

Deliverable No. 7.5

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 Programme.

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

Duration: **48 months**

Due date of deliverable:	28/02/2018
Submission date:	27/02/2018
File Name:	D7.5_PrimeFish_Dissemination Annual Report III
Revision number:	2
Document status:	Final ¹
Dissemination Level:	PU ²

Revision Control

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Deliverable D7.5

Dissemination Annual Report III

February 2018

Executive Summary

Each year PrimeFish analyses the performance of the dissemination and communication activities with a new issue of the Dissemination Annual Report. This documents compiles and reviews the activities realised by the project from March 2017 to February 2018, outlining the main achievements and challenges to come. In this report PrimeFish finds a tool to update, tailor and develop its know-how, showing effective strategies and tested actions when engaging external and internal audiences with the project (e.g. fishermen, aquaculture organizations, policy-makers).

During its third year of activity, PrimeFish has shown a steady increase of impact through on-line and off-line channels with fewer activities. This shows that the communities built around the project have become consolidated, and that the project has a deeper knowledge of their interests and influence. Events celebrated in conjunction with trade fairs and scientific associations have played a major role when disseminating the outcomes among the decision makers and peers.

In its final year, PrimeFish will count on a network of tested tools to continue with and intensify the dissemination and communication actions.

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1. Introduction

PrimeFish reviews annually its dissemination and communication strategy to provide partners with feedback on their performance, update the strategy, and suggest tailored actions to create and maintain on-line and off-line communities engaged with the project. Furthermore, dissemination and communication activities are crucial to ensure the future adoption and use of the project's results.

This document provides researchers with a series of indexes named Key Performance Indicators (KPIs) to monitor and implement their efforts to promote the project and its outcomes. The methodology section conveys main data sources, KPIs and target groups. Results and main activities organised by PrimeFish in the period from March 2017 to February 2018 are compiled in the following section. Online tools provide insights on the social media channels and the website in the Digital media section. Furthermore, this document compiles the main indicators of "Dissemination Annual Report I" and "Dissemination Annual Report II" offering an overview of growth trends. Based on this analysis, conclusions and further steps are suggested to increase the project's impact. To conclude, the profile of the audience of social media channels, the characteristics of the developed activities and the publications of the project are included in the annexes.

2. Methodology

2.1 Data sources

This report compiles and analyses the dissemination and communication activities executed by PrimeFish partners in the period going from March 2017 to February 2018. The monitoring and analysis of partners' activities allows the project to implement a cost-effective strategy in order to spread awareness on the project, involve stakeholders in its development and spread outcomes among its target audiences. This deliverable builds on previous document Dissemination Annual Report II. Nonetheless, figures and methods are updated in order to enhance its accuracy and the enhancement of dissemination and communication activities planned on the final year of the project.

With the aim of obtaining insights of PrimeFish performance, both quantitative and qualitative data are measured on a monthly basis. Qualitative data is provided by the partner producing the activity and involves the profile of the audience (e.g. industry members) and the feedback received. Quantitative data on the web and social media performance is provided through tools such as Google Analytics, Twitter Analytics, Facebook Insights, LinkedIn or the YouTube Creator Studio. In the case of offline activities, ad-hoc relevant sources, as the Spanish Office of Justification of Dissemination (OJD) in the case of Spanish newspapers audience, are taken into account.

2.2 Key performance indicators for Dissemination and Communication actions

The monitoring of PrimeFish activities is realised through Key Performance Indicators (KPIs), which are suited to the characteristics of the activity. KPIs considered depend on the medium through which the activity is spread. The size of the audience and the type of audience reached are the main KPIs for off-line activities. In the case of online activities (website, social media, other actions), these indicators are enriched through digital tools (e.g. Google Analytics).

The KPIs measured are the typology of activity, the country, and the size and description of the audience. These indicators are relevant to evaluate the dissemination and communication strategy of the project, outlining countries or typologies of public offering opportunities of further development (**Error! Reference source not found.**). Insights on the audience of the website are enriched through Google Analytics, offering insights on the origin of the traffic, the most interesting content or exit pages.

The data related to the dissemination and communication activities were categorized according to the European Commission's template for the periodical reports of H2020 projects⁴.

TABLE 1. INDICATORS TO IDENTIFY THE TYPE AND IMPACT OF DISSEMINATION AND COMMUNICATION ACTIVITIES.

Activity Indicators	Typology of dissemination and communication activities	<ul style="list-style-type: none"> • Organisation of a conference • Organisation of a workshop • Press release
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⁴ http://ec.europa.eu/research/participants/data/ref/h2020/gm/reporting/h2020-tmpl-periodic-rep_en.pdf

		<ul style="list-style-type: none"> • Non-scientific and non-peer reviewed publications (popularised publications) • Exhibition • Flyers • Training • Social media • Web-site • Communication campaign (e.g. radio, tv) • Participation to a conference • Participation to a workshop • Participation to an event other than a conference or workshop • Video/film • Brokerage event • Pitch event • Trade fair • Participation in activities organised jointly with other H2020 project(s) • Other
	Countries reached	Countries reached through the public touched.
	Size of audience	Number of people participating in the activity.
	Typology of audience reached	<ul style="list-style-type: none"> • Scientific community (higher education, research) • Industry • Civil society • General public • Policy makers • Medias • Investors • Customers • Other

In relation to the online indicators, the focus of the analysis is on the audience of the website, their characteristics (i.e. subscribers) and their behaviour in the PrimeFish website (i.e. visitors' behaviour, acquisition of audience and conversion rate). Further details of these KPIs can be found in Table 2.

TABLE 2. KEY PERFORMANCE INDICATORS ON THE PRIMEFISH WEBSITE

MEDIA	KPI	SPECIFIC INDICATOR	FACTOR
WEBSITE INDICATORS	<i>Website Audience</i>	Page Views	Number of pages visited.
		Users	Number of pages visited
		Percentage of new sessions	Each individual visiting one or more pages of the website.
		Percentage of single page visits	Rate of first time visitors.
		Duration of sessions	Visitors that left after viewing just one page.
		Depth of the visit	Average length of sessions.
		The number of subscribers to the newsletter controlled monthly.	Average number of pages visited per session.
	<i>Subscribers</i>	The acquisition of audience was controlled through the main channels of access to the website: organic search in search engines as Google, referral through links pointing to the PrimeFish website, direct typing of the website url in the URL bar or links shared through social media.	
	<i>Acquisition of audience</i>	Organic search audience	Visits that reach the website through any search engine.
		Referral audience	Visits through links that point to the website.
		Direct audience	Visitors that type the domain name in the browser.
		Social media audience	Visits through links shared through social media.
	<i>Conversion rate</i>	The conversion rate was calculated dividing the number of subscribers between the users.	
	<i>Visitants behaviour</i>	The behaviour of visitants when searching the web was characterized identifying the top 5 landing pages (receiving most of visits) and the top 5 exit pages (which were the last page visited by many users).	

Social media indicators compile the activity of the project on four social media (Twitter, Facebook, LinkedIn and YouTube). The data gathered by each digital channel has been weighed in according to a measuring factor of relevance. This weighting process balances the capacity of each digital channel to impact the target audiences while avoiding an overestimation caused by the channel characteristics. These KPIs are described in Table 3, including the factor or the description of each index.

TABLE 3. KEY PERFORMANCE INDICATORS ON THE SOCIAL MEDIA

MEDIA	KPI	SPECIFIC INDICATOR	FACTOR
SOCIAL MEDIA INDICATORS	<i>Nº posts</i>	Number of posts.	Number of posts.
	<i>Level of interaction</i>	Takes into account comments, likes, retweets, or favourites marked in the media.	Number of interactions.
	<i>Reach of publications</i>	Number of visitors to the different profiles in social media.	Each individual visiting the publications.
	<i>Size of subscribers</i>	Number of followers, fans, members or connections.	Size of the community in each social media.
	<i>Relevance of the conversation</i>	Proportion between interactions and the level of activity shown.	Proportion between interactions and activities.
	<i>Average reach per activity</i>	Proportion between reach (visitors) and number of activities carried out in social media.	Proportion between reach and activities.
	<i>Influence level</i>	The relation between the level of interaction and the number of subscribers works as an indicator of the engagement of the content.	Proportion between interaction and subscribers.

