



**MARINE
SABRES**

Ref. Ares(2023)6518684 - 26/09/2023



**Funded by
the European Union**

Marine SABRES Deliverable 7.8

D7.8 Project WebTV

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DOCUMENT INFORMATION

Version	Date	Description			
		Responsible	Authors	Reviewed by	Approved by
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ABBREVIATIONS

D	Deliverable
DA	Demonstration Area
M	Month
WP	Work Package

1. Purpose of Project WebTV

The aim of Marine SABRES D7.8 – Project Web TV is to give a quick overview of Marine SABRES WebTV, summarising all the required knowledge to navigate the LifeWatching Science TV platform hosting the webpage dedicated to the project, and to provide all relevant information related to Marine SABRES' video content of varying formats (interviews, spots, tutorials, etc.). This WP7 deliverable will be circulated to all project partners by M13 of the project as a 'living' document that can be modified according to the project needs.

2. Marine SABRES WebTV

2.1 WebTV

Marine SABRES WebTV will be hosted by LifeWatching Science Channel (www.lifewatching.tv). The LifeWatching WebTV (Fig. 1, below) is a platform exclusively for video content on biodiversity and ecosystem research, where you can learn about current projects, like Marine SABRES for instance, and higher education programmes at national and European level. The platform provides cutting edge scientific content on demand at any time, multiple themed channels featuring news from the world of research, live science, past and present international events and conferences, interviews etc.



Figure 1: LifeWatching TV

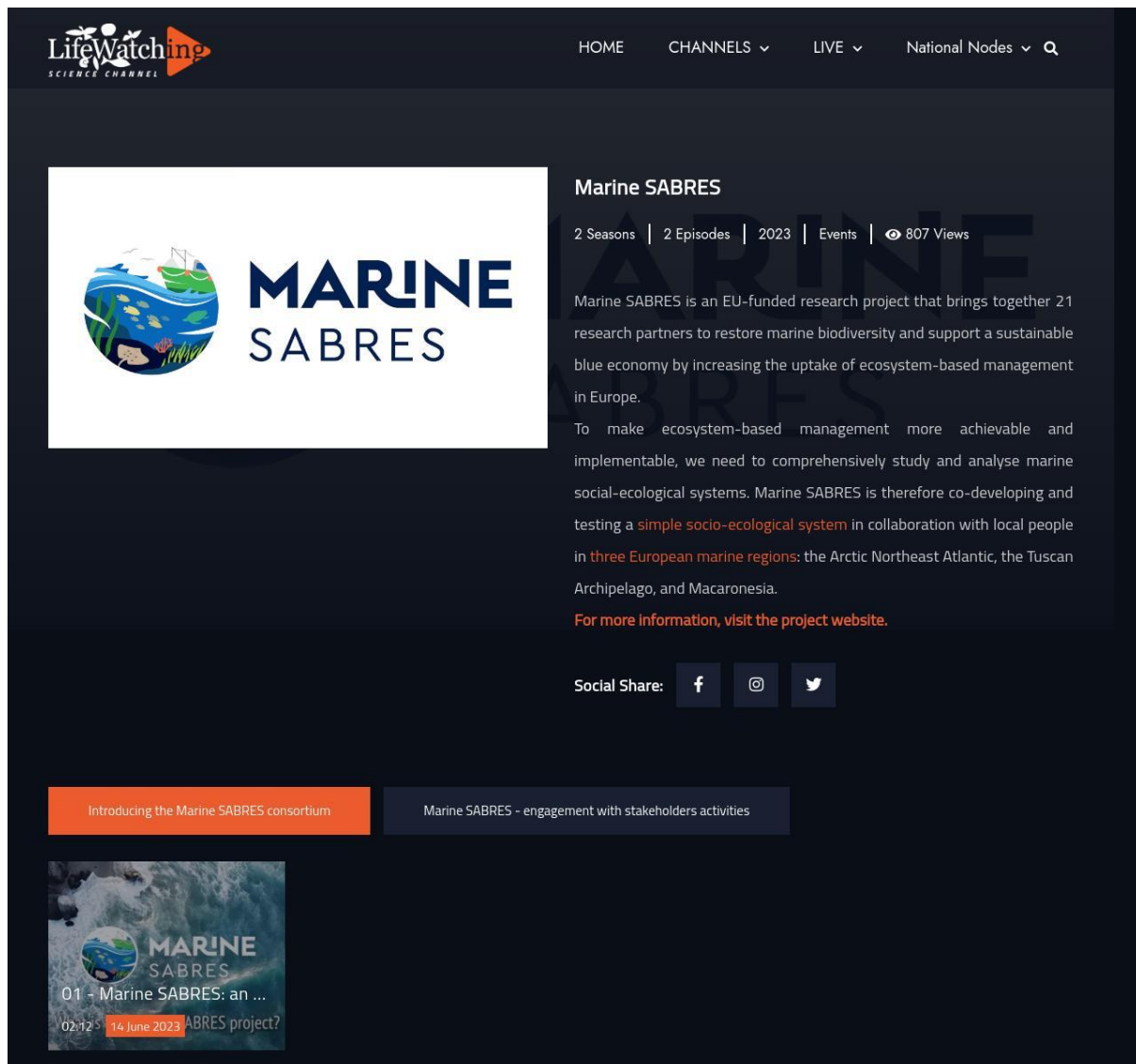
Marine SABRES WebTV videos will be created and uploaded by the LifeWatch Multimedia Production Centre, introducing a storytelling approach to communicate the successes and solutions of the project, presented through the narratives of communities local to the DAs.

