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Deliverable: D8.2

Lead Partner: FEAP

Involved partner	Read <input checked="" type="checkbox"/>	Comment
WP1 – Anne Kettunen	<input type="checkbox"/>	
WP2 – Elena Mente	<input type="checkbox"/>	
WP3 – Pirjo Honkanen	<input type="checkbox"/>	
WP4 – Wout Abbik	<input type="checkbox"/>	
WP5 – Giuseppe Lembo	<input type="checkbox"/>	
WP6 – Francesco Capozzi	<input type="checkbox"/>	
WP7 – Magnus Ljung	<input type="checkbox"/>	
WP8 – Maurine Toussaint	<input checked="" type="checkbox"/>	
WP9 – Anne Risbråthe	<input type="checkbox"/>	
WP10 – Åsa Espmark	<input type="checkbox"/>	

Project acronym: FutureEUAqua

Project title: Future growth in sustainable, resilient and climate friendly organic and conventional European aquaculture

Grant number: H2020-BG-2018-1: Project no. 817737

Coordinator: NOFIMA, Norway

Website: www.futureeuaqua.eu

Deliverable D8.2:

Public Website

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WP/WP-leader: WP8 / Kathryn Stack, FEAP

Task/Task leader: Task 8.2/FEAP with DCC

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Approval steering board: Date

Submission date: 05/04/2019

Summary

The external website of the project is an interactive multi-platform tool open to the public at www.futureeuaqua.eu. The site was designed and established by FEAP. The FutureEUAqua website was prepared in the WORDPRESS content management system. It is hosted and maintained by FEAP and will be beyond the project lifespan to ensure continuity once FutureEUAqua comes to an end.

The website will report on the project's activities, events, publications, facts, news etc. To maintain the website as a 'living' interest point for FutureEUAqua, providing news and relevant links.

The whole site is open to public viewing, assuring transparency of FutureEUAqua actions and work.