In addition, due to the availability of information in social media, we are able to measure the effects of the Dissemination and communication activities of PrimeFish. The impact of these activities is weighted according to the followings characteristics:

- **Level of activity: reflects the number of publications, messages, retweets, etc., taking into account the:**
 - Exposition, the size of the target audience and their permanency in the landing page/timeline (e.g. Facebook users explore a high number of tweets per minute).
 - Accessibility, the fewer clicks the user must do to access the content, the more accessible the network is.
 - Complex content, related to tools, space and methods used to show content in each channel.
- **Level of interactions: related to the reactions by the audience (e.g. retweets, likes, dislikes, etc.) and it considers:**

- Replies. Twitter shows a higher degree of interaction, whereas LinkedIn users keep a more passive attitude.
- Social media interaction buttons offered (e.g. likes, RTs, replies and quotes in Twitter).
- **The audience reached** associated to the public impacted by the communication activities. It is measured by the number of visitors to the website and the user-friendliness of each channel.
- **Subscribers** delimits the frontiers of each of the social communities balancing the relevance of the network users and the target audiences of PrimeFish.

These characteristics have been weighted constantly along the project's lifetime according to the relevance, suitability and relation to the PrimeFish goals. The Table 4 reflects these weights:

TABLE 4. THE WEIGHTING FACTORS FOR THE SOCIAL MEDIA CHANNELS IN PRIMEFISH

Channel	Activities	Interaction	Audience reached	Subscribers
Website	5	4	5	5
Twitter	2	1	3	2
Facebook	2	1	2	2
YouTube	2	3	2	5
LinkedIn	3	2	3	3

2.3 Target groups

Pre-selected target groups for the PrimeFish project were identified at the beginning of the project (see Deliverable 7.2). They are grouped by their profile and field of work. Moreover, the main geographical areas of interest are Europe, Canada and Vietnam but it will also aim to reach a global level. The specific groups are maintained along the project's lifetime, in particular:

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

- Fishermen
- Producers/processors
 - Fishing associations/ organizations
 - Aquaculture producers/organizations
- Wholesale agents
- Retailers
- Seafood consumers

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)

3. Results and main activities

On its third year, PrimeFish has achieved a **high number of publication on different media** as well as it has developed numerous activities in the framework of sectoral conferences. Additionally, other actions as publication on websites, social media channels and a number of interaction with other H2020 projects were carried out (see Annex II for further details). These activities are summarized in the Table 5 according to the dissemination recommendations from EU Commission.

TABLE 5. TYPE AND NUMBER OF COMMUNICATION AND DISSEMINATION ACTIVITIES

Organisation of a workshop	3
Press release	1
Non-scientific and non-peer reviewed publications (popularised publications)	1
Flyers	1
Social media	4
Website	7
Communication campaign (e.g. radio, TV)	39
Participation to a conference	14
Participation to a workshop	3
Participation to an event other than a conference or workshop	2
Trade fair	3
Participation in activities organised jointly with other H2020 project(s)	4
Other	9
Total number	91

Regarding the audience, there are no surprises. The higher numbers correspond to the general public and media, due to the dissemination of press releases, corporative publications and the activity on social media. Other activities have been measured according to the participants in the events or the secondary information available. The number and typology of audience is detailed in Table 6. This figure, **more than 15.5 million of people**, has been achieved by combining a higher degree of implication by partners, tailored reports, participating in high-level events (e.g. "A new era of Blue Enlightenment") and interacting with key stakeholders and relevant policy-makers, decision-makers and civil organizations.

TABLE 6. TYPE AND SIZE OF REACHED AUDIENCES

Type of audiences reached in the context of all dissemination & communication activities	Estimated Number of persons reached
Scientific community (higher education, research)	735
Industry	58.992
Civil society	3
General public	15.360.572
Policy makers	310
Medias	151.656
Total	15.572.268

Scientific congresses, events at European and national level or trade fairs have been the arenas where PrimeFish has applied a coordinated participatory strategy by which either several partners took part to present PrimeFish outcomes in line with the goal of the event, either several activities took place in conjunction with the same event (internal meetings, pitching and presentations at trade fairs). **This allows a cost-effective coordination of the attendance in events.** In Table 7 is detailed the main actions behind the communication and dissemination.

TABLE 7. PRIMEFISH TARGET PUBLICS AND COMMUNICATION AND DISSEMINATION ACTIVITIES TO ENGAGE THEM

Target Publics	Actions
Fishing and aquaculture organisations and producers	IRG membership
	Organisation of stakeholders workshop
	Trade fair
	Twitter profile
	Website
	LinkedIn profile
	Printed promotional material
Seafood consumers	Video competition "Promoting Seafood Consumption"
	Facebook profile
	Media coverage
	YouTube channel
Scientific community	Participation in scientific conferences and workshops
	Twitter profile
	Website
	LinkedIn profile
Public and advisory bodies	Participation in workshops and conferences
	Website
	Twitter profile
	Printed promotional material
European Commission	Participation in scientific conferences and workshops
	Twitter profile
General Audience	Website
	Facebook profile
	YouTube profile

3.1. Stakeholders Interaction.

The participation of stakeholders is key for the development of the PrimeFish activities. The Industry Reference Group (IRG) allow to address this participation by grouping 44 companies and associations of the European, Canadian and Vietnamese aquaculture and fisheries sectors. Complementary, the Strategic Advisory Board (SAB), with the representation of key decision makers with international experience on these sectors, advises on how to guide the forthcoming actions to be addressed by the project. Both groups are in constant communication with the project through the National Contact Points who are PrimeFish partners involving their own national industry in the research and communication activities developed. In the case of the IRG members, the WP7 guides the interaction and, in the case of SAB members is the project coordinator who takes the lead.

As follow are described the main events hold during this third year. Firstly, it is described the second Annual meeting and the stakeholder event host. Then, other key events are grouped according to their target audience, including the academia-based ones.

Science-based Competitiveness and Policy Making for the European Seafood Sector

The second PrimeFish Annual meeting was the framework for the organisation of the stakeholder event "Science-based Competitiveness and Policy Making for the European Seafood Sector". Spanish city of Vilanova I la Geltrú hosted 23 high-level stakeholders from the European and Canadian sectors, representing the seafood sector. The list of sectoral attendees is detailed in the Table 8.

TABLE 8. STAKEHOLDERS PARTICIPATING IN THE 3RD ANNUAL MEETING

Profile	Name	Organisation
Industrial and sectoral representatives	Ross Butler	Cooke Aquaculture
	Haukur Þór Hauksson	Fisheries Iceland (SFS)
	Javier Ojeda	APROMAR (Spain)
	Mike Park	Scottish White Fish Producers Assoc. (SWFPA)
	Jóhannes Pálsson	FF Skagen (Denmark)
	Bert Wecker	Bundesverband Aquakultur (Germany)
	Yannis Pelekanakis	Federation of Greek Mariculture
	Pier Antonio Salvador	Italian Aquaculture Producers Association (API)
	Luca Bianchi	Fattoria del Pesce (Italy)
	Marco Fuselli	Consortium PIT (Fish Producers of Treviso) (Italy)
	Jorge Alonso	Scanfisk (Spain)
	Antonio López-Pizarro	Isidro de la Cal (Spain)
	Christian Olesen	Danish Pelagic Producers Assoc. (DPPO)
	Brian Thomsen	Danish Aquaculture Assoc.
	Doug McLeod	British Trout Assoc.
Anna Pinneau	Aquimer (France)	
Jaume Carnicer	Vilanova I la Geltrú Fishermen Guild	
Fausto Navales	Vilanova I la Geltrú Fishermen Guild	
Policy-makers	Mirko Marcolin	Dir. Economic Analysis, Markets and Impact Assessment (DG Mare)

	Aurora de Blas Carbonero	Spanish Gen. Secretary of Fisheries
	Grimur Valdimarsson	Ministry of Industries and Innovation of Iceland
Other projects	Valentina Sannino	European Market Observatory for Fisheries and Aquaculture (EUMOFA)
	Alessio Sidoti	European Market Observatory for Fisheries and Aquaculture (EUMOFA)

The meeting hosted discussions on data management, economic performance of fisheries and aquaculture, value chain analysis, market trends, prediction models, support to decision-making, shared value with stakeholders and management of the project. Specifically, outcomes delivered by the project on this period focused the discussion in the following themes:

- Price transmission and market integration among cod, herring, seabass, seabream, trout and salmon in markets and along the value chains.
- Likelihood of success for new seafood products, building on European consumer studies (Italy, Spain, United Kingdom, Germany and France).
- Qualitative study focused on the drivers and barriers for the consumption of salmon, trout, seabass, seabream, herring and cod.
- Analysis of the innovations in the seafood sector.
- Analysis on the seafood demand outlining drivers for consumption linked to the social and economic characteristics in France and Finland
- Analysis of purchase frequencies of seafood in France

Stakeholders' feedback was centred on the importance of including relevant data, respecting the confidentiality of it and providing understandable explanations on the functioning of the tool.

