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SEA2SEE NEWSLETTER

VOL.7
2025

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

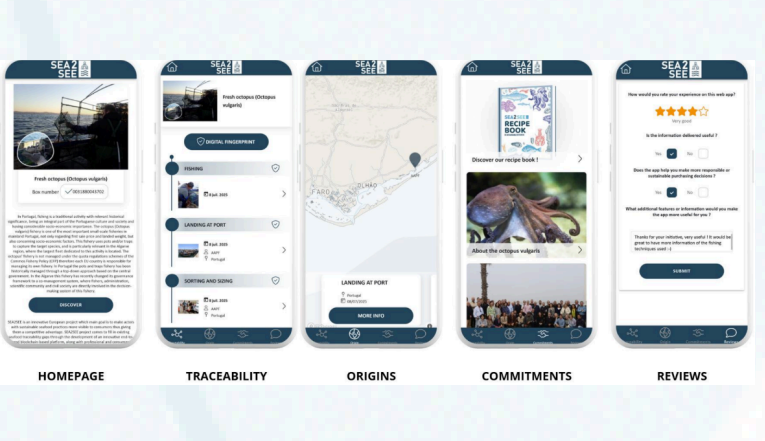
With the year coming to a close, SEA2SEE celebrates progress and shapes what's coming next

Advanced technological solutions fostering **transparency, trust and sustainability** in seafood practices across value chain
SEA2SEE
Traceability Platform

As 2025 draws to an end, SEA2SEE project partners stand at a pivotal moment - one defined by significant progress, valuable reflection and persevering commitment to delivering high-impact results for a transparent and trustworthy seafood sector in Europe. The year marked a major milestone for the project with the second review meeting, where our work across scientific, technological and societal dimensions was examined in depth. The positive feedback confirmed what we, as a consortium, have observed throughout the past months: SEA2SEE is advancing steadily, achieving its technological and scientific objectives on time, while establishing stronger bonds for a seafood literate community.

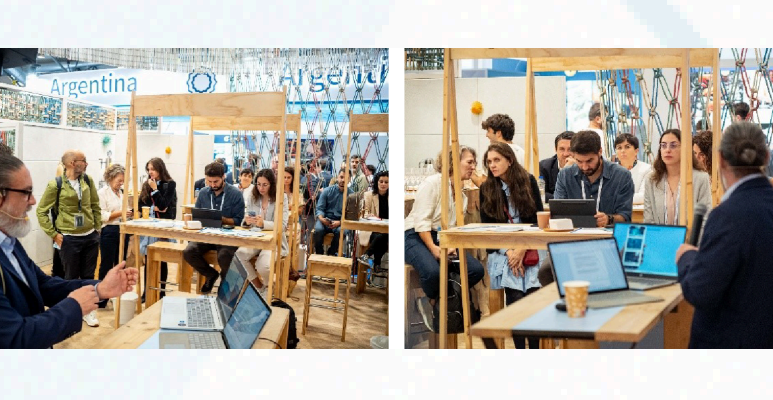
One of our greatest achievements for the period in review is the consolidation of our **five demonstration case studies**, which have become powerful engines for learning and innovation. From aquaculture sites in Greece, Spain and Portugal to the unique dynamics of small-scale fisheries in Algarve, these real-world environments are where SEA2SEE technologies have been tested, adapted and shaped into tailored solutions ready for practical market adoption. The data gathered across the supply chains of each of the project's use cases proves invaluable, offering authentic insights into barriers, opportunities and the day-to-day realities of seafood production, distribution and traceability.

The project's **technological ecosystem** has advanced considerably. Our blockchain-enabled traceability platform, cloud-based aquaculture management software, data integration tools, professional and consumer apps are now in place and continuously refined. Together, they offer a comprehensive and agile framework for capturing, verifying and sharing information seamlessly across stakeholders. Most importantly, the tools have been designed with usability and interoperability in mind – characteristics determining their relevance long after the project concludes.



