



DIH INNOVAMARE PROJECT

D 1.2.4 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: M 10

Activity description: It will be in video format, presenting all accomplishments in the first period of the project, and disseminated to the Innovamare community.

Partner responsible: CCE

Dissemination level: CO - Confidential

Status: Draft

Version: V1

Date: 30 November 2024



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.

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.

Content Structure of the Video Newsletters

1. **Introduction (5-10 seconds):**
 - A brief introduction to the newsletter, with a reference to the DIH InnovaMare project logo and tagline.
 - Background music that fits the maritime innovation theme.
2. **Partner Focus (30-40 seconds):**
 - Each partner organization will be featured in a short video clip (1 minute maximum).
 - Key elements of the clip:
 - **Partner Organization Overview:** Brief description of the partner, their expertise, and key activities.
 - **Role in DIH InnovaMare Project:** Explanation of the partner's contributions to the project, such as research, development, or technological solutions.
 - **Expectations and Impact:** What the partner hopes to achieve through their involvement in the project and how they believe it will benefit the maritime sector.
3. **Project Activities and Updates (15-30 seconds):**
 - Highlight the latest project activities, milestones, and results.



- This section could include images or footage of project events, workshops, and testing phases.
 - A narrator or voiceover can provide context about these activities.
4. **Stakeholder Interviews (Optional, 20-30 seconds):**
 - Short interviews with stakeholders (e.g., industry experts, collaborators, or end-users) discussing their experience with the project and its potential impact.
 - Testimonials can be valuable for fostering trust and credibility.
 5. **Call to Action (5-10 seconds):**
 - 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 Steps for the Video Newsletter

1. **Pre-Production:**
 - **Scriptwriting:** Draft a script for each segment to ensure that all important points are covered clearly and concisely. Scripts should be adjusted to fit the 1-minute video length.
 - **Storyboarding:** Create a simple storyboard to visualize how the video will flow, including the partner's introduction, project activities, and any visuals required.
 - **Scheduling Interviews:** Reach out to partners and stakeholders for short video interviews. Coordinate schedules and inform them of the key points they should focus on during their segment.
 - **Gather Visuals:** Collect or shoot any required visuals, such as footage of partner activities, products, or technology demos, as well as b-roll footage that enhances the story.
2. **Production:**
 - **Filming:** Set up video shoots for interviews, partner organization clips, and any related activities. Ensure the filming environment is well-lit, and the sound is clear.
 - **Recording Voiceovers:** Record voiceovers for sections where narration is required, such as the project activity updates.
3. **Post-Production:**
 - **Editing:** Edit all footage to ensure that the video flows smoothly, maintains the 1-minute duration, and presents the information in a compelling way.
 - **Graphics and Animation:** Add text overlays, captions, and animations to highlight key points, such as the name of the partner, their role in the project, and their expectations.
 - **Music and Sound Design:** Integrate background music that complements the maritime theme and voiceovers to enhance the overall viewing experience.
 - **Subtitles:** Add subtitles to make the video more accessible to a global audience.
4. **Final Review and Approval:**
 - Review the final video with the project management team and partners for approval before distribution. Make any necessary revisions based on feedback.



Distribution Strategy

1. Email Campaigns:

- Send the video newsletters to the project mailing list. Include a compelling subject line to increase open rates and engagement.

2. Website and Social Media:

- Upload the video to the DIH InnovaMare website, ensuring it's featured on the homepage or relevant project pages.
- Share the video on social media platforms such as LinkedIn, Twitter, and Facebook to engage with a wider audience.

3. Partner Networks:

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

4. Monitoring and Feedback:

- Track engagement metrics such as view counts, likes, shares, and comments to assess the effectiveness of the video newsletters.
- Gather feedback from stakeholders to improve future editions of the video newsletter.

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.

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