Projects showcase

A space was fit to showcase promotional material on other projects working on the European fisheries and aquaculture sector as H2020 Mareframe and ClimeFish. The PrimeFish project and the European Market Observatory for Fisheries and Aquaculture (EUMOFA) counted each one on a stand. EUMOFA representatives showed to the attendant how to access its market tool to realise ad-hoc searches on seafood production, trade, market data or price transmission.

Report on prospective and forecasting analysis

An ad-hoc report on prospective and forecasting analysis done by the project was elaborated and delivered to the Directorate of Economic Analysis, Markets and Impact Assessment (DG Mare) to offer further insight on the models and analytics frameworks used by PrimeFish. The report was required after the presentation of DG Mare during the Meeting with stakeholders. This report is available in the following url: <http://www.primefish.eu/content/prospective-and-forecasting-analysis-done-primefish-glance>

FIGURE 1. CLOCKWISE FROM TOP LEFT: PRESENTATION BY THE SPANISH GENERAL SECRETARY OF FISHERIES, BY DG MARE, ATTENDANTS OF THE PRIMEFISH ANNUAL MEETING '17, AND PRIMEFISH AND EUMOFA STANDS.



PrimeFish Video Competition

During the opening of the meeting, the project coordinator Guðmundur Stefánsson awarded the winning team of the “Promoting Seafood Consumption” video competition in Vilanova i la Geltrú. A team joining the 3 audio-visual Spanish students David Redondo, Yomar Sardón and Anatoly Komendrovskiy won the contest with a film outlining the characteristics of seafood and the benefits of carrying a healthy and active life. More details on the contest can be found in precedent deliverable 7.4 Dissemination Annual Report II and in the PrimeFish website.

Trade fairs: fishing stakeholders in Conxemar (Spain) and Fish International (Germany)

As the type of food most traded, international seafood fairs serve the meeting point for the industry, with a significant participation of policy-makers and specialised media. In 2017 and the beginning of 2018 PrimeFish approach itself to its end-users with two presentations organised in two of the most important European markets for seafood: Conxemar (Spain) and Fish International (Germany). Both presentations counted with an attendance of around 50 people with a considerable impact on media and attendance of policy makers.

FIGURE 2. PRIMEFISH RESEARCHERS ATTENDING THE MEDIA AND THE REGIONAL SECRETARY OF FISHERIES ATTENDING PRIMEFISH PRESENTATION IN CONXEMAR.



In the case of the Spanish fair, the presentation was followed by a session of pitching during which PrimeFish partners contacted, interviewed and ranked the potential interest on the project of 20 companies and organisations. The experience allowed the researchers to get practical training on promotion of research, whilst multiplying the network of interested stakeholders for the project. The result of the individual interviews was ranked according to the relation of relevance and influence for the project. Results were weighed to reflect the interest shown during the interview.

Workshop “The Situation of the Seafood Products Market, is it Possible to be More Competitive?”

On the 6th of October Vigo hosted a PrimeFish workshop on competitiveness, marketing and value chain. Main results of the project together with the market-oriented prediction toolbox for the seafood sector (PrimeDSS), in development, were presented to 17 representatives of the Spanish aquaculture, fisheries and processor sectors.

The meeting was focused on 3 of the 6 modules that will build up the application PrimeDSS:

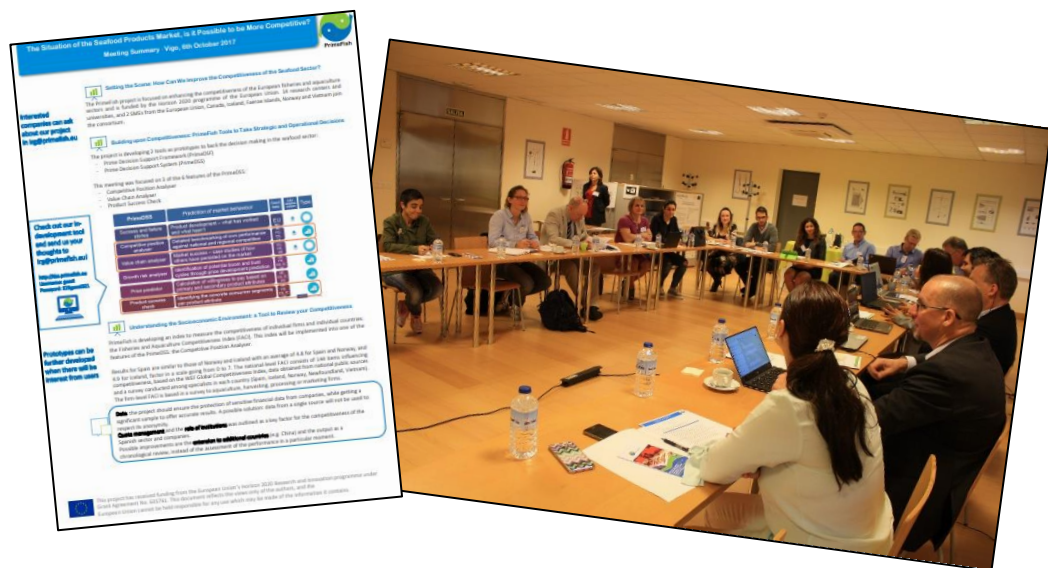
- Product success check: to analyse the launching process of news products and key success factors for seafood products.
- Competitive position analyser: to identify and measure the key variables that affect seafood products in relation to the competitiveness environment where they are working.

- Value chain analyser: to look at the global value chain of seafood products and the opportunities and weakness that you may face.

The **feedback obtained** through several interactive sessions with stakeholders focuses on:

- Data: the project should ensure the protection of sensitive financial data from companies, while getting a significant sample to offer accurate results.
- Quota management and the role of institutions was outlined as a key factor for the competitiveness of the Spanish sector and companies.
- Collaboration between actors of the value chain was suggested to pave the way for more vertical integration in the Spanish sector. Attendees could foresee an extension of their activities, although not including market-related operations.
- High regulation of the access to space for Spanish aquaculture business.
- Quota allocation is considered a critical factor for the catching fisheries value chain.
- The catching fisheries sector shows a high competition over resources and markets, with Chinese companies playing an increasingly important role.
- Companies know their position in the market, but a market-orientated tool will support them when detecting new trends and competitors' behaviour.
- Inputs & outputs suggestion: develop young people segment, claims on fair labour conditions for workers, other presentations such as sushi, and comparisons between national and local markets.
- Many Spanish producers and processors do not own a brand for its products, therefore they are less interested on market information.
- Emerging trends in the Spanish market: fresh products, chilled products, variable size of portions (fillets), young consumers, convenience lines or products with MAP (Modified Atmosphere Packaging).

FIGURE 3. ONE-PAGE LEAFLET SUMMARISING THE OUTCOMES AND STAKEHOLDERS ATTENDING THE WORKSHOP.



Meeting “Seafood Consumption in Spain”

On the 20th of October 32 representatives of the Spanish seafood industry, retailers and policy makers attended a PrimeFish workshop focused on seafood consumption. PrimeFish partner

CETMAR and the Galician Union of Consumers organised this meeting focused on consumers' perceptions regarding frozen seafood products and the identification of market niches.

A round table closed the event with the participation of decision makers to exchange insights on the opportunities to promote seafood consumption. It counted with the participation of Spanish General Secretary of Fisheries, Aurora de Blas, the Chief of Service of Markets at the Regional Minister of Sea Affairs, Ramón Damián Fernández, the president of sectoral organisation Conxemar, José Luis Freire, the director of the Spanish Federation of Fishmongers (FEDEPESCA); María Luisa Álvarez, and chaired by the head of the Technology of Fish Products Department, Julio Maroto.

A one-page report, available in Spanish, summarised the main points of the meetings:

- Main drivers for consumption of frozen seafood products in Spain.
- Market niches for seafood products in Europe.
- Main trends of seafood consumption in Spain.
- Opportunities to enhance seafood consumption in Spain.
- The role of specialist shops of seafood in Spain.

FIGURE 4. ONE-PAGE LEAFLET WITH THE RESULTS OF THE MEETING AND DECISION MAKERS IN THE MEETING ON SPANISH SEAFOOD CONSUMPTION.



Events

Participation of PrimeFish in sectoral events was aimed at ensuring dissemination of the project's activity and results among an interdisciplinary audience and, in particular, among key actors in the policy, industrial and social sectors.

