



Deliverable Report

Deliverable No:	D31.1	Delivery Month:	4	
Deliverable Title	Establishment of web site			
WP No:	31	WP Lead beneficiary:	P18. CTAQUA	
WP Title:	Dissemination			
Task No:	31.1	Task Lead beneficiary:	P18. CTAQUA	
Task Title:	Project website and brochure			
Other beneficiaries:	P1. HCMR	P3. IRTA	P7. IMR	P8. IEO
	P9. UL	P12. APROMAR	P13. UNIBA	P33. FGM
	P35. MASZ	P36. ANFACO	P37. EUFIC	P34. BVFi
Status:	Delivered/delayed		Expected month:	
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Other Scientists participating: Mylonas, C.C. (HCMR), J. Ojeda (APROMAR)

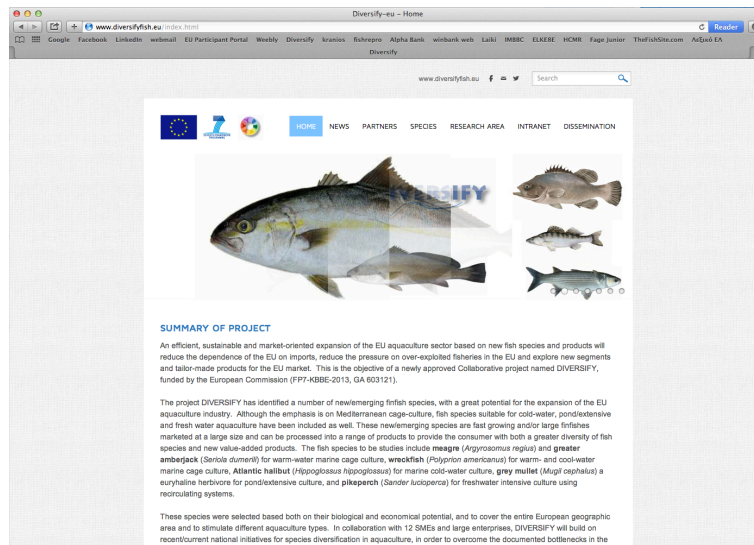
Objective: The objective of this Deliverable is to provide:

- (a) information on the objectives and main tasks of the project,
- (c) downloadable documentation for the general public, video podcasts and/or radio podcasts with interviews of project scientists and/or experts in the project scope,
- (d) links to abstracts, presentations and of scientific articles,
- (e) a blog page for interactions with scientists and aquaculturists, for the acquisition of feedback on DIVERSIFY,
- f) links to related national and EU projects,
- g) highlights and breakthroughs (from DIVERSIFY and beyond) in the fields covered by the project.

Description: Construction of the web site began already in Mo 1 of the project using the www.weebly.com platform. Hosting of the site was then moved to its final location at www.diversifyfish.eu in Mo 2. The website was already used extensively to provide up-to-date information on the organization, agenda and logistics of the kick off meeting, which was hosted by P1. HCMR at its facilities in Heraklion, Crete, Greece on 29-30 January 2014.

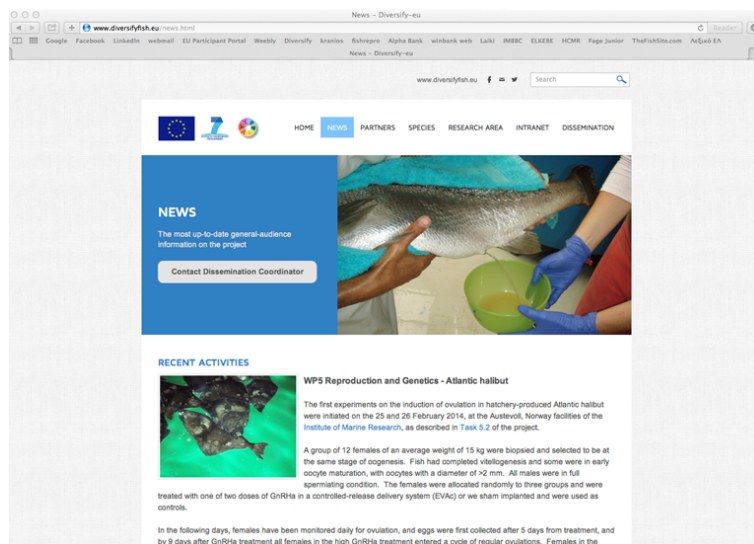
The website is designed to provide fast access to the project information, which is included in seven main pages. The structure of the web site follows the following scheme:

1. HOME: The page includes the full title of the project, a brief description of its objectives and contact details of the Project Coordinator, geographical distribution of the partners, general structure of the work to be implemented (Pert diagram) and organization of the consortium and its governing bodies and research area groups (Management structure).



