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Role	Name	Organisation	Date	File suffix ³
Authors	Björn Suckow	TTZ	11/02/2019	BS
WP leader	Rosa Chapela	CETMAR	07/02/2019	RC
Reviewer	Kolbrún Sveinsdóttir	MATIS	11/02/2019	KS
Coordinator	Guðmundur Stefánsson	MATIS	11/02/2019	GS

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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 D7.6

Strategy for communication plan beyond project lifetime

February 11th, 2019

Executive Summary

The deliverable is a public report – written in a plain language - to explain the strategy for communication activities by the consortium members once the project is completed end of February 2019. It details the plan of PrimeFish partners to spread the project results and the new knowledge created after the project's end.

As non-funded actions, synergies with each partner's future activities form the basis for these activities. Events celebrated in conjunction with trade fairs and scientific associations play a major role when disseminating the outcomes. The communicational activities focus on a diverse and defined audience, which includes the seafood industry, the scientific community, the advisory bodies, policymakers and the European Commission. Planned actions cover a wide range of fields from participation in conferences or workshops, to oral presentation and papers. In addition to these actions, the website with a wealth of information on the results will stay operative for two years after the project end. The project partner Kontali will develop the PrimeDSS tools into commercially available products. Their aim is to have minimum one of the tools up and running on Kontali's website by fall 2019. In summary, all of these activities will ensure that the main objective set by PrimeFish – to improve the competitiveness of the European seafood sector – will be reached by providing the companies working within, with the know-how needed to take informed, science based decisions.

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1 Introduction

This document provides a comprehensive list of future actions of PrimeFish partners related to PrimeFish results at conferences, trade fairs, events etc. (see table 3). It also includes activities such as papers planned to be submitted in the future. It highlights the month and type of planned activities, the venue, the groups targeted, and countries addressed as well as expected audience sizes. The information presented was collected from the partners and categorized. It must be noted that the actions listed in table 2 are based on good faith in the actual attendance of the events by PrimeFish partners or the acceptance of articles by the targeted journals. The document also includes additional ways of dissemination e.g. related to the website.

2 Methodology

In order to prepare the comprehensive overview of future actions, the data was collected from all partners. In addition, a written section on the PrimeFish legacy was compiled based on an interview of the dissemination manager and coordinator.

In “D7.2 Communication Plan” the type of activities and target groups were defined. For convenience, they were replicated in this document (table 1 and table 2).

Table 1 summarises the type of actions foreseen to disseminate the results after the project's lifetime.

Table 1. Type of actions for future communications

Type of action	
Peer reviewed publication	Brochures, leaflet, flyer
Paper in proceedings of a conference/workshop	Poster
Article/Section in an edited book or book series	Article published in popular press
Thesis/Dissertation	Video
University publication/Scientific Monograph	Media briefing
None peer reviewed publication	Oral presentation to a wider public
Organization of/Participation at Conference/workshop/exhibition/trade fair	Oral presentation to a scientific event
Publication on website/application	Interview
Social Media	TV clip
Press release	Newsletter

The stakeholders targeted by the future dissemination activities listed in table 3 are grouped into the profiles below:

Table 2. Stakeholder groups

Group 1: Direct stakeholders, potential users of the PrimeFish results	<p>From the supply side:</p> <ul style="list-style-type: none"> • Producers <ul style="list-style-type: none"> ○ Fishing associations/ organizations ○ Aquaculture producers/organizations • Wholesale agents • Retailers <p>From the demand side:</p> <ul style="list-style-type: none"> • Seafood consumers • Restaurants, caterings, gourmet stores, canteens
Group 2: Scientific community, mainly researchers in the field of:	<ul style="list-style-type: none"> • Applied Economy • Marketing • Natural Resources • Social Sciences
Group 3: Public and advisory bodies	<ul style="list-style-type: none"> • Decision makers on fisheries, aquaculture, market, food and trade policies • Advisory bodies on trade and market issues
Group 4: General audience	<ul style="list-style-type: none"> • Consumers • Children and young people • Environmental NGOs
Group 5: European Commission	<ul style="list-style-type: none"> • Directorate-General for Research & Innovation, including the PrimeFish project officer (DG-Research) • Directorate-General for Maritime Affairs and Fisheries (DG-Mare)

3 Availability of PrimeFish material beyond the project's lifetime – PrimeFish Legacy

The results of PrimeFish and the dissemination material developed will remain accessible after project's end as the PrimeFish Legacy. They are accessible by the website, the DSS and by the social media accounts.