The Web TV will produce video contents of varying formats (interviews, spots, tutorials, etc.) to be shared via the project's online communication channels and to support education and training activities.

2.2 WebTV Structure

Marine SABRES WebTV (www.lifewatching.tv/tv-show/marine-sabres), appears in the "EU Projects TV Channels" section of LifeWatching Science Channel website (www.lifewatching.tv/projects/; see Fig. 2-3). Moreover, it is easily accessible from the LifeWatching Science Channel homepage, where it appears featured in the "EU Project Channels" section as well as in the "Web series" section (see Fig. 4 and 5).

The Marine SABRES WebTV will have the following structure (see Fig. 6, 7, 8): a) a first section with an introduction to present the project, its mission and major objectives; b) a second, constantly updated section with videos realised in the framework of the project, organized by "seasons and episodes" based on the topics or types of videos (e.g.: Introducing the Marine SABRES Consortium; Marine SABRES: Engagement with stakeholders activities – the two seasons already created and included in the page, based on currently available video content-).



The screenshot shows the LifeWatching Science Channel website interface. At the top, there is a navigation bar with 'HOME', 'CHANNELS', 'LIVE', and 'National Nodes' with a search icon. The main content area features a large 'MARINE SABRES' logo on the left. To the right, the title 'Marine SABRES' is followed by metadata: '2 Seasons | 2 Episodes | 2023 | Events | 807 Views'. Below this is a descriptive paragraph about the project, mentioning it is an EU-funded research project with 21 partners, aiming to restore marine biodiversity and support a sustainable blue economy. It details the project's focus on ecosystem-based management and its application in three European marine regions: the Arctic Northeast Atlantic, the Tuscan Archipelago, and Macaronesia. A link for more information is provided. At the bottom of the main content area, there are social media share buttons for Facebook, Instagram, and Twitter. Below the main content, there are two video thumbnails: 'Introducing the Marine SABRES consortium' and 'Marine SABRES - engagement with stakeholders activities'. A video player is visible at the bottom left, showing a video titled '01 - Marine SABRES: an ...' with a duration of 02:12 and a date of 14 June 2023.

