

SEA2SEE

NEWSLETTER

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2023

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

One year of SEA2SEE project – a word by the Coordinator

A whole year rolled by since SEA2SEE project's kickoff last July and we are very happy to see the significant progress we've made towards achieving our goal - to revolutionize the European seafood sector by enhancing trust in sustainably sourced seafood through the development of a blockchain based traceability platform.

An important aspect of this endeavor is SEA2SEE's commitment to involve all stakeholders from the seafood value chain in a traceability tools co-creation process. Therefore, an essential milestone the project achieved was the developed Stakeholders' Engagement Strategy. Besides addressing interactions mainly with stakeholders identified at the beginning of the value chain, it is the stepping stone to the strategic end-consumer engagement outline, which we expect to release before the end of summer. Linked to it, is the conducted survey for identifying consumers' barriers to sustainable seafood consumption which received more than 300 responses. Survey results' analysis is underway. Technical partners were busy travelling to the demo sites' locations and met with our local colleagues to get better understanding for each particular use case scenario and relevant requirements in terms of data input to the blockchain platform. We also concluded the collective intelligence methodology trainings, laying the grounds for the successful launch of SEA2SEE participatory workshops with stakeholders.

We look forward to the coming months when we will again gather in person at the 3rd SEA2SEE management meeting in Dijon. Before that, you can meet us at Aquaculture Europe 2023, organized by the European Aquaculture Society in Vienna in

September. For this and many other interesting news and insights from our project, visit our website www.sea2see.eu and follow us on social networks.

Carlos Mazorra, SEA2SEE Coordinator, R&D and Innovation Director of Smartwater Planet SL



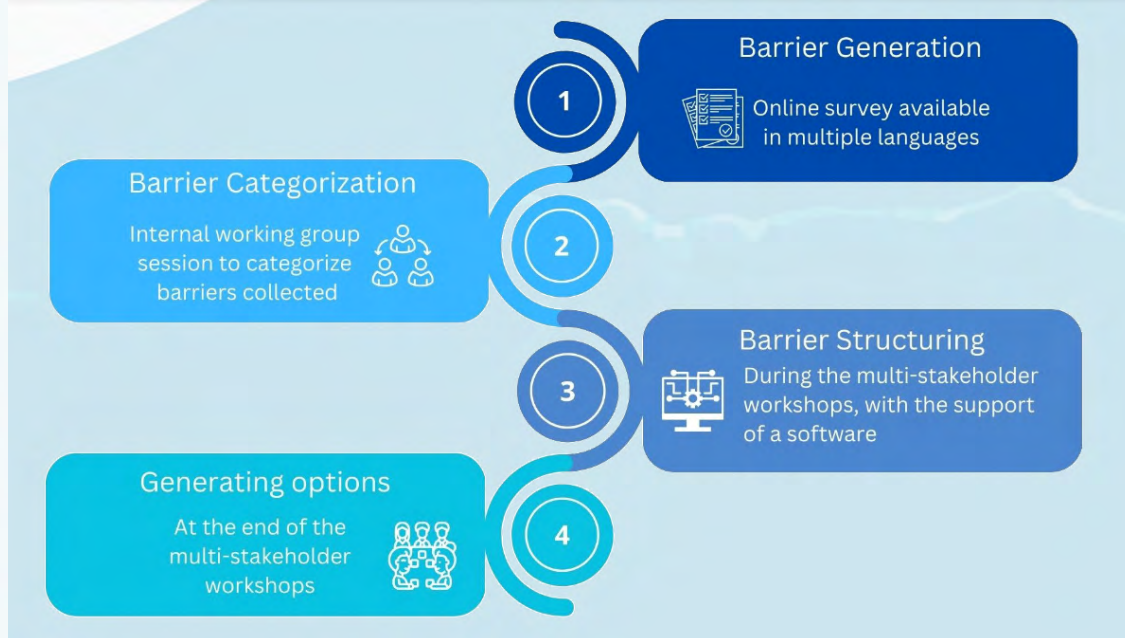
WHAT WE HAVE BEEN UP TO

Collective Intelligence trainings led by SUBMON

The partners of the SEA2SEE Consortium apply the Collective Intelligence (CI) methodology to involve target group(s) in active, direct participation to attempt at closing value-action gaps in order to bring about a more seafood-literate population. CI is a barrier and value structuring methodology, and entails a process of critical learning and reflection followed by action and more critical understanding that enables mobilization, design and development 'with' people rather than on their behalf.

