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## Deliverable report for

# GAIN

Green Aquaculture Intensification in Europe

Grant Agreement Number 773330

## Deliverable D6.10

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## 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.

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## Introduction

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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.

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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

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File: GAIN\_D6.10\_Summary of GAIN communication activities

## Communication Tools & Actions

### Project website

The project's website at [www.unive.it/gainh2020\\_eu](http://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.

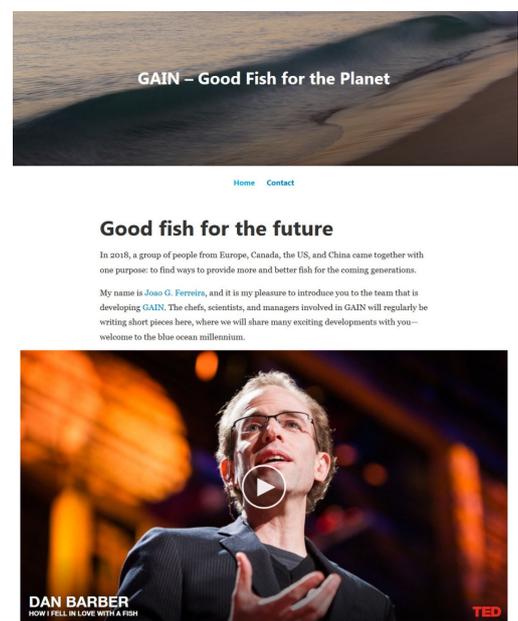


Fig. 2 Project Blog

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.



