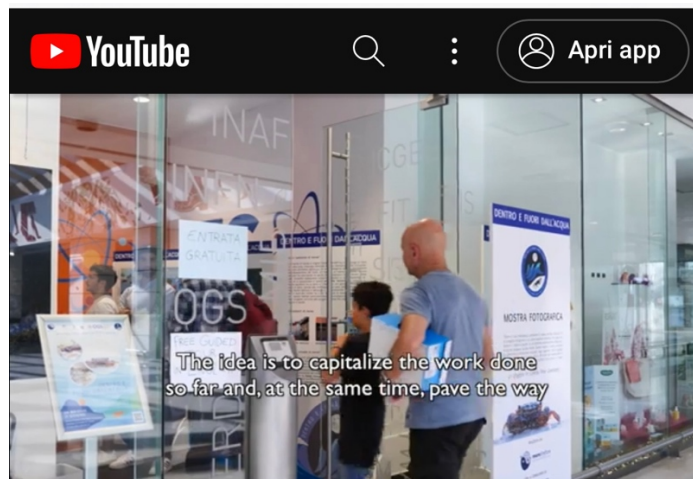
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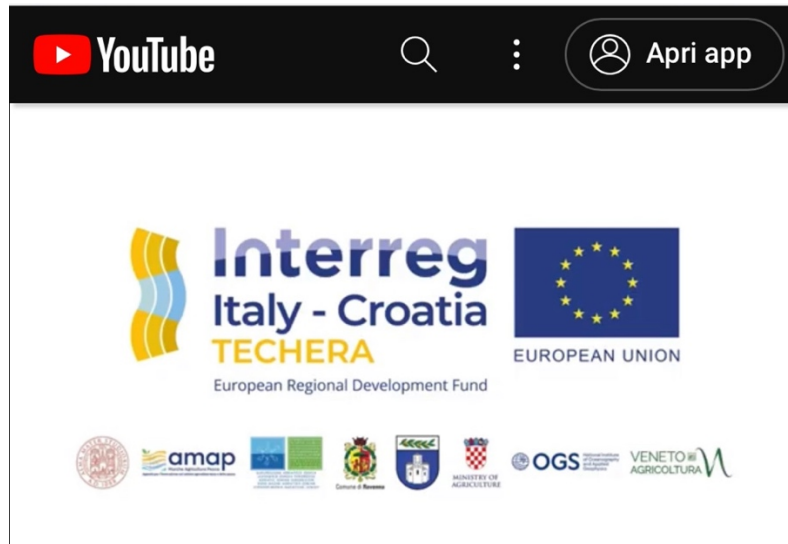
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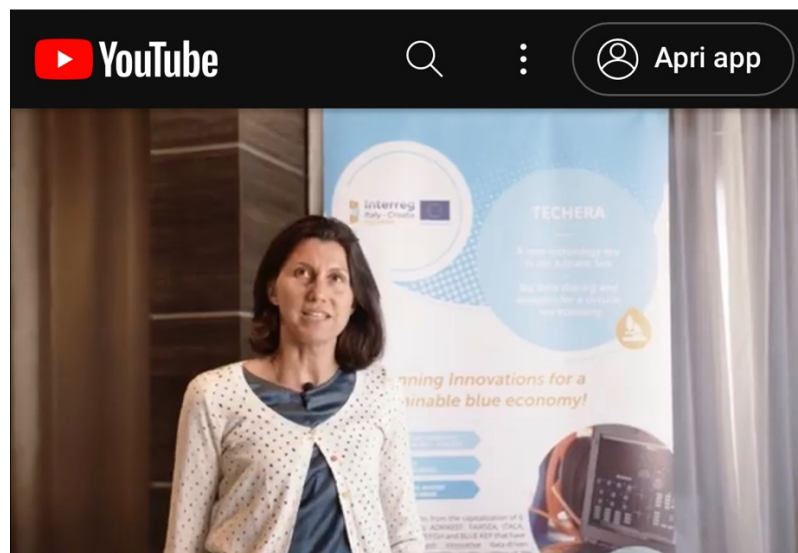
Techera Project - Final Video

(d) **Short video**: a short version of the final project video, lasting only a few minutes , was also released and published on the YouTube channel, on other social media and on the project website. The short video is available at the following link

