

## **BleuTourMed\_C3**

# **Maritime and Coastal SustainaBLE Tourism in the Mediterranean - Community building, Communication and Capitalisation**

## **2.2.1. External Communication Strategy**

### **Video Strategy**

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## I. Aim of this document

The aim of the video strategy is to set up the guidelines for the production and dissemination of videos in the frame of the activities of the horizontal Interreg MED project BleuTourMed\_C3. The video strategy covers 14 modular projects developing their activities towards achieving the common objective of the programme axis 3: “Protecting and promoting Mediterranean natural and cultural resources” and the sub axis 3.1 “To enhance sustainable the development policies for more efficient valorisation of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the MED Area”.

Fully integrated in our multi-channel communication strategy, videos are impactful tool to disseminate key messages and promote the projects results and outcomes. In our digitalized era, videos can be easily shared and they can also trigger debates and nourish the ongoing dialogue between interested parties and a public audience. The video strategy presents the main editorial lines of the videos, key messages to be delivered, targeted audiences and objectives, a concise description of contents and, finally, the planning to help the process of creation and delivery of final production.

## II. Objective of the video strategy

Videos are undoubtedly a powerful tool to engage audiences and to retain their attention, but they have to be used in synergy with other communication tools to express their full potential. Therefore, we plan to fully integrate our video strategy into our wider and multi-channel communication and dissemination strategy. Every video we produce and publish will feed, in some cases automatically, all communication channels we employ: news feeds, press releases, websites, social media accounts, conferences, meetings and public, as well as face-to-face meetings.

Videos are also a tool to stimulate a deeper interaction with the targeted audiences. Viewers will be invited to share, comment (only registered users) and to embed our production to their own channels. We will also promote our key activities via our videos, as we plan to link our YouTube channel to the Sustainable Tourism Community page on the Interreg Med Web Platform, embed videos in the content published on the site and to develop interactive roll-over banners, consistent with our contents, which will bring audience to the Community page.

### a. Targeted audience

With our video production, fully integrated into our multi-channel communication strategy, we intend to reach out to all the target groups identified in the

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“Communication and Dissemination strategy”, with a particular attention to the following:

1. Local, Regional and National public authorities and EU level policy-makers

Videos are an effective tool to keep all our stakeholders, partners and public authorities informed about our main activities. They can have a precise, though brief, overview of our projects main features and milestones activities.

2. Interest groups including the third sector, NGOs, Networks and associations

Our video production is a powerful tool to share knowledge and to bring to their attention our activities and competences.

3. Higher education and research - Education / training centres and schools

More entertaining than newsfeeds, press releases and reports, videos are quite effective in engaging a younger audience. They can also be used as educational material and tools to facilitate knowledge transfer.

4. International organisations, EEIG

Key potential allies in our future capitalisation actions at Mediterranean level, we intend to show them the advantages of joining forces to attain common goals.

5. General public, Other

We will reach out to normal citizens directly concerned by our actions via different channels. However, videos will play a pivotal role in presenting our activities at local, national and international level in promoting and investing in natural protection and conservation initiatives.

6. Media (local, regional and European level)

Targeted media, particularly those specialised in environmental, cultural and sustainable tourism issues, are always eager to share well curated contents. Our effort is to provide them with good quality videos, timely produced and always consistent with the overall newsflow and the mid-term concerns of their audiences. Depending on the topic of the video, specific targeted media (on-line video channels etc.) will be targeted in order to increase the dissemination impact.

## **b. Key messages to disseminate**

We have so far identified two main issues to bring to the attention to our different targeted audiences. The key messages will evolve together with our projects life and the feedback of our wider community.

1. Europe is investing resources in finding innovative solutions to European citizens' daily life. In this historical period of mounting Euroscepticism, we

deem extremely important to make non-expert citizens, policy makers as well as opinion makers (present throughout all our targeted audiences) understand that we are working to solve real problems and that everybody will benefit of our actions outcomes. It is therefore essential to keep a very simple language and provide audiences with tangible and easy-to-understand indicators of our actions outcomes. Our communication will never be partisan, biased or contentious, but rather factual.

