

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"

Grant agreement No: **635761**

This project has received funding from European Union's Horizon 2020 research and innovation program.

Start date of project: **1st March 2015**

Duration: **48 months**

Due date of deliverable:	01/03/2016
Submission date:	29/02/16
File Name:	D7.3_PrimeFish_Dissemination Annual Report I
Revision number:	02
Document status:	Final ¹
Dissemination Level:	PU ²

Revision Control

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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

Deliverable D7.3

Dissemination Annual Report I

March 2016

Executive Summary

The PrimeFish project's Dissemination Annual Report analyses the dissemination activities carried out during the first year through the diverse messages and strategies set to reach the target groups. This document monitors the actions done regarding internal and external communication, analyses their impact and highlights several conclusions. The launching of the communication activities has been characterized in the first year by the design of the promotional material (website, poster, leaflet, newsletter), the boosting of four digital communities (Twitter, Facebook, LinkedIn, YouTube), the presence of the project in several scientific events (AquaNor, Aquaculture Europe, ICES Annual Science Conference), and the launching of news about the project meetings on PrimeFish website. Next year, the following edition of the Dissemination Annual Report will cover the second year of activities.

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1. INTRODUCTION

The objective of the H2020 funded PrimeFish project is to enhance the competitiveness of the European seafood sector. The main outcome of the project will be a web- based tool that companies could use to follow the development of the market and will allow the sector to cope better with instability factors such as fluctuations in the supply or demand side, competitors or substitute products.

First year communication activities have been characterized by the creation of promotional material for the project, the boosting of several media channels, (internal and external) and the participation of the projects' partners in numerous scientific events. Internal communication channels have been created as well as several streams to communicate the project to external audiences (website, social media, and newsletter).

The Dissemination Annual Report I has the following main objectives:

- To analyse the communication activities during the first year of the project
- To wrap up the main internal communication strategies
- To highlight the external communication streams
- To offer analysis and advice on the impacts of these endeavours

2. INTERNAL COMMUNICATION

PrimeFish Consortium consists of sixteen universities, research centres and companies from Europe, Canada and Vietnam, which work together and share different communication channels in order to ensure the development of the project, but also to keep all the partners updated about the project's activities, and to facilitate communication among them and with the Industrial Reference Group (IRG).

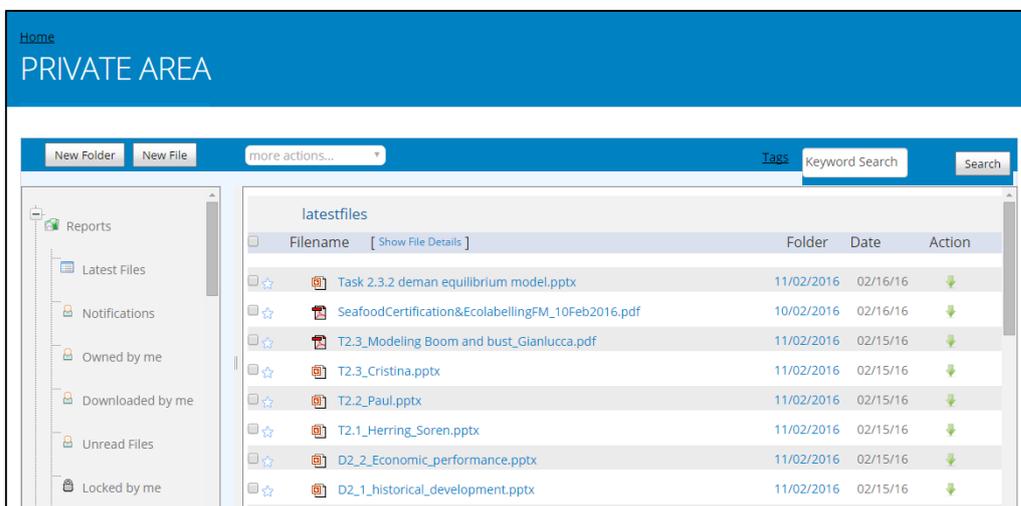
Internal communication in PrimeFish has used both private and public tools. During its first year, the goal has been to create a dynamic collaboration among partners that will last for the project's duration. Devices such as emails, Skype conversations and physical meetings have helped to coordinate the progress of the project, whereas the following actions have proved their value to build a consistent internal net:

- The private area of the website <http://www.primefish.eu/filedepot>
- The FTP folder of the dominium <http://www.primefish.eu>
- The reference manager Mendeley

Internal audiences of the project also include a group of 38 seafood companies from various countries in Europe, Canada and Vietnam which will validate and enhance the results of the project. With the aim of taking into account their advice from the start and engaging them in the project, they have received:

- Different documents specially designed for them
- Customized access to the private area of the website
- A special strategy to gather their input

FIGURE 1. PRIVATE AREA ON THE PRIMEFISH WEBSITE.



2.1. Private website

The website of the project www.primefish.eu has a private area only accessible for the partners of the project and the Industry Reference Group members. Two different roles have been created to ensure the access to information while respecting the confidentiality of some documents. Therefore, the webmaster confirms one of the following roles to each user:

- Partner (only for PrimeFish members). They are able to:
 - o Upload/download all the documents in the file depot
 - o View events in the calendar
 - o Receive customized alerts about documents
 - o Access confidential folders
- Associate (other project participants, mainly IRG members). They are able to:
 - o View and download documents and event

The private area of the website has two main features:

- A repository for sharing projects documents
- A calendar with all the events in which PrimeFish members participate

The repository of documents has enable the IRG members to access more than 75% of the project documentation (e.g. case studies, studies on market trends and consumer's behaviour, value chain analyses).

