



# Why communications for EU funded projects?

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WP31 - Dissemination



Co-funded by the  
7<sup>th</sup> Framework Programme  
of the European Union

# How do we work?



Science



Context

EUFIC



Bridges the  
communication gap

The public



Accessible,  
appealing, actionable  
information

# EUFIC in numbers



10,000  
online articles



34K social media  
followers



30K newsletter  
subscribers



27 EU Projects



10 million web visits/  
year (2016)  
12 languages



12 permanent staff,  
4-8 interns



# Why does communications matter?

**“Science is not finished until it is  
communicated”**

-Mark Walport

# Some numbers...



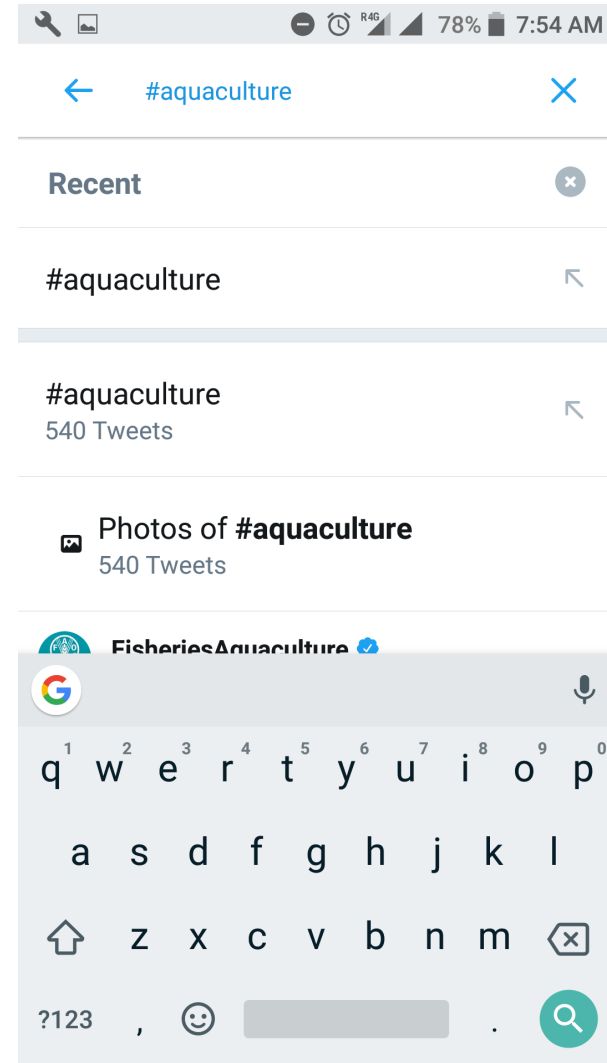
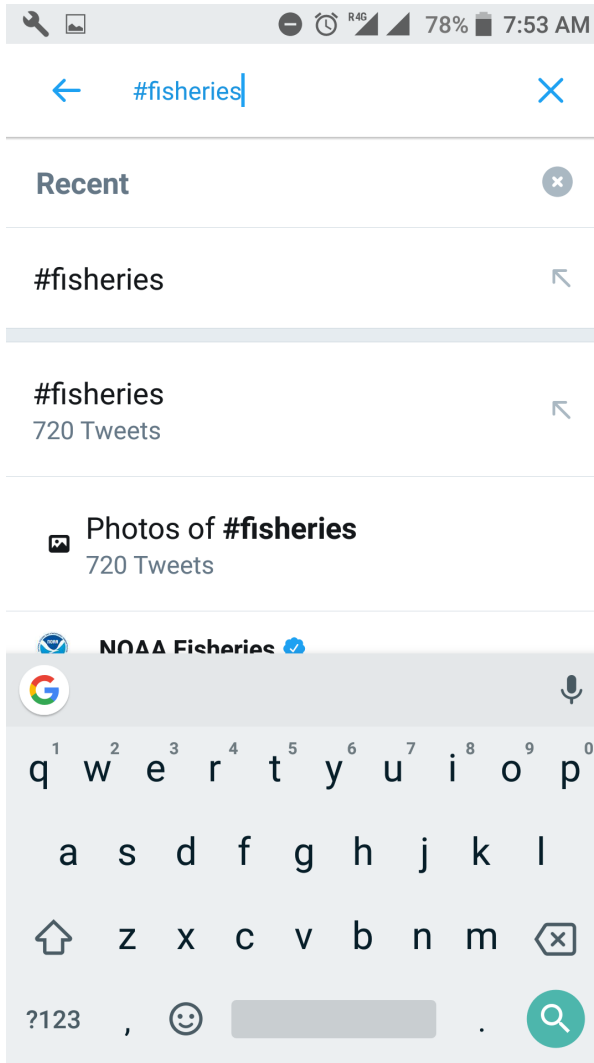
- 80% of Europeans is connected to internet<sup>1</sup>
- ~80% of use internet use mobile device<sup>2</sup>
- ~50% of use social networks (Facebook is most popular)<sup>1</sup>

