



Deliverable Report

Deliverable No:	D31.2	Delivery Month:	6
Deliverable Title	Project logo and brochure		
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	P12. APROMAR	P37. EUFIC
Status:	Delivered	Expected month:	7
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Other Scientists participating: Andree, K. (IRTA), IRTA, Mylonas, C.C. (HCMR), Ojeda, J. (APROMAR), Miller, J. (EUFIC), Giordani, A. (EUFIC), Fernandez, L. (EUFIC)

Objective: The objectives of this Deliverable are:

- To design a unique project logo that clearly identifies the project and that becomes the identity symbol of the project.
- To design a brochure with the description of the main objectives, aims, expected outcomes and other relevant information of DIVERSIFY.

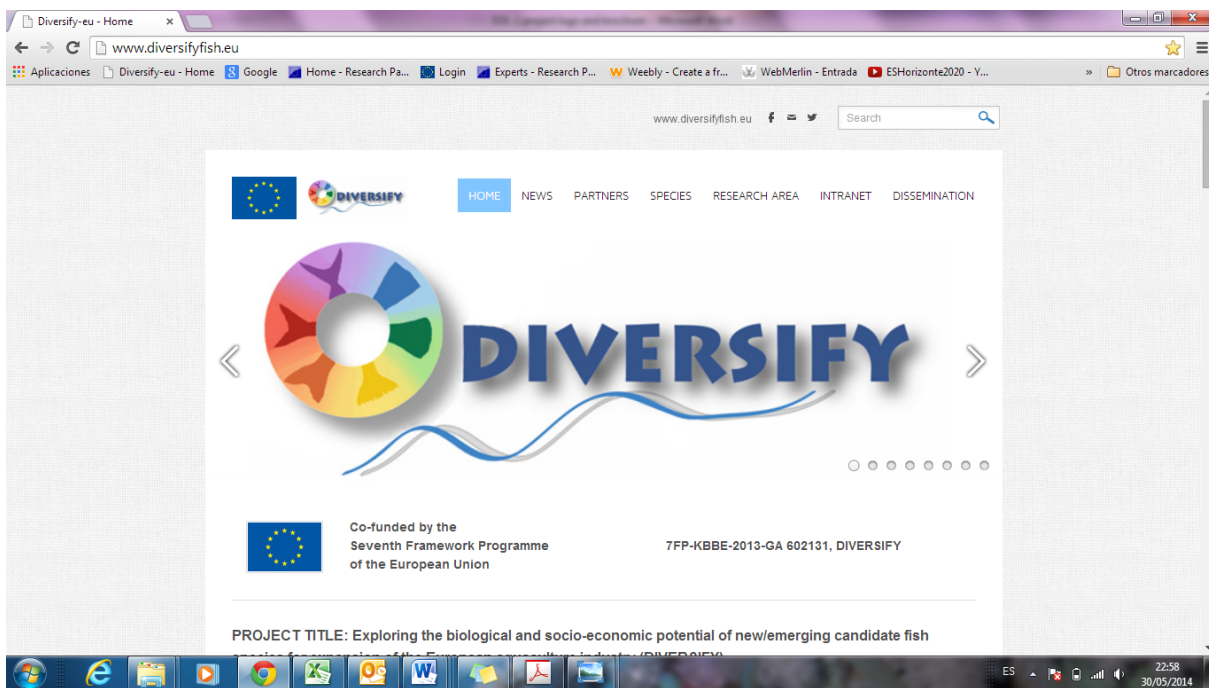
Description: The project logo has been created from the first month of the project, taking into account the different anatomic characteristics of the six fish species included in the project. In particular, the different fish tails have been included in the logo as identity print of each species. The application of different color range has contributed to the diversification concept of the project. Dr. Karl Andree, a fish health researcher from Partner 3 IRTA, Spain, created the logo. The logo is currently used in all the pages and subpages of the website, in the profiles of the social networks (facebook, twitter), in the dissemination material (brochure, bookmark) and as part of the signature of the partners. A short version including only the tails has become the easiest way to recognize any dissemination material related to the project.



The full project logo including the acronym. as designed by Dr. Karl Andree, IRTA, Spain.



