SEA2SEE

NEWSLETTER

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Innovative blockchain traceability technology and stakeholders' engagement strategy for **boosting sustainable seafood visibility**, *social acceptance* and consumption in Europe.

Current seafood traceability tools and services can take advantage of novel blockchain technologies to obtain a wide range of data making sustainable seafood practices more visible to consumers. SEA2SEE project fills in existing seafood traceability gaps through development and demonstration of an innovative end-to-end blockchain-based traceability platform throughout the seafood value chain as well as professional and consumer applications to increase trust and social acceptance of sustainably fished and farmed seafood.

Read more about SEA2SEE activities and objectives

Blockchain technology for a *transparent*, competitive and **sustainable** seafood sector

Word from Carlos Mazorra, SEA2SEE coordinator

"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

GET TO KNOW US

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

Present day seafood traceability technologies seem to be limited within their capabilities for real-time assessment of sustainability indicators across the value chain. What is more, such an assessment should be furnished with possible corrective actions when non-conformities are found. Short-chain local value chain measurements experience fewer problems in control measurements even in the case of paper records. However, in a complex value chain (decentralized, multi-countries, involving different stakeholders and a variety of metrics and measurement axis) measurement shall be digitized, tailored to the needs of the various stakeholders engaged and easily accessible.

SEA2SEE Consortium and Objectives

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.

The ambition of the project for building trust, transparency and traceability in a sustainable seafood sector based on blockchain technology will be achieved through the following specific objectives:

- Develop a co-creation approach to sustainable seafood transparency and traceability
- Leverage a set of awareness raising and educational practices to increase sustainable seafood consumption
- Develop a blockchain-based platform for seafood industry-specific traceability data collection

- Demonstrate the feasibility and advantages of the Sea2See blockchain model
- Develop a standardized Life Cycle Assessment framework for identifying and quantifying the major sources of environmental impact

How we contribute to 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, the use of more selective fishing gear, with a 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.

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 for new businesses to benefit from the establishment of a next-generation traceability and sustainability labelling industry based on Web3.0 and blockchain technology.

Find out more about SEA2SEE outcomes and impact here**.**

SEA2SEE FIRST IN-PRESENCE MANAGEMENT MEETING, RIMINI

Two months after the successful SEA2SEE's project kick-off held virtually 12 – 13 July 2022, the consortium gathered together for a hybrid management meeting in the friendly Italian city of Rimini. It came as a natural closing of the summer season and everyone came eager to discuss progress, set up management procedures, work organization flow and exchange thoughts on next steps along the way of SEA2SEE developments. The discussions were lively, engaging and comprehensive, and significant advancement with tasks prioritization and interaction was achieved.

Our social dinner was organized in a classy restaurant offering sustainable seafood served as delicious gourmet dishes.
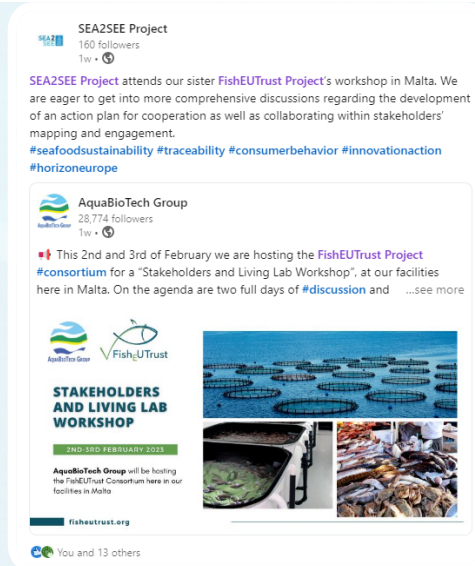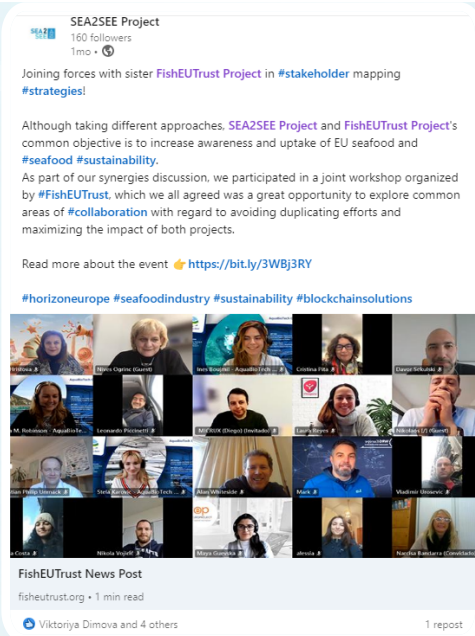
Read more here.