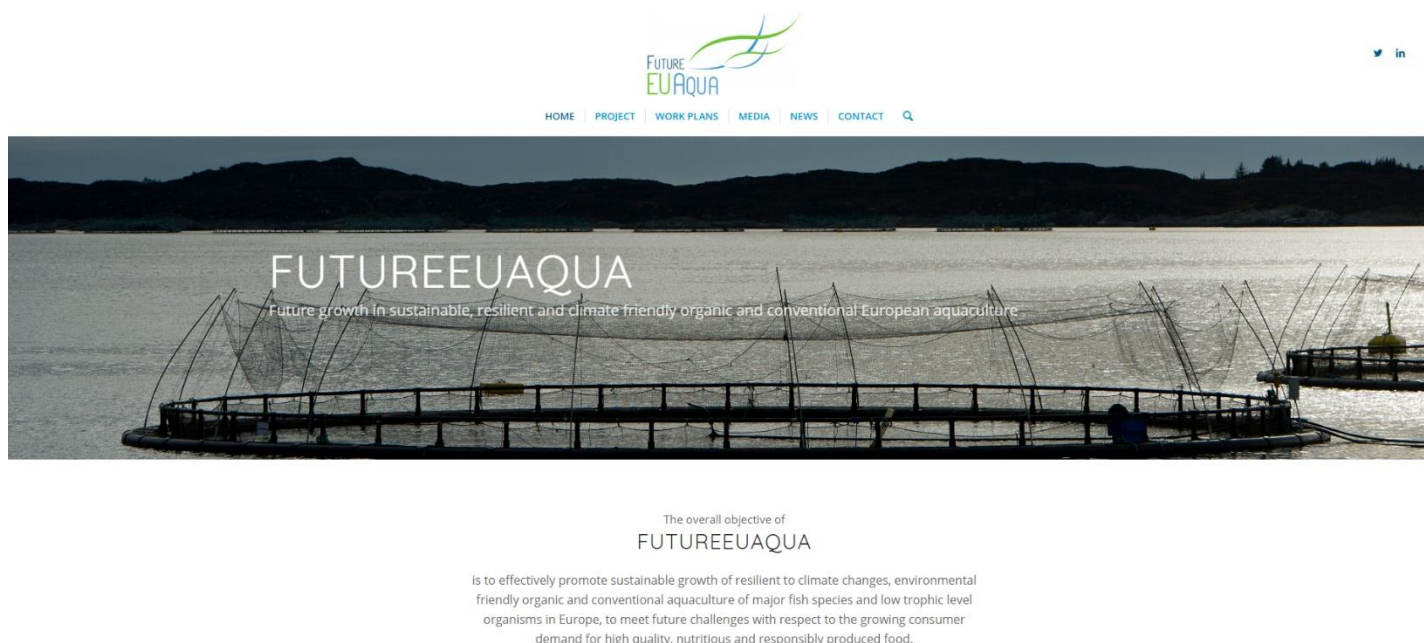
Table of Contents

Summary	3
Introduction.....	5
Methods	5
Social Media	10
Conclusion	10

Introduction

The FutureEUAqua website (www.futureeuqua.eu) is designed to add visibility to the project, in a vulgarised language for a better access to public comprehension. It is used as the central platform for dissemination and communication of the project.

It was design by the Communication Officer of FEAP and was launched on the 1st of April 2019.



Methods

The FutureEUAqua website was built on the free WordPress content management system which is written in PHP. It is hosted on a webserver chosen by FEAP (OVH). Google Analytics is used for analysing the website traffic.

Structure

The arborescence of the website was designed according to the different Work Packages described in the DoA:

Project – describing the objectives of the project as well as all the project partners (presented with logos, descriptions of their role in the project and link to their respective websites)

FUTUREEUAQUA PROJECT

Future growth in sustainable, resilient and climate friendly organic and conventional European aquaculture

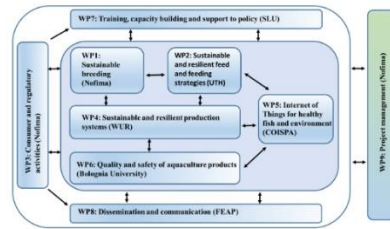
Objectives

The overall objective of FutureEUAqua is to effectively promote sustainable growth of resilient to climate changes, environmental friendly organic and conventional aquaculture of major fish species and low trophic level organisms in Europe, to meet future challenges with respect to the growing consumer demand for high quality, nutritious and responsibly produced food.

To this end, FutureEUAqua will promote innovations in the whole value chain, including genetic selection, ingredients and feeds, non-invasive monitoring technologies, innovative fish products and packaging methods, optimal production systems such as IMTA and RAS, taking into account socioeconomic considerations by the participation of a wide spectrum of stakeholders, training and dissemination activities.

To achieve the objective and to relate to the work program, nine work packages will contribute to improvements of future aquaculture. To ensure sustainable and resilient production of fish in the future we will work with tailor made fish and feed (WP1 and WP2), and validate fish performance and water quality in cost effective production systems (WP4). Consumer demand and awareness of how to choose sustainable and climate friendly seafood is part of WP3. With the increasing production of seafood, we face space-conflicts, which, in combination with the current regulatory frameworks will be considered (WP3). Wireless sensor technology (WP5) for health and welfare monitoring and novel technology for product quality and packaging (WP6) to meet future demands, will be implemented.

Stakeholders' knowledge and views will be important, and communication, dissemination (WP8) as well as training sessions (WP7) will be emphasized.



FutureEUAqua's consortium gathers 32 different partners.

(screenshot of the "PROJECT" tab - <http://futureeuaqua.eu/index.php/project/>)

OUR PARTNERS

FutureEUAqua's consortium gathers 32 different SMEs, Associations, Research Institutes (RTD) and Other companies from 9 different countries.