2. As a community focusing its efforts in sustainable tourism on the Mediterranean area we will highlight how strategic is our domain of intervention at local, national and international levels. We intend to do this by providing statements from renowned experts, figures from unbiased and credible institutions and, finally, from public authorities. However, our mission is also to keep our communities alive and ever-growing, so we will also show our community dynamics while keeping the doors always open to external contributions.

### **c. Links with BleuTourMed\_C3 community**

Closer ties with the topic addressed within the BleuTourMed- Sustainable Tourism community are crucial to make our video strategy effective and eventually impactful. We will, therefore, appeal to it on a regular basis for gathering information, contents and footages to feed our video strategy. We will also encourage their greater engagement in distributing throughout all their communication channels our video production. Finally, our community feedback and comments will be a key tool to constantly improve the quality of our production and distribution strategy.

Throughout all the projects' life our teams will always be available to share skills, competences and information with BleuTourMed\_C3 community to make our common action more impactful.

### **d. Expected results**

By developing and implementing a video strategy fully integrated with our multi-channel communication and dissemination strategy we expect a greater engagement of our different target groups. More specifically we expect:

1. that our videos improve our on-line presence by feeding, in some cases even automatically, most of our communication channels;
2. that our partners and communities' members share our contents throughout all their communication channels;
3. that our audience share and comment the contents treated in our videos;
4. that our videos live also off-line and that they are used during training sessions, in schools, conferences and face-to-face meetings.

### III. Content

#### a. Video formats

To reach out to all the different targeted audiences of our video strategy we are planning to produce different types of videos:

- **Institutional video reports** of BleuTourMed's milestones activities with interviews of keynote speakers and participants.
- **Trailers and teasers** to give a brief though uncomplete preview of our institutional videos. They can be used to promote our upcoming events together with press releases, to summarize past events, as well as to stimulate the dialogue on a certain topics.
- **Thematic videos** to promote a new cultural model, notably directed to a younger audience to be educated to the environment & protected areas from an early age or from high school.
- **Curated video news and newscast** made with royalty free footages provided to us by our partners, modular projects and third parties, which aim at highlighting key features of our field of intervention. The quantity will depend on the availability of good quality and relevant royalty free footages.

#### b. Topics and Storytelling

Throughout all our videos we will convey the key messages of our video strategy detailed above (see II.b). The contents and the summary of every video will be defined according to the exigencies of our modular projects and the community, the aim and objectives of the events we will report on and, finally, we will try to link as much as possible our videos to current events closely related to our field of intervention.

The main features of our **storytelling** style can be summarize as follows:

- Language:
  - institutional video reports of BleuTourMed's events: we will mix interviews with infographics. All the interviews footage will have a journalistic style, the details of the cities and the meeting footage will have a more cinematic type, so slow movements, jump cuts, etc.
  - trailers and teasers: we will try to grab the viewers' attention by using stunning shoots of the cities and short phrases/interviews. Interviews footages will have a journalistic style, the details of the cities and the meeting footage will have a more cinematic type, like slow movements, jump cuts etc. The trailers will send back to the institutional video;

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- thematic videos: the rhythm will be slower though engaging, and the infographics will be present clearly key information and references. The style will be close to the videos used for e-learning sessions and webinars;
  - curated videos: we will gather and select the most consistent royalty free footages from our partners and community members in a very simple way to make short videos that we will link to our current activities and the global news-flow.
- Infographics:
    - infographic windows will appear to show in a very clear and comprehensible way key information linked to the contents expressed by the interviewees.

## IV. Dissemination

### a. link with communication & dissemination strategy

With our video strategy we intend to reach out to the same target groups of our communication and dissemination strategy, with a specific focus on certain targeted groups as detailed above (see II.a).