**Social media is an opportunity,  
not a threat!**

1. Statista 2017: <https://www.statista.com/>

2. Eurostat news release Dec 2016

# Some numbers...



# H2020: proposal evaluation



**Communication & dissemination** weight more than ever!  
possibly  $> \frac{1}{4}$  of the total grade.



# EC: communication helps



*to highlight that by collaborating, we get farther in:*

- achieving scientific excellence
- contributing to competitiveness
- solving societal challenges

*to demonstrate how relevant the outcomes are to our lives*

- in creating jobs
- in introducing novel technologies
- in making our lives more comfortable otherwise

*to ensure a better use of the results*

- by decision-makers
- in policy-making
- in follow-up by industry and the scientific community

# Benefits for civil society:

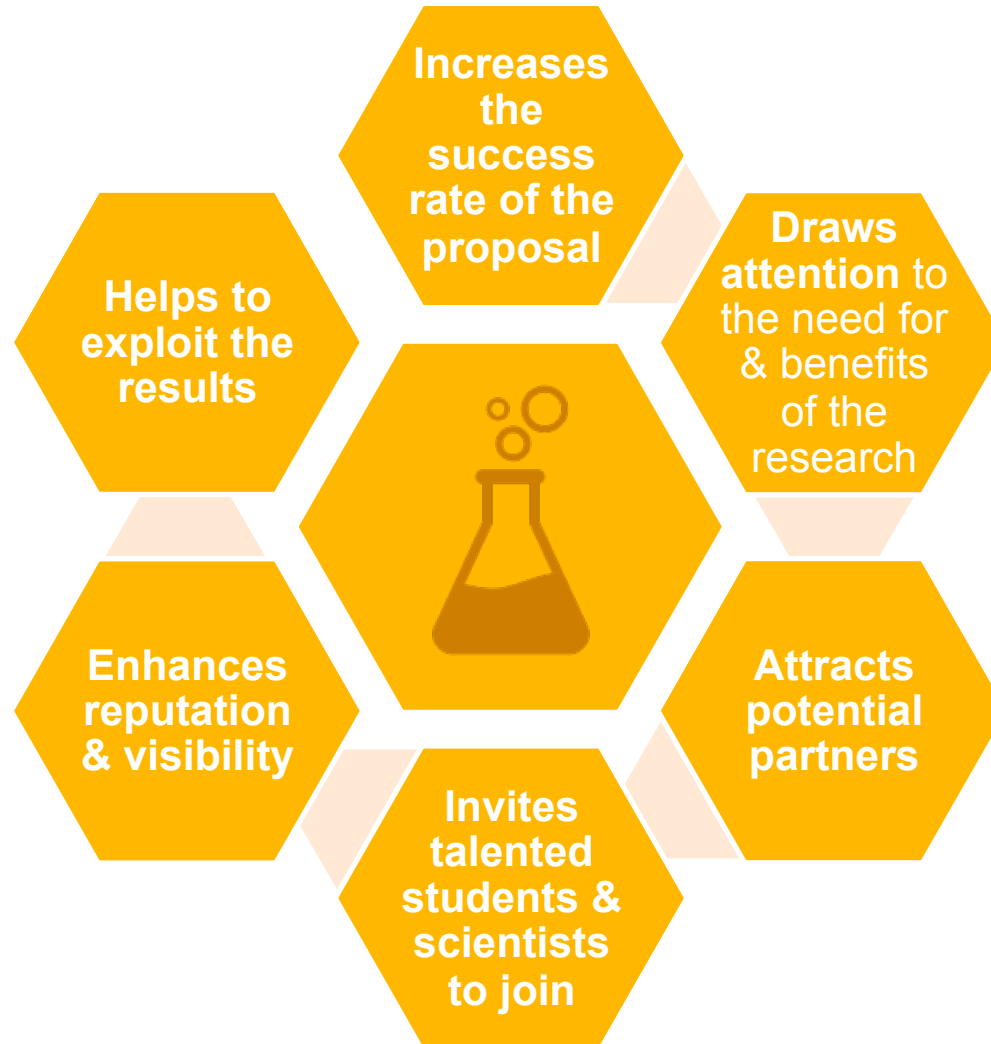


allows people to be **aware** of projects  
& **benefit** from their outputs

contributes to **accountability & transparency**  
to taxpayers



# Benefits for research projects:



# Benefits for scientists:



NEWS FEATURE · 13 DECEMBER 2017

## The science that's never been cited

*Nature investigates how many papers really end up without a single citation.*

Out of 39 million research papers across all disciplines recorded in the Web of Science from 1900 to the end of 2015 — some **21% haven't yet been cited.**

- See your research in contexts you may not have considered
- Increase the likelihood of your publications to be cited
- Feed the outcomes to decisions makers & policy makers (grant reviewers & policy makers are also people)
- Improve communication with the private sector
- Increase the likelihood of your innovations to be used

# Task and deliverables

# Task and deliverables



T31.1, D31.1 - Creation of section on eufic.org

T31.1, D31.2 - First Leaflet

T31.7, D31.3 - First Food Today article

T31.1, D31.2 - Second Leaflet

T31.7, D31.26 - Second Food Today

D31.26 - Audio-visual popularisation document

Beginning of  
the project

End of the  
project

# Creation of section on eufic.org



## Old website

**Diversification of fish species and products in European aquaculture**



DIVERSIFY is a five-year project which aims to expand the European aquaculture industry, by overcoming bottlenecks to the production, marketing and consumption of new/emerging European cultured aquatic food.

