



**SEA2**  
**SEE**



# **SEA2SEE Massive Open Online Course (MOOC)**

**Navigating the sea to plate  
journey for responsible  
seafood consumption**

**Educational / training material**

# Result Description

The SEA2SEE Massive Open Online Course (MOOC) is one of the key results of the Stakeholder Engagement activities. It was collaboratively developed by all project partners, who contributed scientific content, case studies, videos, and educational resources based on their regional expertise.

The MOOC is structured into five learning modules: Ocean Literacy, Fisheries, Aquaculture, Traceability, and Responsible Seafood Consumption. It addresses European seafood systems while integrating diverse geographical perspectives from partner countries and multiple stakeholder groups, including researchers, educators, seafood professionals, consumers, and civil society organisations. Content is based on scientific knowledge, project outputs, policy frameworks, and real-world practices across the seafood value chain.

The course is open access and modular, allowing participants to freely select topics according to their interests. Upon completion of selected modules, learners can download a certificate of completion. The MOOC includes multilingual resources produced by partners, such as original videos, infographics, and complementary learning materials, ensuring accessibility and broad outreach across Europe.

# Result Significance

During the initial phase of SEA2SEE, collective intelligence analyses conducted in partner countries identified seafood literacy as a major barrier to responsible consumption. Participants highlighted limited understanding of fisheries, aquaculture, traceability, and the impacts on sustainability as key obstacles to informed decision-making.

This gap is highly relevant for both the seafood sector and society. Low seafood literacy contributes to misinformation, weak consumer trust and limited uptake of sustainable practices. It also reduces citizens' capacity to engage with ocean-related challenges and sustainable food systems.

The SEA2SEE MOOC directly addresses this barrier by providing accessible, science-based, and multilingual knowledge that deepens understanding of the seafood sector and empowers more responsible choices across the value chain.

# Key Findings / Insights



## Fragmented information landscape:

Knowledge within the seafood sector is highly fragmented across disciplines and actors. The MOOC responds by compiling scientific, technical, and practical information into one accessible, structured learning space.



## Seafood literacy as a cross-cutting barrier:

Early collective intelligence analyses confirmed seafood literacy as a major obstacle to responsible consumption across partner countries.



## Conceptual contribution:

The MOOC helps consolidate and operationalise the concept of seafood literacy within the broader ocean literacy research field, giving it clearer educational and sectoral relevance.



## Unexpected global reach:

Although not designed as a research objective, registrations reveal strong interest from Asian regions, indicating global demand for structured knowledge on European seafood systems.

# Practical Value of this Knowledge



## Supports training and professional development

The MOOC can be used as an introductory training tool for educators, students, NGOs, and even seafood businesses onboarding staff.



## Creates a shared vocabulary across the value chain

The MOOC helps align terminology and concepts (e.g., traceability, sustainability, seafood literacy), reducing misunderstandings between consumers, educators, NGOs, and seafood operators.



## Bridges science and market reality

It translates research and policy frameworks into accessible knowledge, making scientific evidence usable beyond academia.



## Encourages systemic thinking

Learners better understand the interconnection between ocean health, production systems, supply chains, and consumption patterns.

# Who Can Use This Knowledge



## Consumers

Consumers can use the MOOC to better understand where seafood comes from, how it is produced, how traceability works, and what sustainability claims mean. This knowledge supports more informed purchasing decisions, reduces confusion around labels and certifications, and strengthens their capacity to engage critically with seafood-related information and public debates.

## Educators and trainers

Educators can integrate the MOOC content into formal and informal learning contexts.

The structured modules, videos, and infographics provide ready-to-use teaching materials to address ocean literacy, sustainable food systems, and responsible consumption. The modular format allows adaptation to different age groups, disciplines, and educational objectives.



# Long-Term Impact Potential

The SEA2SEE MOOC establishes a baseline in responsible seafood consumption and seafood literacy, positioning these concepts more clearly within sustainability and ocean literacy debates. By consolidating fragmented knowledge into a coherent framework, it helps shape how seafood literacy is understood in research, policy, and practice.

Beyond adult learning, the MOOC content supports emerging research and practice on seafood literacy in schools. Its topics can be adapted to educational contexts, linking classroom learning with school canteens, public food procurement, teachers, and families. This creates pathways to embed responsible consumption habits early in life and connect knowledge with everyday food choices.

With continued availability for at least two years after the project ends, the MOOC ensures sustained access, reinforcing long-term capacity building and influence beyond SEA2SEE's lifetime.

## Contact information



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Link to the result

<https://courses.submon.org/enroll/8YPXA6>