



***INNOVATIVE BLOCKCHAIN TRACEABILITY TECHNOLOGY AND STAKEHOLDERS'  
ENGAGEMENT STRATEGY FOR BOOSTING SUSTAINABLE SEAFOOD VISIBILITY, SOCIAL  
ACCEPTANCE AND CONSUMPTION IN EUROPE***

## D7.1 Website and social media

Lead Partner Organization	Europroject Ltd. (EP)
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## Document information

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<b>Deliverable number</b>	D7.1
<b>Description</b>	The website of the project is a key communication vector to ensure maximum project's visibility and dissemination of results. It is accessible by the public and designed to be functional and navigationally user friendly so information is found in a least number of clicks. The website along with the social media accounts of the project constitute key communication and dissemination channels for inducing change in consumers' behavior towards sustainable food choice decisions and boosting the socio-economic impact of SEA2SEE.
<b>Lead Beneficiary</b>	EP
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## Review History

Version	Date	Reviewer	Short Description of Changes
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## Document Approval

Name	Role	Action	Date
Carlos Mazorra	Project Coordinator	<i>Approved</i>	

## Nature of the deliverable

<b>R</b>	Document, report (excluding the periodic and final reports)	<input checked="" type="checkbox"/>
<b>DEM</b>	Demonstrator, pilot, prototype, plan designs	<input type="checkbox"/>
<b>DEC</b>	Websites, patents filing, press & media actions, videos, etc.	<input type="checkbox"/>
<b>DATA</b>	Data sets, microdata, etc.	<input type="checkbox"/>
<b>DMP</b>	Data management plan	<input type="checkbox"/>
<b>Ethics</b>	Deliverables related to ethics issues.	<input type="checkbox"/>
<b>SECURITY</b>	Deliverables related to security issues	<input type="checkbox"/>
<b>Other</b>	Software, technical diagram, algorithms, models, etc.	<input type="checkbox"/>

## Dissemination level

<b>PU</b>	Public — fully open (automatically posted online on the Project Results platforms)	<input checked="" type="checkbox"/>
<b>SEN</b>	Sensitive — limited under the conditions of the Grant Agreement	<input type="checkbox"/>

## ACKNOWLEDGEMENT

This report forms part of the deliverables from the project Sea2See which has received funding from the European Union's Horizon Europe Research and Innovation Programme under grant agreement No. 101060564.

Current seafood traceability tools and services have the potential to take advantage of novel blockchain technologies to obtain a wide range of data making sustainable seafood practices more visible to consumers. Sea2See project will fill in existing seafood traceability gaps through development and demonstration of an innovative end-to-end blockchain traceability model throughout the seafood value chain and professional and consumer applications to increase trust and social acceptance of sustainably fished and farmed seafood.

The project will provide technological solutions to answer the need of a valuable source of data collected throughout the whole seafood value chain, verified, and covering inputs from diverse stakeholders. For that purpose, a specific focus will be put on active commitment of stakeholders and real empowerment of consumers through the implementation of societal and sectoral strategies for co-creation, communication and awareness raising.

The project runs from July 2022 to June 2026. It involves 14 partners from 6 EU countries, and is coordinated by SMARTWATER PLANET SL, Spain.

More information about the project can be found at: <http://www.sea2see.eu/>

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## EXECUTIVE SUMMARY

The present **SEA2SEE website and social media** report (D7.1) represents an outline of the website's structure and functionality, being the main avenue of communicating information related to work activities as well as promoting project's key objectives, news about collaborations, achieved milestones and dissemination events. Social media accounts are the second featured component given the communicative and engagement value of the project and the two-way communication that this media facilitates. The goal of both the website and social media accounts is to ensure high visibility and accessibility to the project's results and achievements through efficient communication and dissemination undertakings.

The general information on the website is visualized with screenshots of the website pages. The website has been online since September 2022 and can be accessed at the following address: <http://sea2see.eu>. The content on the website will be updated with the progress of the project and will be maintained at least 2 years after its end.

There are four social media accounts set up for SEA2SEE – LinkedIn, Instagram, Twitter, Facebook. A YouTube channel will also be created, with the advancement of project's activities to the demonstration's phases.

The Project Website and Social Media report should be perceived as interrelated with the Plan for Communication and Dissemination (D7.2) since it is an essential component in building awareness about the project and amplifying the impact of its outcomes.

## ACRONYMS AND ABBREVIATIONS

ACRONYM	DEFINITION
<b>SM</b>	Social Media
<b>GA</b>	Google Analytics
<b>CTA</b>	Call to Action
<b>CD</b>	Communication and Dissemination
<b>WP</b>	Work Package

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## 1. INTRODUCTION

- SEA2SEE website is the main hub for all communication activities of the project. The SEA2SEE domain was acquired in August 2022 (<https://sea2see.eu>) and the website was brought live in full by the end of December. It is designed and developed by EP as WP7 leader, in collaboration with SmartWater, as coordinator, and the rest of the project partners. The website is updated with the input from all partners and maintained throughout the project's lifespan, to include 2 years after its end. It provides the latest news and findings in SEA2SEE and ensures access to the knowledge and data accumulated during the project to Consortium members, key stakeholders and the public at large, even beyond the timeframe of the project.

The website and social media accounts of SEA2SEE appear in all promotional materials, both print and online, and constitute a space for regularly communicating outputs, achieved milestones, and publishing official results.

### 1.1 WEBSITE AND SOCIAL MEDIA OBJECTIVES

The website is an essential platform, which along with the other digital marketing channels of SEA2SEE, forms a comprehensive and strategically used communication mix, aiming at the following objectives:

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#### WEBSITE OBJECTIVES

- Build awareness and understanding about project's mission, objectives, work activities and results;
- Ensure visibility of the project and its positioning as an expert voice in the field;
- Enhance the impact of the project through timely and accessible dissemination of its results;
- Enable effective communication between the project and external stakeholders, media and the public;
- Wide promotion of the project through easy access to the portfolio of informational and branding materials;
- Enable synergies and engagement with similar projects, programs and initiatives through relevant content, a prerequisite in itself for sharing and exchanging knowledge and best practices;
- Facilitate the exploitation of the project's results.

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#### SOCIAL MEDIA OBJECTIVES

- Build awareness and increase visibility;
- Trigger interest in the topic and subsequently maintain it through sharing news with both expert and non-expert audience;
- Multiply the impact through establishing subject specific community and engaging with it through dialogue;
- Build an expert voice by commenting and sharing opinion on trending topics and issues in the field;
- Promote knowledge, activities, benefits and outcomes generated during and after the project's lifespan;

- Enhance project positioning through engine search, image search, local search;
- Start the conversation about seafood traceability and its digitization with the target audience by keeping it engaged in two-way interactions through surveys, polls, public discussions and open invitations to project's events;
- Enhance traffic to the website through sharing content.

## 1.2 MONITORING AND PERFORMANCE ANALYTICS

Website's metrics and social media insights are important to be monitored in order to obtain a better view on statistics, trends, and the impact of each activity and piece of content that is posted. The website is analyzed via Google Analytics on a regular basis and reports on various performance indicators will be prepared to inform project partners of website's performance, such as:

- Unique users count visiting the website
- Average retention time and bounce rate
- Visitors' demographics
- Number of page views and average page views per visit
- Top landing page and bounce rate for different pages

Google Analytics (GA) data will be collected every 3 months and reported to the consortium at the progress management meetings. Respective adjustments will be made to improve users' experience if required.

To improve the organic search results, the website will be continuously optimized, as follows:

- Keywords and meta tags: primary keywords will be targeted, to the extent possible, for each website page, such as *Blue Economy, Ocean Literacy, Seafood Economy, Seafood Safety and Security, Seafood Sustainability, Seafood Traceability, Seafood Quality, blockchain technology for seafood traceability, etc.*;
- Content optimization: page titles are created, strategic search phrases are included in pages (cf. D7.2 CD Plan), page URLs and title tags are optimized;
- Social media share buttons are installed with relevant calls to action;
- Testing and measuring: regular use of GA to measure and improve the website's performance so that the KPI of 8 000 visitors by the end of the project is achieved.

Audience-centric metrics will be tracked regularly on all SM channels with the respective built-in tools. This will help the project grow through identifying the trends SEA2SEE followers enjoy. Tracking analytics and keeping an eye on SM insights, enables us to create better strategies, and in the long run, bring about a positive change in results in terms of engagement and impact. The key metrics that will regularly be paid attention to are demographic data, unique and total numbers of visitors, page views, and followers and traffic metrics.

