

**PRESS RELEASE
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SEA2SEE Final Conference: Technology and People Collaboration Can Build Trust from Sea to Plate



Faro, Portugal – 2 June 2026

Can digital innovation strengthen trust in seafood while supporting more sustainable and transparent food systems?

A question that brought together policymakers, researchers, seafood industry representatives, technology providers, civil society organisations and EU-funded initiatives at the **SEA2SEE Final Conference**, held on 2 June 2026 at the University of Algarve in Faro, Portugal.

Under the theme **“Building Trust and Transparency in Europe’s Seafood Future,”** the event marked the culmination of four years of collaboration within the Horizon Europe funded SEA2SEE project, exploring how blockchain-based traceability, stakeholder engagement and consumer awareness can contribute to more resilient and trustworthy seafood value chains.

Opening the conference, **Professor Alexandra Teodósio, Rector of the University of Algarve**, and **Carlos Mazorra, SEA2SEE Coordinator and Innovation Director at Smartwater Planet**, welcomed participants

and highlighted the growing importance of transparency, accountability and cooperation in the transition towards sustainable seafood systems.

The conference keynote, delivered by **Dr. Stefan Meyer**, General Manager of the German Association of Fish Processing and Wholesale, explored the role of traceability as a cornerstone of responsible seafood governance.

Drawing on his extensive experience across science, industry and policy, Dr. Meyer emphasized that traceability has evolved beyond a regulatory requirement to become a strategic tool for strengthening consumer confidence, supporting sustainable fisheries management, and enhancing transparency throughout increasingly complex seafood supply chains.

The first panel discussion, moderated by Portuguese science communicator **Pedro Duarte**, discussed the evolving relationship between policy frameworks, digital innovation and consumer expectations. Speakers highlighted the need for stronger alignment between regulation, industry practices, and public understanding, while stressing that technology alone cannot create trust. Rather, transparency must be supported by collaboration, good governance, effective communication, and stakeholder participation across the seafood ecosystem.

One of the most distinctive moments of the conference came during the networking lunch curated by renowned Portuguese chef **José Domingos**.

Participants enjoyed local seafood dishes prepared from regional products while experiencing the SEA2SEE traceability platform firsthand. By scanning QR codes, attendees could follow the journey of the seafood they were consuming - from sea to plate - demonstrating how digital tools can make supply chains more visible, understandable and meaningful.

Four Years of Innovation and Results

During the afternoon session, SEA2SEE partners presented the project's major achievements, including the development of a blockchain-enabled traceability platform, pilot implementations involving meagre, seabream and octopus value chains, and insights generated through environmental and life-cycle assessments.

Beyond technology, discussions highlighted the project's work on stakeholder engagement, seafood literacy, social acceptance and the challenges associated with the adoption of digital tools in diverse social and business contexts.

A dedicated roundtable session brought together representatives from sister projects including EveryFish, Eff-CoP, Breadcrumb, FishEUTrust and OptiFish.

The discussion demonstrated the growing momentum behind European initiatives focused on food integrity, traceability, consumer engagement and sustainability. Participants emphasized that progress depends on collaboration across projects, sectors and countries, creating opportunities for shared learning and wider impact.

The conference concluded with a forward-looking discussion on the legacy of SEA2SEE and the future of seafood transparency in Europe.

Reflecting on the project's achievements and broader implications, speakers stressed that traceability is not merely a technical challenge but a social process that depends on trust, dialogue and cooperation among stakeholders throughout the seafood value chain.

In a special concluding message, the **Portuguese Secretary of State for Fisheries** highlighted the strategic importance of innovation, transparency and stakeholder collaboration in supporting the future competitiveness and sustainability of the seafood sector. The address underscored the growing role of digital solutions in strengthening consumer confidence while supporting responsible management of marine resources.

As SEA2SEE approaches the conclusion of its project activities, its legacy extends beyond technological innovation. The project has demonstrated that effective traceability requires not only robust digital tools but also informed consumers, engaged stakeholders, supportive policies and strong partnerships.

The SEA2SEE Final Conference served as a powerful reminder that the future of sustainable seafood will be shaped not only by technology, but by the relationships, stories and shared commitment that connect people from sea to plate.

About SEA2SEE

SEA2SEE is a Horizon Europe funded project working to enhance transparency, trust and sustainability in seafood value chains through innovative digital traceability solutions. By combining blockchain technology, stakeholder engagement, consumer awareness activities, and real-life pilot demonstrations, the project contributes to the transition towards more sustainable and resilient aquatic food systems in Europe.

For more information, visit: <https://sea2see.eu>



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