Deliverable No. 7.2

Project acronym:
PrimeFish

Project title:
"Developing Innovative Market Orientated Prediction Toolbox to Strengthen the Economic Sustainability and Competitiveness of European Seafood on Local and Global markets"

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Reviewer	Thong Tien Nguyen, Hung Ha Viet	Nha Trang University	31.08.2015	TT,HH
Reviewer	Heather Manuel	Memorial University of Newfoundland (MEMU)	03.09.2015	HM

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[1] Document will be a draft until it was approved by the coordinator
[2] PU: Public, PP: Restricted to other programme participants (including the Commission Services), RE: Restricted to a group specified by the consortium (including the Commission Services), CO: Confidential, only for members of the consortium (including the Commission Services)
[3] The initials of the revising individual in capital letters

| WP leader | Rosa Chapela | CETMAR | 03.09.2015 | RC |
| Coordinator | Guðmundur Stefánsson | MATIS | 04.09.2015 | GS |

Deliverable D7.2

Communication Plan

September 2015

Executive Summary

The PrimeFish project's Communication plan sets the communication strategy, including goals, target groups, main messages and strategies. This document defines the indicators for the monitoring process and the measures to be taken in case of a communication crisis. In particular, this plan details the activities needed to spread the project's results and the new knowledge created, among partners, to the Industry Reference Group and to other stakeholders. The communicational activities focuses on a diverse and defined audience, which includes the seafood industry, the international scientific community, the advisory bodies and the European Commission. The mix of internal and external actions will ensure consistency in the activities and in reaching the target groups. Planned actions cover a wide range of fields, an active website, four fully operative social network profiles (Facebook, Twitter, LinkedIn, YouTube), press releases scheduled for every major project outcome, participation in several events and a wide array of promotional material (e.g., brochures, leaflets, posters, videos, newsletters). Each year, an implementation of these activities will be carried out through the Dissemination Annual Reports.

Table of Content

1. INTRODUCTION

The overall objective of the PrimeFish project is to enhance the economic sustainability of the European fisheries and aquaculture sectors. New knowledge and insights into competitive performance is needed in order to achieve this goal. In PrimeFish an innovative decision support framework will be developed (PrimeDSF), based on and containing economic models and a decision support system (PrimeDSS) that can be used by the industry and policymakers to better predict consequences based on existing knowledge and simulation / forecasting models.

The PrimeDSS tool will be based on aggregate and detailed data from selected case studies. This quantitative and qualitative data will feed into an analysis of production parameters, supply-chain relationships and market dynamics with regard to high and low performers in the market place. In addition, consumer preferences and potential for product innovation will be identified and incorporated into the tool and the underlying models.

The PrimeDSF is the container for the main durable outputs of this project and, in addition to the PrimeDSS, it contains the models underlying the tool, as well as method descriptions, assumptions, guidelines, recommendations and other relevant knowledge generated in the project.

The PrimeDSS is a set of software tools to be used by fishermen, aquaculture producers, processing companies, market analysts, public authorities and other stakeholders to understand and predict seafood market behaviour. The actual implementation of the PrimeDSS will be the intellectual property of one of the project's participant and it will be commercially exploited beyond the lifetime of the project. PrimeFish has defined the following specific objectives to facilitate this process:

- To select, configure and extend the methodology for the assessment of the competitiveness of aquaculture and fisheries.
- To carry out analysis of the current production and market dynamics for the herring, cod, salmon, freshwater trout and sea-bass/sea-bream sectors with respect to critical success factors and bottlenecks.
- To do a supply-chain evaluation on herring, cod, salmon, freshwater trout and sea-bass/sea-bream from catch/hatching to the final market, including the effect of non-market values and regulations.
- To evaluate current and future trends and consumer behaviour in local, European and international seafood markets.
- To develop simulation / forecasting models for analysing changes in competitiveness, prediction of instability of demand and supply, including warning signs for "boom and bust" cycles and indication of potential for product innovation success.
- To develop the PrimeDSS based on these models, and to deliver the rest of the PrimeDSF.
- To provide training, dissemination and stakeholder interaction; to ensure IPR and commercial exploitation beyond the project lifetime.

