



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 773330

Deliverable report for

GAIN

Green Aquaculture Intensification in Europe

Grant Agreement Number 773330

Deliverable D6.10

Title: Summary of GAIN communication activities

Due date of deliverable: 31/10/2021

Actual submission date: 10/11/2021

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WP: 6 - Dissemination, Exploitation, and Communication

| Dissemination Level: | | |
|----------------------|--------|---|
| PU | Public | Y |

Document log

| Version | Date | Comments | Author(s) |
|-----------|------------|---------------|--|
| Version 1 | 11/10/2021 | First draft | L. Conceição, A. Fernandes, T. Vairinhos, T. Poletto |
| Version 2 | 10/11/2021 | Final version | L. Conceição, A. Fernandes, T. Vairinhos, T. Poletto |

Recommended Citation

L. Conceição, A. Fernandes, T. Poletto, T. Vairinhos, 2021. Summary of GAIN communication activities. Deliverable 6.10 GAIN – Green Aquaculture Intensification in Europe - EU Horizon 2020 project grant nº. 773330. 17 pp.

File: GAIN_D6.10_Summary of GAIN communication activities

Table of Contents

| | |
|--|-----------|
| Executive summary | 3 |
| Introduction | 4 |
| Methodology | 4 |
| Description of work & main achievements | 4 |
| Communication Objectives | 4 |
| Target Audiences | 5 |
| Communication Activities | 5 |
| Communication Tools & Actions | 7 |
| Conclusions | 17 |

Executive summary

The GAIN communication strategy was based on a diverse set of channels in order to ensure that the project methodologies and results are used as broadly as possible and that a robust legacy is achieved. During the GAIN lifecycle, a set of communication tools and initiatives were developed to promote the project and its aims, disseminate its results and outcomes, by showcasing progress and achievements and sharing of best practices, by providing targeted information to multiple audiences (including the general media and the wider public).

The GAIN consortium has made a very significant communication effort reflected in a total of 140 entries on Communication activities, including 11 presences (most with oral presentations) in presential/online meetings/conferences/seminars, over 60 posts in social media/blogs/websites, and 40 videos published in Youtube. This effort was directed at several target audiences, including Fish farms, fish farm support industries (e.g., feeds, equipment, vet supplies & services), NGO's, scientific community, policy-makers, other seafood sector stakeholders, Consumers, and General Public.

The GAIN consortium believes it did its best efforts to maximize the impact of the results and developed a full range of activities to achieve maximum awareness about project objectives and results. GAIN communication activities were articulated with the project dissemination activities. These will ensure an active disclosure of results to a broad range of stakeholders. Moreover, GAIN communication initiatives aimed at setting a reference for correct, science-based information on the aquaculture industry, for society at large, including younger citizens, while guaranteeing its legacy beyond the project lifecycle.

We believe GAIN is leaving a legacy message that aquaculture can be more eco-efficient through: the adoption of precision aquaculture measures such as using sensors, big data analysis through AI-based deep learning algorithms, and dynamic modelling; a more circular use of resources including through the use of aquaculture side-streams, not only in empowering a new generation of aquafeed formulations, but also in and other applications such as pet foods, soil fertilizers and biofiltration materials. Moreover, GAIN paves the ground for the set-up of a nutrient credit system based on ecosystem services brought by bivalve farming in coastal areas.

Introduction

The GAIN communication strategy was based on a diverse set of channels in order to ensure that the project methodologies and results are used as broadly as possible and that a robust legacy is achieved.

During the GAIN lifecycle, a set of communication tools and initiatives were developed to promote the project and its aims, disseminate its results and outcomes, by showcasing progress and achievements and sharing of best practices, by providing targeted information to multiple audiences (including the general media and the wider public).

These GAIN communication tools and initiatives aim at setting a reference for correct, science-based information on the aquaculture industry, for society at large, including younger citizens, while guaranteeing its legacy beyond the project lifecycle.

This deliverable summarizes and assesses all main communication actions, including videos, newsletters, social media activity, press releases, based on Google Analytics and other tools, undertaken under GAIN. Dissemination actions are reported in a separate Deliverable.

Methodology

This deliverable was prepared by SPAROS, with information contributed by partners, collected by email, and complemented with an assessment of impact collected in Google Analytics and the social media reports.

