

Project acronym: FutureEUAqua

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Plan for the Use and Dissemination of FutureEUAqua Foreground

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Summary

The plan for the use and dissemination of FutureEUAqua foreground describes the project partners' strategies and actions related to the dissemination and exploitation of the results obtained during the action.

The FutureEUAqua consortium aims to disseminate and promote the results and recommendations obtained from the project's work to all relevant parties, including FutureEUAqua partners, stakeholders and the public.

The very broad spectrum of professional stakeholders that are active in the aquaculture value-chain provides a challenge for dissemination actions, while policy-makers and consumers are also to be addressed when communicating results and recommendations.

Dissemination will look to reach local, national and European target groups, using existing networks, clusters and platforms, facilitated by specific project partners.

The use of efficient and productive internal and external communication, actions, tools and participative events will ensure that all target groups are reached.

The details of this plan describe how the new knowledge and tools created will be disseminated and exploited and defines a clear set of actions in the project timeline including; purpose, target groups, methods and vehicles and timing. Appropriate indicators and success criteria will be developed and implemented towards the final stages of the project.



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Scope and objectives of Plan for the Use and Dissemination of FutureEUAqua Foreground

The plan for Use and Dissemination of Knowledge and Exploitation is a public deliverable of the FutureEUAqua project, defining the strategy and implementation measures foreseen to **efficiently communicate project objectives and activities and disseminate project outputs to ensure the best exploitation of its results**.

Communication, dissemination and exploitation activities in FutureEUAqua are based on the principles of Responsible Research and Innovation (RRI) and aim to maximize the project impact by:

1. Identifying project outputs and knowledge that are exploitable and should be protected
2. Disseminating newly generated knowledge to the 'Blue Growth' community
3. Contributing to the European scientific knowledge base by making knowledge and data generated by FutureEUAqua available for use
4. Entering knowledge exchange and transfer by engaging in European and international knowledge exchange platforms
5. Providing a knowledge base for policy-relevant aspects of FutureEUAqua

The basic strategy for the project is a focus on the core issues affecting the sustainability of European aquaculture and addressing society's and consumer preferences and positions in respect of these, covering specifically the aims of the Blue and Circular Economies and implementation of the UN Sustainable Development Goals. The production of more organic fish from aquaculture, using more robust fish species, is a core goal of the project and dissemination and outreach actions are foreseen to assure consumer acceptance of the project's results and recommendations.

FutureEUAqua covers several different aspects of aquaculture – including technical, practical and political issues – that require approaches adapted to the audience identified for these.

FutureEUAqua aims to help and ease the challenges of communicating on issues where public opinion is sensitive by addressing these with consensual positions, supported by science, managed by the Dissemination and Communication Committee and using the networks afforded by the Consortium Partnership.

Targeted measures are required for this and following issues are addressed and described in this Plan for the Use and Dissemination of Foreground:

- Definition of target audiences
- Selection of key messages for each target audience
- Planning and tailored communication channels for each target audience
- Drafting of the communication activities throughout the project period
- Establishing the main communication channels for the project

This is an Interim plan for the Use and Dissemination of FutureEUAqua Foreground and agreed dissemination and communication strategies are presented. However, new strategies and strategies directly linked to exploitation of results are also described in this document. These include, but are not restricted to:

- **Communication** for the promotion of project results and innovations - such as the knowledge concerning breeding, feed ingredients, organic and conventional production systems, processing and packaging – covers many different interests. We aim to reach a multitude of audiences, including the FutureEUAqua stakeholders, policy-makers, media and the public.



The core aim of the project is to reach out to society as a whole and in particular to some specific audiences. At the same time, we want to promote how FutureEUAqua and EU funding in general contribute to addressing and tackling societal challenges and the Sustainable Development Goals.

- **Efficient Dissemination** covers the transfer of research and innovation results towards those that can best make use of them. While the scientific community has well-structured means of dissemination (peer-reviewed publications, regular and focused workshops and conferences...), this is more complex once wider sections of society are targeted (e.g. organic, flexitarian and other dietary communities). For the profession, dedicated associative structures and platforms provide considerable coverage at national and local levels; similar structures at the European level (e.g. Aquaculture Advisory Council, Markets Advisory Council, bilateral meetings with European institutions) will enable dissemination towards the policy-makers.
- **Exploitation** is the action of making use of the project's results and recommendations. In FutureEUAqua this involves not only the project partners (in the Project Management Board), but also a dedicated Innovation Manager, the Stakeholder Platform and the Industry-Research Advisory Board. To ensure a long-term impact from FutureEUAqua towards society, dissemination and communication will be accompanied by training actions and active communication of outputs and developments.



