

DIH INNOVAMARE PROJECT

D 3. 2. 5. 4th Innovamare video newsletter



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: WP3 Technology transfer through cross-border collaboration for sustainable blue economy – pilot actions

Activity title: 3.2.Open discussion with potential users and develop industrial (pre) feasibility studies for developed solutions and technologies for new products applications and territorial/marine monitoring systems

Expected date: P5

Activity description: We aim to foster technology transfer and for that reason after the pilot actions are conducted, we will organize round table to open discussion with potential end users who would implement solutions coming from pilot actions. After conducted research pilot actions and inputs from end-users and use cases, we will develop pre-feasibility studies as an early-stage analysis of potential for further development and implementation of solutions in real environment. Pre-feasibility study will be conducted by a small team and is designed to give stakeholders the basic information they need to greenlight potential investments. Round table will be organized online. Third StC will be organized online. Responsible partners for this act are CCE&UCV.

Partner responsible: CCE

Dissemination level: CO - Confidential

Status: Final

Version: V1

Date: 15 July 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.
 1. **Provide Project Updates** Keep stakeholders informed about ongoing activities, significant events, and progress in project implementation.
 2. **Engage Stakeholders:** Strengthen community relationships through interviews, testimonies, and real-world examples of project results.
3. In this video newsletter will be presented the latest project milestones and events from the fourth 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. 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.



Innovation Competition in Venice

A summarizing coverage of the InnovaMare Innovation Competition, held at the Business Center in Marghera, Venice, which successfully brought together innovators, SMEs, researchers, and graduate students from across the Blue Economy ecosystem. Conducted in a hybrid format, the event served as a dynamic platform for transforming cross-border maritime challenges into market-ready, fundable project concepts, reinforcing the mission of the DIH InnovaMare project to accelerate sustainable marine technologies. Participants worked intensively to shape their ideas into structured proposals aligned with key elements of project maturity, including innovation potential, market readiness, and cross-border cooperation.

DIH InnovaMare in Bologna

An overview of DIH InnovaMare's participation at the Conference "Artificial Intelligence, Blue Economy and Interreg Synergies—Connecting Ideas and Territories through AI" held at the Tecnopolo Manifattura in Bologna. Organised by seven projects and with the support of the Interreg Italy-Croatia Programme, the event drew more than 200 participants and 20 speakers from the Blue Economy sector, with the focus on how artificial intelligence can support a more sustainable future for marine ecosystems. Contributions emphasised the strategic role of AI in supporting a more sustainable, resilient, and competitive Adriatic region, while highlighting the importance of research and knowledge dissemination in addressing the challenges posed by climate change and its economic and territorial impacts.

Co-Creation Journey

A coverage of the specialized series of three workshops (2 held online and 1 in a hybrid mode in Šibenik) dedicated to developing new project concepts in the Blue Economy sector, organized as part of the DIH InnovaMare project. The goal was to facilitate the creation of 10 new project concepts ready for EU funding applications, thus shaping impactful Blue Economy initiatives.

3. DIH InnovaMare presents best-case studies

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

- **DIH Agrifood (HR) – Precision Aquaculture and Smart Farming** – An example of how artificial intelligence and data-driven solutions are applied to a specific Blue Economy sector. Technologies used include IoT and sensors. Emphasis is put on sustainability of the farming process, as well as the circular economy principles. Equally important, in such a way digital skills acquisition and innovation management are promoted.
- **Blue DataB (HR) - AI-driven Marine Video Analytics** – presentation of an analytics system developed by the company for automated fish counting and species recognition, representing an



innovative tool to enhance efficiency and sustainability in aquaculture, as well as to improve environmental monitoring.

4. News from the DIH

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

European Ocean Days 2026

An overview of DIH Innovamare's participation in the European Ocean Days in Brussels, bringing together scientists, policymakers, industry and civil society to discuss the future of the global ocean. The DIH's representatives took an active part in the relevant panel discussions, sharing perspectives on innovation, collaboration and the importance of turning knowledge into action.

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 and Scripting

- Establishment of overarching narrative connecting project activities into 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

Storyboarding

- Development of a visual blueprint outlining video structure, section flow, and integration of partner profiles with project documentation

Scheduling and Access Coordination



- Communication with partner representatives and participant organizations about interview availability and filming arrangements
- Planning of shooting schedules and coordination logistics across multiple locations

Visual Material Compilation

- Gathering of institutional photographs, event recordings, and technology documentation
- Determination of B-roll 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
- Preparation of interview settings with appropriate lighting and sound conditions
- 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 interviews, 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 to 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 homepage placement and News/Media section visibility
- Share across social media platforms, including LinkedIn, Facebook, Instagram, and YouTube, for targeted audience engagement
- Develop platform-specific sharing approaches optimizing reach and audience interaction

2. Partner Networks

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

3. Monitoring and Feedback

- Track viewing statistics including total views, watch duration, engagement levels, and platform-specific metrics
- Collect stakeholder input through surveys and direct communication regarding content reception and impact
- Analyze audience demographics, geographic distribution, and performance patterns by platform
- 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.

4th VIDEO NEWSLETTER: <https://www.youtube.com/watch?v=MxpRZjb5vzQ>

