



SUCCESS

Strategic Use of Competitiveness towards Consolidating the Economic Sustainability of the European Seafood sector

WHAT IS SUCCESS ?

SUCCESS is a European research project financed for 3 years (2015-2018). It is part of the H2020 Strategy, which is the EU Research and Innovation Programme for the period 2014-2020. H2020 puts the emphasis on three core themes : excellence science, industrial leadership and societal challenges. It aims to raise the level of excellence in Europe's science base, encourage important achievements, discoveries and "world-firsts" by taking great ideas from the lab to the market.

SUCCESS addresses topic BG-10-2014 of the H2020 Strategy: Consolidating the economic sustainability and competitiveness of European fisheries and aquaculture sectors to reap the potential of seafood markets. This project is included in the Blue Growth Strategy, defined by the European Commission as "a long term strategy to support sustainable growth in the marine and maritime sectors as a whole" (COM(2014) 254/2). The marine supplies have a great potential for innovation and growth and the maritime contribution is going to achieve the goals of the Europe 2020 Strategy for smart, sustainable and inclusive growth.



SUCCESS brings together an integrated team of scientists from all fields of fisheries and aquaculture science with industry partners and key stakeholders to work on solutions, which shall improve the competitiveness of the European fisheries and aquaculture sector.

The supply-side of seafood markets is limited from both fisheries and aquaculture. At the same time demand for seafood products and inputs for aquaculture (e.g. feed and ingredients) is increasing. In a globalized economy, the conjunction of these two trends should generate high opportunities for any seafood production activity. However, both fisheries and aquaculture companies are facing key challenges, which currently prevent them from reaping the full benefits of seafood markets expansion, and even question their sustainability. As a whole, the EU fisheries and aquaculture sectors remains too often at low levels of profitability and sustainability.

The SUCCESS project will examine two strategies to identify opportunities for growth, jobs and innovation in the European fisheries and aquaculture sectors:

- introducing different kinds of technical and organizational innovations ;

- motivate removal of competitiveness barriers (policies and regulations) in different steps of the supply chain.

For both strategies developments on world markets as well as consumer preferences and awareness will be analyzed.

SUCCESS explores the different sectors along the value chain from fisheries and aquaculture producers via processing companies, wholesalers, retailers to direct marketing to mobile fishmongers and restaurants. Their potential for improvements in competitiveness through e.g. product innovations, sustainability measures, labeling schemes, and local vs. global supply scenarios will be studied. These analyses also include long-term predictions about the viability of certain production systems and will be considered in specific case studies on e.g. short high value supply chains, mussel production, shrimp fisheries, whitefish, traditional pond aquaculture and new aquaculture production systems.



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GET IN TOUCH

Website :

<http://www.success-h2020.eu/>



Coming soon

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SUCCESS Partners

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IFREMER - France
Haskoli Islands - Iceland
LEI Wageningen - Netherlands
University of Cantabria - Spain
Thuenen Institut - Germany
Nisea - Italy
Markmar EHF - Iceland
ATEITH - Greece
NMFRI - Poland
Fishor Consulting Ltd - UK
University of Palermo - Italy
LUKE - Finland
Iceland seafood Int. - Iceland
Pêcheurs de Manche et d'Atlantique - France
Ducamar - Spain
Rodecan - Spain
Frigorificos Ortiz SA - Spain
KILIC - Turkey
Fish-Pass - France
WeMake - France
CTAQUA - Spain
AMPPA - Spain
Fischverband (BVF) - Germany

CO-CREATION WITH VALUE CHAIN STAKEHOLDERS



SUCCESS is also approaching value chain stakeholders for co-creation activities. To this end, a platform will be set up to encourage in participatory manner, interactions between the partners and the stakeholders. The purpose is to guarantee that the different actors involved in the seafood value chain systems (e.g. representatives of the industry supply chains, consumers, NGOs, EU administrations, etc...) participate in the process to shape the results of the project in a manner that fits their needs and requirements .

An inventory of stakeholders is currently being carried out under the supervision of Mr Sigurdur Bogason. As a second step, a survey will soon be proposed to the stakeholders to identify their needs and demands. Involvement will enable you to be on top of the latest analysis and research developments and to deliver insights to the partners.

In the meantime, if you have any questions regarding the platform and your contributing to the project, please contact us at success@univ-brest.fr .

NEWS AND UPCOMING EVENTS

SUCCESS'S KICK-OFF MEETING IN HAMBURG

The kick-off meeting took place at the Thünen Institut in Hamburg from May 18th to 21st, gathering all partners for a 4-day workshop.

Discussions on work packages and case studies, methodology, stakeholders involvement and the role of each partner were lead by Prof. Bertrand Le Gallic, coordinator of the project. This marked the actual launch of the project for the 3 years to come.



NEW MEMBERS



Claire Blandel is the Project manager for SUCCESS. Located at the UBO, she is in charge of the financial and administrative aspects of the project, She is the interface between the European Commission and the Coordinator. She develops communication tools and manages the website. She is in charge of the organization of events and meetings.



Guirec Vannier is the project Engineer for SUCCESS. Located at the UBO, he is in charge of supporting the research activities carried out by the Coordinator, the partners and the stakeholders of this project. He takes part in scientific mediation activities (communication, transfer, dissemination,) and he will promote the SUCCESS project during national and international events.

COMING SOON : SUCCESS'S facebook and Twitter accounts ! Stay tuned for more information about the SUCCESS project, the partners, the upcoming events and more !

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