3.1 Website

CETMAR will host the website until 2021, two years beyond the lifespan of the project. It will maintain its interactive character for stakeholders (public site) and project partners (private site). It will secure the availability of the project's results, provide training material for those that want to work in the Blue Economy and explain how to use the DSS and EUMOFA database:

- Under <http://www.primefish.eu/project-results> all public deliverables are available
- Under <http://www.primefish.eu/learning-resources> the "Learning Resources Centre" can be found. This includes
 - The quick start tutorials on how to use the Prime DSS
 - The webinars on the competitiveness of the seafood sector
 - An outline for the business model canvas
 - The presentation from the European Seafood Economy Summer School
 - The webinar "Unlocking the Blue Potential"
 - How to build ad-hoc queries for extracting data from the European Market Observatory for Fisheries and Aquaculture (EUMOFA), one important source of data for the PrimeFish project

3.2 PrimeDSS

The main outcome of PrimeFish is the PrimeDSS software tool (<http://www.dss.primefish.eu>). The final prototype will be freely available for any potential user to try until 2021. The data behind the tools will not be updated. Any member of the consortium will invite people to use it during the events listed in table 3.

3.3 Social Media Accounts and Media Contents

Additionally, the website will offer access to the different social media platforms linked to the project, i.e. Facebook, LinkedIn, Twitter, YouTube, which will be kept for at least another two years. The media content site <http://primefish.eu/media-contents> will facilitate access to PrimeFish videos and related, useful video feeds.

4 Main future dissemination activities

Most partners of PrimeFish will stay active in disseminating the project's results using synergies with events they organize or visit and by publishing the results in scientific journals. A comprehensive summary of the events and actions can be found in table 3 in section 4.1. In section 4.2 a special focus is being put on one specific event that is currently being planned and in section 4.3 the way of commercializing the products by Kontali is being examined.

During the final Conference where PrimeFish results were presented, some companies like Pescanova, has shown its interest in knowing in more detail the tool and some of the consumption studies carried out by PrimeFish. With this, it is not ruled out that they can request a meeting with CETMAR, the Spanish partner, to continue reporting on this project through a one-day seminar.

4.1 List of future dissemination activities

Table 3. List of Future communications at conferences, workshops, trade fairs, etc.

Resp. Partner	Date/Period	Type of activities	Event/Place	Targeted Groups	Countries/Regions addressed	Expected size of audience
CETMAR	April 2019	Participation at conference	EAFE Conference, Santiago de Compostela (Spain)	Scientific community	Europe	100
CETMAR	Up to 2021	Website	www.primefish.eu	General public	International	5,000
CETMAR	Up to 2021	Social Media	Twitter Facebook LinkedIn YouTube	General public	International	2,000
INRA	April 2019	Participation at conference Paper	Conference of the European Association of fisheries economists	Scientific community	International	200
INRA	June 2019	Participation at conference Scientific Paper	Association Française d'Halieutique	Scientific community	France	80

KONTALI	From March 2019 onwards	Newsletter	Kontali newsletter	Direct stakeholders, potential users of the PrimeFish results	International	300
MATIS	November 2019	Presentation of PrimeFish results	Icelandic seafood conference 2019	Direct stakeholders, potential users of the PrimeFish results	Icelandic Seafood sector	500
MATIS	July 2019	Article/interview with Matis partners with PrimeFish results.	Fiskifréttir – Seafood industry news	Direct stakeholders, potential users of the PrimeFish results	Icelandic Seafood sector	4000
MATIS	April 2019	Value chain of herring	EAFE Conference 2019, Spain	Scientific community	International	100
MATIS	May 19	Meeting with the Market Advisory Council (MAC)	Brussels	Direct stakeholders, potential users of the PrimeFish results	EU	30
MemU	March 2019	Poster Presentation at a conference	Atlantic Gulf Seafood Technology Conference	Direct stakeholders, potential users of the PrimeFish results; Scientific community	International	30
MemU (and SYN)	March 2019	Meeting	Annual PrimeFish Canada Meeting	Direct stakeholders, potential users of the PrimeFish results; Public and advisory bodies	Canada	25
MemU	Mai 19	Oral Presentation at a conference	North American Association of Fisheries Economists	Direct stakeholders, potential users of the PrimeFish results; Scientific community	North America	100