## 2. WEBSITE ARCHITECTURE

SEA2SEE website is conceived as the project's main public interface - a convenient single point of reference informing visitors about the project in an accurate and coherent way. It comprises SEA2SEE underlining goal, main innovation, specific objectives, partners' network, news, events, demonstration sites, outcomes and results. It also has a media corner which hosts project's promotional and public affairs materials. In compliance with the research data openly accessible principles and SEA2SEE Data Management Plan (D8.1), the research data generated and analyzed by the consortium, such as insights, training and dissemination materials (reports, peer reviewed papers, images, videos, audios) and public deliverables are accessible as knowledge resources for use and re-use by stakeholders across the seafood value chain.

The SEA2SEE website has been designed to provide logical navigation paths for users to follow through the website. It is also based on wording enabling visitors to reach the information they need independently from their understanding of European project lingo but at the same time, including the right amount of terminology and backlinks so it is recognized by Google as an authoritative voice in the field of sustainable seafood traceability through a blockchain-based platform, and therefore ranked high upon relevant key word searches.

The structure is divided in 7 main sections, as per Figure 1, plus a Home page which visitors return to by clicking on the left hand sided positioned logo of the project. There is also a search button in the navigation strip allowing for easier orientation when a visitor is looking for something in particular. The consortium has decided to refrain from adding a link providing access to the private collaborative space for the project's partners, mainly for information protection reasons.

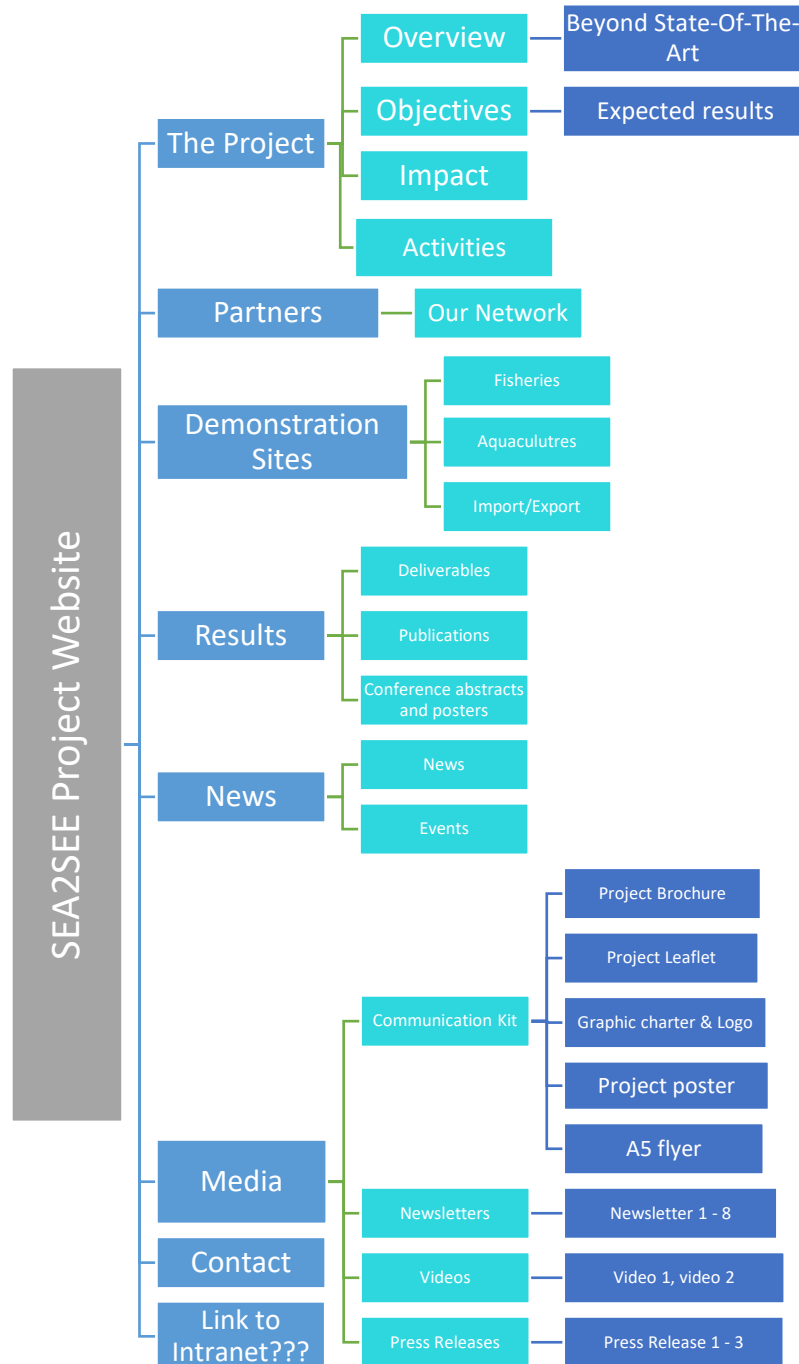


Figure 1. SEA2SEE website architecture

### 3. WEBSITE CONTENT

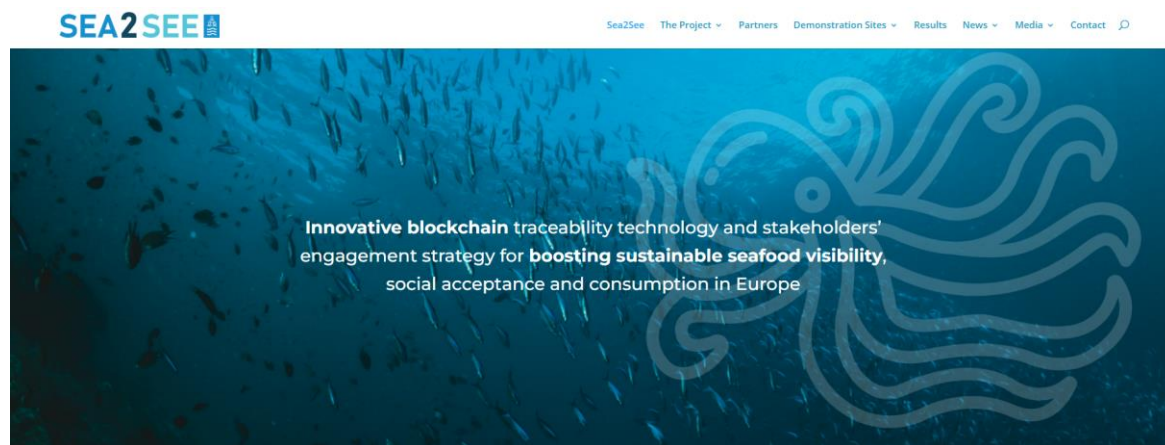
#### 3.1 HOME PAGE

The home page highlights the key information about the project and includes hyperlinks to the most important internal pages such as The Project and Beyond State-of-the-Art landing on the Objectives page and methodology used as well as the News section and project's video. It also features a slider on the project's time progress and a timeline infographic on the various phases and milestones associated with them. A call to action (CTA) to subscribe to SEA2SEE newsletter appears towards the bottom of the home page, above the footer with the EU acknowledgment.

Home page
Logo SEA2SEE clickable
Name of Project plus title (background image)
SEA2SEE (replaces Home)
The Project – short intro linked to page
Progress slider or timeline
Main Advancement
Quote (photo + quote from the coordinator)
Watch the video (when ready)
News
Subscribe to newsletter
Contact, EU Disclaimer, Privacy Policy, Social Media Links

*Figure 2. Home page structure*


- Website Navigation:



- Key facts, links to main internal pages, progress slider and timeline, news, video, quotation by the coordinator along with EU funding acknowledgment and social media links:

## FACT SHEET


	<b>PROGRAMME:</b> Horizon Europe (FARM2FORK)		<b>CONSORTIUM:</b> 14 partners from 6 EU countries
	<b>TYPE OF ACTION:</b> Innovation Action (IA)		<b>CALL:</b> CL6-2021-FARM2FORK-01 <b>TOPIC ID:</b> HORIZON-CL6-2021-FARM2FORK-01-10
	<b>DURATION:</b> July 2022 – June 2026		<b>BUDGET:</b> 5 418 730 EUR <b>EU CONTRIBUTION:</b> 4 392 345 EUR



### THE PROJECT

SEA2SEE is an innovative European project which main goal is to make actors with sustainable seafood practices more visible to consumers thus giving them a competitive advantage.

SEA2SEE project comes to fill in existing seafood traceability gaps through the development of an innovative end-to-end blockchain-based platform, along with professional and consumer applications to increase trust and social acceptance of sustainably fished and farmed seafood.