This repository has created a consistent way to share the huge amounts of research documentation among PrimeFish members. Constant access from partners has proven the need for a tool like this.

The project has also created two different manuals, one for the partners and another for the IRG members, explaining how to manage the private area and how to make the most of their different features.

2.2. FTP folder

The intensive use given to the private website showed the interest of the partners for an easy to access solution for sharing huge amounts of files in a consistent way, mainly those concerning the scientific literature used in the project and the data set required for different reports.

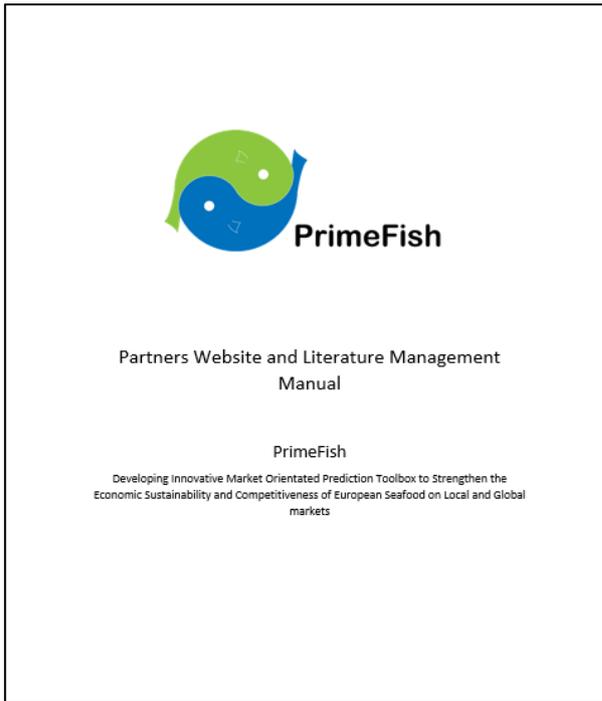
The File Transfer Protocol (FTP) is used to transfer files between computers on Internet and allows the PrimeFish members to share heavy files. Now, the FTP folder contains 433 scientific articles, which partners can browse easily from their computers. Articles that are effectively referenced are also uploaded to the private area.

2.3. Mendeley

Mendeley is a scientific reference manager that allows PrimeFish users to share efforts when reviewing and handling scientific literature.

In order to coordinate all the work done in the private area, the FTP folder and the Mendeley scientific literature manager, the project developed an extended manual explaining all the features of these tools, the protocols set up and how to manage these files including best practices for the partners.

FIGURE 2. PARTNERS WEBSITE AND LITERATURE MANAGEMENT MANUAL.



3. EXTERNAL COMMUNICATION

3.1. Website

The PrimeFish project website has been designed as an interactive multi-platform tool for stakeholders (public site) and project partners and/or other governance groups (private site), e.g. the Strategic Advisory Board (SAB) and the Industry Reference Group (IRG). It was designed and established by CETMAR, which purchased a domain (.eu) for hosting the project website. A combination of Search Engine Techniques (SEO) and continuous uploading of information will guarantee a great traffic and elevate positions in search engine ranking.

The PrimeFish website was available for internal testing from Month 1 of the project. It is now publically launched as a report on the project activities to maintain the project document archive, news and relevant links and sharing of confidential and non-confidential results. Part of the site is open for the public, while the other part is restricted to project partners, Strategic Advisory Board (SAB) and the Industry Reference Group (IRG) (see section 2 for further details on the communication activities through the internal section of the website).

FIGURE 3. MAIN WEBSITE FIGURES.

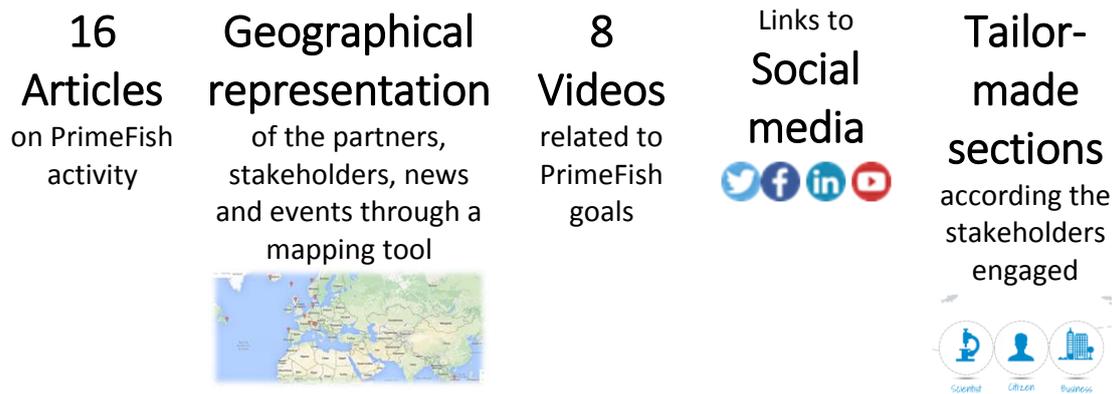
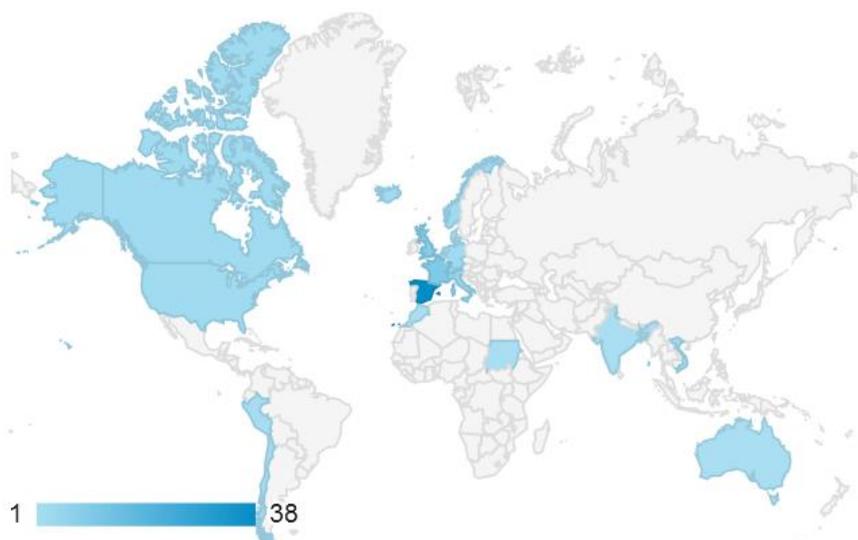