Description of work & main achievements

Communication Objectives

All the communication activities have been designed in order to have an impact on specific segmented target audiences:

- Promote GAIN and communicate its most relevant findings and activities to the wider public, including specific target audiences, such as millennials, and citizen organizations such as NGOs;
- Create the basis for a strong legacy program, in articulation with the Dissemination and Exploitation Plan, leading to the effective exploitation of the GAIN project results.

File: GAIN_D6.10_Summary of GAIN communication activities

Target Audiences

The target audiences for External Communication are the wider public and the general media. In the wider public target audience, we include citizens, NGOs (without technical expertise in aquaculture), schools, educators, chefs, seafood consumers, restaurants, catering, and gourmet stores. Chefs, restaurants, and gourmet stores were planned to be directly involved in events and other project activities, but this was very limited due to the pandemic COVID19. Seafood consumers and citizens will be informed through the GAIN website, social media and GOODFISH app developed.

As general media we consider all non-specialized press (printed, web, TV, radio), to whom press releases on project results and events, e.g., workshops, publications, were sent regularly.

Communication Activities

The information content generated during the GAIN project needs to be communicated through the most effective channels depending on the target audiences that want to be reached and the characteristics of each of the channels.

In order to achieve the target audiences most effectively and possibly engage in a two-way exchange, the main tools that are going to be used to approach each of the target segments have been defined according to their characteristics.

A total of 140 entries on Communication activities have been entered by partners into the GAIN CDE database (see excel in annex), including 11 presences (most with oral presentations) in presential/online meetings/conferences/seminars (see Table 1), 62 posts in social media/blogs/websites, and 40 videos published in Youtube (see Table 2). Further details are given in the coming sections.

Table 1. Communication actions undertaken under GAIN in presential/online meetings/conferences/seminars.

| Occasion/Event/Activity: | Notes: | Reporting partner | Key Target audience | Other Target audience | Date | Geo-graphical Impact |
|---|---|--------------------------|--|------------------------------|-------------|-----------------------------|
| Meeting | Norland Region Stakeholders | SHP | ALL | | Jun-18 | Regional |
| Gildeskål kommune | Salten Havbruksparkrolle og ansvar i lokal næringsutvikling | SHP | Policy-makers | | Feb-19 | Regional |
| Polish Carp Conference, Rzeszów | Ekointensyfikacja produkcji karpia w ramach projektu GAIN – prezentacja założeń | ZUT | Small/ Medium Scale Fish/Shellfish Producers | Large Fish Farms | Feb-19 | National |
| VLIZ Marine Science Day | VLIZ Marine Scienc Day | UoS | Scientific community | Consumers | Mar-19 | National |
| Nordnorges EU-kontor | Verdiskaping av sidestrømmer fra havbruksnæringen | SHP | Policy-makers | | Apr-19 | Regional |
| Eurastip brokerage event (Thailand) | Introduction to GAIN precision aquaculture and by-products | UoS | ALL | Scientific community | Sep-19 | Global |
| 70 let výuky rybářství na Mendelově univerzitě v Brně | Eco-intensification of carp production – when tradition meets modern approach. GAIN project overview. | ZUT | Scientific community | Policy-makers | Sep-19 | Global |
| FAO Sustainable Fisheries Symposium (Rome) | Share information and involve people in GAIN project (focus on blue fashion) | UoS | ALL | | Nov-19 | Global |
| Food from the Sea (Israel) | Annual Haifa Conference on Mediterranean Sea Research as a guest of honor / keynote speaker | AWI | Scientific community | General Public | Jan-20 | Global |
| AFBI Brigading Day | AFBI Local Government and official event to brigade important science within AFBI | AFBI | Scientific community | Policy-makers | Feb-20 | Regional |
| Aquaculture Common Issues Group (ACIG) | ACIG Bitesize Webinar | AFBI | ALL | Scientific community | Oct-20 | National |
| AFBI Soils to Sea Webinar | AFBI hosted webinar series | AFBI | ALL | Scientific community | Oct-20 | National |

File: GAIN_D6.10_Summary of GAIN communication activities

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Communication Tools & Actions

Project website

The project's website at www.unive.it/gainh2020_eu is next to the GAIN Blog the main point for information on the objectives, methods, and results of GAIN.



Fig. 1 Project's website

Project blog

A Gain Blog was launched at <https://gain2020.blog> in order to provide videos and short notices on the GAIN development and results. All project partners contributed with blog entries and news presented.

