



Deliverable Report

Deliverable No:	D31.6	Delivery Month:	11
Deliverable Title	Annual presentation of DIVERSIFY (Y1) at a relevant conference (mainly Aqua Europe meetings, EU Forum) by the Project Coordinator		
WP No:	31	WP Lead beneficiary:	P18. CTAQUA
WP Title:	Dissemination		
Task No:	31.3	Task Lead beneficiary:	P1. HCMR
Task Title:	Presentation of DIVERSIFY at the AQUACULTURE EUROPE meetings		
Other beneficiaries:	P18. CTAQUA		
Status:	Delivered	Expected month:	9

Lead partner preparing the deliverable: Mylonas, C.C. (HCMR)

Other partners participating: Robles, R. (CTAQUA)

Objective: To make a summary presentation at the European Aquaculture Society's (EAS) annual meeting, presenting the major achievements of DIVERSIFY.

Description: A presentation (20 min) was given by the Project Coordinator (PC) in the Diversification Session, at the AQUACULTURE EUROPE 2014 conference held between 14-17 October 2014 at Donostia-San Sebastian, Spain (Fig. 1). Coincidentally, Drs. Tito Peleteiro from P8 IEO and Rocio Robles from P18 -the WP31 Dissemination leader-- chaired the session. Since this was the first of such presentations and a limited number of results was available at the time, it was decided to make an introductory presentation of DIVERSIFY, familiarizing the aquaculture community with the project. An estimated 120 persons attended the presentation.

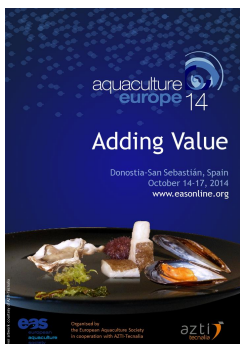


Figure 1. The announcement poster of the AQUACULTURE EUROPE 2014 conference that is organized every year by the European Aquaculture Society, and a panoramic view of the bay of San Sebastian.

The objective of the project were presented, together with the justification of the project's species selection, which includes meagre (*Argyrosomus regius*) and greater amberjack (*Seriola dumerili*) for warm-water



marine cage culture, wreckfish (*Polyprion americanus*) for warm- and cool-water marine cage culture, Atlantic halibut (*Hippoglossus hippoglossus*) for marine cold-water culture, grey mullet (*Mugil cephalus*) a euryhaline herbivore for pond/extensive culture, and pikeperch (*Sander lucioperca*) for freshwater intensive culture using recirculating systems (Fig. 2).

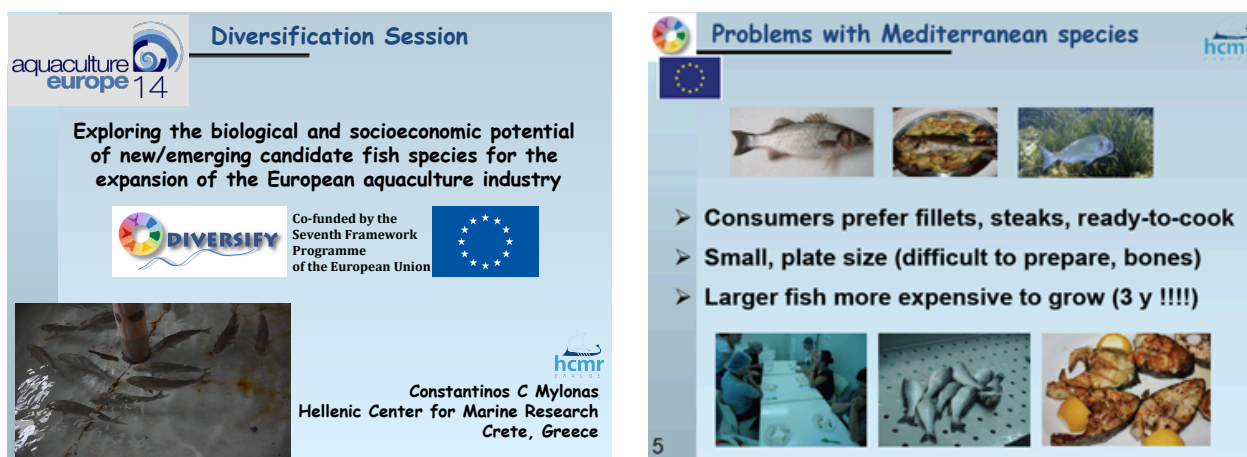


Figure 2. Representative slides of the DIVERSIFY presentation at AQUACULTURE EUROPE 2014, with the opening slide (left) and the justification of the species selection of the project (right).