MemU	September 2019	Peer reviewed publication	Scientific Journal	Scientific community	International	1500
Nofima	July 2019	Oral presentation Participation at conference	IIFET 2020, Vigo, Spain	Scientific community	International	600
Nofima	Apr 19	Oral presentation of selected topics	Ministry of Trade, Industry and Fisheries	Public and advisory bodies	Norway	25
Nofima	TBC	Peer reviewed publication	"Cost-benefit analysis of aquaculture expansion in Arctic Norway"; Aquaculture Economics and Management	Scientific community	International	n/a
Nofima	TBC	Peer reviewed publication	"A comparative study of the effects of change	Scientific community	International	n/a

			in the fishing industry on settlement pattern in The Faroese Islands, Iceland and Norway”; Marine Policy			
Nofima	TBC	Peer reviewed publication	“The growth and decline of fisheries communities: Explaining development in population on municipality level by change in fisheries”, ICES journal of Marine Research	Scientific community	International	n/a
Nofima	TBC	Peer reviewed publication	“Availability and usefulness of economic data on effects of aquaculture for public policy”; Marine Policy	Scientific community	International	n/a
Nofima	TBC	Peer reviewed publication	“Economic ripple effects of aquaculture in Tromso county, Norway”, Marine Policy	Scientific community	International	n/a

Nofima	TBC	Peer reviewed publication	"A firm-level method for analysing the economic ripple effects in the seafood industry", Marine Policy	Scientific community	International	n/a
Nofima	TBC	Peer reviewed publication	"Adding value to seafood from the Arctic through targeted marketing", Økonomisk Fiskeriforskning	Scientific community	International	n/a
NTU	Apr 19	Peer reviewed publication	American Journal of Agriculture Economics	Scientific community	International	1000
NTU	May 19	Peer reviewed publication	Journal of Aquaculture Economics and Management	Scientific community	International	1000
NTU	Aug 19	Peer reviewed publication	Journal of Food Policy	Scientific community	International	1000
NTU	Sep 19	Peer reviewed publication	Journal of Aquaculture Economics	Scientific community	International	1000
NTU	Aug 19	Paper in proceedings of a conference/workshop	Vietfish conference	Direct stakeholders, potential users of the PrimeFish results	Vietnam	300

NTU	Aug 19	Social Media	Vietfish conference	Direct stakeholders, potential users of the PrimeFish results; General audience	Vietnam	3000
Syn	2019 - 2020	Support commercial exploitation of the PrimeDSS	TBC	SME companies	Europe	n/a
TTZ	March 2019	Oral presentation to a wider public	Fish Industry Summit, Hamburg, Germany	Direct stakeholders, potential users of the PrimeFish results	Germany	250
TTZ	June 2019	Organization of/Participation at workshop Oral presentation to a wider public Flyers	Fischsommelier, Bremerhaven, Germany	Direct stakeholders, potential users of the PrimeFish results	Germany	35
TTZ	October 2019	Participation at conference Poster Flyer	Aquaculture Europe 2019, Berlin, Germany	Scientific community; Public and advisory bodies	International	1.500
UiT	2019 – 2022	Research project	Norway	Direct stakeholders: Norwegian salmon producers	Norway	100



UiT	June 2019	Participation at conference	MARE conference, Netherlands	Scientific community; Researchers in Marine science	Europe	300
UiT	March 2019	Participation at conference	Forum Marinum, Tromso (Norway)	General public	Norway	50
UiCe	May 19	Oral presentation at conference	European Marketing Academy, EMAC 48th Annual Conference, Hamburg (Germany)	Scientific community	Germany	300
UiCe	May 19	Oral presentation at conference	North American Association of Fisheries Economists – NAAFE Forum 2019, Halifax, Nova Scotia	Scientific community	International	300



Ulce	04/2019	Oral presentation at conference	EAFE 2019 – Conference of the European Association of Fisheries Economists, Santiago de Compostela, Spain	Scientific community	International	200
Ulce	TBC	Peer reviewed publication	“Fond of fish? A count data analysis of how frequently French consumers purchase seafood”, Marine Resources Economics	Scientific community	International	n/a
Ulce	TBC	Peer reviewed publication	“How Often, How Much? Analysis Of Consumption Of Label Rouge Salmon In France”, Applied Economics	Scientific community	International	n/a