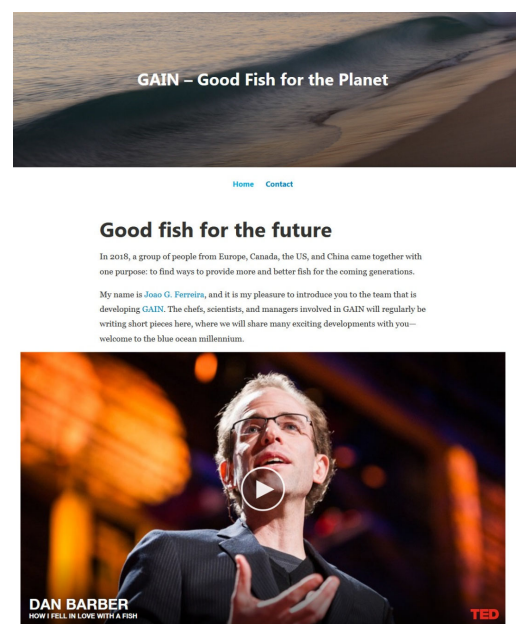


Fig. 2 Project Blog

Since the beginning of the project, the blog platform reached 2997 visitors with the biggest increase done in the last year of 2020, as figure 3 shows. It's also possible to access that was a higher number of views when compared to visitors indicating that each visitor accessed more than once to the blog. Indicating also that people were interested in the project.

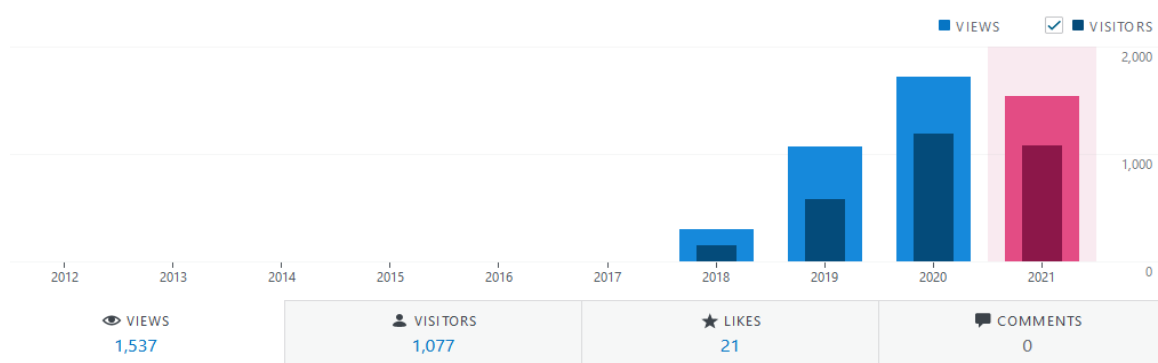


Fig. 3 Project Blog Statistics

Web 2.0 - Social Media

Social media is one of the most important tools for dissemination for the audiences, and in particular for millennials and other younger people. The Social networks provide numerous tools for dissemination that are used with different objectives and varying degrees of success.

The GAIN Facebook page was launched in June 2018 at <https://www.facebook.com/gain2020> and is updated regularly. It contains many visual elements and links to videos etc. Since the beginning of the Facebook page reached 173 friends as figure 4 shows.

The project is also presented on Twitter at <https://twitter.com/gain2020> and tweets are sent regularly. Since the beginning of Twitter reached 324 followers as figure 5 shows.

The project is also present on Instagram at:

<https://www.instagram.com/greenaquaculture2020/>

with visual elements as the Facebook page. Since the beginning of the Instagram page reached 211 followers and 20.4K of non-followers as Figures 6 and 7 show. Regarding the followers, there is a bigger interaction with 135 of them. On this page, we can also check that our target was mainly men (70.5%), from Italy (24.3%), between the ages 25-34 (39,6%) as the stats below in Figures 8 and 9 show.



