Interreg

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Italy – Croatia

STRENGTH

D.3.4.3
Short video presentation of the Project

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Project acronym	STRENGTH
Project full title	STRategies for assessing climate change and natural hazards' impact on urban ecosystems, increasing resilience to ENvironmental hazards, and promoting territorial GrowTH
Programme	Interreg Italy-Croatia 2021-2027
Start date	01/04/2024
End date	30/09/2026
Project ID	ITHR0200318

Deliverable Title	D.3.4.4 - Short video presentation of the Project
Activity	3.4 - Multitarget communication campaign fostering policies implementation
WP	3 - Joint strategies and plans, and public engagement actions
WP Leading Partner	UNIFE
Contributing Partners	All PPS
Dissemination level	Public
Version	Finalised
Date	31/03/2025

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1. The *Short video presentation of the STRENGTH Project*

We designed and produced the *Short video presentation of the Project*.
The video illustrates the main features of the project, its structure, activities, partnership and target groups.
The video in English is available on YouTube at the link:
https://youtu.be/mhtgeOpRObI

In period 3, the Italian and Croatian versions will be produced and will be published on the official website of the project and distributed through social channels.

The video can be used by all partners to present and illustrate the project.

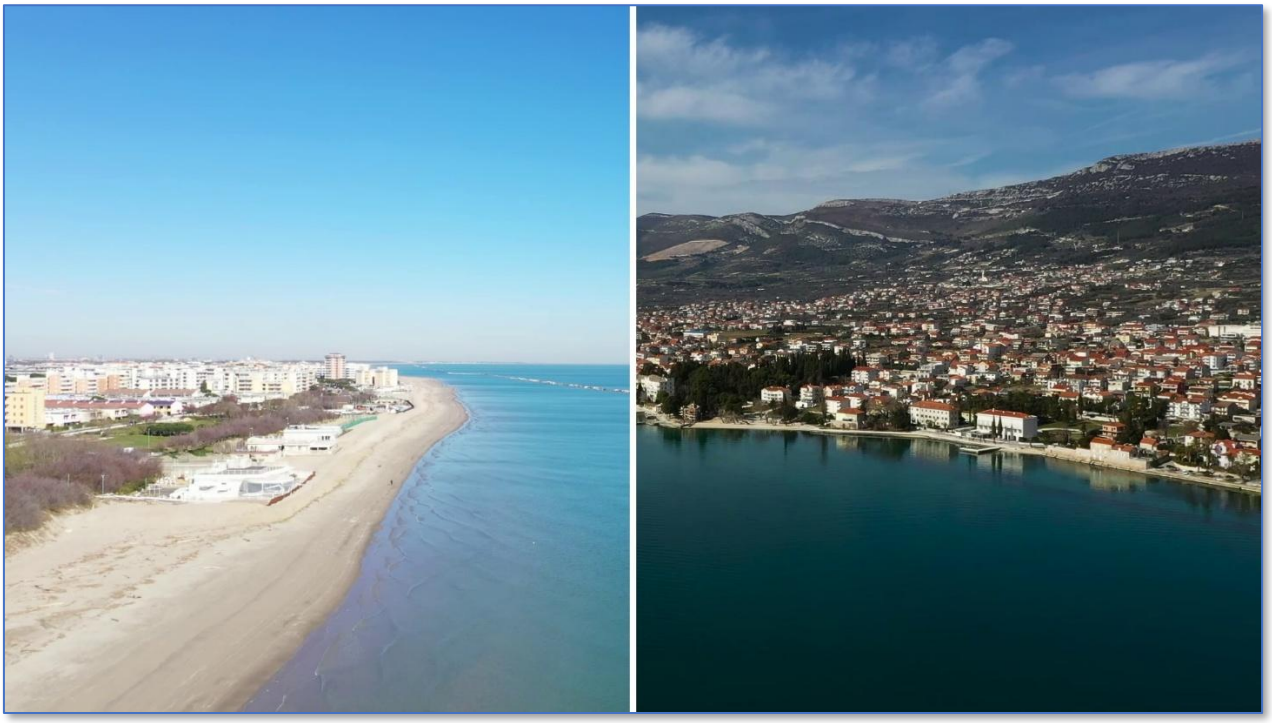
1.1. The text and the structure of the video