Beyond technology, SEA2SEE has invested profoundly in **awareness, education and engagement**. Initiatives such as the Massive Open Online Course (MOOC), consumer-facing campaigns, school outreach and culinary heritage activities have strengthened the dialogue with people around sustainable seafood. It is a wake-up reminder that digital tools alone cannot transform a sector - people, perceptions, attitudes, choices and cultural habits matter just as much. This multidimensional approach has been recognized as one of the project's greatest strengths.

As we look ahead, we are also embracing opportunities for **strategic engagement with the industry**. The past year has underscored the importance of refining our long-term exploitation pathways - ensuring that our tools have clear business value, strong competitive positioning and a realistic path towards scale. We are highlighting the links between stakeholder needs, technological capabilities and market uptake potential. We are also deepening our focus on sustained cooperation across the seafood value chain, recognizing that transparency thrives when data flows responsibly, securely, consistently and with shared benefits.



With six months left until the project's conclusion in June 2026, the final phase will be one of **integrated and accelerated efforts**. We will continue to test, optimize and align our tools with real-world practices and demand, while preparing the ground for post-project adoption of our results. The project's final event is now on the horizon as an opportunity to bring industry, policymakers, researchers and communities together to experience firsthand the solutions and knowledge SEA2SEE has created.

As this year comes to a close, we extend our gratitude to all partners, contributors, followers and friends for their unwavering support and dedication to seafood sustainability and SEA2SEE mission. The progress achieved has been remarkable, and the way ahead looks promising. By working together with resolve and creativity, we are ensuring that SEA2SEE's impact will extend far beyond the lifespan of the project - supporting a future where seafood traceability and ocean resources resilience is achieved and celebrated across Europe.

Enjoy the read!

WHAT WE HAVE BEEN UP TO

THE THIRD EDITION OF SEA2SEE MOOC IS HERE

MOOC 3 is here!
LET'S GO! ENROLL TODAY!

SEA2SEE Project's free Online Open Course is back to help you navigate the sea-to-plate journey of seafood

Enroll in the 3rd edition of the ***SEA2SEE Open Online Course on Seafood Literacy and Value Chain*** - more inspiring, more practical and more relevant than ever.

What's new in this edition?

- *Deep dives into responsible seafood consumption and traceability*
- *Real-world success stories from across the seafood value chain*
- *Fresh modules on seafood literacy - empowering you to make informed, sustainable choices*

Join learners, professionals and seafood enthusiasts and become part of the change towards a transparent and **sustainable seafood** sector.

Find all novelties and the registration link on the dedicated page on SEA2SEE website.

7th Consortium Meeting in Vigo, Spain

SEA2SEE 7th Consortium Meeting
Watch on YouTube

The one before last management meeting of SEA2SEE consortium was held in Vigo, Spain on 8 – 9 November. Hosted by ANFACO-CECOPESCA, the gathering marked a clear shift towards setting the stage for the final months of the project, with an emphasis on next steps, demonstration activities and exploitation of the SEA2SEE results.

This time, partners didn't focus that much on progress reporting but dedicated more time to steering efforts towards the final phase, tackling delays with specific recovery actions in order to complete demonstrations and pending deliverables.

Read more

Tracing Seafood Stories: Lessons from Three Small-Scale Fisheries Initiatives

©Cristina Pita

Traceability is rapidly becoming a defining element in the future of small-scale fisheries, offering a way to connect seafood with its origin, the people behind the catch and the journey from sea to plate. In recent months, the University of Aveiro team has explored inspiring initiatives from around the world, examining how small-scale fishers implement traceability, brand their products and navigate market access. Their findings reveal both the challenges, often linked to limited resources and infrastructure, and the significant opportunities traceability can unlock, from fairer markets to stronger consumer trust.

In this edition, we share a snapshot of these insights and invite you to read the full article on our website to discover the three case examples and what they mean for the future of small-scale fisheries.

