

CREATE

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1. Introduction

This document describes the digital products published on the CREATE web page. A key digital dissemination activity implemented throughout the CREATE project consisted of a series of 8 webinars named “Thursdays CREATivE Talks” which was held between November 2022 and June 2023. Each of these webinars focused on one key topic which was identified as important for local and regional technicians and policy-makers creating strategies for climate change adaptation.

Two videos were realized in the occasion of the CREATE Final Conference and Adriatic Adaptation Award (A3), and one for the Kick-off Conference.

Further activities consisted of a series of small interviews highlighting single aspects of climate change adaptation in the Adriatic area and of successful strategies and activities implemented, as those explored during two site visits.

All video products have been uploaded to the CREATE YouTube channel [@createclimateresponses](#) and are linked on the CREATE web page.

Furthermore, to ensure long-term visibility, the videos have been uploaded on the AdriAdapt online adaptation knowledge platform [here](#).

2. Webinars

1.1. Thursday CREATivETalks#1

CLIMATE CHANGE ADAPTATION: WHAT FUNDING OPPORTUNITIES?

Nov 10, 2022 h.14.00

On November 10, 2022, the first webinar took place and opened the series of Webinars of the Interreg CREATE project, which aims at the creation of more effective and integrated responses to climate change in the Adriatic area.

This first episode was dedicated to funding opportunities for climate change adaptation activities.

The webinar was addressed to all those working for municipalities, cities, provinces, development agencies, associations and media..

On an exceptional plan, the first webinar has been organized in two distinct sessions, one dedicated to the Croatian, and one to the Italian audience.

Speakers: HR

Ivan Sekovski, Centar za regionalne aktivnosti Programa prioriternih akcija (PAP/RAC)

Damir Tomasović, Ministarstvo regionalnog razvoja i fondova Europske Unije

Ana-Maria Boromisa, Institut za razvoj i međunarodne odnose

Ivana Jonke, Fond za zaštitu okoliša i energetske učinkovitost

Speakers: IT

Margaretha Breil, Centro Euro-Mediterraneo sui Cambiamenti Climatici (CMCC)

Arianna Cecchi, ART-ER Attrattività Ricerca Territorio della Regione Emilia Romagna

Giovanni Fini, Unione dei comuni della Valle del Savio

VIDEO HR:

<https://youtu.be/Uhv8l3M3Lpg>

VIDEO IT:

<https://youtu.be/SvsA3VUgy68?t=71>

PARTICIPANTS:

Webinar HR

	TARGET GROUPS	
1	General public	/
2	Local, regional and national public authorities and related entities	42
3	Regional and local development agencies, environmental agencies, regional associations	11
4	NGOs	9
5	Academia and other R&D institutions	9
6	Business companies	2
0	CREATE Staff	9
	TOTAL	82
	TOTAL (no staff)	73

Webinar IT:

	TARGET GROUPS	
1	General public	13
2	Local, regional and national public authorities and related entities	8
3	Regional and local development agencies, environmental agencies, regional associations	11
4	NGOs	12
5	Academia and other R&D institutions	10
6	Business companies	4

0	CREATE Staff	9
	TOTAL	67
	TOTAL (no staff)	58

1.2. Thursday CREATivETalks#2

THE IMPORTANCE OF ADAPTATION PLANNING FOR COASTAL AREAS IN RELATION TO THE IMPACTS OF CLIMATE CHANGE

Dec 01, 2022 h.10.00

This webinar's target were cities, municipalities, counties, development agencies, maritime and coastal economic operators, academic and civil society organizations, and the media. Across coastal environments, the effects of climate change have already become reality. Whether it is floods from the sea or flash floods, forest fires, droughts or heat waves, the inhabitants of coastal areas and the blue economy are already endangered by the climate crisis.