Our video production will feed, in some cases even automatically, all our communication channels in quite a simple and linear way:

- every time we publish a video, a post will be created automatically on all our social media accounts;
- videos will be embedded in the Biodiversity Community page in the Interreg Med site and in our newsletter, when consistent with its contents;
- video transcriptions will be routinely published beside the videos and, when the contents are particularly interesting, they can be edited and published as an article on our website, newsletter and news feed; sub-titles in partners' local languages will be also foreseen for some specific videos.
- curated videos could be produced on request of our partners, modular projects and third parties if they are relevant for the project/community and provided that footages are royalty free.

### b. Social media /YouTube channel

The main distribution channel is YouTube because it is, so far, the most common video sharing platform and it enables a quite effective interaction with viewer. Besides enabling comments, shares and embedding, YouTube gives channel owners the possibility to associate their channel with their own website and to stick on the videos interactive banners and menus linked to their webpages.

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However, our video strategy does not rely exclusively on YouTube as all our videos will be shared on social media accounts, namely: Twitter and LinkedIn as a priority, as well as in the Interreg Med Web Platform, since it will host be the official webpage of the Sustainable Tourism Community. In addition, all partners of BleuTourMed project, as well as all the partners of the Modular projects will be invited and encouraged to give a maximum dissemination possible of the videos through their own channels: website, newsletter, social media accounts, etc.

### c. Reporting

Our choice of communication tools is also motivated by the quality of metrics and analytics that YouTube, LinkedIn and Twitter provide. The constant monitoring of these data will enable us to:

- progressively improve our communication strategy and production;
- to measure the real impact our video have really had on-line.

## V. Planning

Videos, trailers and teasers, and in particular, the **institutional video reports** of BleuTourMed's events will be plan well in advance. Video shooting will take place during the BleuTourMed's scheduled events and the questions for the speakers and the summary will be drafted when the programme is fixed and the speakers confirmed. As for the infographics and the script, they are normally developed after the event by bearing in mind the key messages we wish to convey. This kind of videos will be published within a month after the events.

As for the **other formats** (teasers, thematic and curated videos) will be realised according to our partners and community members' exigencies and published when we will consider that they can earn the maximum visibility, i.e. when they tune into the news flow. However, to react promptly we need to have all the materials ready to be pitched at the right moment on the right channel.

### a. Suggested timeline for video production

The following table shows a suggested timeline for video production. This table should be reviewed according to any possible update in the event's calendar.

Please notice that total number of videos to be produced **are 20 videos** and the table below contains 27 videos in total. The reason is that the number of thematic and curated videos may depend and will be adjusted to the needs. The deliverable dates indicated\*

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correspond to the institutional videos, while thematic and curated videos may be released later on.

<b>Type of event</b>	<b>Data of event and shooting</b>	<b>Type of video material</b>	<b>Expected deliverable date for institutional videos*</b>
Kick-off meeting, Marseille	16-17 March 2017	Institutional video (n.1)	Mid-April 2017
Working Group on Sharing Methodology in Athens	4-5 October 2017	Institutional video (n.1) Thematic videos (n.3- one per thematic) Curated videos (around n.4)	November 2017
Mid-term Conference + Working Group on Sharing Results in Rome	February 2018	Institutional video (n.1) + Curated videos (around n.4) Thematic videos (n.3- one per thematic)	March 2018
Capitalisation Workshop in Marseille	October/November 2018	Institutional video (n.1) Curated videos (around n.4)	November/December 2018
Capitalisation Workshop in Croatia	March/April 2019	Institutional video (n.1) Curated videos (around n. 2)	April/May 2019
Preparatory meeting prior to the Final Conference in Barcelona ( <i>there is the possibility to merge it with the Capitalisation workshop in Croatia</i> )	June 2019		July 2019
Final Conference in Barcelona	September/October 2019	Institutional video (n.1) Final video (n.1)	October/November 2019

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