The lead users will be European fishermen, aquaculture producers and processing companies who will be able to use the results, including insights into current and future market development, trends and consumer behaviour, to better understand the functioning of their markets and in setting strategic plans for future production and innovation. By strengthening

their production and market competitiveness, the overall long-term viability of the European fisheries and aquaculture sectors will be improved.

Furthermore, public authorities will be able to use the outcomes, e.g. in developing and adapting regulations and in setting strategic policies for enhancing the overall competitiveness and performance of the European fisheries and aquaculture sectors.

This document details the communication strategy of the project. It is structured in a first section where the main goals of the plan are explained. In the second part the different publics, messages and strategies described. Finally, the third section define the monitoring process of the plan, including a communication crisis strategy.

2. AIMS

The overall aim of the Communication Plan is to establish the strategies to disseminate the project, its objectives and methods and, mainly, the results and outcomes of PrimeFish. These strategies will focus on achieving the widest possible impact on each target group at international, European and regional level.

In addition, this plan aims to establish a framework for the internal communication within the project. These actions will facilitate the exchange of information among partners, the engagement of partners in communication activities and the homogeneous use of the project's logo and other corporative elements.

SWOT analysis

Due to the nature of this project, with multiple stakeholders, partners need to be aware of the difficulties and opportunities they will face in every communicational activity. The SWOT analysis will contribute to monitor, manage and take advantage of these factors all along the project lifetime.

Strengths	Weaknesses
- Relevant outcomes for European society, industry and scientists. - Partners in some of the most relevant seafood markets. - Collaboration with European Commission. - Planned communication. - Multidisciplinary nature of partners. - Five specie-based case studies. - Participation of the target audience in the Industry Reference Group. - Scientific excellence. - International partners from Canada and Vietnam	- Language barrier between different stakeholders, publics and media. - Difficulties to capture captivating photos and videos. - Decentralized communication. - Reluctance to introduce storytelling elements e.g. difficulties, emotion, humor, into the communication of a research project. - The stakeholders' "fatigue" in participating in many research projects.
Opportunities	Threats
- Project linked with the scientific, seafood and social fields.	- Unpredictable project results.

- Partners with strong reputation on the European and national level. - Experienced professionals within the project. - Social media tools. - Synergies with other European and national projects. - Relationships with non EU countries, mainly Canada and Vietnam.	- Mixed response to European projects in different countries. - Difficulties to restate the outcomes in a plain language style. - European seafood industry linked to the natural resources variability. - Being misidentified as a threat to the non-European industry. - Potential lack of commitment with communication activities.

This analysis will be updated each year in the Dissemination Annual Reports (D7.3, D7.4, D7.5) to show the changing trends in European society.

3. TARGET GROUPS

Several audiences will compose the main activities of the dissemination actions included in this plan. They are grouped according to their profile, the goal of the project and the expected results. Due to PrimeFish being an international initiative, the communication activities are designed to cover this aspect. Therefore, the main geographical scope will be Europe, Canada and Vietnam. Nevertheless, the scope of action can be expanded reaching a worldwide level.

The stakeholders are grouped by profile as follow:

Group 1: Direct stakeholders, potential users of the PrimeFish results

From the supply side:

- Producers
  - o Fishing associations/ organizations
  - o Aquaculture producers/organizations
- Wholesale agents
- Retailers

From the demand side:

- Seafood consumers
- Restaurants, caterings, gourmet stores, canteens

Group 2: Scientific community, mainly researchers in the field of:

- Applied Economy
- Marketing
- Natural Resources
- Social Sciences

Group 3: Public and advisory bodies

- Decision makers on fisheries, aquaculture, market, food and trade policies
- Advisory bodies on trade and market issues

Group 4: General audience

- Consumers
- Young people and children
- Environmental NGOs

Group 5: European Commission

- Directorate-General for Research & Innovation, including the PrimeFish project officer (DG-Research)
- Directorate-General for Maritime Affairs and Fisheries (DG-Mare)

4. MESSAGES

All the partners should realize the key messages of the project and find ways to introduce them in their communication activities e.g. presenting PrimeFish in trade fairs in their own countries or during meetings with IRG members. These messages will help to achieve cohesion through different communication activities and partners.

