Deliverable No. 9.5

Project acronym:

AquaVitae

Project title:

New species, processes and products contributing to increased production and improved sustainability in emerging low trophic, and existing low and high trophic aquaculture value chains in the Atlantic

Grant agreement No: **818173**
Project co-funded by the European Commission within the
Horizon 2020 Programme

Start date of project: **1st June 2019**
Duration: **56 months**

Due date of deliverable:	November 2022
Submission date:	03 January 2023
Revision number:	Final
Document status:	Final
Dissemination Level:	Open

Revision Control

Role	Name	Organisation	Date
Task leader, author	Yolanda Irawan, Rosa Chapela	CETMAR	October 2022
WP leader	Rosa Chapela	CETMAR	
Scientific Advisors	Åsa Strand Sofia Franco Cliff Jones Courtois de Viçose Philip James	IVL SAMS RhU ULPGC NOFIMA	November 2022
Coordinator	Philip James	NOFIMA	November 2022

Deliverable 9.5

Final movie project

03/01/2023

Contents

Executive summary

The AquaVitae movie will be the main audio-visual product from the project. It is part of the Plan of Exploitation, Communication and Dissemination of Results (PECDR) and it is addressed to a general audience.

It aims to transfer knowledge about the project to the general public through an audio-visual product that combines videos and infographics in a storyline that was created to demonstrate AquaVitae´s research results and project impact.

The final movie project was released in January 2023 in different digital channels of the project, primarily on the website and on social media. The teaser was pinned on Twitter while the whole movie can be watched either on Youtube or on the project website.

1. Introduction

The AquaVitae movie project is one of the tools implemented to communicate and disseminate the project and its main aim: to enhance sustainable aquaculture in the Atlantic focusing on low trophic species and the benefits it can provide in environmental, social, and economic terms.

It is aimed at a general audience and consists of a longer video (11-minute-length) and a teaser (2-minute-length). These two videos will allow AquaVitae to be disseminated worldwide in a format where users can delve into the whole project if they are interested (long version) or, just be aware of the project and to understand what low trophic aquaculture is and its benefits (teaser).

This report compiles the method and results followed during the development of the movie as well as a detailed description of the work carried out within this task.

The main objective of this movie is to show the project in a narrative and audio-visual way so it could reach a general audience, not only the scientific community. Thus, the purposes of the project will be depicted in this movie by telling a story that includes the research, the actors involved, the activities developed during the lifetime of the project as well as the project outcomes.

The final movie project was released in January 2023 on different digital channels of the project: website, Instagram and Twitter. A promotional strategy to show the video has been also described and will be followed up in 2023.

Links to AquaVitae movie and teaser:

