Innovative Blockchain Traceability Technology and Stakeholders' Engagement Strategy for Boosting Sustainable Seafood Visibility, Social Acceptance and Consumption in Europe

SEA2SEE is a European project aiming to make actors with sustainable seafood practices more visible to consumers thus giving them a competitive advantage.

It fills 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 caught and farmed seafood.

With its technological solutions, the project answers the need for a valuable source of data, collected across the whole seafood value chain and verified by diverse groups of stakeholders.

A strong focus of the project is to get the interested parties engaged and to empower consumers through the implementation of societal and sectoral strategies for co-creation and awareness raising.

The scalability and replicability of SEA2SEE new developments will be validated in fisheries and aquaculture case studies in Portugal, Greece and Spain.