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## Objectives

 Develop and test communication strategies that will increase consumer awareness, perception and acceptance of European aquaculture products and methods.

 Assess regulatory challenges in aquaculture production related to access to new production sites









# WP3 Consumer and regulatory issues

#### **Consumer studies:**

- Consumer awareness, perception and acceptance.
- Effects of labelling/certification schemes on attention, perception, acceptance and preference
- Suggestion for communication strategies.
- Changes in consumer awareness, perceptions and acceptability













#### **Regulatory challenges**

Challenges related to access to production areas.







#### **Communication strategy** for increased consumer awarweness about aquaculture in Europe

#### Goal:

Inform consumers that are interested in details

Action: Knowledge available

**Info type**: Balanced information about

improvements in aquaculture

production methods

Source: Science

Platform: FutureEUAqua

website

**Who**: FutureEUAqua partners

<u>Current</u> consumer awareness about aquaculture in Europe

#### Goal:

Attract consumers to balanced information

Action: Weakly social media

post waves

Info type: Easy and

emotionally charged posts

Source: Media

communication experts

Platform: Instagram, Twitter

and Facebook

Who: FEAP

**Action**: Forwarded weakly social media post waves **Info type**: Forwarded posts

Source: Consortium network,

sister projects and allied

campaigns

Platform: Instagram, Twitter

and Facebook

Who: Consortium network

#### Goal:

Expand the campaign reach and visibility

High consumer awareness about aquaculture in Europe

Action: Smart tags

**Info type**: Tags of key

influencers in Europe; i.e.

chefs, politicians, social media

influencers, bloggers, etc.

