



# IIFET 2016

*SUCCESS*

**– Strategic Use of Competitiveness towards Consolidating  
the Economic Sustainability of the european Seafood sector**

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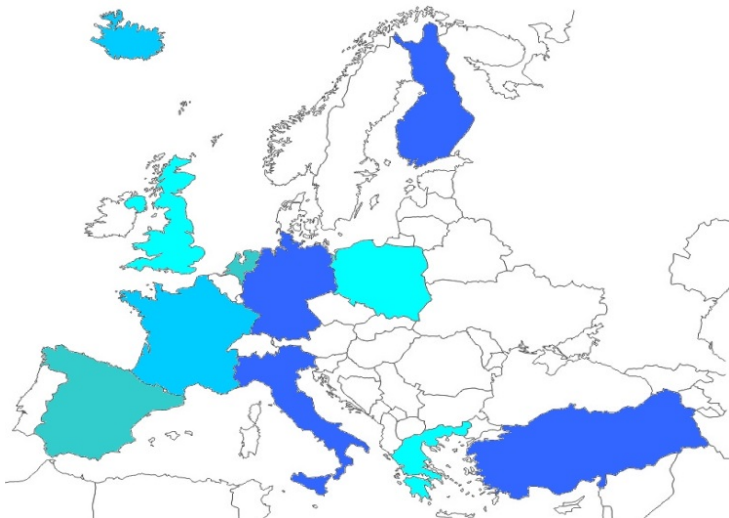
*“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 635188”.*

# Project description

- What is the project about?
  - Reinforcing the competitiveness of the European fisheries and aquaculture industries
  - Increasing the value of European fisheries products
  - Increasing the demand for European fisheries products
  
- What are the main objectives?
  - analyse the present and expected future bottlenecks for competitiveness of European fisheries and aquaculture sectors (= the challenges).
  - investigate the potential for new markets and marketing tools to increase revenue
  - identify innovations to improve efficiency and reduce production costs
  
- What the project will offer in terms of innovation?
  - Institutional innovation (management / origination / financial mechanism)
  - Innovative markets (existing and innovative products)
  - Innovative producing and preserving method

# Consortium overview

- How is the project organised? (Overall profiles, scientific/industrial areas, who is doing what)
- An interdisciplinary team of 24 partners from all over Europe (economy, marine science, sociology, psychology)
- 4 Universities
- 7 National Fisheries / Marine Institutes (data provision)
- 8 Industry partners (producers – fisheries and aquaculture; trading companies - tests)
- 5 Consultancy companies (market analysis; value chain; software / web development)
- + Stakeholders (EEAB; EUSG)



# Team Presentation

→ a rather dynamic team of around 50 partners, characterized by a full gender parity ...