Long version: https://youtu.be/KHyK_HF4kLg

Teaser: https://youtu.be/vSLl136GM90

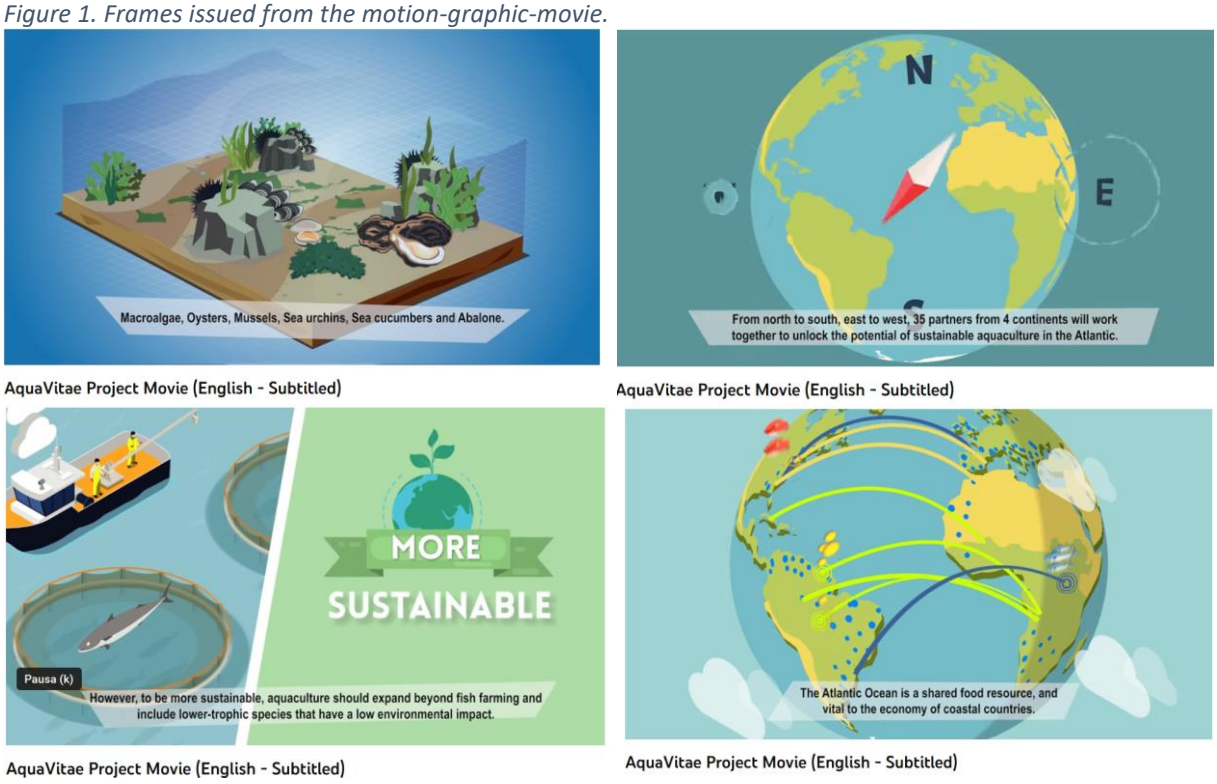
2. Context

The *D.9.5 AquaVitae project movie and teasers* were planned to be submitted in month 42 (November 2022), one year before of the completion of the project. This timing was set so that the project could offer relevant information to the audience prior to the completion of the project.

The deliverable entails designing a video where the general audience can watch and learn about low trophic sustainable aquaculture and the research carried out in the project. It is a continuity of the first project movie.

The first movie was released in mid-2020. It was a motion graphic movie that explained briefly (2-minute-length) the project and its objectives. This movie introduced the viewer to sustainable low trophic aquaculture and the main purpose of AquaVitae.

Figure 1. Frames issued from the motion-graphic-movie.



The idea of this second movie (D.9.5) is to deepen the understanding of the project, the advances that have been made up to month 42 and the impact it will have after it is finished.

It aims to answer questions such as what sustainability means, what are low trophic species, what activities AquaVitae is involved in, what benefits there are to populations around the Atlantic from the project, the results and outputs so far and the benefits from these.

3. Method

In the AquaVitae project DoA various tasks were outlined directly related to audio-visual material, namely:

- T9.4.2. Strengthening the competitiveness of the aquaculture sector, where promotional material, such as videos, will materialised this objective.
- T9.4.4 Digital storytelling approach in a transmedia campaign.

The plan included writing a script, collecting images from partners, shooting images and interviewing representatives of the project. For this last two tasks, a filmmaker was required and in March 2022 Rafael Méndez, a professional camera and video editor, was engaged. Several meetings (including members of the EDC) were held with Rafael Méndez to discuss the tone of the video, its structure and the image recording planning.

In April 2022 Rafael Méndez joined the third annual AquaVitae Consortium meeting, held in Porto, Portugal. Rafael shot images from the meeting and organized a set for interviewing selected partners. He also joined the tour to the ALGAplus facilities, an AquaVitae industrial partner, during the Porto meeting.

Figure 2. Set organized in Porto to interview partners.

AquaVitae partners were requested to provide images and videos from both themselves and their field work. Images were collected from March to October 2022.

Figure 3. Images collected from partners.