FIGURE 4. MAP OF THE VISITS TO PRIMEFISH.EU

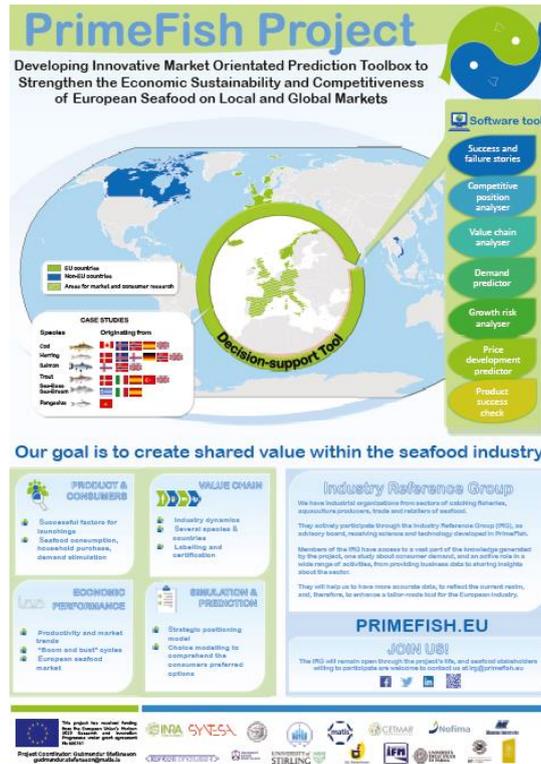


3.2. Printed material

Several documents were created to facilitate stakeholders' interaction and to promote the project activities among partners and stakeholder. All of them are available in the private section of the website in different hands-on file formats and are pictured as follow:

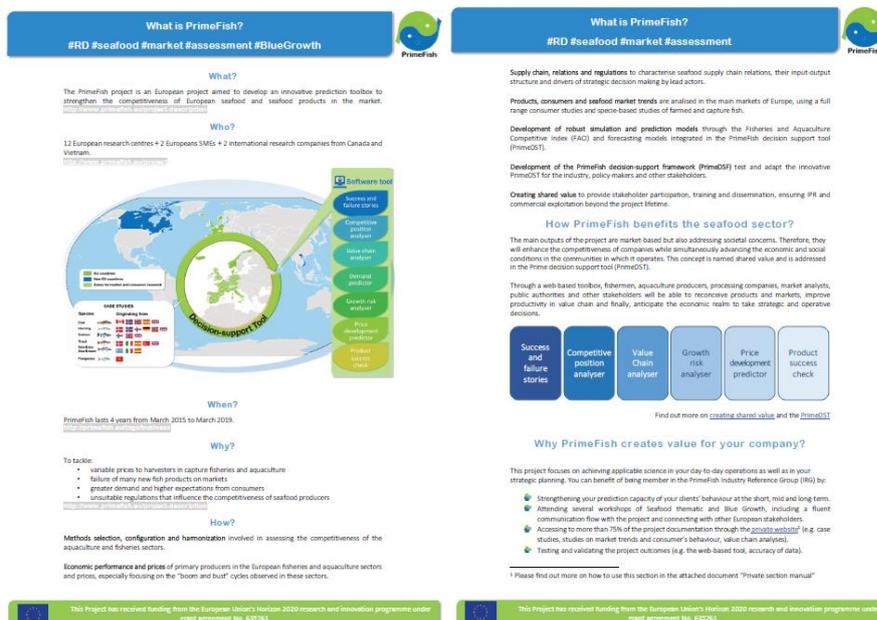
- PrimeFish poster:

FIGURE 5. PRIMEFISH POSTER.



- Welcome pack to the Industry Reference Group members:

FIGURE 6. WELCOME PACK FOR THE IRG.



Newsletter (11p.):

FIGURE 7. NEWSLETTER.



How PrimeFish benefits the seafood sector?

We have industrial organizations from sectors of catching fisheries, aquaculture producers, trade and retailers of seafood. They actively participate in the project through the Industry Reference Group (IRG), as advisory board, receiving science and technology developed in PrimeFish.

