

Co-creation and stakeholder platform in the SUCCESS project:

A tool for facilitating the provision of economic advice

The strategic use of competitiveness towards consolidating the economic sustainability of the European seafood sector

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- SUCCESS will ...**
- Identify the potential sources of improvement for the competitiveness of the European seafood sector (marketing, technology & policy innovations etc.)
 - Create a model based prediction tool to explore variables and drivers that are likely to play an important role
 - Identify opportunities for growth, jobs and innovation in the European fisheries and aquaculture sectors
 - Study the development of innovative products and new markets, innovative measures for sustainable methods of production, as well as new labelling schemes, supply scenarios and alternative marketing
 - A platform will be set up to encourage interactions and co-creation activities between the partners and key 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 administrators, etc.) participate in the process to shape the results of the project
 - Explore the different sectors along the value chain: producers via processing companies, wholesalers, retailers to direct marketing to mobile fishermen and restaurants.
 - Therefore, SUCCESS will provide a more complete and a better understanding of the European value chains and the impact of their structure



Issues that have been identified for consideration

- Strategies for labels, certification schemes etc.
- Regulatory frameworks impact on sector economic viability
- Local vs. global market drivers
- Global vs. specific market niches and value addition potential
- Supply and demand issues
- Market trends and expectancies
- Social awareness, perceptions and trust in the European seafood supply systems
- As a whole, too often companies still operate at low levels of profitability and sustainability. Key challenges currently prevent them from full benefits of the seafood markets expansions



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SUCCESS brings together 24 academic and industrial partners throughout Europe, from Iceland to Turkey and from Finland to Spain. It is composed of a core group of key economist partners, partners covering other areas of expertise, and seafood industry partners, to make sure that all the facets of the issues at stake are appropriately dealt with.