

The PrimeFish project, engaging and communicating the competitiveness with the European seafood stakeholders

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On behalf of the PrimeFish Consortium formed by Mátis, University of Aalborg, Syntesa, INRA, University of Savoy, TTZ Bremerhaven, Haskoli Islands, University of Parma University of Pavia, Kontali Analyse, Nofima, University of Tromsø, CETMAR, University of Stirling, Nha Trang University and Memorial University of Newfoundland; and on behalf of Peter Olsen (WP1 leader), Paul Steinar (WP2 leader), Francis Murray (WP3 leader), Stéphane Ganassali (WP4 leader), Sveinn Agnarsson (WP5 leader), Ólavur Gregersen (WP6 leader) and Guðmundur Stefánsson (Project coordinator and WP8 leader).

The overall aim of the PrimeFish project is to strengthen the economic sustainability and competitiveness of European fisheries and aquaculture sectors. Within this project, data will be gathered from all the stakeholders involved in the seafood value chain, including a large industry reference group (IRG) who validates the outcomes and results. A structured stakeholders interaction and communication contributes to achieve these goals through involving pre-selected target groups (e.g. seafood industry, international scientific community, advisory bodies, European Commission) with tailor-made actions. In particular, a mix of internal and external communication actions will ensure consistency in the activities and in reaching the groups. Planned activities cover a wide range of fields; a dynamic website, workshops and meetings; proactive social network profiles on Facebook, Twitter, LinkedIn, YouTube; press releases; attendance to sectorial events; and, promotional material (e.g. brochures, leaflets, posters, videos, newsletters). Furthermore, a set of indicators were selected to monitor the effectiveness of these communication actions and the ad-hoc campaigns in each media. Finally, adaptive strategies are implemented according to an annual review of the campaigns and the achievement of the objectives. The results of the first year highlight a strong correlation among the participation in sectorial events and the impact in the digital audience. Therefore, the pursuance of these communication activities with European seafood stakeholders and the general public will ensure the visibility of the project breakthroughs, opening the science to a wider audience.