



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no [289042].



MARine Litter in Europe Seas: Social Awareness and CO-Responsibility

DELIVERABLE 5.2

FINAL EUROPEAN VIDEO EDITED, WITH ENGLISH SUBTITLES



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Product Information

Product: Final European Video Compilation
Revision: V6
Date: 15/05/2014
Authors: HonkyTonk
Contributors: Joana Veiga, WP 5 Leader
Security: PP

Product Information

D 5.2 - Final European Video, as a compilation of all selected videos in participating countries, with English subtitles. It consists of an interactive film, with a short introduction showcasing the 14 national winning videos of the MARLISCO Video Contest, a matrix index, corresponding to a menu where videos can be selected and every of the 14 national winning videos, with English subtitles (when applicable).

The product has been made publically available in the MARLISCO webportal:
http://www.marlisco.eu/Winner_Video_Compilation.en.html
 and original file can be downloaded at:
https://www.dropbox.com/s/gcgy9r8wnuo8p6x/Marlisco_VideoContest_Interactive.zip

Approvals

Date	Partner
13/05/2014	WP 5 Leader – Joana Veiga (P2 – EUCC)
01/07/2014	Coordinator – Doriana Calilli (P1 – PROVTE)

Product History

Version	Date	Comments & Status	Author
V1	07/04/2014	Initial comments from WP 5 Leader on a first edit of the film.	Arnaud Dressen - HonkyTonk
V2	11/04/2014	Comments from WP 5 Leader	Arnaud Dressen - HonkyTonk
V3	18/04/2014	Comments from other partners	Arnaud Dressen - HonkyTonk
V4	09/05/2014	Final comments from WP 5 Leader	Arnaud Dressen - HonkyTonk
V5	03/05/2014	Approved	Arnaud Dressen - HonkyTonk
V6	30/05/2014	Submission to Coordinator for Approval	Joana Veiga, EUCC
V6	30/05/2014	Approved by the Coordinator	Doriana Calilli, Angelo Santonocito, Mara Di Beraro, PROVTE



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1 EXECUTIVE SUMMARY

This report aims to highlight the MARLISCO production of a promotional video trailer, out of the compilation of the best national videos produced across Europe. It is defined as Final European Video and consists of a compilation of all selected videos in participating countries, with English subtitles. It consists of an interactive film, with a short introduction showcasing the 14 national winning videos of the MARLISCO Video Contest, a matrix index, corresponding to a menu where videos can be selected and every of the 14 national winning videos, with English subtitles (when applicable).

1.1 Reference Documents

MARLISCO deliverable 5.1



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2 INTRODUCTION AND BACKGROUND

Children can be powerful agents of change in society, not only because they represent the next generation of consumers and decision-makers but often they can inspire and influence directly the behaviour of their **families and even their close community**.

In September 2013, MARLISCO has successfully launched a Video Contest in 14 Countries covered by MARLISCO: **Italy, The Netherlands, United Kingdom, France, Slovenia, Ireland, Romania, Germany, Cyprus, Bulgaria, Spain, Portugal, Denmark and Turkey**. Youngsters were encouraged to develop short videos about the issue, embodying the multi-disciplinary process of getting in touch with the problem and critically thinking about possible solutions. In this way, MARLISCO engaged youngsters with the problem of marine litter and potential solutions, fostering a sense of citizenship and ownership in the younger generation, giving them an active voice in such societal problem and showing this is an issue that has no frontiers.



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3 RESULTS OF THE VIDEO CONTEST AND FINAL VIDEO COMPILATION

In total, 379 videos have been submitted until the deadline of 14th February 2014. In total, 2.123 youngsters that have been directly involved in the European Video Contest, participating mainly through teams supervised by teachers and educators.

As foreseen in the Description of Work of MARLISCO, the best video from each country was selected and between March and May 2014, HonkyTonk (Beneficiary nr 19) produced a multimedia output consisting of a short introduction and all the 14 winners.

The introduction corresponds to a short video-clip edited and produced by HonkyTonk, which showcases all the 14 winning videos and has been prepared to provide a glimpse of the powerful and creative work of these youngsters. The production work was done in close contact with WP 5 Leader, with a few intermediate versions produced and commented in between. The output includes an interactive matrix menu, where the user can chose which videos to watch. Each of the 14 videos (when applicable) includes English subtitles, translated by the national partners and overall, this product represents the *Views of European Youngsters regarding the issue of marine litter*. Besides working as introduction to the compilation the videos, the “teaser” also serves as an independent product to be used in dissemination activities and to encourage the public to have a closer look to the videos prepared by the youngsters.

The teaser was screened publically for the 1st time at the 7th European Maritime Day Ceremony (EMDC) in Bremen, Germany, for approximately 900 participants and it was very well received by DG MARE Commissioner and audience.



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4 CONCLUSION

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