



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

## **DELIVERABLE 7.4 – SYNERGY PLAN**

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## Document Approval

Name	Role	Action	Date
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<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"/>
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<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"/>
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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 current document describes the Synergy Plan to be followed during the lifetime of the SEA2SEE project. This deliverable will serve as a reference document among consortium partners to be aware of and kept up to date with the project's plan for synergies with other projects.

It describes initially the different identified stakeholders to develop synergies with, and then it summarizes the planning and monitoring of activities related to the task 7.4 which aims at developing synergies and clustering with relevant projects on seafood, aquaculture, traceability, and consumers' trust.

This Synergy Plan will evolve during the implementation of the project in order to keep an updated version of the guidelines and targeted synergy stakeholders and therefore contribute to strong synergies and effective collaborations.

This document is open for further iterations and will be updated during the project implementation.

## ACRONYMS AND ABBREVIATIONS

ACRONYM	DEFINITION
AI	Artificial Intelligence
CFP	Common Fisheries Policy
EEA	European Economic Area
EIT	European Institute of Innovation & Technology
ERS	Electronic Reporting System
EU	European Union
IMTA	Integrated Multi-trophic Aquaculture
IoT	Internet of Things
IPR	Intellectual Property Rights
MCS	Monitoring, Control and Surveillance
NCE	Norwegian Centre of Expertise
PRIMA	Partnership for Research and Innovation in the Mediterranean Area
RAS	Recirculation Aquaculture System
TRL	Technology Readiness Level

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## 1. INTRODUCTION

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 of an innovative end-to-end blockchain model 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. One of the key advantages of the SEA2SEE project is the participatory approach designed to ensure the direct engagement of real consumers and stakeholders from the seafood sector. So, within SEA2SEE project, a synergy plan is necessary for contributing to the general objectives of:

- Developing a co-creation approach to sustainable seafood transparency and traceability,
- Leveraging a set of awareness-raising and educational practices to increase sustainable seafood consumption.

Synergies building and interaction with other related organisations, networks, initiatives and EU-funded projects will enable the setting-up of a long-term overall stakeholder community interested in using SEA2SEE blockchain solution, potentially resulting in joint dissemination actions, uptake of SEA2SEE results or future technological collaborations.

This deliverable describes the planning and monitoring of activities related to the task 7.4 that will take place during the entire duration of the project. The task is part of Work Package 7 and aims at developing synergies and clustering with relevant projects with a related scope to SEA2SEE's project. It aims to ensure cooperation with stakeholders, including the SEA2SEE External Expert Advisory Board, European Commission services and initiatives, and with relevant projects to leverage potential synergies at EU and national levels. The deliverable will serve as a reference document among consortium partners to be aware of and kept up to date with the SEA2SEE's plan for synergies with other projects, since it summarizes related projects' scopes and objectives and will be regularly updated for internal use by the consortium.

This report outlines a plan for establishing ties with different groups of projects and is presenting an overview of the different actors identified as relevant for developing synergies, including with SEA2SEE sister project FishEUTrust, as well as between SEA2SEE and projects outside the FARM2FORK 01-10 spectrum. It also provides a description of the intended activities to be performed.

Eventually, the networking and clustering activities complement the project's Communication and Dissemination Plan by the following commitments:

- Identification of national and European projects, funded under various programs and initiatives, or other kinds of initiatives working on the project's themes and create a network and ensure cooperation, in order to share problems and visions, and lessons learned,
- Organisation of joint discussions and cross-dissemination of results among a larger audience,
- Co-organisation of events, cross-project events,
- Joint participation as speakers to events.

## 2. COOPERATION NETWORK

Synergies can come in many forms and have multiple aims, but given the objectives, scope and framework of the SEA2SEE project, we distinguish 2 axes of synergies: (a) joining forces to promote sustainable seafood transparency and traceability, and (b) broadening outreach to promote stakeholder participation.

This section is an outline of the identified projects and initiatives linked to the objectives of SEA2SEE. It will be continuously updated and expanded depending on the network growth and communication and dissemination activities. The network has been divided in accordance with the type of initiatives and the outcomes to be reached based on potential synergies.