AGENDA

10:00 – 10:05 | Introducing Thursday CREATivE Talks

10:05 – 10:20 | Five lessons for a successful Coastal Plan

10:20 – 10:35 | Key steps for Coastal Plan preparation (project AdriaAdapt)

SHARING GOOD COASTAL PLANNING PRACTICE

10:35- 10:40 | City of Kaštela and the Jadro river basin (Croatia) – COASTGAP, Co-Evolve and CHANGE WE CARE projects

10:40- 10:45 | Emilia-Romagna region (Italy)

10:45- 10:50 | Split-Dalmatia County (Croatia)

10:50 – 11:00 | Q&A

VIDEO HR

<https://youtu.be/TiHMPT1q2C8>

VIDEO IT

<https://youtu.be/fprSDSWMahU>

VIDEO EN

<https://youtu.be/7KD33ou2b0o>

PARTICIPANTS:

	TARGET GROUPS	
1	General public	4
2	Local, regional and national public authorities and related entities	47
3	Regional and local development agencies, environmental agencies, regional associations	31
4	NGOs	12
5	Academia and other R&D institutions	67
6	Business companies	15
0	CREATE Staff	14
	TOTAL	190
	TOTAL (no staff)	176

1.3. Thursday CREATivETalks#3

THE IMPORTANCE OF NATURE-BASED SOLUTIONS (NBS) IN COASTAL ADAPTATION PLANNING IN RELATION TO THE IMPACTS OF CLIMATE CHANGE

Jan 12, 2023 h.11.00 CET

NbS can be considered as an ‘umbrella concept’ encompassing a range of established naturebased approaches which contribute to climate change resilience and disaster risk reduction. These solutions can help reduce social and environmental vulnerabilities and bring multiple co-benefits such as mitigating climate change, improving human health and well-being, providing jobs and creating new business opportunities.

AGENDA

11:00 – 11:05 | Introducing Thursday CREATivE Talks, Giacomo Cazzola, IUAV University of Venice

11:05 – 11:10 | Presenting the CREATE cluster project and introducing the importance of the NbS topic, Margaretha Breil, CMCC

11:10 – 11:20 | Piloting experiences of rain gardens in Zadar urban areas, Andrea Vitlov Kurtin, Regional Development Agency of Zadar County (ZADRA Nova – Croatia)

11:20- 11:35 | Adapting to coastal and climate risk along the Emilia-Romagna coast, Daniele Capitani, Municipality of Cervia and Ravenna (Italy)

11:35- 11:45 | Open-air laboratories for validating Nature-based solutions, the OPERANDUM experience, Prof. Silvana Di Sabatino, University of Bologna (Italy)

11:45- 11:50 | Q & A

VIDEO HR

<https://youtu.be/ZrGfR-HdRoI>

VIDEO IT

<https://youtu.be/FOPb7lscZ0M>

VIDEO EN

<https://youtu.be/UMyILBL21HY>

PARTICIPANTS:

	TARGET GROUPS	
1	General public	7
2	Local, regional and national public authorities and related entities	98
3	Regional and local development agencies, environmental agencies, regional associations	16
4	NGOs	20
5	Academia and other R&D institutions	130
6	Business companies	42
0	CREATE Staff	16
	TOTAL	329
	TOTAL (no staff)	313

1.4. Thursday CREATivETalks#4

MARITIME SPATIAL PLANNING IN A CHANGING CLIMATE

Feb 09, 2023 h.11.00

This webinar's targets were cities and municipalities, counties, regions, marine and maritime authorities, maritime and coastal economic operators, academia and civil society organisations.

As an integrated process, Maritime Spatial Planning (MSP) aims to cope with the increasing demand for marine space and resources from traditional (e.g., maritime transport, tourism, fisheries) and emerging sectors (e.g., sustainable aquaculture, offshore renewable energy, blue bio-economy), while preserving marine ecosystems and their services. MSP implies the reduction and mitigation of impacts on the environment, resolution of conflicts and exploitation of synergies among different sectors. Being a long-term and far-reaching process, MSP should take climate change into consideration in several ways – by assessing direct and indirect impacts of climate change on the environment and the maritime sectors, providing space for offshore renewable energy production, advancing other mitigation measures (including “blue carbon” initiatives), supporting climate-proofing of maritime sectors and the implementation of coastal and marine adaptation measures.