<https://www.youtube.com/watch?v=H1T9SfYMwYM&t=12s>

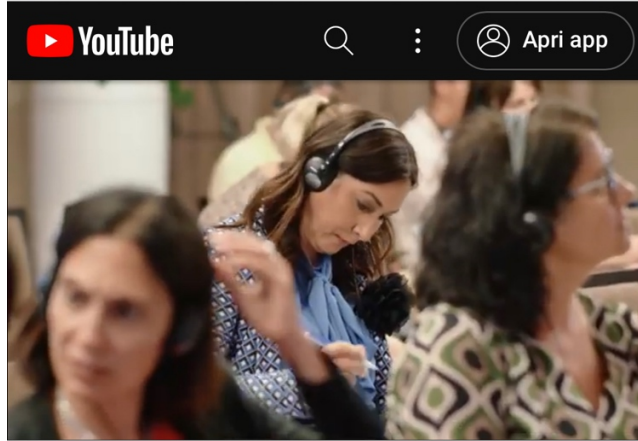


**Techera Final Conference - Short Video**

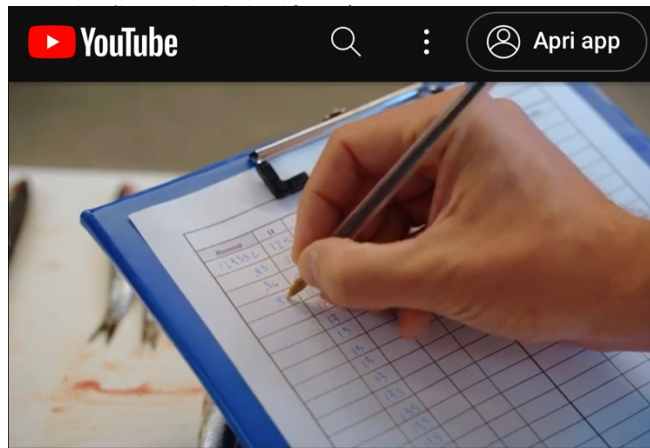


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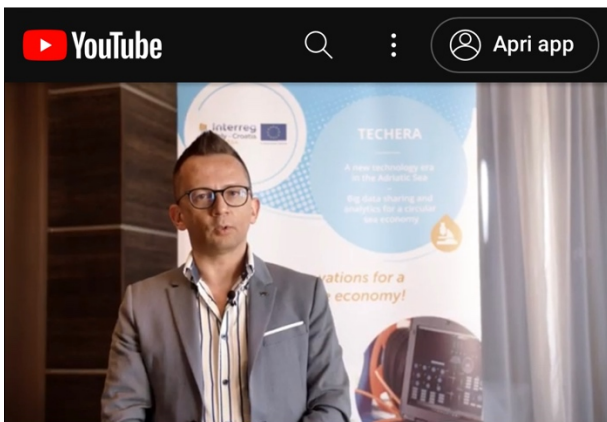
11 visualizzazioni · 12 giorni fa · altro



