



# DIH INNOVAMARE PROJECT

## D 3.1.4 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:** Implemented joint pilot actions and developed new marine technologies for emerging market needs as monitoring and prevention of sea pollution, as a base for a sustainable blue economy**Project duration in months:** 30**Work package:** WP3 Technology transfer through cross-border collaboration for sustainable blue economy – pilot actions**Activity title:** Joint research and implementation of innovative marine solutions for defined pilot actions using Living Lab Adriatic sea sites**Expected date:** Period 4**Activity description:** Pilot actions would be organized in collaboration with the private and scientific research sectors to showcase the implementation of marine technologies in blue economy sectors and environmental monitoring. Focused areas of pilot actions will be: 1. Underwater tourism (ARTI, W&M), 2. Underwater wireless network (W&M, CNR)-design and development of an integrated above-water network (radio technology) able to support the various requirements of a marine environment monitoring system, 3. Biodiversity monitoring (CNR&IRB) - CNR will capitalize together with private and scientific partners on the technology developed in the INNOVAMARE project, the Autonomous Surface Vehicle (ASV) SWAMP with its sensors for a pilot application on seafloor and benthic habitat mapping in transitional environments. Testing actions will be held in Venice, Šibenik-Knin county and Bari. Experience and joint research on implementation gathered in Act 3.1. will be grounds for open discussion in the act. 3.2. and the development of project concepts and or feasibility studies.**Partner responsible:** CCE**Dissemination level:** CO - Confidential**Status:** Final**Version:** V1**Date:** 23 January 2026

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

## Introduction

The DIH InnovaMare initiative fosters innovation and cooperation within the maritime sector by developing and implementing new technologies and collaborative approaches. Video-based newsletters remain essential tools for promoting project activities, engaging stakeholders, and recognizing the contributions of key partners. This report documents the strategy, methodology, and distribution approach for creating a third video newsletter that will serve as an effective communication resource within the DIH InnovaMare community.

## Objectives of Video Newsletters

The main goals for the video newsletters are:

- 1. Promote the DIH InnovaMare Project:** Build awareness of project achievements, major milestones, and demonstrated impact across the Blue Economy sector.
- 2. Showcase Partner Involvement:** Recognize partner contributions, institutional roles, and their collaborative participation in project activities.
- 3. Provide Project Updates:** Keep stakeholders informed about ongoing activities, significant events, and progress in project implementation.
- 4. Engage Stakeholders:** Strengthen community relationships through interviews, testimonies, and real-world examples of project results.

In this video, the latest project milestones, and events from the third reporting period.

## Content Structure of the Video Newsletters

### 1. Introduction

- Brief introduction to the newsletter with DIH InnovaMare project logo and institutional tagline
- Background music fitting maritime innovation themes
- Voiceover introducing the newsletter and its key focus areas

### 2. Partner Focus - Meet the Partners

This section introduces key project partners, highlighting their institutional expertise, research focus, and specific contributions to DIH InnovaMare.



### CNR (Consiglio Nazionale delle Ricerche – National Research Council, Italy)

Profile of the Italian national research institution's involvement in maritime technology research. Describes organizational research capabilities, specific project roles, research initiatives, and institutional perspectives on collaboration benefits.

### UNIZD (University of Zadar, Croatia)

Overview of the regional university's participation in the project. Covers educational mission, curriculum contributions, student engagement, mentoring activities, and the academic leadership's vision for maritime innovation education.

## 3. Project Activities and Updates

### What's New in the Project

This section presents the most important activities and events from the current reporting period. Each initiative receives dedicated video coverage, including participant perspectives and key outcomes.

### Study visits – Zadar & Šibenik, Croatia

Coverage of coordinated regional visits supporting technology demonstration, knowledge exchange, and network development among maritime professionals. Includes on-site presentations, interactive discussions, and stakeholder feedback on innovation potential and regional capacity.

### COT 2025 – The Challenges of Today International Scientific and Professional Conference, Šibenik, Croatia

Documentation of the seventh conference iteration, highlighting DIH InnovaMare's presentations. Captures symposium themes, relevant participant discussions, and key messages about digital transformation in maritime sectors.

### DIH InnovaMare presents best-case studies

Presentation of notable marine technology applications across key Blue Economy areas:

- **Tilebytes (IT) – Digital Data Solutions** - Example of IT solutions applied to maritime operational needs, demonstrating data analytics and software tools supporting marine sector efficiency.
- **Hartera Robotics (HR) – Robotic Systems for Underwater Operations** – Illustration of robotics applications in underwater work, including inspection, maintenance, monitoring, and data gathering functions.