 Discover SEA2SEE

## PROJECT'S TIMELINE



## PROJECT'S PROGRESS



## BEYOND STATE-OF-THE-ART

### Main Advancement –

SEA2SEE's ambitious goal will be achieved with the development, implementation and validation of a blockchain-based platform that consolidates and analyses data from the seafood value chain, in a system that is flexible enough to adapt to changes in the value chain and brings transparency to end-consumers at its end.

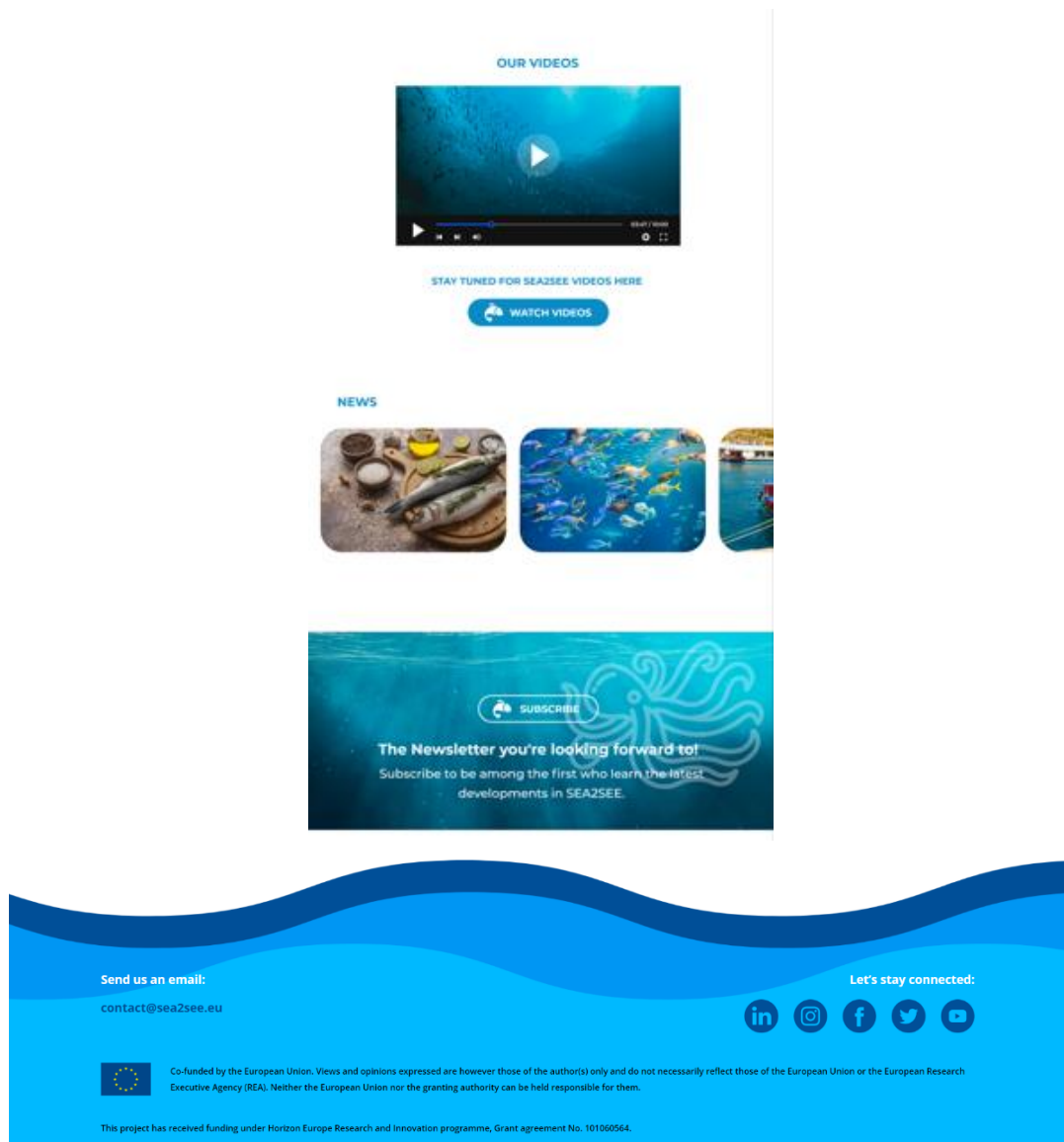
An existing small-scale platform will be extended with new, industry-specific algorithms powered by AI and additional platforms so that it is effectively functional for the European seafood industry.

[FIND OUT MORE](#)

“The interactive and accessible blockchain based platform that the Sea2See project is developing, will contribute to significantly increase Trust, Transparency and Traceability of the European Seafood Sector throughout the value chain, and to implement societal and sectoral strategies for co-creation, communication and awareness-raising about the benefits of sustainably fished and farmed nutritious seafood, from the producer to the end consumer”.

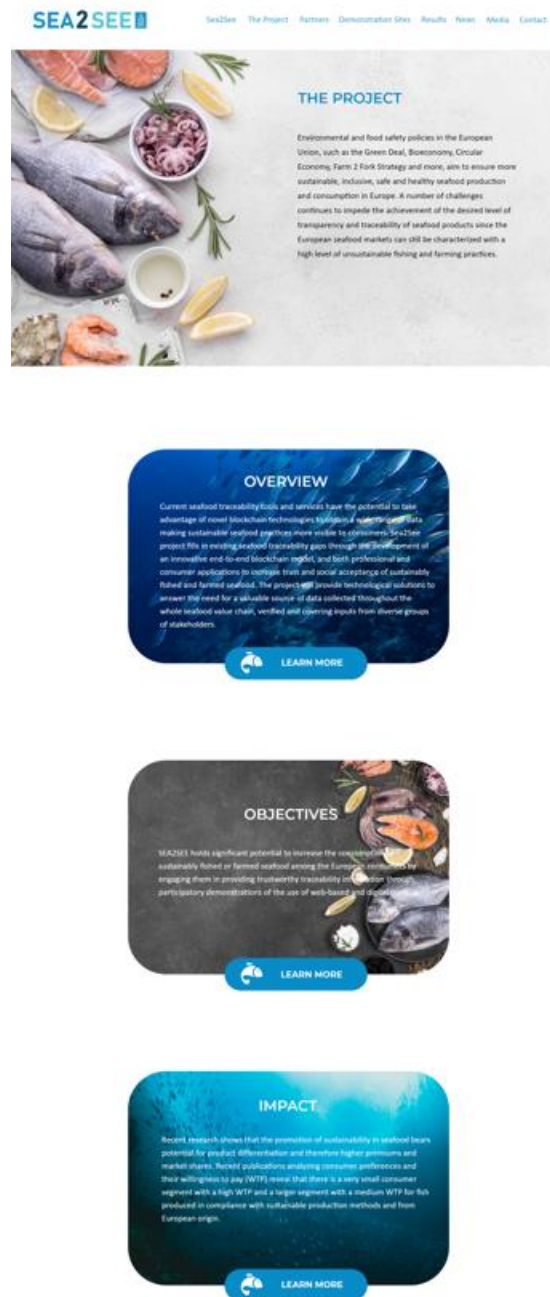
**Carlos Mazorra**, SEA2SEE Coordinator,  
R&D and Innovation Director of Smart  
Water Planet SL





### 3.2 THE PROJECT

The Project opens a landing page providing brief summaries of three main structural components of the activity, which link to inside subpages - Overview, Objectives, Impact - providing greater detail on each of them. Activities is the fourth subpage.



*Figure 3. The Project main page*

#### ○ Overview

Along with covering general information about the project, the subpage lists the key challenges it tackles, main advancement and a synopsis of the blockchain-based platform that will be developed. The bottom of the page offers a link to the next subpage, Objectives.



#### SEA2MS BLOCKCHAIN MODEL

SEA2MS innovative blockchain platform meets two needs related to traceability:

It provides data access for stakeholders in different ways: at request information and means of verification in information is authenticated at every step of the value chain processes, with automatic consumer traceability capabilities. It is built on an open-source platform that is linked to a multi-chain network that allows sharing non-specific industry data across a blockchain network for creating a distributed database, which includes acquisition and complete sustainability for each of its members.



#### INFRASTRUCTURE FOR VALUE CHAIN ACTORS

A Control Tower (web app) allows a 100% visibility of the supply chain with consolidated shared data through all aspects of supply chain value - metrics, maturity alerts and unique identification through a product lifecycle. Related entities linked to the such as geo-market analysis, stock prediction, and other industry specific algorithms that could improve the supply management of seafood products.