Fig. 4 Project Facebook page



Fig. 5 Project Twitter page



Fig. 6 Project instagram page

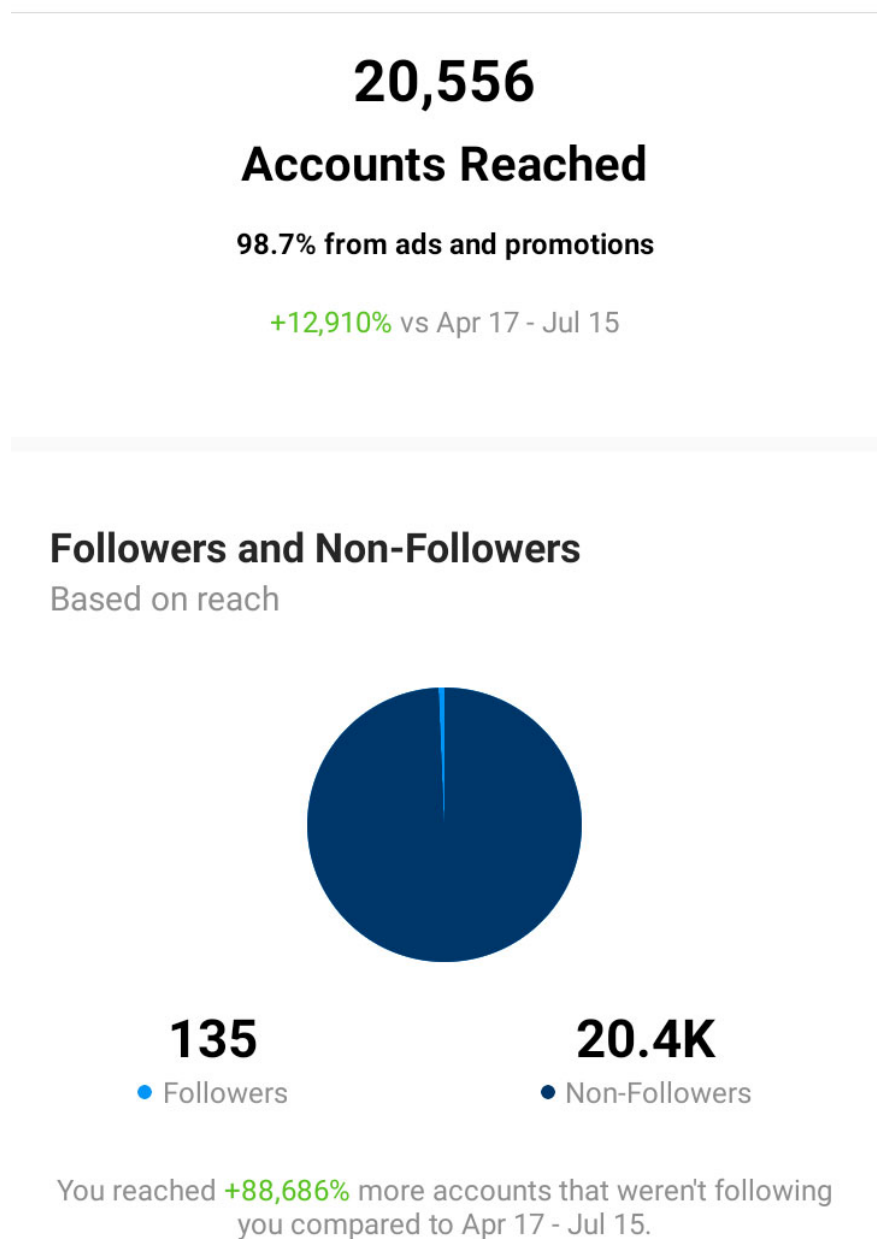


Fig. 7 Project instagram page statistics of account reached

Gender

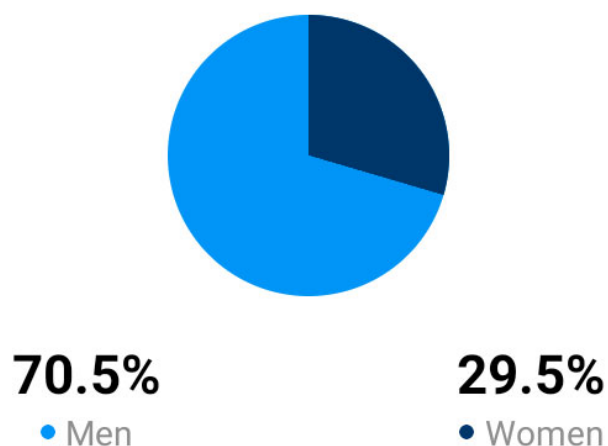


Fig. 8 Project instagram page statistics of audience gender

Top Locations

Cities Countries

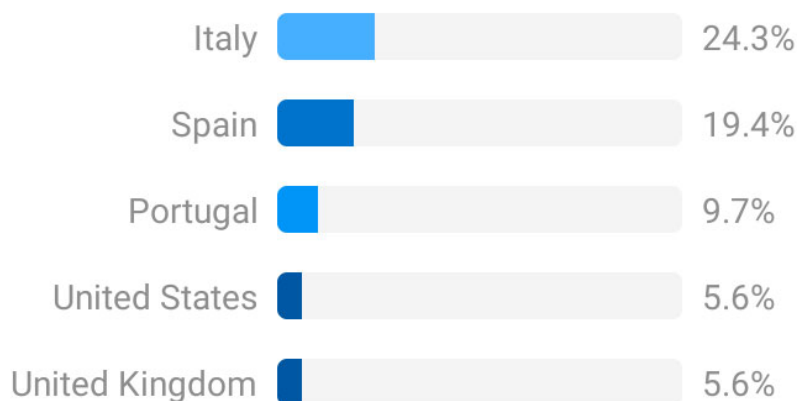


Fig. 9 Project instagram page statistics of audience location

Videos

A total of 40 videos are published in [GAIN H2020 Green Aquaculture](#) YouTube channel. This includes:

- 1) 6 short videos summarizing objectives and main outcomes of GAIN, with the aquaculture industry at large as the main target audience;
- 2) 5 videos aiming to better communicate aquaculture to the consumer and society in general;
- 3) 1 video to promote a GAIN project product being already commercialized, aiming at fish farming companies;

- 4) 6 videos covering the presentations at the GAIN online Conference **Good Fish Good Food**, aimed at the aquaculture industry, consumer associations, policy makers and other stakeholders in the seafood sector.
- 5) 13 videos covering the presentations at the **GAIN Summerschool**, aimed at students, young researchers and technical staff at the aquaculture industry.
- 6) 5 videos covering the sessions at the online workshop **Horizon 4 Aquaculture**, co-organized by GAIN, and that was aimed at the aquaculture industry, consumer associations, policy makers and other stakeholders in the seafood sector.

The YouTube channel reached 23 subscribers and 1057 views since its creation, and as figures 10-13 show.