The film coordinators also wanted to shoot images from the *AquaVitae Master Class: tasting the low trophic world*, held on October 10th in Plouguerneau, France.

The event consisted of a cooking demonstration utilising product that were produced in the AquaVitae project. Oysters, algae, sea cucumber, sea urchins and abalone were cooked and tasted by chefs and attendees. Some very nice recipes, along with public impressions while experiencing the species, were filmed at this event.

Figure 4. Images from the Masterclass: tasting the low trophic world.

The first version of the script was ready in August and a revised script ready at the end of September. A process of meetings and discussion were held to revise and adapt the script. The length of the video was also discussed: some advocated for a longer movie to show the project results while others preferred a shorter version. It was decided that a short version could be potentially more watched by the general audience whilst the long version could be useful for those that were really interested in the project or in low trophic sustainable aquaculture. As a result, an 11-minute-length movie plus a teaser (2 minutes maximum) was produced. The teaser could be embedded on AquaVitae´s social media considering users' patterns on Twitter and Instagram. The long version would be uploaded both on AquaVitae´s website and on YouTube.

The revisions of the script created a delay in sending the final draft to the filmmaker. Since the Consortium was going to hold its scientific committee meeting in mid-November it was decided to postpone the release of the final project movie so that the script could be finalised by a core group during the scientific committee in Morgan Bay, South Africa. A final version of the script was approved at this meeting and in the beginning of December 2022 it was sent to the film maker, who started working on the final version.

4. Results

The final movie project was released in January 2023. It was presented in two parts. Both the long version and a teaser were loaded on YouTube as well as the project website.

The content of the final project movie is engaging and informative at the same time. It includes images that give an overview of the whole project. It explains any areas that may be difficult to understand in a way that can be easily comprehended, not only by the aquaculture sector or the scientific community.

The following strategy will be used to promote the final project movie:

- YouTube: both the long version and the teaser are uploaded on AquaVitae´s YouTube channel. The description links to AquaVitae´s website and it announces the launch of the MOOC in Spring 2023.

  Long version: https://youtu.be/KHyK_HF4kLg
  Teaser: https://youtu.be/vSLl136GM90

- Twitter: the teaser is pinned on Twitter.
- Instagram: different posts will promote the video that could be watched through the bio.
- Newsletter: it will be presented in January´s newsletter.
- LinkedIn: it will post in the Consortium group.

Beyond digital channels it will be presented in the 4th annual meeting of the project in Brazil and will be used for other events as appropriate. A version in Brazilian Portuguese is planned for 2023.

The video will be analysed with the usual Key Performance Indicators (KPIs) for videos on each digital channels: number of views, visits, likes and interaction.

The website will be available on the website for two years after the completion of the project. However, the final movie project will be available on other digital channels, such as YouTube in perpetuity.

5. Conclusion

The final movie project is an audio-visual product carried out in the framework of the AquaVitae project. It is a task which involved the whole Consortium in one way or another, so the result is a joint effort of the AquaVitae partners.

This product will be available on different digital channels such as the website and social media. Both the teaser and the full version address a general audience while the latter is more suited to those with a particular interest in the project, sustainable aquaculture and/or in low trophic aquaculture.

The website will remain available two years of the completion of the project, but the video will be available in perpetuity on YouTube. The final movie project is not only a way to spread the word about the project, but also a way to keep it alive.

Annex I: Script

Blue text: interviews with partner.

VOICE OVER
What will our future dinner plate look like?
There is an increasing need to make our food production more sustainable. More sustainable for generations to come.
The AquaVitae project responds to these challenges, working with new ideas, by supporting a more sustainable farming of seafood, commonly known as aquaculture. And the Atlantic Ocean offers opportunities.

PHILIP
AquaVitae means increasing the production of sustainable food focusing on specific value chains to create new species, new processes, new products across the Atlantic: Europe, Brazil, primarily, South Africa and other countries around the Atlantic as well.