Description	Text
Presentation	The Italian and Croatian Adriatic coasts are densely populated zones with extensive agricultural activity, and thriving tourism industries. However, these areas face significant challenges due to their limited capacity to adapt to natural and climate-related hazards. They are highly vulnerable to earthquakes, coastal and flash floods, saltwater intrusion, drought, and desertification. Sustainable strategies to mitigate these risks are urgent.
	STRENGTH is a cross-border Project that seeks to enhance the resilience of coastal and urban ecosystems towards climate change and natural hazards.
	The STRENGTH project is funded by Interreg Italy-Croatia Programme.
Territorial framework	STRENGTH focuses on specific pilot areas: Ferrara and Ravenna in Emilia-Romagna region, in Italy, and Kastela in the Split Dalmatia County, in Croatia.

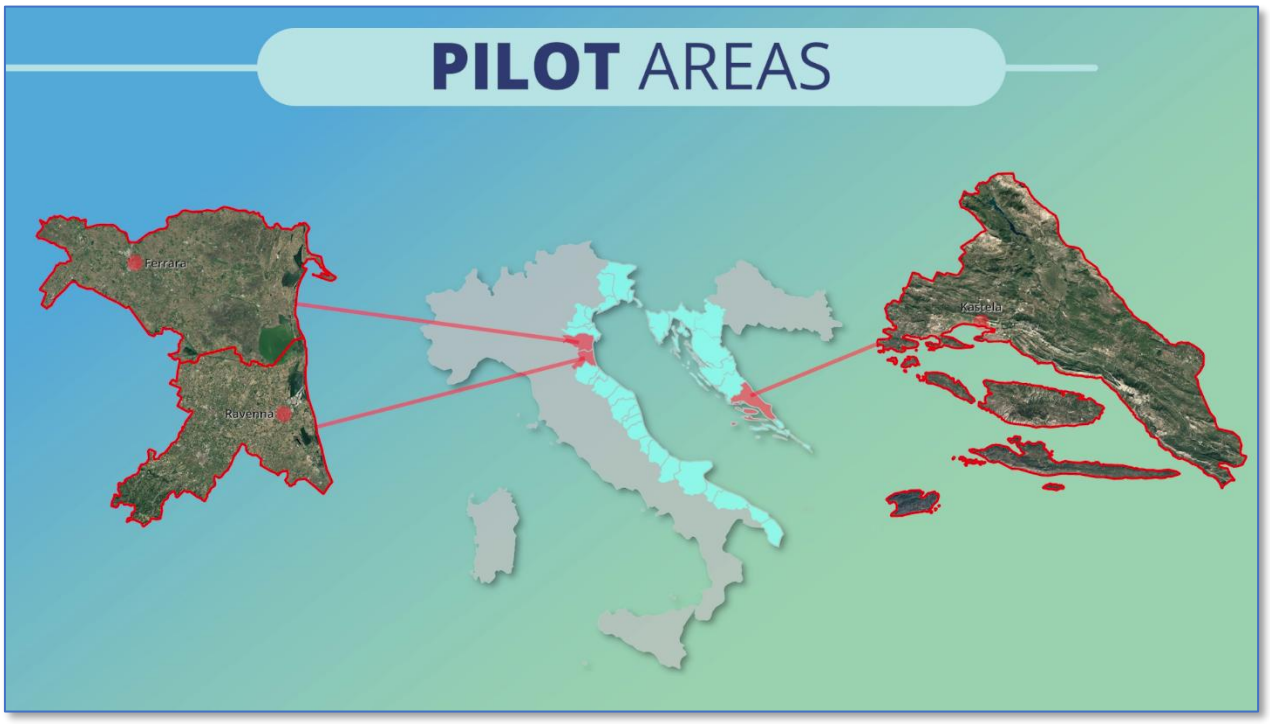
	The coastal zones of Ferrara, Ravenna, and Kastela are seismically vulnerable and are affected by sea level rise, coastal erosion, and extreme coastal floods caused by storms.
	Ferrara and Ravenna's urban and agricultural ecosystems are facing a serious drought and saltwater intrusion phenomenon.
	Croatian coastal zones are also prone to torrential streams that discharge high-velocity flow during intensive rainfall events with a high risk of flash flooding.
	MITIGATING THE IMPACTS OF CLIMATE CHANGE AND NATURAL HAZARDS WHILE ENHANCING TERRITORIAL RESILIENCE REQUIRES JOINT STRATEGIES. To achieve this, it is essential to integrate scientific knowledge with effective risk communication.
Structure	For this reason, the STRENGTH project is structured along three main axes and three work packages in which scientific research and communication activities are closely linked.
	The Work package one deals with monitoring and measuring the impact of climate change hazards which threaten the Ferrara, Kastela, and Ravenna urban and coastal ecosystems: sea level rise, extreme flooding, and earthquakes.
	Work Package two is dedicated to scientifically assessing the vulnerability to natural and climate change hazards.
	Work Package three aims to define joint strategies and develop policies and actions for public engagement, awareness and education about climate change and natural hazards.
Partnership	A key point of STRENGTH is the harmonization and integration of multidisciplinary expertise: the Project is based on a solid partnership among eight Italian and Croatian partners.
	Department of Engineering - University of Ferrara, Faculty of Civil Engineering, Architecture and Geodesy - University of Split Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture - University of Split OGS - National Institute of Oceanography and Applied Geophysics

