



FUTURE
EUaqua

3rd FutureEUaqua Webinar// Recommendations for a Communication Strategy towards Increasing Consumer Awareness about Aquaculture in Europe

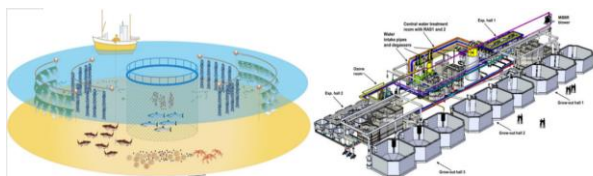
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 817737.



1

Experimental survey



Factual:

Sustainable aquaculture in Europe is growing in full control of new feed sources and water quality to deliver high quality fish #EUaquaculture #futureEUaqua #sustainability

Control/balanced:

Sustainable aquaculture in Europe is growing with focus on new feed sources, water quality, fish quality and welfare #EUaquaculture #futureEUaqua #sustainability

Emotional:

Sustainable aquaculture in Europe is making sure that we and our children can enjoy tasty and healthy fish in the future #EUaquaculture #futureEUaqua #sustainability

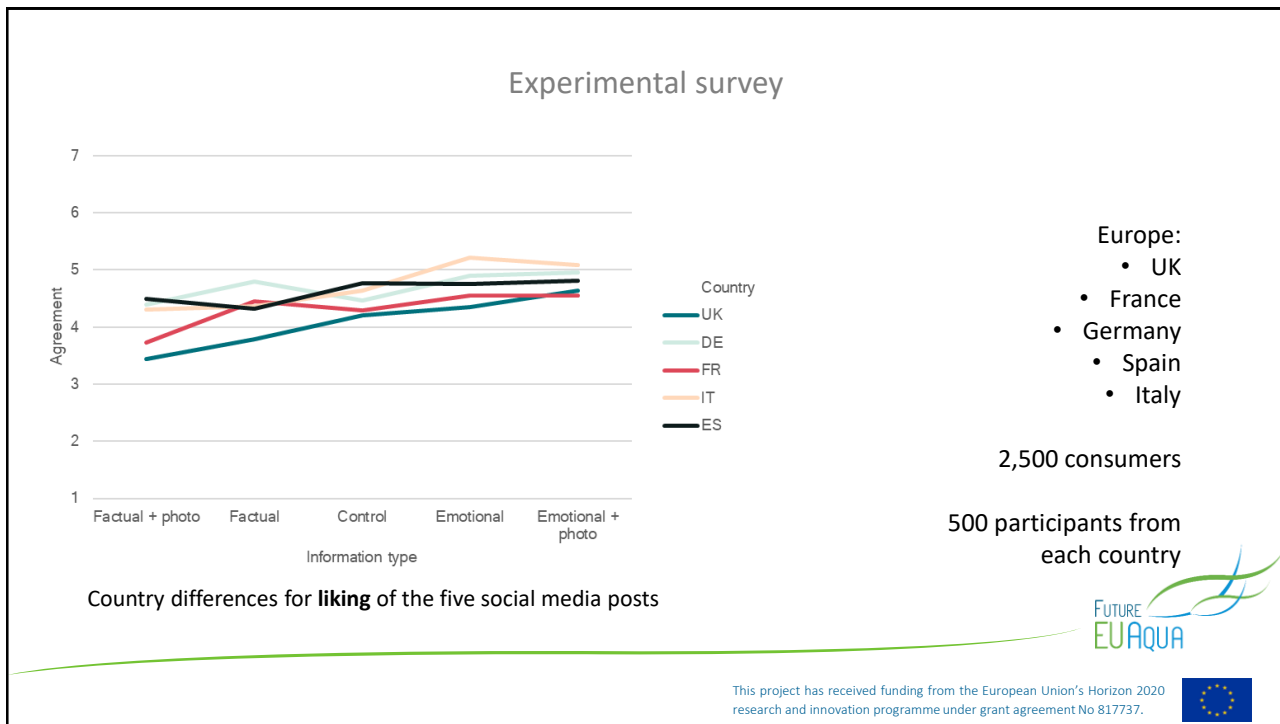


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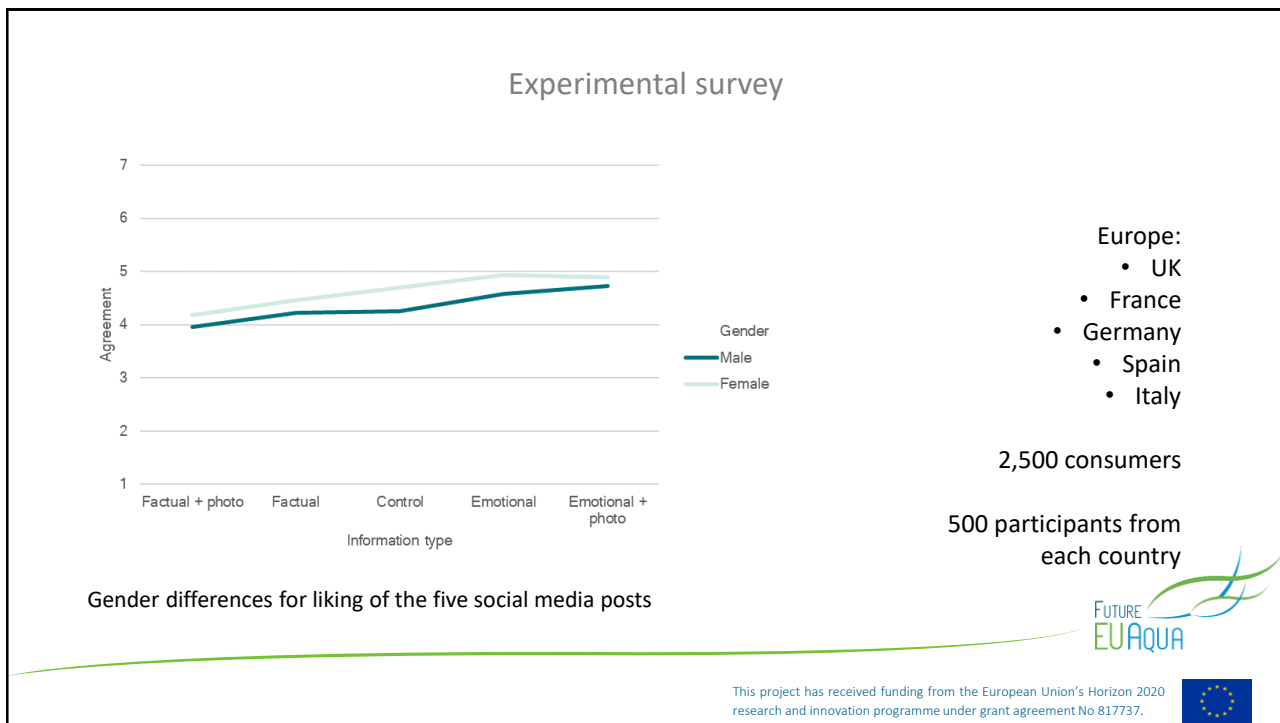
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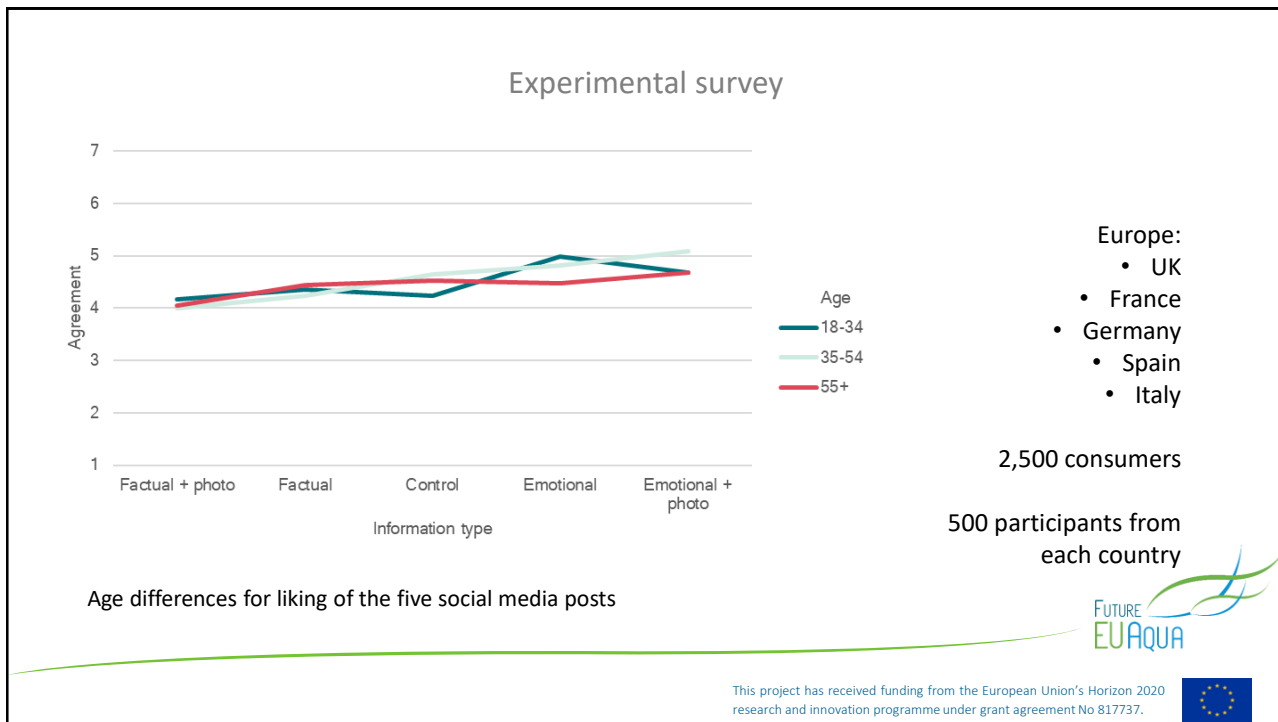
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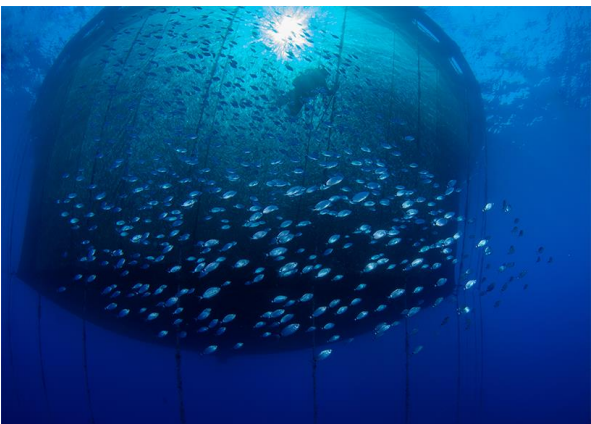
Recommendations