It is crucial to adapt the language to the target group and ensure that the message will be easily understood.

Basic definition:

The PrimeFish project has joined together 12 European research institutions, 2 European SMEs and 2 international research companies (from Canada and Vietnam) to develop a new web-based tool which will enhance the competitiveness of European seafood products. The project is funded by the European Union's Horizon 2020 Research and Innovation Programme. The PrimeFish project will obtain scientific breakthroughs, but also practical outcomes for the industry, the policy-makers and the society.

Key benefits:

The PrimeFish project will analyze changes in competitiveness and it will predict the forthcoming trends of seafood products. It will also assess the potential of new products based on fish and seafood.

These outcomes will help several stakeholders:

- The seafood industry will be better linked to the market, and be able to avoid overproduction and waste.
- The European policy makers will be able to advance the consequences of future rules and regulations.
- The European society will be able to find the products they need and request in order to have a healthy and balanced diet.
- The researches will be able to publish relevant articles to move the science beyond the state-of-the-art.

Functional benefit:

The PrimeFish Project will create new knowledge thanks to the cooperation between 16 project partners and the industry, both European and non-European. This new knowledge will be compiled into PrimeDSF, a group of documents and a web based tool (PrimeDSS) which will offer simulation and prediction models of seafood market and, ultimately, creating shared value.

Emotional benefit:

The project will enhance the sustainability of the European seafood sector. The sector has a deep link to the society as a source of healthy food and income, but it is also part of the history, tradition and culture and is a source of various recipes e.g. related to the Atlantic diet.

Key messages:

Key messages will be transferred to each target group and related to the objectives to achieve according to the table 1. These messages will be adapted considering the schedule, the achieved outcomes and the result of the previous dissemination campaigns.

TABLE 1. KEY MESSAGES TO THE TARGET GROUPS.

Target Group	Objective	Message
Direct stakeholders	Address the Blue Growth strategy[4]	1. Competitiveness & shared value drive business growth 2. Translating knowledge into business assets 3. Strengthening European sectors in the global market 4. Relevance of participation to achieve Blue Growth goals
Scientific Community	Improve the existing knowledge	5. Designing better tools for improving economic performance 6. Producing knowledge that matters in the European realm 7. Scientific excellence 8. Importance of collaboration to obtain relevant outcomes
Decision makers	Take more informed decisions	9. Knowledge & know-how at the service of enabling environments for European fisheries and aquaculture

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[4] The Blue Growth strategy consists of three components: (1) Develop sectors that have a high potential for sustainable jobs and growth; (2) Essential components to provide knowledge, legal certainty and security in the blue economy; (3) Sea basin strategies to ensure tailor-made measures and to foster cooperation between countries (find out further information at http://ec.europa.eu/maritimeaffairs/policy/blue_growth/)

Target Group	Objective	Message
General Audience	Raise awareness on marine sustainability whilst increasing seafood consumption	10. Feeding your joy, your health, your soul and keep it going endlessly 11. Feeding fishing and aquaculture communities' well-being 12. Responsible consumption 13. Supporting sustainable production, marketing and consumption 14. Consequences of research on societal everyday life 15. "Making PrimeFish outcomes easier", translating the PrimeFish results into digested, straightforward and easy to understand information

5. STRATEGIES AND ACTIONS

The overall goal of the following actions is to promote and disseminate all the information generated and related to PrimeFish. Different profiles and communication flows will be adapted to achieve the greatest impact.

The communication strategy should be addressed through:

a. Internal Communication within the PrimeFish Consortium

The results obtained in the frame of PrimeFish will be structured and systematized in order to ensure fluent and efficient information flow. To succeed, the following tools will be used:

1. The official website of the project: primefish.eu
2. A document management system (DMS) included in the private section of the website. It will be used to track, manage and download/upload documents. It will allow different access profiles: administrator (total access), partner (can edit, upload and download documents and events) and associated (can visualize and download documents). It will work as a tool of communication for the Consortium and between the Consortium, the Industrial Reference Group (IRG) and other stakeholders. Each partner should be logged here.
3. The Mendeley will be used voluntary by each WP and/or Task group for sharing the scientific information. Each leader of WP/task could create a group in this platform, sharing relevant literature and creating a database related to PrimeFish.
4. Templates for the presentations, flyers and posters will be available to present any communication (see Annex II).
5. Forums for debates in the news, notices and results on the web Primefish.eu
6. Meetings, workshops and seminars. All the minutes should be available in the private section of the website.
7. Webinar platform available at https://cesga.es/en/servicios/e-learning-colaborativas
8. Common communication tools, mainly email and skype. See the contact list by partner included in the Annex II.
9. All the deliverables will be reported to CETMAR in order to disseminate in different media and managed in the DMS.