Then there was a brief description of the identified bottlenecks of each of the selected species, and a brief outline of the work planned in the six scientific disciplines, which are Reproduction and Genetics, Nutrition, Larval and Grow out husbandry, Fish health and Socioeconomics, including final product quality (Fig. 3).

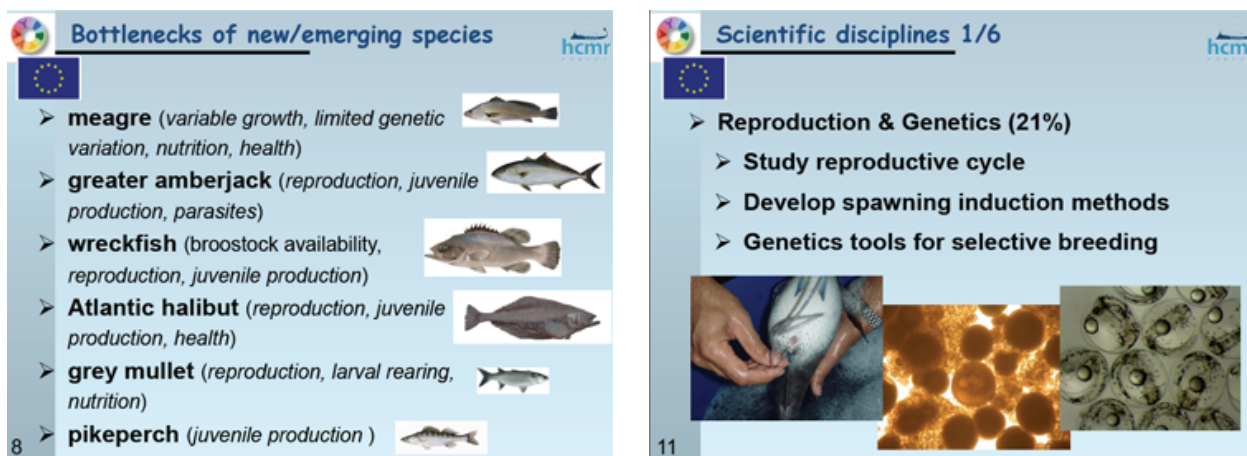


Figure 3. Representative slides of the DIVERSIFY presentation at AQUACULTURE EUROPE 2014, with the bottlenecks identified (left) and the work planned --e.g., Reproduction and Genetics (right).

Afterwards, a presentation of the website (www.diversifyfish.eu) and its organization was provided, encouraging people to seek information on the project, either according to species of interest or of scientific discipline (Fig. 4). At the end of the presentation, the PC informed the audience about the next Annual Coordination Meeting and the possibility to attend the open day of the meeting, for interested researchers and industry managers. The attendees were also handed out the DIVERSIFY brochure and bookmark



produced recently to introduce the project (Fig. 4). Brochures were also made available to all conference participants at specific literature distribution tables and relevant sessions. Also, the Project Coordinator and the WP31 Leader handed out DIVERSIFY brochures to researchers and industry managers with whom they discussed the project and the potential for dissemination and collaboration with other National initiatives.



Figure 4. Representative slides of the DIVERSIFY presentation at AQUACULTURE EUROPE 2014, with a presentation of the project's webpage (left) and the brochure produced recently and distributed to the people attending the presentation, as well as the conference at large (right).

During the conference, there were many opportunities to publicize DIVERSIFY and inform numerous colleagues on the project's objectives and planned work. People were encouraged to follow the website of the project, where it is intended to upload brief, concise but meaningful updates on implemented work and the obtained results, on a regular basis (monthly or more often). Interested researchers and industry managers were also informed of the open component of the Annual Coordination Meetings, and various researchers expressed already the interest to attend our meetings, in an effort to benefit from the knowledge produced by the project, but also to investigate the potential of coordinating their research activities with DIVERSIFY and perhaps carry out joined experiments.

Also, a meeting was arranged with the Mr Nigel Balmforth of Wiley - Blackwell, who expressed an interest in publishing the final results of DIVERSIFY in the form of a book or a series of books, probably specific to each species. As the Project Coordinator edited a book recently (2012, Sparidae: Biology and Aquaculture of Gilthead Seabream and Other Species) with this publisher, there is an established relation with the company representative responsible for the Aquatic Sciences titles of Wiley - Blackwell, which will facilitate any effort at producing such books from DIVERSIFY.

Overall, the presentation in the Diversification Session and the presence of both the Project Coordinator and the WP31 Dissemination leader was considered successful, resulting in increased awareness for DIVERSIFY and developing various contacts for future collaboration within its frame.

Deviations: The deliverable is submitted 2 months later than indicated in the DOW, since it was expected that the project would start in Jan 2014 (instead of Dec 2013) and that the conference would take place in September (instead of October).



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