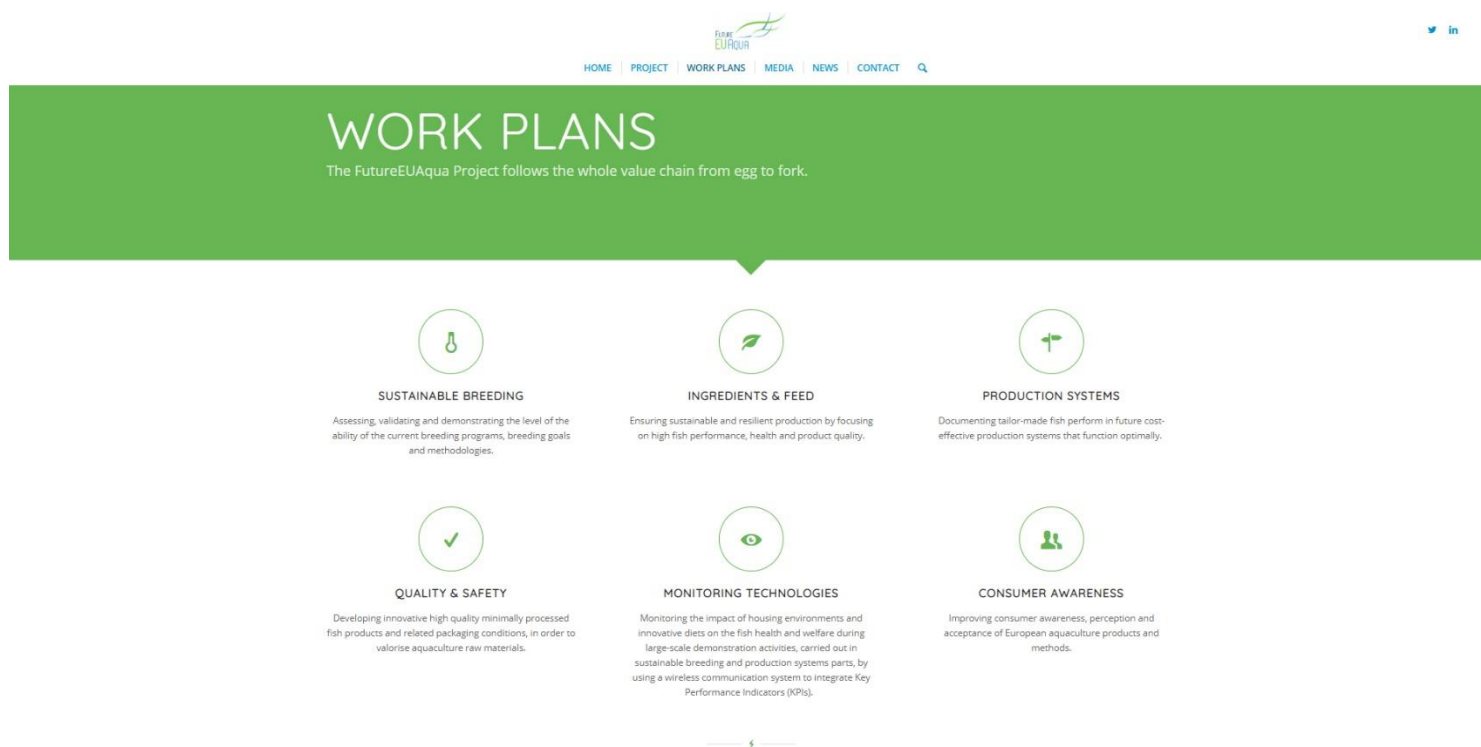


Although Genetics main task in the project is in WP1 Sustainable breeding of important European aquaculture species. We will do genetic and genomic evaluations of production and robustness data from Atlantic salmon, European seabass and Gilthead sea loach. Discussing the application of results and are part aspects of the validation part. Currently, we are involved in running three of four breeding programs involved in FutureEUAqua and will contribute with knowledge of this conventional work.



(screenshot of the "PARTNERS" sub-tab - <http://futureeuaqua.eu/index.php/project/partners/>)


Work Plans – This section is dedicated to the Work Packages of FutureEU Aqua. The keywords identified in the DoA have been used to design each WP, for a better access to public comprehension. Each section has its own page where the main objectives and actions are described.



HOME | PROJECT | WORK PLANS | MEDIA | NEWS | CONTACT


WORK PLANS

The FutureEU Aqua Project follows the whole value chain from egg to fork.




SUSTAINABLE BREEDING

Assessing, validating and demonstrating the level of the ability of the current breeding programs, breeding goals and methodologies.




INGREDIENTS & FEED

Ensuring sustainable and resilient production by focusing on high fish performance, health and product quality.




PRODUCTION SYSTEMS

Documenting tailor-made fish perform in future cost-effective production systems that function optimally.




QUALITY & SAFETY

Developing innovative high quality minimally processed fish products and related packaging conditions, in order to valorise aquaculture raw materials.



