



Deliverable Report

Deliverable No:	D31.5	Delivery Month:	12
Deliverable Title	Collaboration agreement with food industry and consumer organization; linkage of websites		
WP No:	31	WP Lead beneficiary:	P18. CTAQUA
WP Title:	Dissemination		
Task No:	31.7	Task Lead beneficiary:	P12. APROMAR
Task Title:	Dissemination to the food industry and consumers		
Other beneficiaries:	P33. FGM	P34. BVFi	P35. MASZ P36. ANFACO
Status:	Delivered (3 months delay)	Expected month:	9

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Other Scientists participating: Robles, R. (P18. CTAQUA), Mylonas, C.C. (P1.HCMR),

Objective: The objective of this Deliverable is to establish collaboration agreements between DIVERSIFY and the food industry and consumer organizations, including linkage of websites.

Partners P18. CTAQUA and P12. APROMAR will meet the European Association of Supermarkets (COOPERNIC), the European consumer organization (EUROCONSUMERS) and the platform Global Initiative for Life and Leadership through Seafood (GILLS) to create awareness of the project among their associates and to establish collaboration agreements in terms of including DIVERSIFY results and updates in their websites.

Description: Due to difficulties encountered to reach collaboration agreements with the initially proposed organisations (COOPERNIC, EUROCONSUMERS, BEUC and GILLS), the list of potential partners was widened. The following organizations have been contacted:

EUROCOMMERCE (European Organisation of retail, wholesale and trading companies)
<http://www.eurocommerce.be>

ASEDAS (Spanish member of Eurocommerce) <http://www.asedas.chil.org>

BEUC (European Consumer Organisation) <http://www.beuc.org>

EUROCONSUMERS (European Consumers Organisation) <http://www.euroconsumers.org>

OCU (Spanish Consumers Organisation) <http://www.ocu.org>

GILLS (Global Initiative for Life & Leadership through Seafood)
<https://www.facebook.com/GILLSEAFOOD>

COOPERNIC (European Cooperative Organisation of Independent Retailers)

FEAP (Federation of European Aquaculture Producers) <http://www.feap.info>

EATiP (European Aquaculture Technology and Innovation Platform) <http://www.eatip.eu>

AIPCE-CEP (European Fish Processors Association (Association des Industries du Poisson de l'UE) and CEP, European Federation of National Organisations of Importers and Exporters of Fish),
<http://www.aipce-cep.org/>



Collaboration Agreements have been signed, so far, between DIVERSIFY and OCU (Fig. 31.5.1), FEAP (Fig. 31.5.2) and EATiP (Fig. 31.5.3).



Figure 35.1.1 Collaboration agreement signed by OCU



COLLABORATION AGREEMENT

DIVERSIFY is a European research project that explores the biological and socio-economic potential of new/emerging candidate aquaculture fish species. This initiative is an ambitious 5-year project (2013-2018) that has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07). The DIVERSIFY consortium includes 38 partners from 12 European countries. Further information can be obtained from the project's website at <http://www.diversifyfish.eu>.

DIVERSIFY includes a strong effort on dissemination of its results. For this reason and to formalise relationships, it establishes individual collaboration agreements with relevant European food industry and consumer organisations.

The FEDERATION OF EUROPEAN AQUACULTURE PRODUCERS (FEAP) is the united voice of the European fish farming industry. FEAP has 26 members drawn from 22 States across the European continent. FEAP continuously supports and promotes the responsible development of European aquaculture and, through diversified support actions, develops and provides the common positions and opinions of the European sector (<http://www.feap.info>).

The DIVERSIFY Consortium and FEAP agree on the value of sharing the main results of the DIVERSIFY project.

To achieve this objective, FEAP will communicate to its members through its website the main relevant progress and results of DIVERSIFY. FEAP retains the right to decide the content of the news offered by DIVERSIFY that are finally communicated and how.