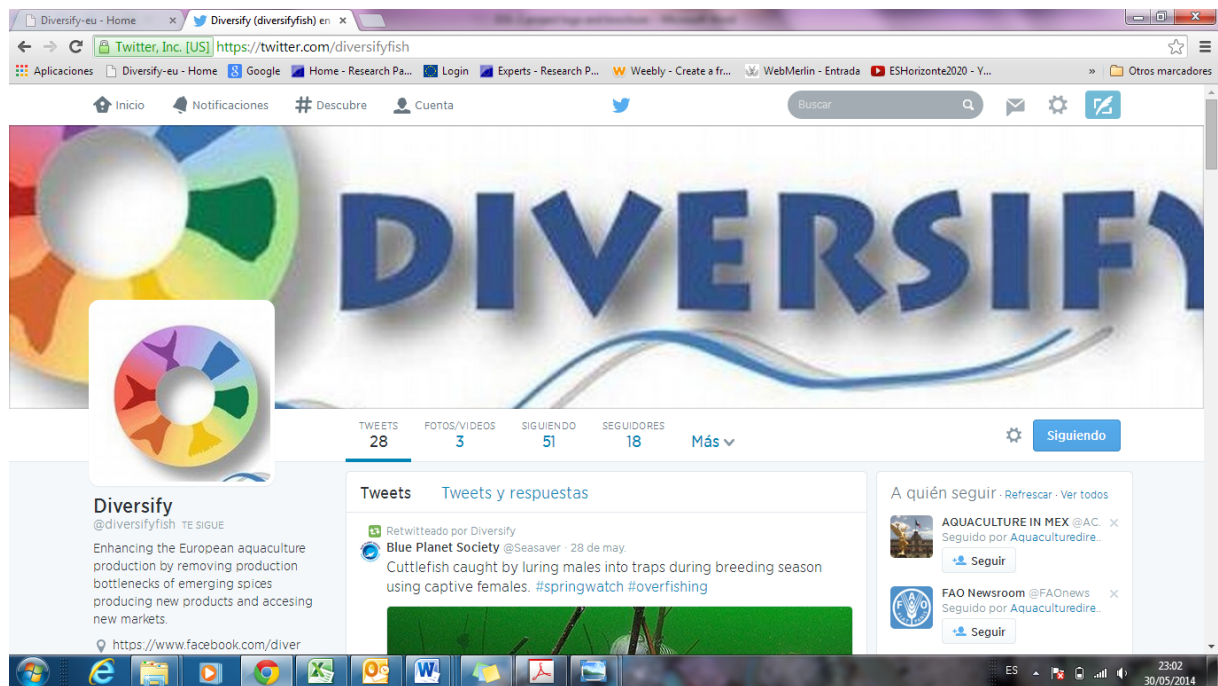
The short version of the logo of DIVERSIFY as designed by Dr. Karl Andree, IRTA, Spain.



Desktop capture of the Home page in the www.diversifyfish.eu web site.



FP7-KBBE-2013-07, DIVERSIFY 603121



Desktop capture of the home page of the project in www.twitter.com



Desktop capture of the home page of the project in www.facebook.com/diversify



DIVERSIFY BROCHURE

A project brochure and a bookmark have been prepared as printed dissemination material of DIVERSIFY. The information provided in this document gives a summarized overview of the scientific and socioeconomic research that are going to be carried out, and the expected results and products from the project.

The design of the brochure (coordinated by EUFIC) has focused on the description of the objectives, aims, background and expected results and products of DIVERSIFY. The text and images included in the brochure have been selected to present the information in an easy, clear and attractive way to all kinds of audiences. The brochure includes five sections:

- About diversify (including the selection criteria for the fish species of the project)
- Main objectives
- Expected outcomes
- Research areas
- List of partners

Relevant information about the financing source and administrative identification data of DIVERSIFY is also incorporated in the front page of the brochure.

A total of one thousand units of the brochure will be printed. The brochure will be distributed through the partners of the consortium, including the producer and processor associations such as APROMAR, BVFi, ANFACO, MASZ, and FGM. These organizations agglomerate members from the production sector (fingerling producers and grow out farmers), feed manufacturers, equipment suppliers, fish and shellfish processors, distributors and consumers. The partners have regular contacts with governmental organizations, regional and national policy decision makers, fishing industry representatives, NGO's and the media, which allow the broadcasting of the project advances and results.

Distribution of DIVERSIFY dissemination printed material will be also done at the occasion of conferences and other events of interest for the project, such as AQUA EUROPE meetings, project seminars, promotional workshops and any other event considered of interest for sharing project information.



PARTNERS

The DIVERSIFY consortium integrates a multidisciplinary group of partners from 12 European countries. It is made up mainly of research and academic institutions, and also includes nine small or medium-sized enterprises (SMEs), three large enterprises, five professional associations and one consumer non-governmental organisation (NGO).