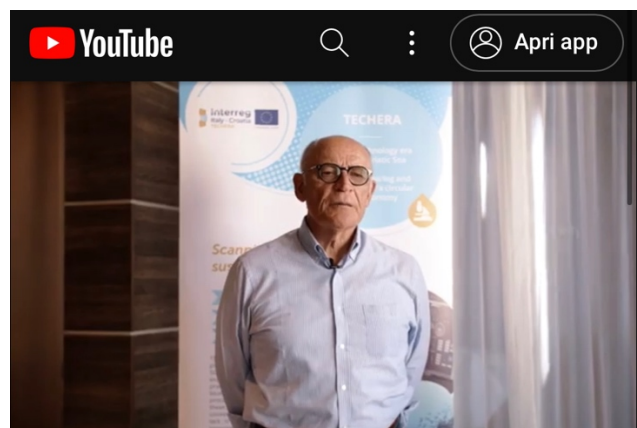
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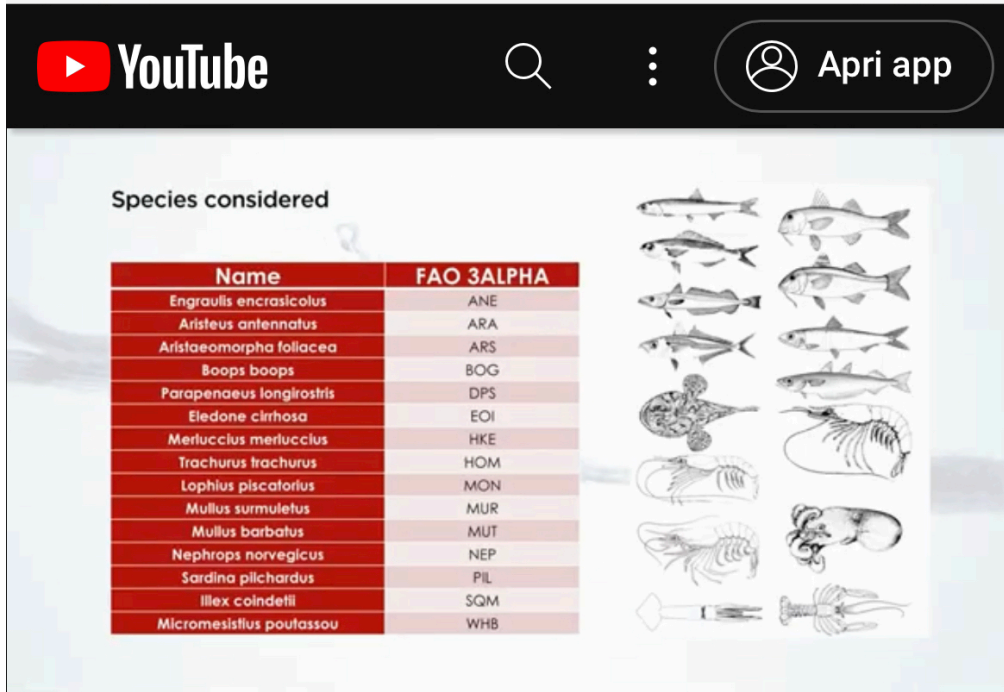
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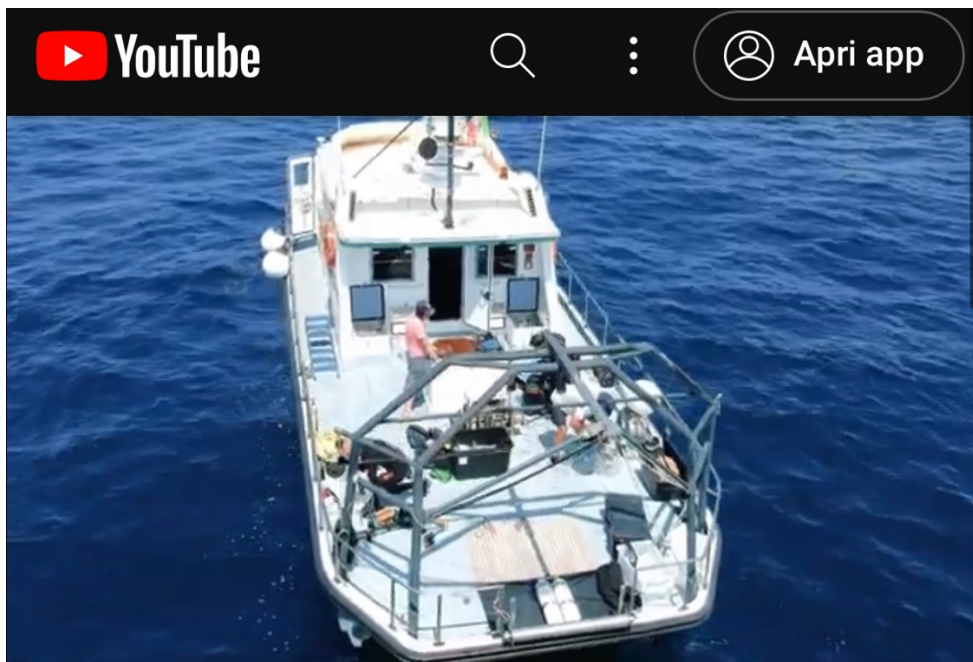
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### Techera Final Conference - Short Video