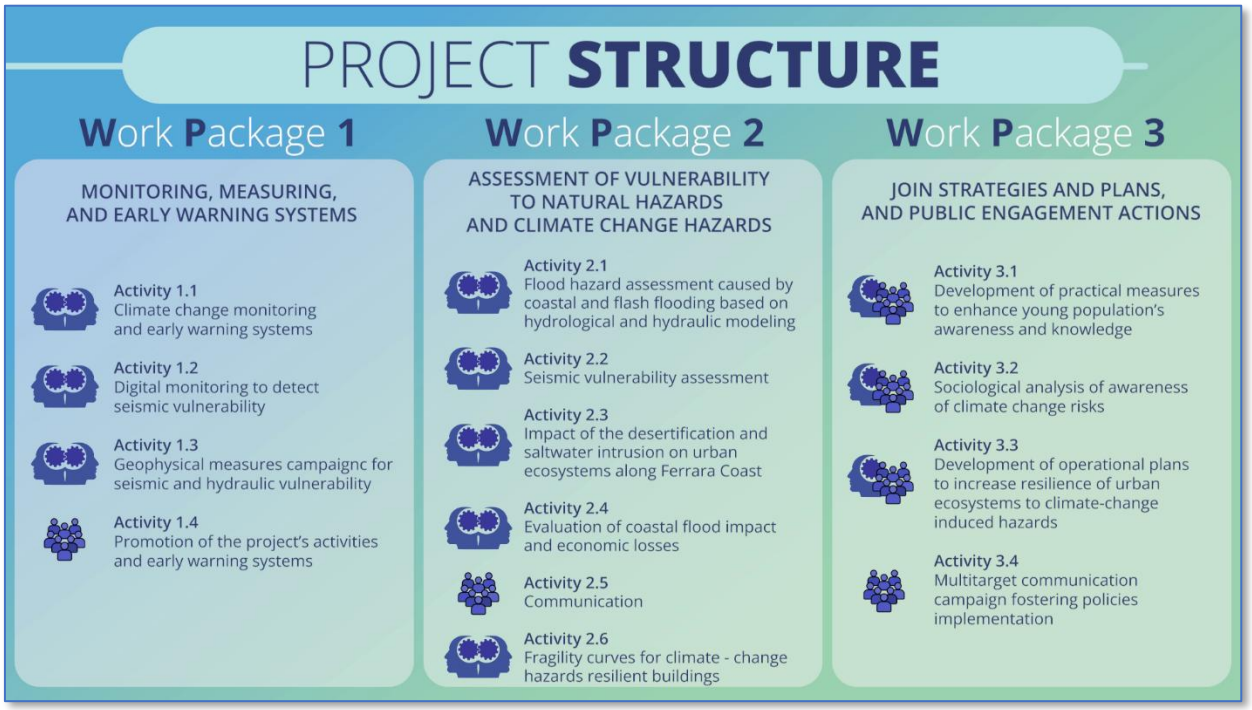
	Ferrara Plain Reclamation Consortium Rera Sd, Public Institution for Coordination and Development of Split Dalmatia County City of Kastela Municipality of Ravenna
	Cross-border collaboration is crucial: each partner contributes to the project with its specific, non-overlapping, complementary and high-level expertise.
Target Groups	The activities, products and results of the STRENGTH project aim to involve six categories of Target Groups: General Public Regional Public Authorities Local Public Authorities Infrastructure and public service Providers Sectoral Agencies and Small Medium Enterprises (SME)
	Enhancing safety and resilience for disasters due to natural hazards requires risk knowledge and awareness.
Call and Credits	DO YOU WANT TO KNOW MORE? Write to the researchers of the Project strengthproject.eu@gmail.com Visit our website and follow us on social media www.italy-croatia.eu/web/strength facebook.com/Strength.InterregItalyCroatia linkedin.com/company/strength.interregitalycroatia CREDITS Video by: STRENGTH Communication Voiceover: Music and Non Original Graphics