SEA2SEE Traceability Platform demonstrated for the artisanal octopus fishery use case

It all begins on the Octopus fishers' boat – in the Algarve, Portugal.

Watch the video

Transforming seafood traceability - from harvest to plate!

The latest video we released is showcasing the **SEA2SEE** Seafood Traceability Platform in action, featuring the small-scale octopus fishery use case from Fuzeta, Algarve (Portugal).

The innovative, blockchain-based platform enables end-to-end traceability across the seafood value chain - from small-scale fishers to consumers' tables. By simply scanning a QR code, professionals and consumers can access verified data about where, how and when seafood was caught and processed.

What you get:

- Transparent and verifiable product data
- Compliance with EU traceability regulations
- Empowered consumers making informed, sustainable choices
- Support for artisanal fisheries and ocean health

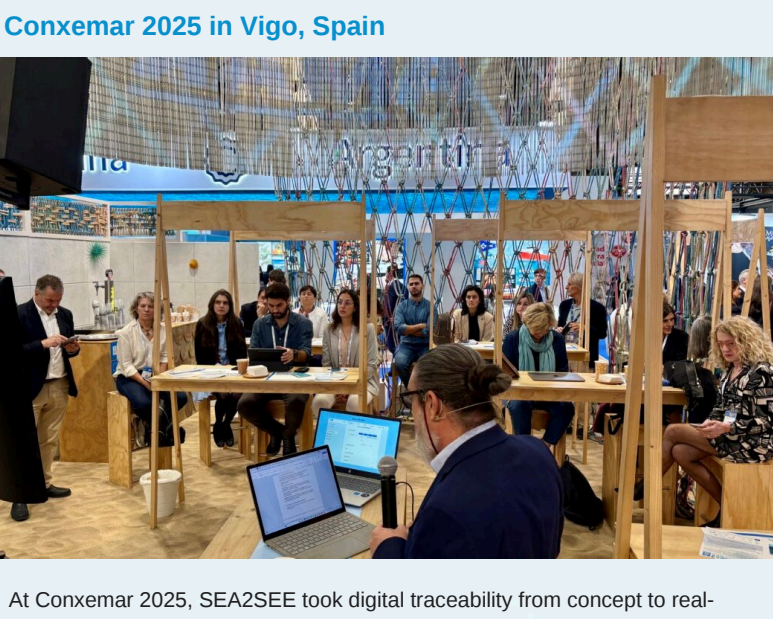
By choosing the Algarve octopus, we support responsible seafood practices, local communities and a more transparent, sustainable future for our oceans.

The video was developed by **Page Up - Groupe Ubi Solutions**, in cooperation with other project partners. It is a true example of how innovation and scientific research help to strengthen the sustainability of the sector.

The video was played for the first time during the SEA2SEE demonstration event at CONXEMAR 2025 - the biggest trade show for frozen and processed seafood products in the world, held in Vigo, Spain

Subscribe to SEA2SEE YouTube channel to never miss a thing of the interesting video material we produce.

SEA2SEE Showcases Digital Traceability Solutions at Conxemar 2025 in Vigo, Spain



At Conxemar 2025, SEA2SEE took digital traceability from concept to real-world demonstration - offering seafood professionals, distributors and decision-makers a first-hand look at how blockchain-powered traceability developed within the project can transform the sector. Over two days, attendees visiting the ANFACO-CYTMA booth and the Xunta de Galicia stand explored our platform in action: a seamless system for verified, end-to-end traceability, delivering real-time data from catch to plate. As interest from industry actors underscored, there is a strong appetite for practical, trustworthy tools that bring transparency, regulatory compliance and consumer confidence together.

Read the full article and find more photos on our website to see how SEA2SEE is helping pave the way toward a more sustainable, technology-driven future.

Get a feel of the emotions during the event with the short video we made specifically for YouTube.