#### AQUACULTURE SMART MANAGEMENT SYSTEM

The system integrates a software suite, combining a plug-and-play IoT, multi-functional, autonomous and reconfigurable device that provides real-time active measurements that advanced water quality-sensing technology (sensors), with a production management suite for optimization of production on fish farms, business processes and sustainability via autonomous learning capabilities.

A cloud-based production management software will be developed to send data from the cloud to the blockchain platform for tracing and detecting any events of the production life cycle.

#### CONSUMERS APP

A web app that consolidates both marketing data linked to the product and public traceability, and QR data linked to shared data across the blockchain network. Easily accessible through a QR code for product identification.

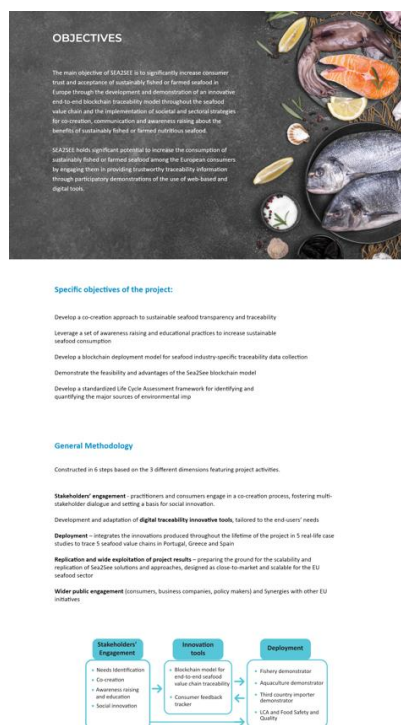
Includes a feedback feature for sharing other user ratings, comments and recommendations for improving the marketing data.

Optical character-recognition (OCR) and machine learning will bring greater product detection capability, removing the need of any printed QR code on the final seafood product.

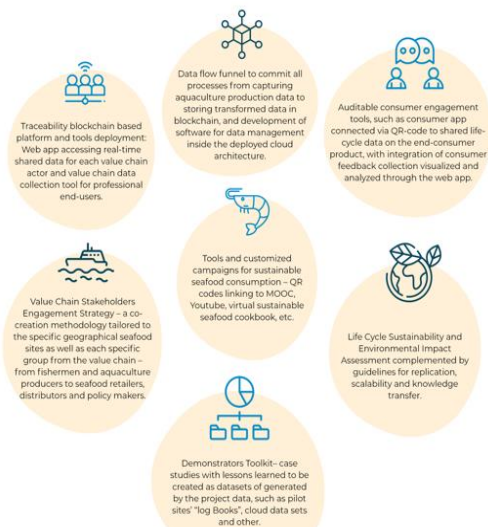
#### CERTIFICATION PROTOCOL

Request verifications are stored in the blockchain and made ready the consumer app. An innovative algorithm will be developed to validate the compliance level of a product based on shared data across the blockchain network.

- **Objectives** – contains the specific objectives, general methodology and expected results of the project.



#### Expected Results



- **Impact** – includes SEA2SEE expected outcomes and its contribution to society.

**IMPACT**

**Expected Outcomes**

Recent research shows that the promotion of sustainability in seafood bears potential for product differentiation and therefore higher premiums and market shares. Recent publications analysing consumer preferences and their willingness to pay (WTP) reveal that there is a very small consumer segment with a high WTP and a larger segment with a medium WTP for fish produced in compliance with sustainable production methods and from European origin.

Through the blockchain solution SEA2SEE develops, it promotes transparency of the value chain by providing the necessary information in a trusted and accessible way. The educational and awareness campaigns will increase the consumer acceptance and achieve social innovation in the seafood sector.

**EO1:** Sustainably fished or farmed nutritious seafood with a low ecological and carbon footprint is well communicated, well accepted and preferred by consumers.

Participatory workshops are part of the project's robust stakeholders' engagement strategy and are viewed as a first stage in the definition of the main barriers before achieving a fully transparent seafood value chain in Europe as well as end consumers' acceptance of sustainable and low carbon footprint seafood.

**EO2:** Identification of key bottlenecks to achieve a fully transparent seafood value chain in Europe, including the assessment of criteria for consumers' non-acceptance.

Through validation exercises, various groups of stakeholders will be able to access openly information on the products along the chain. Some of them will be invited to access the platform and register their processes. Government authorities will be invited to access and use for self-certification of processes and good practice.

**EO3:** Lasting cooperation on data and information sharing among various stakeholders, from fishers and aquaculture producers to scientific centers, digitalization companies and consumers, implementing innovative tools in support of, and in compliance with, the current relevant EU legal framework and the future EU framework for food sustainability labelling and full life cycle analyses that include environmental impact with an extended variety of monitored and communicated indicators on the environmental and climate footprint of seafood products supported by digital transition.

The combination of population growth, urbanisation and rising incomes is projected to increase global food demand compared with current needs by an estimated 50 % by 2050 and by 80–100 % by 2050. World fish consumption has been on the rise in recent decades, having almost doubled in the last 55 years. Given the global food landscape, the critical role of aquaculture in supplying food for Europe and beyond is undeniable.

Seafood consumers in the EU are increasingly looking for transparency and sustainability practices when it comes to making their food choices. Having a product that delivers this through the blockchain platform gives a competitive advantage to anyone who uses it. Ultimately, SEA2SEE contributes to a better environment for small and medium producers, active consumer engagement through a demand for high quality products and shaping a sustainable model.

**EO4:** Medium and long-term growth of sustainable aquaculture in the EU and increased competitiveness of European seafood in global markets.

Consumers need to gain knowledge about the sustainable criteria and the questions they need to ask the fishermen,

**Impact**

**SEA2SEE Benefits Society**

Better monitoring and data collection for stock assessment, resulting in improved management and conservation of living resources.

Better managed resources contributing to the sustainability of small-scale fisheries and the maintenance of traditional ways of life of small, coastal communities that are highly dependent on fisheries. Consumers will benefit from improved knowledge, empowering them for making healthier and more sustainable choices.

Greater sustainability means, for example, use of more selective fishing gear, with smaller negative impact. The emerging technologies adopted in Sea2See positively affect the fisheries, aquaculture and fresh food supply chain management (SCM) sector. Sea2See solution provides reliability from production to consumption. Transparency is the key factor setting the path for the recovery of the EU aquaculture sector in the aftermath of the COVID-19 crisis, and ensuring its longer-term sustainability and resilience. Introducing innovative SCM and monitoring solutions enables continuous sourcing of sustainable seafood products from either wild fisheries or aquaculture in ways that meet current seafood demands without compromising the availability of scarce resources for future generations.

The added value to the fishery products, which will in turn benefit producers. Increased consumer acceptance of adequately traced seafood will result in an surge in competitiveness of the EU fisheries and aquaculture sector by adopting the technology earlier. Additionally, Sea2See makes actors with sustainable seafood practices more visible to consumers which also gives them a competitive advantage. Sea2See brings opportunities to new businesses to benefit from the establishment of a new generation traceability and sustainability labelling industry based on Web3.0 and blockchain technology.

**SEA2SEE contributions**

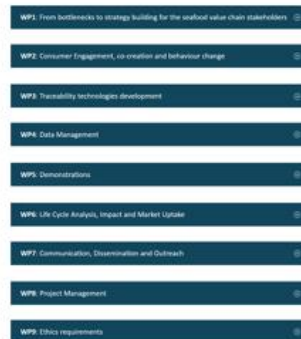
- 1 Sustainable and resilient aquaculture systems and sustainably produced food
- 2 High animal welfare standards and alternative sources of protein for food and feed, increasing seafood production and reducing environmental impact
- 3 Behavioural change towards responsible production, consumption and disposal of seafood leading to higher competitiveness and sustainability of the sector
- 4 European and world-wide active partnerships for a climate neutral, sustainable and productive blue economy, by aiming at the following specific outcomes:

- **Activities**

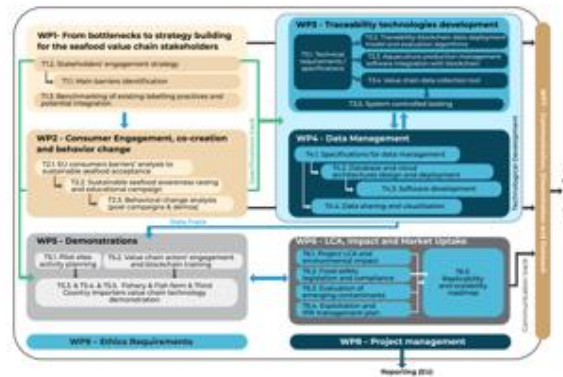
Represents a PERT chart with SEA2SEE's work plan and a table of the activities structured around 9 Work Packages (WP). Clicking on each work package opens a short description of it for readers' better understanding of the associated actions.