1.2. Graphic contents




SUSTAINABLE STRATEGIES TO MITIGATE THESE RISKS
ARE URGENT


PILOT AREAS
Ferrara
Ravenna
Kaštela


PROJECT STRUCTURE
Work Package 1
MONITORING, MEASURING, AND EARLY WARNING SYSTEMS
Activity 1.1
Climate change monitoring and early warning systems
Activity 1.2
Digital monitoring to detect seismic vulnerability
Activity 1.3
Geophysical measures campaignc for seismic and hydraulic vulnerability
Activity 1.4
Promotion of the project's activities and early warning systems
Work Package 2
ASSESSMENT OF VULNERABILITY TO NATURAL HAZARDS AND CLIMATE CHANGE HAZARDS
Activity 2.1
Flood hazard assessment caused by coastal and flash flooding based on hydrological and hydraulic modeling
Activity 2.2
Seismic vulnerability assessment
Activity 2.3
Impact of the desertification and saltwater intrusion on urban ecosystems along Ferrara Coast
Activity 2.4
Evaluation of coastal flood impact and economic losses
Activity 2.5
Communication
Activity 2.6
Fragility curves for climate - change hazards resilient buildings
Work Package 3
JOIN STRATEGIES AND PLANS, AND PUBLIC ENGAGEMENT ACTIONS
Activity 3.1
Development of practical measures to enhance young population's awareness and knowledge
Activity 3.2
Sociological analysis of awareness of climate change risks
Activity 3.3
Development of operational plans to increase resilience of urban ecosystems to climate-change induced hazards
Activity 3.4
Multitarget communication campaign fostering policies implementation


PARTNERSHIP OF STRENGTH


PARTNERSHIP OF STRENGTH
University of Ferrara


PARTNERSHIP OF STRENGTH
University of Ferrara
OGS
National Institute of Oceanography and Applied Geophysics
Consorzio di Bonifica
PIANURA DI FERRARA
Comune di Ravenna
SVEUČILIŠTE U SPLITU
FAKULTET GRADEVINARSTVA, ARHITEKTURE I GEODEZIJE
FESB
rerasd
PUBLIC INSTITUTION FOR COORDINATION AND DEVELOPMENT OF SPLIT-DALMATIA COUNTY
KAŠTELA
GRAD KAŠTELA


TARGET GROUPS
GENERAL PUBLIC
- SME - SMALL MEDIUM ENTERPRISE
REGIONAL PUBLIC AUTHORITIES
SECTORAL AGENCIES
LOCAL PUBLIC AUTHORITIES
INFRASTRUCTURE AND (PUBLIC) SERVICE PROVIDER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CREDITS
Video by: STRENGTH Communication
Voiceover: Elena Benvenuti
Music: audionautix.com - Azimuth - Non-original graphics: freepik.com