Figure 2: Marine SABRES WebTV

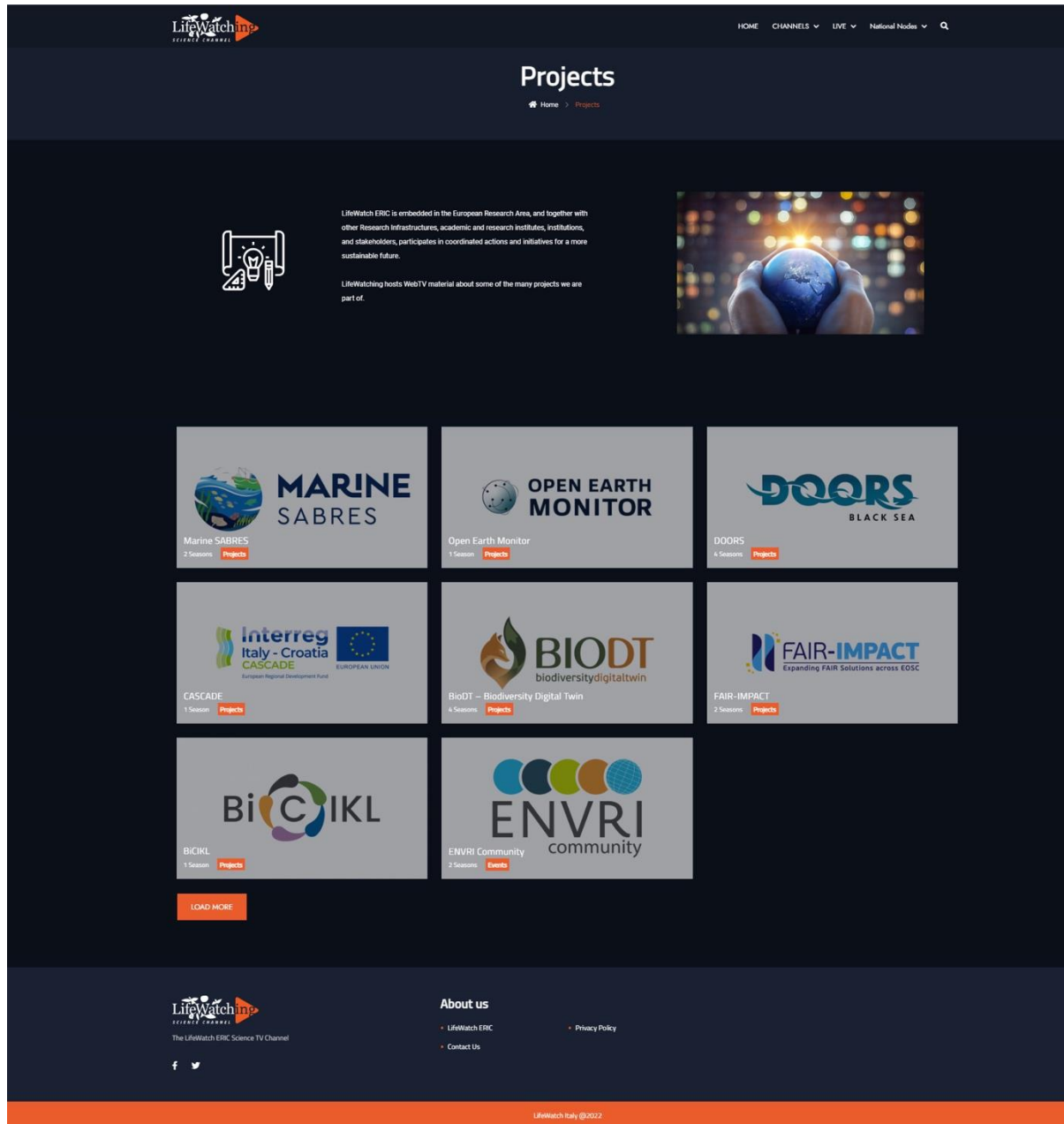


Figure 3: The EU Channel “Projects” of LifeWatching Science Channel – the landing page