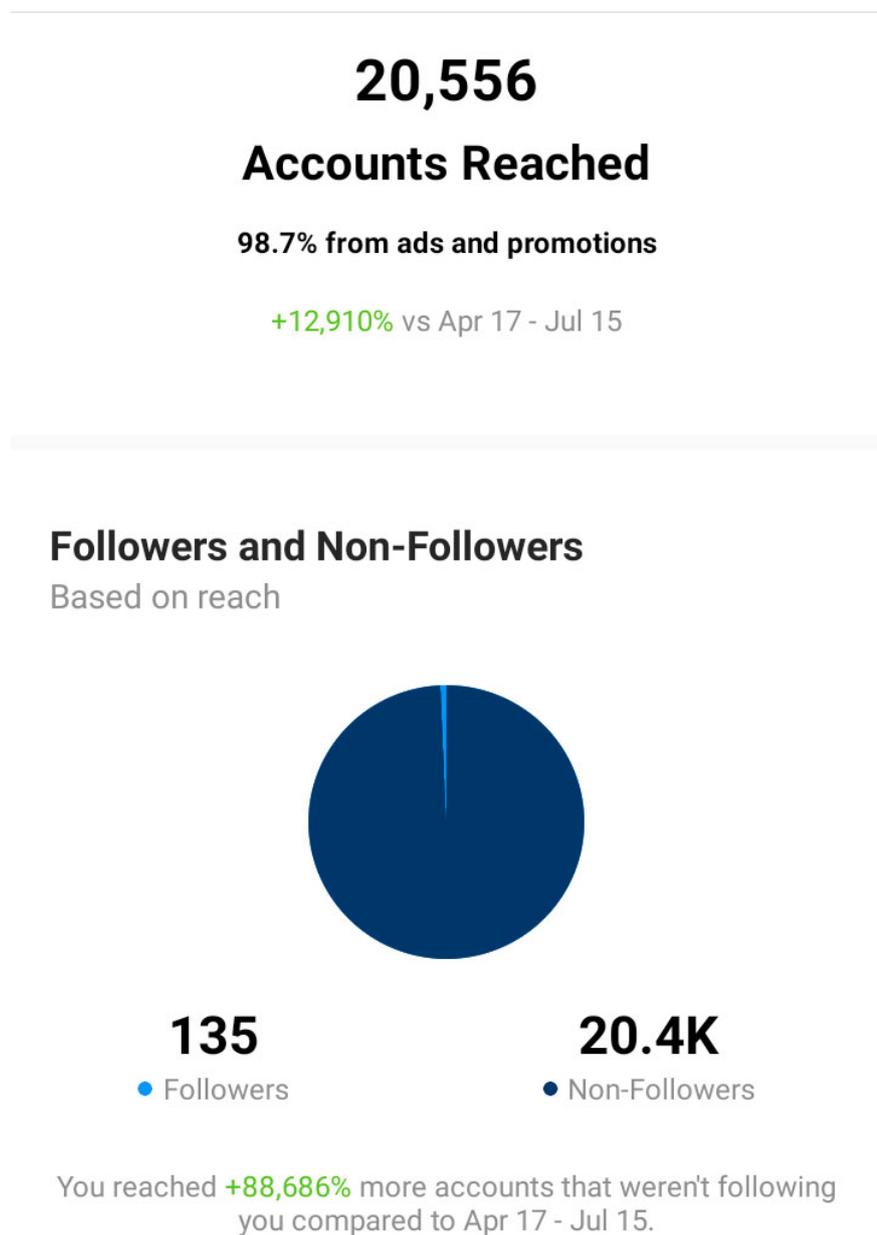
Fig. 4 Project Facebook page



Fig. 5 Project Twitter page



Fig. 6 Project Instagram page



*Fig. 7 Project instagram page statistics of account reached*

## Gender

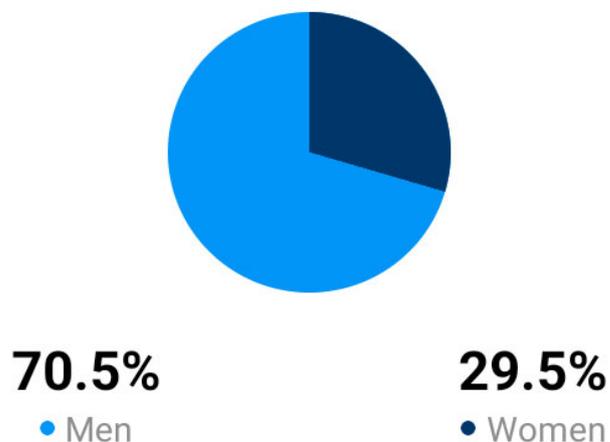


Fig. 8 Project instagram page statistics of audience gender

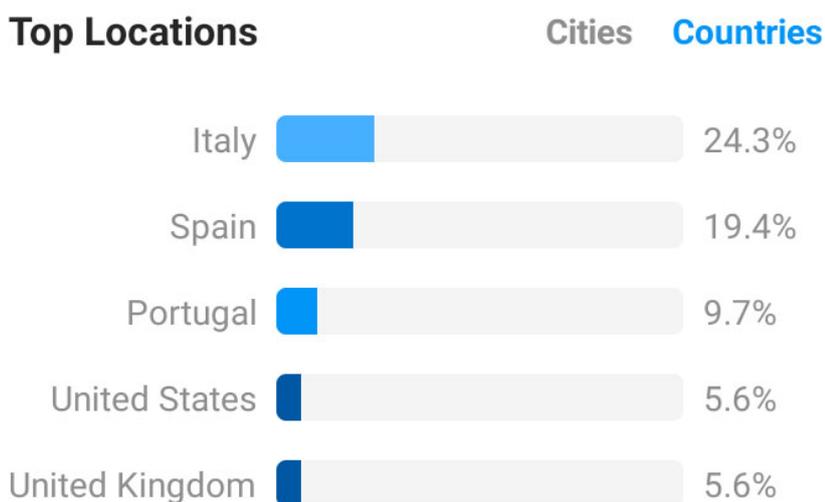


Fig. 9 Project instagram page statistics of audience location

## 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.

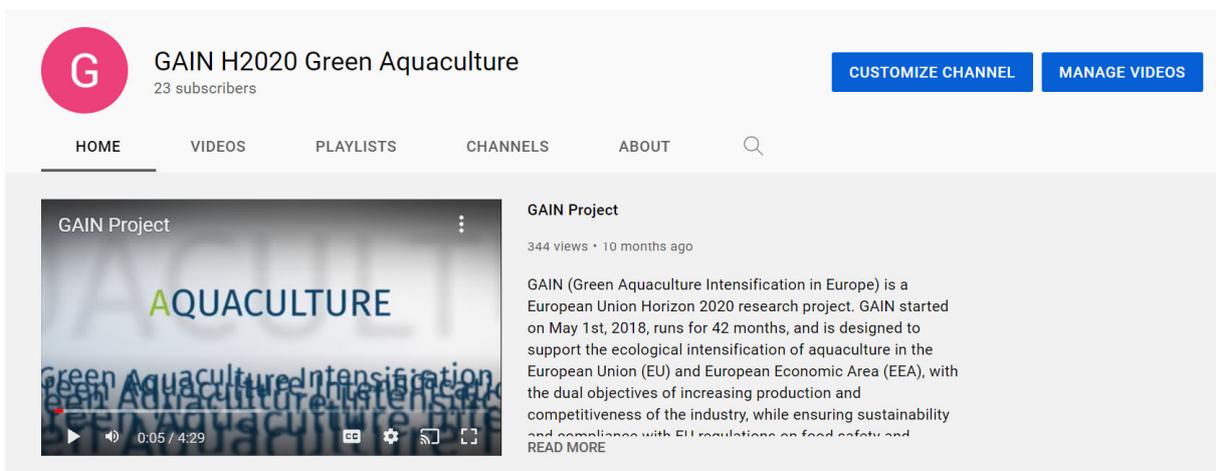