NETWORKING FOR CAPACITY BUILDING

From the very start, SEA2SEE joined forces with FishEUTrust project to establish strategies for efficient collaboration between the projects, both funded under the topic HORIZON-CL6-2021-FARM2FORK-01-10, defining them as "sister projects". Following the two projects' third joint workshop dedicated on joint stakeholder mapping, a Joint Action Plan was developed. The agreed future collaborative activities aim to maximise efficiency and impact through establishing synergy between the two actions.
Other goals of this joint initiative are to avoid overlapping or duplication of effort, share good practices and overcome obstacles that might be similar in some of the projects' tasks.

We proudly share news about our cooperation in social media. Follow us there for the latest updates:
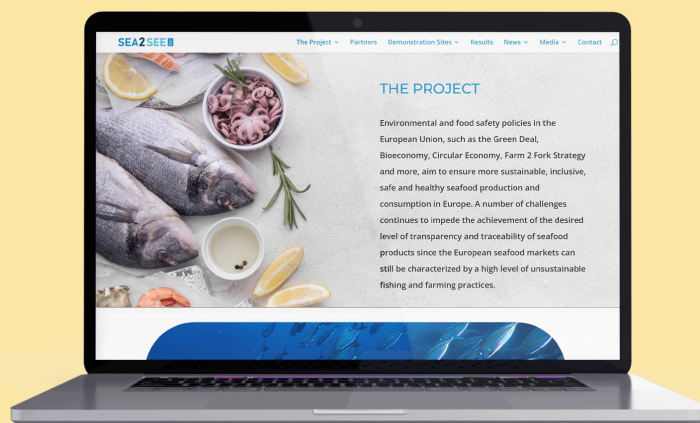
SEA2SEE attending joint Stakeholder and Living Lab Workshop with sister project FishEUTrust Project, Malta

SEA2SEE project partners were invited by its sister project FishEUTrust to join a Stakeholder and Living Lab workshop in Malta, organized by AquaBio Tech Group in February in Malta. Both projects aim to increase consumer trust and social acceptance of sustainably fished and farmed seafood and this first hybrid joint event opened up great opportunities for exploring potential avenues of cooperation.
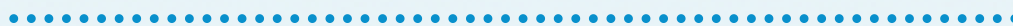
Read more

WEBSITE LAUNCH

At the end of December 2022, we were excited to launch our website. SEA2SEE website is designed as the project's main public interface. The main function of the platform is to serve as a single point of reference for the project, in an accurate and coherent way, while communicating information related to work progress as well as promoting project's key objectives, news about collaborations, achieved milestones and dissemination events. It comprises seven public access sections featuring topics such as SEA2SEE ambition, specific objectives, partners' network, news, events, demonstration sites, and outcomes and results.

Make sure you drop by our website frequently since we plan to update its content along with the project's growth and maturity.

Take a look at SEA2SEE website

Sea2See Website

MEDIA & COMMUNICATION

First Press Release is out

The launch of SEA2SEE was announced to the public on December 15, with the publishing of its first Press Release.

SEA2SEE

PRESS RELEASE
15 December 2022

NEW EU PROJECT SEA2SEE INTRODUCES INNOVATIVE BLOCKCHAIN BASED TRACEABILITY TECHNOLOGY AND STAKEHOLDERS' ENGAGEMENT STRATEGY TO BOOST SUSTAINABLE SEAFOOD VISIBILITY, SOCIAL ACCEPTANCE AND CONSUMPTION IN EUROPE