VOICE OVER
From north to south, east to west, 35 partners from 4 continents work together to unlock further opportunities for sustainable aquaculture.
But, what does it mean to be sustainable?
To be sustainable means finding ways to fulfilling our needs without compromising the ability of future generations to meet their own needs.

ÅSA We work with environmental sustainability, but also the economic sustainability and the social sustainability.
ÅSA this is something that we really need to do because of the expanding population and the challenges that the world is facing.

VOICE OVER
Algae are found at the bottom of the food web, animals that feed on them are found higher in the web and animals that feed on other animals are even higher. Algae and animals, such as filter feeding mussels, that are at the bottom of the food web are considered low trophic and these are extractive species:
(Infographic to illustrate this point: Philip´s graphic of the food web)

ÅSA They depend on the natural available food in the water. And this is really beneficial because these species, they will extract nutrients from the sea.

VOICE OVER
We need to reduce the use of resources for food production and farming low trophic species can do this.

BJÖRN We look at the world how to change it, with the climate crises, we need to transform society in a way that become more sustainable.

VOICE OVER
These lower trophic species are much more sustainable to produce and consume. Our future dinner plate may include food that we are not familiar with today but that have a great nutritional value.

BJÖRN In AquaVitae, we look at macroalgae production, sea urchins, sea cucumbers, mussels, oysters… everything that is very closed to the primary production.

VOICE OVER
Seaweed is traditionally used, particularly in the Asian cuisine and can contribute to a balanced diet. They are rich in proteins, vitamin B12, calcium, iron… We can include them in our soups, stews and salads, making these dishes healthy and delicious. We should eat more algae!

HELENA ABREU Seaweed is a crucial resource mainly for food in a planet where there is a growing population.

VOICE OVER
AquaVitae encourages the production of new marine and freshwater products. For example, sea cucumber is a delicacy in Asia, not elsewhere yet. Although sea urchins are a familiar food in some European countries, they are virtually unknown as a food source in others.

PHILIP It is a product that a lot of consumers in Europe are not familiar with so we´ve done a lot of work in AquaVitae looking at consumers perceptions, what consumers feel, what they would pay for, what they think in terms of food safety, for nutrition of these new species…

VOICE OVER
You are more likely to be familiar with shellfish species such as mussels and oysters. But do you know what the environmental advantages are, of growing these species?
The production of mussels, oysters and other low trophic species has a lower climate impact compared to many other food production systems, and these organisms also have the potential to enhance water clarity, take up nutrients from the water and increase biodiversity.

ÅSA at the end So this really addresses some of the major challenges that we are facing today, both (the biodiversity crisis, the phosphorus crisis and the climate crisis.

HELENA ABREU Projects like AquaVitae can help the local governments to understand the positive impact that low-trophic species may have in the environment.

VOICE OVER
This is called 'ecosystem services'.
Low trophic species have some really unique properties. In addition to having positive environmental impacts during production they also have other benefits. Parts of the animals and algae that are not used such as shells and other waste can become new products like environmentally friendly paint or animal feed. This contributes to the zero-waste ambition in food production systems.

CLIFF Recycling. It's all about developing the circular economy.

VOICE OVER
Integrated multitrophic Aquaculture (otherwise known as IMTA), is a system where different species, from different trophic levels, are farmed together. The nutrient from one species serve as feed for the other just like in the natural environment.
This is what AquaVitae is researching in South Africa, the advantages of growing together sea cucumber and abalone:

CLIFF (…) sea cucumbers get produced underneath the abalone tanks, removing the solid waste, improving water quality. And the value in that is… Improved production of the abalone systems. But in addition to that, the sea cucumber has an economic value.
The benefit to industry is potentially massive because you are actually reducing your production costs. In many aquaculture industries, one of the biggest production costs is your feed. An if you are feeding from another trophic level, you are reducing your feed costs.

VOICE OVER
Knowing these benefits, several companies are implementing IMTA systems.

HELENA ABREU At Alga+ the seaweed is farmed using the concept of IMTA that is what we called a circular economy approach: the residues are transform into resources. (…) We use the nutrient rich waters coming from the fish that are used to grow the seaweed so this way we don´t need to use any fertilizers.