- Aarhus Universitet (AU), Denmark
- Aquaculture Forkys AE (FORFKYS), Greece
- Argosaronikos Fish Farms S.A. (ARGO), Greece
- Asialor SARL (ASIALOR), France
- Asociación Empresarial de Productores de Cultivos Marinos (APROMAR), Spain
- Asociación Nacional de Fabricantes de Conservas de Pescados y Mariscos-Centro Técnico Nacional de Conservación de Productos de la Pesca (ANFACO), Spain
- Ayuntamiento de A Coruña (MC2), Spain
- Azienda Agricola Ittica Caldoli (ITTICAL), Italy
- Bundesverband Der Deutschen Fischindustrie und des Fischgrosshandels E.V. (BVF), Germany
- Canarias Explotaciones Marinas SL (CANEXMAR), Spain
- CTAQUA, Aquaculture Technological Center of Andalucía (CTAQUA), Spain
- Culmárex Group (CULMAREX), Spain
- Danmarks Tekniske Universitet (DTU), Denmark
- Dor Dgey Yam LTD (DOR), Israel
- European Food Information Council (EUFIC), Belgium
- Federation of Greek Maricultures (FGM), Greece
- Fundación Canaria Parque Científico Tecnológico de la Universidad de Las Palmas de Gran Canaria (FCPCT), Spain
- Hellenic Center for Marine Research (HCMR), Greece
- Hellenic Research House (HRH), Greece
- Hungarian Aquaculture Association (MASZ), Hungary
- Institut de Recerca i Tecnologia Agralimentaries (IRTA), Spain
- Instituto Español de Oceanografía (IEO), Spain
- Institut Français de Recherche pour l'Exploitation de la Mer (IFREMER), France
- Institute of Marine Research (IMR), Norway
- IOLR-National Center for Mariculture (IOLR), Israel
- Irda S.A. - Feed production (IRIDA), Greece

PARTNERS

LEI-Wageningen UR (DLO/LEI), the Netherlands
 Nasjonal Institutt for Energeting-Og Sjømatforskning (NIFES), Norway
 Skretting Aquaculture Research Center (SARC), Norway
 Sterling White Halibut (SWH), Norway
 Technische Universiteit Eindhoven (TU/e), the Netherlands
 The University of Aberdeen (UNIABDN), United Kingdom
 Universidad de La Laguna (ULL), Spain
 Università degli Studi di Bari Aldo Moro (UNIBA), Italy
 Université de Lorraine (UL), France
 Université de Namur ASBL (FUNDP), Belgium
 Vas. Geikonas & Co.LTD EE (GEI), Greece

PROJECT COORDINATOR

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

www.diversifyfish.eu

KEEP UP TO DATE WITH THE LATEST NEWS IN THE PROJECT:

www.facebook.com/diversifyfish
www.twitter.com/diversifyfish

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-GA No 603121).

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 fulfill 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 dumerilii*), 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 dumerilii</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.

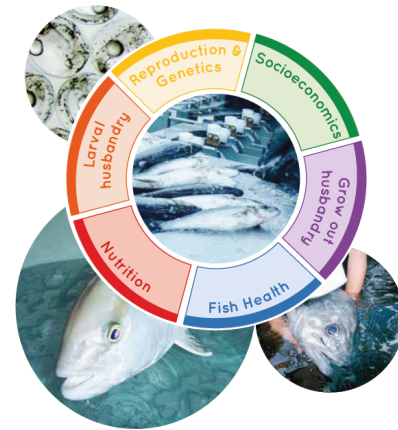
To determine the drivers for market acceptance of the new food prototypes in order to position the EU aquaculture sector as a leader in aquatic food production.

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:



The DIVERSIFY brochure design, produced by EUFIC, in collaboration with CTAQUA and HCMR.



DIVERSIFY BOOKMARK

Another dissemination tool has been designed to increase the spreading of DIVERSIFY project. A bookmark with small concentrated project information has been created and will be printed (2000 units) and, as in the case of the brochure, distributed to the sector through the partners. Likewise, the bookmark will be available at the occasion of conferences, other events of interest for the project and DIVERSIFY own organized events (full-day seminars, promotional workshops and annual meetings). A quick response (QR) code has been included in the strip, to allow easy and fast access to the DIVERSIFY website when scanned with a smartphone, tablet or any other authorized electronic device.



The DIVERSIFY bookmark design, produced by EUFIC, in collaboration with CTAQUA and HCMR.

Deviations: No deviation from the DOW exists.