The “HOME” page of the DIVERSIFY web site, hosted at www.diversifyfish.eu.

2. NEWS: This page includes the most recent activities on the initiation of specific tasks from the work plan, providing brief descriptions of various actions, with graphic support. This page will be updated often (monthly), with the objective of providing up-to-date information to partners, but also to interested people visiting the web site, on the ongoing work of the project. Major results and findings will also be provided to speed up dissemination work and hopefully implementation of the outcomes of the project by relevant stakeholders.

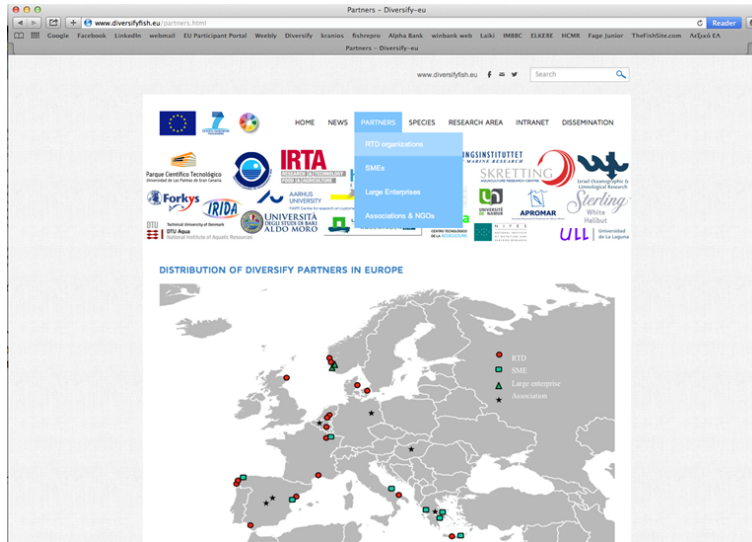


The “NEWS” page of the DIVERSIFY web site.

3. PARTNERS: These pages are grouped in RTDs, SMEs, Large enterprises, and Associations and NGOs, providing the contact information of each partner and the Principal Investigator (PI),

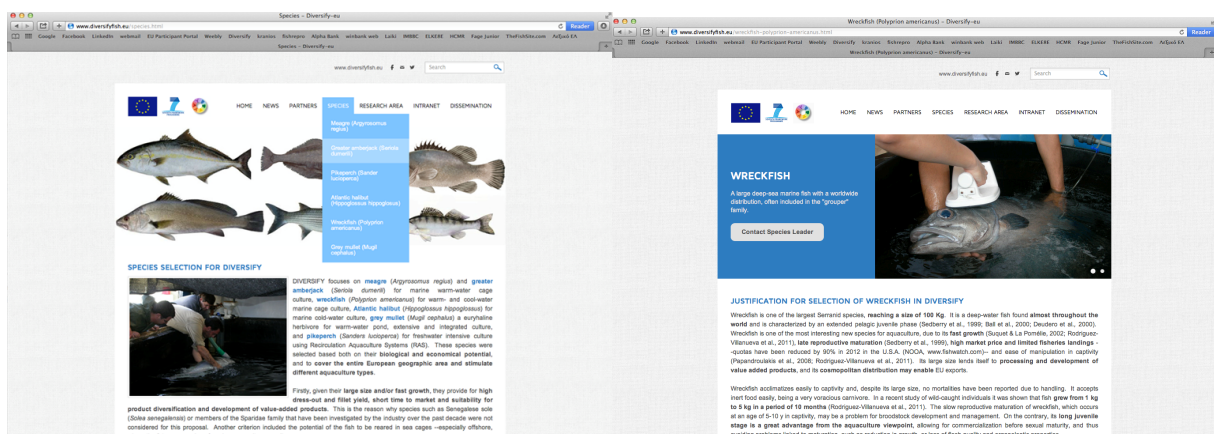


including the logo of the partner. The main “PARTNERS” page includes also a gallery of photos from all involved researchers in the consortium.



The “PARTNERS” pages of the DIVERSIFY web site.

4. SPECIES: In these pages, a full description is provided of the six species included in the project (**meagre** *Argyrosomus regius*, **greater amberjack** *Seriola dumerili*, **pikeperch** *Sander lucioperca*, **Atlantic halibut** *Hippoglossus hippoglossus*, **wreckfish** *Polyprion americanus* and **grey mullet** *Mugil cephalus*). This section includes biological information per species and the reasoning behind the species selection for the project. A photo gallery is also included, providing photos (when available) of the species at various stages and from research activities of the partners.

