

Deliverable D7.4

Dissemination Annual Report II

March 2017



This project has received funding
from the European Union's Horizon
2020 research and innovation
program under grant agreement
No 635761

Deliverable No. 7.4

Project acronym:

PrimeFish

Project title:

“Developing Innovative Market Orientated Prediction Toolbox to Strengthen the Economic Sustainability and Competitiveness of European Seafood on Local and Global markets”

Grant agreement No: 635761

This project has received funding from European Union’s Horizon 2020 research and innovation program.

Start date of project: **1st March 2015**

Duration: **48 months**

Due date of deliverable: **01/03/2017**

Submission date: **28/02/2017**

File Name: **D7.4_PrimeFish_Dissemination Annual Report II**

Revision number: **2**

Document status: **Final¹**

Dissemination Level: **PU²**

¹ Document will be a draft until it was approved by the coordinator

² PU: Public, PP: Restricted to other programme participants (including the Commission Services), RE: Restricted to a group specified by the consortium (including the Commission Services), CO: Confidential, only for members of the consortium (including the Commission Services)

Revision Control

Role	Name	Organisation	Date	File suffix ³
Authors	Rosa Chapela, Jose L. Santiago, Mercedes Fernández	CETMAR	20.02.2017	RC, JS, MF
WP leader	Rosa Chapela	CETMAR	20.02.2017	RC
Reviewer and contributor	Marianne Svorken, John Isaksen, Oystein Hermansen, Petter Olsen, Ingird Kvalvik, Audun Iversen	NOFIMA	09.02.2017	MS, JI, OH, PO, IK, AI
Reviewer and contributor	Olavur Gregersen, Heiner Lehr, Andrew Baxter	SYNTESA	09.02.2017	OG, HL, AB
Reviewer and contributor	Sterenn Lucas	INRA	09.02.2017	SL
Reviewer and contributor	Thong Tien Nguyen	Nha Trang University	09.02.2017	TTN
Reviewer and contributor	Carey Bonnell, Heather Manuel	Memorial University	13.02.2017	CB, HM
Reviewer and contributor	Søren Qvist Eliassen	University of Aalborg	21.02.2017	SQ
Reviewer and contributor	Björn Suckow	TTZ Bremerhaven	22.02.2017	BS
Reviewer and contributor	Cristina Mora, Davide Menozzi, Giovanni Sogari	University of Parma	23.02.2017	GS
Reviewer and contributor	Birgit Hagen, Emilia C. D.	University of Pavia	23.02.2017	EC
Reviewer and contributor	Paul Steinar Valle	Kontali	24.02.2017	PS
Reviewer and contributor	Francis, Murray, John Bostock, Dimitar Taskov	University of Stirling	26.02.2017	DT
Reviewer	Valur N Gunnlaugsson	MATIS	27.02.2017	VNG
Coordinator	Guðmundur Stefánsson	MATIS	27.02.2017	GS

Disclaimer

This publication reflects only the authors' view and the Commission is not responsible for any use that may be made of the information it contains

³ The initials of the revising individual in capital letters

Executive Summary

The PrimeFish project's Dissemination Annual Reports are a series of deliverables that describe and analyse the dissemination activities carried out during each year of the project lifetime. In this case, the second year of the PrimeFish dissemination and communication is analysed through the communications and strategies set to reach the target groups. In particular, this document details the actions performed regarding communication as well as the impact reached, highlighting the major conclusions and results. These communication activities have been characterized by the use of the promotional material (website, poster, leaflet, newsletter) in the onsite events held of interest for the PrimeFish project and vice-versa (e.g. Seafood Exhibition, IIFET special session) as well as documenting the performance of the online communities managed (Twitter, Facebook, LinkedIn, YouTube). Special attention has been paid to the PrimeFish "Promoting Seafood Consumption" contest due to its relevance to reach the general audience and boost the interactions on the digital media and project visibility to the general public. The trends and size of the current PrimeFish community will guarantee the impact and uptake of the major outcomes developed in the PrimeFish project, the Prime Decision Support System and Framework.



Table of Contents

1 Introduction	6
2 Methodology	7
2.1. Data sources.....	7
2.2. Key performance indicators for Dissemination and Communication actions.....	7
2.3. Target groups	9
2.4. Typology of activities and the weighted characteristics.....	10
3 Results and main activities	12
3.1. Stakeholders Interaction.....	14
3.2. Digital media.....	19
3.2.1. Website.....	20
3.2.2. Social media.....	23
4 Conclusions and next steps	25
Annex I – Profiles of PrimeFish users in social media	27
Annex II – Dissemination and communications activities M12-M24	28
Annex III – Scientific publications of PrimeFish	37



1 Introduction

The objective of the H2020 funded PrimeFish project is to enhance the competitiveness of the European seafood sector. The main outcome of the project will be a web-based tool that companies and decision-makers will use to follow the development of the market and will allow the sector to cope better with instability factors such as fluctuations in the supply or demand side, competitors or substitute products.

The onsite and online dissemination and communication activities are key to achieve the overall objectives as well as to maximize the potential impact of the final results of the project. For this reason, the actions developed to reach the target audiences of the PrimeFish (fishermen, industrial stakeholders, consumers, suppliers, investors, policy makers, relevant EU platforms, Marine Networks⁴) are measured and adjusted according to the strategies approved (see Deliverable 7.2 Communication Plan and Milestone 13 Review and update of the dissemination strategy II).

PrimeFish aims to reap the potential offered by the digital tools of analysis and their insights on the audience (e.g. demographics, country, age, interests) to fine tune the content of its activities (e.g translation of material, effort put in a concrete social media channel). The digital actions, the main rates related to the size of the audience, activity, interaction and subscribers have been weighed in according to project interest and in combination with Key Performance Indicator (KPIs) of the activity (e.g. conversation relevance, potential reach per activity, subscriber interaction, users loyalty and conversion). In addition, the project puts an equal effort in the dissemination and communication activities carried out in off-line. The impact of each action (e.g conference, workshop, flyers and brokerage events) is quantified attending to the character and size of the audience reached.

The indicators offered by the “Dissemination Annual Report II” offer a clear vision of the informative and promotional actions developed during the second year of the project. Additionally, they provide the input needed for the revision of the strategies (see Milestone 13 “Review and update of the dissemination strategy II”). The growth of the audiences observed during the analysed period supports the interest on the project as well as it consolidates the PrimeFish community who will guarantee a self-sustaining group beyond the project’s life.

This report covers the activity carried out by the project in its second year, from the 1st March 2016 until the 28th February 2017, compiling the sources of data, the Key Performance Indicators (KPIs), the target audiences and the data analysis in the section “Methodology”. The results and main activities carried out in this period are covered in the second section, including a deep insight into the website and social media presence. The document finishes with the conclusions and several annexes containing the profiles of the users in social media, a list of the activities performed and the scientific publications issued.

⁴ Document of Agreement of PrimeFish, Part B, p.22



2 Methodology

2.1.Data sources

A combination of quality and quantity methods allows the collection of data for monitoring the dissemination and communication activities, covering the wide range of activities carried out in PrimeFish. On one hand, the feedback of the main project partners is used as the main source for qualitative data. On the other, a wide range of metrics provided by the digital tools such as Google Analytics, Twitter Analytics, Facebook Insights, LinkedIn and the YouTube Creator Studio, provides accurate data of the PrimeFish actions on digital and social media. Further data is also available through the analytical services for each digital channel. In the case of the PrimeFish website, the indicators are provided by the service Google Analytics in the same terms.

2.2.Key performance indicators for Dissemination and Communication actions

The PrimeFish digital activity is monitored through different platforms, ranging in niche, effectiveness and degree of penetration. The official website and the social media profiles compose the major sources in digital media for the activities developed. The indicators applied to measure the performance are called Key Performance Indicators (KPIs) and are detailed in the Table 1.

