



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 3.2 - Final Multimedia tool integrated in the web portal



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Approvals

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List of annexes

Annex_1_Marlisco_Webdoc_Keymessage_Recap_MeetingMinutes
Annex_2_Press Kit of Web Documentary



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1 EXECUTIVE SUMMARY

Synopsis

Trouble Waters is an interactive web-documentary trying to raise awareness on marine litter, focusing on best practices (waste hierarchy model & co-responsibility) and concrete solutions.

This multimedia tool is featured on the MARLISCO portal and it is composed of visual elements recorded throughout the project, which allows the user to navigate among the various European Regions. Thus, the user can be in contact with some activities carried out throughout the MARLISCO project while discovering some of the best practices promoted by MARLISCO. It is an interactive journey into the project results and final inputs.

This presentation is made to introduce the second prototype of Messages in the bottles that can be experienced here: <http://www.marlisco.eu/troubled-waters.html/>
Login/Password: marlisco

General Intent

Changing our habits at the scale of society is a very complex process and it requires the implication and responsibility of various actors.

By using the visual tool of a mind map (i.e. interesting example *ici chez soi*) the goal of the web-documentary is to allow the user to explore the universe of possibilities and let him choose his own path to engage into finding solutions and participate in a collective effort to change our behaviors.

Overall, Troubled Waters is a message of hope, and most of all, a call to support and adopt appropriate solutions.

Key messages

These are the key ideas to be illustrated and explained in the web-documentary:

- The ecological, economical and sanitarian impact of marine litter is increasing
- Keeping the sea clean of the waste coming from the shore and from boats is important but not sufficient
- We need to focus on how we handle the waste problem everywhere all together, including the litter coming from land to allow better RECYCLING as well as REUSE & REDUCTION of waste disposal
- We need a fundamental change in our behaviors. We have to re-think our economic model to integrate waste as a key economic parameter (e.g. zero waste, circular economical model).

Activity breakdown

The production of the web-documentary was conducted over the full 36 months duration period of the MARLISCO project and it was split into 4 main phases:



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The first phase in the project's development (M1-M9) was related to the web-documentary preliminary scenario. Thus, a significant amount of time was dedicated to investigation and immersion into the marine litter issue, brainstorming meetings with all teams in various work sessions, and finally, the writing of the script, storyboarding and the establishment of a specific production planning.

In the second phase (M9-M18), the focus was on organizing & executing the first half of the shootings, editing, adjusting the scenario and finally creating a first pilot of the web-documentary. During both phases, MARLISCO consortium partners have been consulted on both the scenario & the shooting plan to collect feedback and directions.

In the third phase (M19-27), the focus was on editing, designing an updated interactive prototype, shooting new sequences as well as continuing the discussion with consortium partners to fine-tune the key messages. In addition to the general meeting held in February 2014 a special meeting was held with representatives from the steering group in the following month to discuss these key messages.

The fourth phase (M27-36) was dedicated to the final shootings, design and development of interactive interface, as well as the video and audiopost-production, translation and official release of the web-documentary.



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2 ACTIVITY 1: SCREENWRITING AND SHOOTING PREP

The activities started with the investigation and the research of locations to set up the narrative context of the web-documentary as well as the preliminary interactive script writing.

Research information on the content of marine litter from various sources as the internet, books, press documentations and information from partners was collected.

The investigation consisted also on research of stories, characters for the shootings, phone contacts with European partners and/or other groups concerned by the marine litter issue in Europe.

Research & outreach to participants & expected interviewees:

Partners:

Kimo - Ryan D'arcy Metcalfe, Denmark, UK, Scotland
Université de Plymouth - Richard Thompson, Sabine Pahl, Bonny Hartley, UK
Mer Terre - Isabelle Poitou, France
Die Küsten Union - Wolf Wichmann, Germany
Iso Tech - Xenia Loisdou, Chypre
European Plastic Converters - Pdraig Nolan, Alvaro Fernandez de Celis, Belgium
Turkish Marine research Foundation - Eda Topcu, Turkey
Cefas - Thomas Mae, UK

Other contacts:

Waste Free Ocean - Bernard Merckx (Belgium), Marseille Provence Métropole "Action Plan for Cleanliness" (France), Ecover (Belgium), Merchant port of Marseille (France), Clean Up The Atlantic (Portugal), Chiringuito Project (Spain), Ship Waste agency (France)

The preparation for the shootings was conducted as followed :

- Several appointments with MPM Marseille Provence Métropole on the topic of the "Cleaning Action Plan"
- Meeting with M. Mertz (GD of the Urbain services) & M. Ochier (Reducing and recycling waste" mission manager)
- Naturoscope Association on an educational program "Enfants de Belsunze" in Marseille with children on interactions between residents and their district's wastes, Cyril Gombert and Mélanie Sergent
- Surfrider : review of scheduled actions for 2013, Nathalie Van Den Broeck and Cristina Barreao
- Meeting Naturoscope, MPM, Mer Terre on the project "Enfants de Belsunze" about the possible implication of MPM in this project
- Naturoscope : meeting with association Eco Velten Naturoscope's project partner, which is in charge of children
- Appointment with Direction Générale des services MPM for filming authorisations
- Meeting with Stephane Jaffrain in charge of the DCSMM's proposals for France
- Contacts with François Galgani of IFREMER-Corsica



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Comments on activities

Gathering feedback from all 19 MARLISCO partners was a complicated task, especially regarding the scenario.

In order to streamline the feedback process, it was agreed with the steering group to set up a working group to allow better communication around the project before it was shared with the whole consortium PPs. Several meetings were conducted with Matthias Mossbauer, Richard Thompson, Thomais Vlachogianni and Angelo Santonocito for that purpose.

In agreement with the lead partners, more room was allowed for discussions with project partners, gathering comments and ideas via dedicated meetings. One specific meeting dedicated to key messages was held on March 21st 2014 which was very successful in gathering feedback from project partners in a very detailed way.

A report from this meeting can be found in the Annex (Marlisco_Webdoc_Keymessage_Recap_MeetingMinutes.doc) or [here](#).



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3 ACTIVITY 2: DESIGN & DEVELOPMENT

INTERACTIVE DESIGN

- **1st workshop: general approach (October 1st to 5th 2012 in Paris)**
 - Workshop with the production team (director, assistant-director, production manager), multimedia director and Honkytonk's producer to set up the first steps of the script and storyboard.
 - Brainstorming of ideas to develop the main angle of the web-documentary and to reflect MARLISCO overall project's main expected outcome: behavioural changes in social groups facing the issues of marine litter.

- **2nd workshop: 1st interface mock-ups (November 19th to 23th 2012 in Montpellier)**
 - Workshop with the production teams (director, assistant-director, production manager), and the multimedia web designer.
 - Definition of the first typology of influential stakeholders: scientists - politicians – “floating people” – industry – businessmen – citizens – associations, activists, NGOs and groups representing the future.

- **3rd workshop: Iterations on navigation scenario / interface mock-ups / (January 21st to 25th 2012 in Paris)**
 - Workshop with the production team (director, assistant-director, production manager), multimedia web designer and Honkytonk's producer.
 - “brainstorm” week on navigation scenario, validation of script & concept.

- **4th workshop: shooting list & planning / (February 4th to 8th 2012 in Nîmes)**
 - Workshop with the production team (director, assistant-director, production manager). Integration of script changes, pursue of telephone investigations in several European regions. Update of shooting planning according to the list of required material.

- **5th workshop: update of wireframes & storyboard / (October 2013 in Paris)**
 - Workshop with the director, the interactive designer, the assistant and the project manager to validate the navigation structure & zoning of content as well as the definition of narrative elements and the titles of the mind map for the first pilot

- **6th workshop: update of wireframes & storyboard / (October 2013 in Paris)**
 - Preliminary graphic design & experiential design definition & testing

- **7th workshop: update of wireframes & storyboard / (November 2013 in Paris)**
 - Prototyping, programming and integration of video clips, graphic design and editorial content. Testing and adjustments before the presentation to the steering group.