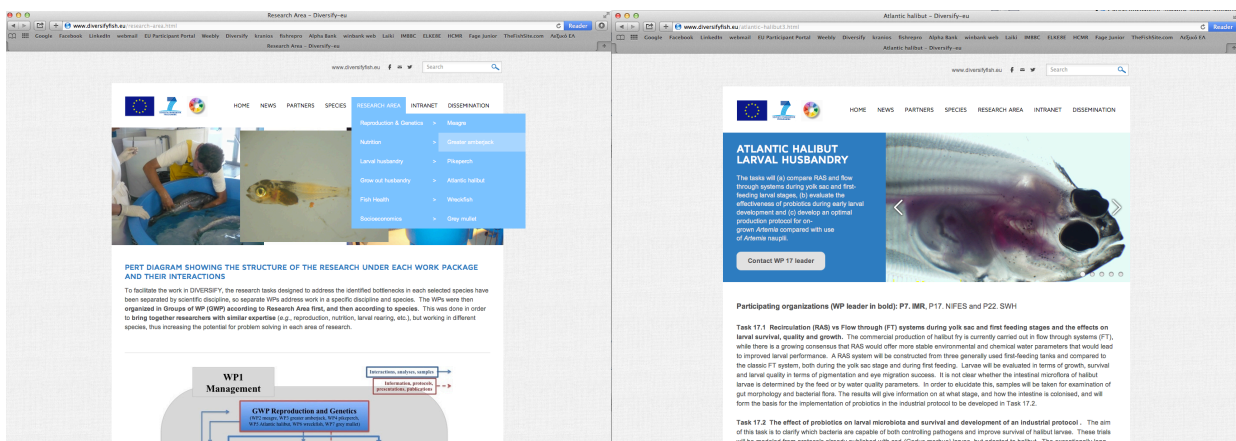


The “SPECIES” pages of the DIVERSIFY web site.



5. RESEARCH AREA: These pages indicate how the research tasks are designed to address the identified bottlenecks in each selected species. The different tasks have been separated by scientific discipline (along the organization of Group Work Packages of the Description of Work, DOW), so separate WPs address work in a specific discipline and species. There are six (6) disciplines including Reproduction and genetics, Nutrition, Larval husbandry, Grow out husbandry, Fish health and Socioeconomics (which includes final product and quality). The specific Work Packages that are include in the project and address work in the selected species are:

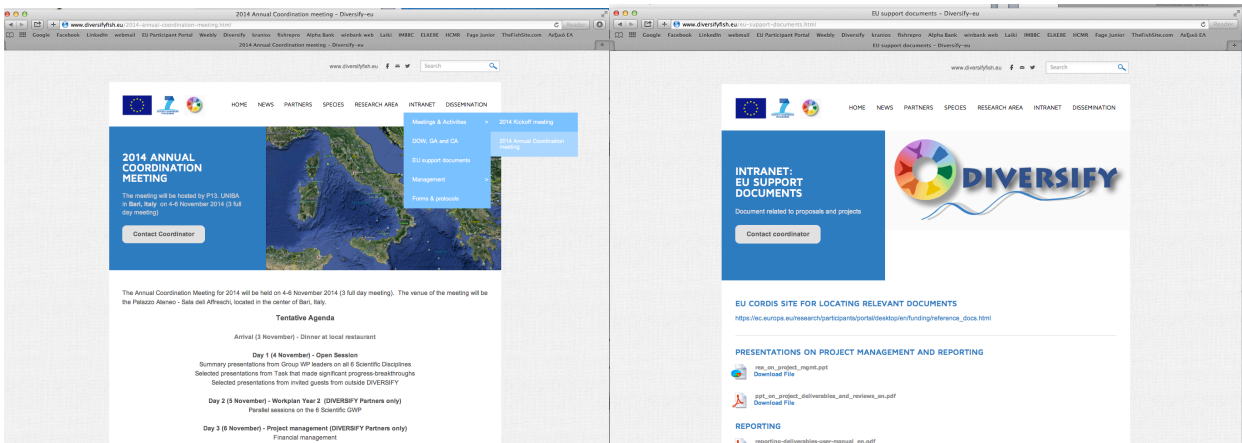
- Reproduction and genetics: meagre, greater amberjack, pikeperch, Atlantic halibut, wreckfish and grey mullet
- Nutrition: meagre, greater amberjack, pikeperch, Atlantic halibut, wreckfish and grey mullet
- Larval husbandry: meagre, greater amberjack, pikeperch, Atlantic halibut, wreckfish and grey mullet
- Grow out husbandry: meagre, greater amberjack, pikeperch and grey mullet
- Fish health: meagre, greater amberjack and Atlantic halibut
- Socioeconomics: Institutional and organizational context, new product development, consumer value perceptions and behavioral change and business model and marketing strategy development.