MEDIA	KPI	SPECIFIC INDICATOR	FACTOR
WEBSITE INDICATORS	Website Audience	Page Views	Number of pages visited.
		Users	Number of pages visited
		Percentage of new sessions	Each individual visiting one or more pages of the website.
		Percentage of single page visits	Rate of first time visitors.
		Duration of sessions	Visitors that left after viewing just one page.
		Depth of the visit	Average length of sessions.
		The number of subscribers to the newsletter controlled monthly.	Average number of pages visited per session.
	Subscribers	The acquisition of audience was controlled through the main channels of access to the website: organic search in search engines as Google, referral through links pointing to our website, direct typing of the website url or links shared through social media.	
	Acquisition of audience	Organic search audience	Visits that reach the website through any search engine.

Table 1.
Key performance indicators on the PrimeFish digital activity



Table 1.
continued

MEDIA	KPI	SPECIFIC INDICATOR	FACTOR
		Referral audience	Links that point to the website.
		Direct audience	Visitors that type the domain name in the browser.
		Social media audience	Links shared through social media channels.
	<i>Conversion rate</i>	The conversion rate was calculated dividing the number of subscribers between the users.	
	<i>Visitants behaviour</i>	The behaviour of visitants when searching the web was characterized identifying the top 5 landing pages (receiving most of visits) and the top 5 exit pages (which were the last page visited by many users).	
SOCIAL MEDIA INDICATORS	<i>Nº posts</i>	Number of posts.	Number of posts.
	<i>Level of interaction</i>	The level of interaction was diagnosed by comments, likes, retweets, or favourites marked in the media.	Number of interactions.
	<i>Reach of publications</i>	The reach of the publications was determined with the number of visitors to the different profiles in social media.	Each individual visiting the publications.
	<i>Size of subscribers</i>	The size of the community of subscribers was defined by the number of followers, fans, members or connections.	Number of members in each social media.
	<i>Relevance of the conversation</i>	Relevance of the conversation considers the interactions and the level of activity shown.	Proportion between interactions and activities.
	<i>Average reach per activity</i>	The average reach per activity analysed the growth of reach in relation to the activities carried out in social media.	Proportion between reach and activities.
	<i>Influence level</i>	The relation between the level of interaction and the number of subscribers works as an indicator of the engagement of the content.	Proportion between interaction and subscribers.



2.3.Target groups

The qualitative information obtained from partners and the KPIs are aligned with the pre-selected target groups (see Deliverable 7.2). They are grouped according to their profile, the goal of the project and the expected results, seeking to exploit the PrimeFish outcomes with its expected users and audience. Additionally, the communication activities are designed to cover the international nature of the PrimeFish. Therefore, the main geographical scope will be Europe, Canada and Vietnam but it will also aim to reach a global level. The target stakeholders are grouped as follow:

Group 1: Direct stakeholders, potential users of the PrimeFish results

- Fishermen
- Producers/processors
 - » Fishing associations/ organizations
 - » Aquaculture producers/organizations
- Wholesale agents
- Retailers
- Seafood consumers

Group 2: Scientific community, mainly researchers in the field of:

- Applied Economy
- Marketing
- Natural Resources
- Social Sciences

Group 3: Public and advisory bodies

- Decision makers on fisheries, aquaculture, market, food and trade policies
- Advisory bodies on trade and market issues

Group 4: General audience

- Consumers
- Young people and children
- Environmental NGOs

Group 5: European Commission

- Directorate-General for Research & Innovation, including the PrimeFish project officer (DG-Research)
- Directorate-General for Maritime Affairs and Fisheries (DG-Mare)



The overall data related to the dissemination and communication actions carried out to reach the previous groups were categorized according to the European Commission for the periodical reports of H2020 projects⁵. This includes the typology and the size of the audiences reached (see Figure 2).

Activity Indicators	Typology of dissemination and communication activities	<ul style="list-style-type: none"> • Organisation of a conference • Organisation of a workshop • Press release • Non-scientific and non-peer reviewed publications (popularised publications) • Exhibition • Flyers • Training • Social media • Web-site • Communication campaign (e.g. radio, tv) • Participation to a conference • Participation to a workshop • Participation to an event other than a conference or workshop • Video/film • Brokerage event • Pitch event • Trade fair • Participation in activities organised jointly with other H2020 project(s) • Other
	Countries reached	Countries reached through the public touched.
	Size of audience	Number of people participating in the activity.

Table 2.
Indicators to identify the type and size of dissemination and communication activities.

2.4. Typology of activities and the weighted characteristics

The data gathered by each digital channel has been weighed in according to a measuring factor of relevance to achieve the PrimeFish goals. This weighting process balances the capacity of each digital channel to impact the target audiences while avoiding an overestimation caused by the channel characteristics.

⁵ http://ec.europa.eu/research/participants/data/ref/h2020/gm/reporting/h2020-tmpl-periodic-rep_en.pdf



The communication development is weighted according to the followings characteristics:

- **Level of activity: reflects the number of publications, messages, retweets, etc., taking into account the:**
 - » Exposition, the size of the target audience and their permanency in the landing page/timeline (e.g. Facebook users explore a high number of tweets per minute).
 - » Accessibility, the fewer clicks the user must do to access the content, the more accessible the network is.
 - » Complex content, related to tools, space and methods used to show content in each channel.
- **Level of interactions: related to the reactions by the audience (e.g. retweets, likes, dislikes, etc.) and it considers:**
 - » Replies. Twitter shows a higher degree of interaction, whereas LinkedIn users keep a more passive attitude.
 - » Social media interaction buttons offered (e.g. likes, RTs, replies and quotes in Twitter).
- **The audience reached** associated to the public impacted by the communication activities. It is measured by the number of visitors to the website and the user-friendliness of each channel.
- **Subscribers** delimits the frontiers of each of the social communities balancing the relevance of the network users and the target audiences of PrimeFish.

The weighting factors used for each of these characteristics are detailed as follow:

Channel	Activities	Interaction	Audience reached	Subscribers
Website	5	4	5	5
Twitter	2	1	3	2
Facebook	2	1	2	2
YouTube	2	3	2	5
LinkedIn	3	2	3	3

Table 3.
The weighting factors for the social media channels in PrimeFish



3 Results and main activities

During its second year of activity, PrimeFish has accomplished a high degree of activity regarding non-scientific and non-peer reviewed publications (10), website (33 publications), and participation in events other than conferences or workshops (15), communication campaigns (7) and trade fairs (5). Particularly, these actions have reached the general audience (55,558 people) and the media (1,188,875). Among these groups, the industry (1,687) and the policy makers (490) fit the profile of the future users of the project outputs: the PrimeDFS and the PrimeDSS. The activities can be grouped according to the typologies of the actions (see Table 4).

Type of dissemination and communication activities	Number
Organisation of a workshop	4
Press release	2
Non-scientific and non-peer reviewed publications (popularised publications)	10
Flyers	1
Training	1
Social media	5
Website	33
Communication campaign (e.g. radio, TV)	7
Participation to a conference	4
Participation to a workshop	4
Participation to an event other than a conference or workshop	15
Video/film	1
Brokerage event	1
Trade fair	5
Participation in activities organised jointly with other H2020 project(s)	2
Other	2
Total number	97

Table 4.
Type of communication and dissemination activities

Best performing activities in communicating with the general public were the publications in website (e.g. Pesceinret.com, xunta.es) as well as the videos produced as a result of the PrimeFish competition "Promoting Seafood Consumption". With the exception of the publication in specialized media (e.g. Ipacuicultura.com), activities aimed at the industry joined sectoral representatives in events such as the "Salmon Day Industry Symposium" held in the University of Stirling (United Kingdom) or the B2B Brokerage Event celebrated in the frozen fish fair Conxemar, Brussels Seafood Exhibition and Aquaculture Europe.





