



7FP-KBBE-2013-07 **DIVERSIFY** 603121

WP 31 DISSEMINATION



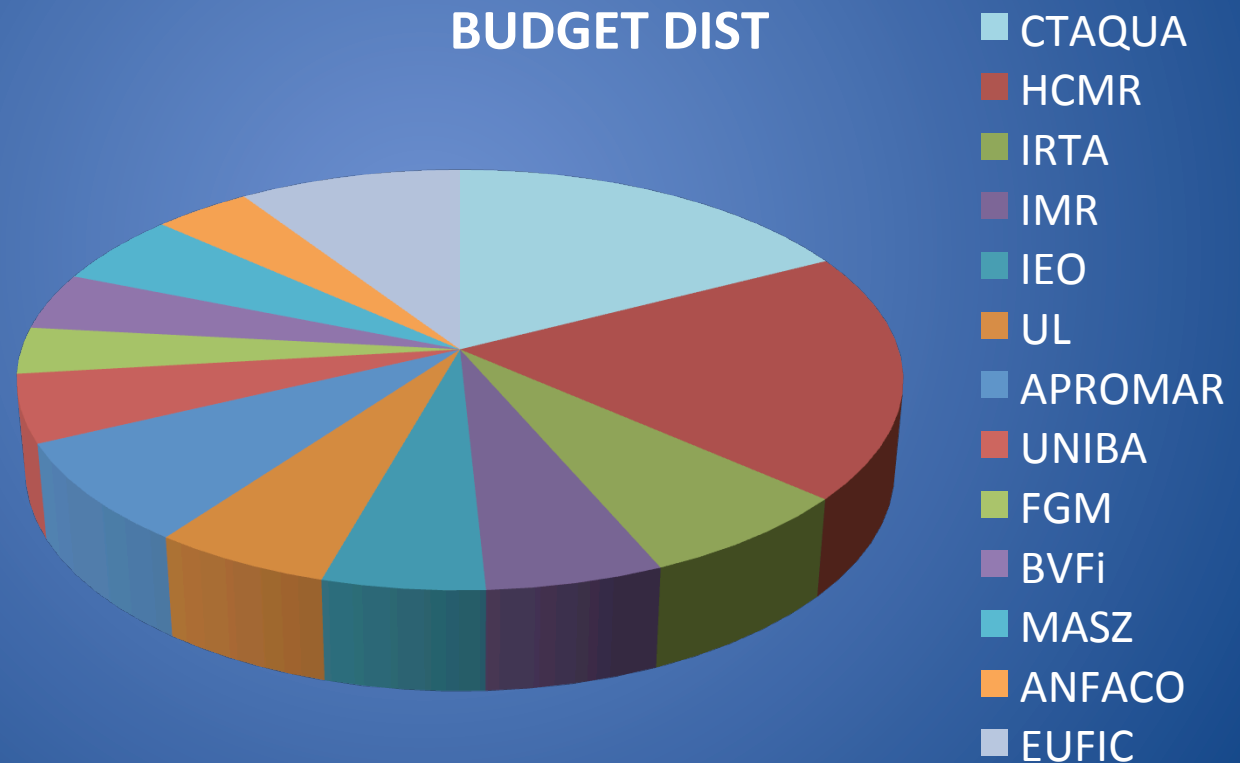
1. Objectives
2. Partners
3. Tasks
4. Y1 Deliverables
5. Dissemination rules
6. WEB

1. OBJECTIVES

- 1. Disseminate the **knowledge** acquired to the **scientific community**, to promote further research, to the **aquaculture sector**, to enhance feed back acquisition
- 2. Promote **implementation** of new husbandry **methods, protocols** and **products** developed by DIVERSIFY by the aquaculture industry and the seafood processors,
- 3. Enhance **awareness** of the diversification efforts of the project to the general public, with special attention to the **food industry and consumer's organizations**,
- 4. Promote **investment** opportunities making available the species **feasibility** studies to the industry,
- 5. Provide **documented information** to fish producers, fish processors and consumers on the new farmed aqua products from DIVERSIFY.

