



SUCCESS



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

THE EXPECTED IMPACTS

- Consolidation of the economic sustainability of European fisheries and aquaculture sectors (marine and freshwater).
- Scientific support to fishermen and aquaculture producers to better understand and benefit from the functioning of their markets.
- Availability of tools for production planning and development of novel products and markets, taking into account trends in the local and global seafood value chain and consumers preferences.
- Better understanding of the value chain organisation and of prices cycles, including in particular the 'boom and bust' cycles, and availability of solutions for predicting and avoiding similar situations in the future.
- Boosting the competitiveness of European seafood products by identifying the added value of existing marketing tools and their potential in steering European consumers' choices.

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 : science of excellence, industrial leadership and societal challenges. It aims to raise the level of excellence in Europe, 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. Together they work on solutions, which shall improve the competitiveness of the European fisheries and aquaculture sector.

Today 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, and wholesalers, retailers to direct marketing and 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 will also include long-term predictions about the viability of certain production systems and will be considered through specific case studies (mussel production, shrimp fisheries, whitefish, traditional pond aquaculture and new aquaculture production systems, etc...).

GET IN TOUCH

Website :
www.success-h2020.eu/



Twitter :
[eu_success](https://twitter.com/eu_success)

Youtube channel :
[H2020 SUCCESS](https://www.youtube.com/channel/UC...)

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 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.

The work on stakeholder creation activities is part of WP9 that is lead by partner MarkMar; contact info@markmar.is for information.

Several co-creation events have already been organized with stakeholders, and more are in the planning stages :

- *Challenges and potential solutions to enhance the competitiveness of the fisheries and aquaculture sector in Europe - April 2016, Iceland*
- *Aquaculture Expert Workshop, April 2016, Germany*
- *Competitiveness and Sustainable Sourcing in Europe for fish and seafood - May 2016, Italy*
- *Seafood products in collective restaurants - August 2016, France*



FISH & CHANGES, A SUCCESS DOCUMENTARY

In an objective of communication and dissemination, the SUCCESS project wanted to meet people working in the field of fisheries and aquaculture in Europe and film them "in their reality", to highlight some innovative practices and new ways of fishing in today's Europe.

Caroline RUBENS, filmmaker, shot several short documentaries throughout the first year of the project, in different places of Europe. They are shared on the website through our youtube channel to illustrate some examples of "success stories" in the field of fisheries and aquaculture.

Discover them on our youtube channel :
H2020 SUCCESS

EXTERNAL ADVISORY COMMITTEE

An international External Advisory Committee (EAC) of experts and key private operators from the seafood sector has been established to advise and monitor the research. The EAC comprises experts from different domains covered by SUCCESS, including non-EU experts, that will allow not only for 'external' advise and analysis (e.g. via international benchmarking) but also for cross-fertilisation and dissemination processes.

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