### 2.1 EU PROJECTS DEVELOPED ON RELATED CALLS

Several calls and projects with related scopes have been identified to ensure cross-dissemination and maximize the impact of the EU funding by joining communication potential and forces. Several exchanges will be made based on either coordinators' discussions or through the WP Communication & Dissemination leaders. These calls include the following:

[HORIZON-CL6-2021-FARM2FORK-01-10.](#)

**FishEUTrust - European integration of new technologies and social-economic solutions for increasing consumer trust and engagement in seafood products**

FishEUTrust aims to ensure sustainability and deliver solutions for a transparent and traceable seafood supply chain necessary to promote high-end, pan-European farmed seafood. The innovation at the heart of FishEUTrust is integrating different actors into a digital platform that links technology providers, supply chain stakeholders, regulatory/policymakers and consumers. FishEUTrust will establish five Co-creation Living Labs (CLLs) in diverse



environments: the Mediterranean Basin, the North Sea and the Atlantic Sea. These CLLs will enable user involvement in innovation and development processes and act as demonstrators for the consortium to test and validate digital and non-digital supply chain solutions. It will also develop tools for maximizing trust by guaranteeing the quality, safety, and traceability of seafood products based on smart control systems (sensors), a suite of tools integrating metagenomics, genetic biomarkers, isotopic techniques, and digital technologies (Labelling, Product Passport/Blockchain). These tools will be integrated into a single cutting-edge digital FishEUTrust platform that will apply the latest in artificial intelligence, data science and human-computer interactions. Finally, an integrated impact assessment and life cycle analysis will be performed to quantify the environmental footprint, health sustainability, and socio-economic benefits of FishEUTrust solutions. The project is coordinated by the Institute Jozef Stefan (Slovenia), includes 22 partners and has started in June 2022. <https://fisheustrust.org/>

The FARM2FORK 01-10 call is the same topic under which SEA2SEE has been funded, making them sister projects. Specific actions will be carried out together with FishEUTrust in order to maximise synergies between the two, to determine joint opportunities for synergies, as well as to avoid overlapping of activities. The collaboration between the two projects will be a central point of this Synergy Plan and therefore a joint strategy will be designed. A detailed description is found in section “3.1 FishEUTrust”.

#### **HORIZON-CL6-2021-FARM2FORK-01-11.**

This topic concerns the digital transition supporting inspection and control for sustainable fisheries to ensure they are environmentally, economically and socially sustainable. The projects under this call widely relate to the scope of SEA2SEE by adopting innovative technologies to address sustainability. There are two identified on-going projects to be targeted under this topic:

##### **FISH-X - Providing a European fisheries dataspace through a consultative approach**

Developing a Fisheries DataSpace (Fish-X) and Insight Platform that will enable users to implement data to improve fishing methods, increase yields, protect endangered fisheries stocks and streamline MCS processes supporting the implementation of the CFP. The project will also be developing a series of Industry and Fisheries Agencies to consultatively participate in developing and refining new technologies in light of the changes and review of CFP. The project started in June 2022 and the consortium of 10 partners is coordinated by the German Company Transmartech Schleswig-Holstein GMBH. <https://fish-x.eu/>

##### **EveryFish - Digital transition of catch monitoring in European fisheries**

The aim of EveryFish is to develop, test and promote an ambitious suite of innovative technological solutions for fully automated catch recording and reporting – a next generation

Electronic Reporting System (ERS) – for use on board of EU European fishing vessels, as well as to develop innovative governance strategies that make use of the automatically-reported catch data. These technological innovations will enable the sector to optimise automatic data collection to ensure correct reporting of the catch in terms of the size, weight and species. The provision of verifiable catch information and improved evidence of compliance with fisheries regulations, will streamline compliance activity for both fisheries and regulators, as well as generating knowledge and data for future conservation, research and governance activities. The project is coordinated by Sintef Ocean (Norway), it includes 14 partners and will start in January 2023.

#### **BG-08-2018-2019 - ALL ATLANTIC OCEAN RESEARCH ALLIANCE FLAGSHIP.**

Two on-going projects funded under this topic were identified as relevant for the purposes of this synergy plan in terms of stakeholder engagement, sustainability and the analysis of consumer's preferences. Taking advantage of the experience gained from these projects, the envisaged collaboration with the identified projects will be based on the exchange of experiences and lessons learned, together with communication and dissemination activities.

#### **ASTRAL – All Atlantic Ocean Sustainable, Profitable and Resilient Aquaculture**

ASTRAL is a European Union Horizon 2020 collaborative project that focuses on Integrated Multi-trophic Aquaculture (IMTA) farming. Its aims include defining, supporting, and promoting this type of sustainable aquaculture production across the Atlantic area. ASTRAL will increase circularity by 50-60% compared to monoculture baseline aquaculture and will provide a circular business model, boosting revenue diversification for aquaculture producers increasing profitability by at least 30%. New and improved innovative technology will be developed, including biosensors, sensors, IoT and an AI data analytics platform to be validated at IMTA labs at TRL 5. ASTRAL will share, integrate and co-generate knowledge, technology, practices and efforts with and for society, oriented towards pro-poor and gender-sensitive development. A collaborative ecosystem will be provided within the project framework bringing together and connecting industrial partners, SMEs, scientists, policy makers, social representatives and other relevant stakeholders promoting data exchange, knowledge sharing and business opportunities. The project started in September 2020, includes 19 partners and is coordinated by the Norce Norwegian Research Centre AS. <https://www.astral-project.eu/>