AGENDA

11:00 – 11:05 | Introducing CREATE cluster project, Margaretha Breil, CMCC

EXCHANGE OF EXPERIENCE AND KNOW-HOW

11:05 – 11:20| Maritime Spatial Planning – Climate Change nexus, Catarina Frazao Santos, University of Lisbon

11:20 – 11:35| Integrating climate change in MSP – ITALY, Emiliano Ramieri, National Research Council – Institute of Marine Science

11:35 – 11:50 |Integrating climate change in MSP – CROATIA, Vesna Marohnić Kuzmanović, spatial planner and architect

11:50 – 12:00 | Q & A

VIDEO HR

<https://youtu.be/-z7kRI17baq>

VIDEO IT

https://youtu.be/dZDKYq2x_00

VIDEO EN

<https://youtu.be/n7XlrpiQOeo>

PARTICIPANTS:

	TARGET GROUPS	
1	General public	9
2	Local, regional and national public authorities and related entities	46
3	Regional and local development agencies, environmental agencies, regional associations	13
4	NGOs	12
5	Academia and other R&D institutions	68
6	Business companies	16
0	CREATE Staff	19
	TOTAL	183
	TOTAL (no staff)	164

1.5. Thursday CREATivETalks#5

MONITORING IN THE ADRIATIC SEA: ASSESSING ENVIRONMENTAL CHANGES TO INSPIRE ADAPTATION ACTIONS

Mar 09, 2023 h.11.00 am

This webinar's target were cities and municipalities, regions, academic and research institutions, maritime and marine authorities, coastal and maritime operators, citizens and social organisations.

The Adriatic Sea is a unique basin for exploring the potential of the Blue Economy and is an important centre for marine and maritime industries. The assessment of the health and productivity of the Adriatic basin is not only based on its economic value, but also on its environmental parameters that have undergone significant changes as a result of multiple and intense human activities and the impacts of climate change.

The CREATE webinar #5 focused on state-of-the-art monitoring of physical, hydrological and biological parameters with the aim of examining potential changes that will occur on the Adriatic coast in the coming decades.

AGENDA

11:00 – 11:05 | Introduction, Dr Davide Bonaldo - Institute of Marine Sciences, National Research Council of Italy (CNR-ISMAR)

11:05 – 11:15 | Weather measurements in Croatia, Dr Dubravka Rasol - (Croatian Meteorological and Hydrological Service – DHMZ)

11:15 – 11:25 | Monitoring the state of the marine environment in Croatia, Dr Slavica Matijević - Institute of Oceanography and Fisheries, Spalato – IZOR

11:25 – 11:35 | Underwater noise monitoring in the Adriatic Sea, Dr Fantina Madricardo - Institute of Marine Sciences, National Research Council of Italy (CNR-ISMAR)

11:35 – 11:45 | Ecological observatories - long-term ecological research and monitoring in the Adriatic Sea, Dr Alessandra Pugnetti - Institute of Marine Sciences, National Research Council of Italy (CNR-ISMAR)

11:45 – 12:00 | Q&A

VIDEO HR

<https://youtu.be/anKqST9VWzk>

VIDEO IT

<https://youtu.be/nt9kYFLJqQs>

PARTICIPANTS:

	TARGET GROUPS	
1	General public	2
2	Local, regional and national public authorities and related entities	16
3	Regional and local development agencies, environmental agencies, regional associations	11
4	NGOs	6
5	Academia and other R&D institutions	6
6	Business companies	6
0	CREATE Staff	17
	TOTAL	64
	TOTAL (no staff)	47

1.6. Thursday CREATivETalks#6

HOW TO INTEGRATE ADAPTATION AND MITIGATION INTO LOCAL CLIMATE STRATEGIES: EXPERIENCES AND METHODOLOGIES

Apr 13, 2023 h.11.00 CEST

In this webinar, the importance of preparing the SECAP document to implement climate change mitigation and adaptation measures have been discussed.