## 4. News from the DIH

- This section highlights recent developments, initiatives, and accomplishments within DIH InnovaMare and related ecosystem activities.

### Academy 3.0 – Advanced Competency Development Framework

Overview of the updated training and mentoring program, providing skill development for emerging companies, established enterprises seeking technological advancement, and researchers exploring commercialization options.

### Eurocean

Summary of participation in broader European maritime innovation networks, highlighting partnership connections, knowledge sharing opportunities, and expanded visibility for DIH InnovaMare stakeholders.

### The Croatian Prime Minister visited DIH in Dubrovnik

Record of high-level political engagement with innovation infrastructure, demonstrating policy backing for maritime technology advancement, national commitment to Blue Economy development, and institutional support recognition.

## 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

#### 1. Pre-Production

##### Content Planning

- Establishment of overarching narrative connecting project activities into a unified story
- Preparation of segment-specific scripts, ensuring clear messaging and narrative consistency
- Coordination with event organizers, institutional partners, and featured companies regarding information access and participation
- Selection of voiceover approach, musical accompaniment, and visual style supporting brand identity



** DIH InnovaMare**

- Development of a visual blueprint outlining video structure, section flow, and integration of partner profiles with project documentation
- Communication with partner representatives and participant organizations regarding filming arrangements

**Visual Material Compilation**

- Gathering of institutional photographs, event recordings, and technology documentation
- Determination of the requirements for environmental context and visual narrative support

**2. Production****Filming**

- Professional video recording at project events and locations, including regional visits, conferences, Italian activities, and partner facilities
- Documentation of supporting visual material showing maritime settings, technology operations, and institutional spaces

**Voiceover Recording**

- Studio recording of narrative voice segments for section introductions, content context, and transitions with consistent audio quality

**3. Post-Production****Editing**

- Assembly of video segments using nonlinear editing to create a flowing narrative
- Organization of event footage, background material, and voiceover segments into a coherent product

**Graphics and Animation**

- Addition of text overlays, speaker identification, and visual timing markers
- Integration of section headers and visual design elements reflecting institutional brand standards

**Music and Sound Design**

- Integration of background music suitable for maritime and innovation themes
- Audio balancing and sound quality control across all segments

### Subtitles

- Creation of English subtitles for international audience accessibility

## 4. Final Review and Approval

- Internal review by the communication team and project coordination, assessing quality, clarity, and strategic alignment
- Review by featured partners confirming accurate representation and appropriate positioning
- Incorporation of feedback and necessary adjustments
- Final project approval before dissemination activities commence

## Dissemination

### 1. Website and Social Media

- Upload video to DIH InnovaMare website with prominent placement in the Insight section
- Share across social media platforms, including LinkedIn, Facebook, Instagram, and YouTube, for targeted audience engagement

### 2. Email Campaigns

- Distribute newsletter to project mailing list, including consortium members, SMEs, research institutions, government agencies, and community subscribers
- Compose engaging introductory messages providing context and direct viewing links

### 3. Partner Networks

- Provide featured organizations with shareable video links, supporting descriptions, and social media suggestions
- Encourage partners to circulate content through their own channels, websites, and professional networks
- Support partner to use it in workshops, presentations, and stakeholder meetings



#### 4. Monitoring and Feedback

- Track viewing statistics, including total views, watch duration, and engagement levels
- Collect stakeholder input through direct communication regarding content reception and impact
- Document dissemination results for project reporting and future communication planning

#### Conclusion

Video newsletter is an effective way to keep project stakeholders informed and engaged with DIH InnovaMare. By producing high-quality videos that highlight project activities, partner recognition, and technology demonstrations, the project maintains visibility, strengthens partnerships, and builds community within the maritime innovation sector. Careful planning and professional execution ensure these newsletters serve as valuable communication tools that advance project awareness, support collaboration, and contribute to Blue Economy innovation across Europe.

**3rd VIDEO NEWSLETTER:** <https://youtu.be/8e7fKQSwpYo>





Navigation bar with YouTube logo, search bar (Pretraživanje), and microphone icon.