#### **AquaVitae – Sustainable and innovative aquaculture across the Atlantic Ocean**

The AquaVitae project is an H2020 project with a consortium of 36 partners from Europe and countries bordering the Atlantic Ocean. They are working towards sustainable aquaculture production and the development of new low trophic species in aquaculture value chains, including macroalgae, Integrated Multi-Trophic Aquaculture (IMTA), shellfish, echinoderms

and finfish. Research activities will cover the whole aquaculture value chain, from analysing market potential of new products to the policy framework. Possible impacts on the environment will be monitored, including the development of new sensors. AquaVitae plans to set up an industry and research network with particular attention on social responsibility and community outreach. Expecting to influence industry and society long-term, the project's partners also plan to design good practice standards and provide training programs for specialists and the public, focusing on a circular economy and the zero-waste approach. The project aims, among other things, to investigate consumers' preferences, food safety aspects and product characteristics and its research covers the whole aquaculture value chain. The project has been running since June 2019 and is implemented by a consortium of 37 partners under the coordination of NOFIMA AS (Norway). <https://aquavitaeproject.eu/>

#### DT-BG-04-2018-2019 - SUSTAINABLE EUROPEAN AQUACULTURE 4.0: NUTRITION AND BREEDING

##### **FutureEUAqua – Future growth in sustainable, resilient and climate friendly organic and conventional European aquaculture**

The overall objective of FutureEUAqua is to effectively promote the sustainable growth of climate-change resilient, environmentally friendly organic and conventional aquaculture of major fish species and low trophic level organisms in Europe, to meet future challenges with respect to the growing consumer demand for high quality, nutritious and responsibly produced food. To this end, FutureEUAqua will promote innovations in the whole value chain, including genetic selection, ingredients and feeds, non-invasive monitoring technologies, innovative fish products and packaging methods, optimal production systems such as IMTA and RAS, taking into account socioeconomic considerations by the participation of a wide spectrum of stakeholders, training and dissemination activities. The project started in November 2018 under the coordination of NOFIMA AS. <https://futureeuaqua.eu/>

Taking into account that one of the work packages in SEA2SEE is dedicated to consumer demand and awareness raising on how to choose sustainable and climate friendly seafood, the project considers exploring the possibility of contacting the leader of WP3 “Consumer awareness” of FutureEUAqua .

#### INFRAIA-01-2018-2019 - INTEGRATING ACTIVITIES FOR ADVANCED COMMUNITIES.

The scope of this call was to mobilise a comprehensive consortium of several key research infrastructures in a given field as well as other stakeholders, to drive cooperation between research infrastructures, scientific communities, industry and other stakeholders, aiming for the improvement of the services the infrastructures provide, among others. One relevant

project under this call was identified, as it can be a key player for establishing synergies with scientific and academic stakeholders.

### **AquaExcel3.0 – Towards a more sustainable and circular aquaculture**

AQUAEXCEL3.0 aims to further boost the European aquaculture sector, building on previous AQUAEXCEL and AQUAEXCEL2020 projects. Integrating 40 top-class research facilities from biology to technology in all types of rearing systems and covering all major EU-farmed species and promising new species, it will expand access to high-quality services and resources. Through a strong partnership, the project will boost excellent research and sustainable innovation for both public and private sectors working in aquaculture. The 3Rs (Reduction, Refinement and Replacement) are key to this project, which will provide research and industry with new services focused on their needs. The enhanced scope includes shellfish, macroalgae and recyclers (insects, marine worms) to move towards a more sustainable and circular aquaculture.

Building on two previous AQUAEXCEL projects, it will provide expanded access to high-quality services and resources, covering all scientific fields relevant to research and innovation in aquaculture, from genetics to technology through immunology, physiology and nutrition, and including new nano-sensors and fish isogenic lines developed in the previous projects. AQUAEXCEL3.0 will enhance its scope by including shellfish, macro-algae and recyclers (insects, marine worms). Integrating such lower trophic level species is key to move towards more sustainable and even circular aquaculture – a strong societal demand. By partnering with the EU aquaculture industry through a continued strong involvement of the European Aquaculture Technology and Innovation Platform (EATiP), it will boost excellent research and sustainable innovation, for both public and private sectors, as a durable impact. The project kicked off in November 2020 and is coordinated by Institut National De Recherche Pour l'Agriculture, l'Alimentation et l'Environnement – INRAE (France). <https://aquaexcel.eu/>