Fig. 10 Project YouTube channel overview

## Your channel has gotten 1,057 views so far

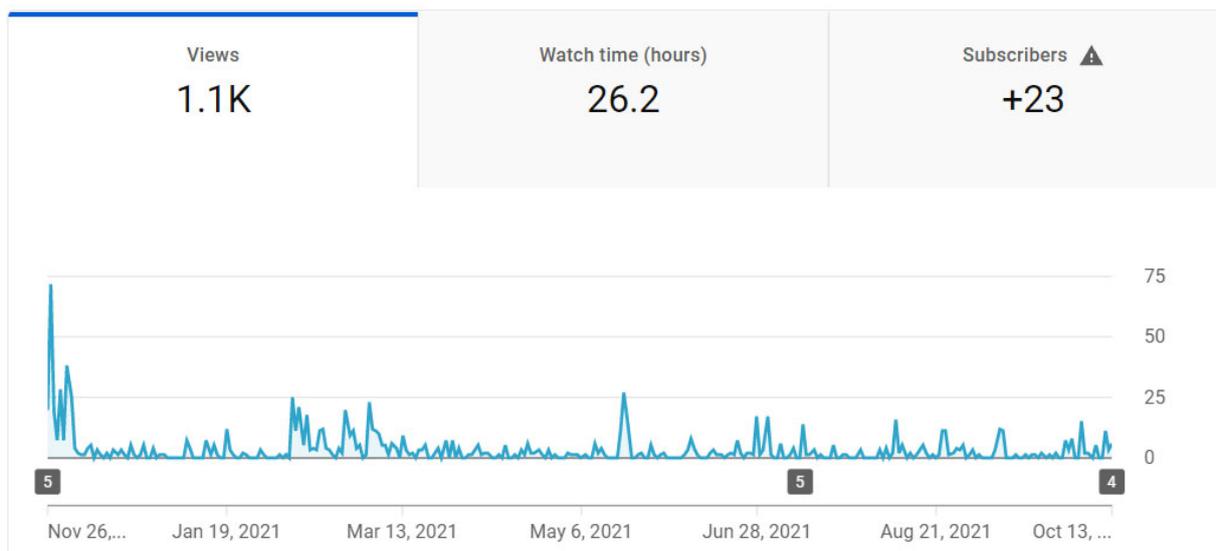


Fig. 11 Project youtube channel statistics on views

**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

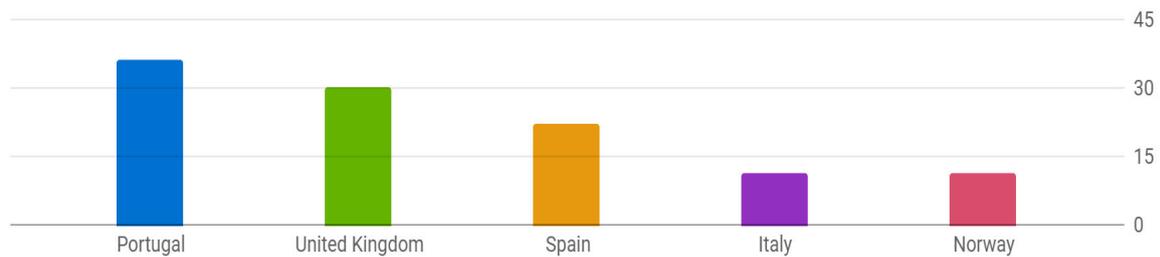


Fig. 12 Project youtube channel statistics audience location

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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