



## Building Trust and Transparency in Europe's Seafood Future

 **09:30 – 10:00**     **Registration and Welcome**  
Participant check in, badge collection.

 **10:00 – 10:30**     **Opening: Setting the Scene**  
Welcoming remarks by

- **Alexandra Teodósio** – Rector, University of Algarve
- **Carlos Mazorra** – Innovation Director, Smartwater Planet & SEA2SEE Coordinator

 **10:30 – 11:15**     **Keynote Address: "Seafood traceability is the basis for trust and better management from fisheries to market"**

Speaker: **Dr. Stefan Meyer**, General Manager, German Association of Fish Processing & Wholesale.  
Marine biologist, expert in food law, sustainability, fisheries control, EU regulation, and seafood markets.

 **11:15 – 12:30**     **Session I – Policy and Market Perspectives**

Chair: **Pedro Duarte**, Science Communicator, Portugal  
Panel: "Bridging Policy, Technology and Consumer Trust in Sustainable Seafood"

Panelists:

- **Sophie Méric**, Network Development Director at Le Saint & member of France Filière Pêche
- **Filipe Pedro**, Communication and Marketing, Docapesca - Portos e Lotas, S.A.
- **Narcisa Bandarra**, Head of Division, Marine and Living Resources Department, IPMA
- **Representative**, Portuguese Association of Retail Companies (APED)
- **Office of the Secretary of State** for Fisheries, Portugal



## Building Trust and Transparency in Europe's Seafood Future

🕒 12:30 – 14:00

### Lunch Break

**Chef José Baptista** – local seafood tasting (meagre, octopus). An immersive experience of the SEA2SEE traceability platform.

🕒 14:00 – 15:15

### Session II - Presenting SEA2SEE Results

Chair: **Carlos Mazorra**, Smartwater Planet, Spain

Speakers: SEA2SEE partners & pilot leaders

- Overview of objectives & achievements
- Blockchain-based traceability platform presentation
- Pilot use cases: meagre, octopus, seabream, LCA results
- Stakeholder engagement and outreach

🕒 15:15 - 15:45

### Coffee Break

🕒 15:45 – 17:00

### Session III – Synergies with Sister Projects

Chair: **Marthe Jewell**, Vitagora, France

Roundtable: "Collaborating for a Transparent and Sustainable Blue Food Ecosystem"

Speakers:

- **Rachel Haug Fossbakk** - EveryFish
- **Saskia van Ruth** - Eff Cop
- **Saray Ramirez** - Breadcrumb
- **Nives Orginc** - FishEUTrust
- **Els Torrele** and **Jade Maes** - OptiFish



## Building Trust and Transparency in Europe's Seafood Future

🕒 17:00 – 17:30

**Wrap Up:** Legacy Actions and Follow Up Activities

Chair: **Carlos Mazorra**, Smartwater Planet, Spain

Speakers:

**Sebastien Gaide** – Founder & Chief Technology Officer of TILKAL, Sea2See partner company & key developer of the Sea2See Traceability Platform.

**Cristina Pita** – Principal Researcher at CESAM - Centre for Environmental and Marine Studies, University of Aveiro. Sea2See partner leading the analysis of the main barriers and potential incentives for seafood blockchain traceability deployment and the alignment of the technology with the Seafood Certification Practices in the EU.

**Saskia van Ruth** - Full Professor of Food Supply Chain Integrity, School of Agriculture and Food Science, O'Brien Centre for Science – South, University College Dublin. Leader of the Cluster for Food Integrity and Trust, coordinator of EFF-CoP project (European Food Fraud Community of Practice)

**Antonio Novellino** - Smart City Market Line Manager at ETT SpA, Italy and Adjunct Professor of Computer Science for Environmental Data Management in the Università degli Studi di Genova. A member of the Sea2See External Ethics Advisor Committee on environmental and marine data management and standards.