A NEW ERA OF BLUE ENLIGHTENMENT

From 12th to 14th July the European Commission joined European, Brazilian and South African representatives of the research and innovation sector in Lisbon to launch the multinational strategy of cooperation on ocean research and innovation. Guðmundur Stefánsson, coordinator of the project, presented PrimeFish's contributions to ensure food security through its analysis

of the competitiveness, value chains and market trends. PrimeFish participated in the parallel session “Sustainably Harvesting Our Marine Resources” held on the 12th of July together with representatives of the FAO and other projects as Mareframe, ClimeFish and DiscardLess.

FIGURE 5. GUDMUNDUR STEFÁNSSON IN “A NEW ERA OF BLUE ENLIGHTENEMENT”.



WORLD SEAFOOD CONGRESS: SESSIONS ON H2020 PROJECTS PRIMEFISH AND SUCCESS

On September, representatives of the seafood sector with different profile (international decision makers, organisations, industry, researchers...) participated in the World Seafood Congress organised by the International Association of Fish Inspectors in Iceland. PrimeFish organised two sessions jointly with its sister project, Success.

More than 50 attendees could interlink results and methods applied by both projects throughout a programme designed to present similar works in parallel, with a final round table to support further discussion on the challenges of the Blue Bioeconomy. In line with its strategy of shared value, PrimeFish supported the participation of its stakeholder the Scottish White Fish Producers Association (SWFPA), represented by its CEO Mike Park, to offer collaborating organisations a forum to directly share its views, opinions and insights on the performance of the European fisheries. As a result his presentation was picked by the specialised media Undercurrentnews.com.

FIGURE 6. PRIMEFISH AND SUCCESS SESSIONS AND NEWS ON THE PARTICIPATION IN THE WORLD SEAFOOD CONGRESS.



SCIENTIFIC EVENTS

Main research efforts on the seafood sector competitiveness, value chain and market entered its final stages this year, which offered an opportunity to intensify PrimeFish participation in scientific events to intensify cooperation with peers and, as a result, enrich the scientific outcomes of the project.

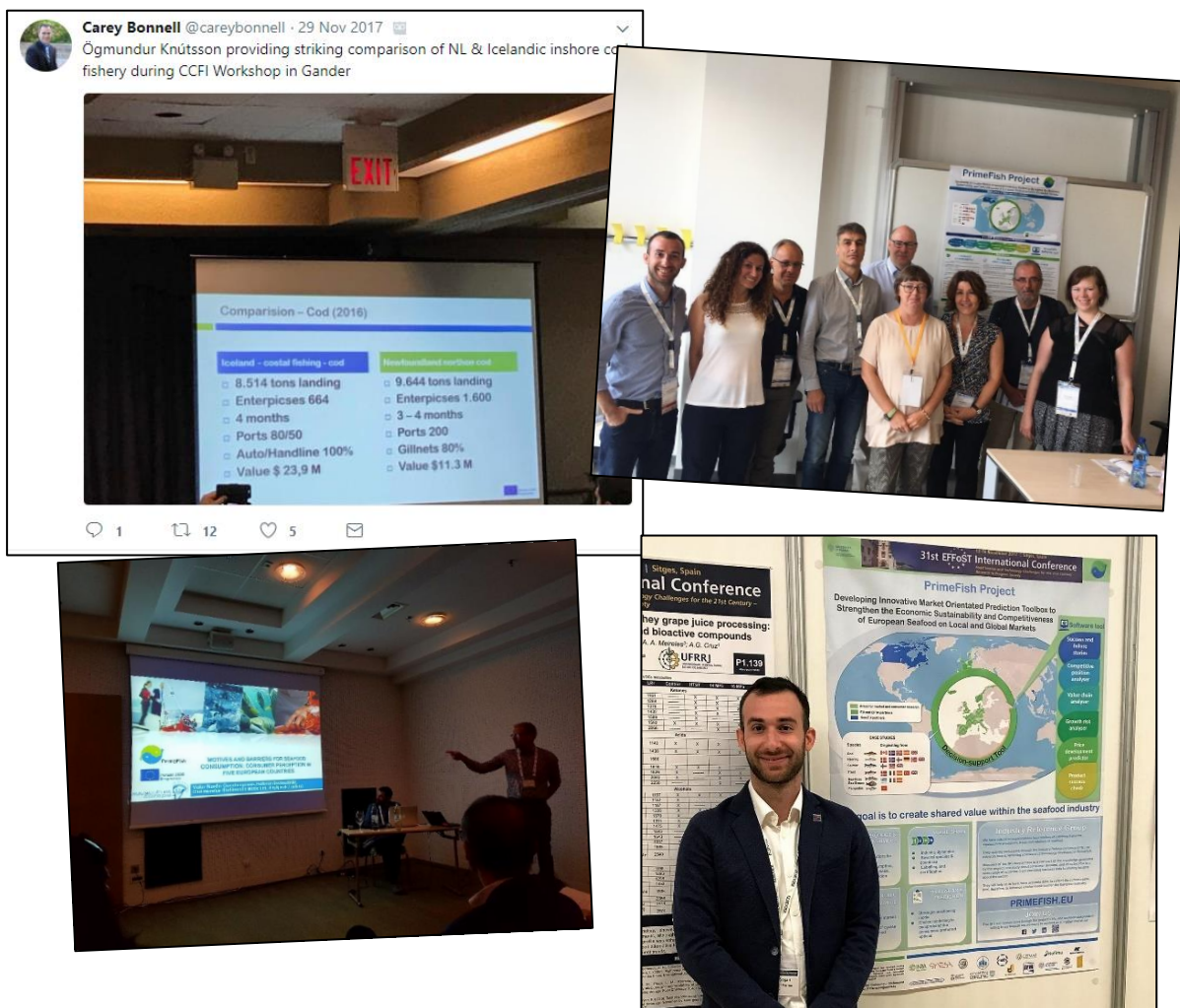
Drivers and barriers for seafood consumption and the analysis of the French consumption were presented in the XXIII Conference of the European Association of Fisheries Economists (EAFE) which was held at the Dublin Castle from the 25th to the 27th April 2017. Arnar Buason presented his work related to the French consumers under the title “Fond of Fish? A Count Data Analysis of How Frequently French Consumers Purchase Seafood” on the session entitled “Markets and Marketing of Fish Products”, while on the 26th of April, Kolbrún Sveinsdottir introduced the public to the “Motives and Barriers for Seafood Consumption: Consumer Perception in Five European Countries” in the session number 13.

Other approaches to market research were introduced with a session on the PrimeFish project in the Congress of the European Association of Agricultural Economists (EAAE). In this occasion, the event was centred on consumers’ preferences and willingness to pay for seafood attributes, the positive sustainability effects of seafood consumption, the frequency and variables of seafood purchase and the model allowing a match between seafood products and consumers

The calendar was complemented with Aquaculture Europe, with a poster and the session “Motives and Barriers for Seafood Consumption: Consumer Perception in Five European Countries”, the Norwegian Food Market Research Conference with the session “Consumers’ willingness to pay for fish products with health claim and environmental labels. Five European surveys”, the session “Decision support for sustainable seafood production” in the ICES Science Annual Conference, the participation in the Canadian workshop "Cod- Building the Fishery of the Future" and the participation of the poster in the conference of the European Federation of Food Science and Technology.

FIGURE 7. FROM TOP LEFT: EAAE CONGRESS, EAFE, CONFERENCE, WORKSHOP ON THE CANADIAN COD FISHERY, EAAE CONGRESS, AQUACULTURE EUROPE AND EFOST.





4. Digital media

PrimeFish maintains a constant activity on digital channels, reflecting its areas of work, latest activities and updates. Also, building a digital community requires the project to maintain social media as open channels of dialogue. Following are described the main online tools used in communication and dissemination activities.