Expected results and exploitation potential

FutureEUAqua has several specific objectives but its main goal is meet several different challenges so that European aquaculture can respond to consumer demand for high quality, nutritious and responsibly-produced food. The overall expected results and exploitable potential of FutureEUAqua are described in detail in the project Description Work but are summarized in the table below:

Table 2. Expected direct impacts from FutureEUAqua

FutureEUAqua activity / output	Will be used by	Used how?
Validate and demonstrate the ability of current breeding programs to answer to future needs for utilisation of alternative feed sources, resilience to varying environmental conditions, and increased animal health and welfare.	<ul style="list-style-type: none"> -Policy-makers -Scientific community -Breeding Companies -Feed manufacturers -Veterinarians -Industry 	This output will be used by animal breeders, feed manufacturers, veterinarians, scientific community and industry to validate fish performance and climatic resilience through different feed sources. It will also inform policy-makers of the importance of genetic selection in fish breeding and its link to performance and productivity.
Enable further growth of organic aquaculture meeting the recommendations by the concluded EU project OrAqua, including selection of appropriate feed ingredients, production systems, packaging and promoting consumer awareness.	<ul style="list-style-type: none"> -Policy-makers -Scientific community -Feed manufacturers -Veterinarians -Industry -Consumer 	This output will be used by the aquaculture sector, in particular, by organic producers. Feed manufacturers will also benefit from the knowledge on appropriate organic feed ingredients. Both national and European policy-makers will use this information when deciding marketing tools and strategies to promote consumer awareness.
Promote innovations to facilitate growth of both organic and conventional aquaculture, with focus on high performing feed ingredients with low environmental footprint, fish welfare indicators etc.	<ul style="list-style-type: none"> -Policy-makers -Feed manufacturers -Industry 	Industry will use this output to further develop the sector through technology and innovation; feed manufacturers will use information on high performing feed; policy-makers and industry will benefit from the knowledge of the PEF, Product Environment Footprint (in its infancy at EU level) and welfare indicators which are being developed at EU level.
Screen existing raw materials and develop tailor made feed formulations that fulfil the needs for: optimal fish performance, health and welfare, creation of seafood products that promote good human nutrition and safeguard environment protection by promoting circular economy	<ul style="list-style-type: none"> -Feed manufacturers -Industry -Policy-makers 	Feed manufacturers will use this data in order to further develop optimal feed formulations. This will also be used by the sector and policy-makers to find better ways to produce better quality and more resilient products, giving a further boost to the growth of the sector in Europe.

Increase consumer awareness and acceptance of European aquaculture products and methods and evaluate the impact of current legislations on seafood production and trade through consultation with stakeholder associations and authorities	-Consumer -Policy-maker -Industry	This output will be used by the sector to identify consumer trends and marketing gaps and by policy-makers who can identify current legislation which impacts on the sector and finally by the sector themselves, who can use this output to target policies which need to be improved or better implemented.
Assess conflicting interests for space related to different kinds of aquaculture systems in freshwater, marine and land-based and examining the need for regulatory clarifications.	-Policy-makers -Industry	This output will be used by the policy-makers (local, national and regional) to identify conflicts between the different users of space and how this can be overcome through policy-decisions. The sector will also benefit from this output when identifying potential spaces.
Secure sustainable, economically profitable, environmentally friendly and resource efficient production in RAS, IMTA and Flow-through systems.	-Industry -Policy-makers	This output will be used by the sector to identify and implement other production systems which may improve productivity and environmental performance which may affect policy-decisions in the future.
Implement new technologies to secure health and welfare of farmed fish.	-Policy-makers -Industry -Consumer	The health and welfare of farmed fish is currently on the policy agenda and will be also used by the sector to further improve their operations and by the consumer to make informed decisions on choice.
Develop innovative high quality and minimally-processed fish products and related packaging processes, to valorise aquaculture seafood raw materials	-Industry (whole value chain)	This output will be used by the sector (whole value chain) to add value to seafood raw materials.
Secure exploitation of project outputs by disseminations activities, communication and information material, training courses (physical and web-based), and regular communication with stakeholders.	-Industry -Policy-makers -Feed manufacturers -Scientific community -Universities -All stakeholders	The information gathered from all outputs will be used by all stakeholders involved in the aquaculture field; from improving operations, further improving technology and promoting the sustainable growth of the sector as a whole in order to meet future challenges facing the sector.
Continue and expand the stakeholder platform after the project's lifetime.	-All stakeholders	All stakeholders will benefit from the project results which will act as a base to further develop ideas relating to technology and innovation, and also to formulate sound policy objectives in a more demanding environment in the future.

FutureEUAqua will impact and affect several types of stakeholders through the diversity of its activities, outputs and tools. FutureEUAqua wants a direct impact during the project's timeline and also an



indirect impact beyond the project's end, as described in the project description. The direct impact of the work done in FutureEUAqua is described in detail for each of the 6 scientific work packages in the project, where exploitable results, potential users, the manner of exploitation or use have been outlined.