2. Partners involved: WP leader CTAQUA (18)

- 1. HCMR
- 3. IRTA
- 7. IMR
- 8. IEO
- 9. UL
- 12. APROMAR
- 13. UNIBA
- 33. FGM
- 34. BVFi
- 35. MASZ
- 36. ANFACO
- 37. EUFIC



Partners incorporated during negotiation phase

1. FGM: Greek Federation of fish producers
2. BVFi: Branch profile of the German association of fish processors and fish wholesalers
3. MASZ: Hungarian Aquaculture Association
4. ANFACO: Asociación Nacional de fabricantes de conservas de Pescados y mariscos
5. EUFIC: European Food Information Council

3. TASKs

31.1 Web site and leaflet

31.2 Annual coordination meetings

31.3 Presentation **DIVERSIFY** → Aqua Europe meetings

31.4 Scientific presentations manuscripts

31.5 “Know-how” transfer seminars

31.6 Promotional workshops

31.7 Consumer and food industry

31.1 Web site and leaflet

31.1 Web site and leaflet

- Objectives and main research areas of the project, links to EU projects and to national projects → [CTAQUA-HCMR](#)
- Newsletter → [CTAQUA-HCMR](#)
- Downloadable documentation → [CTAQUA-HCMR](#), [GWP leaders](#)
- Podcasts 2/year → [CTAQUA](#), [PC](#), [SLs](#)
- Links scientific material → [CTAQUA-HCMR](#)
- Blog → [APROMAR-CTAQUA](#)

- One year after project end

www.DIVERSIFYfish.eu



www.diversify-eu.weebly.com

31.1 Leaflet

- 2 leaflets: initial (M6) and final (M 60)
EUFIC-CTAQUA-HCMR
- Content: objectives, species selection, research areas, expected outcomes, partner list.



31.2 Annual Coordination Meetings (ACM)

ACM (HCMR) → WP 1 Project management

- M2 (kick-off), M13, M15, M37, M49, M60 (final)

- FCPCT 2014, IRTA (Spain), UL (France) 2015, IMR (Norway), HCMR (Greece)
- 3-day meetings
- DAY 1 – Open meeting
 - Invited speakers/participants outside of DIVERSIFY
 - Summary presentations of GWP leaders (6x30min)
 - Presentations of invited speakers (4x20 min)
 - Selected DIVERSIFY (5x20 min)
- DAY 2 – GWP Sessions (2.5 h x 3 parallel sessions)
- DAY 3 – Management
 - Reporting
 - Steering committee meeting

31.3 presentation DIVERSIFY →
Aqua Europe meetings

- EU forum, presentation of the PC (HCMR)
- Y2 and Y4 SLs → achievements
 - Meagre → IRTA
 - Greater amberjack → HCMR
 - Pikeperch → UL
 - Atlantic halibut → IMR
 - Wreckfish → IEO
 - Grey mullet → IOLR

31.4 Scientific presentations manuscripts

- All partners
- Scientific presentations at European or international conferences
- Submission to international ISI-indexed scientific journals
- Open access journals
- Output → 2 articles/sps/year = 60 articles

31.5 “Know-how” transfer Seminars

Species leader partner, PC and CTAQUA

- Y5
- One seminar per sps
- Short presentation selected aspects (30 min)
- Presentations by authorities in the species (DIVERSIFY, European or worldwide)
- Audience: aquaculturists, feed companies, equipment companies, suppliers, governamental organizations, researchers and educators, global institutions.....

Location: according to the species

- Pikeperch (UL): France, Belgium Denmark
- Atlantic halibut (IMR): Norway
- Meagre, greater amberjack, wreckfish, grey mullet
 - Greece (HCMR)
 - Italy (UNIBA)
 - Spain (IRTA)

31.6 Promotional workshops

CTAQUA and APROMAR

- Y4 and Y5
- Promote the activities and achievements of the project
- Invited European speaker from specialized consumer's organizations and/or professional associations
- Audience: fish producers, processors, retailers, consumer organizations, fisheries and aquaculture authorities
- Location: Spain, Greece, UK and/or Italy

