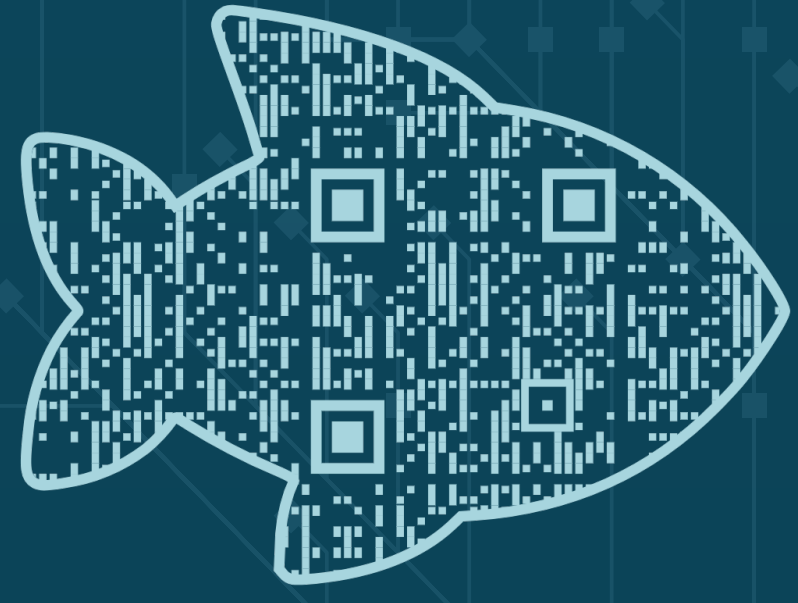




SEA2SEE in a "clamshell"

Improve traceability of the seafood value chain through blockchain technology and foster stakeholders engagement to promote seafood literacy and responsible consumption.

Scan the QR code and visit our website:



Identifying barriers

Research has suggested that consumers have the potential to make a paradigm shift towards sustainable purchasing and consumption practices, when resources and tools are available to them. For this reason, it was crucial to explore and analyse the knowledge gaps and respective challenges faced by consumers in identifying and consuming sustainable seafood.

To understand the main challenges consumers faced in choosing sustainable seafood, we implemented a Collective Intelligence Process (CI) to identify barriers to responsible seafood consumption. The CI is a barriers and value structuring methodology that involves critical learning, reflection, and action to enable co-creation with people.

Our approach began with a comprehensive survey designed to uncover common barriers to responsible seafood consumption and product acceptance across Europe. Following this initial phase, we engaged in a co-creative and participatory process to categorise and structure these barriers. Through this collaborative effort, we identified nine critical areas of concern that consistently hinder responsible seafood consumption and product acceptance across various countries.

Empowering Young Minds: Hacking for solutions to enhance responsible seafood consumption

Maggioni, T., Zorrilla-Pujana, J., Agustí, C., Thevenard, A., Coupa, Q., Duriez, A., Gaïde, S. juanitazorrilla@submon.org



The Hackathon

Based on the CI results, stakeholders formulated several measures to tackle the identified barriers. One of the initial and most significant actions was the Hackathon, in collaboration with the Centre Blockchain de Catalunya (CBCat). This event addressed traceability issues and communication with consumers, identified as significant obstacles to responsible seafood consumption.

Aligned with the SEA2SEE project's mission to contribute to Sustainable Development Goal (SDG) 14 - Life Below Water, we proposed this Challenge:

"Develop a complementary tool based on blockchain technology, designed to assist consumers in making informed and responsible decisions when purchasing seafood."

The Hackathon brought together four teams comprising 34 participants from diverse European countries and backgrounds. A key focus was encouraging collaboration across various disciplines to ensure a comprehensive approach and multiple solutions to the challenge.



Dissemination flyer for the SEA2SEE Hackathon challenge, in collaboration with the CBCat.