Source: Network and current

news

Platform: Social media

Who: FEAP

#### Goal:

Amplify the campaign reach and notability

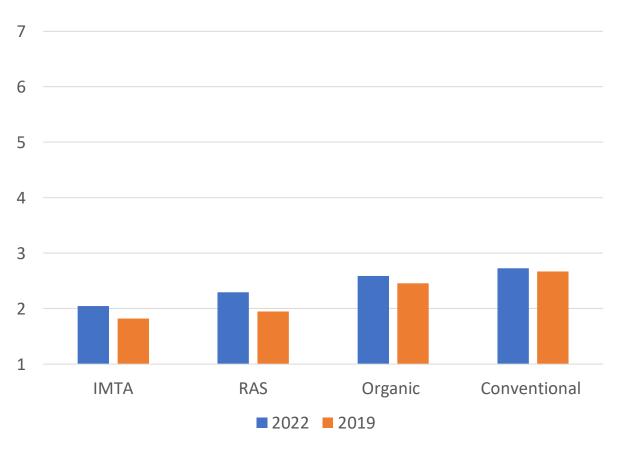


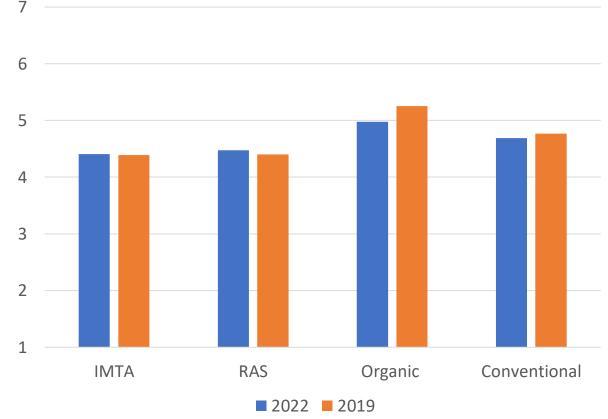




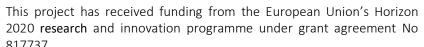
# Awareness of aquaculture

# Acceptance of aquaculture





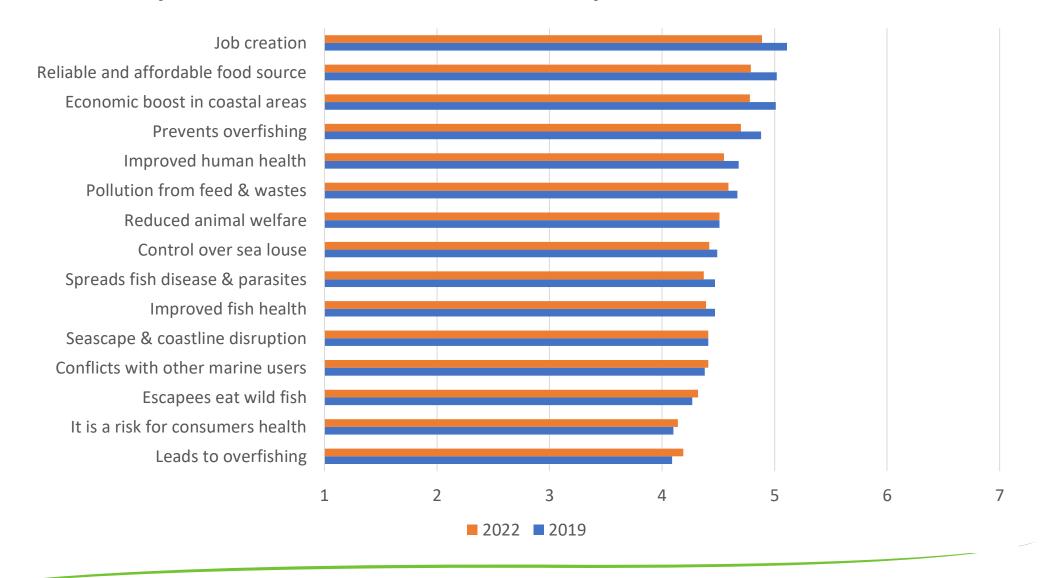






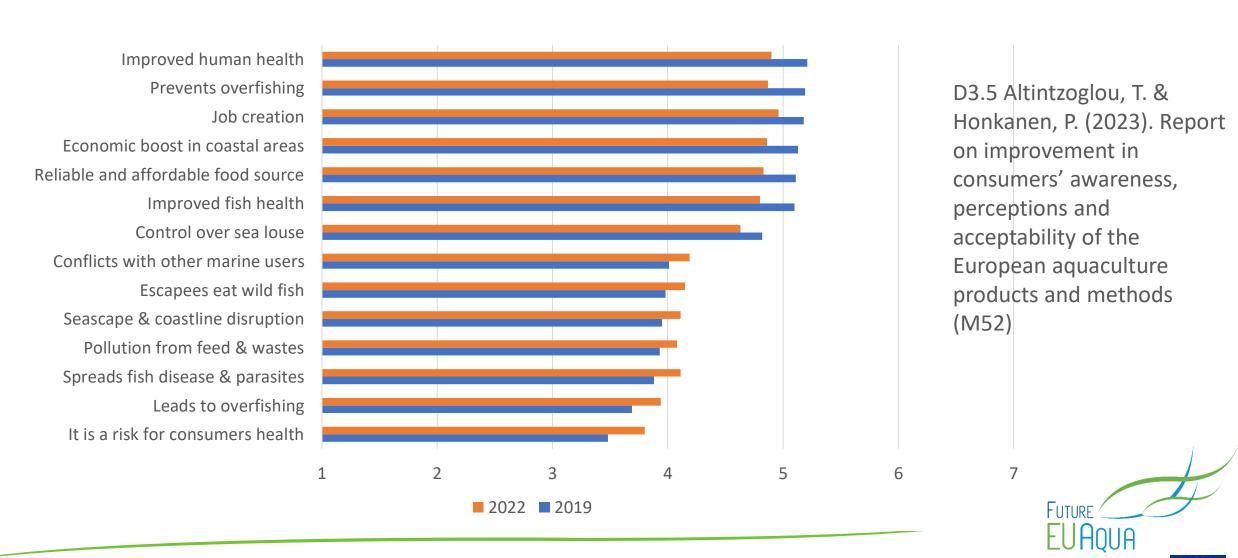


# Perceptions of Conventional aquaculture





# Perceptions of organic aquaculture



# Effects of labelling and certification schemes on perceptions, awareness and acceptance

**Objective:** Examine how different logos influence consumer's attention, perception, acceptance and preference (choice)

#### Two studies:

- Lab experiment
- Discrete choice experiment





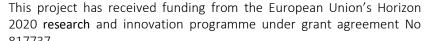














# Eco-labels – do they work?

- Low awareness of aquaculture Eco labels
- Eco-labels are relevant cues for communicating sustainability
- Any eco-label is preferred to no label.
- The subjects' preferences were not influenced by the size and saliency of eco-labels.
- "Umbrella" eco-labels like the organic Euroleaf and the new GGN sustainable farming, may be more effective than single-category eco-labels







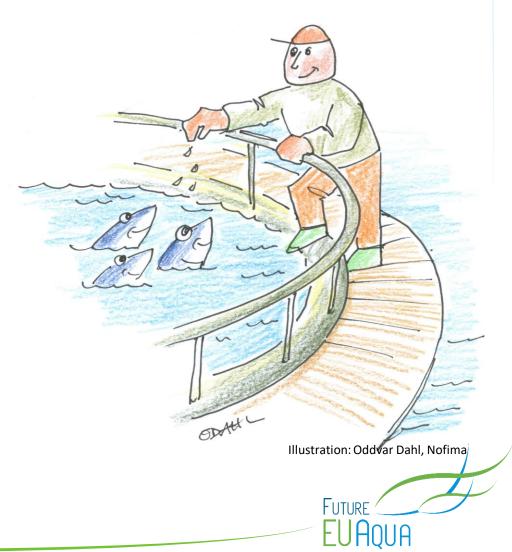
# Regulations and access to production areas for aquaculture

How to promote growth in European aquaculture?

Case studies: Germany, Greece, France, Norway

#### Findings:

- None of the countries have reached their growth ambitions
- None of the countries have established MSP
- Progress in all countries on MSP and regulatory simplification







### Some main conclusions

The regulatory system is considered complex, slow and unpredictable.

Availability of space is a general concern

Conventional production seems to be the main focus



Illustration: Oddvar Dahl, Nofima







#### Deliverables in WP3

- D3.1 Altintzoglou, T. & Honkanen, P. (2020) Report on consumer awareness, perception and acceptance of European aquaculture products and methods
- D3.2 Proi, M. & Zanoli, R. (2020). Report on lessons from marketing approach of existing Eco-labels
- D3.3. Altintzoglou, T. & Honkanen, P. (2020) Suggestion Communication strategies
- D3.4 Kvalvik,I., Boechat, C., Solås, A. (Nofima), Holler, S. Naturland (2022). Report on challenges with and changes in the regulatory framework related to aquaculture
- D3.5 Altintzoglou, T. & Honkanen, P. (2023). Report on improvement in consumers' awareness, perceptions and acceptability of the European aquaculture products and methods (M52)



Illustration: Oddvar Dahl, Nofima



**FUTURE** 

# People in WP3



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## Thank you for your attention!

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