Sea2See project has set a coherent work program to pursue its ambitious objectives. Expertise and methods from the Natural Sciences, Social Sciences and Applied Sciences are applied to support the development and utilization of the novel digital technologies aimed at increasing seafood traceability and transparency in the seafood chain, to create trust and improve seafood acceptance by consumers.



The work plan of SEA2SEE is structured around 9 Work Packages aligned with the structure presented in the PERT chart.



## PARTNERS

SEA2SEE concept is based on an interdisciplinary approach where research partners, technology solution providers and non-governmental and umbrella organizations representing end-to-end seafood value chain actors, from producers to consumers, work in cooperation towards the creation of new knowledge, specific tools, algorithms, data management processes, and engagement approaches to be deployed in real life environment. The project brings together a unique and interdisciplinary consortium, that combines a wide range of scientific disciplines, including aquaculture, fisheries, social sciences, and technology partners in the field of blockchain, digital management cloud platforms, AI modelling experts, LCA experts, as well as scientists with expertise in behavioral modelling.



1. SMARTWATER PLANET S.L. (SmartWater)

### 3.4 DEMONSTRATION SITES

A page dedicated to the pilot sites where 5 specific case studies in 2 types of demonstrators (fishery and aquaculture) will be deployed to test and validate the traceability blockchain-based data platform, aquaculture production management software and blockchain based consumer-engagement tools. The main page lists links to internal pages dedicated to the respective case study site.

- Main page view:

## DEMONSTRATION SITES

Sea2See has a strong interdisciplinary academia-industry collaboration through the existing networks of the consortium partners to validate the new developments and ensure their scalability and robustness.

The selection of diverse case studies in terms of seafood products and locations is necessary to develop complex blockchain model with high potential for replication and scalability to different seafood value chains. The traceability blockchain based data deployment model, Aquaculture production management software and Blockchain based consumer engagement tools will be deployed to 5 specific case studies in 2 types of demonstrators (fishery and aquaculture). This is where the Sea2See technology would be employed along with real life data inputs towards end-to-end traceability for each of the value chains involved. Not only does the collaboration with demonstrators allow for the optimization of the blockchain model, but also to draw conclusions on the LCA and hazardous contaminants of seafood products and finally, to get ready with the replicability of methods and tools to other contexts and scales.

OUR CASE STUDIES - UNITED BY A COMMON CHALLENGE: THE  
NEED TO HAVE TAILORED AND SUSTAINABLE SUPPORT TOOLS  
AND PROCESSES TO PROVIDE TRACEABLE RECORDS ON  
SEAFOOD'S PRODUCTION, PROCESSING AND TRANSPORTATION.

 Fishery

 Aquaculture

 EU third  
countries  
importer

- The view when clicking on the hyperlinked buttons

### Aquaculture, Greece (NAYS)



Location: Southeast of Athens. Trachinotus the local Community of Nea Epikhorio, Municipal Unit of Epikhorio, Municipality of Epikhorio, Regional Unit of Argolis, Peloponnese Region - the area features floating marine fish farming unit which operates with a floating fish cage system and includes two sea sites of 25 acres and 18 acres each, with a capacity of 5,000 tons and 3,500 tons per year, respectively. The floating facilities at the pilot demonstration are circular fish cages of 40 M in perimeter, and circular fish cages of 60 M perimeter. The layout arrangement is in 8 groups (2 per site) at a distance from each other to renew the water. The farms forward in accordance with the local regulation and follows the strict environmental terms. The water quality and sea bed are monitored through regular environmental analysis.

Current traceability: software support for the packaging of the fishery products that takes place at the operator's premises. The products are transported in disposable bins to the accompanying facilities for packaging. The packaging plant includes ice machines, cold rooms, and automatic grading machines. The labels are automatically printed with information on the product such as weight, fishing date, pieces per package, name of the location of the production site, and destination, etc.

After the packaging, the products are sent to a logistics center facility for distribution to the points of sale. The latter is designated as a Dispatch Center, it also has processing facilities (filleting unit). Both facilities have an ISO certificate as well as a temporary code for the distribution of packaged and processed products. Upon receipt of the products at the Dispatch Center / Processing Plant: (i) A portion is directly distributed to the Super Markets, (ii) Another part is exported (various customers in foreign), (iii) A part is moved towards further processing (fillets or fish packaging in a modified atmosphere).

Breeding Species: Sea bream (*Lepomis auratus*) Sea Bass (*Dicentrarchus labrax*).

Traceability snapshot:  
(i) Automatic labelling services, (ii) In-house automatic support tools, (iii) Handcopy records and electronic records, (iv) In-house ERP system.

Potential via Sea2See:

- 1) point of fish breeding;
- 2) point of fish packaging;
- 3) point of fish transportation;
- 4) point of fish distribution;
- 5) point of sale to customer (supermarket).

SmartWater cloud will be demonstrated on 2 stages of the fish farm production process.

### Aquaculture, Spain (SmartWater)



### Fishery, Portugal

Location: Algarve - the southernmost region of continental Portugal where tourism is the driver of the economy and is strongly linked to fisheries through seafood and restaurants. The octopus fishery is the most valuable in Portugal, ranking first in sales with a value of € 48 million in 2018. The octopus fishery is of considerable socio-economic importance, with several hundred local and coastal vessels involved in the one in Algarve as well as 15 octopus fishing organizations representing hundreds of fishers. Certain coastal communities such as Santa Luzia and Fuzeta are heavily dependent on the octopus fishery directly through fishing or indirectly through restaurants where octopus dishes are a local speciality.

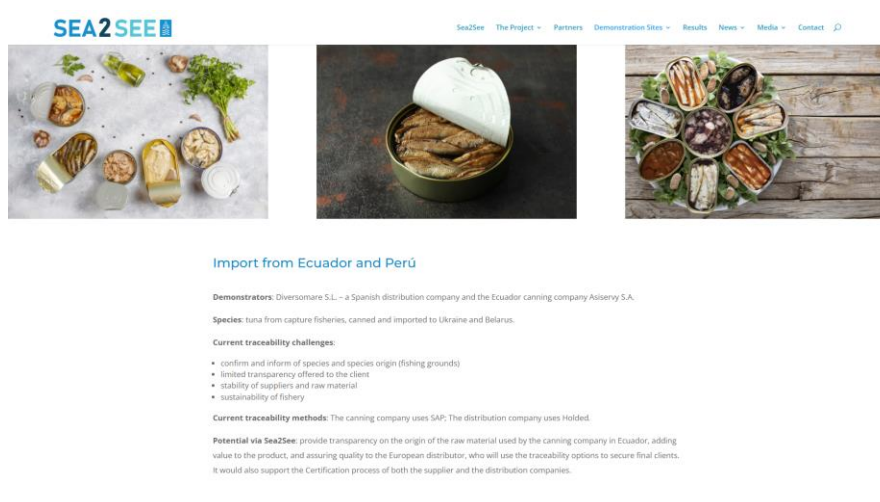
Fishery species: Octopus (*Octopus vulgaris*)

Current traceability challenges: The quantity of imported octopus is more than 3 times that of the national landings. The high demand and high average 1st sale auction price (7.06 €/kg) leads to unsustainable fishing practices - overfishing and capture of undersized octopus, and to the marketing of imported octopus as nationally caught octopus. Traceability can protect consumers from fraudulent practices and promote labelling and sustainable fishing practices.

Traceability snapshot: Lack of complete start (fishery)- to-end (consumer) traceability. Octopus are supposed to be sold at auction, where official statistics are recorded, but it is known that a considerable proportion of the landings is sold directly to middlemen or to restaurants. There is currently no way of knowing if octopus on the menu of any restaurant originated from Algarve or even Portugal. Likewise, for frozen octopus or octopus products (e.g. canned octopus) sold in supermarkets or in specialized gourmet food shops.