- **Design & integration of 2nd and 3rd Interactive Version (January - March 2014)**

<http://www.honkytonk.fr/index.php/marlisco/> / password: marlisco



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This third version of the web-documentary was aimed to show the edited video sequences, upcoming sequences as well as fine-tuning the interactive principle of the interface including :

- A simplified “mind map” like interface to navigate in-between sequences
- The possibility to filter sequences by keywords and locations
- The possibility to add key facts and hyperlinks to additional information on each video

In preparation for the progress meeting held in Brussels in January 2014, a compiled presentation was prepared to share the project status with all partners.

- **Graphic Design of first interface (November 2014)**

We recruited a graphic designer, Fernand Dutilleux, who was briefed to design :

- The Logo and poster sequence of the webdocumentary
- The design of the mindmap, choice buttons, credits page, about page, “take action” page, filters

- **Fine tuning and integration of Final graphic interface (February - March 2014)**

We gathered with the creative team to fine tune the design of the interface based on results from beta testing the user journey. A special focus was put on the look and feel of the mind map (slight animations, text size and background opacity...)



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4 ACTIVITY 3: SHOOTING

March 2013, BELGIUM

- Discussion between Bernard Merkx (WFO) and Guido Merkz Braam (Kirkman Co-Consulting Firms) about possible business reasons to become environmentally and socially conscious during the Conference: "*Marine Litter: Public and Private Solutions Will Make a Change towards Blue Growth*".
- Discussion between Arthur ten Wolde - Think Tank "Plastic Marine Litter" associated with our partner EUPC - and Ton Emans - Pdt European Plastic – about the questions: Recycling to produce more efficient? Or simply produce less potential marine litter?

May to October 2013, FRANCE (Marseille)

- Interview of local shop owners and city goers about the collective waste management system
- Street cleaner interview & meeting to discuss the new action plan of the city against street waste
- Operation calanques propres organized by Mer Terre Association
- Door to door with two "Eco Ambassadors" to inform citizens about good recycling practices and discussion with consumers in front of their information stand outside a supermarket

May 2013, BELGIUM (Bruges, Anvers and Oostende)

- Interview of the industrial leader at the general Assembly of our MARLISCO partner EUPC about their motivation and actions to produce less waste
- Visit of Anvers harbour, where waste management is highly effective
- Shooting in a special school, where students learn how to collect marine litter

July 2013, FRANCE (Corsica)

- Meeting with IFREMER, François Galgani. He took us with his scientific team to a micro-plastic fishing operation to show us an analysis of the microparticles. This sequence will introduce the public to the issue of microplastic in our seas
- Shooting on a Corsican cruiser boat, which latest boat prototype has been completely designed to be as "green" as possible; interviews with recreational sailors and their attitude towards waste

August 2013, ITALY (Tuscany)

- Interview of Capannori-based Rossano Ercolini, a successful advocate for Zero Waste
- Interview of Capannori mayor & discussion with a Sardinian family, who is interested in learning more about this innovative waste management model

September 2013, SPAIN (Cadix)

- Interview of the winner of the « Chiringuito project » competition

May 2014, GREECE

This shooting was organised at the occasion of a MARLISCO event taking place in Athens. We wanted to take the opportunity to investigate how a country like Greece is dealing with waste and European regulation while at the same time dealing with such an economic crisis. From the situation of Igstri Island open air dump to Roms asking to access the discharges to participate into the recycle process, politicians are trying to find creative solutions. An interview with the European Commissioner Potocnick gathers it all: from better disposal to better product design...



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July 2014, ROMANIA (Danube Delta)

This contact was provided by Thomais Vlachogianni. The highly polluted Danube transporting its litter into the Black sea has been filmed. Marine litter is waste that has deliberately or accidentally been released in a lake, sea, ocean or waterway. This sequence shows that at the opening of the Danube river, on the border of the delta, the researcher Gijbert Tweehuysen found impressive amounts of waste, thrown away and transported from the four countries that the river flows through. This waste will eventually be released into the Black Sea. This sequence shows precisely the way of waste from land towards the sea, revealing the source of the litter in our oceans.

These shootings were prepared and planned with a specific key message in mind, which was defined by Isabelle and discussed with the project partners during a special meeting in march 2014.

