

## FAIRSEA (ID 10046951)

### “Fisheries in the Adriatic Region - a Shared Ecosystem Approach”

## D2.2.5– Video story on EAF

<b>Work Package:</b>	WP: 2 - Communication activities  Activity: 2 - Digital Activity
<b>Type of Document</b>	Video story on EAF, participatory approaches and project outputs: story-telling (February 2020) EAF principles, project's results, participatory approaches and the integrated tool will be narrated in a video story using a language comprehensible by non-experts. The video will be spread through social media and will be broadcasted on meetings, final conference and by partners media channels
<b>Use</b>	Public
<b>Responsible PP</b>	PP9-VeGAL
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<b>Version and date</b>	Final Version, 02/07/2020

## D2.2.5

# Video story on EAF

### **FAIRSEA – Fisheries in the Adriatic Region – a shared Ecosystem Approach**

FAIRSEA is financed by Interreg V-A IT-HR CBC Programme (Priority Axis 1 – Blue innovation)

*Start date: 01 January 2019*

*End date: 31 August 2021*

## Contents

Acronyms used .....	3
INTRODUCTION.....	4
STRUCTURING THE VIDEOS.....	4
OUTPUTS REALIZED.....	5
1. LARGE PUBLIC VIDEO (5'48") .....	5
2. VIDEO STAKEHOLDERS (6'08") .....	5
3. VIDEO DEDICATED TO YOUNG PEOPLE (8'22") .....	6
4. PROMOTIONAL VIDEO (1 MIN) .....	6
AVAILABILITY AND LINKS.....	6

## Acronyms used

<b>CFP</b>	Common Fisheries Policy
<b>EAF</b>	Ecosystem Approach to Fisheries
<b>EAFM</b>	Ecosystem Approach to Fisheries Management
<b>FAIRSEA</b>	Fisheries in the Adrlatic Region – a Shared Ecosystem Approach
<b>OGS</b>	Istituto Nazionale di Oceanografia e di Geofisica Sperimentale - OGS
<b>PC</b>	Project Coordinator
<b>PP</b>	Project Partner
<b>WP</b>	Work packages

## INTRODUCTION

Within the activities of Work Package 2 of "Communication activities" (WP 2.2), the Activity "2.2 Digital activities" included the realization of a Video storytelling (Activity deliverables: "D2.2.5 Video story on EAF, participatory approaches and project outputs: story-telling"). Aim of the Activity 2.2.5 is the realization of video/storytelling to communicate the contents, principles and objectives of the project and the results for the non-expert audience introducing scientific arguments in the form of a story with the aim to spread with a clear message the expected results and to bring out the present criticalities.

According to Application Form, the EAF principles, project's results, participatory approaches for the CFP implementation and the integrated tool will be narrated in a video story using a language comprehensible by non-experts. The video will be spread through social media and will be broadcasted on meetings, final conference and by partners media channels.

## STRUCTURING THE VIDEOS

After discussion within the Partnership and especially among VEGAL, LP and the communication experts it was decided to produce a few videos each having a specific target:

- 1) A general introduction to the project: target general public;
- 2) A video presenting basic concepts and attractive format: target young generations;
- 3) A video presenting scientific complexity of the approach: target stakeholders;
- 4) Very brief intro to the Project: target general public.

The videos represent the fishing sector of the entire program area (therefore both Croatia and Italy) through a large collection of precious testimonies of men whose community, life, work, are inextricably linked to the fishing sector.

The videos, conceived for different targets and audiences, offer a glimpse and represent as faithfully as possible the state of the art in terms of management, the criticalities but also enhance the good practices of the sector and the territorial and cross-border excellences, creating a "path" that goes from explaining the fishing in its beautiful tradition, to the current problems, the attempts to manage, the need for tools and shared vision, the development of the integrated platform, participatory processes and increased awareness as tools for sustainable management.

The videos realized are mainly aimed at the promotion, valorization of the project activities but also should contribute to disseminate, diffuse and develop new local policies ensuring that all the key components of the fishing system (ecological, economic, human and institutional) are taken into account.

The videos realized have been disseminated through the main social media channels and broadcasted during the partnership meetings and events promoted within the FAIRSEA project.

The videos have allowed the dissemination of the process of development of a participatory and EAF, through the presentation of project activities and results to the largest number of people in the territory of the program. It was therefore possible to improve the awareness of the various stakeholders towards eco-systemic approaches to fisheries, communicating the long-term effects of project activities towards new strategies and policies of the fisheries sector through a quick message understandable to all, bringing together and making the scientific sector, the political and institutional sector, finding in the story of everyday life that experiential dimension of modern communication strategies. The four videos made, in collaboration with Videoest SRL, a company specialized in video production, through the use of images (fishing in the northern Adriatic, between the Venetian, Friulian and Croatian coasts) through the stories of the protagonists manage to communicate the world of fishing with all its facets as well as the complexity of the project and the platform with high scientific content.

## OUTPUTS REALIZED

### 1. LARGE PUBLIC VIDEO (5'48")

Through the voice of Simone Libralato, a researcher at OGS and FAIRSEA Project Coordinator, and that of the fishermen, the video narrates the world of fishing in the Adriatic, a plural, dynamic reality, characterized by the reciprocal relationship between its parts. It describes the particularities of the coasts, the interaction with the mainland territories, their history, the relationship of man with the environment, and the importance of fishing in the culture of individual places and the dynamics of resource management. The narrative finds its outlet in the description of the FAIRSEA project, and its importance in spreading a sustainable culture in the fisheries sector.

### 2. VIDEO STAKEHOLDERS (6'08")

This is a more specifically descriptive video, which makes the FAIRSEA project intelligible through the abundant use of 2D motion graphics and infographics, and highlights the actions taken and the results achieved.

### 3. VIDEO DEDICATED TO YOUNG PEOPLE (8'22")

This video tells the most suggestive, romantic, but also sensual, physical and emotional part of the world of fishing, and links it to the culture of the environment and its protection. It talks about the peculiarities and dangers of the fishing profession. The underground message that accompanies the whole video is: "Look at the magic of the world of the sea and fishing, let's preserve it, let's prevent it from being lost." And the guardians of this world can only be the youth and the responsible behaviors that are acquired through knowledge of the environment.

### 4. PROMOTIONAL VIDEO (1 MIN)

It is a video of great impact able, in one minute with a lean and dynamic editing, to present the fishing environment and to convey an emotional message that conveys the concepts of innovation contained in the project. The concepts and key points are summarized and condensed into essential concepts, communicated with written words and combined with strongly recognizable images.

## AVAILABILITY AND LINKS

The videos are available online on VeGAL's website and social pages (Facebook and YouTube) at the following links:

<https://www.youtube.com/watch?v=bZ8Tz85FTXE>

<https://www.youtube.com/watch?v=msMR-G0Y9to>

<https://www.youtube.com/watch?v=KxobfnOmTV8>

<https://www.youtube.com/watch?v=d0uJ9KtxyYA>