Innovation and Tradition interlaced at the Gastronomic Forum Barcelona 2025

GASTRONOMIC
FORUM · BARCELONA
3 - 5 Novembre 2025
Recinte Montjuïc - Barcelona

The Gastronomic Forum Barcelona once again brought together chefs, producers, innovators and food enthusiasts to celebrate the rich heritage of Catalan cuisine - and to reflect on how tradition and innovation can shape the future of sustainable gastronomy. This year, "tradition" was one of the Forum's central themes, reminding us that culinary roots are not a relic of the past but a living heritage that continues to guide how we cook, eat and live.

During the opening day, SEA2SEE partner **SUBMON** attended inspiring sessions exploring *fishing as a tradition* and surf-and-turf showcookings that highlighted the deep connection between territory, seasonality and the people behind our food. Catalan cuisine is built on the pantry - where local, seasonal ingredients define the rhythm of the kitchen and strengthen relationships with producers who understand nature's timing long before the season officially begins.

From these deep roots, innovation naturally grows. The Forum emphasised the need to create pathways from primary sources to the final consumer, inspiring younger generations toward more responsible and sustainable ways of producing and enjoying what the land and sea provide.

On the final day, speakers returned to the idea that protecting landscape is protecting identity. Creativity, family, history, territory – elements that came together to form a cuisine stemming from who we are and where we come from. Dishes like *escudella*, rooted in community and seasonality, symbolise how recovering flavour and tradition also means reclaiming the value of cooking at home and transmitting knowledge across generations.

Seafood took a prominent role in this conversation, with calls to diversify the species we consume and highlight often underappreciated ones, such as **ray**, showcased in the traditional recipe *cim i tomba*. Embracing lesser-known species helps reduce pressure on popular stocks while celebrating the full breadth of our marine heritage. It is here that sustainability, tradition and innovation align most naturally.

Consumers, too, play a key role. Through clear labelling and better information, we can support local, seasonal seafood and make more responsible choices. In many countries, product origin is far more visible, strengthening the link between producers and consumers. There is room to grow in this direction to build a more transparent food culture - one that connects land and sea with honesty and respect.

But the responsibility does not rest with consumers alone. Producers also carry an essential part of the narrative:

☑ explaining what they do
☑ sharing their processes
☑ being transparent at every step of the value chain

Only through this openness can we avoid vague or misleading messages and foster a more informed, equitable and honest relationships across the entire gastronomic chain.

Ultimately, preserving landscape and tradition means honouring identity while also inspiring new ways of cooking and living. At the Gastronomic Forum Barcelona, this message resonated strongly: when heritage and innovation work together, they create a cuisine that respects its environment, values its people and looks confidently towards the future.

DISSEMINATION WITH ACADEMIA

WWF Portugal presented SEA2SEE initiatives at the Second National Ocean Literacy Conference, Lisbon