Awarding ceremony and winners

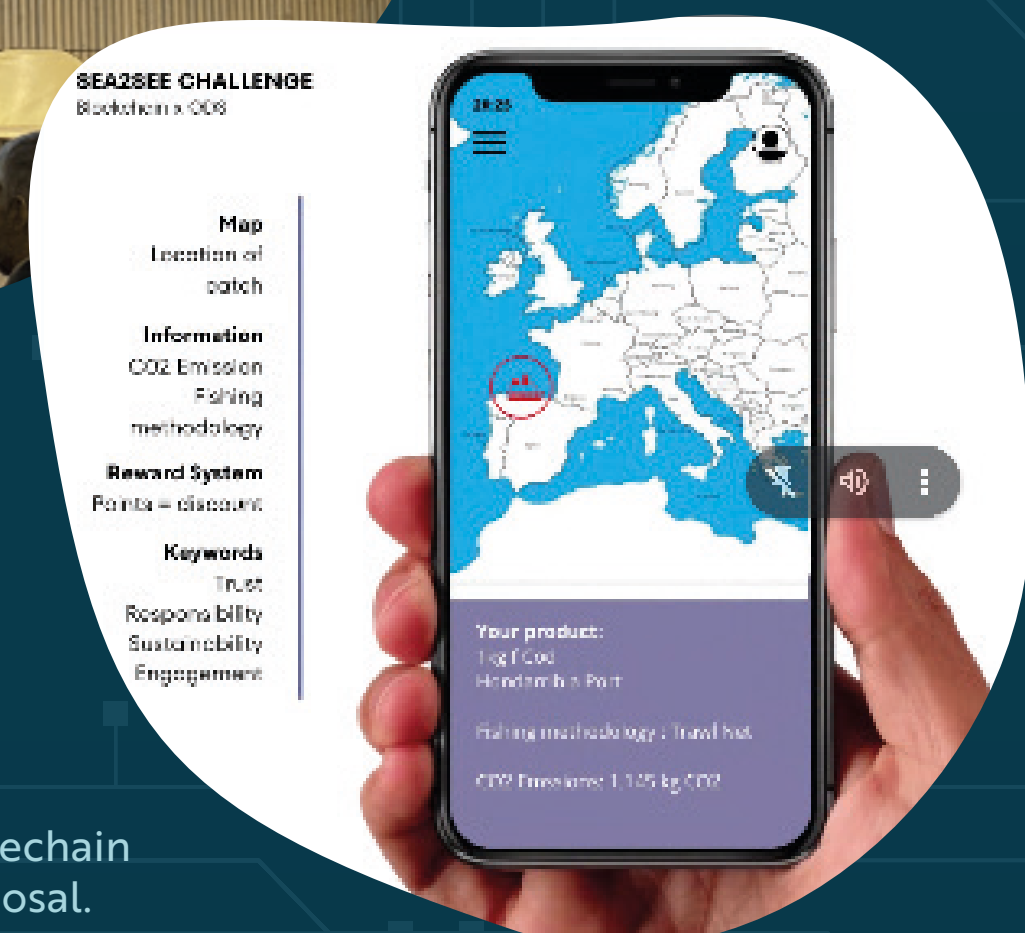
The awarding ceremony was part of the "Inspirat X Digitalitzar-te" in Barcelona, aimed to inspire professionals and keep them informed about the latest trends in digital transformation. The event also provided a platform for connecting professionals with innovation, marketing, and creativity experts.

The winning solution:

The winning team, known as the Bluechain, was led by students Katia Ortega Haro from Pompeu Fabra University and Laura Martín Ortega from the University of Girona. Their proposal, SEATRACE, showcases how consumers can identify seafood products' origin, treatment, and overall quality before purchasing, integrating blockchain technology. Additionally, the tool aims to measure the impact on consumer behaviour, and it is designed with scalability in mind to expand beyond specific regions or markets.

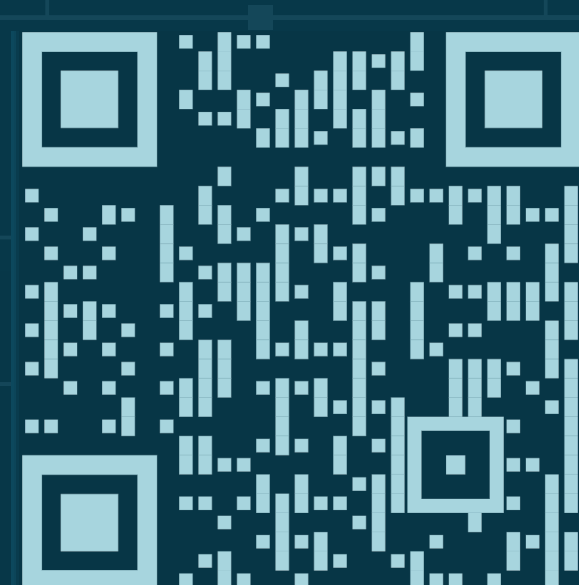


The Bluechain team during the awarding ceremony.



An example of the Bluechain team application proposal.

MOOC:



The next step for the SEA2SEE project regarding consumer engagement will be a Massive Open Online Course (MOOC) to educate consumers and stakeholders about responsible consumption and sustainable production practices in the seafood industry.

You can enrol for the course scanning the QR code.



Next steps

The next important step is incorporating the teams' innovative ideas into the SEA2SEE blockchain platform, advancing the project's mission of promoting responsible seafood consumption and improving the engagement with creators, young generations and consumers in a co-creative way of looking for solutions to nowadays challenges.