The webinar's target were cities and municipalities, companies and individual experts involved in the creation and implementation of adaptation and mitigation measures related to climate change, and all those interested in SECAP (Action Plan for Sustainable Energy Development and Adaptation to Climate Change) issues.

During this webinar new tools for energy planning, the risks to our society caused by climate change and the experiences in implementing action plans from our speakers from both sides of the Adriatic have been presented.

The webinar focused on methodologies for preparing the SECAP document and experiences in its implementation.

AGENDA

11:00 - 11:05 | Introduction, Martin Bučan (SDŽ)

11:05 - 11:15 | Energy planning and use of the LEAP tool, Tomislav Čop, EIHP

11:15 - 11:25 | Challenges and lessons learned when creating a vulnerability and risk analysis, Miljenka Kuhara, DOOR

11:25 - 11:35 | Challenges related to the creation and implementation of the SECAP document in Croatia, Dr. sc. Nikola Matak SDEWES

11:35 - 11:45 | Lessons learned and experiences of SECAP implementation, Ester Zazzero, Municipality of Pescara

11:45 - 12:00 | Questions and Answers

VIDEO HR

<https://youtu.be/1ey0lvkaAqA>

VIDEO IT

<https://youtu.be/jtYPeehMU8k>

PARTICIPANTS:

	TARGET GROUPS	
1	General public	16
2	Local, regional and national public authorities and related entities	0
3	Regional and local development agencies, environmental agencies, regional associations	11
4	NGOs	11
5	Academia and other R&D institutions	24
6	Business companies	5
0	CREATE Staff	13
	TOTAL	80
	TOTAL (no staff)	67

1.7. Thursday CREATivETalks#7

CLIMATE AND COMMUNICATION: TOOLS AND KNOWLEDGE TO TELL THE STORY OF CHANGE.

May 11, 2023 h.11.00 am CEST

This webinar discussed the importance of effective climate change communication, how climate change is perceived by the public and the results and best practices emerging from research projects, with a focus on the Adriatic Sea area.

The webinar's target were researchers, representatives of cities and municipalities, individual citizens and experts involved in the creation and implementation of adaptation and mitigation measures in response to climate change, in order to foster an exchange of knowledge and tools for the benefit of the entire community.

During this webinar, different aspects on methods and tools for communicating climate change effectively have been addressed. On the one hand, the relationship between such a complex issue and public opinion have been considered, as well as the importance and relevance of effective communication both for the public and for those doing scientific research. Following this, some communication tools for "climate education" (climate literacy) have been presented, with a focus on adaptation in the Adriatic area: a multimedia narrative aimed at capturing the attention of the user with an alternation of visual, auditory and descriptive elements that stimulate curiosity, nourish knowledge and ultimately stimulate action to respond effectively to climate change. Finally, a third part had a more specific focus on the most effective ways of presenting scientific results by researchers, focusing on the key messages and practical applications of the proposed results.

AGENDA

11:00 - 11:05 | Introduction - Mauro Buonocore, CMCC

11:05 - 11:15 | Climate opinion: climate change and its audience - Gio Pesce, communication strategist, ECF

11:15 - 11:25 | New tools for communicating climate: the case of the Adriatic Sea - Selvaggia Santin, CMCC

11:25 - 11:35 | Impact communication and effective presentations - Natalija Dunić, IOF

11:35 - 11:45 | Why communicating is so important to tackle climate change - Daria Povh Škugor, Priority Actions Programme/Regional Activity Centre (PAP/RAC)

11:45 - 12:00 | Questions and Answers

VIDEO HR

<https://youtu.be/eEpOzFIFcbo>

VIDEO IT

<https://youtu.be/hAkRnu9idxc>

PARTICIPANTS:

	TARGET GROUPS	
1	General public	12
2	Local, regional and national public authorities and related entities	29
3	Regional and local development agencies, environmental agencies, regional associations	20
4	NGOs	27
5	Academia and other R&D institutions	59
6	Business companies	16
0	CREATE Staff	12
	TOTAL	175
	TOTAL (no staff)	163

1.8. Thursday CREATivETalks#8

SOLUTIONS FOR GOOD CLIMATE POLICY GOVERNANCE

Jun 28, 2023 h.10.00 CEST

In this webinar that closed the series, a discussion about governance, one of the most complex issues for our societies in the challenge of climate change has been presented.