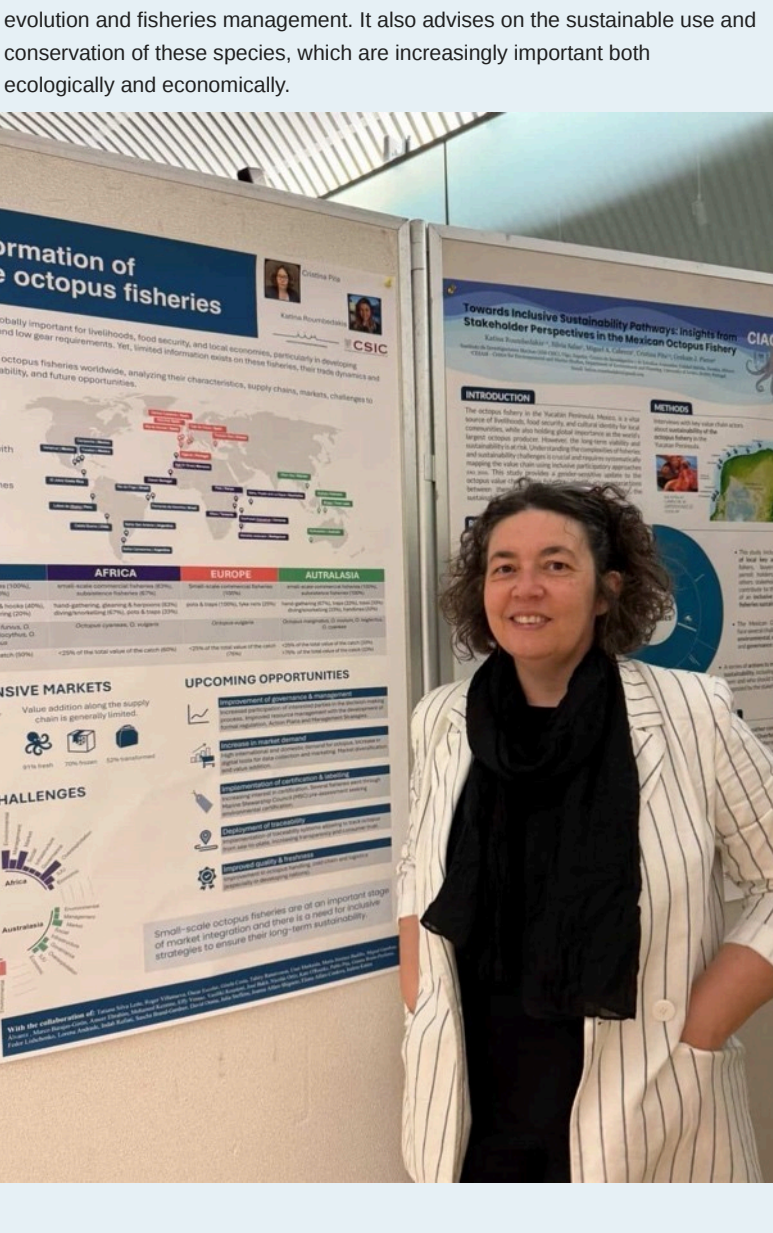
2ª CONFERÊNCIA NACIONAL DE LITERACIA DO OCEANO
7-8 NOVEMBRO 2025

On November 8, SEA2SEE partner Rita Sá, WWF Portugal's Oceans and Fisheries Coordinator, took part in the roundtable Ocean Literacy and Citizenship & Activism, moderated by WWF Portugal's Education Coordinator Cátia Nunes. During the event which was hedl at the Pavilhão do Conhecimento – Centro Ciência Viva in Lisbon, Rita shared their experience with the SEA2SEE project, where they've been working on topics such as responsible consumption and seafood traceability, always aiming to bring people closer to the ocean.

Continue reading

SEA2SEE at the CIAC 2025 conference

SEA2SEE partner and leader of seafood value-chain stakeholder engagement activities Cristina Pita participated in the **Cephalopod International Advisory Council (CIAC) 2025** conference, 25 Oct – 1 Nov 2025 in Okinawa, Japan. **CIAC** is a global scientific organization in existence since 1983 which aims to promote and coordinate research on **cephalopods** – including octopuses, squids, cuttlefish and nautiluses. It fosters international collaboration among scientists studying cephalopod biology, ecology, behavior, evolution and fisheries management. It also advises on the sustainable use and conservation of these species, which are increasingly important both ecologically and economically.