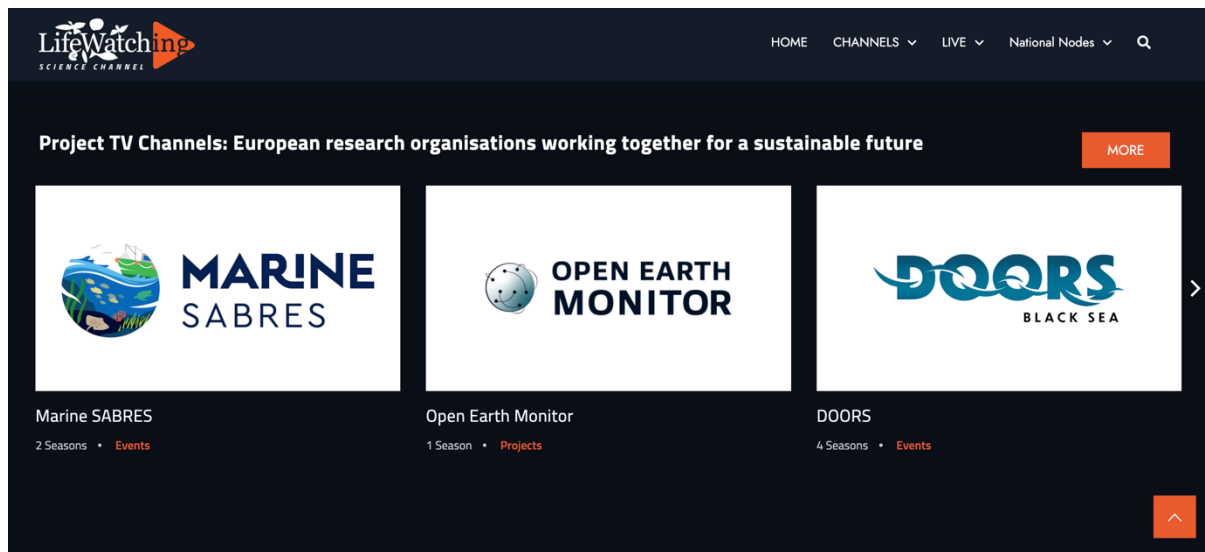


Figure 4: From the homepage: Marine SABRES WebTV Among the EU Projects TV Channels