The members of the IRG have access to a vast part of the knowledge generated by the project, for instance, studies on consumer demand, and an active role in a wide range of activities, from providing business data to sharing insights about the sector. They will help us to have more accurate data, to reflect the current economic realm, and, therefore, to enhance a tailor-made tool for the European industry.

The main outputs of the project are market-based but also addressing societal concerns. Therefore, Primefish will enhance the competitiveness of companies while advancing the economic and social conditions in the communities in which it operates. This concept is named shared value and is addressed in the Prime decision support tool (PrimeDST).

Through a web-based toolbox, fishermen, aquaculture producers, processing companies, market analysts, public authorities and other stakeholders will be able to reconceive products and markets, improve productivity in value chain and finally, anticipate the economic realm to take strategic and operative decisions.

Why PrimeFish creates value for your company?

This project focuses on achieving applicable science in your day-to-day operations as well in your strategic planning. You can benefit of being member in the Primefish Industry Reference Group (IRG) by:

- Strengthening your prediction capacity of your clients' behaviour at the short, mid and long-term.
- Attending several workshops of Seafood thematic and Blue Growth, including a fluent communication flow with the project and connecting with other European stakeholders.
- Accessing to more than 75% of the project documentation through the private website (e.g. case studies, studies on market trends and consumer's behaviour, value chain analyses).
- Testing and validating the project outcomes (e.g. the web-based tool, accuracy of data).
- Being the first to receive tailor-made information about the project and its outcomes.
- Fostering your seafood promotion together!

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 635761.

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Informative one page of PrimeFish:

FIGURE 8. ONE PAGE ABOUT THE PROJECT.

PrimeFish project

Improving the competitiveness in European seafood markets

The aim of the PrimeFish project is to develop innovative market orientated prediction toolbox to strengthen the economic sustainability and competitiveness of European seafood on local and global markets. PrimeFish is:

Precise!

- A robust methodology to assess the competitiveness of aquaculture and fisheries.
- Finding out the economic performance of the European fisheries and aquaculture sectors.
- An Scientific Committee, an Industry Reference Group and a Strategic Advisory Board guarantee the accuracy of outcomes.

Analytical!

- Current and future trends and consumer behavior in local, European and international seafood markets.
- Supply-chain relations including the effect of non-market values and regulations.
- Analysis of production and market dynamics including critical success factors and bottlenecks.

Innovative!

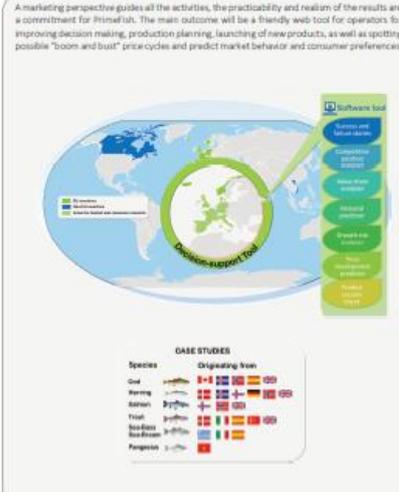
- Forecasting changes in competitiveness, prediction of demand and supply including warning signs for "boom and bust" cycles and product innovation success.
- Create shared value, promoting the exchange of knowledge, enhancing training and dissemination.
- Develop a friendly web tool, ensuring industrial Property, rights and commercial exploitation.

Multiple surveys and market researches will be developed
Databases and reports of this sensitive information will be available in the website

Find us in [PRIMEFISH](#) or visit our website, primefish.eu for further information!



A marketing perspective guides all the activities, the practicability and realism of the results are a commitment for Primefish. The main outcome will be a friendly web-tool for operators for improving decision making, production planning, launching of new products, as well as spotting possible "boom and bust" price cycles and predict market behavior and consumer preferences.



SOFTWARE TOOL

- Business and Market Analysis
- Competitive Analysis
- Market Forecasting
- Product Development
- Market Expansion
- Production Planning
- Consumer Preferences

CASE STUDIES

Species	Originating from
Coel	EU, UK, US, CA, AU, NZ, JP, KR, IN, BR, AR, CL, CH, CO, DE, ES, FR, GR, IE, IT, PT, SE, SI, TR, TW, US, ZA
Salmon	EU, UK, US, CA, AU, NZ, JP, KR, IN, BR, AR, CL, CH, CO, DE, ES, FR, GR, IE, IT, PT, SE, SI, TR, TW, US, ZA
Tilapia	EU, UK, US, CA, AU, NZ, JP, KR, IN, BR, AR, CL, CH, CO, DE, ES, FR, GR, IE, IT, PT, SE, SI, TR, TW, US, ZA
Shrimp	EU, UK, US, CA, AU, NZ, JP, KR, IN, BR, AR, CL, CH, CO, DE, ES, FR, GR, IE, IT, PT, SE, SI, TR, TW, US, ZA
Perch	EU, UK, US, CA, AU, NZ, JP, KR, IN, BR, AR, CL, CH, CO, DE, ES, FR, GR, IE, IT, PT, SE, SI, TR, TW, US, ZA

The PrimeFish Consortium is open to any ideas, comments, suggestions and experiences that might contribute to the achievement of its goals.
If you have any, please, do not hesitate to contact us at info@primefish.eu

Project Coordinator: Mista Ltd
Coordinator: Dr. Gudmundur Stefansson gst@mista.is

Additionally, the official poster of PrimeFish has been accepted and presented in 3 key events:

- 
Conference on Economic Advice in Fisheries Management (4-5 February 2016). For two days PrimeFish presented its work in the poster section of the Conference on Economic Advice in Fisheries Management. Other 47 posters were also present in an event, which joined politicians, economists, ONGs, industries and scientists. The Directorate-General for Maritime Affairs and Fisheries, also known as DG MARE, organized the event together with the University of Malta and the European Association of Fisheries Economists. Interested audience were able to follow the conference through social media and participate in interactive activities, such as the poster contest, in which PrimeFish ranked high thanks to numerous endorsements.



