



AquaVitae

Work Package 9-Knowledge building, training, communication and network facilitating

Acting as a liaison between the project and its external audiences

KEYWORDS

Aquaculture, communication, dissemination, stakeholders, raise awareness, liaison, multi-actor approach, training, networking, exploitation.

GOALS

- Shape and enhance the uptake of the AquaVitae results, boosting innovations in the aquaculture value chains and removing barriers and challenges.
- Employ a multi-actor approach to customise project results for stakeholders, enhancing exploitation.
- Communicate and disseminate the project activities and results to target audiences and general public.
- Expand the current competences and skills of aquaculture producers, processors, policymakers, consumers, and other relevant stakeholders.
- Create a low trophic aquaculture stakeholder platform in the Atlantic.

CHALLENGES

The greatest challenge in WP9 is to engage with both stakeholders and the general audience. The scientists and researchers might use an over-technical vocabulary, and the stakeholders tend to avoid participating in meetings and giving feedback on prototypes, which complicates even more the dissemination.

The general audience engagement depends highly on their ability to understand the concepts and terminology explained in the material shared. It is important to adapt all the results and communicate the outcomes of the project in a much more

understandable vocabulary for the public who does not have a background in science or research.

Another barrier faced by this WP is the dissemination to a wide range of countries. The aim is to reach all the countries that participate in the project and those who do not. Reaching those who are not involved in the activities is way more complicated as the industry in those countries are not as willing to distribute the content because they have nothing to do with it.

EXPECTED RESULTS

The multi actor-actor approach of this WP will help to act as a liaison between the project and its external audiences.

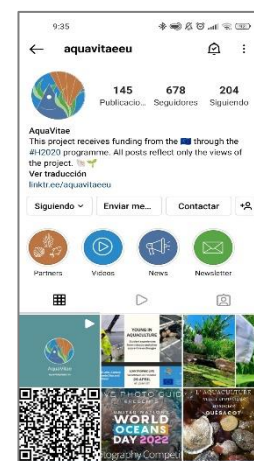
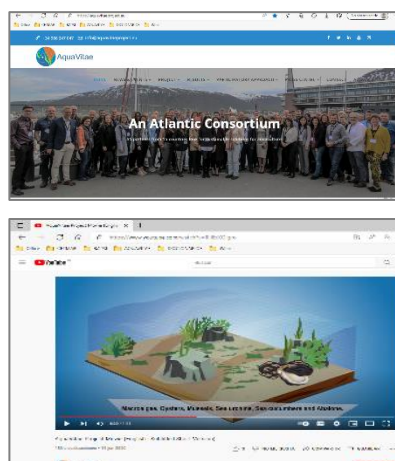
- Boost of the communication, dissemination and exploitation of project outputs.
- Create a connection between aquaculture stakeholders at the Atlantic scope, cluster and network with other initiatives.
- Provision of accurate information on new species, processes and product that match market needs, industry demands or policy needs.
- Raise public awareness on aquaculture activities and importance in environmental & socioeconomic terms.
- Improve professional skills and competences of aquaculture organisations.

EXPECTED USERS

- Aquaculture industry
- General audience
- Policymakers
- Research community
- Wholesale/retailers

AT A GLANCE

- Project period: 2019 – 2023
- Multi-actor approach to connect stakeholders.
- Identify needs and challenges, remove barriers and seize opportunities at CSS and Atlantic level.
- Dissemination of results, promote evidence-based recommendations and inform of new developments.
- Raise awareness and reduce uncertainty about aquaculture products and practices.
- Exploring and forming synergies with initiatives in the Atlantic Ocean.



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WORKPLAN

In WP9 the work is divided into 8 tasks:

1. Creation of the AquaVitae multi-actor platform to connect and interconnect the aquaculture stakeholders.
2. Implementation of the AquaVitae multi-actor platform to identify stakeholders' needs and challenges.
3. Establishment of the AquaVitae communication office that develops and updates the communication activities.
4. Dissemination of results, communicating innovations, and informing on new developments.
5. Reduce the uncertainty about aquaculture products and farming practices through gamification techniques.
6. Develop and carry out training to improve the professional skills of aquaculture organisations.
7. Clustering and networking with other aquaculture initiatives in the Atlantic Ocean.
8. CWA for low-trophic species production with a basis in WP1 "Good practice" recommendations that allow a voluntary, open, consensus-driven standardisation.

SCOPE OF WORK

WP9 will create a live communication toolkit in order to develop communication activities for the project, including the website, social media, printed and graphic material, such as roll-ups or leaflets. It will also run events to allow the interaction within the Consortium and with stakeholders or potential end-users.

Activities will be done at a communication and dissemination level, creating content or submitting applications for relevant events, seminars or conferences. WP9 will always provide support to the rest of WPs or CSs to spread the word on their research, advances and results. We expect AquaVitae to participate in Aquaculture Europe, European Maritime Day, etc. A tasting of the products will be developed too.



Promotional material of the main findings will be developed and spread to make accessible the project results. Short videos of opinion leaders and stakeholders will be published too.

Training actions for students and young researchers will be undertaken to improve the professional skills and competences in the sector, promoting a sustainable low trophic aquaculture.

In addition to the mentioned actions, WP9 will create synergies with other All Atlantic Ocean Research Alliance Flagship projects.

TEAM

1. CETMAR (Spain)
2. NOFIMA (Norway)
3. EmBraPa (Brazil)
4. FURG (Brazil)
5. UFSC (Brazil)
6. UNESP (Brazil)
7. DTU (Denmark)
8. Ocean Rainforest (Faroe Islands)
9. PF Fiskaaling (Faroe Islands)
10. AWI (Germany)
11. Matis (Iceland)
12. GMIT (Ireland)
13. Univ. of Namibia (Namibia)
14. Bellona (Norway)
15. Norut (Norway)
16. Uit (Norway)
17. CIIMAR (Portugal)
18. CCMAR (Portugal)
19. Rhodes University (South Africa)
20. Stellenbosch Univ (South Africa)
21. Biolan (Spain)
22. CSIC (Spain)
23. Univ. Las Palmas de Gran Canaria (Spain)
24. IVL (Sweden)
25. SAMS (UK)
26. Univ. New England (US)
27. Blue Resource - Sjókovin (Faroe Islands)

LINKS



WP presentation title:

www.aquavitaeproject.eu



WP file:

<https://youtu.be/zmgLGgAHOag>



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