4.1 Website

In this period, most of indicators have maintain the same trend than in the second year, with slight increases or decreases. Audience tagged as referral, that is, audience that get to the website after clicking on a link on an external website has dropped off. A factor that may explain this situation is the change of profile of the activity of the project. While during the second year PrimeFish boosted two activities targeted at the young public, the video contest for audio-visual students and the SEM campaign driven through Google Ad. Both activities increased exponentially the size of the audience by getting at collectives as cinema schools, audio-visual associations and youngest. The email marketing campaigns and the digital campaign amplified even more this positive response. Figures of the audience of the website are offered by Google Analytics, a free service of Google. KPIs used for the analysis of the visitors' behaviour are maintained to allow for comparison between the different periods of the project (Table 9)

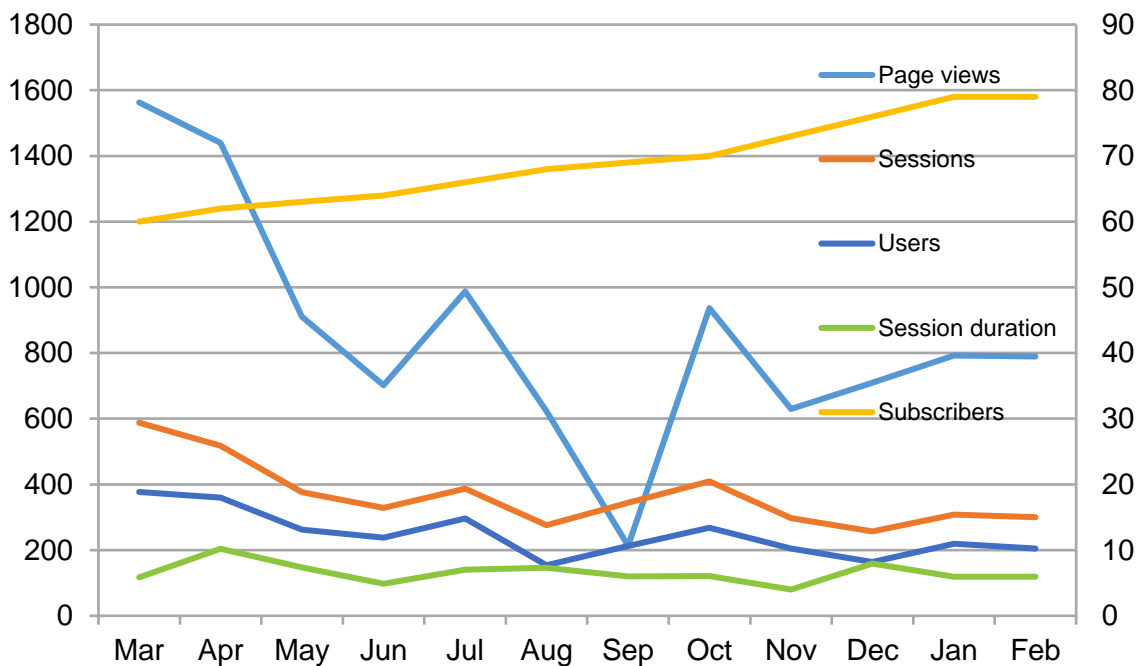
TABLE 9. WEBSITE KPIS AND ANNUAL TRENDS.

MEDIA	KPI	FACTOR	1st year	2nd year	3rd year	Contribution to the accumulative impact	
WEBSITE INDICATORS	Website Audience	Page Views (Average per month)	221	2294	864	26%	
		Users (Average per month)	191	919	372	25%	
		Percentage of new sessions	53.1%	59.4%	60.6%	35%	
		Percentage of single page visits	59.2%	61.4%	64.1%	35%	
		Duration of sessions	32.9'	167'	132'	40%	
		Depth of the visit	1.02 pages	4.03 pages	3.40 pages	40%	
	Subscribers			37	70	79	45%
	Acquisition of audience	Organic search		4.33	192	193	50%
		Referral		173	66.6	23.5	9%
		Direct		13.4	132	128	47%
		Social media		0.92	73.9	26.3	26%
		Paid search (SEM)		0	12,2	0	0%
	Conversion rate	The conversion rate was calculated dividing the number of subscribers between the users.		0.014	0.17	0.2	52%
	Visitors behaviour	Top 5 Landing pages /project-description Nha Trang University page News on the video contest winner. News on seafood consumption patterns Landing page for businesses		Top 5 Exit pages /project-description News on seafood consumption patterns /project Nha Trang University page News on the video contest winner.			

When reviewing web indicators, months when meetings took place (April, July, October and November) attracted the interest of the audience. Exceptionally, March received still the



audience impact of the PrimeFish Video Competition. This fact can be trace in the website activity graph (Table 10Table 9).

TABLE 10. WEBSITE TRAFFIC ALL YEAR LONG



Few changes have been produced on the average visitor of the PrimeFish website from past periods. Most of users are men, between 25 and 34 years old, who visit 2.48 pages of the website and spend 2 minutes visiting it. His interests have changed from the technological world to the environment (Figure 8).

FIGURE 8. WEBSITE USER PROFILE

	4,136 sessions	2,569 users
	2.48 pages/session	00:02:10 avg. session duration
User Profile	Male (25-34 years) Spanish Lifestyles & Hobbies/Green Living Enthusiasts	

4.2 Social media

During its third year most indicators related to the activity maintained by the project in social media show a slight decrease, except in the case of the size of subscribers, which maintains a

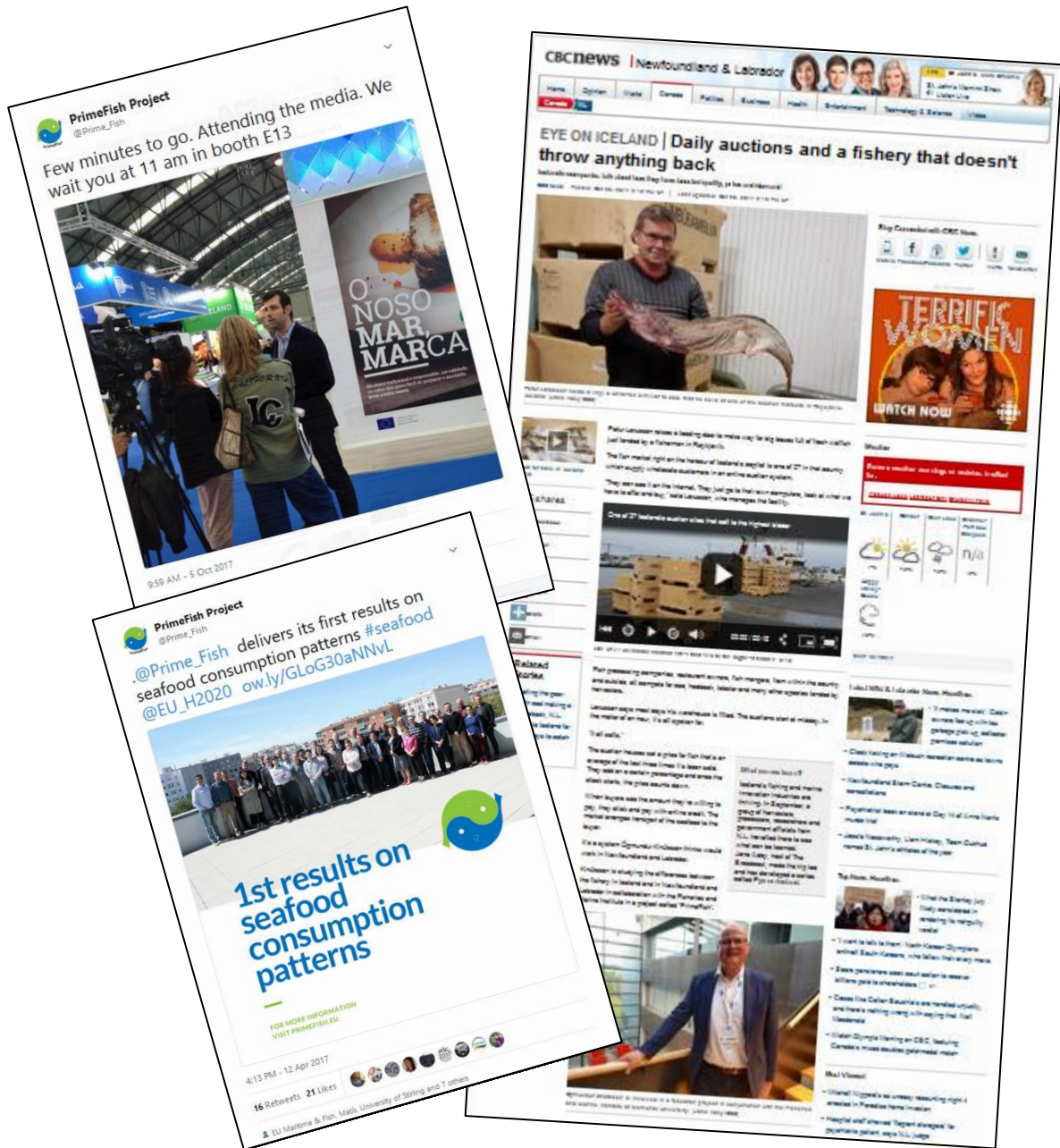
steady increase, and the relevance of the conversation (Table 11.). The latter refers to the rate of interactions per activity, pointing to the retweets, clicks and answers received by the project's posts online. However, the figures shows that the relevance and interest of the project is still high among the target groups of stakeholders. This fact can be encouraged by a constant effort and the learning-by-doing of past trends.