10. A calendar with all the activities will be available in the private section of the website.

b. External Communication – Target Groups

The strategies for external communication contains actions and activities for each target group. However, some common practices will be:

i. Visual identity

- Logo: the graphic identity of the PrimeFish project and the Horizon 2020 (EU Commission) has to be included **in all the material** developed in the frame of the project. They are included in Annex I.
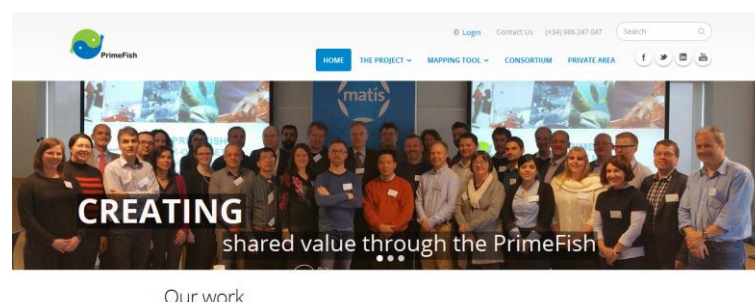
- Official fonts: Arial Rounded MT Bold and Calibri

- Official colours:

  o **Blue**: RGB color code (0,113,188)
  o **Green**: RGB color code (140, 198, 63)

ii. The website (http://primefish.eu/)

- All the information related to the PrimeFish Project and its results will be stored in the website.
- The website content will be updated according to the last events, deliverables or experiments carried out.
- All the partners will have access to the private area.
- Links to the PrimeFish accounts of the social media (Twitter, Facebook, LinkedIn and YouTube)
- A newsletter with the last updates will be elaborated every 3 months.
- Links to http://primefish.eu in the partners websites

FIGURE 1. THE PROJECT WEBSITE

iii. Printed material

- Promotional material e.g. leaflet, fact-sheet, flyer (available on the website)
- Official Poster (available in the website)
- Tailor-made and translated material to inform about the PrimeFish goals and findings and main challenges addressed. CETMAR will provide the English version of all the documents and, if applicable, the partners of WP7 will translate into their own languages.
- Infographics

iv. Events

Dissemination, exploitation and communication activities in PrimeFish are based on the principles of Responsible Research and Innovation/RRI and aim to maximise the project impact by:

1. Identifying exploitable project outputs and knowledge to be protected (in accordance to the IPR principles outlined below)
2. Disseminating newly generated knowledge to the 'Blue Growth' community
3. Contributing to the European marine knowledge base by making knowledge and data generated by PrimeFish available for use and re-use (unless protected for IPR and patent reasons)
4. Entering knowledge exchange and transfer by engaging in European and international knowledge platforms and networks related to PrimeFish topics
5. Contributing to skills' development of researchers and professionals by providing training and seminars as well as setting up and communicating skills catalogues for a future qualified workforce
6. Providing a knowledge base for policy makers in relevant aspects of PrimeFish

The events are an important communication tool, therefore **all the WP7 partners** will collaborate in the dissemination and promotion of these activities. The scheduled meetings in the description of activities (DoA) are detailed as follow:

- Meetings related to the case studies and the required interactions with the members of the Industry Reference Group (IRG) and other stakeholders.
- Workshops and seminars to disseminate and discuss the results of the project
- Case studies' events scheduled in November 2015, December 2016, August 2017 and June 2018.
- Round Table on Blue Growth, October 2018
- Summer School, July – August 2018
- Webinars for training on the PrimeFish decision-tool, March – Dec 2018
- Final Symposium, January - February 2019

