

FLOUNDERING FLATFISH!

A VIDEO COMMUNICATION CASE STUDY



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LANDING OBLIGATION

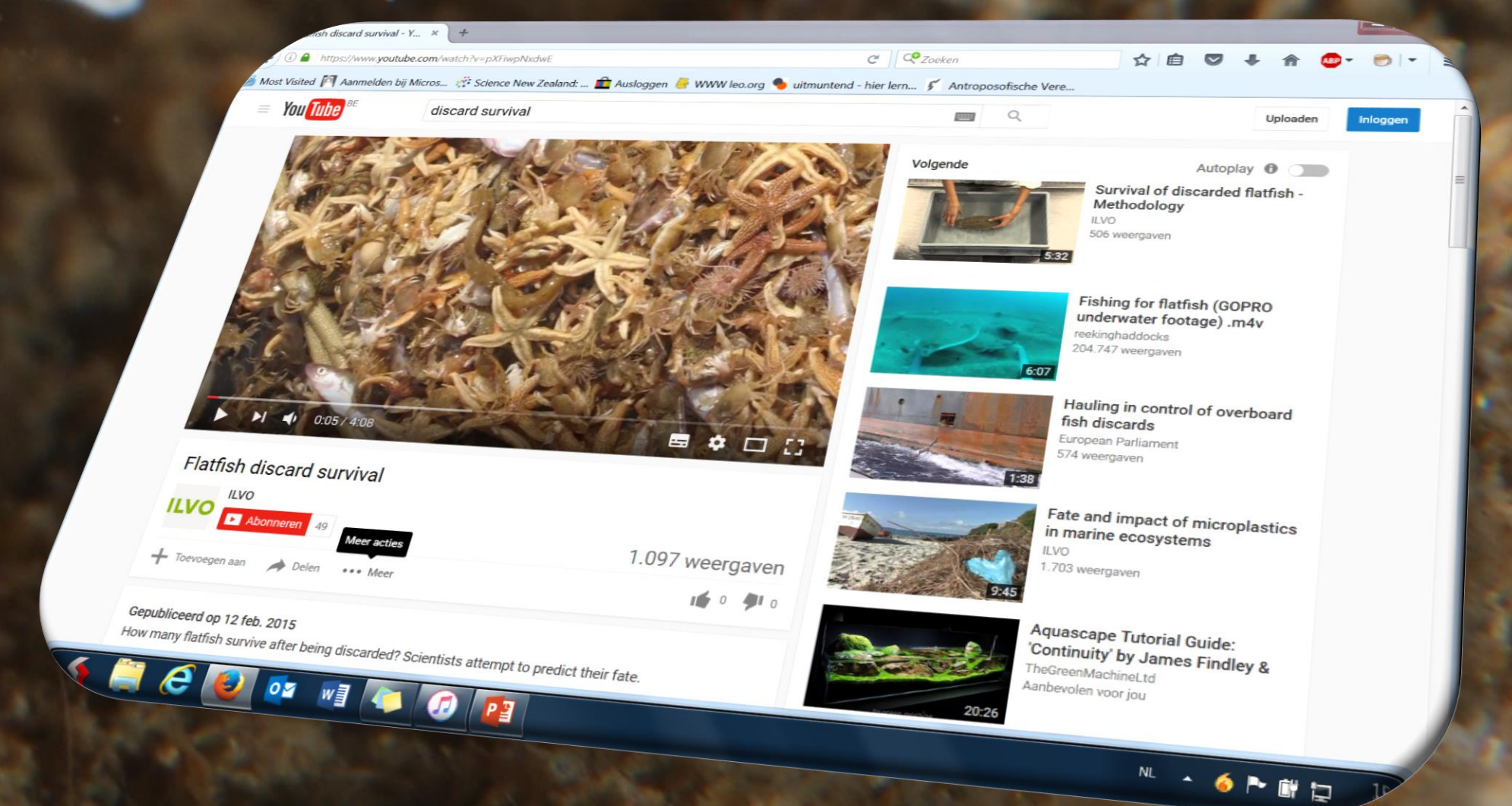
The LANDING OBLIGATION is Europe's most important piece of fisheries legislation to date. It will not just decide about life and death of countless marine organisms tackled by fishing gear, but it will also decide about the economic performance and sheer existence of fishing businesses throughout Europe. An exception to the landing obligation: to prove that a species is robust enough to survive the discard process.

THE CLUE

ILVO scientists have developed a non-invasive methodology that may be helpful in predicting the chance of flatfish to survive their discarding. By testing for the presence of innate reflex movements and injuries and correlating mean scores with survival probability.

THE VIDEOS

To showcase this research three videos were made to create impact and visualize the concept: an introduction video targeting a more general audience (produced in both Dutch and English) and a methodology video targeting researchers and fishers (English only).



Flanders
is agriculture and fisheries

Acknowledgements: These films were an ILVO production with support from the Government of Flanders. The research has been approved by ILVO's Animal Ethics Committee (EC2014/226). The 'Overleving' project was funded by the European Fisheries Fund and the Government of Flanders and done in collaboration with Rederscentrale, CEFAS, DTU-Aqua, IFREMER and Wageningen Marine Research. Filming and editing: Koen Dejaegher. Voiceover: Miriam Levenson and Greet Riebbels. With thanks to Ruben Theunynck, Marieke Desender, Coenraad Deputter and David Vuylsteke. *Pleuronectes platessa* was photographed by Daan Delbare. copyright © ILVO, Daan Delbare

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