**in this issue**

**What's new in the project**

- Study visits Zadar & Šibenik
- COT 7 -2025th international scientific and professional conference "The Challenges of Today" in Šibenik
- DIH InnovaMare presents a series of best-case studies showcasing cutting-edge marine technology applications across key Blue Economy sectors – Tilebytes (IT) and Hartera Robotics (HR)

Video player interface showing a progress bar at 0:05 / 14:08 and a 'U ovom videozapisu' button.

3rd DIH InnovaMare videonewsletter

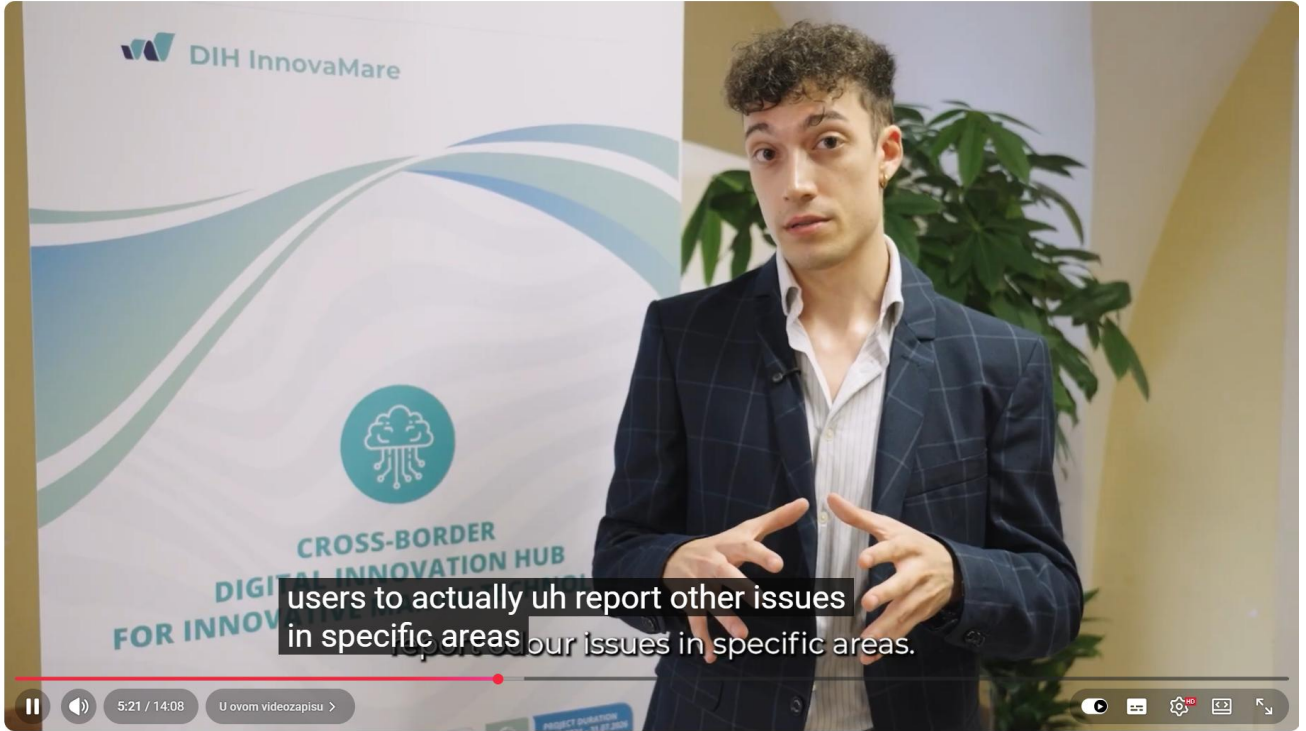
Channel information for DIH InnovaMare, 68 pretplatnika, with a notification bell icon.

Video interaction icons: Like (0), Comment, Share (Podijelite), Save (Spremi), Download (Preuzmi), and More options.





Pretraživanje



3rd DIH InnovaMare videonewsletter





YouTube HR Pretraživanje

0:56 / 14:08 U ovom videozapisu >

3rd DIH InnovaMare videonewsletter

DIH InnovaMare 68 pretplatnika

0 0 Podijelite Spremi Preuzmi

YouTube HR Pretraživanje

Povucite prema gore za precizno preskakanje

0:47

0:50 / 14:08 U ovom videozapisu >

3rd DIH InnovaMare videonewsletter

DIH InnovaMare 68 pretplatnika

0 0 Podijelite Spremi Preuzmi