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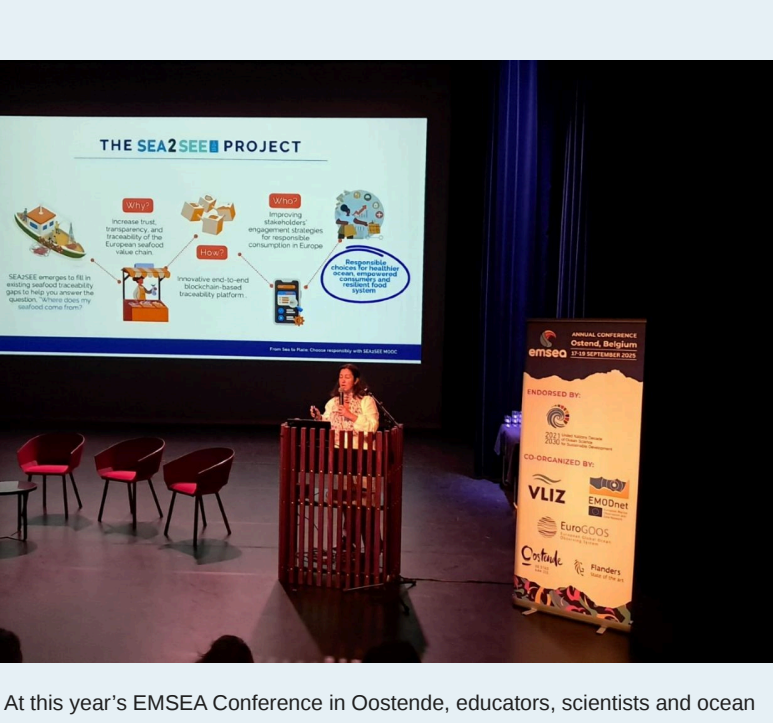
SUBMON presents SEA2SEE results at the European Marine Science Educators' Association conference in Belgium



At this year's EMSEA Conference in Oostende, educators, scientists and ocean advocates gathered to explore how ocean culture can act as a guiding light for society - much like a lighthouse that illuminates both danger and possibility. Our consumer engagement lead, Juanita Zorrilla from SUBMON contributed to this vibrant exchange by presenting SEA2SEE's work on enhancing public understanding of seafood through its massive open online course (MOOC), a tool designed to connect everyday food choices with the people, ecosystems and practices behind them.

The conference became a place where ideas, tools and experiences flowed as naturally as conversations shared over Belgian seashell-shaped chocolates, highlighting how education and creativity can strengthen our relationship with the ocean. The insights and connections built in Oostende continue to inspire SEA2SEE's mission, reminding us that knowledge, when shared, becomes the guiding light to more responsible behavior and fosters lasting commitment to marine conservation.

Read more

In addition to partners disseminating SEA2SEE's impressive achievements at conferences and scientific events, we proudly share the first scientific article derived from ANFACO-CECOPESCA's analysis of the nutritional qualities of the Algarve octopus.

Comprehensive Characterization of the Algarve Octopus, Octopus vulgaris: Nutritional Aspects and Quality Indexes of Lipids

SEA2SEE IN THE MEDIA

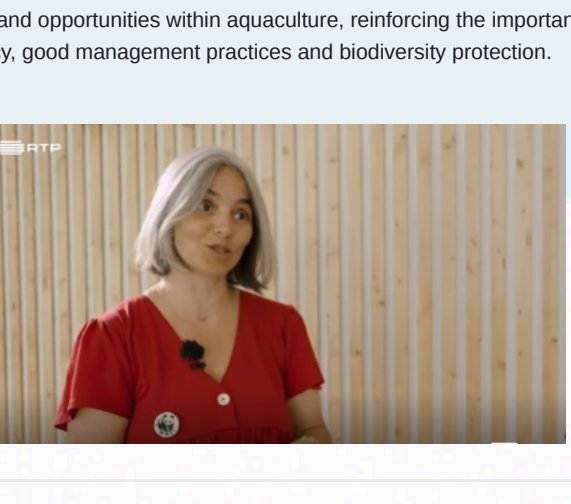
Sharing Our Vision for Transparent and Sustainable Seafood

CARLOS MAZORRA
SMARWATER PLANET

SEA2SEE continues gaining visibility across European media, with two recent features highlighting the project's growing impact on digital traceability and sustainable seafood. During CONXEMAR 2025 presentation of the project's traceability platform at Xunta de Galicia stand, Project Coordinator **Carlos Mazorra** discussed how end-to-end digital transparency can strengthen trust and collaboration across the seafood value chain in an interview for *Vivir o Mar* of Televisión de Galicia. His interview offered a clear look at how SEA2SEE is contributing to a more reliable and connected seafood system.