[Read more >>](#)

## New website



### Diversification of fish species and products in European aquaculture (DIVERSIFY)

01 December 2013

The European aquaculture industry has the potential to be a competitive player in the European and global seafood market. However, the sector faces several challenges, including strong competition by foreign imports, a variety of biological bottlenecks that impact the production of fish species and a poor perception of aquaculture-derived products amongst European consumers.

**2,039 page visits**

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# Leaflets (+ bookmark)



## ABOUT DIVERSIFY

The majority of the growing demand for aquatic products in Europe is currently supplied by foreign imports (aquaculture and capture fisheries) that are often of questionable quality, and by aquatic products from over-exploited European fisheries. European aquaculture constitutes a safe, healthy and sustainable source of aquatic products and though facing some barriers for further growth, could fulfil the demand for aquatic products, but is currently supplying only 10% of the total EU consumption.



DIVERSIFY is an €11.8 million EU funded project (2013-2018), which aims to expand the European aquaculture industry. It will develop scientific methods required to optimise the rearing and production of some new/emerging finfish species and establish the marketing techniques required to attract consumers.

### WHY HAVE THESE FISH SPECIES BEEN SELECTED?

The selected species include the meagre (*Argyrosomus regius*), greater amberjack (*Seriola lalandi*), wreckfish (*Polyprion americanus*), Atlantic halibut (*Hippoglossus hippoglossus*), grey mullet (*Mugil cephalus*) and pikeperch (*Sander lucioperca*). Originating from a wide range of climatic and geographic regions within Europe, the six species have been chosen based on their biological and economic potential. They have a large size/fast growth rate, enabling the production of a variety of value-added aquatic products, which are expected to attract consumers and be successfully commercialised.