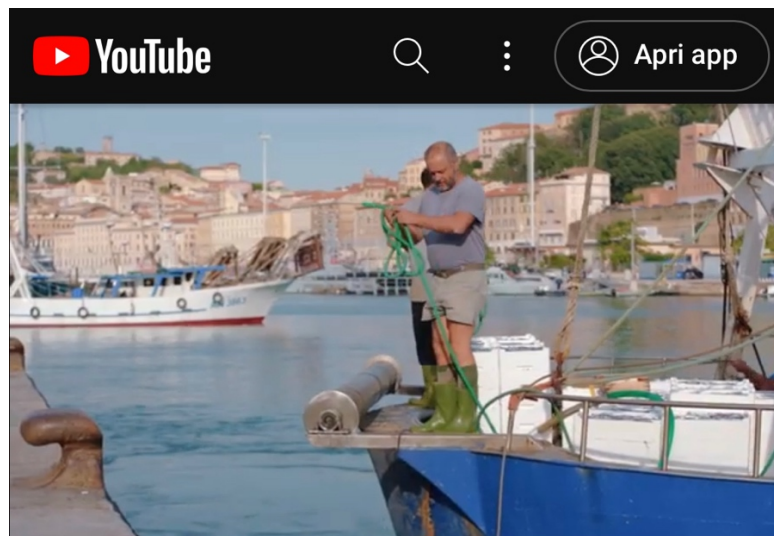
### Techera Final Conference - Short Video





### Techera Final Conference - Short Video

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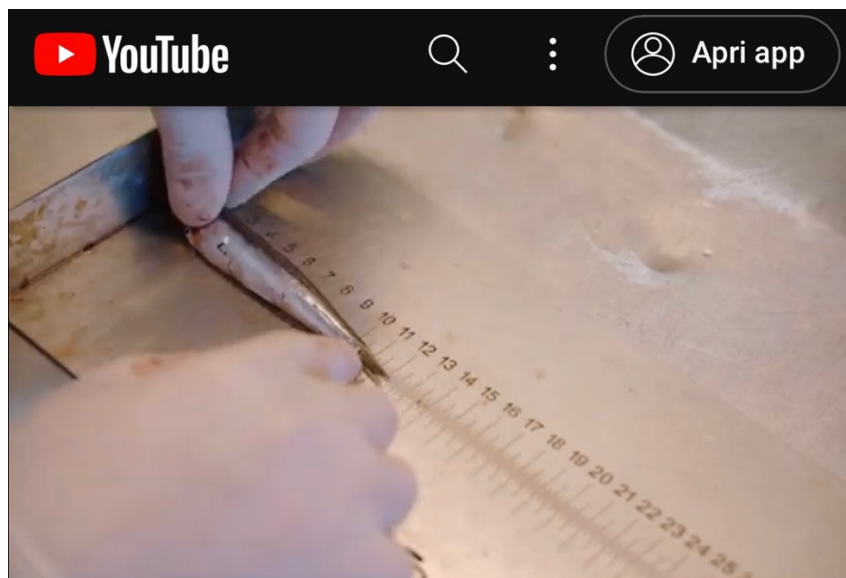