TABLE 2. SCHEDULED EVENTS IN THE DOA

	Jan	Feb	March	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015					Website launching				Communication Plan		Case Study meeting	
2016			Dissemination Annual report	Review and update of the dissemination strategy								Case Study meeting
2017			Dissemination anual report	Review and update of the dissemination strategy				Case Study meeting				
2018			Dissemination anual report	Review and update of the dissemination strategy		Case Study		Summer School		Round Table on Blue Growth		
2019		Final Meeting										

In addition, the consortium will attend the major events related to fisheries and aquaculture economy and management. The participants of these events will be selected according to their involvement, the cost-effectiveness of the travels and their relation to the PrimeFish activities. A calendar with all the activities will be available in the private section of the website and published in the annual report (D 7.3, 7.4 and 7.5)

v.　　Media

Media are the collective communication outlets or tools that are used to store and deliver information related, direct and indirectly, to the project. In the case of PrimeFish, mainly the press, social media, digital opinion leaders and specialized communication as scientific journals.

In general terms, the common media activities will be addressed by:

- Press releases in connection with major events, milestones and deliverables of the PrimeFish.
- Periodical publications in the sectorial magazines. Special attention will be paid on European Commision media channels, i.e. Cordis, Horizon Magazine and Futuris Magazine.
- Events on the Commission's Research & Innovation website and Cordis website.
- Interviews with experts from inside and outside of the project to be published in the newsletter, YouTube® channel, in the website, etc.
- "Making PrimeFish outcomes easier" would be a section on the newsletter. The PrimeFish results will be translated into digested, straightforward and easy to understand information.
- Spreading press releases and communication material (brochures, posters…) between partners in order to facilitate its translation and dissemination among their webs, media network and digital communities.
- Updated database of European media and digital opinion leaders.
- Creating a Wikipedia article about the project.
- Taking part in third parties dissemination and communication activities.
- Collaborative actions with related European and national projects e.g. SUCCESS project.

vi.　　Social Media

PrimeFish has presence in 4 social media platforms; Facebook®, Twitter®, Linkedin® and YouTube®, as tools for achieving a virtual community around the PrimeFish topics. This would serve for multiplying the dissemination of results and enhance the impact of the dissemination activities.

A.　　Facebook
- o Customized environment
- o Dialogue with interested parties
- o Address campaigns focused, for instance, on children and teenagers interested in seafood for cooking and educational issues
- o Disseminate PrimeFish results in the Facebook community

B.　　Twitter
- o Using the account @Prime_Fish

- o Tweet the information and results generated in the frame of PrimeFish
- o Tweet news and content related to PrimeFish topics, e.g. food-fish news.
- o Use of common hashtags, e.g. #seafood, #blueconomy, #bluegrowth, #competitiveness, #primefish
- o Use of the Twitter list of partners to promote their activities and enhance interaction
- o Use of tools to keep the Twitter account updated constantly, e.g. hootsuite.com

C.   Linkedin
- o Open a discussion groups of PrimeFish topics.
- o Promote communication tools, e.g. the website, newsletter, social media.
- o Be active and involved in other active groups
- o Announce the publication of the PrimeFish results
- o Promote the activity of different partners

D.   Youtube
- o Platform to disseminate and store the videos developped for the project

c. Annual strategies

This communication plan will serve as a guidance tool which be updated each year within the Dissemination Annual Reports (D7.3, D7.4, D7.5) to adjust its goals and strategies to the changing social environment and to take advantage of the experience and know-how achieved in the previous years.

Year	Main goals	Main strategies
1st	Present the project to the public Disseminate project goals and outcomes	Explain the main objectives, partners and stakeholders through different content (text, infographics, photos, and video). Press releases and news in the web.
2nd	Disseminate project outcomes (deliverables, etc.) Promote the 5 case studies	Press releases and news in the web. Follow-up the research activities. Digital posters and news about the fish species and results of the 5 case studies.
3rd	Disseminate project outcomes Promote the 5 case studies	Press releases and news in the web. Follow-up the research activities.
4th	Disseminate project outcomes Promotion the presentations, workshops and webinars demonstrations Disseminate to different audiences on the PrimeFish achievements.	Press releases and news in the web. Digital campaign and press releases promoting participation, celebration and results. Major dissemination events: Summer School, Webinars demonstration on DSS, Workshop on DSS, Seminar on Blue Growth and International Concluding Symposium.

d. First year communication plan

This communication plan will draft the activities planned for the first year of the PrimeFish project and are detailed in Table 3:

TABLE 3. MAIN GOALS AND STRATEGIES IN COMMUNICATION FROM SEPTEMBER 2015 (M6) TO MARCH 2016 (M12).

