

Distribution of the project movie

Milestone 35

Dissemination level

Public

LEAD CONTRACTOR

ECOREACH

AUTHORS

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1. Scope of this Milestone

The purpose of this report is to provide the general public, scientists and stakeholders with information about the work done so far and indication of the distribution of the DEVOTES movie. The movie has been developed as part the deliverable 7.5 “Video movie on the outputs of DEVOTES”, due at the end of August 2016. This milestone (Milestone 35 - MS35 Distribution of the project movie) was reported in the Description of Work as part of dissemination activities undertaken in the context of the task 7.2.4 “TV documentary and book” of WP7.

2. Videos

Work on Deliverable 7.5 “Video movie on the outputs of DEVOTES” started on Month 19. Since then, three main objectives have been set up within this framework: 1. the internal development of a video for promotion of the outputs of DEVOTES, 2. the production of videos to raise public awareness and interest on the environmental status of the European seas, 3. the production of teasers to promote the DEVOTES Final Conference “Marine Biodiversity – The Key to Healthy and Productive Seas” (Brussels, 17th-19th October 2016).

Obj.1: for the internal development of the video, SALT, Ecoreach and AZTI have been collecting videos and interviews from different DEVOTES partners and members of the advisory board. SALT is currently taking care of editing the videos to create different chapters dedicated to the different Work Packages of the project (from WP1 to WP6). The following questions about their WP were asked to the WP leaders:

- What does it consist of?
- What where you initially looking for?
- What have you found?
- What does it mean to the general public or even to the world as a whole?

Obj. 2: regarding the production of promotional videos, “Futuris”, the award-winning program of EuroNews on European science, research and innovation, selected DEVOTES as means to bring knowledge on the effects of human activities on marine ecosystems and raise general interest about the environmental status of European seas. In discussion with the producer, three alternative locations

were proposed for the filming, the Baltic (hosted by SYKE), the Black Sea (hosted by IOBAS), and the Basque coast (hosted by AZTI). The Futuris producers explained that, for the sake of balance with previous programmes, the best choice was the Baltic. SYKE organized a cruise in the Baltic on a research vessel as well as a visit to the laboratories. In addition to the SKKE team, one representative from the AZTI team participated in the filming. Once edited by the Futuris team, the program went on air starting from 25th April every day until 1st May 2016 a period that included the International environment day, International the day of the oceans and the International biodiversity day. The Futuris program has been made available in all the 13 languages that EuroNews supports at the following link:

<http://www.euronews.com/programs/futuris/> and on the EuroNews YouTube channels (direct link https://youtu.be/O_sXq2YYSNE).

Obj. 3: Three teasers are being filmed for the promotion of the final conference of DEVOTES. For the first and second teasers, SALT interviewed Alice Newton (NILU, WP7 co-leader) and Angel Borja (AZTI, DEVOTES Coordinator). The teasers were promoted and published online on 16th May 2016 and 4th July 2016, respectively.

Following, the direct links to the teasers produced so far:

- Alice Newton: <https://youtu.be/TSqT58teodc>
- Angel Borja: https://youtu.be/3s_udPish-c

Moreover, several videos on DEVOTES research and training activities (i.e., development of ARMS and ASUs, promotion of the DEVOTES Summer School, and video tutorial about the NEAT software) have been produced by AZTI, Ecoreach and MARILIM and published in the DEVOTES YouTube Channel.

The videos produced so far are available for users through the DEVOTES website and the DEVOTES dedicated YouTube channel at the link <https://www.youtube.com/user/DEVOTESproject>

3. Next steps

The six videos that cover the content and main outputs of DEVOTES (internal videos/movie) have already been recorded by SALT, which is taking care of the editing (the first two will be ready by the end of August). All the videos will be showcased during the DEVOTES Final Conference, opening each

scientific session and then, will be made available on the DEVOTES website and YouTube Channel for all to enjoy and learnt from the outputs of DEVOTES. All these videos will be collated as different chapters of a longer video that will be published as the documentary.

The external video for public awareness raising about the environmental status of European seas has been finalized, so at the moment we are promoting it among our contacts.

Finally, the promotional videos of DEVOTES final conference have now been recorded. Two teasers are already released and the last one will be released shortly.