



# DIH INNOVAMARE PROJECT

## D 2.3.3 Innovamare newsletter



**Project identification****Project ID:** ITHR0200416**Name of the lead partner organisation:** Hrvatska gospodarska komora**Name of the lead partner organization in English:** Croatian Chamber of Economy**Project title:** Cross-border digital innovation Hub for innovative marine technology**Project acronym:** DIH InnovaMare**Programme priority:** Sustainable growth in the blue economy**Specific objective 1.1:** Developing and enhancing research and innovation capacities and the uptake of advanced technologies**Project duration in months:** 30**Work package:** WP1 Innovation capacity building for implementation of marine technologies**Activity title:** InnovaMare newsletter**Expected date:** P3**Activity description:** The presentation will be in video format, showcasing all accomplishments from the first period of the project, and will be disseminated to the Innovamare community.**Partner responsible:** CCE**Dissemination level:** CO - Confidential**Status:** Final**Version:** V1**Date:** 23 July 2025

## Report on Creating Video Newsletters to Promote the DIH InnovaMare Project

### Introduction

The DIH InnovaMare project aims to foster innovation and collaboration within the maritime industry by developing and applying new technologies and methodologies. To ensure visibility and engagement, video newsletters are an excellent tool for promoting project activities, engaging stakeholders, and highlighting the key partners involved. This report outlines the process and recommendations for creating video newsletters that will serve as a key communication tool for the DIH InnovaMare project.

As part of the project's ongoing communication and dissemination activities, Deliverable D.2.3.3 focuses on creating and publishing a video newsletter. This engaging video highlights the key activities and achievements from the third reporting period, aiming to boost the visibility and engagement of the DIH InnovaMare community. The video newsletter offers a visual and compelling overview of recent project progress, partner contributions, and updates from the digital innovation ecosystem within the Blue Economy sector.

### Objectives of Video Newsletters

The main goals for the video newsletters are:

1. **Promote the DIH InnovaMare Project:** Increase awareness of the project's objectives, outcomes, and impact.
2. **Showcase Partner Involvement:** Highlight the contributions of different project partners, their roles, and expectations within the project.
3. **Provide Project Updates:** Regularly inform stakeholders about the latest activities, milestones, and events related to the project.
4. **Engage Stakeholders:** Foster stronger relationships by featuring interviews and testimonies from stakeholders, allowing them to share their experiences and expectations.

In this video newsletter will be presented the latest project milestones and events from the third reporting period.

### Content Structure of the Video Newsletters

The video newsletter is structured into three thematic sections, each featuring original video material and visual storytelling.

1. **Introduction (5-10 seconds):**



## Section 1: What's New in the Project

- This section presents the most important events and activities implemented during the second reporting period. Each activity is featured through dedicated video footage, participant interviews, and key insights.
- Conference in Padua (Italy), 13 November 2024

Recap of the international conference that brought together key stakeholders to explore opportunities for innovation in maritime TECHNOLOGIES and DIH networking.

- Interactive Focus Group, Brainstorming Session and Mentoring – Zadar (Croatia), 18–19 February 2025

Coverage of the interactive sessions that gathered stakeholders to co-develop strategies and explore user-centric innovation in marine technologies.

- Interactive Focus Group, Mentoring Session & Study Visit – Lecce and Porto Cesareo (Italy), 21–22 May 2025

Highlights from joint activities, including a field visit to a pilot site demonstrating real-world applications of smart maritime solutions.

## Section 2: Meet the Partners

This section is dedicated to introducing selected project partners, showcasing their roles, contributions, and impact within the project.

- Šibenik-Knin County (Croatia)

Insight into regional strategies for innovation and the county's role in supporting the blue digital transition.

- Wireless & More (Italy)

Focus on the partner's technological input, with emphasis on data collection, wireless communication, and system integration.

- Unioncamere del Veneto (Italy),

Presentation of their role in cross-border coordination and stakeholder mobilization within the Veneto region.



### Section 3: News from the DIH

This section highlights recent news, initiatives, and success stories emerging from DIH InnovaMare and its extended ecosystem.

- Sretno More – Joint Initiative

Feature on the collaborative program by Telemach Hrvatska, DIH InnovaMare, and the Ruđer Bošković Institute promoting sustainable and tech-driven solutions for cleaner seas.

- Sailing into Tomorrow: Faust V and the Future of Maritime Innovation

Video story on the innovative marine vessel Faust V, showcasing cutting-edge marine engineering and technology adoption supported by DIH InnovaMare.

