



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

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➔ What is the Horizon 2020 research programme ?

- H2020 is implemented by the European Commission to fund European research and innovation for the period 2014-2020.
- H2020 has three core themes: i) science of excellence, ii) industrial leadership, and iii) societal challenges.
- Encourages important achievements, discoveries and “world-firsts” by taking great ideas “from the lab to the market”.
- SUCCESS is included in the EC Blue Growth Strategy, “a long term strategy to support sustainable growth in the marine and maritime sectors as a whole” (COM(2014) 254/2).
- 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”.

FACT ➔ The European fisheries and aquaculture sectors are facing key challenges, which currently prevent them from reaping the full benefits of the seafood market expansion. As a whole, too often they operate at low levels of profitability and sustainability.

How the project is managed ?

- SUCCESS is coordinated at the **Research Unit – Centre for the law and Economics of the Sea** (UMR Amure) - University of Brest – UBO. Dr Bertrand Le Gallic, Professor in maritime economics is the Coordinator of the SUCCESS project.
- This project brings together an integrated team of scientists from all fields of fisheries and aquaculture science, as well as industry partners and key stakeholders. Together they work on finding solutions which shall improve the competitiveness of the European fisheries and aquaculture sector.

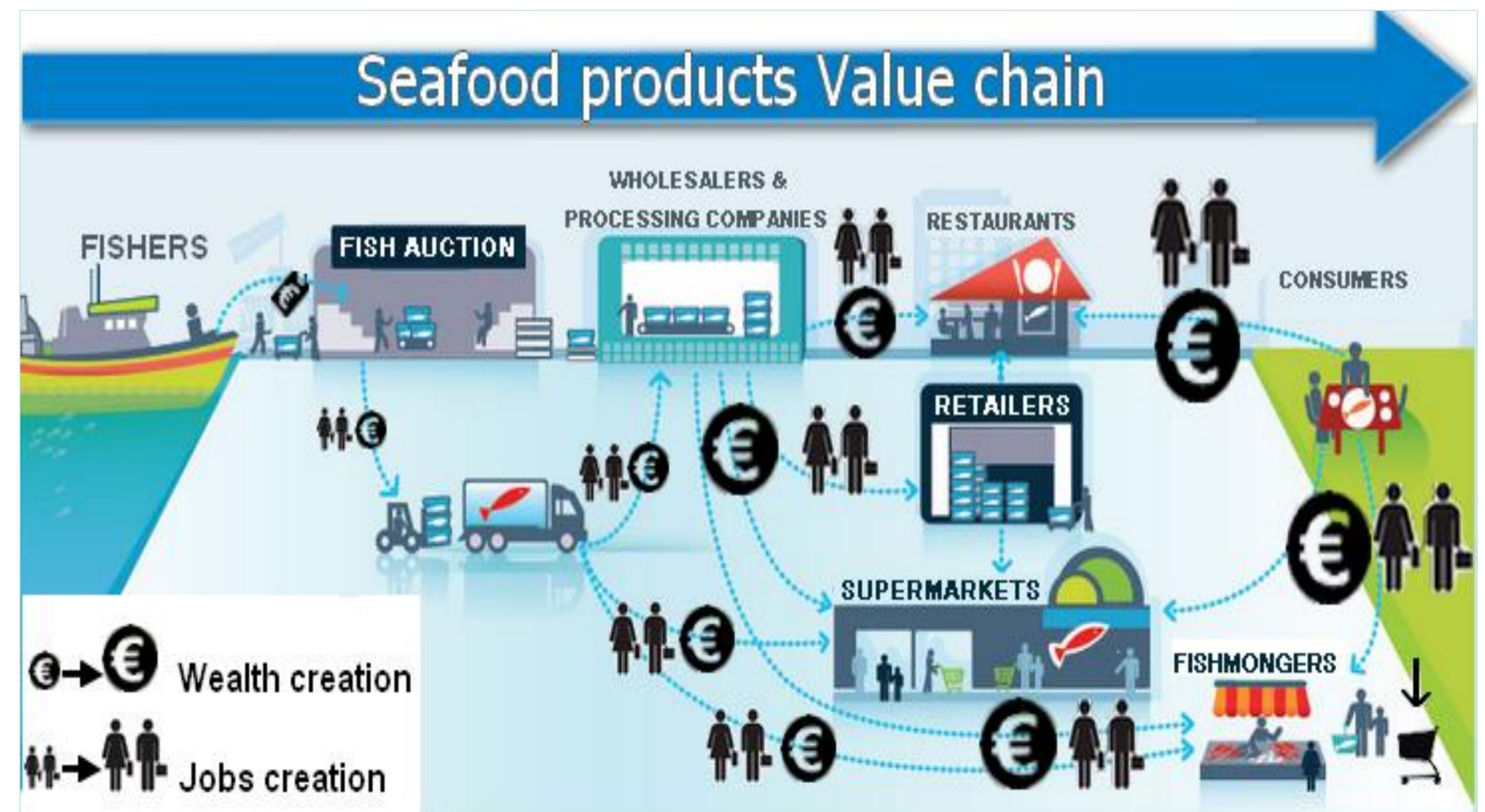
Who are our partners ?

• 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.



What challenges are addressed in SUCCESS ?

- Identify the **potential sources of improvement for the competitiveness** of the European sectors.
- Study the development of **innovative products and new markets, innovative measures sustainable methods** of production, as well as new **labeling schemes, supply scenarios and alternative marketing**.
- Involve key stakeholders to ensure the success of the project.
 - A **platform will be set up** to encourage interactions and co-creation activities 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.
- Therefore, SUCCESS will provide a more complete and a better understanding of the European value chain



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