

Media Coverage

Final Version of 30/06/2023

Deliverable Number D.2.2.2

Project Acronym	TECHERA
Project ID Number	10417714
Project Title	A new technology era in the Adriatic Sea – Big data sharing and analytics for a circular sea economy
Priority Axis	Blue innovation
Specific objective	1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
Work Package Number	2
Work Package Title	Communication
Activity Number	2.2
Activity Title	D.2.2.2 - Media Coverage
Partner in Charge	PPA 1- AMAP
Partners involved	All
Status	Final
Distribution	Public

Partnership:



Executive Summary

PP1 AMAP was responsible within the project of the deliverable: D.2.2.2 - Media Coverage which includes TV reports and radio interviews to the main cluster actors/partners to present and share with a wider public Techera challenges and achievements.

1st TV REPORT

The first TV report has been realized during the **stakeholders' co-design workshop** which has been held on the 18th of November 2022 in Ferrara in the framework of the SEALOGY fair.

The co-design workshop goal was to engage the fisheries and aquaculture actors from the Adriatic area in discovering and exchanging new ideas and actions to generate sustainable innovation in the blue economy context. Because we share the same sea basin, there is a clear added value in addressing common challenges and finding joint solutions for the protection of our common resources.

The TV report, including the interviews realized during the workshop, was aired on the 30.11.2022 on Vera TV channel (local channel of Marche Region).

The report is available at the following link:

<https://veratv.it/index.php/2022/11/30/techera-il-progetto-di-cooperazione-tra-italia-e-croazia-su-innovazione-e-sostenibilita-nella-pesca-e-acquacoltura/>





2nd TV REPORT

The second TV report was recorded on the occasion of the event “**Visors and Virtual Reality to Tell the Sea**” to showcase the study visit. The event was held on the 7th of June 2023 in Trieste (Room TCC of Trieste Station) as part of the wider initiative MAREDIRIFARE, a festival held every year to reflect on the conservation and future of marine resources.

On that day Techera project staff briefly presented:

- the SUSHIDROP drone monitoring of Miramare with relevant results (UNIBO)

- the embedding of such results into the FAIRSEA platform (OGS)
 - the virtual reality tool produced by ADRIREEF (Comune di Ravenna)
- Other visualization tools and products were presented by Miramare Marine Reserve team

Marche Region). The TV report, including the interviews realized during the event and was aired also on the following days:

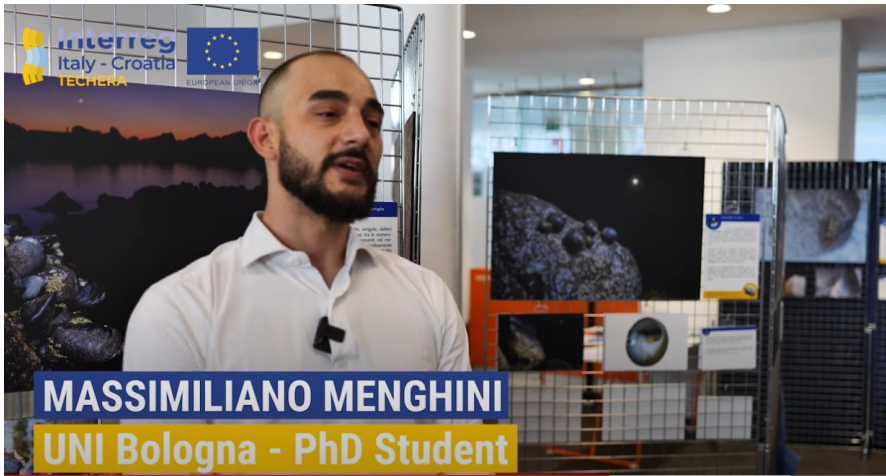
- Saturday 24th of June 2023 - 20-20.10
- Sunday 25th of June 2023 - 13.30-13.40
- Monday 26th of June 2023 - 13.55-14.00
- Tuesday 27th of June 2023 - 20-20.10

The TV report is available at the following link:

<https://www.youtube.com/watch?v=F4bYufHlpio>

Interviews





RADIO INTERVIEW

A radio interview has been arranged by AMAP in the framework of the media coverage activities.

On the occasion of the Italian Day of the Sea (11 of April 2023), Luca De Marchi, Project Coordinator of the LP – Alma Mater Studiorum - University of Bologna and Simone Libralato, Researcher of the National Institute of Oceanography and Applied Geophysics – OGS gave an interview to the radio FM about the TECHERA contribution to the blue economy and to the adriatic sea biodiversity and ecosystem protection.

The interview on the radio FM Faleria was aired on the 11st of April 2023 and is available at the following link:

https://www.youtube.com/watch?v=YbGx6g7aPIE&ab_channel=RadioFmFaleria

https://www.youtube.com/watch?v=eJ_3Lgyydok&t=7s

YouTube™

Cerca