How to achieve implementation of results in the best possible way is described in this plan for exploitation of FutureEUAqua foreground. The dissemination activities are the main communication platform for the project, including transfer and exploitation of results concerning aquaculture products, processing and packaging as well as improvements of the appreciation of organic, conventional and alternative aquaculture systems by user and public awareness of the innovations achieved.

A number of activities have been foreseen in order to ensure that both scientific impacts and societal benefits reach all relevant stakeholders on local, regional, national, European scales. The main strategies are described in the following sections.

Dissemination of knowledge

Dissemination of FutureEUAqua knowledge will make the project results well-known in Europe, targeting all potential stakeholders and interest groups (e.g. value-chain actors, consumers, retailers, consumer organisations, control authorities). There is a pre-dominant focus on consumers and consumer attitudes towards both products and systems (e.g. conventional vs. organic) where long-term acceptability of food production systems is increasingly challenged in the media. In addition, FutureEUAqua will disseminate results to other on-going projects and initiatives relevant to the project's ambitions (e.g. AqualImpact) that have been financed under the same call; this approach is to avoid overlap, create synergies and innovative solutions, in addition to increasing project and EU support visibility.

A number of actions are foreseen to assure that both scientific impacts and societal benefits reach all relevant stakeholders on a local, regional, national, and European scale. Below are some of the **most important channels and methods that are to be used for communication and dissemination** of the project's activities, its foreground and exploitable results.

Target groups

The following is a preliminary list of target groups for the dissemination of FutureEUAqua Foreground (to complete).

Industry communication is to enable market uptake and further development of the processes/products/technologies developed; innovation information, guidelines for use and cost-benefit analyses will be provided.

For the scientific community

Professional Stakeholders:

- Producers – through FEAP (Federation of European Aquaculture Producers) reaching the National Fish Farming Associations and Producer Organisations,



- Feed Manufacturers – through the specialised Fish Feed Committee of FEFAC (European Compound Feed Manufacturers Federation) reaching specialist national and international feed companies
- Specialist Suppliers (e.g. ICT and equipment suppliers) – through professional networks
- Organic certifiers/suppliers – through IFOAM – the International Federation of Organic Agriculture Movements (EU office) – and TPOrganics (European Technology Platform)

Multi-Stakeholder Platforms (mixed interests:

- Aquaculture Advisory Council (policy interlocutor with EC)
- Markets Advisory Council (policy interlocutor with EC)
- EATiP (European Aquaculture Technology and Innovation Platform) – research/innovation interests
- TPOrganics (European Technology Platform) – research/innovation interests
- FABRE (Farm Animal Breeding TP) – research/innovation interests
- BioEconomy Stakeholders Panel (affiliated to EC)

Dedicated Networks and Clusters:

- FARNET aquaculture-dedicated FLAGS (Local Action Groups) – European network
 - FARNET, the European Fisheries Areas Network, implements community-led Local Development. Implemented by local multi-stakeholder partnerships (Fisheries Local Action Groups[FLAGS]), the objective is to propose and test new solutions for innovative responses to challenges affecting fisheries and aquaculture. A dedicated conference for aquaculture is anticipated within the coming 24 months. The impact of this will be to have long-term outreach to a wide audience of professionals, local organisations and civil society organisations on the activities and products/tools that FutureEUAqua will provide and this at the local community level. Potential interest for participation in the Stakeholder Platform will be encouraged.
- EATiP Mirror Aquaculture Platforms (National and/or Regional)

Official Committees and Structures

- Fisheries Committee of the European Parliament
- Scientific Committee on Agricultural Research (SCAR)

Liaison activity with other H2020 projects and initiatives

Liaison and communication activities with other EU H2020 projects will be pursued since several projects have been financed under the same Call for Proposals.

These include:

- AqualImpact
- Climefish
- CERES
- ParafishControl
- Diversify
- AquaSpace
- PerformFish



- Tapas
- MedAid

Website, newsletter and social media

Non-confidential results and public deliverables are to be disseminated continuously on the project website (www.FutureEUAqua.eu), an interactive multi-platform open to the public, where the project activities are reported and news, relevant links and public documents are shared. The website also has pages dedicated especially to the FutureEUAqua stakeholders, where they are presented and introduced.

FutureEUAqua uses Twitter (@FutureEUAqua) as its main social media channel which enable updates and interactions with the public, representatives and industry on a daily basis.

Results are also communicated to stakeholders through an e-newsletter that will cover FutureEUAqua progress and news on events, actions and publications. This will be decided at a later stage but could be bi-annual.

All deliverables and other relevant documents are to be uploaded on the internal communication tool: The FutureEUAqua SharePoint. Through this portal project partners can be easily updated on the project progression as well as remind each other on relevant event and opportunities for project and foreground outreach.