Goal	Strategies and timeline	Indicator and period	Target group[5]	Messages[6]

Present the project and its aims to the public	• Press releases, news on PrimeFish web, post on social media and newsletter about meetings, participation in events, milestones and deliverables of the project (if they have a public character). M6 – M12
	 • Create digital poster to show M6:
	    I. How PrimeFish will benefit the producers organizations (decision support, market study)
	    II. How PrimeFish will benefit the scientists (data sharing)
	    III. How PrimeFish will benefit the policy makers (management of fishing capacity)
	    IV. How PrimeFish will benefit the seafood sector
		Nº press releases
		
		 Nº news on the PrimeFish web
		
		 Nº sent newsletters
		
		 Nº of visits
			All	All

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[5] The group of stakeholders are detailed in the section 3; group 1: Direct stakeholder; group 2: Scientific; group 3: Advisory bodies; group 4: general audience; group 5: EU institutions.

[6] The messages are detailed in the table 1 within the section 4.

Goal	Strategies and timeline	Indicator and period	Target group[5]	Messages[6]
	(better planning) V. How PrimeFish will benefit the consumers (better products) • Fact-sheet available on the website. M7 • Poster available on the website and printed. M6 • Brochure available on the website and printed. M7			
Promotion of the institutions involved in PrimeFish	• One article for the web with photograph about each partner and its role in the project. It will be included in the newsletter and spread on social media. M7, M10 • List of partners profiles on Twitter. M6 • Links to the partners LinkedIn profiles on the PrimeFish web. M6	Nº of visits Nº of followers Nº of clicks	1, 2, and 5	1,2,3,4,5,6,7,8,9
Address the public policy perspective	• Article for the web about the creation of the project. M6 • Article for the web about the importance of H2020 funding. M8 • Article for the web about scientific excellence. M11	Nº of visits Nº of visits Nº of visits	All	5,6,7,8 and 9
Enhance the positive values of seafood consumption.	• Digital campaign (Fb, Tw) about the nutritional value of fish. (M10- 12) • Digital campaign about practical tips to encourage	Nº of interactions	1 and 4	10, 11, 12, 13 and 14

Goal	Strategies and timeline	Indicator and period	Target group[5]	Messages[6]
	children to eat fish. (M10-12) • Digital campaign about the link between seafood and culture. (M8-10) • Digital campaign about gastronomy and seafood. (M7-10)	Nº of interactions Nº of interactions Nº of interactions		
Infomercial about the project and its strategies.	• Video presenting the project (1-3 min) presenting its aims and answering major questions who, what, where, why and how. M10	Nº of visits	All	All
Take part in the digital conversation concerning the European seafood sector.	• Monitor different social networks. M6-M12 • Create synergies with similar projects. M6-M12	Nº of retweets from external projects and non-partners Nº of discussion groups on LinkedIn Nº of collaborations with external projects	1, 2 and 3	1,3,4,5,6,8 and 9
Promote the Industrial Reference Group	• Digital poster presenting the role of the IRG. M6 • Digital call to action to the European seafood industry to take part in the IRG through social media. M6-M12	Nº of clicks Nº clicks, retweets and likes in social media	1	1,2,3 and 4

6. MONITORING

A set of indicators will be selected in order to evaluate the effectiveness of the communication actions and the ad-hoc campaigns. Adaptive strategies will be implementing, designing

contingency actions according to the annual evaluation of the campaigns and dissemination actions (D7.3, D7.4, D7.5). The information to feed these indicators will be collected by CETMAR, including a monthly request to all the partners on their activities related to the project.