Active participation in defining the barriers to change and potential solutions is more empowering because it reflects values important to the individual and increases their sense of control over the process.

The Collective Intelligence method takes participants through four stages: Barrier Generation, Barrier Categorization, Barrier Structuring and Generating Options.



Stages of Collective Intelligence methodology

SUBMON, the leader of WP2 “Consumer engagement, co-creation and behavior change” conducted a series of trainings by providing the tools and resources on the Collective Intelligence Methodology to partners in France, Portugal and Greece so they can skillfully apply them in the follow-on multi-stakeholder participatory workshops.



CI training in Portugal



CI training in Greece

[Continue reading](#)

SEA2SEE SURVEY



To facilitate the identification of barriers to responsible seafood purchasing and consumption behavior, SEA2SEE launched an open survey to collect opinions and thoughts about certain attitudes from the consumers' perspective! The survey was uploaded to the EUSURVEY platform and SEA2SEE website, with links to its version in six languages. More than 300 responses were submitted.

The results of the survey will help pave the way for [awareness](#) actions to promote the purchasing and consumption of sustainable, captured or farmed, seafood while increasing European consumers' trust in seafood products.

If you share our passion for sustainability and interest in addressing seafood

traceability challenges, visit our [website](#) and see how to [get involved](#).

Participatory Workshops in promoting digital traceability and sustainable seafood

Participatory workshops play a crucial role in promoting actual changes in people's mindset and behavior by fostering collaboration, knowledge exchange, and informed decision-making among stakeholders. They also provide a platform for diverse actors, including fishers, scientists, industry, policymakers, and consumers, to come together, share perspectives, and collectively address challenges.

The first multi-stakeholder workshop took place in Barcelona, soon followed by similar events in Athens, Lisbon and Paris.



The result of these Collective Intelligence participatory workshops is the creation of a structural map of barriers, highlighting the primary areas of needed action in order to achieve a paradigm shift in the way we consume and value seafood products.



Take a detailed look at the [Portuguese case](#).

Engaging with different stakeholder actors and experts in the seafood sector was exciting. We are working hard on collating the findings from both the survey and workshops and feed them into a comprehensive consumer engagement strategy.

