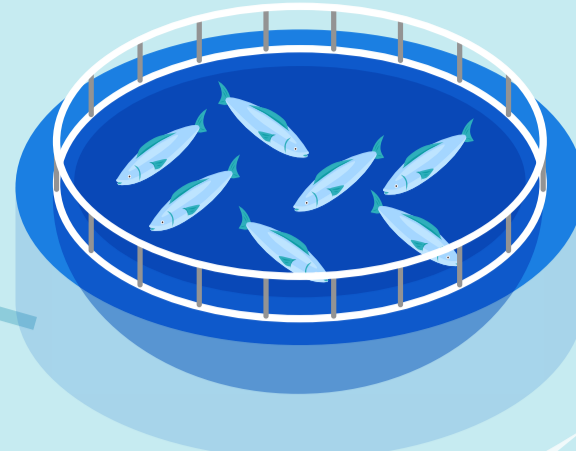


# SEA2SEE

## a snapshot

### THE PROJECT

SEA2SEE emerges to fill in existing seafood traceability gaps to help you answer the question "where my seafood comes from?"



### WHY

To significantly increase trust, transparency and traceability of the European Seafood sector throughout the value chain

To give actors with sustainable seafood practices a competitive advantage by making them more visible

To foster multi-stakeholder dialogue and set the basis for social innovation, while raising awareness about the benefits of seafood