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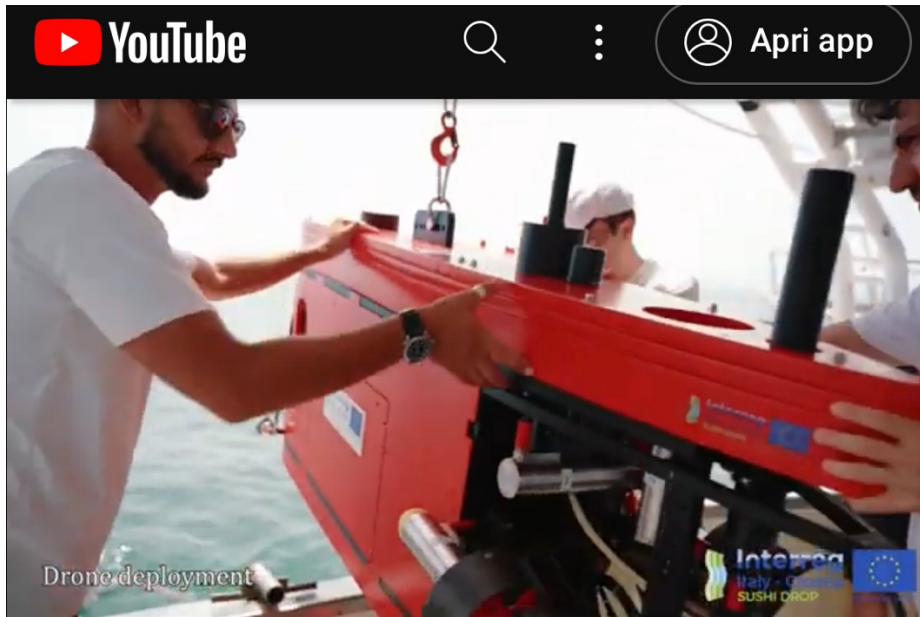
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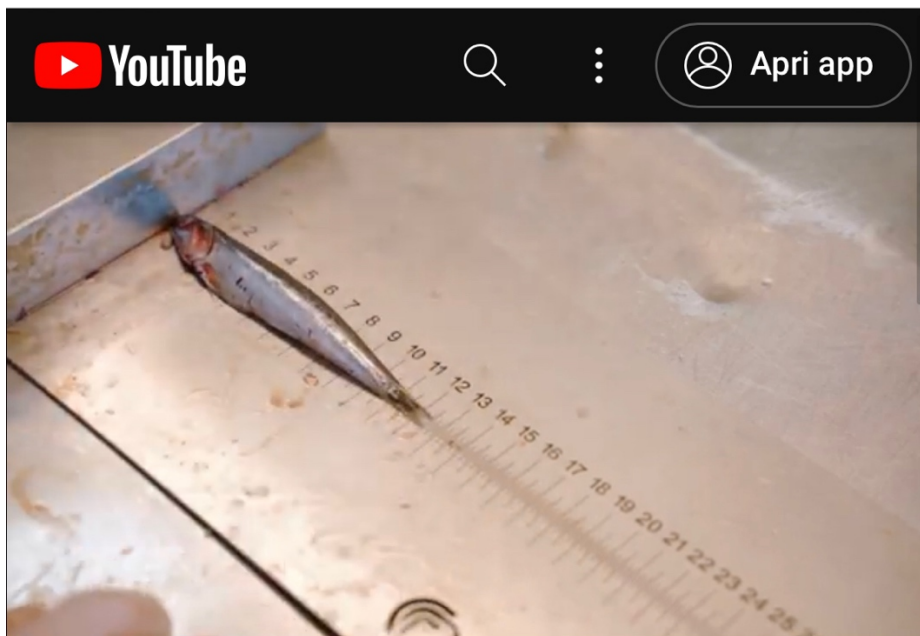
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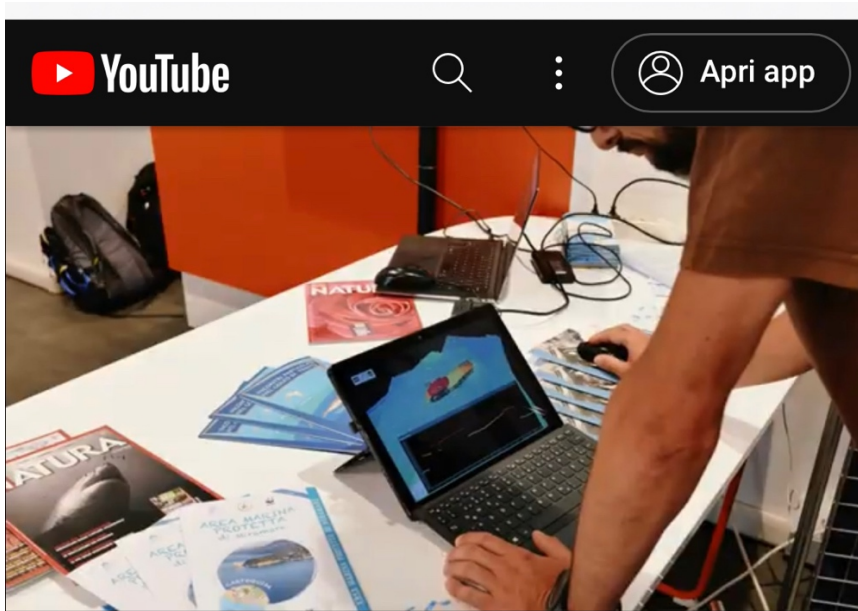