SEA2SEE HACKATHON CHALLENGE



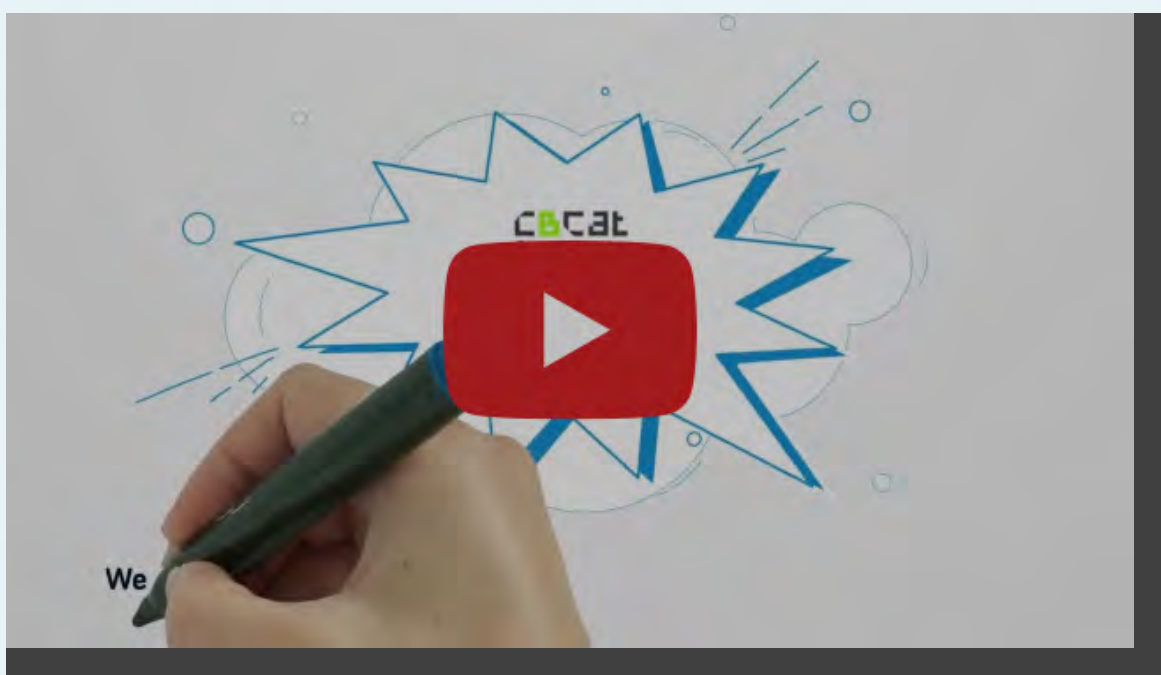
**Imagine a world where
end-to-end seafood
traceability is possible
and accessible to
everyone**

We are thrilled to announce the [SEA2SEE Hackathon](#), which is being organized in partnership with CBCat's BlockchainxODS project. The goal of their program is to encourage the adoption of blockchain technology in real-life projects by promoting a collaborative approach to supporting the Sustainable Development Goals.

The title of the Hackathon is “Develop a complementary tool based on blockchain technology and designed to assist consumers in making informed and responsible decisions when purchasing seafood.” It is open to students and professionals interested in the topic and the formation of multidisciplinary teams is highly encouraged.

Application submission is open until July 15th.

Find out more about registration, timeline and prizes [here](#) or watch the informational video:



DEFINING DATA PARAMETERS FOR THE SEA2SEE DEMO SITES USE CASES

CCMAR hosting SEA2SEE partners in Portugal



In May, the Centre of Marine Sciences of the University of Algarve (CCMAR-UALG) had the pleasure to host project partners ANP|WWF, SmartWater, Tilkal and PageUp for a two-day targeted discussion on data parameters for the blockchain-based traceability platform required in particular for the octopus pots and traps fishery case study in Portugal.

Read the [full story](#) and enjoy more photos of this productive event.

NAYS and Smartwater Planet first preparatory meeting for the launch of the fish farm value chain technology demonstration in Peloponnese



In the beginning of May, NAYS team led by Ioanna Argyrou, and representatives from the Greek demonstration pilot site in Peloponnese, hosted SEA2SEE project's coordinator Carlos Mazorra and his colleague Gonzalo Perez for a joint meeting where the group was familiarized with Smartwater's cloud technology and the preliminary set of activities required for the preparation of pilot sites demonstrations.

The meeting was the first exposure of the Greek pilot site owners to Smartwater Cloud management program used to store, analyze and visualize data from their pilot site, and subsequently record it in the blockchain-based solution. They completed their registration on the cloud platform and started using it on a selected number of cages situated on the site they operate in Trachili, Peloponnese. NAYS maintains regular contact with the pilot site owners and monitors the data sharing activities.

[Continue reading](#)

UPCOMING MANAGEMENT MEETING IN DIJON, FRANCE



Image source : <https://planetofhotels.com/guide>

The second management meeting of SEA2SEE took place in March online. We discussed the progress of the project until month 9, presented on achieved stakeholder engagement strategy milestones and outlined the required next steps in the traceability technologies development as well as activities related to the communication and dissemination of the project.

We are all looking forward to our next meeting in October, which will be hosted by PAGE UP in Dijon, France. Follow SAE2SEE on social networks to be tuned in with our latest goings on and report on the meeting's outcomes.