Encourage viewers to follow the project's progress, sign up for updates, or get in touch for collaboration opportunities. Contact information or links to social media and website should be displayed.

## Production and Dissemination

The video newsletter was developed using professional production techniques and in close collaboration with communication experts from the DIH InnovaMare project consortium. The goal was to ensure that the final product is informative, visually engaging, and aligned with the project's communication strategy.

- **Production Process**

The production process included the following key steps:

- **Content Planning and Scripting:**

Each video segment was designed around a clear narrative structure, focusing on achievements, events, and contributions of partners. Scripts were prepared in advance to ensure consistency and message clarity across all video clips.

- **Filming and Visual Collection:**

High-quality video footage was collected during live events (Padua, Zadar, Lecce/Porto Cesareo), site visits, and interviews with partners. Additional visual materials were contributed by stakeholders and project partners.



- **Editing and Post-Production:**

Professional video editing software was used to create a cohesive video newsletter. This included scene transitions, overlays, lower-thirds (name titles), audio mastering, and timing coordination.

- **Multilingual Subtitles (HR/IT/EN):**

To ensure accessibility and inclusiveness across all partner countries, subtitles were provided in English. This allows for broader dissemination and understanding across diverse stakeholder groups.

- **Branding and Visual Identity:**

The video follows the DIH InnovaMare visual identity guidelines, incorporating the project logo, color palette, and typography. Intro/outro animations and graphic templates were used to ensure brand consistency.

## Dissemination

To maximize reach and visibility, the video newsletter was disseminated across multiple digital and stakeholder-specific channels, including:

- ◆ **DIH InnovaMare Official Website:**

The newsletter is featured on the homepage and under the "News" and "Media" sections, ensuring visibility to visitors, partners, and institutions.

- ◆ **Social Media Platforms:**

Shared across LinkedIn, Facebook, Instagram, and YouTube, engage with a wider audience.

- ◆ **Email Newsletter Campaigns:**

Distributed to the DIH InnovaMare community, which includes project partners, stakeholders, SMEs, research institutions, and government bodies.

- ◆ **Partner Communication Channels:**

Encourage project partners to share the video through their own networks and communications channels to amplify the reach.



This multi-channel dissemination approach ensures that the video newsletter reaches a broad and diverse audience — from policymakers and academics to entrepreneurs, innovators, and marine technology experts — while also serving as a valuable documentation tool for the project’s communication milestones.

The video newsletter was developed by the communication team in close coordination with project partners and local video production experts. It incorporates:

## Conclusion

Video newsletters are an effective way to keep stakeholders informed and engaged with the DIH InnovaMare project. By producing concise, visually appealing, and informative videos, the project can successfully promote its activities, showcase its partners, and build strong relationships within the maritime innovation community. With careful planning and execution, these video newsletters can play a significant role in driving awareness and collaboration within the project.

As part of the project’s ongoing communication and dissemination activities, Deliverable D.2.3.3 focuses on creating and publishing a video newsletter. This dynamic video content summarizes the key activities and achievements of the third reporting period and is designed to strengthen the visibility and engagement of the DIH InnovaMare community.

**2<sup>nd</sup> VIDEO NEWSLETTER:** <https://www.youtube.com/watch?v=OoE4uHIDFr8>





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## News from the DIH

**SretnoMore - a collaborative initiative of  
Telemach Hrvatska,  
Digital Innovation HUB Innovamare,  
and Ruđer Bošković Institute**





Pretraživanje



*in this issue*

### What's new in the project

**Conference in Padua (IT)  
Brainstorming session, interactive focus group and mentoring session in Zadar (HR)**

**Brainstorming session, interactive focus group, mentoring session and study visit to pilot action in Puglia (Lecce and Porto Cesareo, IT)**

### Meet the partners

**Sanja Slavica Matešić (CRO)  
Roberta Lazzari (IT)  
Roberto Francescon (IT)**

### News from Digital Innovation Hub InnovaMare

**SretnoMore, a collaborative initiative of Telemach Hrvatska, Digital Innovation HUB Innovamare, and Ruder Bošković Institute**

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**Sailing into tomorrow: Faust V and the next wave of maritime technology**





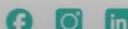
## DIH InnovaMare

Cross-border digital innovation Hub for innovative marine technology

# Videonewsletter #2

July 2025

*Follow the project*



6:21 / 6:22