### FISH SPECIES AND BUDGET ALLOCATION

Atlantic halibut <i>Hippoglossus hippoglossus</i> 13.2%	Greater amberjack <i>Seriola lalandi</i> 31.3%	Grey mullet <i>Mugil cephalus</i> 11.3%	Meagre <i>Argyrosomus regius</i> 22.9%	Pikeperch <i>Sander lucioperca</i> 14.2%	Wreckfish <i>Polyprion americanus</i> 7.1%
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## MAIN OBJECTIVES

To develop the scientific techniques and methodology, which will ensure the successful rearing and production of the selected species and contribute to the expansion of the industry.

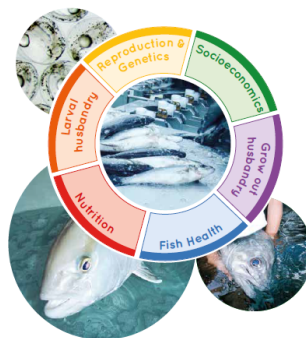
To determine the drivers for market acceptance of the new food prototypes in order to position the EU aquaculture sector as a leader in aquatic food production.

## EXPECTED OUTCOMES

- Scientific knowledge and techniques for culturing new/emerging finfish species that will be safe, sustainable, and attractive to consumers and markets.
- Wide dissemination of this information to key stakeholders (aquaculture producers, retailers, processors and consumer groups).
- Long-term business plans to ensure the successful market positioning of each species.
- Increased value of European aquaculture products, which will result in increased economic prospects of the sector. An efficient, sustainable and market-oriented expansion of the European aquaculture sector.

## RESEARCH AREAS

Studies will be carried out in the six selected species across a number of different scientific disciplines:



[www.diversifyfish.eu](http://www.diversifyfish.eu)

To develop culture, processing and marketing methods for 6 new/emerging finfish species.

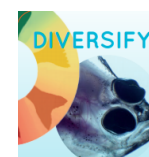
38 partners



€11.8 million



2013 - 2018



Exploring the biological and socioeconomic potential of new/emerging candidate fish species for the expansion of the European aquaculture industry.

Coordinated by the Hellenic Center for Marine Research, Greece.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019818.



Printed leaflets: 2,000

Printed bookmarks: 4,000

The first leaflet provides an overview of the background, objectives and expected outcomes of the project.



Second leaflet at the end of the project to summarise main results

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# EUFIC Food Todays x3



Translated into **11** EU languages

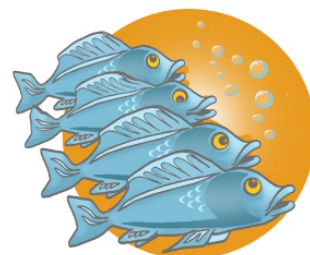
**New EU project aims to expand the production, marketing and consumption of European finfish species**



*The demand for safe and affordable aquatic products in Europe is increasing. European aquaculture (or European farmed aquatic products) could fulfil this demand; however, the industry faces several barriers*

*to growth. The EU-funded DIVERSIFY project (<http://www.diversifyfish.eu/>) aims to overcome the bottlenecks to the production, marketing and consumption of healthy and sustainable European-cultured aquatic products. This will help meet consumer demands, reduce imports of often questionable quality and establish the industry as a world aquaculture technology leader.*

## Farmed fish – a healthy and sustainable choice?



*Fish and seafood are an important part of a healthy diet, yet increasing demands and overfishing in many parts of the world have led to diminishing marine fish stocks worldwide. Farmed fish is a means of meeting demand, while reducing pressure on wild fish stocks.*

Although fish consumption has increased over recent decades, many Europeans do not meet recommended guidelines and should increase their intake.<sup>1</sup> Fish and