### **SFS-23-2016 - IMPROVING THE TECHNICAL PERFORMANCE OF THE MEDITERRANEAN AQUACULTURE**

#### **PerformFish - Integrating Innovative Approaches for Competitive and Sustainable Performance across the Mediterranean Aquaculture Value Chain**

PerformFISH works to ensure sustainable growth of the Mediterranean aquaculture industry, based on consumer perceptions and real market requirements. It aims to support fish farms that operate not only in ideal economic and environmental conditions but also in a socially and culturally responsible manner. With 28 partners across the aquaculture value chain, PerformFISH consists of a strong multi-stakeholder partnership. <http://performfish.eu/>

As the project addresses sustainable aquaculture and has a strong focus on consumer perceptions, SEA2SEE will contact the partners of this project, despite the fact that it was due to end in October 2022, seeking to establish capitalisation of experience synergies and explore the possibility of accessing to the databases generated by the project.

## 2.2 OTHER EU-FUNDED PROJECTS

Two projects funded under other programmes different to Horizon Europe were identified as relevant for the purposes of this Synergy Plan.

### **SUREFISH – Valorising Traditional Mediterranean Fish**

The Surefish project is a Partnership for Research and Innovation in the Mediterranean Area-PRIMA - project funded, bringing together a consortium of 13 partners from 5 Mediterranean countries. The main goal of SUREFISH is to valorise traditional Mediterranean fish by fostering the supply-chain innovation and consumer confidence on Mediterranean fish products through deploying innovative solutions to achieve unequivocal traceability and confirming their authenticity, thus preventing frauds. For this, the project will deploy innovative solutions to achieve traceability of traditional Mediterranean Fishes; revise, validate and make a harmonisation of protocols to ensure fish authenticity; increase consumer confidence of Mediterranean fish; validate the proposed innovative solutions by means of testing them in 4 Pilot cases in Tunisia, Egypt, Lebanon and Spain, and share data on Mediterranean Fish products. <https://surefish.eu/>

### **Fish2Fork - Improve skills and competences in the Fisheries Process up to the Customer's Fork**

This project is part of the EEA Grants Blue Growth Program (Call#5 – Education) and its objective is to create a network of competences to facilitate information sharing and cooperation between all actors in the fish sector and to bring best practices from Norwegian fish farms to Portugal and to improve the fisheries control process and the associated supply chain. The project aims to reduce the skills gap and the shortage of technical professionals with an adequate qualification for blue growth, from aquaculture fish production or sea catch to the end customer, in an improved fish2fork process.

Among the project's activities is the creation of a sea education programme with a new set of teaching disciplines such as IoT4fishing, Blockchain4fishing, DataScience4fishing, Logistics and operations for fishing and the training of new professionals to improve the fish supply chain process and new control processes to reduce illegal fishing. The project has been running since October 2021 with a consortium of 2 partners. <https://fish2fork.eu/>

## 2.3 OTHER PROJECTS

### ParticiPESCA

ParticiPESCA is a Portuguese project that aims to involve fishermen, researchers, local communities and entities in the management of octopus fishing and associated economic activity in the Algarve, Portugal. The initiative is aimed at the sustainability of the species and the fishery and counts on the participation of all those who depend on them. The main objective of the initiative is to implement a co-management model for octopus fishing in the Algarve. Participation of fishermen and institutions will be a milestone for the sustainability of octopus fishing through the implementation of co-management.

Since one of the SEA2SEE demonstrations, on octopus fishery, will be carried out in Algarve, synergies with this project are considered of high interest. Even though the project ends in December 2022, SEA2SEE intends to contact the project coordinator while seeking to build on experience and lessons learned exchange.

Taking into account that the projects have different lifetime calendars, strategy will also consider the stage of each project to decide what kind of synergies could be important to develop. For example, regarding projects in their final stages, SEA2SEE consortium will be interested to learn more about results and participate in the final events of these projects. The synergy strategy will be adapted to the different stages of each project.