- 
World Seafood Congress (5-9 September 2015). 'Upskilling for a sustainable future' was the theme of the 2015 World Seafood Congress which was portrayed through expert panels, special interest meetings, workshops, formal presentations and poster displays. The Congress held interactive sessions on skills in the seafood sector, seafood sustainability, seafood innovation, seafood markets, seafood integrity, global export and trade. The Congress featured high profile speakers from the Centre for Environment, Fisheries and Aquaculture Science (CEFAS), Food and Agriculture Organisation (FAO), United Nations Industrial Development Organisation (UNIDO), Seafish, as well as academic establishments, NGOs and industry leaders. The World Seafood Congress brought together a global audience of seafood processors and importers, academia, public and private organisations, fish inspectors and government. Each day included discussions in trading initiatives and developments in the seafood sector. Different countries outlooks' on key issues were explored as we enter an era which is forever changing, bringing new opportunities and challenges in sourcing and trading seafood.



- 
EMODnet Open Conference: Consolidating the Foundations, Building the Future. CETMAR presented the PrimeFish poster in the EMODNET conference. This conference entailed high-level presentations and EMODnet showcases, interventions from stakeholders, user testimonies and plenary discussions to stress the importance of marine observations and data with more than 300 experts on geo-data management.

3.3. Key Events

The project has been successfully represented in several events detailed in Annex 1. Here we select the 4 most important in order to explain further details of them:

[ICES Annual Science Conference](#)

The PrimeFish project participated in a special session called ICES Project Marketplace in Copenhagen (Denmark) hosted during the ICES Annual Science Conference from 21 to 25 September. This event, which was held on September 23rd, included a presentation by Sigi Gruber, the European Commission's Head of Marine Resources Unit. She explained the current and future opportunities for marine science within the Horizon2020, EMFF and other programmes. Dr. Gudmundur Stefansson, PrimeFish Coordinator, participated in a posterior panel discussion. He introduced the PrimeFish project and explained how the ICES community could support and be involved in the project, including the dissemination activities. The project also took part in the Conference poster session. The ICES Annual Science Conference (ASC) received over six hundred scientists, policy-makers, stakeholders, students and organizations' representatives with the aim of discussing the latest findings in about marine ecosystems. Among the topics discussed, ICES listed climate change, stock assessment methods, marine spatial planning and marine ecosystem-based management.

[The PrimeFish in Malta during the #EUFishEcon](#)

This year the European Commission (DG MARE) in collaboration with the European Association of Fisheries Economists (EAFE) and the University of Malta held the Conference "Economic Advice in Fisheries Management: a Trilogue between Science, Administration and Stakeholders", where the PrimeFish project was presented. We endeavour to foster a broad dialogue between users and providers of economic advice and seafood trade. The event was closed by João AGUIAR MACHADO who is the Director-General in DG Maritime Affairs and Fisheries since 1 September 2015.

Founded in 1989, EAFE is an independent association of economists working in fisheries, including the catching, aquaculture and on-shore sectors, in Europe. This Conference was opened by Karmenu Vella, EU Commissioner for Environment, Maritime Affairs and Fisheries and the main topics for discussion were:

-  How does economic advice contribute to fisheries management in major fishing nations?
-  The tools for economic advice: the experience of the CFP
-  Global drivers on fisheries
-  Economic evaluation of ecosystem services in fisheries management
-  What kind of Public Support for Fisheries
-  The internationalization of fisheries
-  The economics of supply: where will the fish come from?
-  Socio-economic implications of fisheries management
-  The role of economic advice on the pathway to sustainable fisheries

[AQUA2015](#)

Gudmundur Stefansson, project coordinator, participated in a special meeting during AQUA2015 in Rotterdam where the public acceptance and awareness of aquaculture was discussed. There, EU Commission highlighted their focus on increasing the positive public perception and acceptance of farmed product; not only towards the final consumers but also

towards local communities. The PrimeFish coordinator explained some issues during that meeting:

- The public acceptance of the aquaculture sector and products is generally good, in contrast to the public awareness, which is lower.
- Consumers are critical but interested in receiving more information on these products.
- Labels may be important, however, there are too many and the focus of consumers should be on a few to catch their attention.
- Some alternatives to impulse the public awareness and acceptance:
 - Use key influencers such as chefs and nutritionists
 - Offer guided visits to farms
 - Use specific initiatives for children and young people

[Celebrating 20 years of the Code of Conduct for Responsible Fisheries in Vigo, Spain](#)

Rosa Chapela, the leader of the WP "Creating shared value" in PrimeFish, attended the workshop on aquaculture perceptions in Vigo (Spain), which was led by Doris Soto as part of the celebration of the 20 years of the FAO Code of Conduct for Responsible Fisheries. The major conclusions of this event can be summarized by answering the question "Why a holistic approach is needed to create a pathway towards the acceptance of aquaculture?"