The “RESEARCH AREA” pages of the DIVERSIFY web site.

6. INTRANET: This section includes information relevant to the partners and most of its pages are password protected. It is intended to provide specific information to the consortium, and different official documents and other internal project documents can be found here such as:

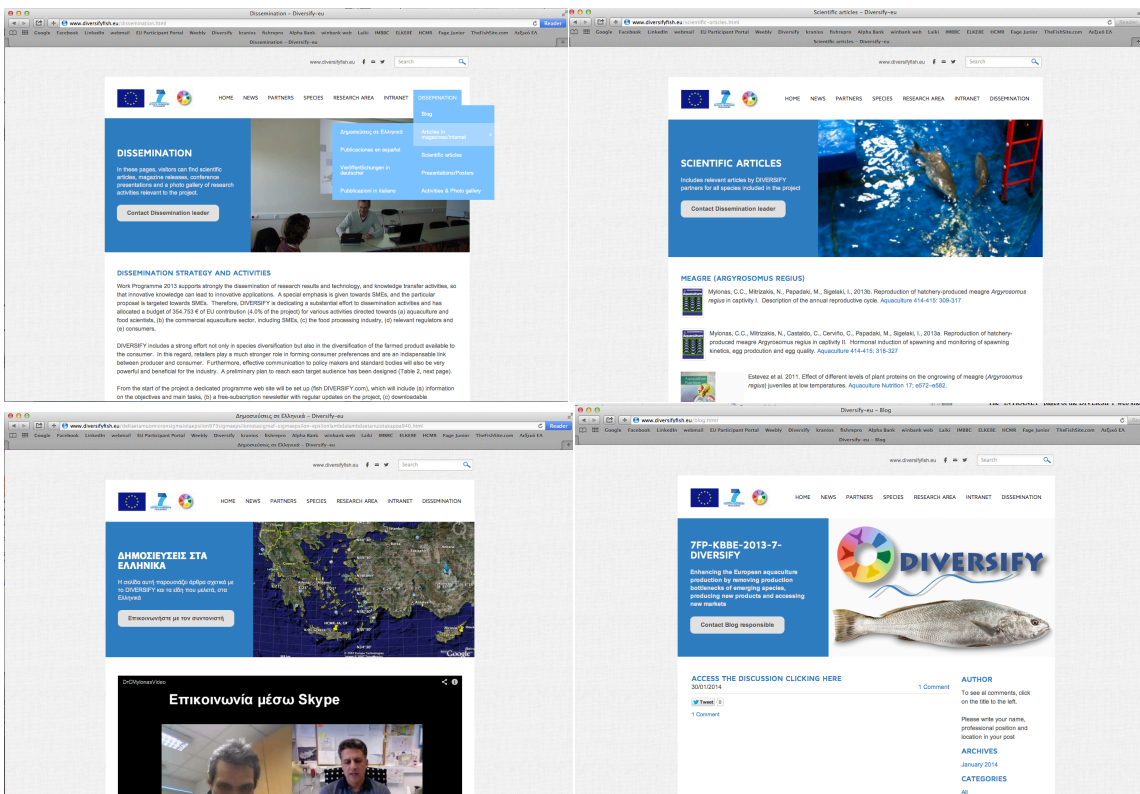
- Information about the annual meetings and activities
- A copy of the DOW, Grant Agreement and Consortium Agreement
- EU supporting documentation (CORDIS, use manuals on reporting, financial guide, etc)
- Management documents, such as a list of all researchers in the consortium and their contact information, the minutes of the Annual Coordination Meetings, etc
- Forms and protocols (logos, dissemination rules, templates for expenses justification, Deliverable reporting, etc)



The “INTRANET” pages of the DIVERSIFY web site.

7. DISSEMINATION: These pages include all activities related to the broadcasting of project activities. Several sections are incorporated:

- A Blog, to provide a discussion forum about DIVERSIFY and related topics for everyone visiting the web and willing to start an informal discussion
- Articles in magazines and internet (with project information in other languages of the consortium)
- Scientific articles
- Presentations and posters
- Activities and photo gallery



The “DISSEMINATION” pages of the DIVERSIFY web site.