**Table 1 - Project lifespan overview**

	<b>Project</b>	<b>Starting Date</b>	<b>Ending Date</b>	<b>Expected Contact Date</b>
<b>EU Projects developed on related calls</b>	FishEUTrust	June 2022	May 2026	April 2023
	FISH-X	June 2022	May 2025	April 2023
	EveryFish	January 2023	December 2026	February 2023
	Astral	September 2020	August 2024	April 2023
	AquaVitae	June 2019	November 2023	March 2023
	FutureEUAqua	November 2018	April 2023	January 2023
	AcuaExcel3.0	November 2020	October 2025	April 2023
<b>Other EU- funded projects</b>	SureFish	March 2020	February 2023	January 2023
	Fish2Fork	October 2021	October 2023	March 2023
<b>Other projects</b>	ParticiPESCA	October 2020	December 2022	January 2023
	PerformFish	May 2017	October 2022	January 2023

## 2.4 EUROPEAN INITIATIVES

Another main target of this synergy plan are the different European initiatives that provide and facilitate a network where different actors can freely exchange views on the impact of technological and societal developments on public research and innovation activities, trends

and infrastructures within the field. As initial step, three initiatives aligned with the project's scope have been identified. The list will be updated throughout the project since the related activities will be carried out at a more advanced stage of SEA2SEE project. These initiatives are the following ones:

## 1. EIT Food

EIT Food is a European Network which accelerates innovation to build a future-fit food system that produces healthy and sustainable food for all. The innovation projects are delivered with a combination of industry, education and research partners to improve environmental and health outcomes by developing solutions in the most promising food innovation areas, including digital traceability and sustainable aquaculture <https://www.eitfood.eu/>

Within the EIT Food, interesting projects have been funded, especially:

**TRACOD – Model-based Tracking of Cod and Other Fish Value Chain for Consumer Confidence Boosting and Food Engineers Education.**

The project aims at improving the ability of producers and consumers to track freshness and nutritional values of fresh fish, including cod, salmon, and other white fish species. TRACOD uses models implemented in an app for interacting with stakeholders and includes an education component for endowing food engineers with a systems approach. TRACOD also engages future food engineers in conceptual modelling as part of model-based systems engineering of food production and supply systems. <https://tracod.eu/>

### **AGAPE**

AGAPE represents a collaborative platform, AI based, able to bring to the EU aquaculture market, education approach, consumers and research ecosystems, for the first time, an innovative model of interaction among stakeholders and broaden community on skills, capabilities and competencies, globally and in real time. AGAPE's main scope focuses on promoting the transition from the ordinary aquaculture market to a circular economy approach in the aquaculture field on re-skilling processes and awareness of cross knowledge while answering to an effective market demand of competences. AGAPE is composed of two different set of services, one connected with the exchanging of information, ideas and establishing collaboration with interested parties such as customers, end users, industries, suppliers, business partners, potential competitors. <https://agape-skillset.com/>

## 2. EU Missions in Horizon Europe

Officially launched in September 2021, the European Missions are a new feature of Horizon Europe. As part of the second pillar of the Programme, the Missions offer a new approach to generating innovative solutions and initiatives by identifying major contemporary challenges to be solved by 2030.



As comprehensively developed on the Communications and Dissemination Plan (D7.2), synergy building and networking activities enhance the dissemination of project results to a broader interest audience, increase the visibility of the members and foster learning from, and building upon, other projects' findings and experiences. For this purposes, SEA2SEE will seek to establish contact and collaborate with the Mission Restore our Ocean and Waters for boosting the project's visibility while contributing to a more resilient, greener, healthier and inclusive society through the technological seafood traceability solution it develops.

### 3. Taste the Ocean

This initiative is a campaign from the European Union with celebrity chefs from all over Europe to encourage consumers to buy and enjoy sustainable seafood.

Regarding this initiative, SEA2SEE will seek to invite a celebrity chef to one of the project events in order to prepare new dishes with sustainable and certified fished and farmed fish and seafood using SEA2SEE's developed digital tool. One of the main goals is to launch a communication campaign around this event in order to ensure greater impact and visibility of the project. [https://taste-the-ocean.campaign.europa.eu/index\\_en](https://taste-the-ocean.campaign.europa.eu/index_en)

## 2.5 SPECIALISED CLUSTERS IN EUROPE

Eventually, the final target of this synergy plan is composed by 6 clusters identified at EU level, providing support and promotion for projects, and hence offering a great platform for networking with sustainable, circular blue economy initiatives and with technological innovation for the seafood sector approaches. SEA2SEE aims to explore the different opportunities of collaboration with these clusters, such as the possibility of launching of joint-communication activities, especially through contributions to the clusters' newsletters, the creation of workshops, and participation in the clusters' events. These clusters are the following:

### 1. NCE Seafood Innovation

The cluster and its network aim to impact the industry to drive forward digital transformation and to improve fish welfare. The cluster works on five priority areas:

- Climate, environment and circular economy,
- Fish health and welfare,
- Novel feed ingredients,
- Future competence and talent attraction,
- Digital transformation and digitalization.