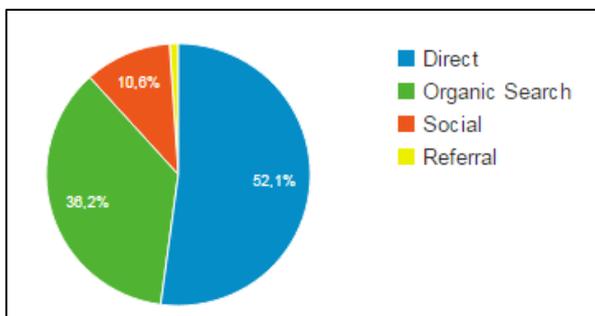
- Aquaculture is local and global at the same time, therefore, traceability goes beyond the area or country.
- The "wild versus farmed fish" dichotomy is too simplistic. The inter-relations of operating in the commodities markets influence consumers.
- There is a multiplicity of national and international, stakeholder interests, politics and jurisdictions.
- The modern aquaculture remains comparatively young in comparison to other food production sectors, then, sometimes it is not well understood or perceived in relation to the "open sea".
- Policies should be "science-based" and designed to consider the socio-economic context.
- The scrutiny of the public and other stakeholders will remain high and keep evolving.
- Blue economy and food security require a multi-pronged approach to yield preparedness and mitigation strategies.

Finally, the project was selected to organize a special Session entitled "Creating shared value through stakeholders' involvement to strengthen the seafood competitiveness" in the International Institute of Fisheries Economics and Trade (IIFET) Conference 2016 in Aberdeen, UK, 12 -15 July 2016. This will be one of the most important dissemination events for the PrimeFish project during 2016.

4. Social media

The activity of PrimeFish in social media has the aim to build dynamic communities in Twitter, Facebook, LinkedIn and YouTube. These channels help to disseminate news about the project and are one of the main access points to the PrimeFish website, being responsible for the 10.6% of the traffic.

FIGURE 9. CHANNELS OF ACCESS TO PRIMEFISH.EU.



During this first year social media has proved its usefulness in promoting conversations on PrimeFish related topics, such as the nutritional value of fish, the link between seafood and culture, the role of H2020, and the activities carried out by the project and its partners.

4.1 Twitter

FIGURE 10. MAIN TWITTER FIGURES.

	435 followers	786 updates
	0.6 retweets/tweet	0.8 favourites/tweet
Top hashtags:	#eufishecon #norwegian #salmon #seafood #aquaculture	
Klout:	42	

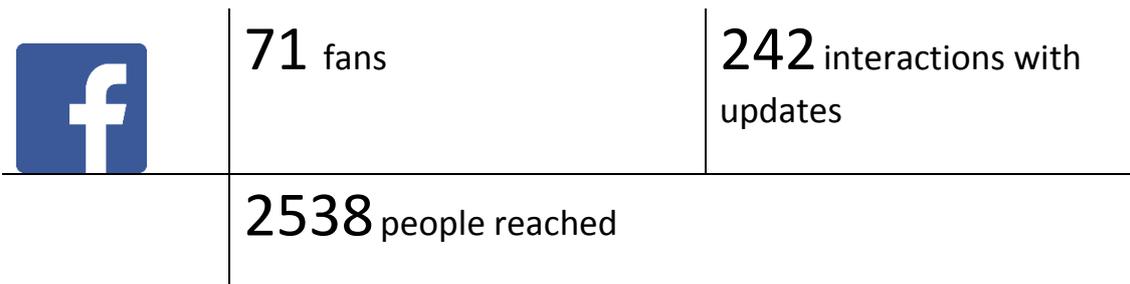
Through its profile in Twitter, PrimeFish has been able to create different lists following the project's member activities and the scientists involved in the project. It has also shared news related to the project, e.g. live comments on the project's meetings, related news topics and events of interest for the European seafood sector.

FIGURE 11. MAIN COUNTRIES OF ORIGIN OF TWITTER FOLLOWERS.



4.2 Facebook

FIGURE 12. MAIN FACEBOOK FIGURES.



Facebook has retained the attention of a smaller audience, mainly because of the particular characteristics of this tool. Nowadays Facebook is seen as a stream to share information about leisure activities with acknowledges.

4.3. LinkedIn

FIGURE 13. MAIN LINKEDIN FIGURES.



Keeping a presence in LinkedIn has allowed PrimeFish to be consistent, offering information in a professional environment to its partners and other interested individuals. For instance, the statistics of this tool show how the vast majority of people interested in the project are researchers.

FIGURE 14. LINKEDIN AUDIENCE PROFILE.



Top industries

45% Research

18% Management Consulting

9% Higher Education

5. Conclusions and next steps

- The increased use of the private repository for project related documentation has demonstrated its usefulness.
- Conference attendance offers great opportunities to link the project to other scientific endeavours, and promote it among researchers both off-line and on-line.
- Twitter has arisen as the most useful social media, showing high growth ratio, numerous PrimeFish partners already engaged and allowing network with European institutions and stakeholders.
- Figures in Facebook have remain low; possibly, because of the need for customized content.
- The project newsletter was designed to inform external audience, but it has also proved itself to be a useful internal communication tool.