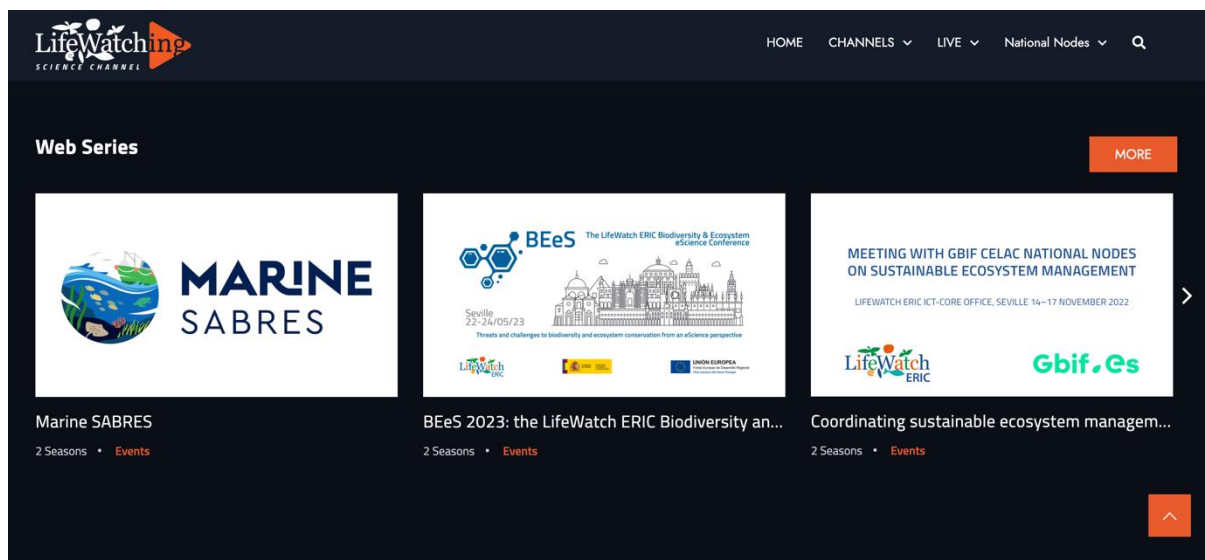


Figure 5: From the homepage: Marine SABRES Among the Web Series

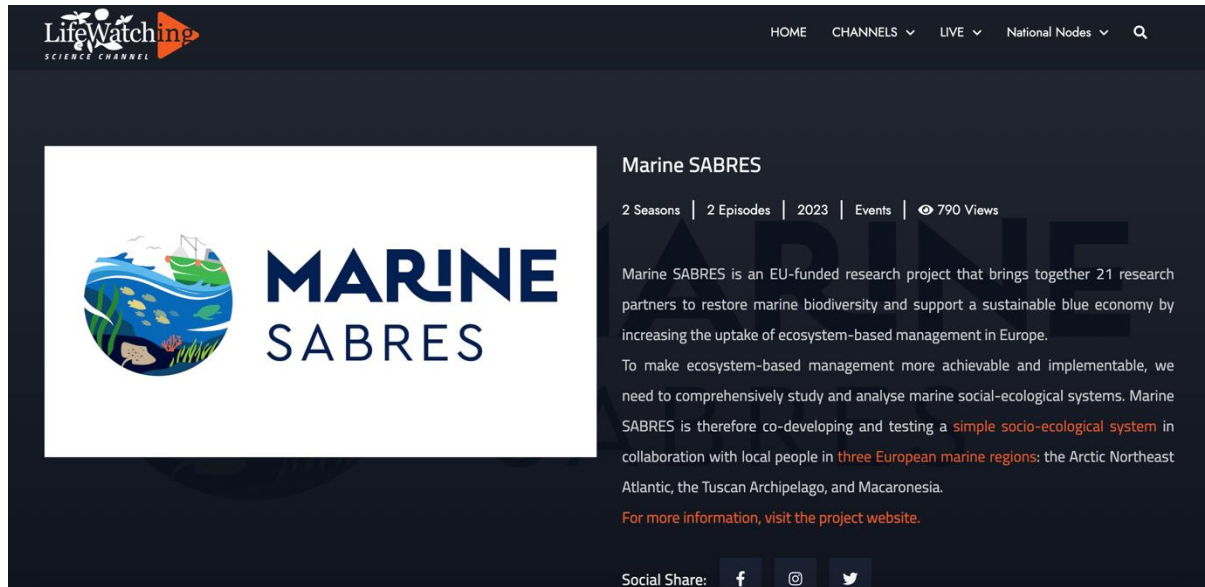


Figure 6: Marine SABRES WebTV – An Introduction

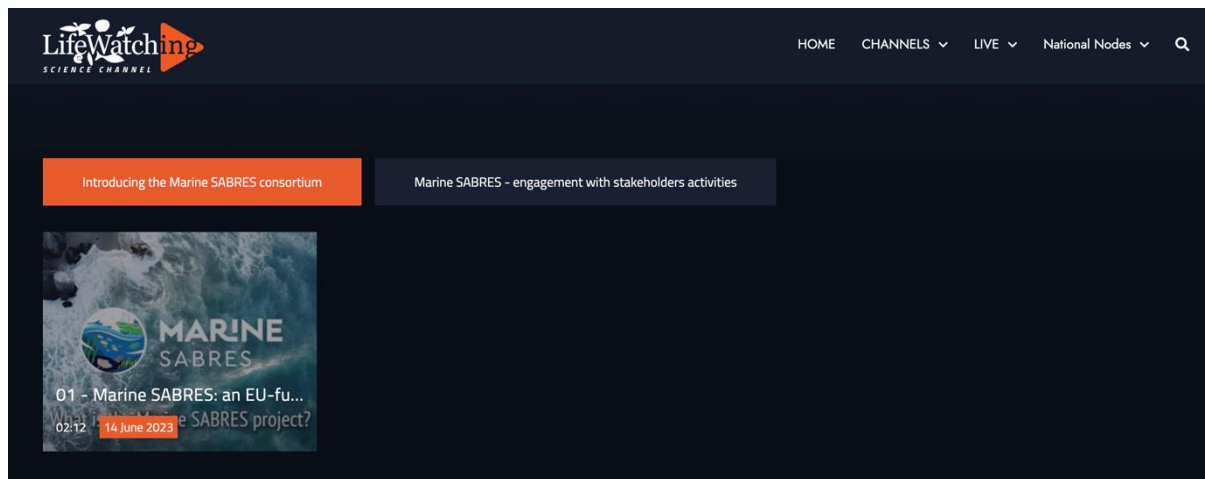