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”. The two projects developed a Joint Action Plan and agreed to conducting future collaborative activities with the aim to maximize efficiency and impact through their synergy.

Other goals of this joint initiative are to avoid overlapping or duplication of effort, share good practices and overcome common obstacles.

SEA2SEE and sister FishEUTrust Project side by side in

"Boosting consumer trust in seafood"

The two projects with the common goal of increasing consumers' trust in farmed and fresh seafood through improved product traceability along the value chain were featured in Eurofish Magazine. Click on the image to go to page 53 and read the article.

[PROJECTS]

Eurofish participation in projects

Boosting consumer trust in seafood

Eurofish is a member of a consortium that has won a project that will develop, among other outputs, ways to guarantee seafood product safety, quality, and traceability. The purpose is to counter a certain scepticism among some consumers about fresh and farmed seafood.

FishEUTrust, as the project is known, will establish five Co-creation Living Labs in the Mediterranean Basin, the North Sea and the Atlantic Sea. These will enable innovation and process validation and demonstrate the project's supply chain solutions. Examples of supply-chain innovation include creating sustainable business models, protecting cultural and culinary heritage, short food supply chains, exploiting under-used fish species, and innovative engagement activities to stimulate positive consumer behaviour. The project will also develop tools to maximize trust by guaranteeing the quality, safety, and traceability of seafood products based on smart control systems (sensors), metagenomics, genetic biomarkers, isotopic techniques, and labelling/product passport/blockchain). These tools will be integrated into a single digital FishEUTrust data platform. The project started in June 2022 and will end May 2026. The project involves 22 partners from 14 EU countries, and is coordinated by

Institut Jozef Stefan, Slovenia. As leader of Work Package 3, Eurofish's role is to develop novel business models to increase trust and efficiency in the seafood supply chains. More information about the project can be found at: <https://fisheutrust.org/>

Within the same call, the European Commission also awarded a "sister project", SEA2SEE. This project will use modern technology to reassure consumers about the sustainability of the seafood they eat. 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. The 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. This to increase trust and social acceptance of sustainably



Partners in the FishEUTrust project will develop tools to guarantee the quality, safety, and traceability of seafood.

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 SEA2SEE

project started in July 2022 and will end June 2026. The project involves 14 partners from six EU countries, and is coordinated by Smartwater Planet SL, Spain. More information about the project can be found at: <http://www.sea2see.eu/>

For more information regarding the FishEUTrust project, contact: Prof. Dr. Nives Ogrinc, Jozef Stefan Institute, Ljubljana, Slovenia. +386 1 588 53 87, info-fisheutrust@ijs.si

For more information regarding Sea2See project, contact: Dr. Carlos Mazorra de Quero, Director of Innovation and R&D Smartwater Planet, S.L., Madrid, Spain. +34 618810499, contact@sea2see.eu





This fall, in September, SEA2SEE and FishEUTrust are making an appearance at the Aquaculture Europe 2023 conference with a joint oral presentation by the two projects' coordinators, highlighting the areas of cooperation and knowledge exchange. What is more, the project's objectives and preliminary results will be promoted along with two more EU projects, SAFE and EUMOFA, at a shared stand at the trade fair premises.

This year's motto of Aquaculture Europe 2023 is "Balanced diversity in aquaculture development".

See more about the program and registration [here](#).

Events SEA2SEE have attended

Gastronomic Forum in Barcelona

Our partner SUBMON has attended the Gastronomic Forum in Barcelona. What impressions did they share:

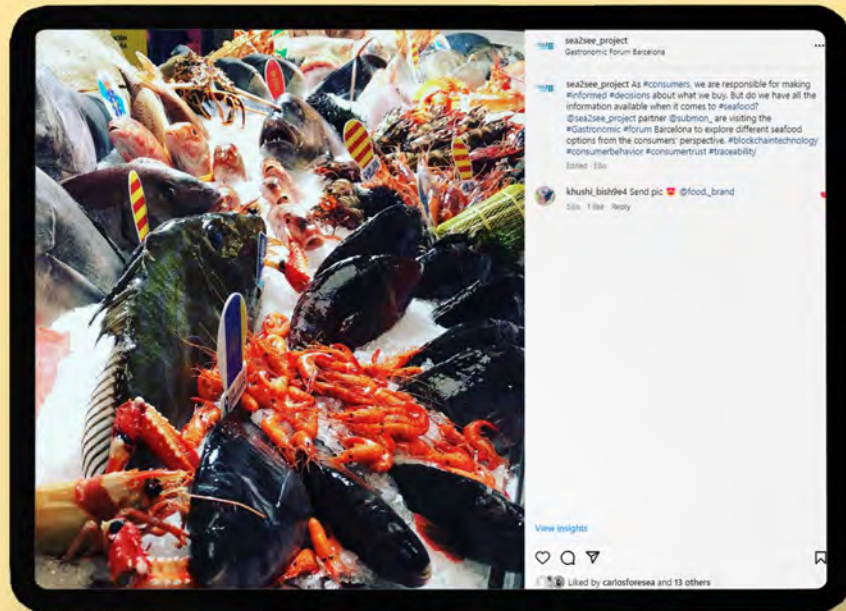
"In gastronomy, diversity is the main course: seafood is present, but innovation in traceability from production to consumers still needs to be a value-added to the product's branding. Traceability systems can inform us about the different steps in the value chain as a guarantee of transparency from the sea to the fork."



The SEA2SEE Project is challenging but an excellent opportunity to collaborate in improving sustainability and transparency in seafood consumption.

There is still a long way to go, but it is the way to go for a healthy ocean. As consumers, we need to be able to make informed decisions on our purchase: within this framework, we visited yesterday the Gastronomic Forum Barcelona to explore different seafood options from the consumers' perspective”.

We also posted about it on [Instagram](#). Follow SEA2SEE for more visual stories.



SEA2SEE Instagram post

Seafood EXPO GLOBAL

The 29th edition of the seafood expo took place in April in Barcelona and gathered together industry experts who shared insights into latest trends in the world of seafood. We enjoyed seeing that many of the discussed topics revolved around the areas SEA2SEE is working in, that is traceability, transparency and sustainability, for empowering consumers make informed decisions when it comes to their seafood as well as paving the way for the long-term viability of the sector.

Cristina Pita, principal researcher of the Centre for environmental and marine studies of the University of Aveiro, Portugal (CESAM-UAVR) and leader of [SEA2SEE Project](#)'s work package dealing with [seafood](#) value chain stakeholder engagement took part as a speaker in the [Seafood Expo Global/Seafood Processing Global](#) 2023 Conference.

Her talk entitled *“Retailers procurement of small-scale fisheries products: challenges and ways forward”* was part of the “Social Responsibility and Alignment with SDG14b: How Can Companies Meet Human Rights Challenges Whilst Ensuring Social Equity for Small-Scale Fisheries” Session.



“ Retailers procurement of small-scale fisheries products: challenges and ways forward ”

presentation by **Cristina Pita**, Principal Researcher, **Centre for Environmental and Marine Studies (CESAM)**, University of Aveiro (Portugal)

Seafood Expo Global 2023 Conference
Barcelona, Spain



Apr 26 2023



10:45 AM - 11:45 AM EDT

A stop over in Paris – Change NOW

SEA2SEE project was promoted this May by partner Tilkal at Change NOW - the largest event of solutions for the planet, with 1000 concrete actions showcased, 400 speakers and 120 countries represented.

It was an amazing opportunity to join forces with the most impactful change makers tackling our planet's biggest challenges!