IPR and Knowledge Management

This plan refers to foreground developed within the project where outputs will be publicly available.

Scientific peer reviewed papers and other popular publications

Scientific papers and guidelines are to be published in Open Access, using Gold Access conditions, and thus made available to the scientific community (free of charge) and an informed public.

Research results are also to be communicated through popular science publications, press releases and non-scientific and non-peer reviewed publications.

These can also be accessed on partners' web homepages and on the H2020 Open Research Data Pilot.

Participation in conferences and workshops

FutureEUAqua will be presented in a range of scientific and industry-oriented conferences and workshops, most of which will be dedicated to aquaculture systems and processes (e.g. Aquaculture Europe) and products (e.g. European Seafood Exposition); nonetheless, it is recognised that project results will probably not be ready in the short term, since these will also need to be quality checked and published. Initial efforts will be made to inform on FutureEUAqua during the project's start-up period.

There are several European platforms/committees that meet regularly where FutureEUAqua will have the opportunity to present its activities and progress, including – as examples - Intergroup committees in the European Parliament, the Aquaculture and Markets Advisory Councils and the BioEconomy Panel. Requests for participation will be made on an ad-hoc basis.



Training activities

Outputs anticipated to be produced by FutureEUAqua will influence technical operations and management function in the aquaculture value-chain, particularly in hatcheries, on-growing farms and processing units. The scientific community will also be affected by the project results. Consequently, training activities will be designed and structured for the different audiences:

Exchange visits

These are designed for the secondment of junior scientists between project partners, with an emphasis on academic/professional interchange, allowing familiarisation of technologies and methodologies mastered by others - reflecting the interdisciplinary approach of FutureEUAqua.

Tutorials

Specialised tutorials, focusing on best practice, will be integrated into the annual project meetings so as to rapidly disseminate expert knowledge and train junior scientists and professionals.

Extending public knowledge

New education/training materials (based on the public knowledge created from project results/outputs) will be developed for application in three technical workshops designed to raise the practical skills of professionals working in the field; the goal of these workshops is also to motivate trainees in fulfilling current or future job requirements, to advance professional goals.

Increasing public awareness of improvements in production and process technologies will be supplemented by the publication of these education and training materials.

Training products and outcomes

The products, results and outcomes of all training activities will be published in user-friendly, flexible formats – for online or offline use – on the project website.

Final Project Conference

The ambitions and scope of FutureEUAqua justify the organisation of a conference to present the main results, outputs, recommendations and perspectives of the project. Addressing all stakeholders, scientists, professionals and interest groups, the goal of the conference is also to agree on a roadmap for exploitation of FutureEUAqua’s results and recommendations.

Upcoming Communication and Dissemination Plans

Goal	Strategies	Period
Present the project and its aims to the public	External webpage: press releases, news on FutureEUAqua web, posts on social media and newsletter about meetings, participation in events, milestones and deliverables of the project (if they have a public character). Create posters/pamphlets/fact-sheets/brochures Twitter Newsletter	M6
		M8
		M6
		M8
Promotion of the stakeholders involved in the project	Present each stakeholder and its role in the project. It will be included in the newsletter and spread on social media, links to the stakeholders’ webpages. Stakeholder meetings for all case studies	M8

Information about the sectors and WP research	Video presenting the project (1-10 min), ambitions and approach	M
Liaison with 'sister projects'?	Create synergies with similar projects and inform other platforms/structures engaged in aquaculture and organic production IMTA - RAS	M 1 - 48

Upcoming events

- FEAP AGM (24th-25th May 2019)
- AAC Meetings (6th-7th June, 15th-16th October)
- Seafood Expo, Brussels (6th-9th May)
- FAO roundtables June 2019
- International Carp Conference 4th September
- New European Parliament assembles July/September 2019
- New European Commission November 2019

Evaluation of Communication and Dissemination

FutureEUAqua will measure the success of its dissemination and exploitation strategies through several quantitative and qualitative point of views. Qualitatively, it is important to use accurate, documented and relevant information when disseminating the project. Success of communication and dissemination in FutureEUAqua is measured as described by the following:

- Number of visitors' counter on the FutureEUAqua website through the retriever server
- Number of subscribers and readers of the FutureEUAqua newsletter through the analytics server provided by MailChimp
- Number of followers, likes, re-tweets and comments on Twitter, in addition to their analytical service evaluating the type of followers, e.g. male/female, scientific/professional/public interest groups etc.
- Number of peer reviewed scientific articles
- Number of articles in the media/press-releases/popular publications
- Number of conferences attended, posters/presentations given
- Number of stakeholders' meetings arranged
- Number of other **events** and visitors to these events
- Number of participants on training events

These numbers are to be followed continuously during the project for assessment, fine-tuning or suspension according to the grades of success.