TABLE 11. SOCIAL MEDIA KPIs AND ANNUAL TRENDS.

MEDIA	KPI	1st year	2nd year	3rd year	Contribution to the accumulative impact
SOCIAL MEDIA INDICATORS	<i>Nº posts</i>	1,604	1,849	499	13%
	<i>Level of interaction</i>	879	5,201.4	2,949	33%
	<i>Reach of publications</i>	424,251	2,345,743.83	349,328	11%
	<i>Size of subscribers</i>	1,897	31,076	39,124	54%
	<i>Relevance of the conversation</i>	0.53	4.30	7.42	61%
	<i>Average reach per activity</i>	269.76866	946.51081	689.62	0,001%
	<i>Influence level</i>	0.4671297	0.1510331	0.06	9%

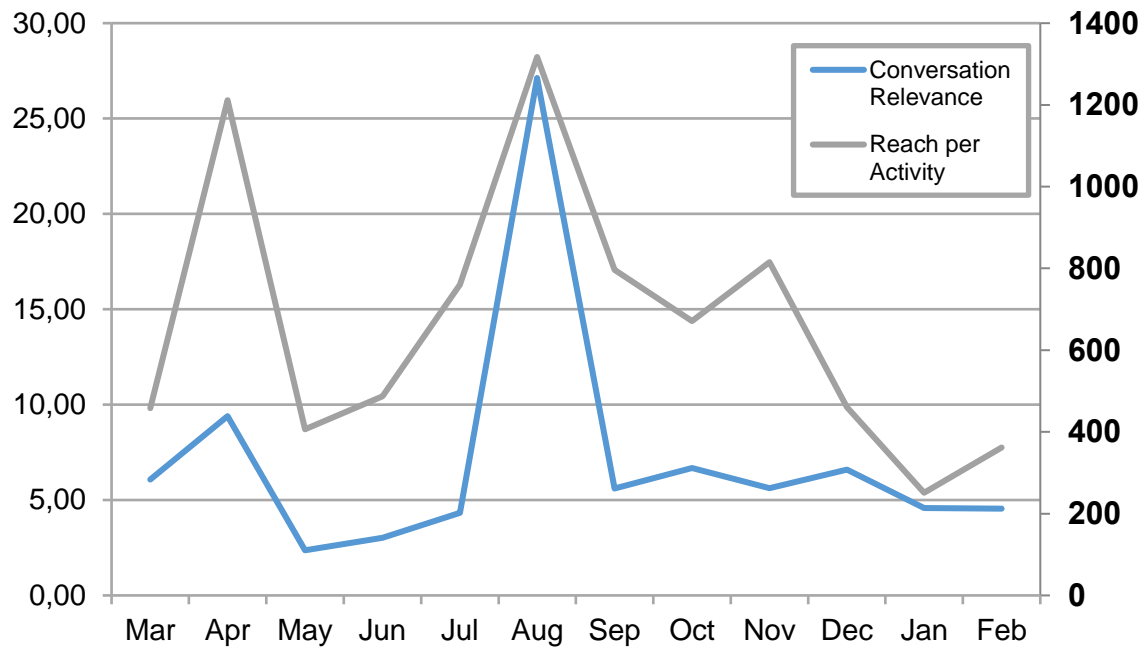
Highest audiences numbers were drawn to the project by Spanish, Canadian and specialised media, as well as the activity maintained on the website and social media, in particular through the Twitter profile @Prime_Fish. Key audience groups, as scientists, policy-makers, industry and civil society were contacted through different sectoral events.

FIGURE 9. EXAMPLES OF PRIMEFISH ACTIVITY IN SOCIAL MEDIA, WEBSITE AND WITH MASS MEDIA.



When reviewing the annual activity, peaks of activity occurred on April, August, October and November. Notable events as the PrimeFish Annual Meeting, the EAFE conference, 2 workshops held in Spain and a visual on the H2020 funding of the project match with the high performance on April, October and November. Exceptionally, during August the project gain an exceptional momentum thanks to the lack of activity from other sources in its areas of interest (Figure 10). This increase approach extremely the reach and relevance rates, indicating a maximum impact of every activity done in that period. This strategy stems from the precedent dissemination report (D7.4).

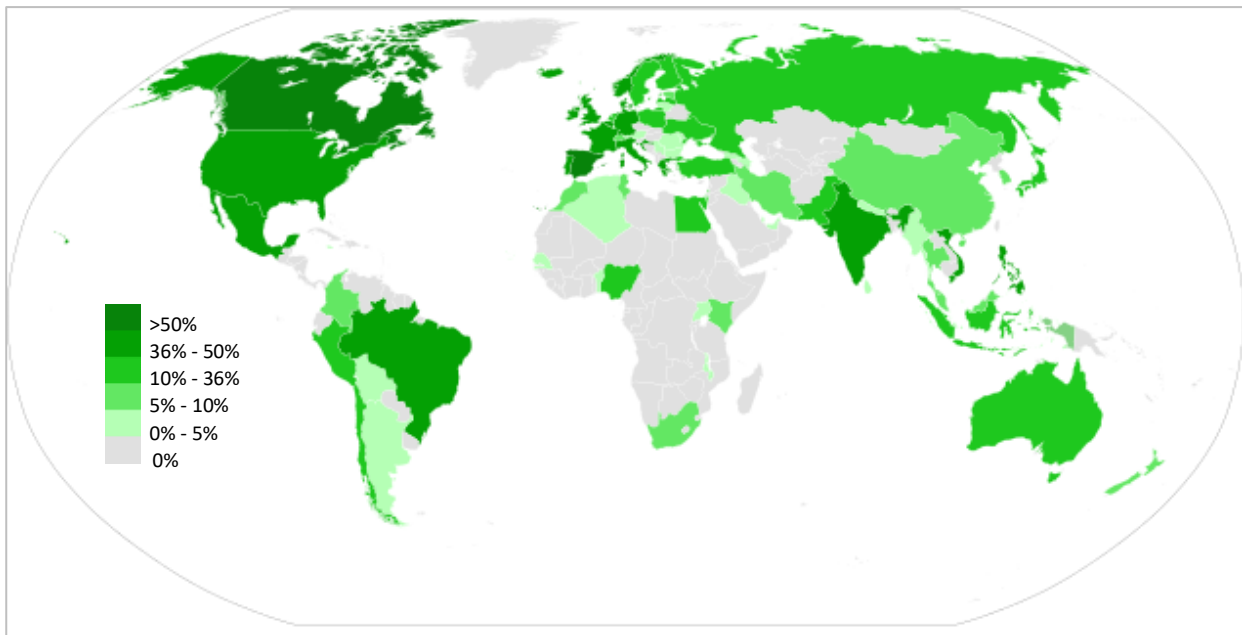
FIGURE 10. SUBSCRIBERS, ACTIVITY, INTERACTIONS AND REACH THROUGH SOCIAL MEDIA



5. Conclusions and next steps

- The project achieves a continued to internationalise impact in terms of communication and dissemination (see Figure 11). Spain and Canada have led total numbers of a more diversified audience. For instance, PrimeFish has organised activities for the first time in India or Bulgaria.
- Twitter is still the social media channel driving most of activity, while Facebook is the main driver of impact supporting higher numbers of interactions.
- The customisation of contents provides a higher impact in the nearby community (e.g. translation of contents, implication of local actors).
- Off-line events have a direct and measurable impact on online audiences, while supporting stronger engagement of stakeholders.
- Activities organised in conjunction with meeting points (e.g. trade fairs) facilitate the project contact with policy-makers, industry, scientists and media specialised on the sector.

FIGURE 11. IMPACT OF PRIMEFISH COMMUNICATION AND DISSEMINATION ACTIVITIES AT WORLDWIDE SCALE (2017-2018)



Next steps to be implemented are:



- An international tour will test the main outcomes of PrimeFish, PrimeDSS and PrimeDSF with relevant stakeholders throughout international countries.
- A series of summaries and other easy-reading documents will be elaborated to facilitate the dissemination and communication of PrimeFish results
- Promotional campaigns to gain users to the PrimeDSS and PrimeDSF sub-domains will be carried out.
- International academia events (e.g. World Marketing Science, IIFET) will count with the results of PrimeFish in order to achieve a wide audience of researchers.
- The seminar on Blue Growth to be held in Brussels at the end of 2018 will gather policy and decision-makers in the field of blue economy and particularly related to seafood products





- The Final Meeting to be held in Vigo will sum-up the project achievements involving high-level profile stakeholders of fishing, aquaculture production, processing and distribution sector.

