



New species for EU aquaculture

Deliverable Report

Deliverable No:	D31.35		Delivery Month:	60
Deliverable Title	Production and release of audiovisual material			
WP No:	31		WP Lead beneficiary:	P18. CTAQUA
WP Title:	Dissemination			
Task No:	31.1		Task Lead beneficiary:	P18. CTAQUA
Task Title:	Production and release of audiovisual material			
Other beneficiaries:	P1. HCMR	P2. FCPCT	P3. IRTA	P4. IOLR
P5. UNIABDN	P6. SWR (DLO)	P7. IMR	P8. IEO	P9. UL
P10. TU/e	P11. AU	P12. APROMAR	P13. UNIBA	P14. IFREMER
P15. ULL	P16. FUNDP	P17. NIFES	P18. CTAQUA	P19. CMRM
P20. SARC	P21. DTU	P22. SWH	P23. ARGO	P25. DOR
P26. GEI	P27. FORKYS	P31. IRIDA	P32. MC2	P33. FGM
P34. BVFi	P35. MAHAL	P36. ANFACO	P37. EUFIC	P38. HRH
P39. F2B	P40. GMF			
Status:	Delivered		Expected month:	60
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Lead Scientist preparing the Deliverable: Robles, R. (CTAQUA),

Other Scientists participating: Mylonas, C.C. (HCMR).

Objective: The objective of this Deliverable was to provide downloadable documentation for the general public.

Description: A compilation video including all the audio-visual material produced during the five years duration of the DIVERSIFY project. This video compilation will be uploaded in the DIVERSIFY web (News) and in YouTube. Dissemination of the video is done also via Twitter and Facebook. The video starts with some images of the first video on DIVERSIFY, which was produced in May 2014. This was an initial promotional video presenting an overview of the project, including background, objectives, main research areas, and expected results and products from the project (**Fig. 1**).

The second production of audiovisual material included in the compilation video, comprised two types of material: a promotional video about the work done with greater amberjack (*Seriola dumerili*) in the Canary Islands (Spain) and a podcast with an interview of the Project Coordinator (**Fig. 2**). This video was produced in 2015, presented some of the results from the research work done already in the different research areas of the project, such as the sampling, gonadal evaluation and spawning induction of greater amberjack born in captivity (F1) at the IEO facilities in Tenerife (Canary Island). The video describes how the fish were examined in order to evaluate its reproductive condition and to be treated with GnRHa implants to induce maturation and spawning. This task, planned within the WP3 Reproduction & Genetics - greater amberjack, had the objective to examine the feasibility of inducing spawning of fish born in captivity and maintained in tanks for all their life, studying the spawning quality, the plasma level of sex steroid hormones, as well as some plasma indicators of welfare.



Figure 1. Desktop captures of some of the images from the first video produced for the broadcasting of DIVERSIFY project.



Figure 2. Different moments of the video showing the sampling set-up and the greater amberjack manipulation at IEO Tenerife, Spain.

In the following audiovisual material prepared for the project in November 2015, further advances in the areas of Reproduction and Genetics of meagre (*Argyrosomus regius*) and greater amberjack, as well as in the Larviculture husbandry of grey mullet (*Mugil cephalus*) among others, were included in the video. The Socioeconomic advances concerning the elaboration of new product ideas for the DIVERSIFY fish species and the consumer segmentation studies were also included in the video (**Fig. 3**).



Figure 3. Images of the November 2015 video presenting some of the results with greater amberjack and grey mullet, and the work done in the Socioeconomic area (bottom images).



The next video produced in the project was a promotional video including the main objectives of the project and a summary of the work presented at the ACM in Nancy, February 2016.. The meeting was held at the Museum-Aquarium of Nancy (France) and hosted by Dr. Pascal Fontaine, P9. UL. The video incorporates the interviews with Dr. Fontaine, with the PC, Dr. Mylonas; with the Dissemination leader, Dr. Rocio Robles and with the Secretary of the European Aquaculture Society (EAS), Dr. Alistair Lane (invited guest to the ACM during Day 1). Each of them addressed different aspects of the project in their talks. Dr. Fontaine and Dr. Mylonas gave an initial presentation of the project. Further analyses of the important socioeconomic work being developed by the project and the view of the European aquaculture are also commented by the Dissemination leader and the EAS secretary (**Fig. 4**).



Figure 4. Screen shots of the video prepared with the occasion of the second annual Coordination meeting in Nancy, France (2016).

In 2017 a global DIVERSIFY promotional video was designed and elaborated to use it as broadcasting tool of the project. The video of 2.4 minutes duration presents the objective of DIVERSIFY, a short summary of the partnership and the main advances in the research areas with each of the six fish species of the project in a short and very visual way (**Fig. 5**). This video is included upfront in the News page of the DIVERSIFY website.

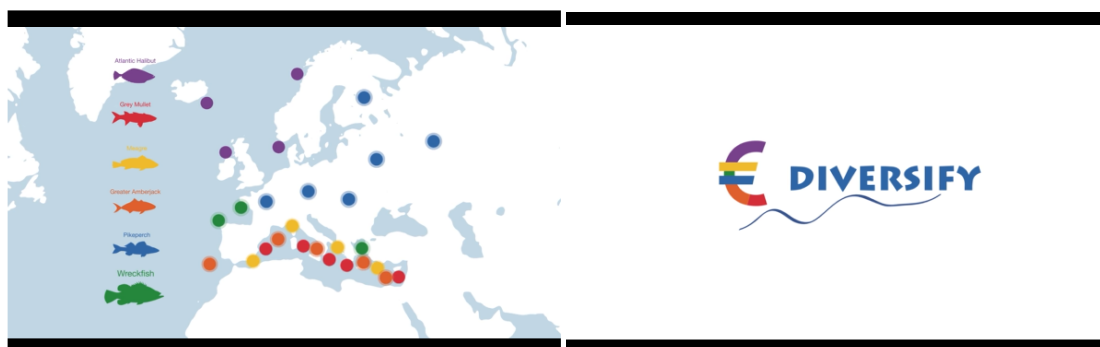


Figure 5. Desktop captures of the video.



In 2018, during the Final Coordination and Dissemination meeting held in Brussels, a short video interviewing the project Coordinator and the Dissemination leader was produced by the Spanish Producer Association APROMAR. In just two minutes the final and main conclusions of the project were presented to the industry and further contact and information to the farmers was offered, not only from the project website but also via direct contact with any of them (**Fig. 6**).



Figure 6. Image of the video recorded during the Final Coordination and Dissemination meeting held in Brussels, November 2018.

Deviations: There were no deviations from the DOW



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