Figure 7: Introducing the Marine SABRES Consortium: the project's 1st collection of videos

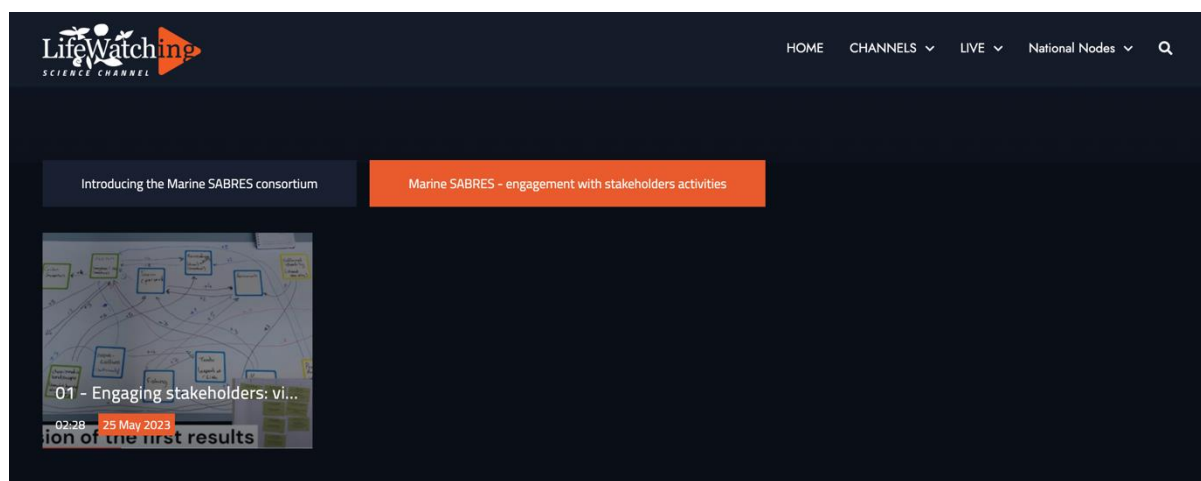


Figure 8: Engagement with Stakeholders Activities: 2nd project’s collection of videos