Figure 1. Examples of PrimeFish activity in social media, website and with mass media.

The relevance of the project for policy makers was highlighted in the Workshop on “Aquaculture and Food Security” held in the Aquaculture Europe conference, the Blue Economy Business and Science Forum 1st Summit or the meeting with the European Commission, the Spanish Biodiversity Foundation and other scientific and sectoral Spanish representatives. The scientific public was reached through the organisation of a session on the project in the IIFET conference in Aberdeen (United Kingdom), the selection of the project poster in the CommOcean Conference or the publication of information on the project on the Memorial University Gazette. Additional publications can be found in the Annex III (p. 33).

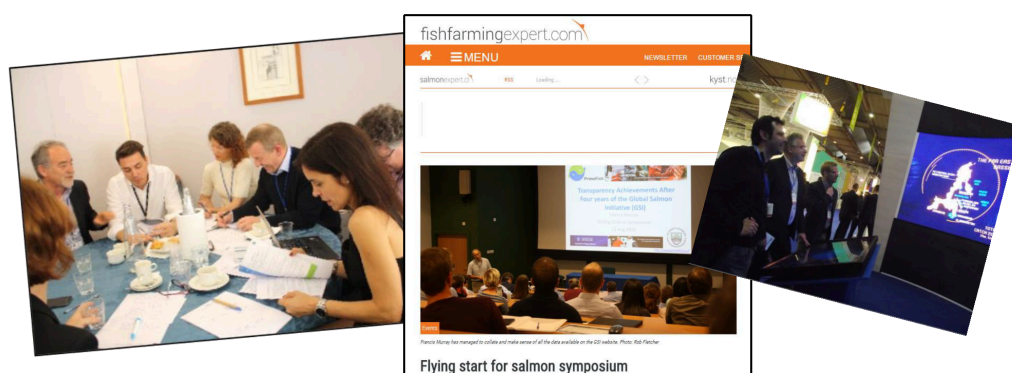


Figure 2. Images of the stakeholders interaction with PrimeFish, a symposium organised by the University of Stirling and the participation of the project in the Seafood Expo Global.

The highest impact in terms of audience size was reached through the publication of news on the project on the media (1,188,875). The second group reached was the general public, composed by citizens with regards on seafood consumption, management and/or trade. The targeted groups of scientists and seafood industrial stakeholders are balanced and their representativeness is very significant due to the specific profile and relevance to the project. This fact happens with the policy-makers too (see Table 5). Therefore, the wide range of dissemination and communication activities (detailed previously), are effective in targeting their goals.



Type of audiences reached in the context of all dissemination & communication activities	Estimated Number of persons reached
Scientific community (higher education, research)	1,882
Industry	1,687
General public	55,558
Policy makers	490
Medias	1,188,875
Total	1,248,492

Table 5.
Type of audiences reached

3.1. Stakeholders Interaction.

The presence of stakeholders in the project is encouraged through the Industry Reference Group (IRG). This group counts on the participation of companies from Spain, Italy, Greece, Germany, Denmark, United Kingdom, Faroe Islands, Norway, Iceland, Canada and Vietnam and, due to its open character, can incorporate new members according to the project needs. In fact, new companies from France, Canada, Spain and Germany joined the group in the last trimester of 2016.

Each stakeholders counts on one national contact point to act as its liaison with the project and facilitate the dialogue between both. This researcher keeps a constant dialogue with the stakeholder and manages project's requests for their feedback. In the second year of activity, PrimeFish focused its interaction with stakeholders in the identification of the needs of the IRG members, the possible barriers for their future use of the PrimeFish DSF and DSS and the project's outcomes of their interest. This interaction was key for the work done on the value chain characterization, the industry cases analysis, the development of the Fisheries and Aquaculture Competitiveness Index and the first specifications for the PrimeDSS prototype.

Target Publics	Actions
Fishing and aquaculture organisations and producers	IRG membership
	Organisation of stakeholders workshop
	Trade fair
	Twitter profile
	Website
	LinkedIn profile
	Printed promotional material
Seafood consumers	Video competition "Promoting Seafood Consumption"
	Facebook profile
	Media coverage
	YouTube channel
Scientific community	Participation in scientific conferences and workshops
	Twitter profile
	Website
	LinkedIn profile

Table 6.
PrimeFish target publics and activities



Target Publics	Actions
Public and advisory bodies	Participation in workshops and conferences
	Website
	Twitter profile
	Printed promotional material
European Commission	Participation in scientific conferences and workshops
	Twitter profile
General Audience	Website
	Facebook profile
	YouTube profile

Table 6.
continued

Addressing the challenges of the seafood sector

The main stakeholder event of the second year of activity was the stakeholder day “Addressing the challenges of the seafood sector”, held in conjunction with the PrimeFish First Annual Meeting (Parma, 14th April 2016). Members attending the meeting were:

Name	Organisation
Sabine Wedell	Fish Fair International (Germany)
Bert Wecker	Bundesverband Aquakultur (Germany)
Alessandro Buzzi	Italian Federcoopesca
Pier Antonio Salvador	Italian Aquaculture Producers Association
Maurizio Grispan and Luca Bianchi	Fattoria del Pesce (Italy)
Marco Gilmozzi	COSA Società Agricola a.r.l. and Vice President of FEAP (Federation of European Aquaculture Producers)
Aurora de Blas Carbonero	MAGRAMA, the Spanish Ministry of Agriculture, Food and Environment
Jon Thrandur Stefansson	Marko Partners (Iceland)

Table 7.
Stakeholders participating in the 1st annual meeting

The interactions carried out in the meeting addressed the stakeholders’ suggestion in relation to the PrimeDSS mock-up and the networking among scientists, industry members and decision makers.



Figure 3.
Round tables between industry stakeholders and the researchers of the PrimeFish project.



International Institute of Fisheries Economics and Trade (IIFET)

PrimeFish participated in the conference held by the International Institute of Fisheries Economics and Trade (IIFET- <http://oregonstate.edu/dept/IIFET/>) in Aberdeen with the Special Session n° 5315 “Creating shared value through stakeholders’ involvement to strengthen the seafood competitiveness”. The organisation joins more than 700 members from over 65 countries providing exchange of research information on the economics of fisheries management, seafood trade and aquaculture.

The participation of PrimeFish in the IIFET increased the awareness on the project in the international scientific community, the dissemination of the project’s results, the inclusion of the reviews of other researchers and it even draw attention on the project on social media.

To indicate the close cooperation of the project with the industry, Mike Park, the CEO of the Scottish Whitefish Producers Association (SWFPA), participated in the session along with PrimeFish partners Matís, CETMAR, University of Parma, Kontali Analyse, Syntesa and the University of Stirling.

The PrimeFish final tools, the creation of shared value through the interaction with stakeholder, the seafood market trends, the analysis of the value chain and the challenges of the seafood sector were addressed by the researchers involved in the analysis and one of the key-players in the European seafood industry.

All the presentations and abstracts of the 10 sessions are available on the Oregon State University (<http://ir.library.oregonstate.edu/xmlui/handle/1957/59919>) and referenced with the ISBN 0976343290.



Figure 4.
PrimeFish coordinator,
Guðmundur Stefánsson,
opening the session on
the project in the
Conference of the
International Institute of
Fisheries Economics and
Trade (IIFET).