Annex I – Profiles of PrimeFish users in social media


TWITTER USER PROFILE

	1,296 followers	166 updates
	13.1 interactions/tweet	689.61 readers/tweet
Topics	#Aquaculture #European Commission #Iceland #Fishing #Aquaponics #Agriculture #Short films	
Klout:	45	
User Profile	Male (35-44 years) Spanish Business and news	

FACEBOOK USER PROFILE

	310 fans	21,9 interactions per publication
	328,5 visualisations per publication	
User profile	Male (25-44 years) Spanish	

LINKEDIN USER PROFILE

	329 connections	6.75 interaction per post
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Annex II – Dissemination and communications activities M12-M24

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
28/02/2017	PrimeFish updates on social media on Twitter	Social media	General public	EU	1286	CETMAR
28/02/2017	PrimeFish updates on social media on Facebook	Social media	General public	EU	302	CETMAR
28/02/2017	PrimeFish updates on social media on LinkedIn	Social media	General public	EU	323	CETMAR
28/02/2017	PrimeFish updates on social media on YouTube	Social media	General public	EU	6	CETMAR
28/02/2017	Update of the PrimeFish website	Website	General public	EU	300	CETMAR
01/03/2017	Meeting with Norwegian company Hermes to get feedback on fisheries competitiveness	Meeting with stakeholders	Industry	Norway	2	NOFIMA
10/03/2017	Meeting of PrimeFish with Canadian stakeholders and partners	Participation to an event other than a conference or workshop	Industry	Canada	30	MemU, MATIS, Uice, KONTALI
24/03/2017	News on the Canadian Trade Commissioner Service web	Communication campaign (e.g. radio, TV)	Industry	Canada	56900	MemU, MATIS
24/03/2017	News on the Promoting Seafood Competition winners in CETMAR website	Communication campaign (e.g. radio, TV)	General public	Spain	100	CETMAR
24/03/2017	News on the video competition winners in Ipac Acuicultura	Communication campaign (e.g. radio, TV)	Industry	Spain	1000	CETMAR
28/03/2017	News in Industrias Pesqueras on the winners of the video competition	Communication campaign (e.g. radio, TV)	Medias	Spain	1000	CETMAR
01/04/2017	PF meeting with Italian IRG members (Foodlab, Fattoria del Pesce, Club Salmone, Enzo Pesce)	Meeting with stakeholders	Industry	Italy	8	UNIPV
03/04/2017	Communication round with companies participating in the success and failure stories report	Communication campaign (e.g. radio, TV)	Industry	Italy	8	UNIPV
05/04/2017	News on Diari de Vilanova on the 2nd Annual Meeting	Communication campaign (e.g. radio, TV)	Medias	Spain	1453	SYN

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
06/04/2017	News on PrimeFish Annual Meeting on the local tv Canal Blau	Communication campaign (e.g. radio, TV)	Medias	Spain	3000	SYN
06/04/2017	News on PrimeFish Annual Meeting on Aquahoy portal	Communication campaign (e.g. radio, TV)	Medias	Spain		CETMAR
06/04/2017	PF workshop with stakeholders "Science-based Competitiveness and Policy Making for the European Seafood Sector" in Spain	Organisation of a workshop	Industry	Spain	58	CETMAR, MATIS, Ualb, SYN, INRA, UNIV-SAVOIE, TTZ, Uice, UNIPARMA, UNIPV, Kontali, NOFIMA, USTIRLING, NTU, MemU
06/04/2017	University of Aalborg meetins with sectoral stakeholders in Vilanova	Meeting with stakeholders	Industry	Denmark	3	Ualb
07/04/2017	News on Diari de Vilanova on the 2nd Annual Meeting	Communication campaign (e.g. radio, TV)	Medias	Spain	1453	SYN
10/04/2017	News on Cordis on the 2nd Annual Meeting	Communication campaign (e.g. radio, TV)	Medias	EU	100	CETMAR
10/04/2017	News on the 2nd Annual Meeting on PrimeFish website	Communication campaign (e.g. radio, TV)	General public	EU	200	CETMAR
11/04/2017	News on Industrias Pesqueras on the 2nd Annual Meeting	Communication campaign (e.g. radio, TV)	Medias	Spain	1000	CETMAR
12/04/2017	News on CETMAR web on the 2nd Annual Meeting	Communication campaign (e.g. radio, TV)	Medias	Spain	100	CETMAR
13/04/2017	News on horizon2020projects.com on the 2nd Annual Meeting	Communication campaign (e.g. radio, TV)	Medias	Spain	500	CETMAR
13/04/2017	News on IPAC acuicultura on the 2nd Annual Meeting	Communication campaign (e.g. radio, TV)	Medias	Spain	1000	CETMAR
19/04/2017	News on Spanishports.es on the 2nd Annual Meeting	Communication campaign (e.g. radio, TV)	Medias	Spain	500	CETMAR

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
25/04/2017	PrimeFish poster in the European Association of Fisheries Economists (EAFE) XXIII conference	Participation to a conference	Scientific community (higher education, research)	Ireland	200	Ulce, MATIS
25/04/2017	Session on PrimeFish results in the European Association of Fisheries Economists (EAFE) XXIII conference: "Fond of Fish? A Count Data Analysis of How Frequently French Consumers Purchase Seafood"	Participation to a conference	Scientific community (higher education, research)	Ireland	50	UICE
26/04/2017	Session on PrimeFish results in the European Association of Fisheries Economists (EAFE) XXIII conference: "Markets and Marketing of Fish Products"	Participation to a conference	Scientific community (higher education, research)	Ireland	50	MATIS
01/05/2017	News on Industrias Pesqueras magazine on PrimeFish results	Communication campaign (e.g. radio, TV)	Medias	Spain	1000	CETMAR
05/05/2017	PrimeFish flyers, business card and poster (Second edition)	Flyers	General public	EU	800	CETMAR
10/05/2017	Report on forecasting and prospective analysis done by PrimeFish	Non-scientific and non-peer reviewed publications (popularised publications)	Policy makers	EU	70	CETMAR
11/05/2017	News on PF in CommBeBiz project web	Communication campaign (e.g. radio, TV)	Medias	EU	100	MATIS, CETMAR
16/05/2017	PF meeting with Canadian PM delegation (Seafood ministry of Quebec)	Meeting with stakeholders	Policy makers	Canada	10	MATIS
23/06/2017	INRA meeting with French stakeholders. Louis-George Soler, Sterenn Lucas, and Anna Pineau and Marielle Marie of Aquimer.	Meeting with stakeholders	Industry	France	4	INRA
03/07/2017	PF meeting with H2020 projet MedAid	Participation in activities organised jointly with other H2020 project(s)	Scientific community (higher education, research)	Spain	2	KONTALI
06/07/2017	PF participation in AECOC congress on seafood	Participation to a conference	Industry	Spain	10	CETMAR

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
07/07/2017	Update meeting Fattoria del Pesce (with M. Grispan and L. Bianchi)	Meeting with stakeholders	Industry	Italy	5	UNIPV, Kontali
12/07/2017	Participation in the "A new era of Blue Enlightenment event" in Lisbon	Participation in activities organised jointly with other H2020 project(s)	Policy makers	Portugal	200	MATIS, CETMAR
12/07/2017	Success story on the project on the DG Research web	Website	General public	EU	500	MATIS, CETMAR
07/08/2017	News on PrimeFish on Pesceinrete magazine	Communication campaign (e.g. radio, TV)	Medias	Spain	2500	MATIS
24/08/2017	Participation in the Vietnam's seafood Congress (Vietfish)	Trade fair	Industry	Vietnam	200	NTU
31/08/2017	Organised session on the PrimeFish project in the congress of the European Association of Agricultural Economists (EAAE) in Parma	Participation to a conference	Scientific community (higher education, research)	Italy	30	UNIPARMA, UIce, UNIPV, INRA
01/09/2017	Poster on PrimeFish in the congress of the European Association of Agricultural Economists (EAAE)	Participation to a conference	Scientific community (higher education, research)	Italy	50	UNIPARMA,
01/09/2017	Poster on PrimeFish in the congress of the European Association of Agricultural Economists (EAAE)	Participation to a conference	Scientific community (higher education, research)	Italy	50	UNIPV, UStirling, INRA, KONTALI, LUKE
11/09/2017	Two posters of PrimeFish in the World Seafood Congress in Iceland	Participation to a conference	Industry	Iceland	100	CETMAR
11/09/2017	News on the participation in the World Seafood Congress in the PrimeFish website	Communication campaign (e.g. radio, TV)	General public	Worldwide	50	CETMAR
11/09/2017	News on the participation in the World Seafood Congress in the CETMAR website	Communication campaign (e.g. radio, TV)	General public	Spain	100	CETMAR
12/09/2017	Two sessions on the PrimeFish and Success projects in the World Seafood Congress in Iceland	Participation in activities organised jointly with other H2020 project(s)	Industry	Iceland	50	MATIS, CETMAR, SYN, UNIV-SAVOIE, Kontali, U Stirling
12/09/2017	News on IPAC Acuicultura about the participation in the World Seafood Congress	Communication campaign (e.g. radio, TV)	General public	Spain	1000	CETMAR