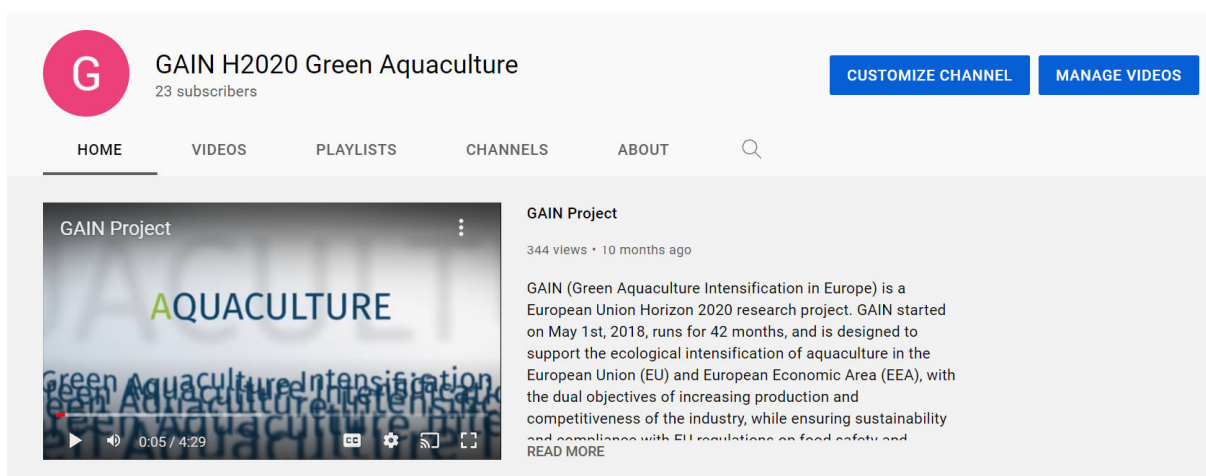


Fig. 10 Project YouTube channel overview

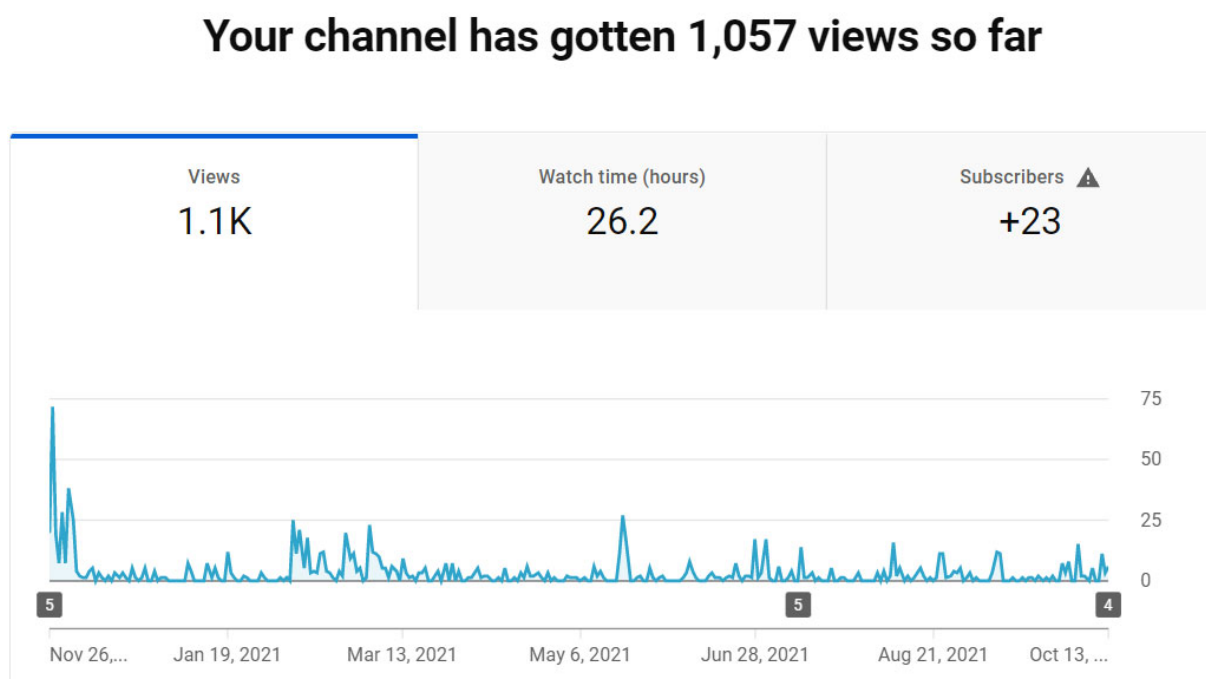


Fig. 11 Project youtube channel statistics on views

Table 2. Videos published in [GAIN H2020 Green Aquaculture](#) YouTube channel.

| Video group | Video Title | Reporting partner | Key Target audience | Other Target audience | Date |
|---|--|-------------------|----------------------|----------------------------|--------|
| GAIN objectives and main outcomes | GAIN Project: Introduction | SPAROS | All types | - | Nov-20 |
| | "Precision fish farming: where are we up to now?" | UNIVE | Fish farms | NGO's & other stakeholders | Nov-21 |
| | Valorisation of shellfish regulatory services | CSIC | Fish farms | NGO's & other stakeholders | Nov-21 |
| | Valorisation of aquaculture side streams | CSIC | Fish farms | NGO's & other stakeholders | Nov-21 |
| | Novel feeds for eco-efficient Aquaculture | SPAROS | Fish farms | NGO's & other stakeholders | Nov-21 |
| | GAIN Project: Final achievements and results | SPAROS | Fish farms | NGO's & other stakeholders | Nov-21 |
| Communicate aquaculture to consumer and society | GAIN Project: Blue Fashion | UoS | Consumers | General Public | Nov-20 |
| | GAIN Project: Fashions From the Sea | UoS | Consumers | General Public | Nov-20 |
| | GAIN Project: Young Researchers in Aquaculture | UoS | Consumers | General Public | Nov-20 |
| | GAIN Project: GAIN Seaweed | Uos | Consumers | General Public | Apr-21 |
| | GAIN Project: Seafood in the Global Circular Economy | UoS | Consumers | General Public | Apr-21 |
| GAIN Summer School | GAIN Summer School - Day1 - Tamàs Bardocz - Intelligent fish feeding (H2020 iFishIENCI) | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School - Day3 - Luis Conceicao - Aquafeeds Revolution | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School - DAY4 - Gesche Krause - Social Acceptability of eco-intensified aquaculture products | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School - Edouard Royer - Data assimilation | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School - Edouard Royer - GAIN IMS Data Hub Italian case | UNIVE | Scientific community | Fish farms | Sep-21 |