🎥 Watch the interview

Meanwhile, **WWF Portugal** showcased SEA2SEE in *Biosfera*, the renowned RTP program, in an episode dedicated to aquaculture – an increasingly important sector in meeting Europe's protein needs. The feature explored how SEA2SEE supports responsible aquaculture by promoting full traceability from production to consumption, while empowering citizens to make more sustainable seafood choices. The episode also highlighted the broader challenges and opportunities within aquaculture, reinforcing the importance of transparency, good management practices and biodiversity protection.



📺 Watch the episode

Together, these TV media appearances reflect SEA2SEE's expanding role in informing the public, engaging key stakeholders and advancing a future where seafood is produced, managed and consumed with greater responsibility and trust.

NETWORKING FOR CAPACITY BUILDING

SEA2SEE – a proud founding member of the EU Cluster for Food Traceability and Trust

A milestone in consumer confidence

Launched in 2024, the **EU Cluster for Food Traceability and Trust** unites over a dozen Horizon Europe projects, including **SEA2SEE**, **ALLIANCE**, **THEROS**, and **WATSON**, around a shared goal: to revolutionize food traceability and trust across Europe.

The cluster, of which SEA2SEE is one of the founding members, fosters collaboration, interoperability, and knowledge sharing, enabling projects to develop digital tools like blockchain, IoT sensors, and smart registries that strengthen supply chain transparency. Its mission is to combat food fraud, ensure product authenticity and boost consumer confidence, while aligning innovations with EU policies and sustainability goals.

Read more

SEA2SEE Joins the EU's Food Detectives in Brussels to Advance Trust and Transparency

Earlier this month, SEA2SEE was honored to participate in the Final Event of the WATSON Project, titled "Beating Fraud & Building Trust with Europe's Food Detectives," held in Brussels and broadcast live by Euronews. The event brought together researchers, policy experts, technology innovators and food integrity specialists to explore how cutting-edge science is helping protect European consumers from food fraud — and how transparency can shape the future of the agri-food sector.

Hosted by Euronews science correspondent Jeremy Wilks, the program offered a dynamic mix of live technology demonstrations, tastings of high-quality European products, and insights from leading experts as well as policymakers. It also offered a behind-the-scenes look at the methods featured in the popular Euronews series The Food Detectives, showcasing the tools and innovations that help verify authenticity and safeguard the integrity of the food reaching European tables.

As part of the EU Cluster for Food Traceability and Trust, SEA2SEE joined sister projects TITAN, CUES, and ALLIANCE in a dedicated panel session exploring the future of digital transparency across value chains. Representing SEA2SEE, Carlos Mazorra presented how the project is strengthening trust in seafood markets through an integrated blockchain-enabled traceability system that enhances accountability from the moment seafood is harvested to the moment it reaches the consumer. He further highlighted the unique challenges of seafood — one of the most globally traded and fraud-prone commodities — and demonstrated how SEA2SEE is creating practical, scalable solutions that contribute to a safer and more transparent food system.