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
19/09/2017	Conference presentation on PrimeFish DSS in the ICES Annual Science Conference 2017, Fort Laudale, USA "Decision support for sustainable seafood production"	Participation to a conference	Industry	USA	70	NOFIMA
26/09/2017	News on PrimeFish workshop in IPACacuicultura	Communication campaign (e.g. radio, TV)	General public	Spain	1000	CETMAR
27/09/2017	News on PrimeFish workshop in Industrias Pesqueras	Communication campaign (e.g. radio, TV)	General public	Spain		CETMAR
03/10/2017	News on PrimeFish participation in CONXEMAR and workshop in CORDIS	Communication campaign (e.g. radio, TV)	Scientific community (higher education, research)	European Union	100	CETMAR
4/10/2017	Press release on the 2nd Annual Meeting and first results on market research	Press release	Medias	Spain	50	CETMAR
05/10/2017	PrimeFish presentation in frozen seafood fair CONXEMAR	Trade fair	Policy makers	Spain	30	CETMAR, MATIS, UNIPV, SYN, Uice, MemU
05/10/2017	Pitching meetings with potential stakeholders in CONXEMAR	Meeting with stakeholders	Industry	Spain	15	CETMAR, MATIS, UNIPV, SYN, Uice, MemU
05/10/2017	News on PrimeFish participation in CONXEMAR in Cetmar.org	Communication campaign (e.g. radio, TV)	Industry	Spain	100	CETMAR
05/10/2017	News on PrimeFish participation in CONXEMAR in Europa Press agency	Communication campaign (e.g. radio, TV)	General public	Spain	900000	CETMAR
05/10/2017	News on PrimeFish participation in CONXEMAR in Galician regional television	Communication campaign (e.g. radio, TV)	General public	Spain	197000	CETMAR
05/10/2017	News on PrimeFish participation in CONXEMAR in PrimeFish.eu	Communication campaign (e.g. radio, TV)	General public	Spain	100	CETMAR
05/10/2017	News on PrimeFish participation in CONXEMAR in Galician regional radio	Communication campaign (e.g. radio, TV)	General public	Spain	153000	CETMAR
06/10/2017	News on PrimeFish participation in CONXEMAR in Atlantico Diario	Communication campaign (e.g. radio, TV)	General public	Spain	2800	CETMAR

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
06/10/2017	News on PrimeFish participation in CONXEMAR in IPACacuicultura	Communication campaign (e.g. radio, TV)	General public	Spain	1000	CETMAR
06/10/2017	News on PrimeFish participation in CONXEMAR in Aquahoy	Communication campaign (e.g. radio, TV)	General public	Spain	500	CETMAR
06/10/2017	Primefish workshop with stakeholders in Vigo "Is it possible to be more competitive"	Organisation of a workshop	Industry	Spain	13	CETMAR, MATIS, UNIPV, SYN, Uice, MemU
06/10/2017	News on PrimeFish workshop with stakeholders in Vigo in PrimeFish.eu	Communication campaign (e.g. radio, TV)	General public	Spain	105	CETMAR
16/10/2017	News on IPAC Acuicultura magazine about stakeholders workshop on seafood consumption in Spain	Communication campaign (e.g. radio, TV)	Medias	Spain	1000	CETMAR
17/10/2017	News on Industrias Pesqueras about stakeholders workshop on seafood consumption in Spain	Communication campaign (e.g. radio, TV)	Medias	Spain	1000	CETMAR
17/10/2017	PF poster in Aquaculture Europe	Participation to a conference	Industry	Croatia	40	CETMAR
20/10/2017	PrimeFish workshop with stakeholders in Vigo "Seafood Consumption in Spain"	Organisation of a workshop	Industry	Spain	31	CETMAR
20/10/2017	PF session in Aquaculture Europe "Motives and Barriers for Seafood Consumption: Consumer Perception in Five European Countries" Valur N. Gunnlaugsson, Kolbrun Sveinsdottir, Gudmundur Stefánsson	Participation to a conference	Industry	Croatia	45	MATIS
21/10/2017	News on Diario de Pontevedra s about stakeholders workshop on seafood consumption in Spain	Communication campaign (e.g. radio, TV)	Medias	Spain	5400	CETMAR
21/10/2017	News on El Progreso newspaper about stakeholders workshop on seafood consumption in Spain	Communication campaign (e.g. radio, TV)	Medias	Spain	14000	CETMAR
21/10/2017	News on Faro de Vigo newspaper about stakeholders workshop on seafood consumption in Spain	Communication campaign (e.g. radio, TV)	Medias	Spain	30000	CETMAR

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
21/10/2017	News on La Opinión de A Coruña newspaper about stakeholders workshop on seafood consumption in Spain	Communication campaign (e.g. radio, TV)	Medias	Spain	5500	CETMAR
23/10/2017	News on La Voz de Galicia newspaper about stakeholders workshop on seafood consumption in Spain	Communication campaign (e.g. radio, TV)	Medias	Spain	76000	CETMAR
23/10/2017	News on Aral Magazine about stakeholders workshop on seafood consumption in Spain	Communication campaign (e.g. radio, TV)	Medias	Spain	5000	CETMAR
26/10/2017	News on PrimeFish supporting collaboration between Iceland and Canada	Communication campaign (e.g. radio, TV)	General public	Canada	6000000	MemU
02/11/2017	Presentation of the Willingness to Pay results (Task 4.4) at the 3rd Norwegian Food Market Research Conference	Participation to a conference	Scientific community (higher education, research)	Norway	80	UNIPARMA, NTU
08/11/2017	Meeting with Spanish seafood processor Isidro de la Cal	Meeting with stakeholders	Industry	Spain	6	CETMAR
22/11/2017	PF poster in the EFFoST conference in Sitges (Spain)	Participation to a conference	Scientific community (higher education, research)	Spain	100	UNIPARMA
28/11/2017	News on CETMAR website on PrimeFish and Climefish presentation as a H2020 experience at a "Infoday social challenges 2 and 3: practical information for agrofood and energy proposals" in Santiago de Compostela	Communication campaign (e.g. radio, TV)	General public	Spain	100	CETMAR
28/11/2017	PF participation in workshop "Cod- Building the Fishery of the Future" in Newfoundland (CA)	Participation to a workshop	Industry	Canada	200	MemU, University of Akureyi, Uice
28/11/2017	Dimitar Taskov Participation in a conference on aquaculture in Eastern Europe (NACEE, Belarus)	Participation to a conference	Industry	Belarus	50	UStirling

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
29/11/2017	Presentation on PrimeFish and Climefish as a H2020 experience at a "Infoday social challenges 2 and 3: practical information for agrofood and energy proposals" in Santiago de Compostela	Participation to an event other than a conference or workshop	Industry	Spain	40	CETMAR
03/12/2017	Contacts with industry representatives. Scottish salmon and trout industry	Meeting with stakeholders	Industry	United Kingdom	8	UStirling
11/12/2017	Francis Murray Participation in ASC general meeting, Utrecht	Participation to a workshop	Civil society	Netherlands	3	UStirling
10/01/2018	Francis Murray Participation in research meeting in Andhra Pradesh, India	Participation to a workshop	Scientific community (higher education, research)	India	8	UStirling
11/01/2018	PF participation in workshop "Plan for the Exploitation and Dissemination of Results" for H2020 projects (Tromso)	Participation in activities organised jointly with other H2020 project(s)	Scientific community (higher education, research)	Norway	15	MATIS, Kontali, NOFIMA, Utro, CETMAR
26/02/2018	PF presentation to the German media and industry in "Fish International" (Bremen)	Trade fair	Industry	Germany	30	MATIS, TTZ, CETMAR, SYN

Annex III – Scientific publications of PrimeFish

Authors	Titles	ISSN or eSSN	Title of the journal or equivalent
Publication in conference proceeding/workshop	Consumers' willingness to pay for fish products with health claim and environmental labels-Five European surveys	--	The 3rd Norwegian Food, Market Research Conference