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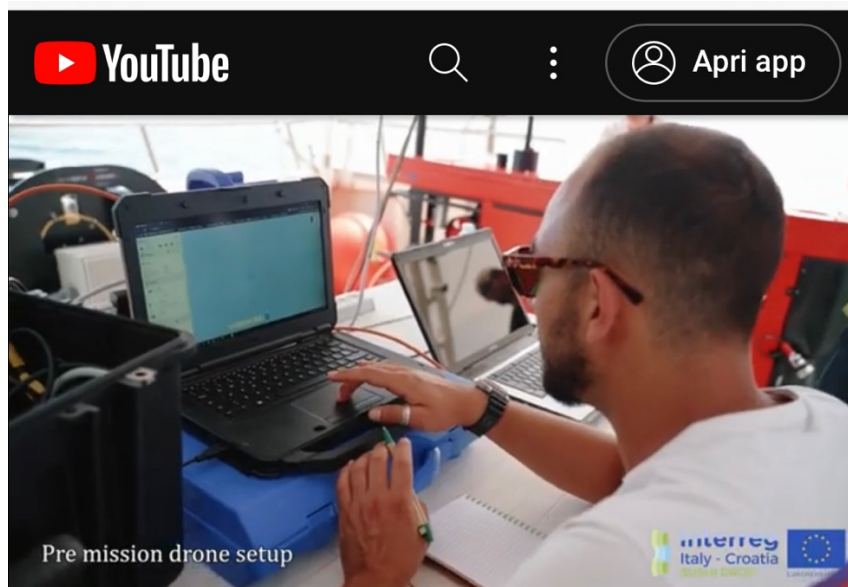


**Techera Final Conference - Short Video**

11 visualizzazioni · 12 giorni fa · altro

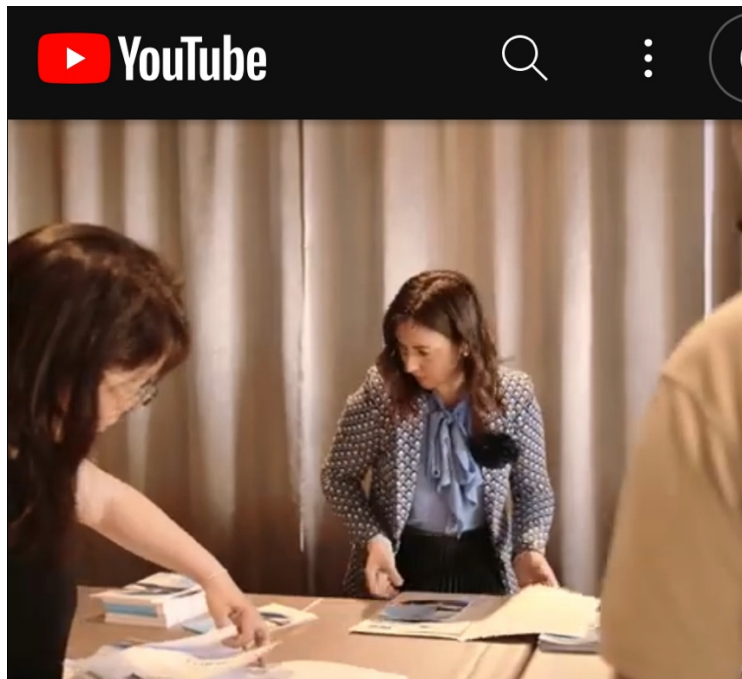


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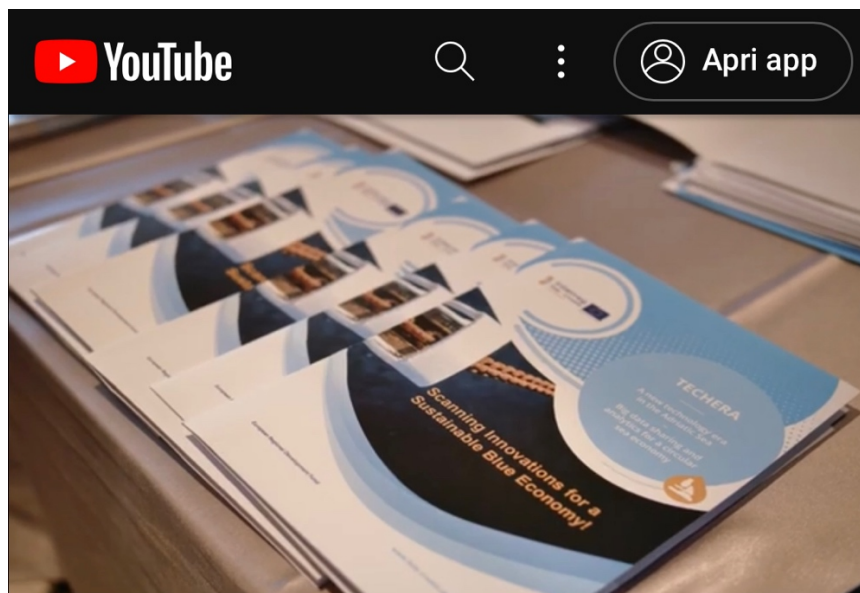