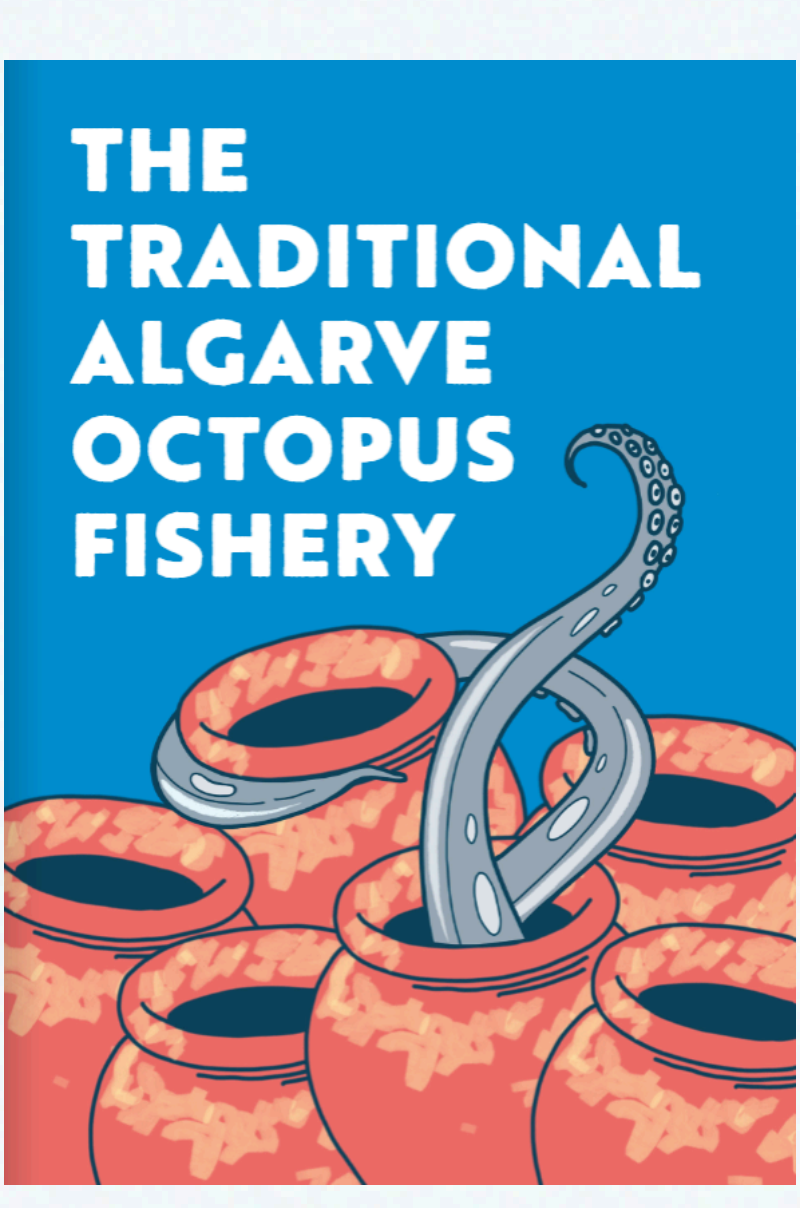
The discussion underscored the importance of collaboration within the EU cluster, as projects across agriculture and food increasingly align around shared goals: fighting fraud, improving data integrity, empowering consumers and building resilient supply chains. Participants also enjoyed a tasting session featuring emblematic European foods — a fitting reminder of what is at stake when working to protect authenticity and quality.

SEA2SEE is proud to contribute to this collective effort and to continue building bridges with fellow initiatives working towards trustworthy food systems.

🎥 Watch the full event recording

Discovering the Octopus of the Algarve: A Tasty Journey Through Tradition

To close this edition on a delicious note, we invite you to dive into our newly released, super cool e-book celebrating one of the Algarve's most iconic culinary treasures: **the octopus**. This beautifully illustrated publication takes you beyond the plate and into the heart of a coastal tradition where fishing, culture, family tradition and local pride come together. From the traps used by fishers in small harbors to the stories passed down through generations, and finally to the recipes that fill kitchens with unmistakable aromas, the e-book offers a warm and authentic portrait of how the octopus shapes daily life in the region. Whether you're passionate about seafood, curious about coastal heritage or simply in search of your next culinary inspiration, this is a delightful journey worth savoring.


THE TRADITIONAL ALGARVE OCTOPUS FISHERY

📖 Explore the book

Are you passionate about sustainable ocean conservation, digital transformation in the seafood sector, and empowering consumers by co-creating transparency throughout the seafood value chain?

Forward the SEA2SEE project's newsletter to friends and colleagues to inspire people and spread the message of sustainable seafood in the EU.

SEA2SEE is social. Let's stay in touch!

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