Current seafood traceability tools and services can take advantage of novel blockchain technologies to obtain a wide range of data that will make sustainable seafood practices more visible to consumers. The new Horizon Europe 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. The project will provide technological solutions to answer the need for valuable data source, collected across the whole seafood value chain, with inputs received and verified by diverse stakeholders. Specific focus is put on their active commitment and the empowerment of consumers through the implementation of societal and sectoral strategies for co-creation, communication and awareness raising about the benefits of sustainable seafood.
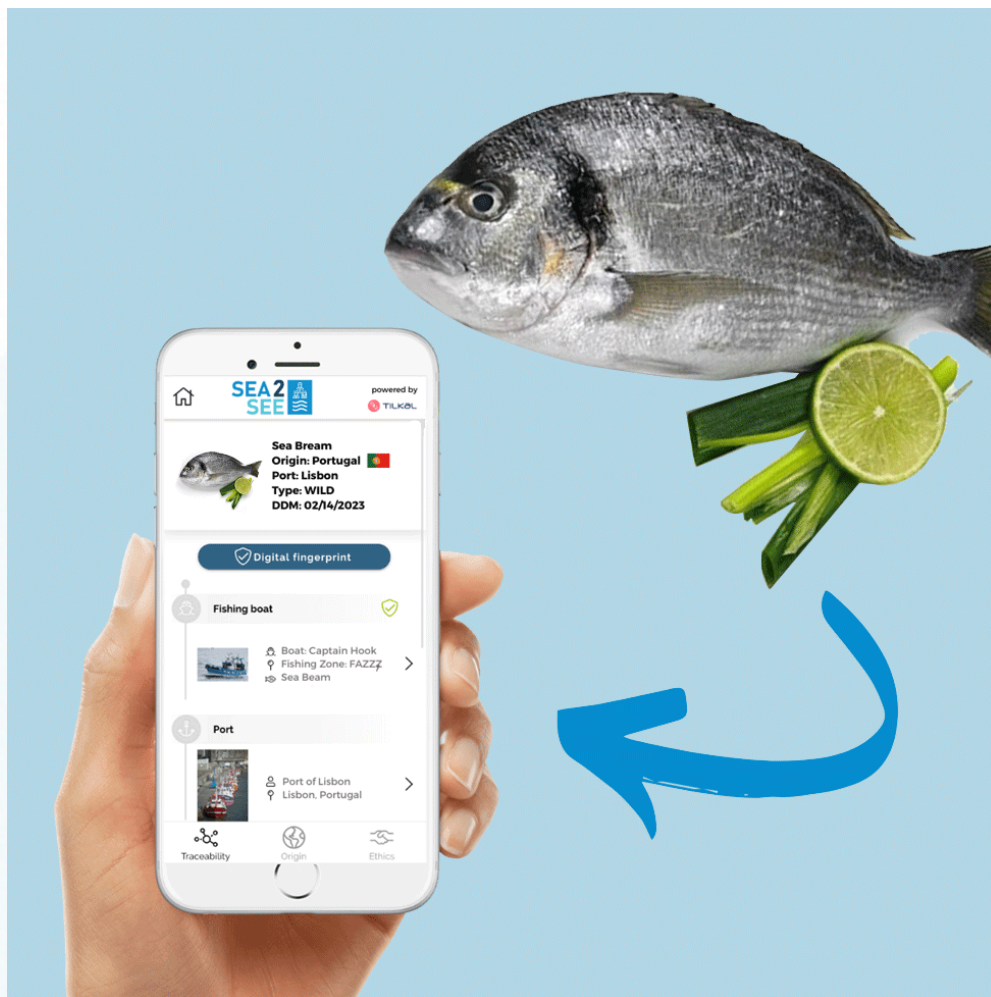
To get the gist of the project and the socio-economic needs it addresses, follow the link for full access to the document. Feel free to download and share with your audience and media contacts to help them stay abreast with the latest novelties in seafood traceability digital technologies.

Communication Kit – what's inside?

In order to facilitate communication about SEA2SEE and project's relations with the public and media, we have created a special place where everyone interested can get hold of our attractive promotional and informational materials, such as the project brochure, online leaflet, flyer and poster, all of which are available in English and Portuguese. The marketing materials are downloadable, designed by Europroject (EP) and can be used for online or offline dissemination.

Curious to see more? Find out everything under Media**.**

WORK PROGRESS UPDATES

TRACEABILITY TECHNOLOGIES DEVELOPMENT

Traceability technologies development is part of SEA2SEE's Work Package 3 and its main objective is to build a technology infrastructure network based on blockchain. This would allow interested actors to join the network and once authenticated, they would be able to use a software platform to view, manage and share their data. The platform will be designed to provide transparency and the key partners involved in these activities are Tilkal, SmartWater and Page Up.

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Swing by our website frequently and forward this newsletter to friends and colleagues to help them learn about SEA2SEE, what it does and

how it makes sustainable seafood in Europe more visible.

SEA2SEE is social. Let's stay in touch!