Aquaculture Europe

The Directorate-General for Research & Innovation of the European Union joined a group of scientists and policy makers to strengthen cooperation in aquaculture in the framework of the Atlantic Ocean Research Alliance. This event backed the celebration of Aquaculture Europe (20-23, September) in Edinburgh. The workshop aims was to set the baseline for further collaboration among the European Union, Brazil, South Africa and other South Atlantic partners through four technical sessions about aquaculture production systems, diversification of species, food safety and ecosystem approach to aquaculture.

PrimeFish participated with a presentation on the goals and expected outcomes of the project. Visitors to Aquaculture Europe could also attend the session chaired by John Bostock (PrimeFish scientist of the University of Stirling), the talk on the Global Salmon Initiative (GSI) by Francis Murray (PrimeFish scientist of the University of Stirling), and the participation of Rosa Chapela (PrimeFish scientist of CETMAR) in the [EAS/EATiP](#) Industry Forum “Development vs. Stagnation”.



Figure 5.
The Atlantic Ocean
Research Alliance event
organised in the
framework of the
Aquaculture Europe
Conference.



Seafood Brussels Exhibition

From 26th to 28th April Brussels hosted the latest Seafood Expo Global with more than 1,600 exhibiting companies from 80 different countries. The project PrimeFish participated to present the latest work done in the project, detect new trends in seafood products and build on its network of companies and institutions. Most of the firms involved in the project through its Industry Reference Group (IRG) participated as exhibitors or as visitors to the fair. In fact, PrimeFish was able to engage new enterprises which work on product innovation to this group. Additionally, Guðmundur Stefánsson and Valur Gunnlaugsson represented PrimeFish in the Intrafish luncheon about sustainability. Top seafood companies like Globus, Frosta, the Global Aquaculture Alliance and Sanford discussed latest challenges and strategies to provide sustainable seafood to the market.



Figure 6.
PrimeFish researchers
participating in the
Seafood Expo Global.



3.2.Digital media

Digital channels offer PrimeFish a consistent and flexible way to reach international audiences. Social media profiles and the website of the project are constantly updated. During this second year the project boosted its digital presence through the organisation of the video competition “Promoting Seafood Consumption” and a digital advertising campaign (Search Engine Marketing) carried out by the students of the University of Pavia.

Video competition

On November 2016 the call for videos was opened to any resident in the European Union and EFTA countries over 18 years old to promote the production of short-films enhancing the consumption of seafood and its cultural, societal and economic relevance. The 17th of February 2017 the deadline was closed and there are 7 videos available in a [YouTube list](#) that have currently achieved more than 670 positive impacts on Twitter, Facebook and YouTube. Each of the videos addresses the topics above from a different perspective, focusing, for instance, on the role of women, the traditional diets or the sensory characteristics of seafood. The winning team, which will be announced in March 2017, will accompany the consortium in its 2nd Annual Meeting and film a video, capturing project’s stakeholders’ interactions.



Figure 7.
A screenshot of one of the videos participating in the “Promoting Seafood Consumption” short-films competition.

Search Engine Marketing (SEM) Campaign

The University of Pavia (Italy), a partner of the PrimeFish project launched 3 different Search Engine Campaigns (SEM) with the collaboration of the students of the Master in International Business & Entrepreneurship. The SEM campaigns drive traffic to a website from a paid-display on a search engine. The endeavours were focused on the promotion of the contest of short-films and supported a real-life practice. The students analysed the PrimeFish website and Facebook page, putting forward a profiling of their potential target group. They designed and implemented a 3 week campaign running with Google AdWords and Facebook Ads. With a total budget of around 450 euros they reached more than 1,300 clicks among the target audience of European art and design students. The participants outlined the experience as an opportunity to develop their digital skills and acknowledged an increase of their consumption of seafood during the campaign.



CAROUSEL – CAMPAIGN 2

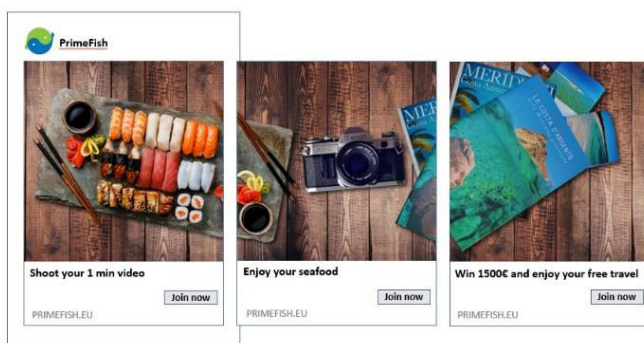


Figure 8.
One of the digital
campaigns produced by
the students of the Master
in International Business
& Entrepreneurship.

3.2.1. Website

The website functions as the main digital platform for the dissemination of the content linked to PrimeFish activity and its results. It offers the possibility to maintain a repository for the project results (<http://www.primefish.eu/project-results>) that also enhances the creation of a community of users interested on the project and the latest news about it (<http://primefish.eu/blog>).

The analysis of the website visitors is realised by Google Analytics, a free service offered by the search engine Google that tracks the users and their behaviour while in the website. All visits by the CETMAR team are excluded from the metrics, as their role as web managers will distort them.

The monitoring of the activity with this service allows to view the traffic to the website in real time to detect the variations in this traffic; hence, the PrimeFish project can go deep into the data, interpret the reasons behind this fluctuations to adapt and enhance the content and structure of the site. The website managers keep a monthly record of the main key performance indicators (KPIs) gathered in section 2.2. This figures should be considered keeping in mind main trends in web usability, such as the increasing access to website from mobile devices or the more frequent searches for content in social media.

The indicators related to the audience of primefish.eu outline how the content of the website is adjusted to what the user is searching for. Some indicators have ambiguous interpretations. For instance, the percentage of single visits, which can be negative, when indicating the capacity of the website to increase the time spent on it, or positive, if linked to the capacity of the content to respond to the users' questions. When opposed to the main indicator in the first year of the project, most of rates show a positive trend, in particular those referring to page views, users, duration of sessions and depth of visit (Table 8).

A visitor can arrive to a site after a search on an engine ("Organic search"), a link on other site ("Referral"), typing the url in the address bar ("Direct"), link posted in social media



("Social media") or a paid digital advertise ("SEM"). Furthermore, the conversion rate is the main factor for the review of the site. In this case, the number of subscribers to the newsletter is retained is divided into the number of users. The conversion rate was optimal, showing a growing trend. The only exception to this pattern comes from the audience arriving after clicking in a link in another website (referral). This could be attributed to the initial launch of the project and its inclusion in the websites of collaborators (e.g. Cordis, Matis), whereas in the second year the audience can access through references of the project in other supports (news, participation in events, social media...).

Regarding the behaviour of visitors, the coincidence between several of the landing and exit pages outlines the need to reinforce the internal links. Nonetheless, this behaviour follows the general trend detected among web users, accessing a specific page after using a search engine.

MEDIA	KPI	FACTOR	2nd year	1st year	Trend
WEBSITE INDICATORS	Website Audience	Page Views (Average per month)	2294	221	↑↑↑
		Users (Average per month)	919	191	↑↑↑
		Percentage of new sessions	59.4%	53.1%	↑
		Percentage of single page visits	61.4%	59.2%	↑
		Duration of sessions	167 '	32.9 '	↑↑↑
		Depth of the visit	4.03 pages	1.02	↑↑↑
	Subscribers		60	37	↑↑↑
	Acquisition of audience	Organic search	192	4.33	↑↑↑
		Referral	66.6	173	↓
		Direct	132	13.4	↑↑↑
		Social media	73.9	0.92	↑↑↑
		Paid search (SEM)	12.2	0	↑↑↑
	Conversion rate	The conversion rate was calculated dividing the number of subscribers between the users.	0.17	0.014	↑
	Visitants behaviour	Top 5 Landing pages	Top 5 Exit pages		
		/Video Competition /Project Description /Nha Trang University Profile /Seafood Market Trends /News on the campaign in Google	/Video Competition /Project Description /News /Project /Research on seafood market trends		

Table 8.
Website KPIs and annual trends.