Potential via Sea2See : could be visualized as a process flow

- implement blockchain based traceability from fishermen, to auctions, to buyers, octopus importers and consumers – some arrow showing connection to the next
- provide consumers with information on the source of the octopus, method of capture, sustainability of the fishery



### 3.5 RESULTS

The Results page is composed of a main view and three subpages, leading to the relevant results of the project, namely: deliverables, conference abstracts and posters, and scientific publications. Only public deliverables will be available for download from the website as well as in compliance with Open Access (ref. to DMP and CD Plan)

- Main view:

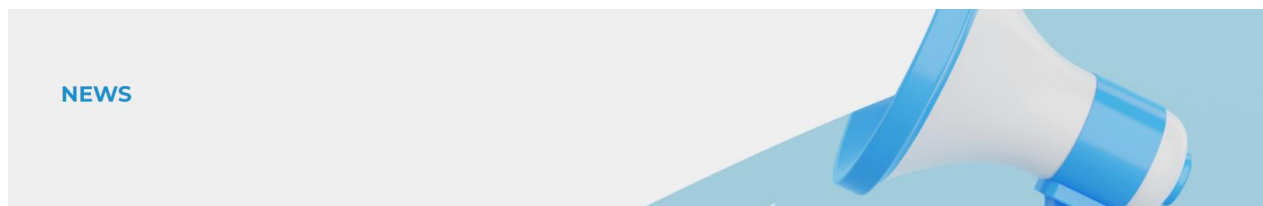




### 3.6 NEWS

This is the designated space for SEA2SEE-related news and events. The visitor selects the relevant page from a drop-down menu. News are also visualized as carousel on the Home page.

- NEWS



## Appetite for Innovation – flagship event by Vitagora presents SEA2SEE project to its community members

Oct 20, 2022

On October 13, 2022, Vitagora organized Appetite for Innovation – their flagship event bringing together members of its ecosystem, from regional, national and international level, for a day of business meetings highlighting the different areas of expertise that make...

[READ MORE](#)

### EVENTS

Find Events

List

Month

Day

< > Today Upcoming ▾


May 2023

WED  
24

May 24 @ 8:00 am - May 25 @ 5:00 pm

**European Maritime Day 2023**

The European Maritime Day (EMD) is the annual two-day event during which Europe's maritime community meet to network, discuss and outline joint action on maritime affairs and sustainable blue economy. The EMD is the place where 'Ocean Leaders Meet'. It provides an engaging and complete interactive experience to catch up on the current state of [...]



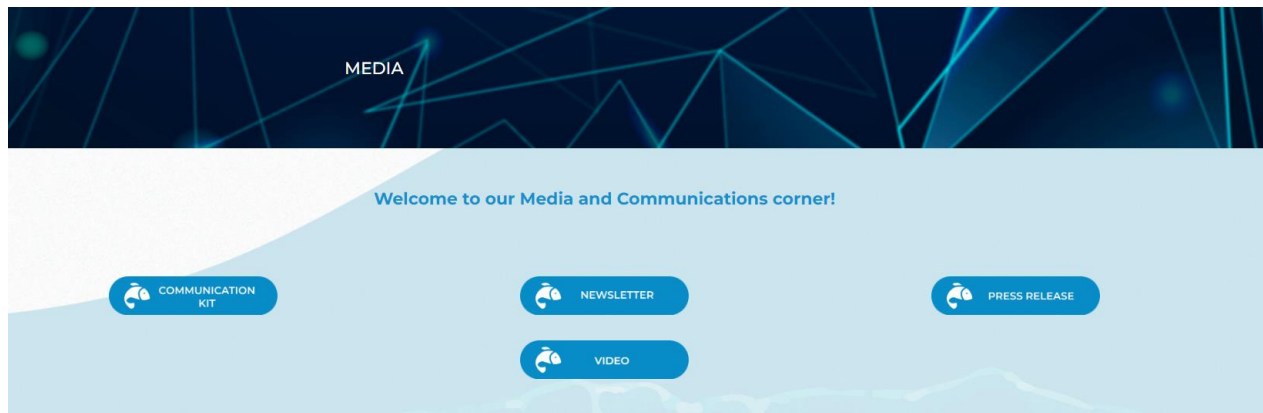
< Previous Events

Next Events >

Subscribe to calendar ▾

## 3.7 MEDIA

The Media Section is a collective space for SEA2SEE's promotional and information materials to be used by partners and interested stakeholders for communication about the project.



#### o COMMUNICATION KIT

Promotional Materials – reference and easy download of project’s related visual material. Includes logo and graphic charter, brochure and other marketing collaterals.



#### o NEWSLETTER

The page prompts visitors to subscribe to project’s newsletters. Each issue will be available for an easy download upon availability.

## NEWSLETTER

Stay in the know by learning SEA2SEE news first!

Subscribe to our newsletter:

Read our previous newsletters:



NEWSLETTER 1



NEWSLETTER 2

- VIDEO – featured also on home page when it becomes available. Currently, clicking on the play button leads visitors to a temporary page.

Oops, nothing to see here yet! Come back in a month.

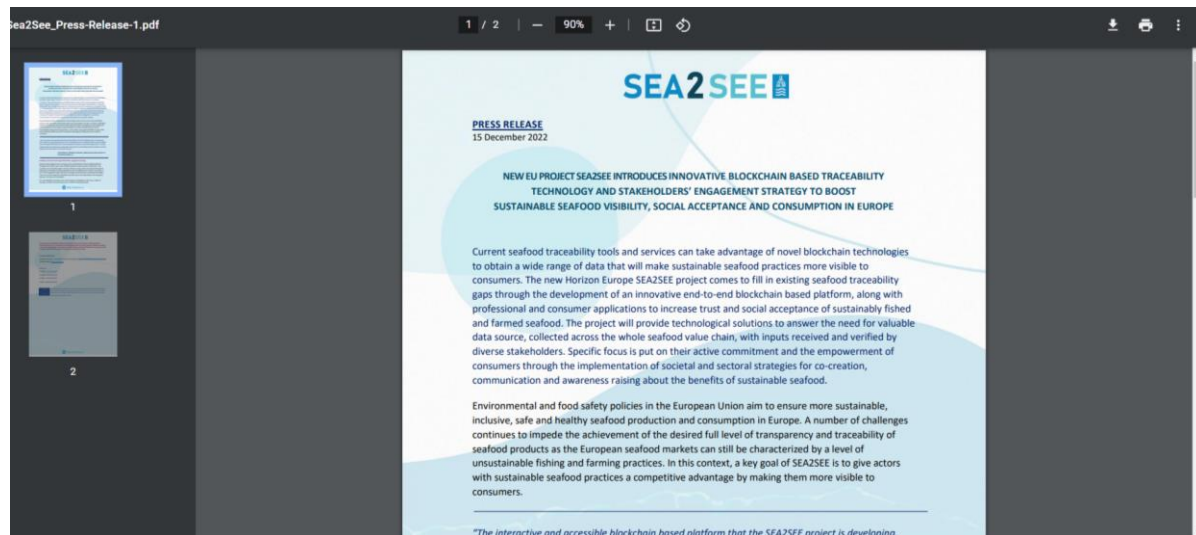


- [PRESS RELEASES](#) – project's press releases.

- Main view:



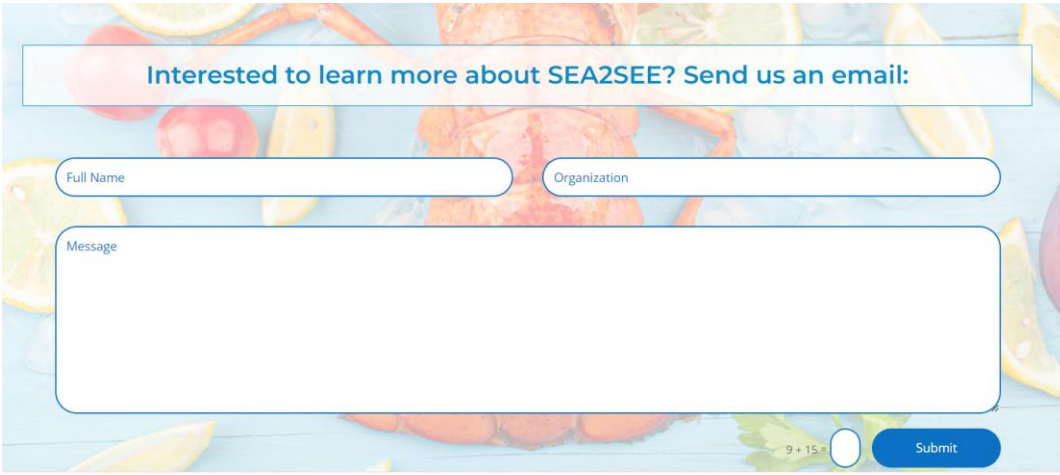
- Clicking on a button



### 3.8 CONTACT

A colorful Contact Us page is designed to entice visitors into sending enquiries about the project. The submission form is augmented with an additional CTA “Send us an email” located in the footer of the home page, and listing the general email address of the project. The navigation menu ends with a search button.