The main aim of this communication strategy is:


Increase consumer awareness, perception and acceptance of European aquaculture.

Recommendations based on:

- Scientific literature
- **Evaluations** of the effectiveness of previous and current communication **campaigns**
- The **consumer survey** results from Task 3.1.1
- **Experimental testing** of the types of social media messages that are preferred by consumers




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6

Recommendations

General social media communication strategy targeting consumers:

- **D3.1 & project OrAqua** →

- raise awareness through a communication campaign

Previous campaigns →

- Avoid a general approach to aquaculture and sustainability
- Begin by providing general information
- then adding more specific details on production systems (e.g. organic) and effects on the environment (e.g. carbon footprint).



- Stimulate consumers' **emotions** →

- maximise the possibility to understand, like, and sympathise with the message

- Add matching image →

- **amplify** consumers' emotions



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7

Recommendations

General social media communication strategy targeting consumers:

- UK and France (D3.1) are the most **sceptical**
- Italian and Spanish most **positive**
- German liked **factual** posts without an image more than participants from other countries, yet, their highest liking was for **emotional** posts.
- **Emotional messaging should be used**
- **Female** consumers more positive → target them as influencers.
- **Younger** participants less positive about pictures with emotional messages → target without pictures as part of the campaign.
- Willingness to repost generally low → **motivate** people to repost



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8

Recommendations

General social media communication strategy targeting consumers:



- **Facebook** most frequently used
- Campaign focus on Instagram and Twitter, + **repost/forward** Facebook
- Younger consumers through **Instagram**
- 35- to 55-year-old through **Twitter**
- Three social media platforms are used by all → no extreme differentiations



Emotional messaging **liked** because:

- Simple and informative
- Pleasant colours
- Pictures of food
- Nice and tasty looking fish

Factual messaging **disliked** because:

- Complicated
- Confusing
- Overly detailed
- Unclear
- Cluttered
- Difficult to interpret



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9

Recommendations

General social media communication strategy targeting consumers:

- **Economic benefits** of aquaculture for local communities → challenging but positive
- Animal and fish welfare →
- Environmental pollution →
 - **sensitive issues** →
 - should be avoided
- Familiar & specific environmental issues (e.g. CO2 footprint) → **effective** (EUMOFA 2017).




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10

Recommendations



Social media communication strategy targeting specific groups:

- **Policy makers** → tweets, more technical language. Carefully directed towards a specific group.
- **Young adults and teenagers** → no reference to children. Focus on protection of nature for everyone
- The **industry** → labelling advice from D3.2
- Visual elements (e.g. **emoji**) added to increase effectiveness per target group

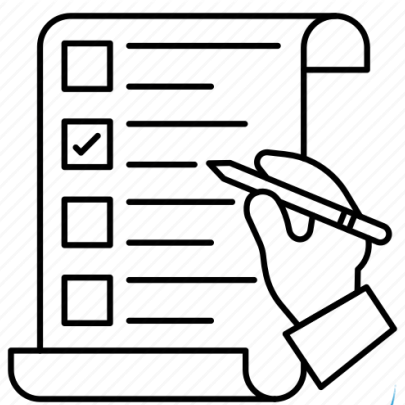

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11

Recommendations

Action plan for a communication strategy:

- ❑ Detailed **plan** of specific social media posts developed in accordance with increasing awareness of aquaculture in Europe.
- ❑ FEAP → **dissemination**: reports, infographics, videos and pictures → attract the attention of consumers
- ❑ FEAP/Nofima's media communication experts → **content** of social media posts
- ❑ **Sources** → literature, recent and current communication campaigns and the FutureEU Aqua surveys and experiments
- ❑ Communication **material**: start with broad focus on aquaculture → focus specifically on current and relevant information → production methods, environmental effects, benefits and challenges.




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12