**2,618 page visits  
since April 2014**

**3,701 page visits  
since June 2015**

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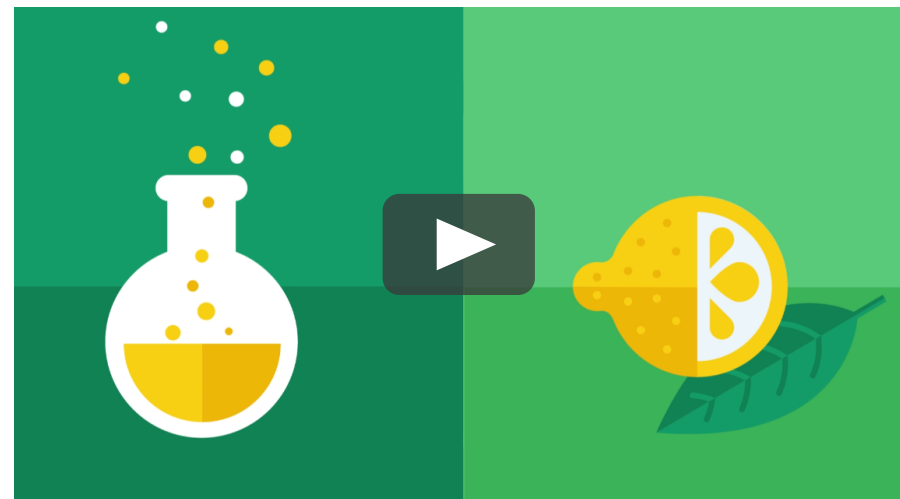
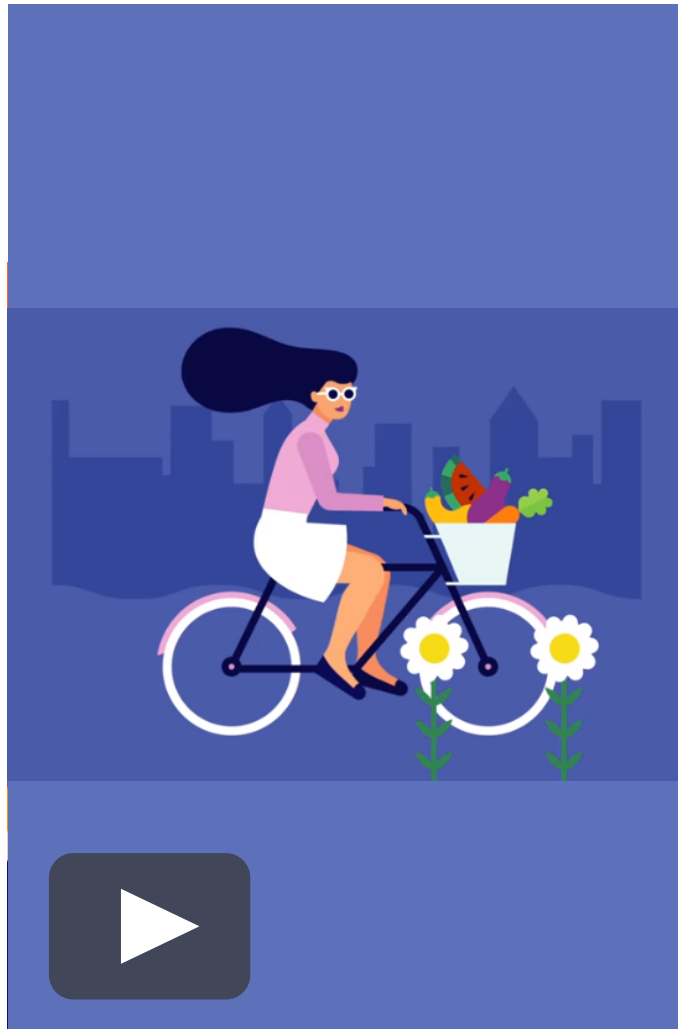
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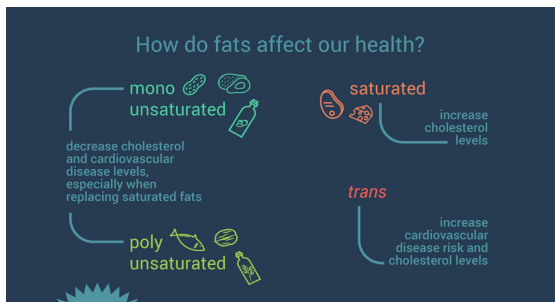
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# Audio-visual popularisation document