When reviewing the activity from March 2016 to February 2017, the peak of activity on the web arrived on November 2016, as a consequence of the SEM campaign carried out by the University of Pavia achieving 2,898 page views in a month. The geographic origin of most sessions was Spain, Italy, United Kingdom, United States, Norway and France. The campaign increased the number of users, sessions and, specially, page views of PrimeFish.eu. However, due to the goal of the video competition of reaching a young audience interested in a particular and concrete activity, it is expected that the growth will be punctual.

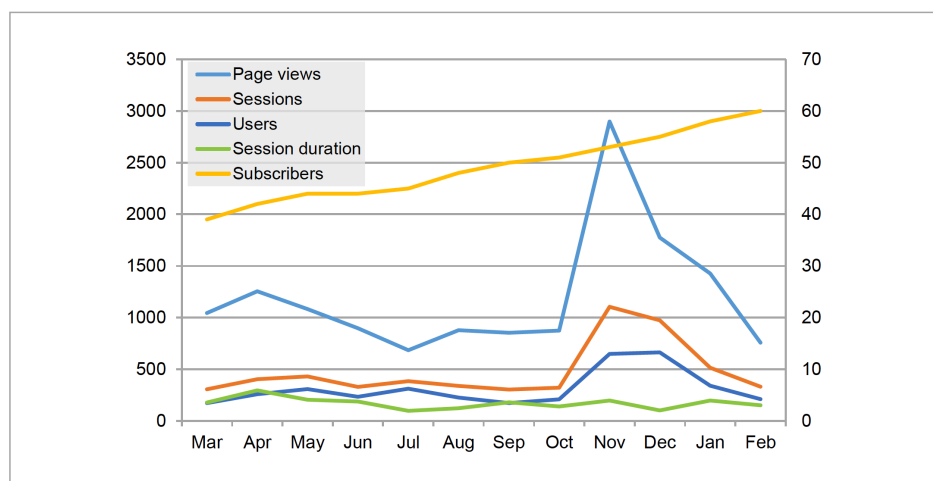


Figure 9.
Website traffic all year long

The profile of visitors is almost balanced, with men and women accessing equally. PrimeFish is principally drawing the attention of users between 25-34 years who are interested in technology, cinema, television, travels and news. Spain (29.45%), Italy (14.55%) and United Kingdom (10.46%) are the main countries of residence of web visitors. The number of sessions (almost 6,000) as well as the average session duration (.5 min) indicate interest on the information provided.

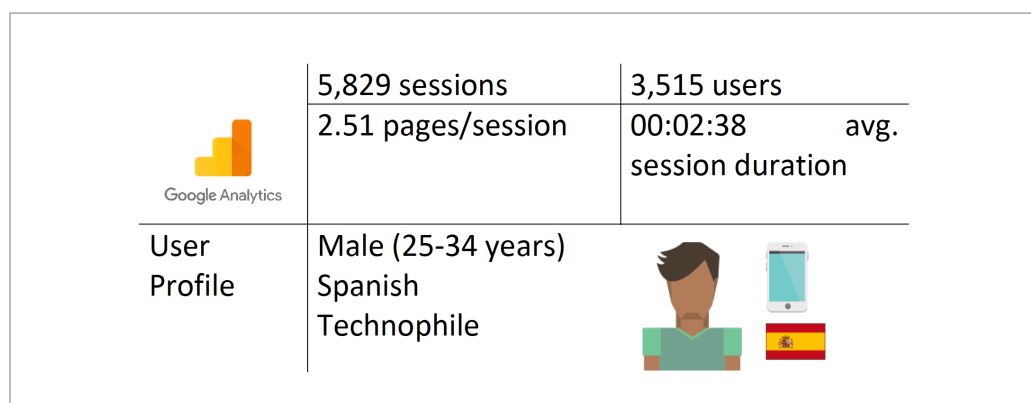


Figure 10.
Website user profile



3.2.2. Social media

Activity on the social media channels kept by PrimeFish (Twitter, Facebook, LinkedIn and YouTube) is interpreted thanks to a monthly tracking. Analytics offered by each channel are harmonized to allow their aggregation and comparison with the previous period.

Furthermore, the strategies applied to each channel by the project are intended to adapt content and frequency of posts to the users of the network and to the goals of PrimeFish. As it was explained in the section 2 “Methodology”, each factor has been weighed to show their relevance to achieve the project’s goals.

The profiles on social media were responsible for the 15.3% of traffic arriving to the website in the second year (March 2016 – February 2017). The evolution of all trends was positive, with an increment of posting, interaction, publications and subscribers. The relevance of the conversation is calculated having the interactions divided by the activity. In this way, the project can detect if the content published has lead the audiences to react to the publications with a retweet, a “like” or a comment. The following indicator, the average reach per activity links the number of posts to the reach rates, showing which publications rank in the best positions in terms of audience gained in social media.

The unique exception to this trend is the influence level. The decrease of this indicator is due to the exponential growth of the communities following the project, with the interaction growing at a fast pace among people that are not subscribed to the project newsletter.

Taking into consideration the evolution of the KPIs along the analysed period, the interaction increased sharply in February 2017, most likely as a result of the publication of the videos competing in the PrimeFish contest, while the reach indicator achieved its highest figures on August and September, which can be attributed to the lower level of activity of other actors in the digital realm. The community of subscribers followed a positive trend, whilst activity fell slightly at the end of the year.

MEDIA	KPI	2016/17	2015/16	Trend
SOCIAL MEDIA INDICATORS	<i>Nº posts</i>	1849	1604	↑
	<i>Level of interaction</i>	5201,4	879	↑↑↑
	<i>Reach of publications</i>	2,345,743.83	424,251	↑↑
	<i>Size of subscribers</i>	31,076	1,897	↑↑↑
	<i>Relevance of the conversation</i>	4.30	0.53	↑↑
	<i>Average reach per activity</i>	946.51081	269.76866	↑↑↑
	<i>Influence level</i>	0,1510331	0,4671297	↓

Table 9.
Social media KPIs and annual trends.



Likewise the first year of the project, the maintenance of the activity during the summer holidays helped to reach high rates of reach (audience/activity) in August and September. The peak in the conversation relevance on February was due to the positive interactions received on YouTube and Facebook about the short-film competition “Promoting Seafood Consumption”. The level of interactions and the level of subscribers increased slightly on February, justifying the need to develop activities aimed at potential subscribers and the activities developed.