Governance is one of the most complex issues for our societies in the challenge of climate change. We have achieved enormous successes in science and technology, but there are still many steps to be taken in terms of building partnerships, establishing a general consensus on the hottest topics, keeping agreements made and turning strategies into reality. It is not easy to define what governance is: it consists of relationships between institutions, processes and customs that define how power is managed, how decisions on matters of public and private interest are made and how citizens and other actors participate in these decisions. More briefly, governance decides who has the power, who makes the decisions, how other actors can make their voices heard and how the effects of the choices made are evaluated; it is essential for the implementation of agreed plans and strategies, as it represents a partnership and is based on trust. It is also based on both tangible and intangible modes and processes of interaction necessary to make decisions and carry them out. At its core, it consists of Commissions and Councils created to facilitate the implementation of the decisions taken.

To be successful, climate governance must be a shared process, requiring the cooperation of a broad social partnership.

This time, the audience has been invited to share their governance experiences, bringing examples of effective governance solutions in their city, region or community.

The most interesting solutions have been selected to be presented during the webinar.

AGENDA

10:00 - 10:05 | Introduction, Margaretha Breil, CMCC (Italy)

10:05 - 10:15 | Introduction to the concept of governance, Daria Povh Škugor, PAP/RAC (Croatia)

10:15 - 10:30 | Governance in the Emilia-Romagna Region, Roberto Montanari, Emilia-Romagna Region (Italy)

10:30 - 10:50 | Examples presented by the audience

QUESTIONS AND ANSWERS

10:50 - 11:00 | Further examples of governance and the conclusion of the CREATE project, Margaretha Breil, CMCC (Italy)

VIDEO HR

<https://www.youtube.com/watch?v=Xml-nnAliXw&list=PL-rsZmsr4sRxHSbuZbC5g4aa2Qd4IVz2V&index=19>

VIDEO IT

<https://www.youtube.com/watch?v=sY6LI7k-90A&list=PL-rsZmsr4sRxHSbuZbC5g4aa2Qd4IVz2V&index=18>

PARTICIPANTS:

	TARGET GROUPS	
1	General public	3
2	Local, regional and national public authorities and related entities	8
3	Regional and local development agencies, environmental agencies, regional associations	6
4	NGOs	4
5	Academia and other R&D institutions	16
6	Business companies	4
0	CREATE Staff	6
	TOTAL (no staff)	41

3. Other videos

1. 3.1 Make the impact through an effective presentation

Although initially not planned, it was decided to prepare a video to help the Adriatic adaptation community to present its experiences and lessons learned in a more effective manner. The video represents an additional tool to help spread knowledge, the results of research and implementation, ideas and information, so that a stronger impact on the

audience with effective presentations and excellent public performances can be achieved. This video aims to raise awareness of the importance of implementing immediate activities and measures to reduce the impact of climate change. The video has been prepared by PAP/RAC and IOR in Croatian language (original language) and then translated into English - to enable Italian colleagues, as well as the wider Interreg community EUSAIR and others, to take advantage of this material.

The video, entitled *“Make the impact through an effective presentation!”*, can be found on the CREATE YouTube channel in English [here](#) and in Croatian [here](#). Also, as the webinar recordings, it is available on the adaptation knowledge platform “AdriAdapt” [here](#).



Figure 1: A snapshot of the video *“Make the impact through an effective presentation!”*, 27/06/2023

2.

3. 3.2 Final Conference & Adriatic Adaptation Award (A3)

On the occasion of the CREATE Final Conference and Adriatic Adaptation Award ceremony, two videos were created through the aid of a professional photographer hired for the occasion, and uploaded on the project YouTube channel. One is focused on the four project mentioned as the most innovative and efficient by the A3 jury, with interviews to their ideators; the other one includes short interviews with representatives from all the CREATE partners.