The Consortium of DIVERSIFY will offer FEAP, on a regular and permanent basis, information on the development of the project, will answer any question that FEAP might have on the subject and/or content and will periodically update FEAP with the results of the project.

This agreement includes no economic obligations between the two parties.

This agreement has no further obligations for either party.

This agreement will begin at the date of its signature and will terminate with the ending of the DIVERSIFY project in December 2018.

Dated: September 24th, 2014

By the DIVERSIFY Consortium
Mr Dinos Mylonas

For the FEAP
Mr Arnault Chaperon
President



Co-funded by the Seventh
Framework Programme
of the European Union



This 5-year-long project (2013-2018) has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07 single stage, GA 603121, DIVERSIFY). The consortium includes 38 partners from 12 European countries –including 9 SMEs, 3 Large Enterprises, 5 professional associations and 1 Consumer NGO- and is coordinated by the Hellenic Center for Marine Research, Greece. Further information may be obtained from www.diversifyfish.eu.

Figure 35.1.2 Collaboration agreement signed by FEAP



COLLABORATION AGREEMENT



DIVERSIFY is a European research project that explores the biological and socio-economic potential of new/emerging candidate aquaculture fish species. This initiative is an ambitious 5-year project (2013-2018) that has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration (KBBE-2013-07). The DIVERSIFY consortium includes 38 partners from 12 European countries. Further information can be obtained from the project's website at <http://www.diversifyfish.eu>.

DIVERSIFY includes a strong effort on dissemination of its results. For this reason and to formalise relationships, it establishes individual collaboration agreements with relevant European food industry and consumer organisations.

The EUROPEAN AQUACULTURE TECHNOLOGY AND INNOVATION PLATFORM (EATIP) has been established by the European aquaculture sector to reinforce the research and innovation processes that are required within a modern and developing Europe. EATIP works on developing measures and structures that will improve the research, development and innovation conditions so as to support the sustainable development of European aquaculture (<http://www.eatip.eu/>).

The DIVERSIFY Consortium and EATIP agree on the value of sharing the main results of the DIVERSIFY project.

To achieve this objective, EATIP will communicate to its members through its website the main relevant progress and results of DIVERSIFY. EATIP retains the right to decide the content of the news offered by DIVERSIFY that are finally communicated and how.

The Consortium of DIVERSIFY will offer EATIP, on a regular and permanent basis, information on the development of the project, will answer any question that EATIP might have on the subject and/or content and will periodically update EATIP with the results of the project.

This agreement includes no economic obligations between the two parties.

This agreement has no further obligations for either party.

This agreement will begin at the date of its signature and will terminate with the ending of the DIVERSIFY project in December 2018.

Dated: September 24th, 2014

By the DIVERSIFY Consortium
Mr Dinos Mylonas

By EATIP
Mr Gustavo Larrazábal
Chairman



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Figure 35.1.3 Collaboration agreement signed by EATIP



EUROCOMMERCE, ASEDAS, BEUC and EUROCONSUMERS were not interested in the collaboration and declined the offer. They suggested redirecting DIVERSIFY's efforts to other organisations.

GILLS (Global Initiative for Life & Leadership through Seafood) has merged with the Association of International Seafood Professionals (<http://seafoodprofessionals.org>) and an agreement has not been reached yet. Because of the high interest of DIVERSIFY to collaborate with this organisation, the efforts to reach an agreement with them will continue for as much time as necessary.

COOPERNIC (European Cooperative Organisation of Independent Retailers), now renamed CORE, is a purely commercial organisation directed to improving the buying power of its members. They have communicated to us that they are not interested in disseminating DIVERSIFY's activities.

Deviations: Considerable difficulties have been faced in reaching an agreement with the organizations proposed in the DOW. Because of these difficulties in establishing a collaboration agreement, alternative organizations have been contacted, and to a certain degree we succeeded in obtaining their collaboration. The Deliverable faced a delay of 3 months.



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