

DIH INNOVAMARE PROJECT

D 4. 4. 6. 5th Innovamare video 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: WP4 - Co-creation of innovative solution concepts, project concept and new funding opportunities/schemes

Activity title: 4.4. Make analysis, open discussion with policy makers and raise awareness on potential new financial instruments, such as Blue funds, blue bonds on cross-border level

Expected date: P5

Activity description: As one of key challenges on cross-border level is the lack of financial instruments dedicated to blue economy/marine technologies, our intention is to open discussion on this important topic as these areas are a big part of GDP in both countries and they should have support in a wider scope of funding sources. Our intention is to raise awareness, open discussion with policy makers, financial institutions and start initiative on development of cross-border crowdfunding platform, blue economy fund or similar financial instruments such as blue bonds. Based on the inputs from the conference, we will develop recommendations for process of developing and implementation of these initiatives. In this act we will involve AP Hamag-Bicro and they will help us in development of recommendations as an institution that will potentially use them to implement some of the initiatives. Conference will be organized in Šibenik and it will be the final conference of the project.

Responsible partner for this act is SBC&CCE

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 fifth 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

Study visit in Monfalcone

Overview of the DIH InnovaMare's representatives' participation in an international study visit held in Monfalcone in May 2026. Participants explored the Port of Monfalcone, one of the region's key logistics and maritime hubs, and visited the Groupe Beneteau Italia production facility, gaining valuable insights into advanced manufacturing processes, technological innovation, and sustainable business development in the maritime industry. The event aimed to strengthen cooperation between education, research, and industry entities, while promoting innovation and skills development within the blue economy.

Pilot action IRB

Presentation of a Pilot Action being carried out in the Martinska Area of the Šibenik Bay, where the Center for Marine Research of the Ruđer Bošković Institute is conducting continuous monitoring of the marine environment by deploying advanced technological solutions – underwater cameras and custom-developed software to track and identify fish species.

Pilot action CNR

Presentation of a Pilot Action jointly carried out by the National Research Council of Italy (CNR) and W&M in the Venice Lagoon. Within the activity, an autonomous surface vehicle SWAMP was deployed as an advanced marine monitoring platform. The vehicle is equipped with state-of-the-art bathymetric and optical sensors to support marine habitat mapping and sustainable management of this highly dynamic and transitional ecosystem. The action is centered on tidal channels, and the obtained digital terrain model precisely captures the area's morphology.

Pilot action ARTI

Coverage of the pilot action carried out by the Regional Agency of Technology and Innovation of the Puglia Region (ARTI) at the Protected Area of Porto Cesareo - site in Torre Chianca, where ARTI, the University of Salento, and the Wireless and More labs are jointly testing a solar-powered smart buoy. This advanced system continuously monitors environmental parameters and protects a unique cultural heritage site: the submerged Roman tombs which are situated in the area.

Final conference

A summary of the final project conference of DIH InnovaMare, held in Šibenik in June 2026. The conference gathered representatives of public authorities, financial institutions, innovation



organizations, research institutions, and industry from both countries. Participants were presented with the project's key achievements, pilot activities developed within the project, and opportunities for further development and use of the infrastructure and services established through the project. The event also included a keynote session with several distinguished speakers and a panel discussion on future financing opportunities for Blue Economy initiatives.

3. DIH InnovaMare presents best-case studies

Presentation of notable technology applications across key sectors:

- **Wireless&More s.r.l (IT) – Development of Smart Solutions for Marine Environment Monitoring** – an example of a private company successfully pooling its efforts with the representatives of a public body (ARTI) and the scientific (University of Salento) community to create and deploy a smart buoy which contributes to preserving and protecting the marine archaeological sites. The buoy has an underwater camera, as well as several sensors. These sensors function on the basis of LIDAR Technology and continuously measure parameters such as salinity, pH, and sea temperature.
- **Zadar Energija (HR) – Management of Renewable Energy Infrastructure** – another example of a private company which manages a growing number of wind and solar farms, with the possibility of future establishment of offshore installations. It is also active in the sphere of charging stations for electric vehicles, including their integration with the local energy systems and energy production forecasting. Technologies used by the company include geospatial analysis, remote sensing, etc.

4. News from the DIH

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

EIT Zadar

An overview of the High-level EIT Water & CLC South Event, held in Zadar in January 2026. DIH Innovamare, as one of the Croatian partners within the CLC South consortium, played a hosting role, along with the University of Zadar and the IRB. It was an opportunity to formally inaugurate the activities of EIT Water & CLC South in Croatia, align European, national and regional priorities on water innovation and climate resilience, strengthen cross-ministerial cooperation in support of the Mediterranean Blue Economy and highlight concrete opportunities for SMEs, startups, researchers and public authorities to engage with EIT Water programmes.

MED9 Ministers' Meeting



A report on the MED9 Environment Ministers' Meeting held in Šibenik in May 2026, where DIH InnovaMare showcased how autonomous technologies and advanced monitoring systems can support the protection of marine ecosystems. The demonstration highlighted how AI, robotics, and green technologies can contribute to smarter water management, faster environmental response, and a more sustainable future for the Adriatic and the Mediterranean. The integrated system presented combines autonomous surface vessels, water drones, advanced microplastic sampling technologies and interoperable real-time environmental monitoring.

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 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

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.

5th VIDEO NEWSLETTER: <https://www.youtube.com/watch?v=RxtjVNXilSA&t=112s>