A3 - Adriatic Adaptation Award: The magnificent four



Figure 2. Screenshot from A3 dedicated video



Climate Responses for the Adriatic Region: the voices of the key actors



Figure 3. Screenshot from Final Conference dedicated video

4. 3.3 Site visits

During the last months of the project, two site visits were realized in Rimini and Cervia municipalities (Italy): during these visits, which showcased the work being done in these two areas with regards to climate change adaptation, video-interviews to experts were conducted by a professional photographer hired for the occasion. The two videos, “*Rimini: regenerating the waterfront*” and “*Cervia: renovating the square for a climate-resilient city*” can be found in an ad-hoc playlist within the CREATE YouTube channel [here](#).

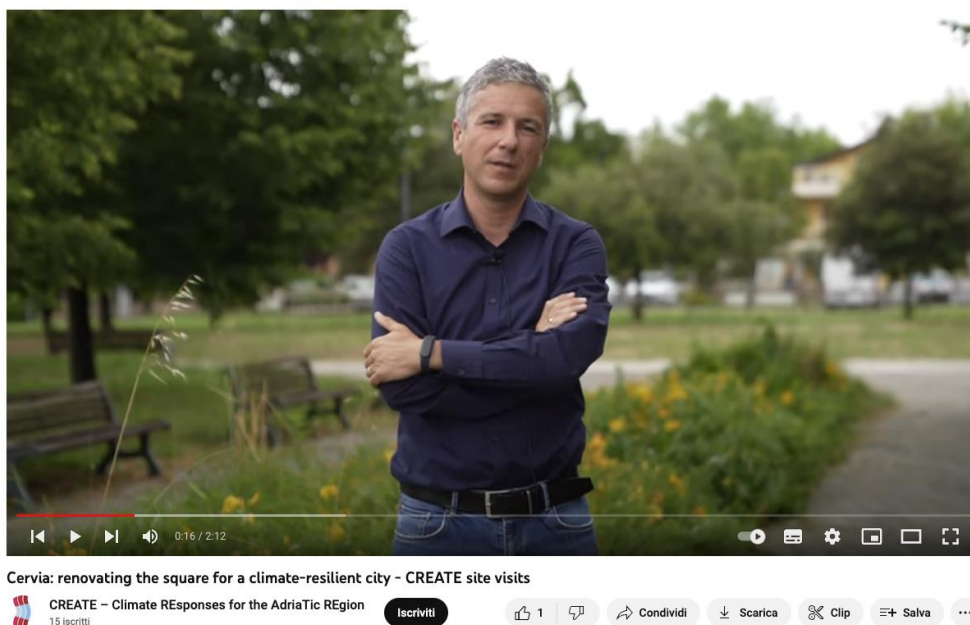