Interested to learn more about SEA2SEE? Send us an email:

Full Name

Organization






Message


9 + 15 =

Submit

Send us an email:  
contact@sea2see.eu

Let's stay connected:

 Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

This project has received funding under Horizon Europe Research and Innovation programme, Grant agreement No. 10100964.

## 4. SOCIAL MEDIA

Social networks are the place where we connect with our audience most, the place where the conversation happens. When used strategically, they become an efficient tool for reaching a variety of stakeholder groups. The dynamic nature of the information exchange there provides for close to real-time interaction while sharing announcements about important events, synergy actions, reports, briefs as well as live streaming of webinars, speeches, interviews, etc.

SEA2SEE Consortium has decided to create four social media accounts for the project, namely LinkedIn, Instagram, Facebook and Twitter.

### 4.1 LINKEDIN

LinkedIn is the professional social network of SEA2SEE for establishing connections with similar projects, creating events, joining professional groups and conversations, cross-sharing news and important project information from its other channels. The project's name on LinkedIn is [@Sea2see-project](#) and the page has gathered 145 followers since it was created in October.



## SEA2SEE Project

Blockchain technology for a transparent, competitive and sustainable seafood sector. Co-funded under Horizon Europe.

Technology, Information and Internet · 145 followers

✓ Following

Visit website 

More

Home

About

Posts

Jobs

People

### About

Current seafood traceability tools and services have the potential to take advantage of novel blockchain technologies in order to obtain a wide range of data making sustainable seafood practices more visible to consumers. Sea2See project will fill in existing seafood traceability gaps through the development of an innovative end-to-end b ... see more

*Figure 4. SEA2SEE account on LinkedIn*

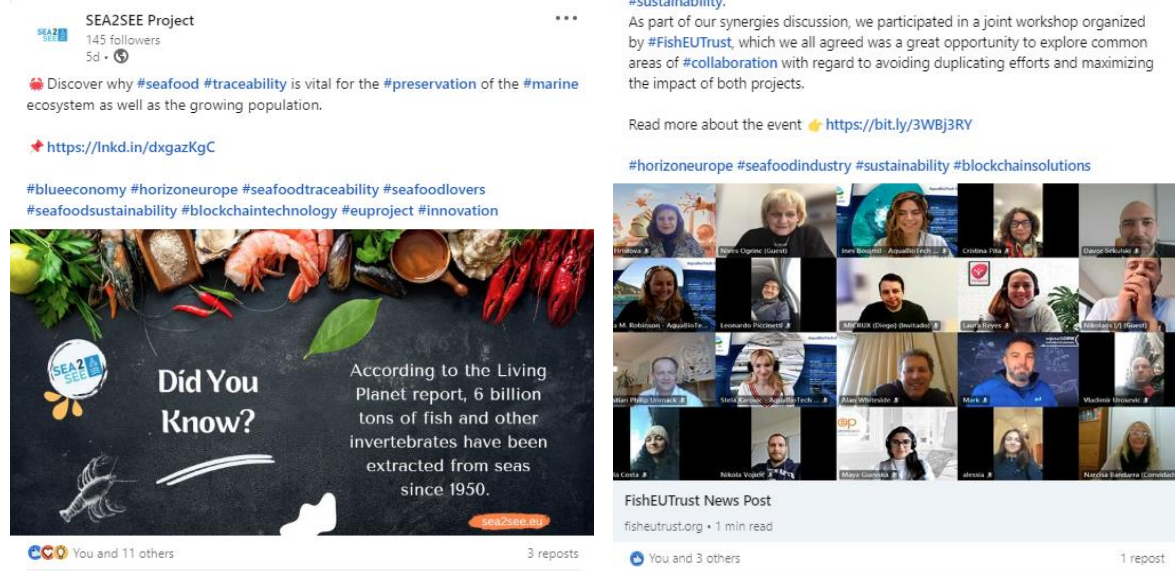


Figure 5. SEA2SEE posts on LinkedIn

## 4.2 INSTAGRAM

Given the significance of stakeholders' engagement and the large communication effort it entails, Instagram and Facebook are the next two social media channels that the project relies upon to bring visibility to its goals and objectives, gain followers, friends, fans and supporters, and disseminate results. The style embraced here is more direct, informal, even friendlier. The nature of these channels predisposes to sharing lots of visuals, infographics and videos. In Instagram the project appears as [@sea2see\\_project](#) while in Facebook it could be found as [@sea2seeproject](#).