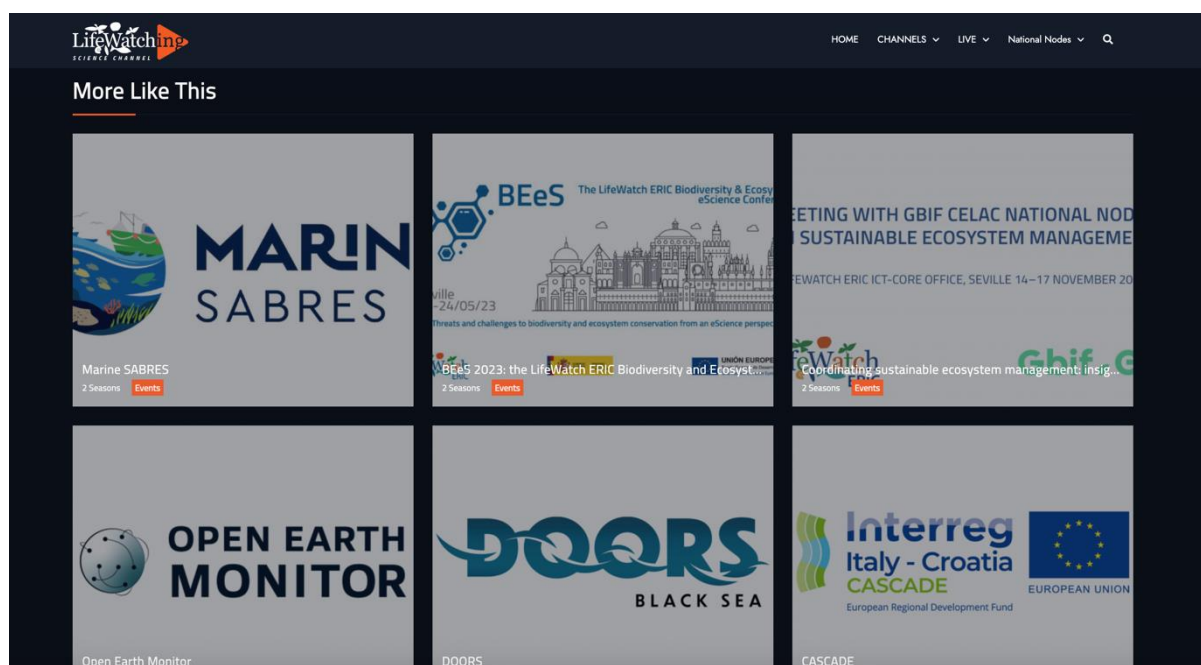


Figure 9: Marine SABRES WebTV Appearing in the "More Like This" Section of LifeWatching TV

Numerous video shootings and interviews will certainly be needed for the realisation of the documentary (D7.9). Therefore, filming and interviews will be conducted at the three project’s research sites in the coming months, during e.g. field research activities, stakeholders’ engagement activities, or at major events and conferences organised by project partners.

Some of this video material will be used to prepare short videos of different formats to be posted on the Marine SABRES WebTV portal, organised, for example, in the following Seasons: i) “Interviews” (featuring short interviews with project partners and stakeholders, or with people, such as researchers, teachers and students, attending the events organised by the project and other public events relevant for the project); ii) “Video highlights” or “Events” (short videos realised during the events organised by the project, to be circulated through project’s and partners’ social media channels and newsletters); iii) “Live streaming” (the video recordings of present and past events), etc. These three Seasons, and any new Seasons we will need to create to illustrate project's objectives, activities

and results, will be added and will complement those already present on Marine SABRES WebTV portal, enriching channel's video offers.

The Multimedia Production Centre is planning the first video shootings and interviews to be taken during the Marine SABRES General Assembly in Reykjavik, Iceland, held on October 3rd-5th 2023. The event will be an important moment of interaction for the partners and local stakeholders, whose voices will be captured to give an insight into the initial progress made, the goals and future expectations for Marine SABRES; Marine SABRES WebTV will seize this opportunity to realise some video interviews and highlights to be published on the LifeWatching Science Channel portal and shared through the other project's and partners' online communication channels.