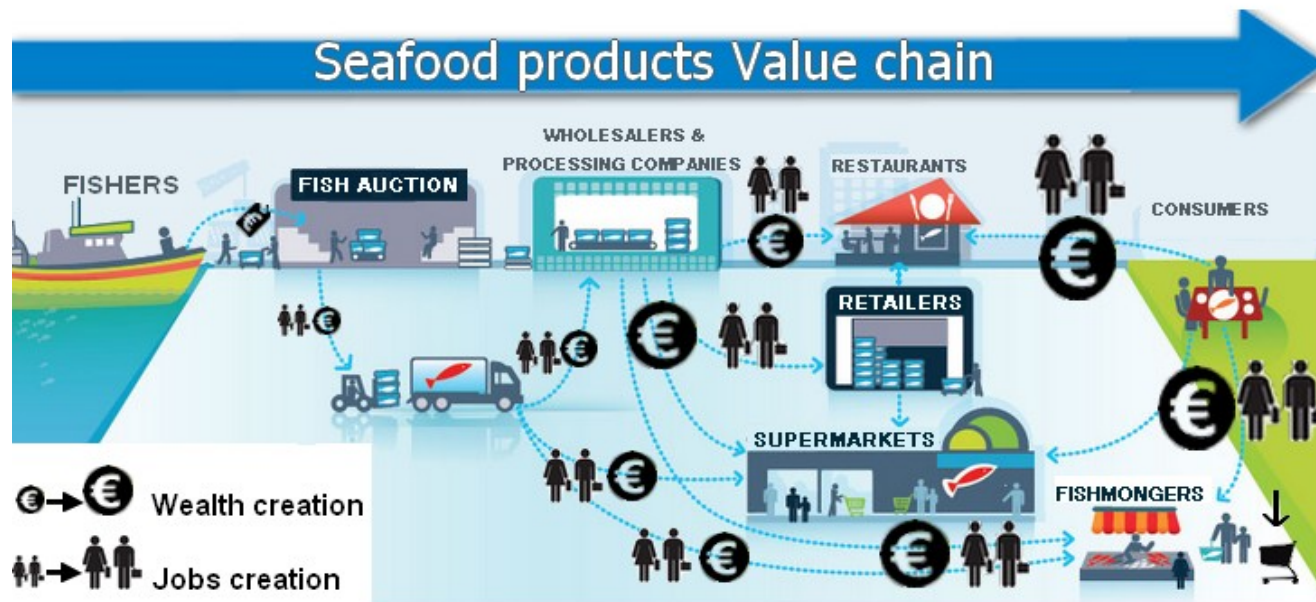


→ ... and open to a large range of European, US and Australian 'contributors' (e.g. Xunta de Galicia, FAO / Globefish, CSIRO, University of Alaska Anchorage, University of Arkansas Pine Bluff)

# Scope of the research

- A project dealing with a large variety of species (Salmonids, whitefish, flatfish, Mussel, Carp, Seabass & Seabream, Coastal species)...

... and across the whole value-chain (*from the net to the plate*)



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# Communication - dissemination – exploitation strategy

- What are the potential results to be produced?
  - Options for policy makers ;
  - Best practices for producing, processing and retailing companies
    - Documentary Film on 'SUCCESS stories' - <http://www.success-h2020.eu/>
- How will they be exploited?
  - International benchmark / decision-making tools
- How will they be disseminated?
  - Regional training meetings / WP9 Stakeholders Workshops / Conferences / RAC meetings
  - Project Website
- What communication channels will be used?
  - Conference / Festivals
  - TV Programs (incl. youtube)
  - Project Website / Tweeter /



# A project outreach-oriented

- **Communication & dissemination are central to generate impacts**  
→ *SUCCESS* was at EAFE 2015 (European Association of Fisheries Economist)



- at the World Seafood Congress,
- At Aquaculture Europe...
- And at the DG MARE / EAFE Conference in Malta (February 2016)  
<http://www.economics-fisheries.eu/>
- And at WAS (Las Vegas)
  
- *SUCCESS* will also be at IIFET 2016, EAFE 2017...
- And at various stakeholders meetings (FEAMP / CLLD; Medac)



Figure 4: World Seafood Congress, Grimsby, September 2015

# A project outreach-oriented

- To reach a widespread audience, *SUCCESS* is also producing a film & webdoc on some *Success stories* identified by *SUCCESS* partners all over Europe.
- The first films are about an innovative fishing method in The Netherlands, marketing and institutional innovations in Italy, direct selling in France, Trout Aquaculture in Germany and Carp Aquaculture in Poland, Processing in Finland...





# Links with other EU projects

- Are there related projects funded by the EU (under same topic/call or outside)?
  - PrimeFish
  - Discardless / MINOUW
  - SUFISA
- What synergies can be established with these complementary projects?
  - Understanding the challenges faced by the fishing sector
  - Similar 'global' stakeholders
  - Case studies comparisons
  - Exchanges of data and information (incl. elements of the DoA)
- Do you intend to implement joint activities, meetings, etc?
  - Meeting organised with MINOUW,
  - Join case study with Sufisa
  - Invitation of 2 Primefish's partners to a workshop at FAO (*sustainable sourcing*)
  - Discardless Communications at IIFET (Aberdeen; July 2016)
- What are the potential benefits for your project?
  - Increase the understanding of the functioning of the seafood market in Europe and worldwide

- Do you intend to liaise with existing EU initiatives (European Innovation Partnership, Joint Programming Initiative, ERA-NETs, EU infrastructure, etc.)
  - Galway Statement
- Any other relevant issue (especially for new Coordinators):
  - don't underestimate the 'coordinating' time
  - Importance of planning /reporting / anticipating