According to the aforementioned conclusions, the following dissemination measures will be implemented:

- The coordination of the use of the private section will be encouraged in order to keep its coherence and feed the decision support framework developed by WP6.
- The conference attendance strategy will select prestigious and selective events to intensify stakeholder engagement and promote the project outcomes among the target audience, e.g. IIFET, Seafood Exhibition, CONXEMAR.
- In the next period (2016-2017), the presence of PrimeFish project in social media will be intensified and focused on Twitter.
- More visual elements as well as content adapted to the audience of Facebook will be developed.
- The newsletter will contain content for external and internal audiences. Additional four newsletter will be published in various media.
- Partners will receive training in dissemination activities in order to increase their participation in these tasks and encourage the promotion of PrimeFish outcomes.

I Annex

Date	Type of Dissemination or Publication Activity	Type of Audience	Countries Addressed	Media	Size of Audience	Partner Responsible/involved
30 January 2015	An article about PrimeFish on the University of Savoy Mont Blanc website. https://www.univ-smb.fr/actualite/prime-fish-un-projet-horizon-2020-pour-les-chercheurs-de-luniversite-savoie-mont-blanc/	Professors and students	France	Web news	13,500 students	UNIV-SAVOIE
From Feb to March	Re-tweets on the @Prime_Fish activities. For instance, tagging PrimeFish project in related information tweets e.g. MareFrame project, disseminating project activities e.g. ICES ASC 2015, etc.	Worldwide	Europe	Social media	2,100 followers	MATIS
March 15-17 th 2015	Boston Seafood Show, introduction to Canadian companies and industry associations	Fish and aquaculture producers, decision-makers	Canada	Oral presentation	20 people	MATIS and Memorial University (MI)

3 th of April 2015	Hvernig má bæta samkeppnishæfni í virðiskeðju sjávarafurða? (http://www.matis.is/um-matis/frettir/nr/4333)	General public	Iceland	Web news		MATIS
4 th of April 2015	Enhancing the economic sustainability and competitiveness of European fisheries and aquaculture sectors (http://www.matis.is/english/news/nr/4335)	General public	World	Web news		MATIS
13 th of April 2015	A short news flash and an interview with the coordinator of PrimeFish on the National Radio Station (Channel 1 and 2)	General public	Iceland	Radio news	250.000 people	Matis
14 th of April	An article on the kick-off meeting and an introduction to PrimeFish in Morgunbladid	General public	Iceland	Online and off-line newspaper	50.000 people	MATIS

15 th of April	An article on the kick-off meeting and an introduction to PrimeFish in Vidskiptablaði	General public	Iceland	Printed article and webnews	40.000 people	MATIS
16 April 2015	An article about the PrimeFish kick-off meeting in Iceland	General public	Spain	Web article	300	CETMAR
16-17 th of April	The Atlantic – our shared resource. Making the Vision Reality. PrimeFish presentation at Palais D'Egmont, Brussels	EU Commission (DG Mare & RTD Atlantic)	EU	Oral presentation	50 people	MATIS and MI
17 April	An article about PrimeFish kick-off meeting in Vigo local newspaper, Faro de Vigo.	General public.	Spain	Online and off-line newspaper	258,000 readers	CETMAR

17 April	An article about PrimeFish kick-off meeting in Vigo local newspaper, La Opinión da A Coruña	General public.	Spain	Online and off-line newspaper		
20 th of May 2015	Interview with PrimeFish coordinator on Channel 2 Radio station in Iceland – morning session	General public	Iceland	Radio	100.000 people	MATIS
June 5, 2015	Information session with industry stakeholders	Association of Seafood Producers	Canada	Members Meeting	5	MemU
23-26 June	Presentation of the study “Economic Sustainability and Competitiveness of European Traditional Seafood Market” by Giovanni Sogari at European Summer Academy – ESA 2015 in Italy	Professors, researcher, entrepreneurs	Europe	Poster, oral presentation	80-100	PARMA
June 26 2015	Meeting with funders	Government funding agencies	Canada	Meeting	10	MemU

18-21 August 2015	Aqua Nor, Trondheim (Norway). Largest aquaculture technology exhibition. ICEX Spain Trade and Investment organized a seminar focused on opportunities for aquaculture companies to set up a business in Spain. CETMAR presented the PrimeFish project along with other projects they are involved with.	Aquaculture companies, decision-makers	Norway	Oral presentation	250	CETMAR
16 April 2015	An article about the PrimeFish kick-off meeting in Iceland	General public	Spain	Web article	300	CETMAR
7 September 2015	Meeting with member of the IRG (Industry Reference group) DPPO (Danish Pelagic Producers Organisation) Esben Sverdrup and Claus Sparrevohn. General information about PrimeFish, their role in the IRG and input for case study	Industry partners	Denmark	WPersonal meeting	2	IFM/AAU
5 – 9 September 2015	World Seafood Congress 2015: Upskilling for a sustainable future PrimeFish partners Matis , the University of Stirling and the Memorial University of Newfoundland were present in the World Seafood Congress. Matis presented a poster on the project. The Fisheries and Marine Institute (MI) of Memorial University of Newfoundland (MUN) and the University of Stirling also participated.	Scientists – fish producers, retail sector	World	Poster	250	MATIS, U STIRLING, MemU