Uni Parma	June 2019	Participation at conference Poster	8th AIEAA Conference, Pistoia, "Tomorrow's Food: Diet transition and its implications on health and the environment"	Scientific community Public and advisory bodies	International	150
Uni Parma	March 2019	Peer reviewed publication	Journal "American Journal of Agricultural Economics"	Scientific community	International	1000
Uni Parma	June 2019	Peer reviewed publication	Journal "European Review of Agricultural Economics"	Scientific community	International	1000
Univ-Savoie	Feb 19	Publication on website	Newsletter at University of Savoy	Scientific community; General Audience	France	2000
Univ-Savoie	Jun 19	Peer reviewed publication	Journal tbd	Scientific community	International	1000
Univ-Savoie	Mai 20	Thesis	-	Scientific community	France	50
UPAV	March 2019	Submission of scientific paper	Journal of Business Research	Scientific community	International	1000
UPAV	Apr 19	Submission of scientific paper	Journal of International Marketing	Scientific community	International	1000



UPAV	Second quarter 2019	Workshop	ricerca@unipv	Scientific community	Italy	1000
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Table 4 summarises the efforts of the consortium for the dissemination of PrimeFish beyond the funding period.

Table 4. Summary of efforts from Table 2

Resp. Partner	Date/Period	Type of activities	Number of Events	Targeted Groups	Countries/Regions addressed	Expected size of audience
11	03/2019 – 10/2020	diverse	48	all five groups	national to international	49,695

Eleven partners are committed to a variety of different actions reaching as far as October 2020. The activities planned rank from the participation in conferences (including oral presentations, posters and flyers), the implementation of PrimeFish results in lectures, workshops and planned conferences and the submission of scientific papers. Activities are directed at all five target groups on national and international level with the “scientific community” and “direct stakeholders & potential users” being the most addressed.

Excluding any social media activity, the audience size is estimated to be around 50,000 people.

4.2 Market Advisory Council

Building upon its impact on the seafood sector, the PrimeFish project has been invited by the Market Advisory Council (MAC), one of the main EU advisory bodies to hold a PrimeFish only event on May 2019. Main researchers of PrimeFish will be invited by the MAC to discuss methodologies, data and results of their work with members of the Market Advisory Council (MAC). The agenda of the meeting will be focus on:

- Current EU marketing standards for seafood (eco-labels, market demand, segments...).
- Promotional campaigns under the European Maritime Fisheries Fund (EMFF).

Contact between the PrimeFish project and the Market Advisory Council (MAC) began on 2018 with the celebration of a face-to-face in the MAC premises in May. From there, the relationships between the MAC and PrimeFish continued through CETMAR: The general secretary Sandra Sanmartín was invited to participate in the “Aligning the PrimeFish Contributions to the Blue Growth Strategy” event (25 October, 2018) where she declared her interest in presenting the results of PrimeFish in more detail to the MAC’s members. Its president Guus Pastoor attended PrimeFish Final Conference held in Vigo on the 30th of January 2019 to know the PrimeFish results and explore the feasibility to show some of them to the MAC members. The MAC is a stakeholder organisation joining representatives of all actors involved in the European seafood value chain. It provides the European Commission and the Member States with recommendations regarding the marketing of seafood products (<https://marketac.eu/en/>).



FIGURE 1 MEMBERS OF THE MARKET ADVISORY COUNCIL AT THE PRIMEFISH PRESENTATION HELD ON MAY 2018

4.3 Future commercial exploitation of PrimeDSS/DSF

As stated in the description of work of PrimeFish the SME partner Kontali is in charge of the commercial exploitation of the Decision Support Framework/System (DSF/DSS).

Kontali plans to make use of information generated in the many reports produced by the project as well as in the scientific papers (i.e. the whole framework), and to spread/share this information through their own publications and/or on their website in a way where it can be accessible e.g. by their newsletter.

Working scenarios for commercialization of the Prime DSS are based on the feedback from potential interested parties gathered during and apart from PrimeFish activities and according to internal firm strategies. Current plans are to commercialize one of the tools into a Kontali product likely by fall of 2019. Currently, the tools “Value chain analyser”, “Competitive Position Analyzer” and “Willingness to pay “are the most likely candidates. A critical factor for the speed of realizing the tools, to develop them to high functionality and getting them all launched, will be access to external funding, since the costs for a small firm like Kontali are considerable. The goal is to have the first version of at least one of the DSS tools up running on their website at early fall of 2019.

5 Conclusion

Despite the end of the project life, the majority of the consortium members is willing to keep disseminating and communicating on PrimeFish results. They will mostly participate in activities for the next two years. In addition, the PrimeFish website, and social media accounts will stay online and available until February 2021 guaranteeing the future uptake of PrimeFish findings by the general public, scientific communities, industry representatives, and policy makers.