The last priority area aims to showcase the potential value creation of digital transformation and contribute to increased digitalization by standardization and sharing of data. The Cluster focuses on data collection and data sharing, standardization, and accessibility for users to



increase digitalization. Based in Bergen, Norway, the Cluster is composed by more than 100 members. <https://seafoodinnovation.no/>

## 2. Aquimer

The Pole Aquimer was formed in 1999 and counts with 160 members and more than 500 partners. The cluster is focused on 3 themes:

- Fishing and aquaculture resources,
- Technological innovation for the seafood sector,
- The future of seafood.

<https://www.poleaquimer.com/>

## 3. Acuiplus

Acuiplus is a cluster related to the aquaculture sector that promotes competitiveness and sustainability of the providers' value chain. Its priority areas are:

- Sustainable aquaculture and innovation,
- Knowledge management.

[www.acuiplus.org/en](http://www.acuiplus.org/en)

## 4. BaMS

BaMS is the "Bioeconomy on Marine Sites" (Bioökonomie auf Marinen Standorten e.V) innovation space under the direction of Kiel University. It unites 61 members (42 companies, 15 research institutions, 4 others) and aims to establish a more sustainable use of aquatic resources and strengthen the blue circular economy with joint R&D activities. Its main goals are:

- Supporting the implementation of a sustainable, blue bioeconomy in Northern Germany, based on the natural aquatic resources of our rivers, lakes, coasts and seas,
- Developing circular economy concepts for the use of aquatic biomasses, like fish, algae, mussels and other types of biomass,
- Development of innovative blue techniques, products and services for food, feed, pharma, cosmetics, agriculture and other business areas".

<https://blaue-biooekonomie.de/en/about/bams-association>

## 5. Pôle Mer Bretagne Atlantique France

The Pôle Mer Bretagne Atlantique cluster encourages the development of transnational, collaborative projects. Its active members come from large companies, SMEs, Universities, training centres and research and innovation organisations, innovation-led professional bodies and economic development agencies. The cluster focuses on 6 subjects:

- Maritime safety and security,
- Shipbuilding and leisure marine industry,
- Marine energy and mining resources,
- Marine biological resources,
- Biotechnology,
- Fishing and aquaculture,
- Environmental and coastal development,
- Maritime ports, logistics and transport.

<https://www.pole-mer-bretagne-atlantique.com/en/>

## 2.6 EUROPEAN/INTERNATIONAL ORGANISATIONS

Non-profit organizations engaged in activities relevant to the scope of SEA2SEE are another important target of this synergy plan. This type of organisation is especially relevant insofar as synergy building with these actors allows the reaching out to civil society in a more direct way.

Two initiatives aligned with the project's scope have been identified and, like for the other stakeholders mentioned above, the list will be updated throughout the project.

### 1. EATIP – European Aquaculture Technology Innovation Platform

EATIP is an international non-profit association dedicated to developing, supporting and promoting aquaculture and, especially and specifically, technology and innovation in aquaculture in Europe so as to:

- Establish a strong relationship between aquaculture and the consumer
- Assure a sustainable aquaculture industry
- Consolidate the role of aquaculture in society

EATIP has been designed to include all members of the European aquaculture value chain, from suppliers through producers to processors within the profession, accompanied by leading research groups and key representative organisation. <https://eatip.eu/>

### 2. GreenCoLab

GreenCoLab is a non-profit private organization, a collaborative platform between research and industry, whose research & innovation agenda is based on the exploration of macro- and microalgae as an essential component for different industries. Under the title of "Collaborative Laboratory", GreenCoLab holds a multidisciplinary team that couples a highly skilled team of international researchers with key associate researchers from its partners. GreenCoLab is composed of one research centre (CCMAR), one state laboratory (LNEG), one university (university of Algarve) and four companies, namely Allmicroalgae, Necton, Algaplus and Sparos, with the common goal of advancing the RDI on algae biotechnology.

Its main mission is to bridge the transfer of knowledge and technology from academia, industry, stakeholders and consumers by joining the pieces in Algal Biotechnology. <https://www.greencolab.com/>

### 3. ACTION PLAN

The Action Plan represents an outline of the collaborative activities with the projects, initiatives and clusters described in the sections above. It is based on four specific activities to be developed during the project, with the other projects/initiatives. Additional opportunities might emerge from the development of these actions as well as the progress of the project.

#### 3.1 FISHEUTRUST

Specific actions will be carried out together with FishEUTrust in order to maximize synergies between the two projects to determine joint opportunities for cooperation, as well as to avoid overlapping of effort. The collaboration between the two projects will be a central point of the Synergy Plan and therefore a joint strategy will be designed.