| Video group | Video Title | Reporting partner | Key Target audience | Other Target audience | Date |
|-----------------------|--|-------------------|----------------------|-----------------------|--------|
| GAIN Summer School | GAIN Summer School Day 3 - Leticia Regueiro Abelleira - Valorising Shells | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School Day 3- H. Baarset and C. Bruckner - Getting the best out of aquaculture wastes | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School- Day 5 - Patrick Sorgeloos Ecological approaches in Asia Aquaculture | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School promo | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School: Changbo Zho - Ecological intensification in China | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School: Roberto Pastres - Introduction to the School | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School: Roberto Pastres - LCA: a more and more popular tool for assessing sustainability | UNIVE | Scientific community | Fish farms | Sep-21 |
| | GAIN Summer School-Day 3- XosèAntonVazquezAlvarez- Obteining valuable products from fish farming | UNIVE | Scientific community | Fish farms | Sep-21 |
| Horizon 4 Aquaculture | Horizon 4 Aquaculture: Session 1. Project overviews | UNIVE | Fish farms | Policy-makers | Sep-21 |
| | Horizon 4 Aquaculture: Session 2. Pre-production | UNIVE | Fish farms | Policy-makers | Sep-21 |
| | Horizon 4 Aquaculture: Session 3. Production | UNIVE | Fish farms | Policy-makers | Sep-21 |
| | Horizon 4 Aquaculture: Session 4. Post Production | UNIVE | Fish farms | Policy-makers | Sep-21 |
| | Horizon 4 Aquaculture: Session 5. Markets and consumption | UNIVE | Fish farms | Policy-makers | Sep-21 |

| Video group | Video Title | Reporting partner | Key Target audience | Other Target audience | Date |
|-----------------------------------|--|-------------------|---------------------|---|--------|
| Precision farming series | GAIN Project: Introduction to Precision Aquaculture | IBM | Fish farms | Other aquaculture stakeholders | Sep-21 |
| | GAIN Project: Precision Trout | UoS | Fish farms | Other aquaculture stakeholders | Sep-21 |
| | GAIN Project: Precision Sea Bass | UoS | Fish farms | Other aquaculture stakeholders | Sep-21 |
| | GAIN Project: Precision Salmon | UoS | Fish farms | Other aquaculture stakeholders | Sep-21 |
| Product promotion | Youtube video explaining innovative technology for drying of fish sludge | WAISTER | Fish farms | Other Supporting Industry | Oct-21 |
| GAIN Good Fish Good Food Workshop | GAIN Good Fish Good Food - Christine Mauracher - Sustainable food consumption: trends and tensions | LLE | Fish farms | Consumers, policy-makers and other stakeholders | Oct-21 |
| | GAIN Good Fish Good Food - Joao G. Ferreira - The Good Fish app | LLE | Fish farms | Consumers, policy-makers and other stakeholders | Oct-21 |
| | GAIN Good Fish Good Food - Marie Shrestha - Urban and Policy dimension in food system transformation | LLE | Fish farms | Consumers, policy-makers and other stakeholders | Oct-21 |
| | GAIN Good Fish Good Food - Stefano Polato - Bringing sustainability to the table: what we can do | LLE | Fish farms | Consumers, policy-makers and other stakeholders | Oct-21 |
| | GAIN online Conference "Good Fish Good Food" - Panel Discussion | LLE | Fish farms | Consumers, policy-makers and other stakeholders | Oct-21 |
| | GAIN online conference "Good Fish Good Food" - Welcome and Event Introduction | LLE | Fish farms | Consumers, policy-makers and other stakeholders | Oct-21 |

