

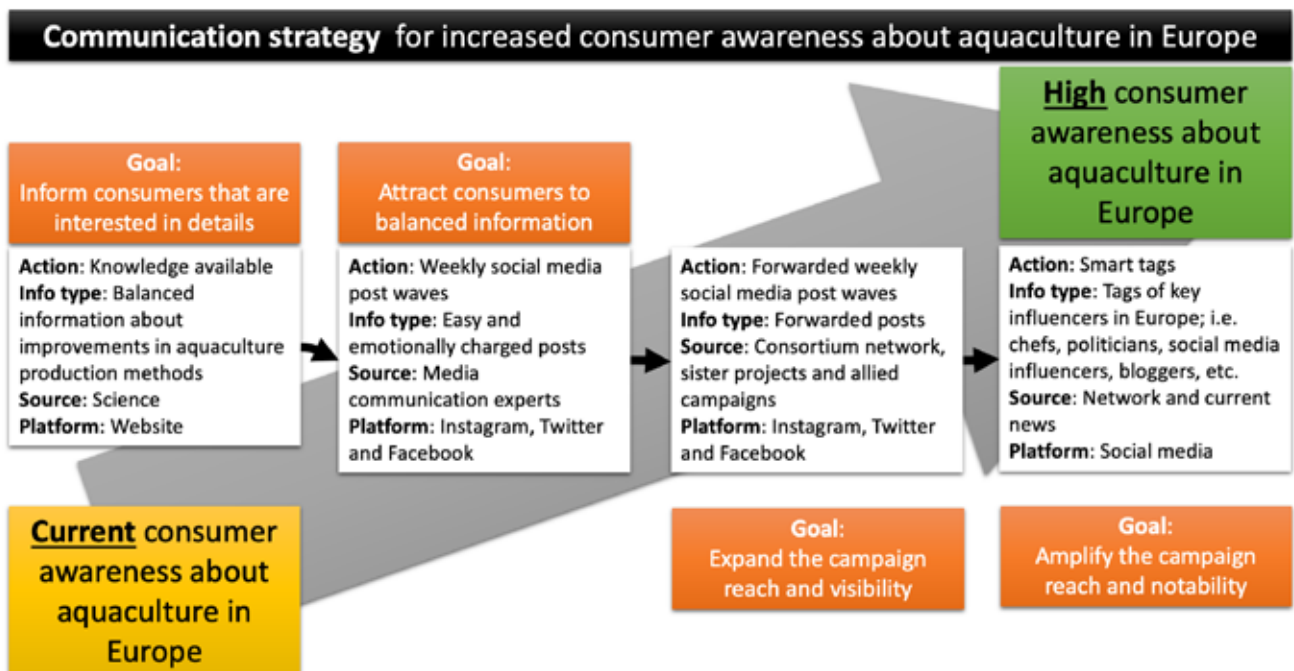
Increasing consumer knowledge about European aquaculture

Raising awareness of European aquaculture can be a challenge. Aquaculture can be technical, have complex processes, and have important details as key components making it difficult to simplify the message. All of this makes it necessary to have a strategy on how to increase consumer awareness, perception, and acceptance of European aquaculture.

Understanding consumers' perceptions and their response to information in various communication

strategies will contribute significantly to the development of effective, targeted, and balanced communication.

The young consumers are a challenging group because they have a falling seafood consumption. Social media is the most appropriate channels to reach this age group and should therefore be used to raise awareness of European aquaculture. Read our guide on how to reach followers on social media!



Check lists for social media

- ✓ Campaign with weekly repetitive posts
- ✓ Start with explaining aquaculture in general, then specifying the production systems and specific effect on the environments et cetera
- ✓ Focus on emotions and avoid details that can be confusing
- ✓ Add carefully chosen images that matches the text
- ✓ Use emotional condition over factual communication, but remember that German consumers prefer factual communication more than other countries.
- ✓ Use nice colours, pictures of food and let it be simple and informative
- ✓ Add emojis, but make sure to adapt them to the target group
- ✓ Target female consumers as they are in general more positive
- ✓ One part of the campaign should target the younger population, because they prefer posts without pictures
- ✓ Communicate about the economic benefits of aquaculture in local communities
- ✓ Avoid addressing sensitive issues such as animal/fish welfare and environmental pollution
- ✓ Focus on the positive side regarding sensitive issues such as low CO₂ footprint

Summing up our results, European aquaculture projects should use short, visually, attractive, and emotionally engaging social media posts. This will attract consumers in Europe towards balanced information, and will improve perception, awareness, and acceptance for aquaculture in Europe.



Read more on www.futureeuaqua.eu

Contacts:



Themistoklis Altintzoglou
Senior researcher
themis.altintzoglou@nofima.no
+47 476 54 471



Oda Bjørnsborg
EU Communication Officer
oda.bjornsborg@nofima.no
+47 404 84 930

Funded by:



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