31.7 Consumer and food industry

APROMAR and EUFIC

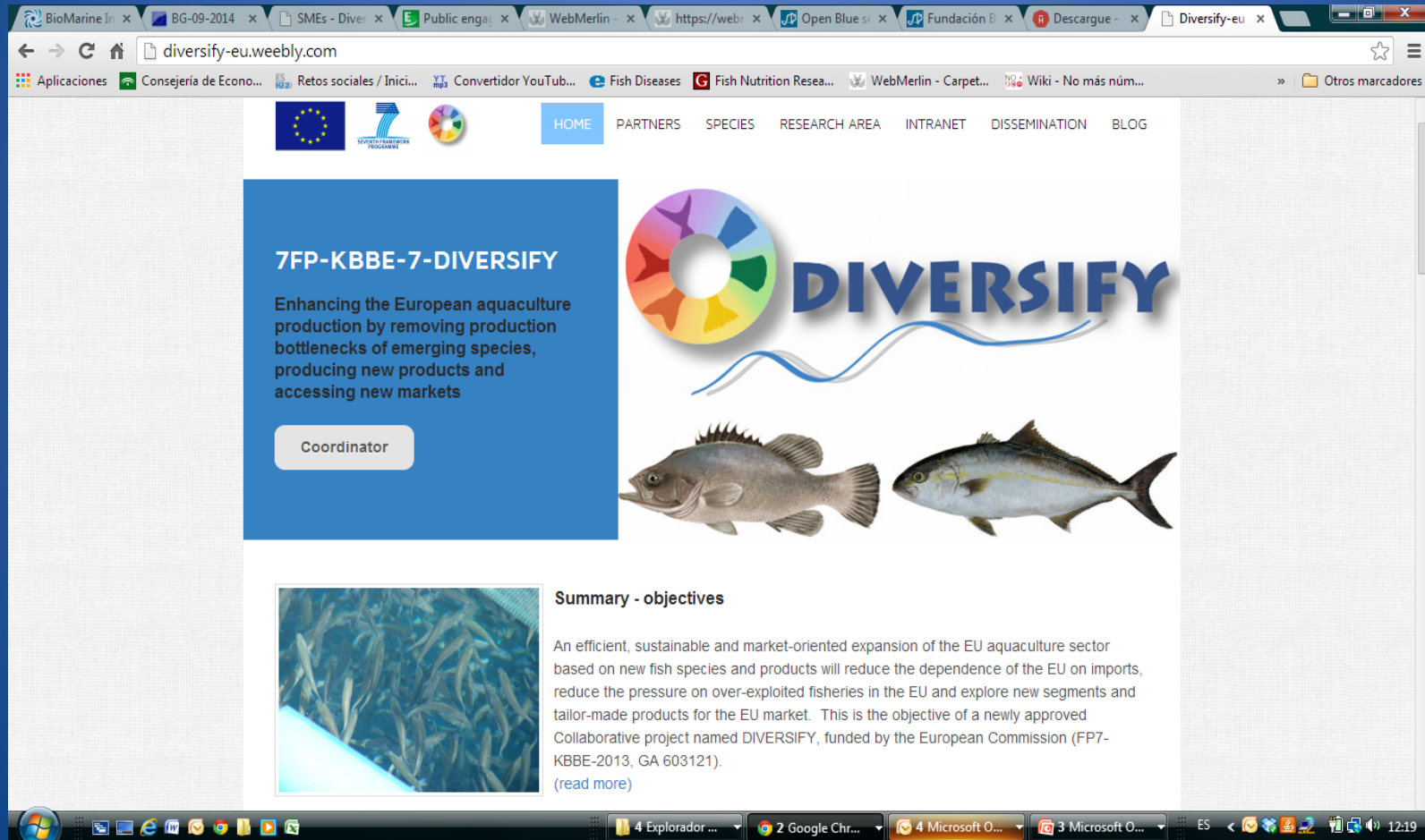
- Establishment of direct contact with main European Associations (Coopernic, Euroconsumers, Beuc), web linkage
- Annual resume of project activities presented at the annual meeting of partners representing associations
- Audiovisual publication for non specialized audience
- Y3 participation European Seafood Exposition
- Technical leaflets per species (FGM, BVFi, MASZ, ANFACO)

- 2 articles in FOOD TODAY (electronic journal of EUFIC): initial (M6) and final (M 54) EUFIC-CTAQUA-HCMR