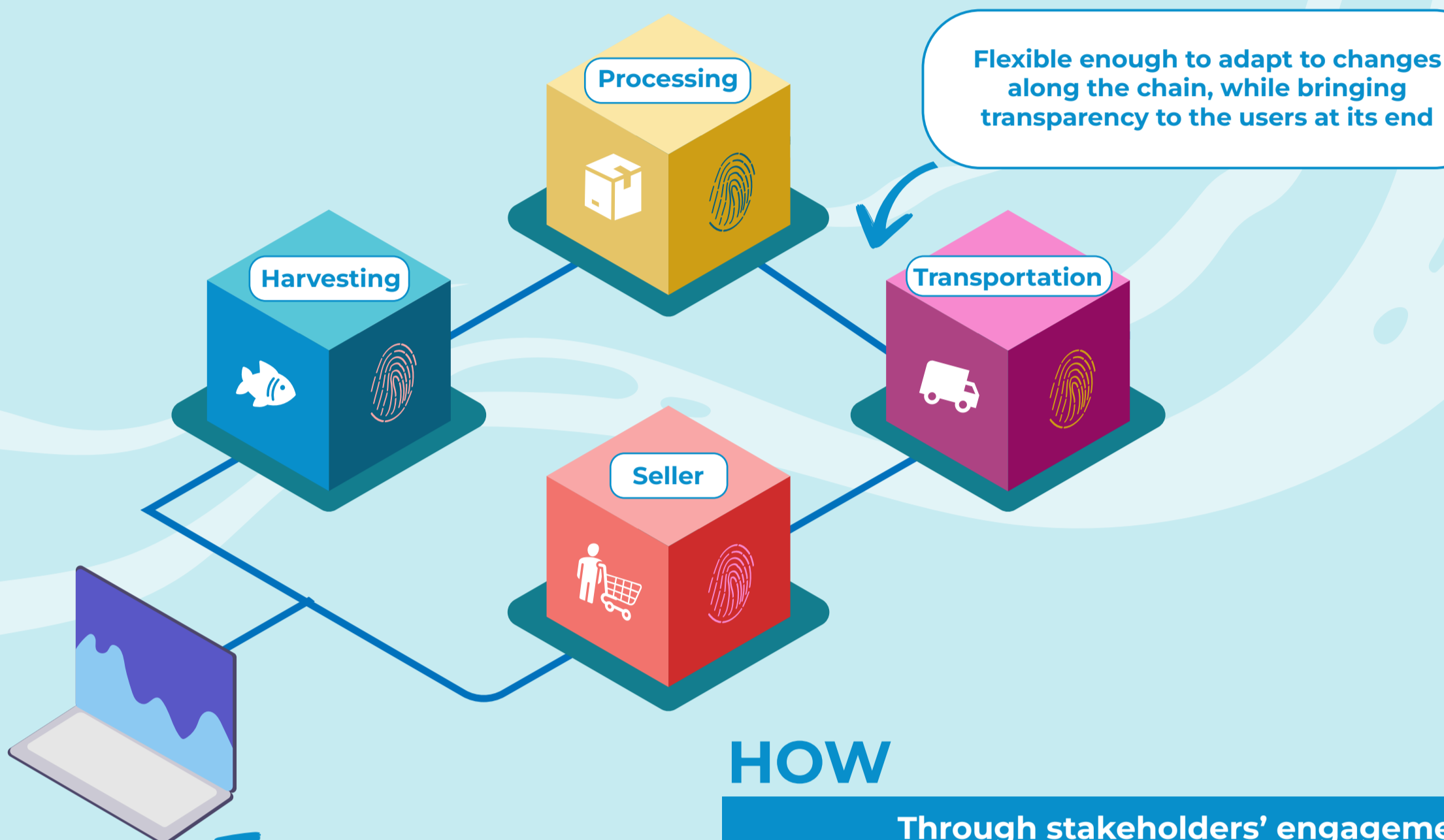
### HOW

Through the development of innovative technological:

End-to-end blockchain based platform

Professional and consumer friendly consumer applications

A cloud-based, AI powered solution, tailored to the European seafood industry



A valuable source of data, collected across the whole seafood value chain and verified by diverse groups of stakeholders.

### HOW

Through stakeholders' engagement strategies for boosting sustainable seafood visibility, social acceptance and consumption in Europe

Enhanced seafood literacy for informed purchasing decisions and responsible consumption

Empower citizens by implementing societal and sectoral strategies for the traceability tool co-creation

Engage consumers in providing trustworthy traceability information through participatory demonstrations of the use of web-based and digital tools.



## 5 CASE STUDIES

Demonstrate the real-world impact of the innovative technology

Real life data used for each of the involved value chains

Focus on scalability and market uptake



#### FISHERY

Octopus (*Octopus vulgaris*)



#### AQUACULTURE

Rainbow trout (*Oncorhynchus mykiss*)



#### AQUACULTURE

Sea bream (*Sparus aurata*)  
Sea Bass (*Dicentrarchus labrax*)



#### AQUACULTURE

Meagre (*Argyrosomus regius*)



#### THIRD COUNTRY IMPORT

Tuna from capture fisheries from Ecuador and Peru



SEA2SEE - Reshaping the seafood landscape with **technological solutions** answering the need for

Valuable source of collected data

Verified inputs from diverse groups of stakeholders



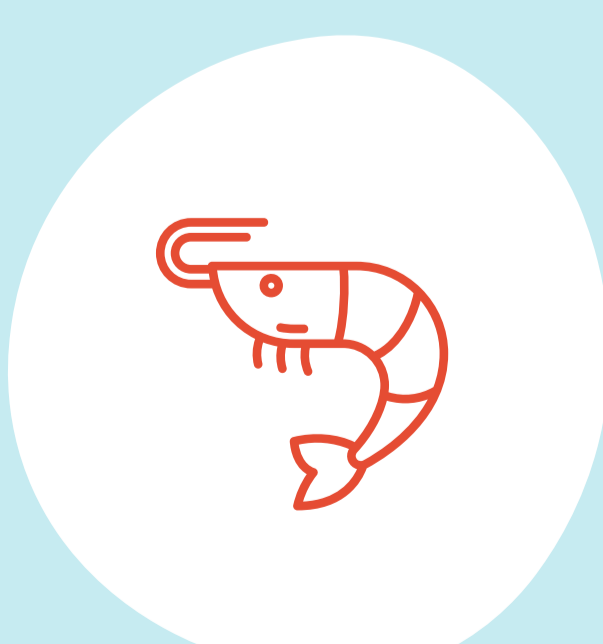
Responsible seafood practices leading the way to



Healthier oceans



Empowered consumers



Resilient global food system



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