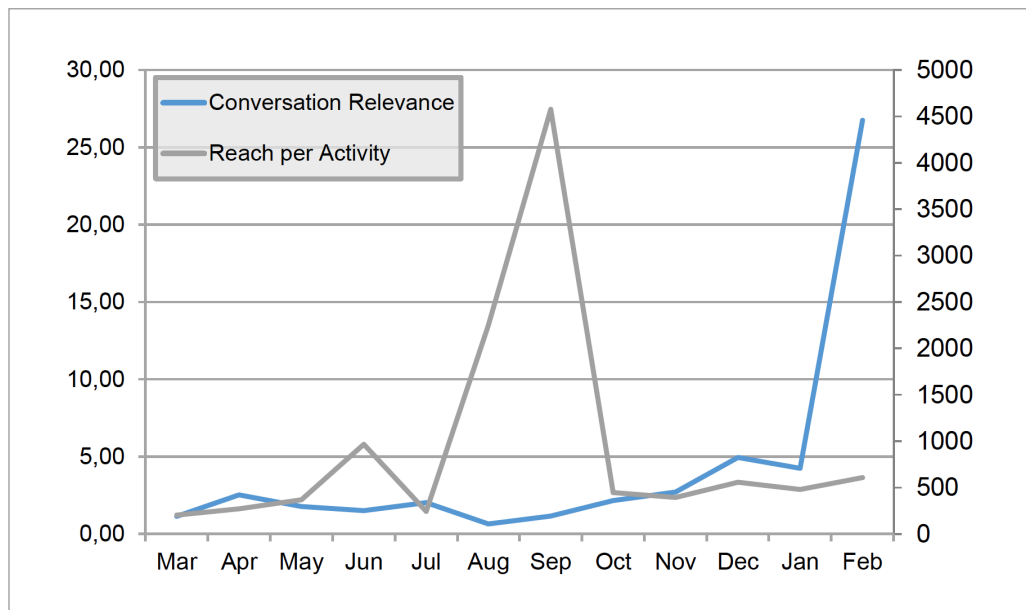


Figure 11.
Subscribers, activity,
interactions and reach
through social media



4 Conclusions and next steps

- The project achieved a high impact at worldwide level (see figure 4). Specific outreach actions (e.g. video competition) have supported successfully the diversifications of the audiences reached by the project.
- Twitter keeps its role as the main social media channel providing access to a dynamic network of business, decision makers and scientific profiles.
- The activity of individual researchers helps to communicate and disseminate PrimeFish outcomes in their communities, whether they work in an area of aquaculture production or have 300 followers in Twitter.
- Spain is the country showing the highest level of activity per action throughout off and on-line channels. Further penetration rates in communication are required in the case studies countries. The forthcoming results from WP2-5 will be used to reach these audiences.
- Participation in scientific and entrepreneurial events facilitates the reach of these target groups.
- The forthcoming training actions will be used as a tool to reinforce the dissemination and communication of PrimeFish activities.

The level impact achieved by PrimeFish in this period (March 2016-February 2017) has been measured in the figure that follows, taking into account the audience per country of each onsite and online activities (e.g. meetings, workshops, digital media).

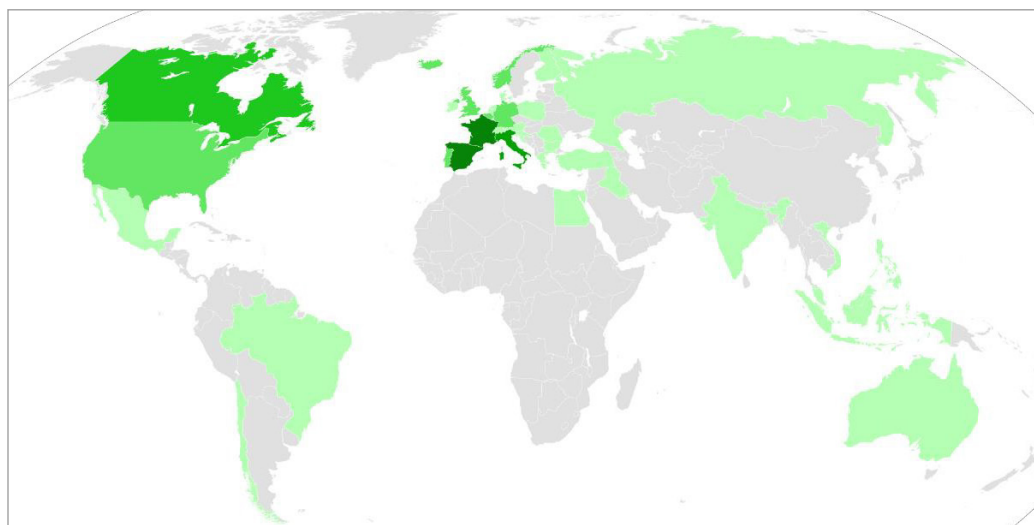


Figure 12.
Impact of PrimeFish at
worldwide scale





According to the aforementioned conclusions, the following dissemination measures will be implemented:



- Training in social media will be offered to partners to increment their activity in these channels.
- Other key countries will be promoted to expand the influence of PrimeFish. Partners will be encouraged to disseminate the project results in their countries and areas of influence.
- The increase of interactions with decision-makers will be encouraged along the 3rd year in order to communicate the project outcomes to this target group.
- Outreach activities, as the “Promoting Seafood Consumption” short-films competition will be implemented to enrich and enlarge the typology of publics of the project.
- Activities will be maintained during holidays period and weekends.
- Market research on the interest and needs on PrimeDSS and PrimeDSF will be supported and monitored with the communication tools.




Annex I – Profiles of PrimeFish users in social media

	916 followers	2,377 updates
	3.5 interactions/tweet	1,304 readers/tweet
Topics	#Aquaculture #European Commission #Iceland #Fishing #Newfoundland #Arctic #Seafood	
Klout:	48.50	
User Profile	Male (25-44 years) Spanish Business and news 	

Twitter user profile

	191 fans	6,4 interactions per publication
	77,1 visualisations per publication	
User profile	Male (25-44 years) Spanish 	

Facebook user profile

	252 connections	6.75 interaction per post
---	-----------------	---------------------------

LinkedIn user profile



Annex II – Dissemination and communications activities M12-M24

Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Addressed	Size of audience	Partner involved
14/03/2016	Event "Fishmonger 3.0. The fishmonger of the future" in Spain	Participation to a workshop	Industry	Spain	30	CETMAR
15/03/2016	Italian Ministry project ("Alternanza Scuola Lavoro") with high school students who focused in the sustainable aquaculture for a week	Outreach event	General public	Italy	6	UNIPAR MA
26/03/2016	Meeting with Alessandro Buzzi, from the Cooperative of the Fishing Industry in Italy	Participation to an event other than a conference or workshop	Industry	Italy	3	UNIPAR MA
31/03/2016	Meetin with Johannes Palsson, of FFSkagen	Participation to an event other than a conference or workshop	Industry	Denmark	3	UALb
04/04/2016	Meeting with Shara Routledge, from the British Trout Association (BTA)	Participation to an event other than a conference or workshop	Industry	UK	3	U STIRLING
13/04/2016	News in PrimeFish.eu about First Annual Meeting	Website	General public	Spain	49	CETMAR
14/04/2016	Stakeholder day "Addressing the challenges of the seafood sector"	Organisation of a workshop	Industry	Europe	45	All partners
15/04/2016	News in Cetmar.org about First Annual Meeting	Website	General public	Spain	100	CETMAR
15/04/2016	News in CORDIS about First Annual Meeting	Website	General public	Spain	100	CETMAR
16/04/2016	PrimeFish First Annual Meeting celebration Press Release	Press release	Medias	Europe, USA and Canada	100	CETMAR
16/04/2016	News in Xunta.es about First Annual Meeting	Website	General public	Spain	100	CETMAR
17/04/2016	News in Faro de Vigo about First Annual Meeting	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	34711	CETMAR
17/04/2016	News in Aquahoy about First Annual Meeting	Website	Medias	Spain	25000	CETMAR



Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
17/04/2016	News in La Opinión de A Coruña about First Annual Meeting	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	5946	CETMAR
18/04/2016	News in La Voz de Galicia about First Annual Meeting	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	83095	CETMAR
18/04/2016	News in Atlántico Diario about First Annual Meeting	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	3850	CETMAR
18/04/2016	News in IPAC Acuicultura about about First Annual Meeting	Website	Medias	Spain	1000	CETMAR
18/04/2016	News in OESA web (Aquaculture Spanish Observatory)	Website	Medias	Spain	100	CETMAR
18/04/2016	Interview with Fattoria del Pesce S.L (IRG)	Other	Industry	Italy	2	UNIPV
19/04/2016	News in Fis.com about First Annual Meeting	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	330000	CETMAR
19/04/2016	News in PrimeFish.eu about First Annual Meeting	Website	General public	Spain	49	CETMAR
20/04/2016	Institutional presentation of PF to the 8th int. seminar "Universities for world without borders" with 72 Rectors from Brazilian Universities (Cohimbra group) and 30 from Italian universities	Participation to an event other than a conference or workshop	Scientific community (higher education, research)	Italy	102	UNIPAR MA
25/04/2016	News in PrimeFish.eu about Seafood Expo Global Participation	Website	General public	Spain	27	CETMAR
26/04/2016	PrimeFish in the Seafood Expo Global	Trade fair	Industry	UE	30	CETMAR , MATIS
26/04/2016	Press release on the participation in the Seafood Expo Global	Press release	Medias	UE	30	CETMAR



Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
26/04/2016	News in IPAC Acuicultura about Seafood Expo Global Participation	Website	Medias	Spain	1000	CETMAR
26/04/2016	News in Cetmar.org about Seafood Expo Global Participation	Website	General public	Spain	683	CETMAR
27/04/2016	News in Xunta.es about Seafood Expo Global Participation	Website	General public	Spain	35830	CETMAR
27/04/2016	News in Atlantico Newspaper about PF participation in the Seafood Expo Global	Communication campaign (e.g. radio, TV)	Medias	Spain	3000	CETMAR
28/04/2016	News in IPAC Acuicultura about Seafood Expo Global Participation	Website	Medias	Spain	1000	CETMAR
28/04/2016	News in TV27 Barbanza about Seafood Expo Global Participation	Website	Medias	Spain		CETMAR
04/05/2016	News in Uni.Parma about First Annual Meeting	Website	General public	Spain	100	CETMAR
04/05/2016	News in PrimeFish.eu about Seafood Expo Global Participation	Website	General public	Spain	23	CETMAR
09/05/2016	NTU and VASEP (Vietnam Association of Seafood Exporter and Processors) organized a meeting with pangasius producers in Ho Chi Minh city (Vietnam)	Participation to an event other than a conference or workshop	Industry	Vietnam	36	NTU
15/05/2016	Interview with the RadioVoz and WP7 leader Rosa Chapela	Communication campaign (e.g. radio, TV)	Medias	Spain	47000	CETMAR
20/05/2016	Interview with the National Spanish Radio- "Spaniards in the Sea" with WP7 leader Rosa Chapela	Communication campaign (e.g. radio, TV)	Medias	Spain	375000	CETMAR
29/05/2016	Interview with the Galician TV- "Live the Sea" and WP7 leader Rosa Chapela	Communication campaign (e.g. radio, TV)	Medias	Spain	27941	CETMAR
01/06/2016	Presentation of PrimeFish and interview with Salmon Club	Other	Industry	Italy	2	UNIPV
15/06/2016	Presentation of PrimeFish and interview with Astro	Other	Industry	Italy	2	UNIPV
20/06/2016	Presentation of PrimeFish and interview with Foodlab	Other	Industry	Italy	2	UNIPV



Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Addressed	Size of audience	Partner involved
29/06/2016	Participation in a networking day among H2020 coordinators with PrimeFish, ClimeFish, CERES, Success, SponGES, TAPAS and Vivaldi	Participation in activities organised jointly with other H2020 project(s)	Policy makers	Spain	10	MATIS
08/07/2016	FAO Fish Adapt Conference in Thailand	Participation to a conference	Scientific community (higher education, research)	Thailand, Worldwide	100	NOFIMA
11/07/2016	News on Europa Press on IIFET participation	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	85000	CETMAR
11/07/2016	News in La Voz de Galicia on IIFET participation	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	83095	CETMAR
11/07/2016	News in Xunta de Galicia on IIFET participation	Website	Medias	Spain	35000	CETMAR
11/07/2016	News on Faro de Vigo about IIFET participation	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	34711	CETMAR
11/07/2016	News in La Opinión da Coruña on IIFET participation	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	5946	CETMAR
11/07/2016	News in Atlántico Diario on IIFET participation	Non-scientific and non-peer reviewed publications (popularised publications)	Medias	Spain	3850	CETMAR
11/07/2016	News in IPAC about IIFET participation	Website	Medias	Spain	1000	CETMAR
11/07/2016	News in Aquahoy on IIFET participation	Website	Medias	Spain	1000	CETMAR



Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Addressed	Size of audience	Partner involved
11/07/2016	News in Cetmar.org on IIFET participation	Website	General public	Spain	683	CETMAR
11/07/2016	PrimeFish participation in the IIFET Conference in United Kingdom	Participation to a conference	Scientific community (higher education, research)	UK	100	CETMAR, MATIS, SYN, UNIV-SAVOIE, UNIPARMA, Kontali, U STIRLING
11/07/2016	PrimeFish special session n° 5315 in the IIFET Conference: "Creating shared value through stakeholders' involvement to strengthen the seafood competitiveness"	Organisation of a workshop	Scientific community (higher education, research)	UK	100	CETMAR, MATIS, SYN, UNIV-SAVOIE, UNIPARMA, Kontali, U STIRLING
11/07/2016	News in PrimeFish.eu on IIFET participation	Social media	General public	Spain	39	CETMAR
19/07/2016	Boom&Bust meeting between Uni. of Parma and Syntesa	Participation to an event other than a conference or workshop	Industry	Italy	5	UNIPARMA
05/08/2016	VASEP signed the Memorandum Of Understanding (MoU) expressing the VASEP willingness to support NTU in PrimeFish activities	Participation to an event other than a conference or workshop	Industry	Vietnam	10	NTU
13/08/2016	'Salmon Day' Industry Symposium, University of Stirling	Participation to a workshop	Industry	UK	10	U STIRLING
13/08/2016	News in Fishfarminexpert.com about the Salmon Day Industry Symposium	Website	Industry	UK	100	U STIRLING
31/08/2016	PrimeFish Twitter	Social media	General public	Worldwide	813	CETMAR
31/08/2016	PrimeFish LinkedIn	Social media	General public	Worldwide	12	CETMAR
31/08/2016	PrimeFish Facebook	Social media	General public	Worldwide	303	CETMAR



Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Addressed	Size of audience	Partner involved
31/08/2016	PrimeFish in YouTube	Social media	General public	Worldwide	3	CETMAR
31/08/2016	PrimeFish flyers and posters disseminated	Flyers	General public	Europe	350	All partners
01/09/2016	Kontali meeting with representatives of Turkey industries to discuss PF	Other	Industry	Turkey	3	KONTALI
12/09/2016	Blue Economy Business and Science Forum 1st Summit (Hamburg)	Participation to an event other than a conference or workshop	Policy makers	Germany	300	TTZ
20/09/2016	Workshop on Aquaculture & Food security. Aquaculture Europe - DG Research & Innovation	Participation to a workshop	Policy makers	Europe	50	UNISTIRLING
22/09/2016	News on the PF participation in Aquaculture Europe in IPAC Acuicultura	Communication campaign (e.g. radio, TV)	General public	Spain	1000	CETMAR
22/09/2016	Aquaculture Europe. EAS/EATiP Industry Forum "Development vs. Stagnation"	Participation to an event other than a conference or workshop	Industry	UK	100	CETMAR
22/09/2016	Participation in Aquaculture Europe	Participation to an event other than a conference or workshop	Industry	UK	100	TTZ
28/09/2016	PF participation in the event the "The non-consumer of Seafood" in the Spanish Ministry	Participation to a conference	Industry	Spain	50	CETMAR
28/09/2016	Meeting with Fattorie del Pesce representative Mr Grispan in preparation of the European Researchers'Night	Participation to an event other than a conference or workshop	Industry	Italy	5	UNIPARMA
30/09/2016	Pedagogic activity "Who sleeps does not catch fishes". European Researchers' Night.	Other	General public	Italy	50	UNIPARMA
30/09/2016	Poster and flyers of PrimeFish project for the European Researcher's night	Participation to an event other than a conference or workshop	General public	Italy	500	UNIPARMA



Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Addressed	Size of audience	Partner involved
03/10/2016	News on Stirling University website about Primefish video competition	Website	Scientific community (higher education, research)	UK	50	U STIRLING
04/10/2016	PF participated in the B2B Brokerage Event Conxemar 2016	Brokerage event	Industry	Spain	70	CETMAR
04/10/2016	PF participated in the frozen foods trade fair Conxemar	Trade fair	Industry	Spain	10	CETMAR
04/10/2016	PF participated in the Norwegian Seafood Council seminar in Conxemar	Participation to an event other than a conference or workshop	Industry	Spain	50	CETMAR
15/10/2016	News on the Memorial University Gazette	Website	Scientific community (higher education, research)	Canada	1000	MemU
19/10/2016	News on PF in Pesceinrete	Website	General public	Italy	2800	MemU
10/11/2016	News about PF on the web of Université Savoie Mont Blanc	Website	General public	France	1500	UNIV-SAVOIE
15/11/2016	PF Video Competition "Promoting Seafood Consumption"	Other	General public	Europe	1000	CETMAR
16/11/2016	News about PF on the web of IAE Savoie Mont Blanc	Website	General public	France	1900	UNIV-SAVOIE
17/11/2016	News on Ipacacuicultura on the video competition	Website	Industry	Spain	1000	CETMAR
18/11/2016	News on IntraFish on the video competition	Communication campaign (e.g. radio, TV)	Medias	Europe	500	CETMAR
22/11/2016	News on Xuventude.net on the video competition	Website	General public	Spain	281	CETMAR
28/11/2016	PrimeFish presentation in "Say yes to sustainable aquaculture #FarmedintheEU" workshop among representatives of the European Commission, the Spanish Biodiversity Foundation and other scientific and sectoral representatives of the European aquaculture sector	Participation to a workshop	Policy makers	Spain	30	CETMAR



Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Addressed	Size of audience	Partner involved
28/11/2016	Promotion of the video competition among universities and companies in Germany (E-mails , phone calls)	Other	Scientific community (higher education, research)	Germany	15	TTZ
29/11/2016	News on the video competition in Icefishnews.com	Website	General public	Iceland	100	MATIS
29/11/2016	CommBeBiz Marine Testinar "Unlocking the blue potential"	Training	General public	Europe	52	CETMAR
01/12/2016	Kontali meeting with representatives of the Mediterranean bassin industry	Other	Industry	Greece	5	KONTAL I
06/12/2016	PF poster in the CommOcean Conference	Participation to a conference	Scientific community (higher education, research)	Belgium	160	CETMAR
20/12/2016	Digital campaign in collaboration with the Master in International Business & Entrepreneurship (Italy)	Communication campaign (e.g. radio, TV)	General public	Italy, Spain	500	UNIPV
09/01/2017	Email marketing campaign on the video competition	Participation in activities organised jointly with other H2020 project(s)	General public	Europe	300	CETMAR
11/01/2017	News on University Cardenal Herrera	Website	General public	Spain	1000	CETMAR
15/01/2017	News on University Cinema e Artes	Website	General public	Portugal	500	CETMAR
17/01/2017	Communication with SAIC	Other	Industry	UK	4	U STIRLING
20/01/2017	News on the PrimeFish video competition in CETMAR website	Website	General public	Spain	100	CETMAR
31/01/2017	News about PF in the web of IREG (Annual Review)	Website	General public	France	1900	UNIV-SAVOIE
01/02/2017	University of Stirling meeting with industrial stakeholder Dawnfresh	Other	Industry	UK	3	U STIRLING



Date (dd/mm/yy)	Activity	Type of Dissemination or Publication Activity	Type of Audience	Countries Adressed	Size of audience	Partner involved
15/02/2017	Kontali meeting with EUMOFA representatives in Rome	Other	Scientific community (higher education, research)	Italy	5	KONTAL I
15/05/2017	Presentation about PrimeFish and results	Organisation of a workshop	Scientific community (higher education, research)	UK	30	U STIRLIN G
17/02/2017	7 Videos participating in the PrimeFish Video "Promoting Seafood Consumption"	Video/film	General public	Spain, Bulgaria	2805	CETMAR
21/02/2017	University of Stirling meeting with SSPO	Other	Industry	UK	4	U STIRLIN G
22/02/2017	Participation in event "Powerfood from Aquaculture"	Participation to an event other than a conference or workshop	Policy makers	Germany	100	TTZ
21/09/2017	Poster at Aquaculture Europe 2016. Taskov D., Sogari G., Mora C., et al. (2016). European trout value chains performance.	Participation to an event other than a conference or workshop	Scientific community (higher education, research)	UK	200	UNIPAR MA
14/0/2017	Intra-project workshop on Decision Support Tools and methodology	Organisation of a workshop	Scientific community (higher education, research)	Europe	20	NOFIMA , KONTAL I, MATIS, SYNTES A, UICE, UiT



Annex III – Scientific publications of PrimeFish

Authors	Titles	ISSN or eSSN	Title of the journal or equivalent
Stefánsson, Guðmundur; Gunnlaugsson, Valur N.	PrimeFish Project: Linking the Needs of the Producer, Market and Consumers	0976343290 (ISBN)	Oregon State University Scholar Archive
Valle, Paul S	Performance of the European-EU Seafood Sector - Viewed through Aquaculture and Sea Bass & Sea Bream	0976343290 (ISBN)	Oregon State University Scholar Archive
Murray, Francis; Bostock, John; Taskov, Dimitar	PrimeFish: WP3 Supply Chain Relations & Regulation	0976343290 (ISBN)	Oregon State University Scholar Archive
Mora, Cristina; Sogari, Giovanni; Valle, Paul S.; Santiago, José L.; Taskov, Dimitar	Trout, Seabass and Seabream Value Chains. An Overview of South Europe	0976343290 (ISBN)	Oregon State University Scholar Archive
Untilov, Olga	PrimeFish: Products, Consumers and Seafood Market Trends	0976343290 (ISBN)	Oregon State University Scholar Archive
Chapela, Rosa; Santiago, José L.; Fernandez, Mercedes M.	The Creation of Shared Value by Exploiting Synergies of Marketing Tools in Seafood	0976343290 (ISBN)	Oregon State University Scholar Archive
Gregersen, Ólavur; Lehr, Heiner; Baxter, Andrew	Development of a Decision Support Framework for a Competitive European Seafood Sector	0976343290 (ISBN)	Oregon State University Scholar Archive
Mora, Cristina; Menozzi, David; Morelli, Gianluca; Sogari, Giovanni; Riani, Marco; Laurini, Fabrizio	Identifying "Boom and Bust" Cycles	0976343290 (ISBN)	Oregon State University Scholar Archive
Park, Michael	Opening the Toolkit: Addressing Challenges in European Fisheries	0976343290 (ISBN)	Oregon State University Scholar Archive
Margeirsson, Sveinn; Gunnlaugsson, Valur	Innovation and Growth: Rationale for Participatory Research in R&D Projects	0976343290 (ISBN)	Oregon State University Scholar Archive
Sogari G., Mora C., Menozzi D., Morelli G.	Trout, Seabass and Seabream Value Chain Overview in Italy		"Monitoring for a sustainable management of marine resources"
Sogari G., Mora C., Menozzi D., Morelli G.	Economic Sustainability and Competitiveness of European Traditional Seafood Market		
Sogari G., Mora C., Menozzi D., Morelli G.	Analysis of prices for Aquaculture products		