		Indicator
Website		Number of visits to the website per year Number of visit to the website per month % only 1 visit % new visits Conversion (nº subscriptions of newsletter/nº visits) Average time of visits Top 5 keywords Top 5 web pages visited Gender issues (%male/female)
Printed Material		Quantitative and qualitative feedback from partners using the material.
Events		Number of companies (and other participants) in each workshop/event of PrimeFish. Number of attendees to PrimeFish events. Number of events organized in the framework of the project. Number events attended by PrimeFish partners. Number of project presentation in other events.
Media	Printed publications and material	Number of press articles and interviews with date, headline and estimated audience figures. Number of published articles (scientific and technical ones). Fact pages, infographics, recipes, etc. to meet the target audience needs. Number of events where posters have been presented. Number of leaflets disseminated.
	TV	Number of reports and interviews with detailed information about individual/shared participation, date, headline and estimated audience figures.
	Radio	Number of reports and interviews with detailed information about individual/shared participation, date, headline and estimated audience figures.
	Video (YouTube)	Number of subscribers of the YouTube channel. Number of followers. Number of views. Number of likes. Number of comments.
Social Media	Facebook	Number of likes in the Facebook page. Number of comments. Number of "shares". Posts. Number of fans. Clicks in the posts. Number of private messages.
	Twitter	Number of followers in Twitter. Number of replies. Number of retweets.

		Number of clicks in links. Number of tweets marked as favorite. Number of new followers per year. Number of tweets. Estimated influence (klout).
	LinkedIn	Members and followers on the PrimeFish group. Number of post. Number of post made by partners. Number of post made by third parties.
Other actions		Number of valorisation/processing/end-using companies contacted/involved. Number of ship-owners and fleets/fishermen contacted/involved. Number of completed survey. Number of companies collaborating in testing of the final products. Number of contacts established through the dissemination of PrimeFish.

7. COMMUNICATION CRISIS

A crisis is considered as an unpredictable event that may threaten the project's performance by generating negative outcomes. Due to the nature of this project, most sensitive issues will be in the handling of confidential data, eventual conflicts among different partners or the lack of a major result. Nevertheless, the project will constantly monitor the media and enhance communication with stakeholders as a way to detect a crisis in its initial stage.

The Exploitation and Dissemination Committee (EDC) will be in charge of identifying, managing and analyzing the crisis. The EDC will be responsible for:

- Analyzing the problem and deciding whether it is or is not a crisis.
- Notifying all the partners with an email of the beginning of the crisis and the measures to be taken. From this moment on, all the messages (internal and external) will be managed directly by the EDC and partners should not disseminate any kind of information. Any queries about the project will be addressed to the EDC.
- Monitoring the development and consequences of the communication crisis.
- Setting a crisis strategy and a consensual message to the chosen public (partners, media, IRG…)
- Notifying all the partners with an email of the end of the crisis.

Once the crisis is controlled and closed, EDC will decide whether the Consortium has to take any measures to prevent future crisis or better cope with its consequences.

TABLE 4. LIST OF MEMBERS OF THE EXPLOITATION AND DISSEMINATION COMMITTEE (EDC)

Name of person in SC	Participant No.	Short name	Role in the project	Role in the organization
Rosa Chapela	13	CETMAR	EDM and WP7 leader	Head of department
Gudmundur Stefánsson	1	MATIS	CO and leader of WP8	Research group leader
Birgit Hagen	9	UNIPV	Task leader	Researcher
Bjorn Suckow	20	TTZ	Task leader	Team leader
Paul S. Valle	10	Kontali	WP2 leader	Development manager

Annex I – Official logos
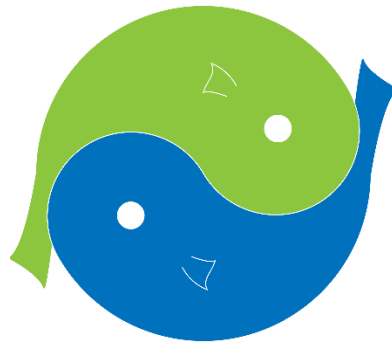
Annex II – Template for PrimeFish presentations

This template is available at http://primefish.eu/filedepot/folder/11

Annex III – Contact List by Organizations

Matis OHF				
Postal address:		VINLANDSLEID 12 Post Code 113, Reykjavik- ICELAND		
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