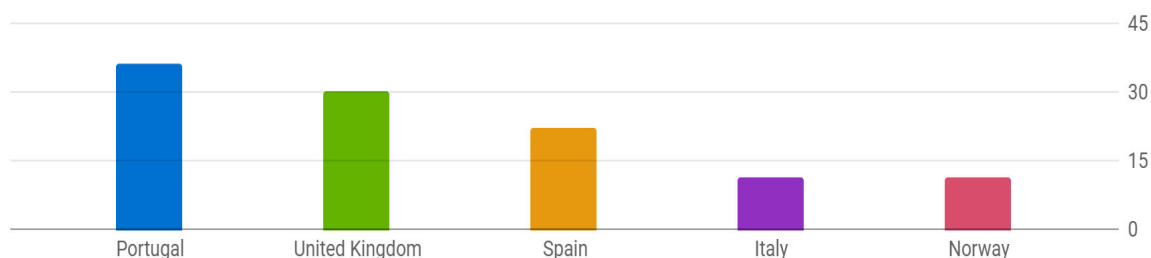


Fig. 12 Project youtube channel statistics audience location

| Traffic source ▲ | Views ↓ | Watch time (hours) | Average view duration | Impressions ▲ | Impressions click-through rate ▲ |
|---|-----------|--------------------|-----------------------|---------------|----------------------------------|
| <input type="checkbox"/> Total | 1,057 | 26.2 | 1:29 | 3,623 | 10.3% |
| <input type="checkbox"/> External | 320 30.3% | 7.5 28.8% | 1:24 | — | — |
| <input type="checkbox"/> Channel pages | 284 26.9% | 6.7 25.5% | 1:24 | 414 | 53.9% |
| <input type="checkbox"/> Direct or unknown | 237 22.4% | 8.4 32.1% | 2:07 | — | — |
| <input type="checkbox"/> YouTube search | 109 10.3% | 1.8 6.9% | 0:59 | 1,998 | 4.9% |
| <input type="checkbox"/> Suggested videos | 34 3.2% | 0.5 1.9% | 0:53 | 456 | 3.1% |
| <input type="checkbox"/> Browse features | 22 2.1% | 0.3 1.3% | 0:55 | 199 | 4.5% |
| <input type="checkbox"/> Playlists | 22 2.1% | 0.4 1.5% | 1:05 | 180 | 7.2% |
| <input type="checkbox"/> Playlist page | 20 1.9% | 0.2 0.9% | 0:41 | 376 | 4.5% |
| <input type="checkbox"/> Other YouTube features | 9 0.9% | 0.3 1.1% | 1:52 | — | — |

Fig. 13 Project youtube channel statistics on traffic source

Project leaflet

The 2-page leaflet was prepared so to provide a brief overview of the GAIN project, including the approach and its main objectives. A map provides a visual overview of the locations of the GAIN consortium.

GoodFish - Business to Consumer app

The main objective of the GoodFish mobile app is to bring consumers closer to aquaculture products while increasing connectivity between retailers and consumers. At present, consumers only have access to the following information at a fresh fish counter: species name, type of origin (aquaculture/capture), and geographic origin (country, ICES region), which is extremely limiting. Goodfish aims at improving the information provided to consumers.

The core objectives of GoodFish are:

1. Provide consumers with greater awareness of cultivated species;
2. Differentiate between European and other farmed aquatic products;
3. Furnish detailed information on consumer items;
4. Provide consumers with information on origin and history of the fish they buy;
5. Allow information sharing and rating of the items purchased.

The GoodFish B2C app focus is on consumers who purchase fish and shellfish at supermarket

counters or fishmongers. GoodFish is directed at present towards cultivated fish and is not targeting packaged products available on shelves. In order to fulfill its objectives, the app focuses on four key qualities of fish: taste, nutritional and health value, environmental sustainability; and animal welfare.

The GoodFish B2C app was launched on 16/10/2021 at the online conference “GOOD FISH - GOOD FOOD: Drive the transformation towards sustainable food for all”, organized by GAIN.

Conclusions

The GAIN consortium has made a very significant communication effort reflected in a total of 140 entries on Communication activities, including 11 presences (most with oral presentations) in presential/online meetings/conferences/seminars, over 60 posts in social media/blogs/websites, and 40 videos published in Youtube. This effort was directed at several target audiences, including Fish farms, fish farm support industries (e.g., feeds, equipment, vet supplies & services), NGO's, scientific community, policy-makers, other seafood sector stakeholders, Consumers, and General Public.

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