Below we provide a list of the Dissemination activities already carried out (document available in the intranet).

DIVERSIFY KBBE2013 Dissemination articles									
No	Date	Discipline	WorkPackage	Title	Type	Language	Link	File name	
1	6-Nov-13	All	All	Ctaquac will help diversify EU aquaculture	web	english	fis.com	20131106 fis.com	
2	28-Nov-13	All	All	La diversificacjon piscicola espanola a traves de la corvina, el lenguado y la seriola	web	spanish	http://www.mispecies.com/nav/actualidad/noticias/noticia-detalle/La-diversificacin-piscicola-espaola-a-travs-de-la-corvina-el-lenguado-y-la-seriola/#.Up7ok9H-LWR	201312 "La diversificacjon piscicola espanola a traves de la corvina, el lenguado y la seriola"	
3	15-Dec-13	All	All	Enhancing the European aquaculture production by removing production bottlenecks of emerging species, producing new products and accessing new markets	magazine	english	http://www.theparliament.com/	20131211 Parliament magazine DIVERSIFY	
4	5-Oct-14	All	All	The fish that will feed Europe in the future	newspaper	greek	hardcopy	20140205 Patris-Crete.pdf	
5	5-Oct-14	All	All	IMBBC of HCMR in a research programme for aquaculture	web	greek	http://www.flashnews.gr/page.ashx?pid=3&aid=162746&cid=312	Flashnews.gr - Σε ερευνητικό πρόγραμμα υψοκαλλιέργειών το ΙΘΑΒΒΥΚ ΕΛΚΕΘΕ	
6	5-Oct-14	All	All	Kickoff meeting of the research programme DIVERSIFY at IMBBC/HCMR	web	greek	http://www.2810.gr/index.php/news-technologie-epistimi/39952-enarktiriasyntansi-tou-erevnitiko-programmatos-diversify-sto-ithavyk-ekethe	20140205 www.2810	
7	5-Oct-14	All	All	Inauguration of the programme DIVERSIFY for the production of aquaculture fish	web	greek	http://www.agrocapital.gr/Category/Thalassis/Article/8761/kekina-to-programma-diversify-gia-tin-paragwgi-psariwn-ichthyokalliergeias-	20140205 Agrocapital, 20140205 Προϊόντα Θαλάσσης Ξεκινά το πρόγραμμα Diversify για την παραγωγή ψαριών υψοκαλλιέργειας	
8	5-Oct-14	All	All	HCMR/IMBBC in a large research project for aquaculture	web	greek	http://www.cretalive.gr/culture/view/to-ekethe-ithabuk-se-megalo-erevnitiko-programma-gia-ichthuokalliergeies/140175	20140205 CRETALIVE	
9	6-Oct-14	All	All	Kickoff meeting of the research programme DIVERSIFY	web	greek	http://www.kathimerini.com.cy/index.php?pageaction=kate&modid=1&artid=161776	20140206 Η ΚΑΘΗΜΕΡΙΝΗ Εναρκτήρια συνάντηση του ερευνητικού προγράμματος DIVERSIFY	
10	11-Oct-14	All	All	EC works to diversify aquaculture	web, interview	english	http://aquicat.blogspot.com.es/2014/02/arranca-diversify.html	20140211 Arranca DIVERSIFY	
11	11-Oct-14	All	All	Arranca DIVERSIFY	web, blog	spanish	http://www.worldfishing.net/news101/industry-news/ec-works-to-diversify-aquaculture	20140211 World Fishing & Aquacult... 'diversify' aquaculture	
12	14-Oct-14	All	All	Diversify, a new project for the Mediterranean Aquaculture	radio/TV interview	greek	http://www.ant1iwo.com/ellada/2014/02/15/nea-eldh-carlwn-stis-ixuyokalliergeies-ky/	20140216 Ant1 iwo	
13	21-Oct-14	All	All	Dr Mylonas speaks to AgroTypos for the largest research project in aquaculture that he is coordinating	web, interview	greek	http://www.agrotypos.gr/index.asp?mod=articles&id=84765	20140221 Αγροτυπος.gr	

In order to further promote the communication of the project activities, results and achievements, DIVERSIFY has recently registered as member of the CommNet network for EU funded projects in the Bioeconomy domain. Based on this membership, our project logo will be display in the CommNet web.

DIVERSIFY is also present in the social networks, with accounts on Twitter and Facebook, where recent activities of the project are posted.

Deviations: Do deviations from the DOW have been encountered

No major deviations have been encountered.