The coordinators and the communication and dissemination representatives of the two consortiums have already met during a virtual meeting in October 2022 to discuss different avenues of collaboration. The conversation focused on the objectives, actions and activities that the two projects were starting to run, and the areas where it would be most beneficial and feasible to work together, share knowledge, etc.

After this successful meeting, FishEUTrust invited SEA2SEE to a workshop that is taking place in Malta in February 2023. The objective is to discuss in person the collaboration and setting up of joint activities. An agenda will be built before this meeting with some horizontal areas such as policy, cross-fertilization between the pilots and communication. Although the specific action plan with FishEUTrust is yet to be developed, it was agreed to discuss the following:

- A. The possibility of sharing stakeholders, contacts, initiatives, networking events and attempting to initiate building a solid network after the workshop. This will be a continuous process through the projects' lives
- B. The potential exchange of information on project progress and non-IPR-sensitive results
- C. The opportunity of joint participation in workshops, conferences, and other events to promote the visibility and outputs of the projects.

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#### OVERVIEW OF THE ACTION PLAN - FISHEUTRUST

SEA2SEE has prepared the following Action Plan in order to be presented to FishEUTrust to discuss on how the synergies between the two projects will take shape.

The specific activities foreseen to be developed to foster synergies during the project are the following:

### **1. Exchange of information on projects' progress and results**

Both projects are considering exchanging information on project progression, to align objectives and perform brainstorming sessions to understand how to reciprocally benefit from the projects' activities. Cross-activities of this kind open up possibilities for further discussing the likelihood of co-generating results -whenever considered relevant by both consortiums- during the projects lifetime and beyond, as well as develop the joint presentation of results during specific symposiums and conferences.

However, it is important to underline that the exchange of results between the two projects can be discussed and would take place as long as the information can be disclosed, it is not protected by IPR and is not commercially sensitive. In short, that it does not compromise the development of SEA2SEE.

### **2. Participation in some project meetings when feasible**

In order to allow active and regular monitoring of the progress of each project, attendance to Project Meetings can be organised, upon request, whenever possible and will be conducted in the event that no confidential matters are discussed. Eventually, virtual meetings between projects will be organised by WP7 leader or Task 7.4 leader to discuss the efficiency of the overall synergy actions and their subsequent improvement.

### **3. Joint participation in workshops, conferences, and other events to increase the visibility and outputs of the projects**

Exchanges related to events participation will be regularly shared to identify common conferences and workshops to meet, discuss and promote each other results. Other local opportunities might emerge and, depending on the outcomes of ongoing programs, they will be considered in due time.

As part of the Task 7.3 "Communication and Dissemination Campaigns", a list of relevant national, European and international events is being made. Vitagora will maintain constant communication with Ethic Ocean, the task leader, in order to identify the most relevant events with the highest potential of synergies and cross-cooperation on increasing visibility of projects' results.

### **4. Alignment of other communication and dissemination activities**

In addition to the specific activities identified above, Vitagora and EP as WP7 leader will take direct contacts with the Communication WP leader of FishEUTrust. These contacts have the aim of identifying day-to-day joint-communication activities especially:

- Joint Twitter and social-media campaigns on Twitter, Facebook, LinkedIn and/or any other social media. Specific joint campaigns around key project results or events, such as to improve their visibility will be organised regularly.
- Organisation of a joint event can be foreseen if the opportunity is identified.

As explained above, this action plan outlines the different synergies SEA2SEE has foreseen and is therefore susceptible to modification after discussion with FishEUTrust.

### 3.2 OTHER IDENTIFIED STAKEHOLDERS

SEA2SEE will start exploring the identified stakeholders' platforms to determine what kind of synergies can be established with them in terms of scientific knowledge exchange, capacity building, as well as regular exchange of information, best practices, opportunities for joint participation in relevant conferences and events, alignment of dissemination activities and social media campaigns.

After the first exploratory meetings, SEA2SEE undertakes to maintain the monitoring and ensure the dynamism of the related activities.

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#### ACTION PLAN PER STAKEHOLDER GROUP

The following table shows the proposed strategies to exploit synergies with the different stakeholders identified above.