MONITORING TECHNOLOGIES

Monitoring the impact of housing environments and innovative diets on the fish health and welfare during large-scale demonstration activities, carried out in sustainable breeding and production systems parts, by using a wireless communication system to integrate Key Performance Indicators (KPIs).



CONSUMER AWARENESS

Improving consumer awareness, perception and acceptance of European aquaculture products and methods.

(screenshot of the “Work Plan” tab - <http://futureeuqua.eu/index.php/work-plans/>)

Media – Page dedicated to:

- The **factsheets** give you a quick overview of what FutureEUAqua is about.
- **Deliverables** are additional outputs (*e.g. information, special report, a technical diagram brochure, list, a software milestone or other building block of the project*) that must be produced at a given moment during the action.
- All **publications** produced in the FutureEUAqua project.
- **Videos** about the FutureEUAqua project.



MEDIA



FACT SHEETS



PUBLIC DELIVERABLES



PUBLICATIONS



VIDEOS

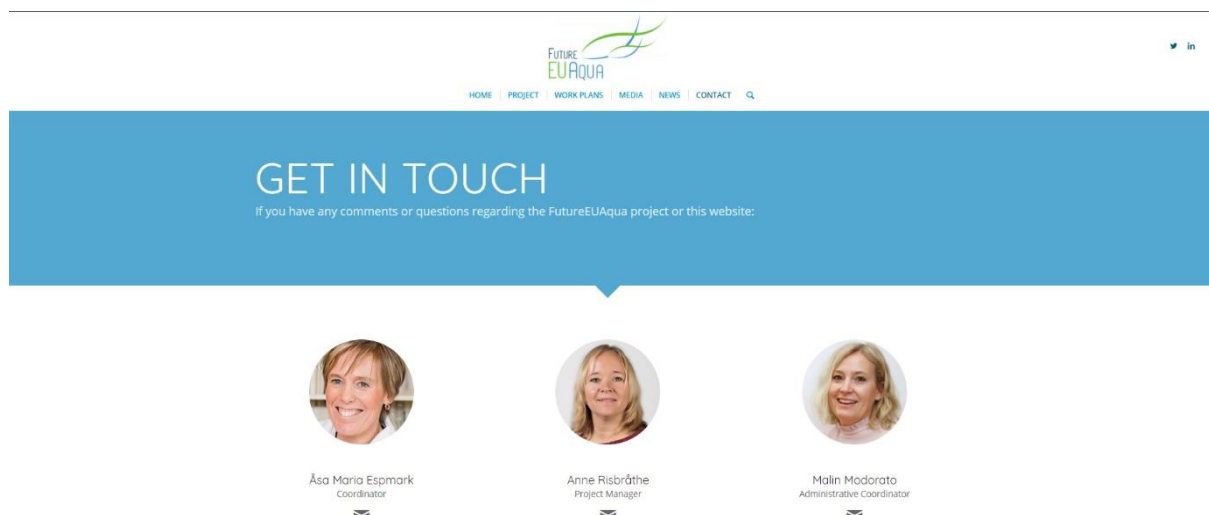
(screenshot of the “Media” tab - <http://futureeuaqua.eu/index.php/media/>)

News – the “blog” part of the website where all mandatory and relevant information about the project will be posted. The Side bar shows the recent posts but allows to browse in the archive and categories of all posts.



(screenshot of the “News” tab - <http://futureeuqua.eu/index.php/news/>)

Contact – To allow better reach for anyone having any interest in the project, the details of the coordinator (Åsa Maria Espmark), the project Manager (Anne Risbråthe) and the administrative coordinator (Malin Modorato) have been added in this section. The usual contact form was off the table to prevent emails to get in the spams.



(screenshot of the “Contact” tab - <http://futureeuqua.eu/index.php/contact/>)

Social Media

In addition to the website, FutureEUAqua has a Twitter account ([@futureeuqua](https://twitter.com/futureeuqua)) that aims to make the project more visible in the social media sphere and drag people to the website for additional information. The Feed of Twitter has been added to the Home page of the website.

A LinkedIn icon has been added to the website linked to the [hashtag](#) #FutureEuAqua.

Conclusion

The FutureEuAqua website was designed as an interactive tool for public information and communication among partners and stakeholders.