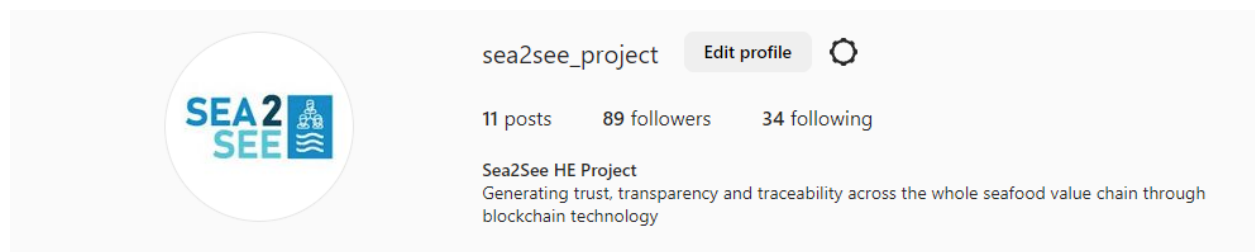


Figure 6. SEA2SEE Instagram account

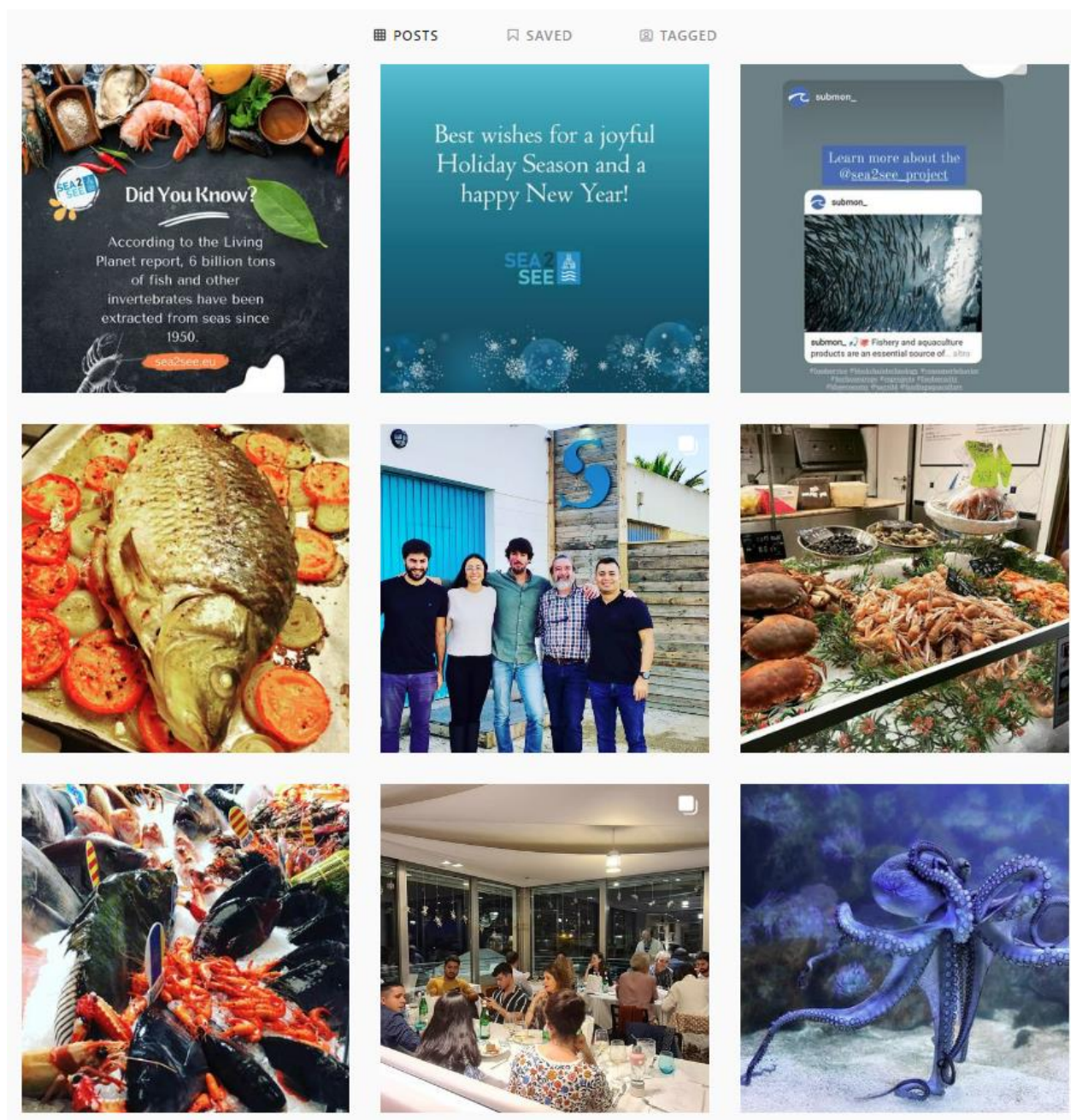


Figure 7. SEA2SEE posts on Instagram

## 4.3 FACEBOOK



Figure 8. SEA2SEE page on Facebook

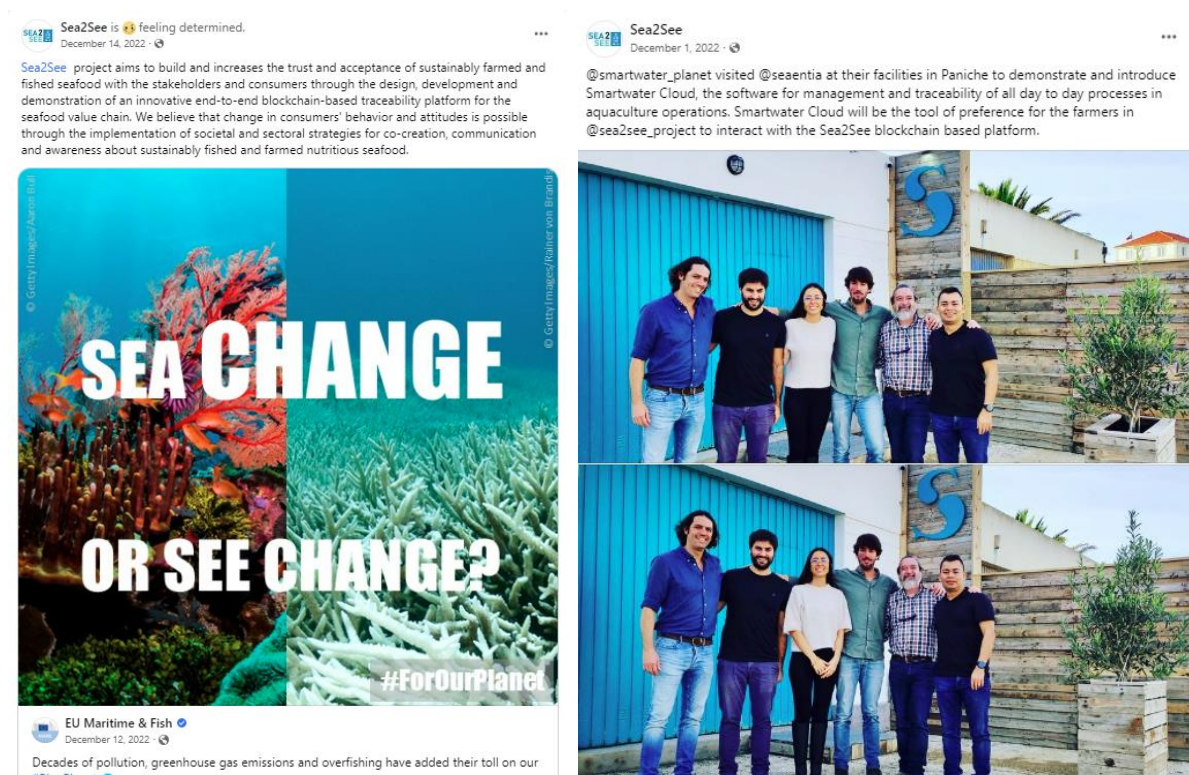


Figure 9. SEA2SEE posts on Facebook

#### 4.4 TWITTER

Twitter is considered as one-to-many broadcast networks, with a conversation pace much faster than any other social media. A diverse community of scientific, research and business organizations hang out there, either institutionally or individually, which also makes it a good medium for promoting SEA2SEE news and results, especially in hashtag campaigns and as threaded content. The handle of SEA2SEE in Twitter is [@Sea2seeProject](https://twitter.com/Sea2seeProject).



*Figure 10. SEA2SEE page on Twitter*

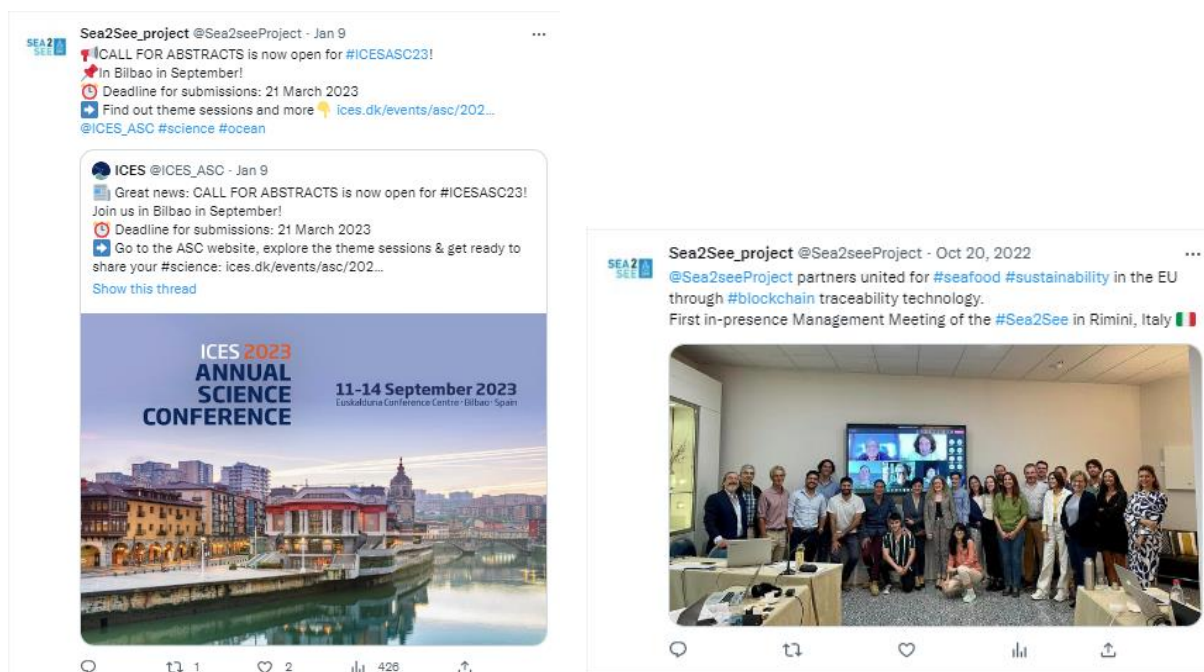


Figure 11. SEA2SEE posts on Twitter

## 4.5 YOUTUBE

It is foreseen to create a YouTube channel for SEA2SEE, to share the wealth of video content that is expected to be produced, especially during the fishery and aquaculture demonstration phases of the project. The YouTube channel will also host the two project videos when they are ready.

Website and SM KPIs and internally established tools for monitoring the activity and planning content contributions by all partners, refer to D7.2 CD Plan.

## 5. CONCLUSION

Current analytical data shows that LinkedIn performs better than the other three channels as far as number of followers is concerned, leading with 145 followers. It is immediately followed by Instagram with 89, Facebook with 57 and Twitter with 12 followers. Social media performance is subject to re-evaluation in the 12 – 18 month period of the project, when a decision will be made regarding the subsequent social communication strategy based on an integrated analysis of engagement rates, website interaction, website traffic source and medium, and other.

Deliverable 7.1 has been developed in accordance with the provisions outlined in the following related documents:

- SEA2SEE Grant Agreement Nr. 101060564;
- SEA2SEE Consortium Agreement.

In addition to adhering to the above documents, this has been produced in compliance with the European Commission guidelines and templates. Lastly, this document is complementary to other project deliverables such as D7.2 Communication and Dissemination Plan and D8.1 Data Management Plan.