**Table 2 – Action plan per stakeholder group**

<b>Actor</b>	<b>Activities</b>
<b>EU projects developed on similar calls</b>	<ul style="list-style-type: none"> <li>- Exchange knowledge and results, cross-disseminate the results</li> <li>- Regular exchange of information regarding project progression and events</li> <li>- Participation, when possible and relevant, in partner events</li> <li>- Invitation to participate to SEA2SEE events</li> <li>- Potential organisation and/or participation to joint events</li> <li>- Dissemination of SEA2SEE events, newsletters and other materials, and vice versa</li> <li>- Cross dissemination on social networks</li> </ul>
<b>Other EU-funded projects</b>	<ul style="list-style-type: none"> <li>- Regular exchange of information regarding project progression and events</li> <li>- Dissemination of SEA2SEE events, newsletters and other materials, and vice versa</li> <li>- Cross dissemination on social networks</li> <li>- Participation in the final conferences of the projects that will be completed soon</li> </ul>
<b>European Initiatives /International Organisations</b>	<ul style="list-style-type: none"> <li>- Update of information on the SEA2SEE project during EIT events</li> <li>- Networking events from HE Missions, presentation at conferences</li> <li>- Co-creation and co-participatory events</li> <li>- Joint event with Taste the Ocean</li> </ul>

	<ul style="list-style-type: none"> <li>- Dissemination of project-related information with the European/international NGOs identified during the life cycle of the project</li> <li>- Support social media campaigns</li> </ul>
<b>Specialised clusters in Europe</b>	<ul style="list-style-type: none"> <li>- When possible, contribution to the content of the clusters' newsletters</li> <li>- Dissemination of SEA2SEE newsletter, publications, workshop/conference announcements, etc.</li> <li>- Support social media campaigns</li> <li>- Publication of SEA2SEE outputs in relevant resources sites</li> <li>- Mutual exchange of information</li> <li>- Invitation to participate to the SEA2SEE meetings</li> <li>- Participation to the events organised by these clusters</li> <li>- Mutual dissemination of SEA2SEE events, newsletter and other materials, and vice versa</li> <li>- Cross-dissemination on social networks</li> </ul>

#### 4. MONITORING OF THE ACTION PLAN OUTCOMES

Synergy exploitation will be monitored and evaluated against the criteria listed in the table below by the project coordinator (SmartWater), the WP7 leader (EP) and the task leader (Vitagora). The adopted metrics and the periodicity will vary according to specific synergy and actors identified.

**Table 3 – Monitoring of synergy outcomes**

Synergy Outcomes	Stakeholders	Indicators	Key actions for success
<b>Knowledge co-creation</b> Exchange of knowledge produced Participation to physical and virtual meetings to discuss about the overall synergy actions Regular exchange of information regarding project results and events Participation in working groups	FishEUTrust, EU projects with similar scope	<ul style="list-style-type: none"> <li>- Number of effective contacts established</li> <li>- Number and types of information exchange channels implemented</li> <li>- Number of organised discussion/brainstorming sessions</li> <li>- Number of contacts taken in the focus groups of the diverse initiatives</li> <li>- Number of participations to EIT events</li> <li>- Number of meetings attended and working groups</li> </ul>	<ul style="list-style-type: none"> <li>- Early identification of key partners and key people in the different initiatives</li> <li>- Early first contacts to be taken from all the partners</li> <li>- Remind the partners to provide information regarding the other projects they are involved in</li> </ul>
<b>Project official meetings</b>	FishEUTrust, EU projects with similar scope	Number of attended meetings	Identify available resources for attendance to related projects meetings

Participation, when possible and relevant, in partner meetings Invitation to participate in SEA2SEE events			
<b>Joint activities</b> Potential organisation and participation to joint events, joint presentations	FishEUTrust, EU projects with similar scope, International organisations	- Joint presentations of results - Number of events	
<b>Cross dissemination campaigns</b> Regular updates of the SEA2SEE results within the communication materials of linked initiatives, clusters and projects	All stakeholders	- Number of views, visits and/or downloads of SEA2SEE information on these diverse platforms - Number of articles published of SEA2SEE in the clusters' newsletters - Number of participations to events	- Reminding the partners to actively participate in the clusters and attend the relevant meetings - Send accurate and relevant publications of the project outcome, on time to be published on the clusters' newsletters
<b>Participation to events</b> International conferences and events, events of the EC, etc.	EU initiatives, International organisations, Clusters	Number of events	- Early identification of key events - Coordinate participation of the SEA2SEE partners
<b>Cross-dissemination on social networks</b>	All stakeholders	Impact of the campaigns: followers, reach, shares, etc., of the posts published by SEA2SEE and the posts published on SEA2SEE by the network	- Regularly remind partners to actively participate in the campaigns with their official accounts as provider of content or relay for the information created by the WP7

## 5. CONCLUSION

This document is the result of a series of reflections around the cooperation and the establishment of concrete synergies between SEA2SEE and other EU funded projects, European clusters and initiatives. In order to enhance the project's impact through these synergies, the interaction and constant contact with the targeted groups is essential for its success. Therefore, this synergy plan will be updated annually to identify new relevant projects/initiatives and report all the performed networking activities.