24 th of Sept 2015	ICES International Projects Marketplace, Copenhagen, Denmark	Scientists, Head DG Research and innovation	Europe	Oral presentation	50 People	MATIS
21 st – 25 th September 2015	ICES Annual Science Conference	Scientists, Head DG Research and innovation	Europe	Poster	734 People	MATIS
2 October 2015	An article (with photos) about WP4 Meeting in Paris on the University of Savoy Mont Blanc and IAE Savoy Mont Blanc websites. https://www.univ-smb.fr/actualite/lirege-au-coeur-du-projet-europeen-prime-fish/ http://www.iae.univ-savoie.fr/actualites-de-l-iae/74-l-irege-au-coeur-du-projet-europeen-prime-fish.html	Professors and students	France	Web news	13 500 students	UNIV-SAVOIE
5-7 October 2015	CONXEMAR, Vigo, Spain CETMAR present the project in Conxemar briefly. Additionally, Task 4.1 of WP4 was also carried out in order to find out success/failure cases of innovative seafood products.	Seafood industry	Spain	Leaflets	20	CETMAR

8-9 October 2015	FAO International Fisheries Stakeholders Forum – 20 th Anniversary of the Code of Conduct MATIS and CETMAR attend the International Fisheries Stakeholders Forum – 20 th Anniversary of the Code of Conduct including to session in the side events.	Policy-makers, fisheries stakeholders	Spain	Presentations	200	CETMAR, MATIS
20 October 2015	EMODnet Open Conference: Consolidating the Foundations, Building the Future. CETMAR presented the PrimeFish poster in the EMODNET conference. The conference entailed high-level presentations and EMODnet showcases, interventions from stakeholders, user testimonies and plenary discussions to stress the importance of marine observations and data.	Academia, policy-makers	Belgium	Poster	100	CETMAR
October 2015	An article (with photos) about WP4 Meeting in Paris in IREGE newsletter.	Professors and students	France	Online and offline newsletter	13 500 students	UNIV-SAVOIE
October 20-23, 2015	Aquaculture Europe conference and trade fair 2015 @ Rotterdam, the Netherlands	Scientists and companies from the field of aquaculture	Worldwide	Flyers	1.057 visitors from 65 countries	TTZ

19-23 rd of October	Working group on Aquaculture held back to back to Aquaculture Europe 2015, Rotterdam, Netherlands	Specialists on aquaculture	Europe, USA and Canada	Oral presentation	50 people	MATIS
4 November 2015	7th International Symposium on Recent Advances in Food Analysis in Prague PrimeFish scientist, Petter Olsen focused on the food fraud issues for the Praha date. He introduced PrimeFish as one of the project working on certification claims in the seafood sector, sometimes touched by geographic origin frauds or untrue eco-labels.	Scientists, journalists, policy makers and seafood industry	Europe	Presentation	200	NOFIMA
6-8 November 2015	BIT's 4th Annual World Congress of Aquaculture and Fisheries. Petter Olsen, from Nofima, participated with an oral presentation titled "Documenting Sustainability of Fish Products and Enabling More Sustainable Decision-making" in the 4th Annual World Congress of Aquaculture and Fisheries. The congress took place in Qingdao (China).	Scientists, journalists, policy makers and seafood industry	China	Presentation	200	NOFIMA
17 November 2015	Networking meeting @ ttz Bremerhaven. Under the umbrella of a development network for new technologies in the fish processing industry a number of processors was invited to ttz facilities.	German processing industry	Germany	Presentation	10 attendees	TTZ
4 December 2015	The European Food and Beverage Consumer: Convergence or divergence (examples of Fish and Beverage consumption profiles; PrimeFish and CoBeReN projects)?	Students and academic staff	Italy	Oral presentation	40	UNIPV

17 December 2015	An article and photo on PrimeFish on the INRA website, linked to PrimeFish.eu. Disseminated through Twitter with a German and French collaboration approach. http://www.versailles-grignon.inra.fr/Toutes-les-actualites/201512-Primefish	Scientists and general public	France	Web news	--	INRA
January – February 2016	Contacting Scottish White Fish Producers Association, Scottish Seafood Association and Scottish Salmon Producer Organisation (SSPO) with information about PrimeFish. Attendance of a member of SSPO at PrimeFish meeting.	Industry	UK	E-mail, face-to-face	20 Industry representatives	University of Stirling
4- 5 February 2016	Conference on Economic Advice on Fisheries Management CETMAR was selected to present the poster of the project in the conference organized by the DG Mare.	European policy-makers, scientists, seafood companies and ONGs	European public	Poster	200	CETMAR
14-16 February 2016	Fish International 2016, Bremen (Germany) Largest fair in Germany about Fish TTZ organized a session at a forum about Commercialization of Fish to present the PrimeFish project, its current state of research and invite companies to join the IRG. In addition ttz had a small booth to promote PrimeFish	Fishers, Aquaculture companies, Processors and Distribution	Mainly Germany, but Europe as a whole	Poster and Oral presentation, Flyer distribution, booth	30 attendees to presentation 10.000 visitors to exhibition	TTZ



22 nd -26 th of February 2016	Aquaculture 2016, Las Vegas, Nevada USA – presentation “The PrimeFish project – linking the needs of the consumer, retailer and the producer. Also an oral presentation at the Working Group on Aquaculture held on the 27 th of Feb.	Scientists, aquaculture specialists, policy makers	Europe, USA and Canada	Oral presentation	4000 people	MATIS
Feb 26, 2016	PrimeFish Canada Strategic Advisory Board Meeting	Seafood Processors, Government, Scientists, Aquaculture companies	Canada	Meeting	15	MemU