

Deliverable Report

| Deliverable No: | D31.26 | | Delivery Month: | 54 |
|----------------------|---|------------------------|-----------------------------|-------------|
| Deliverable Title | Audio-visual popularization document and publication of the second article | | | |
| | in Food Today, electronic journal of EUFIC | | | |
| WP No: | 31 | V | VP Lead beneficiary: | P18. CTAQUA |
| WP Title: | Title of WP from DOW | | | |
| Task No: | 1.1 | Task Lead beneficiary: | | P37. EUFIC |
| Task Title: | This title should come from the DOW and should be complete and descriptive. | | | |
| Other beneficiaries: | P1. HCMR | P3. IRTA | P7. IMR | P8. IEO |
| P9. UL | P12. APROMAR | P13. UNIBA | P18. CTAQUA | P33. FGM |
| P34. BVFi | P35. MASZ | P36. ANF | | |
| Status: | Delivered | | Expected month: | 55 |
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Lead Scientist preparing the Deliverable: Laura Fernandez (EUFIC)

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

Objective: The objective of this Deliverable is to produce a popularized audio-visual document (brochure/folder) for dissemination to non-specialised audiences. It will be prepared by the Coordinator, Dissemination leader and EUFIC (with the input from the GWPL). The material will also be used for the second dedicated articles for the project at the end with the conclusions and main findings of DIVERSIFY.

Description:

Final brochure:

The DIVERSIFY first brochure was developed as an introduction to the project and its goals, while the final brochure gave a summary of the main outcomes of the project. The content was provided by the different work package leaders and checked by the coordinator, as well as the dissemination leader and EUFIC. The content was distributed evenly between finfish species working groups and the socioeconomics group.

The brochure was designed in-house by EUFIC and the images are real photographs taken by the different partners. Only the best images were included.

2,000 copies of the brochure were printed for the final conference and distributed during the final conference among partners and participants. Copies were also sent to interested participants for future dissemination activities.

In January, the leaflet will also be available online on both the EUFIC and DIVERSIFY websites.

Screenshot of DIVERSIFY project's final brochure:

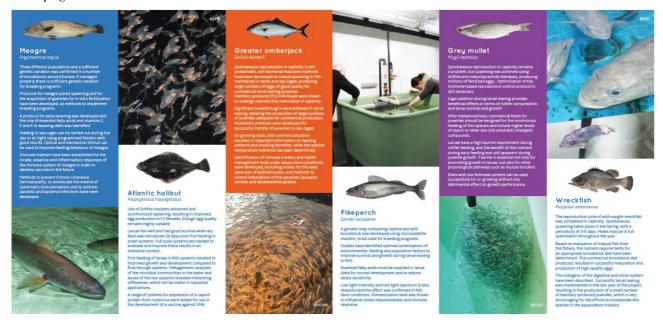
Front page



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Back page



Second dedicated article (also known as Food Today):

The idea was that this article summarised the main findings of the project. However, as the leaflet already accomplished this, it was internally agreed (with the approval of the coordinator) to substitute the production of the dedicated article with the recording of the final meeting on video as well as several short interviews. The recording and editing of the videos was done externally by the company <u>Focusbiz</u>.

1. Recording of the session

All 12 sessions from the final meeting were recorded, edited and made available on <u>YouTube</u>. In January, they will be published on both the EUFIC and DIVERSIFY websites, and disseminated through Twitter via <u>@SciFoodHealth</u> (a EUFIC-run account communicating on food & health EU-research projects with more than 12K followers) and <u>@diversifyfish</u>, the main account of the project.

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Video-recording by Focusbiz.

2. 5 short interviews with work package leaders and/or attendees

The short interviews aimed to target the general public. They not only summarised the main results of the project but also tackled general misconceptions around the topic of aquaculture. The questions asked were selected with the help of the coordinator and dissemination leader (see below). They can be found on YouTube.

In January, they will also be able available on both the EUFIC and DIVERSIFY websites. Plus, they will be promoted individually through the two social media channels.

Dr Mylonas Constantinos, HCMR - Hellenic Centre for Marine Research

- Why is aquaculture important?
- Why these fish were chosen for DIVERSIFY?
- How has the DIVERISFY project contributed to the (overall) development of European aquaculture? What has the project looked at?
- Now that the project has finished, what do you think is the next step? Any future directions?

Dr Rocio Robles, CTAQUA - Centro Tecnológico de Acuicultura

- What are the major species farmed in the EU?
- Is it true that aquaculture can damage the environment?
- Many times we hear people say farmed fish isn't safe to eat. That fish is farmed in dirty water and crowded conditions and full of antibiotics. Is this somehow true? How are fish farmed?



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Dr Gemma Tacksen, SWR - Stichting Wageningen Research

- Aquaculture is one of the world's fastest growing food sectors. What new market opportunities
 has DIVERISFY identified for future growth of the European aquaculture sector for the selected
 species?
- How could we promote aquaculture consumption in the EU?

Dr Lluis Guerrero, IRTA - Institute of Agrifood Research and Technology

- Is farmed fish as healthy as (or better than) wild fish?
- From your experience, what are consumers mostly interested in when buying fish? E.g. freshness, sustainability, etc.
- What new products has the DIVERSIFY project produced? Will any be soon available in the market?

Ms Marta Iglesias, Senior Policy officer at the European Commission

- What are the potential contributions of aquaculture development to the SDGs?
- What is the EU doing to support aquaculture?

Deviations: If any, explain the deviations, their impact on the deliverable and project overall.

As mentioned above, we internally agreed to substitute the production of a second dedicated article with the recording of the sessions and interviews as the main findings were already summarised in the final leaflet. By doing this, people who were unable to attend the conference could hear about the project's main findings directly from the researchers.

The interviews serve to summarise the main results of the project in more accessible language and also help address general misconceptions around aquaculture, therefore increasing trust in the sector.

All content will be made available online on both the EUFICs and DIVERSIFY websites for further promotion.