Figure 4. Screenshot from the Cervia site visit video

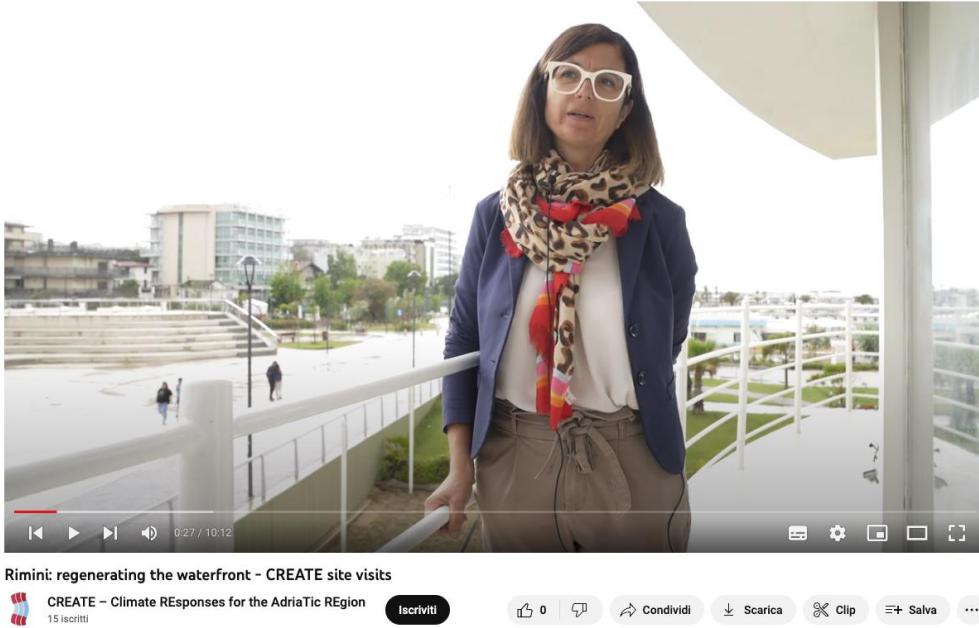


Figure 5. Screenshot from the Rimini site visit video

6. 3.4 Kick-off Conference

The whole CREATE Kick-off Conference taking place in Split on 13 October 2022 was recorded, edited and uploaded (divided into 3 videos) on the CREATE YouTube Channel. The Conference was aimed at stakeholders from policy, local and regional administration, science, NGOs, business and industry to discuss main topics such as: coastal zone planning and management, natural solutions in the framework of green and blue infrastructure, possibilities for financing the climate change adaptation, adaptive measures that are contributing the climate change reduction.

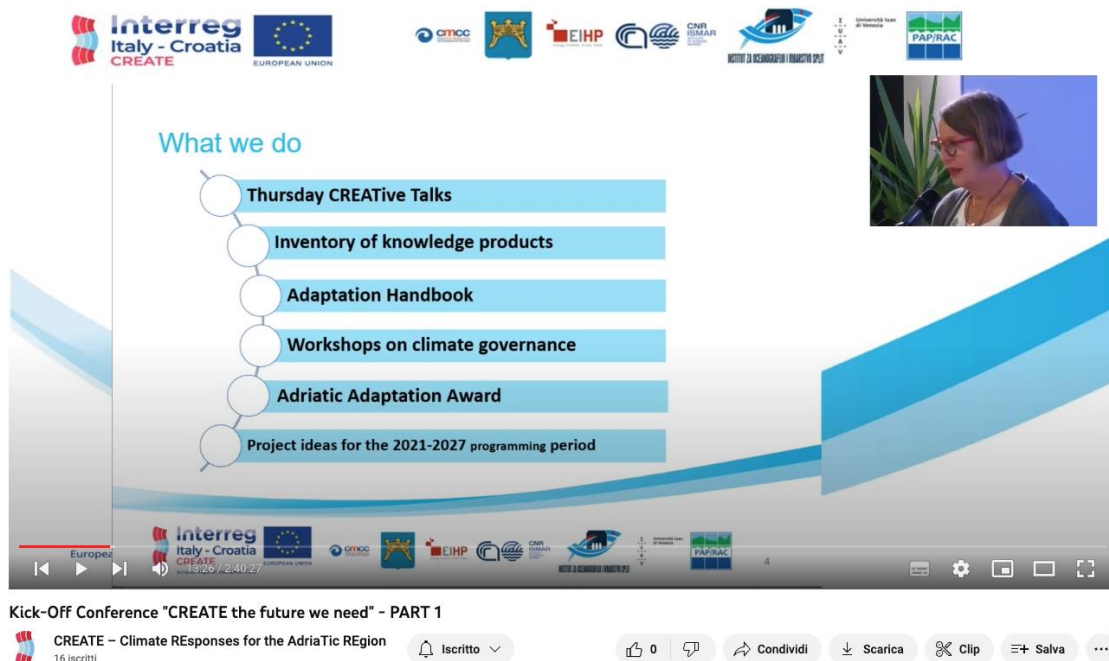


Figure 6. Screenshot from the Kick-off Conference video