And also, to explain how the project contributes to stemming the seafood supply chain opacity challenge with its innovative blockchain-based traceability platform designed to increase trust, transparency and traceability of the European seafood sector.



changeNOW

OCEAN
& WATER



YouTube CHANNEL LAUNCH

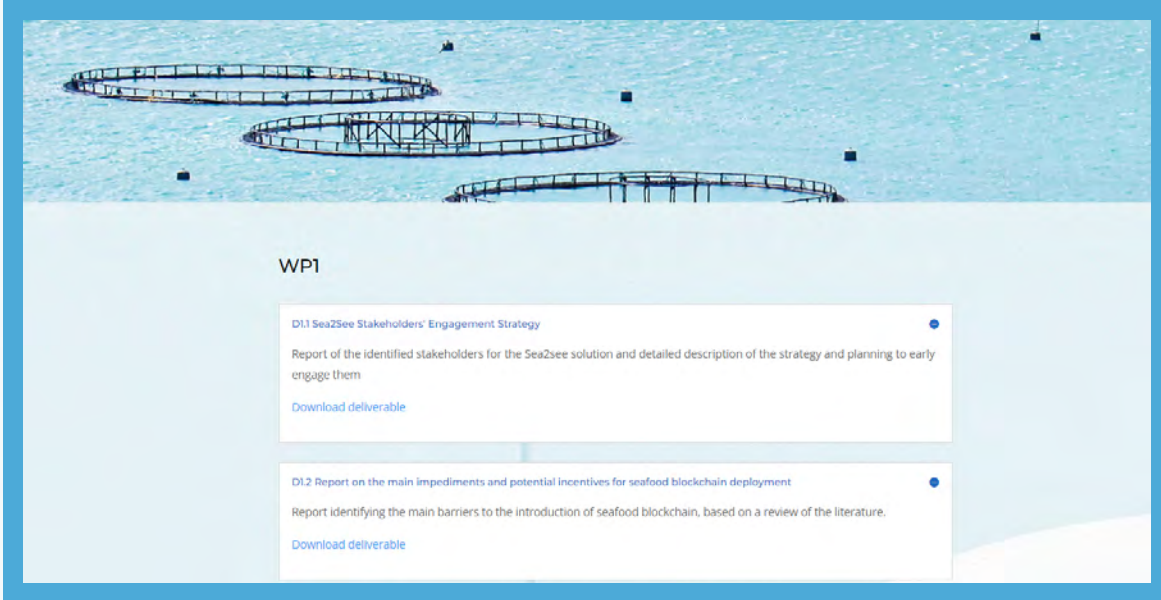
Sea2See Channel



It is with great excitement that we launched our own **SEA2SEE project's YouTube channel**. We already published short videos of our Who's Who campaign, in which partners share their motivation for joining the project and the mission it supports. Look for the handle @SEA2SEEHEProject or click on [subscribe](#) and be onboard with all the interesting stuff we are going to publish there. One of them, the project's video, which is about to be released very soon.

WHAT'S NEW ON THE WEBSITE

RESULTS – PUBLISHED DELIVERABLES



SEA2SEE website is designed as the project's main public interface where we share work progress, findings and achievements. One novelty is the recently added list of SEA2SEE deliverables – formal documents partners committed to produce as part of our contractual obligation with the European Commission. The list is ordered by work package activities and all public deliverables will be available for download.

You can already enjoy reading

D1.1. SEA2SEE Stakeholders' Engagement Strategy

D1.2. Report on the main impediments and potential incentives for seafood blockchain deployment

RESOURCES

RESOURCES is a newly added section under [Media](#), which shelters infographics, animations and other helpful materials we produce to better explain the underpinning concept of SEA2SEE - blockchain technology for seafood traceability – and its importance for the wellbeing of our economies and society.

Make sure you swing by to take a look at our [SEAFOOD TRACEABILITY INFOGRAPHIC](#)

We must only consume seafood from sustainable sources in order to safeguard the ocean.

65%

Sustainable production claims should be clearly labeled and independently verified.

71%

<https://www.msc.org/media-centre/press-releases/press-release/seafood-consumers-put-sustainability-before-price-and-brand>

Do you share our passion for sustainable ocean conservation, seafood sector digital transformation and consumer empowerment through co-creating transparency across the seafood value chain?

Great!

[Subscribe](#) to SEA2SEE Project's newsletter and get inspired for making sustainable seafood in Europe more visible.

Sea2See
Newsletter

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