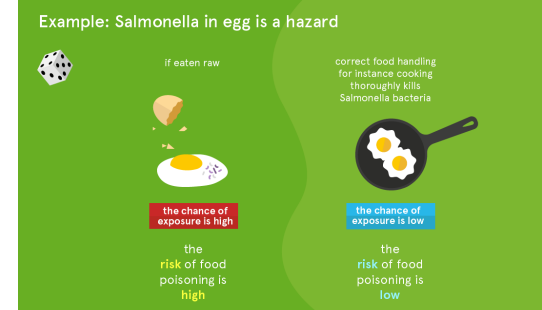
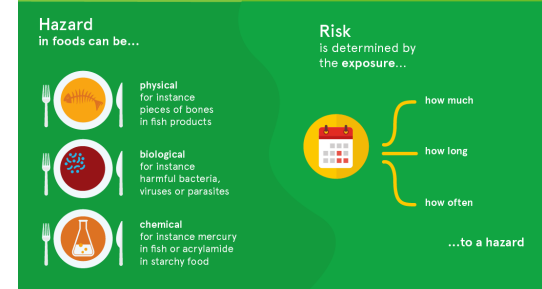
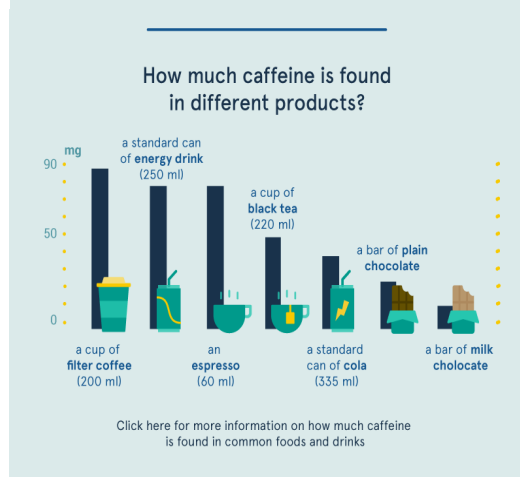
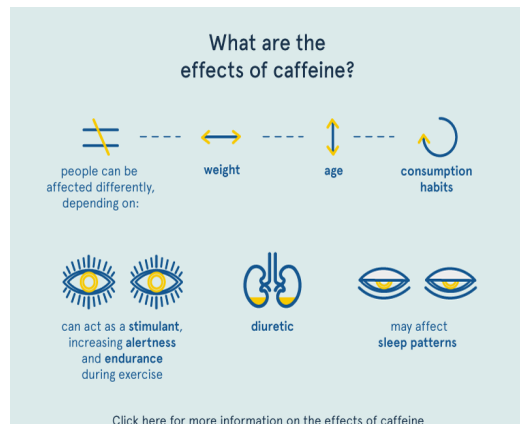
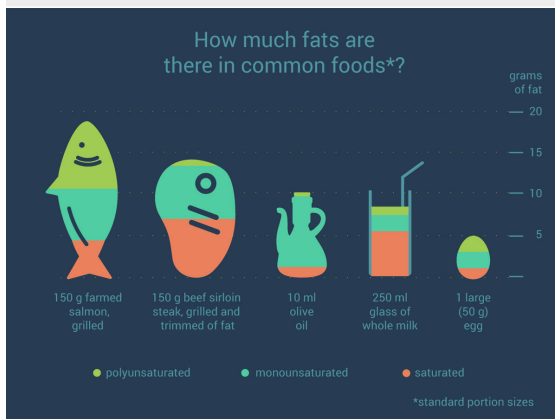


# Simple infographics for complex topics



Generally we eat too much fat

### How much fat do we really need per day?



506K social media reach



96 K web views



5 languages

# Homework





# What can we do?

- When presenting, use diversify logo & present Diversify
- Link to [www.diversifyfish.eu](http://www.diversifyfish.eu).
  - Partners website mutual links
- Share the newsletter with your networks
- Follow/tweet @diversifyfish & partners
- Presenting the project? Being interviewed? Writing an article/paper/poster?
  - Send event details, pictures/photos, 100-word summary, links to articles/interviews!
- Take Leaflets or Bookmarks to events



hashtag

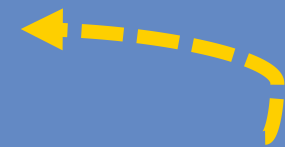


#DIVERSIFY



Thank you for your attention!

@diversifyfish  
@SciFoodHealth



handles