2.3 WebTV Content

The main message conveyed by Marine SABRES WebTV will be that health, clean, productive and biodiverse seas are vital to humans' well-being. In fact, people need sustainable consumption and production as well and sustainable tourism to halt marine biodiversity loss caused by unsustainable human activities. Marine SABRES (Marine Systems Approaches for Biodiversity Resilience and Ecosystem Sustainability) is a research project funded by the European Union that aims to conserve and protect biodiversity by integrating healthy, sustainably-used ecosystems and a resilient blue economy. To do so, Marine SABRES brings together international experts across the biological and social sciences to improve the management of European oceans and seas. The videos will present success stories and key results of the project.

The videos present on Marine SABRES WebTV, at the moment include: "Marine SABRES: An EU-Funded Project to Improve Marine Management in Europe" and "Engaging Stakeholders: Visit in the Tuscan Archipelago, Italy".

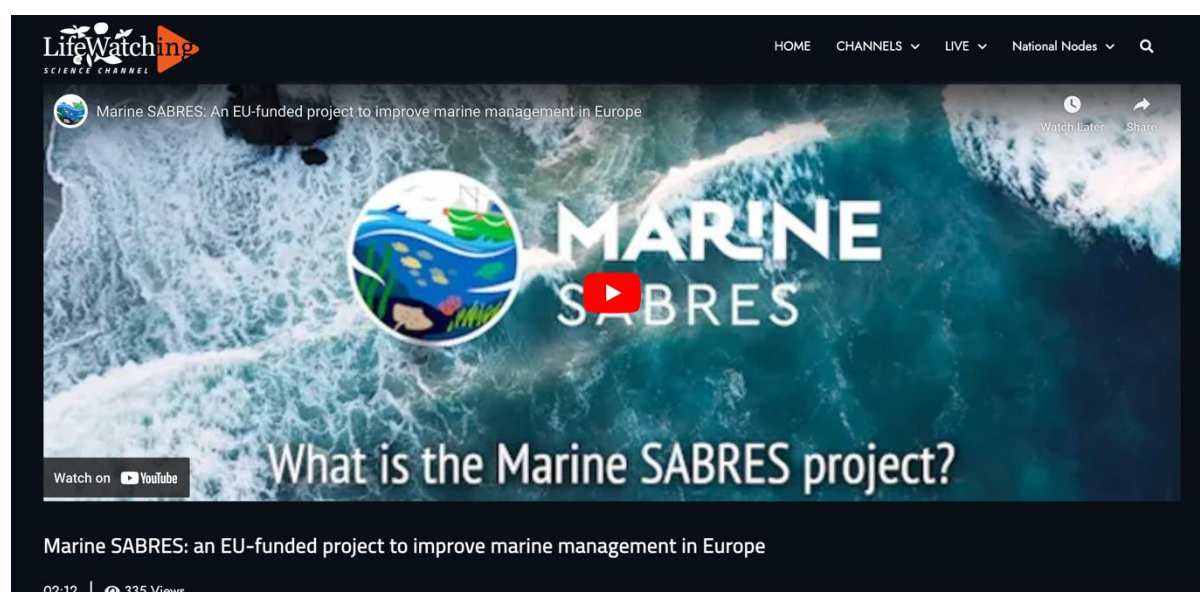


Figure 10: Marine SABRES: An EU-funded Project to Improve Marine Management in Europe



Figure 11: Engaging Stakeholders: Visit in the Tuscan Archipelago, Italy

In the short video “Marine SABRES: An EU-Funded Project to Improve Marine Management in Europe” Emma Verling, Project Coordinator, introduces the project while explaining Marine SABRES’ plan to improve the uptake of marine ecosystem-based management in Europe.

The short video “Engaging Stakeholders: Visit in the Tuscan Archipelago, Italy” summarises the first stakeholders’ engagement activities realised by the Stichting Hummel Foundation for Sustainable Solutions (HuFoSS) during the visit to one of the project research site, the Tuscan Archipelago, in Italy. The video provides an overview of the different stakeholders in this area (divers and instructors, fishermen and sea farmers, fishing equipment shop owners, researchers, coast guard, etc.) while illustrating the activities realised during the visit, such as interviews, surveys, brainstorming using different tools, etc.