CLIFF Overall, IMTA reduces environmental impact, improves profitability and improves consumer perception.

VOICE OVER
When you farm mussels or shrimps you are also interested in checking on their welfare. AquaVitae develops protocols and technology like online sensors and underwater cameras that help farmers to improve their production. They can follow, for instance, how well animals are growing.

However, current regulations are not updated for these new production systems and technologies and therefore AquaVitae is helping to improve aquaculture governance.

ROSA (…) we need to offer the policymakers some recommendations on how to develop our new policies on LOW trophic aquaculture. We found a lot of demands from the industry in terms of the licensing. It's it takes too long to get a license because of the complexity of the bureaucracy.
(…) we are developing also a policy brief with some recommendations for the European Commission, ~~(…)~~ for the member states and the government in Brazil and South Africa.

VOICE OVER
This is crucial for industry development in the Atlantic.
AquaVitae is not doing this alone! The project is working together with governments, regulators, industry and consumers.
All these benefits, all these advantages, all this new technology, need a voice and a place where everybody interested in the topic can find this information. That is why AquaVitae developed a MOOC, a Massive Open Online Course, on low-trophic aquaculture.

ROSA there are not many resources available.
We need to have access, open access to different knowledge. So Aquavitae wants to guarantee this open access for everyone in an online repository.

VOICE OVER
This free online course is taught by academics, researchers and industry. Course participants will discover topics ranging from the biology and farming of different low trophic species to governance, sustainability, business economics, and consumer behaviour.

AquaVitae does not only need to train students. We also need to educate those that will use these products in the future such as chefs and consumers. AquaVitae hosted Masterchef classes and product tasting events, bringing together chefs and catering schools and consumers. This encourage them to get creative in using these products.

VOICE OVER
AquaVitae is about learning, sharing, collaborating across the Atlantic, applying the motto of the blue economy, a perspective that the project follows since its beginning in 2019.

ÅSA Blue economy for me is a way to use marine resources in a sustainable way to reduce the environmental impact of food production for the world.

VOICE OVER
We do care about our future, so we must care about what is on our dinner plate.

PHILIP I´ve researched low trophic species for over 30 years and I´m absolutely convinced that we can produce a lot more seafood to feed the planet from low-trophic species in a sustainable way that is good for us and good for the future generations as well.

Annex II: Teaser script

VOICE OVER
What will our future dinner plate look like?
There is an increasing need to make our food production more sustainable. More sustainable for generations to come.
The AquaVitae project responds to these challenges, working with new ideas, by supporting a more sustainable aquaculture in the Atlantic.

PHILIP
AquaVitae means increasing the production of sustainable food focusing on specific value chains to create new species, new processes, new products across the Atlantic: Europe, Brazil, primarily, South Africa and other countries around the Atlantic as well.

VOICE OVER
But, what does it mean to be sustainable?
To be sustainable means finding ways to fulfilling our needs without compromising the ability of future generations to meet their own needs.

BJÖRN We look at the world how to change it, with the climate crises, we need to transform society in a way that become more sustainable.
In AquaVitae, we look at macroalgae production, sea urchins, sea cucumbers, mussels, oysters…

VOICE OVER
These lower trophic species are much more sustainable to produce and consume. In addition to having positive environmental impacts, low trophic species contribute to a zero-waste philosophy and a blue economy.

ÅSA Blue economy for me is a way to use marine resources in a sustainable way to reduce the environmental impact of food production for the world.
VOICE OVER
AquaVitae is about learning, sharing, collaborating across the Atlantic, raising awareness on sustainable aquaculture and low trophic species.

PHILIP I´ve researched low trophic species for over 30 years and I´m absolutely convinced that we can produce a lot more seafood to feed the planet from low-trophic species in a sustainable way that is good for us and good for the future generations as well.

VOICE OVER
We do care about our future, so we must care about what is on our dinner plate.