The screenshot shows the inprofood website interface. On the left is a vertical navigation menu with categories: Food Safety & Quality, Food Technology (circled in red), Food Risk Communication, Nutrition, Health & Lifestyle, Diet-Related Diseases, Consumer Insights, Food for thought, EU initiatives, In the spotlight, and Energy Balance. The main content area features the article title "Public engagement for inclusive food and health research" and the inprofood logo with the tagline "Towards sustainable food research". Below the logo is a quote: "Even though food and health are key priorities in most European countries, this has not led to significant improvements in diet and lifestyle. Innovative approaches are needed. INPROFOOD project aims to improve research in Europe by promoting bottom-up development of societal engagement concepts." The article text begins: "This three year project started in November 2011 and involves 18 partners from 13 countries. It focuses on finding new ways to connect the innovative ideas of industry and academia with the needs of civil society. To achieve this objective, INPROFOOD is looking into the current processes and structures for food and health related research at both national and European level, paying particular attention to the role of societal". On the right side, there are sections for "Terms used in this article" (listing "Complement"), "Related Documents" (listing "Nutrition and pregnancy - Summary" and "Towards sustainable food research"), and "Related Podcasts" (listing "Adolescents' eating behaviour" and "Factors influencing food preferences"). Social media icons for Facebook, Twitter, LinkedIn, and a plus sign are visible. A "HON @ CODE" certification badge is also present.

4. Y1 Deliverables

- D31.1 Establishment of web site (CTAQUA-HCMR) M4



The screenshot shows a web browser displaying the Diversify website. The browser's address bar shows the URL `diversify-eu.weebly.com`. The website features a navigation menu with links for HOME, PARTNERS, SPECIES, RESEARCH AREA, INTRANET, DISSEMINATION, and BLOG. The main content area includes the project title "7FP-KBBE-7-DIVERSIFY" and a description: "Enhancing the European aquaculture production by removing production bottlenecks of emerging species, producing new products and accessing new markets". A "Coordinator" button is visible below the description. To the right, there is a large graphic with the word "DIVERSIFY" and two fish. Below this, a "Summary - objectives" section provides a detailed overview of the project's goals and funding.

7FP-KBBE-7-DIVERSIFY

Enhancing the European aquaculture production by removing production bottlenecks of emerging species, producing new products and accessing new markets

Coordinator

Summary - objectives

An efficient, sustainable and market-oriented expansion of the EU aquaculture sector based on new fish species and products will reduce the dependence of the EU on imports, reduce the pressure on over-exploited fisheries in the EU and explore new segments and tailor-made products for the EU market. This is the objective of a newly approved Collaborative project named DIVERSIFY, funded by the European Commission (FP7-KBBE-2013, GA 603121).
(read more)

- D31.2 Project logo and leaflet
(CTAQUA → IRTA) M6



- D31.3 Article in Food Today (EUFIC,CTAQUA,HCMR) M6
- D31.4 Production and release of audiovisual Material M6
- (CTAQUA)
- D31.5 Collaboration agreement with food industry and
- consumer organization;linkage of websites (APROMAR) M9
- D31.6 Annual presentation of DIVERSIFY(Y1) at a relevant
- conference (mainly Aqua Europe meetings, EU Forum)
- by the Project Coordinator (HCMR) M9
- D31.7 Production and release of audiovisual Material M12
- (CTAQUA)

5. Dissemination rules

- Please **ALWAYS** include this statement in all kind of communication about the project (press releases, interviews, web material, etc.)



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This 5-year-long project (2013-2018) is funded by the EC under the 7th FP, it includes 38 partners from 12 European countries – including 10 SMEs, 3 Large enterprises and 5 professional associations- and is coordinated by the Hellenic Center for Marine Research, Greece. Further information may be obtained from the project site at “DIVERSIFYf-eu.

Weebly.com”.

Posters, oral presentations and scientific articles:



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This work has been carried out with financial support from the Commission of the European Community, specific RTD programme of Framework Programme 7 (FP7-KBBE-2013-07 single stage, GA 603121 DIVERSIFY). It does not necessarily reflect its views and in no way anticipates the Commission's future policy in this area.

5. Dissemination rules

- Uploadable material can be prepared by any partner and sent to Dissemination leader and/or PC
- GWP leaders (Research Area) and SLs (Species) will help to develop web content
- All relevant partners (Task, WP) should be acknowledged in any dissemination material of DIVERSIFY
- Promotion of DIVERSIFY at national/regional level is always welcome → Please send the document to the Dissemination leader (r.robles@ctaqua.es) and /or the PC

6. Web site

www.DIVERSIFYfish.eu



www.diversify-eu.weebly.com



MERCI!
多謝
Thank you!
Danke!
感謝
Gracias!
謝
THA
うもあ
Me
DANKU!
うもあ
Todah!
GRACIAS!
Thank you!
感謝

GRACIAS!
多謝
Thank you!
Danke!
感謝
el!
Merci!
謝
Todah!
Gracias!
感謝

problems @ cultural differences