Techera Final Conference - Short Video

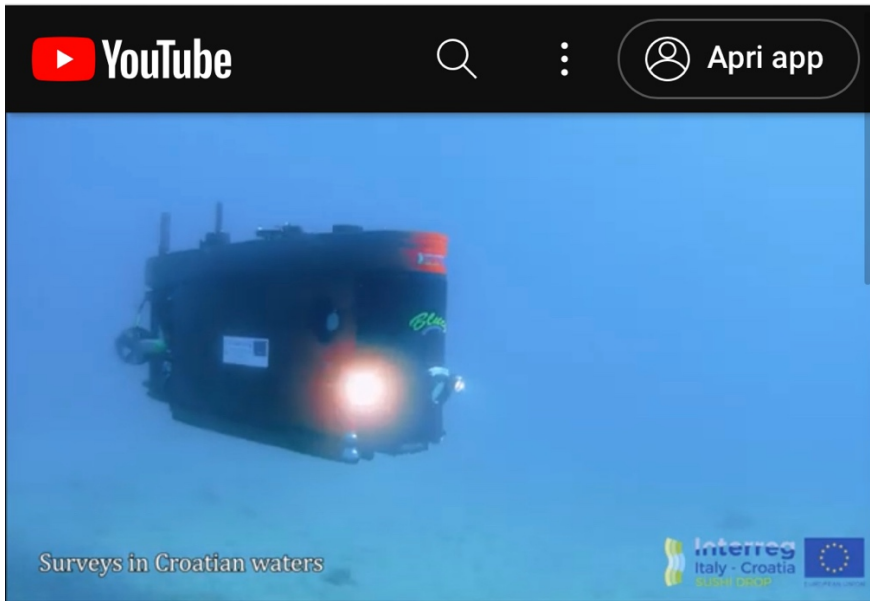
11 visualizzazioni · 10 giorni fa · altre



**Techera Final Conference - Short \**

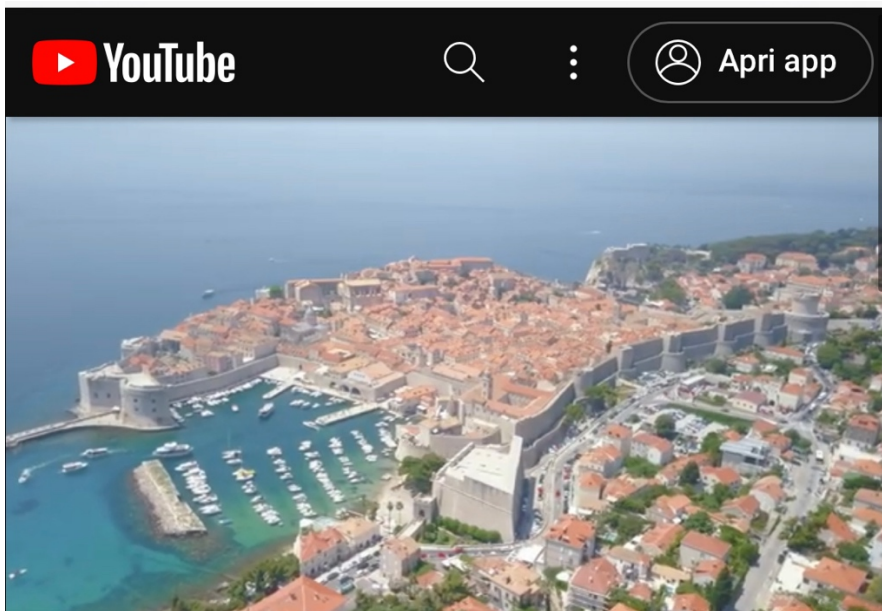


**Techera Final Conference - Short Video**



## Techera Final Conference - Short Video

11:11 - 11:11



## Techera Final Conference - Short Video