Comments on activities: While doing our research in those months, we tried to dispatch our focus in various European regions to better represent the various interesting actions of our partners and associations, who work with them. However, it appears that the travel budget in Europe for shooting purposes was not enough and only allowed us to consider traveling and shooting in a limited amount of countries. Unfortunately, this limited the reach and scope of our web-documentary.



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5 ACTIVITY 4: POST-PRODUCTION (EDITING & TRANSLATION)

- **Video Rushes screening (October 2013)**
 - Screening and organizing materials with the director & the editor
- **Editing of first video clips (November 2013)**
 - Rough editing of 10 sequences to be introduced in the pilot web-documentary
 - Update of the scenario by the director
 - Adaptation and integration of English subtitles into the video clips
- **Final Editing of first round of video clips (June-September 2014)**
 - Editing of 15 sequences Adaptation and integration of English subtitles into the video clips
- **Final Editing of video clips (November-December 2014)**
 - Final editing of 25 sequences to be integrated in webdocumentary
 - Update of the scenario by the director
 - Adaptation and integration of English subtitles into the video clips
- **Sound Design (February-March 2015)**
 - Design of main theme of the webdocumentary
 - Testing and integration of soundtrack in interactive documentary
 - Sound mix of all videos
- **Video Compression & Project Hosting (April-May 2015)**
 - Testing of Vimeo Pro Hosting Solution for video
 - Upload of all videos and integration of each videos in interactive documentary
 - Testing of Final solution with users in Europe and North America
- **Translation (May 2015)**
 - Design & Development of Mini Application to facilitate the translation process
 - Testing and Fine-Tuning of Application on both Mac and PC computers
 - Preparation of materials to be translated
 - Coordination & gathering of translated materials from the participants (7 languages)
 - Design & development of language recognition feature for the webdocumentary
 - Integration of the 7 languages and final check before publishing

The following languages were integrated using a small Desktop Application dedicated to the translation of the webdocumentary:

- * **ITALIAN:** Mara Di Berardo / PROVTE
- * **PORTUGUESE:** Flávia Silva / FCT-UNL
- * **TURKISH:** Ozgegul Ozturk / TUDAV
- * **BULGARIAN:** Mariana Kancheva / UBBSLA
- * **GREEK:** Demetra Orthodoxou / ISOHEC
- * **ROMANIAN:** Anca Gheorghe / MARENOSTRUM
- * **FRENCH:** Sarah Trévillard / HONKYTONK FILMS



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6 ACTIVITY 5: RELEASE AND COMMUNICATION

For the official launch of the web-documentary in each country, the following plan has been shared with all partners during the Final meeting held in Rome in 2015:

1. Define dates of launch

- Local events should be preferably used as a launch pad
- The opportunity of the World Oceans Day (June 8th) organized by UNESCO has been chosen as the international launch date.

2. Prepare Local Launch with local media / network

- Day-14: call / contact 2-3 environmental journalists and suggest that they may check the private link of the project
- If interested, email them the private screening link + the press kit about the project + date of launch! Add a paragraph saying how they can embed it if they are interested in the web-documentary
- Day-2: prepare mailing list using pre-defined templates and materials with short narrative + visual linking to our news article (or webpage on your own portal). Twitter or Facebook with press kitJ-0 : mailing sent + Twitter / Facebook
- Day-0: Send mailing + Twitter / Facebook + advertising



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7 ACTIVITY 6: IMPLEMENTATION ON THE MARLISCO WEBSITE

We have been in touch with EUCC Germany WP3 leader to test the final version on the web portal and find the best way to integrate the web documentary web player.

The result can be seen here : <http://www.marlisco.eu/troubled-waters.html> (temporary login/password: marlisco)

Finally, we tested and implemented a google analytics tracker to monitor the audience of the webdocumentary.



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8 DELIVERABLE

The final web-documentary online package:

- <http://www.marlisco.eu/troubled-waters.html> **Login/Password: marlisco**
- Press Kit: See Annex 2
- App designed for translation:
 - Windows Application (*For Windows 8/7/Vista/XP*)
<http://update.klynt.net/marlisco/TroubledWatersTranslator.exe>
 - Mac Application (*For Mac OS X 10.6.1 or later*)
<http://update.klynt.net/marlisco/TroubledWatersTranslator.dmg>