

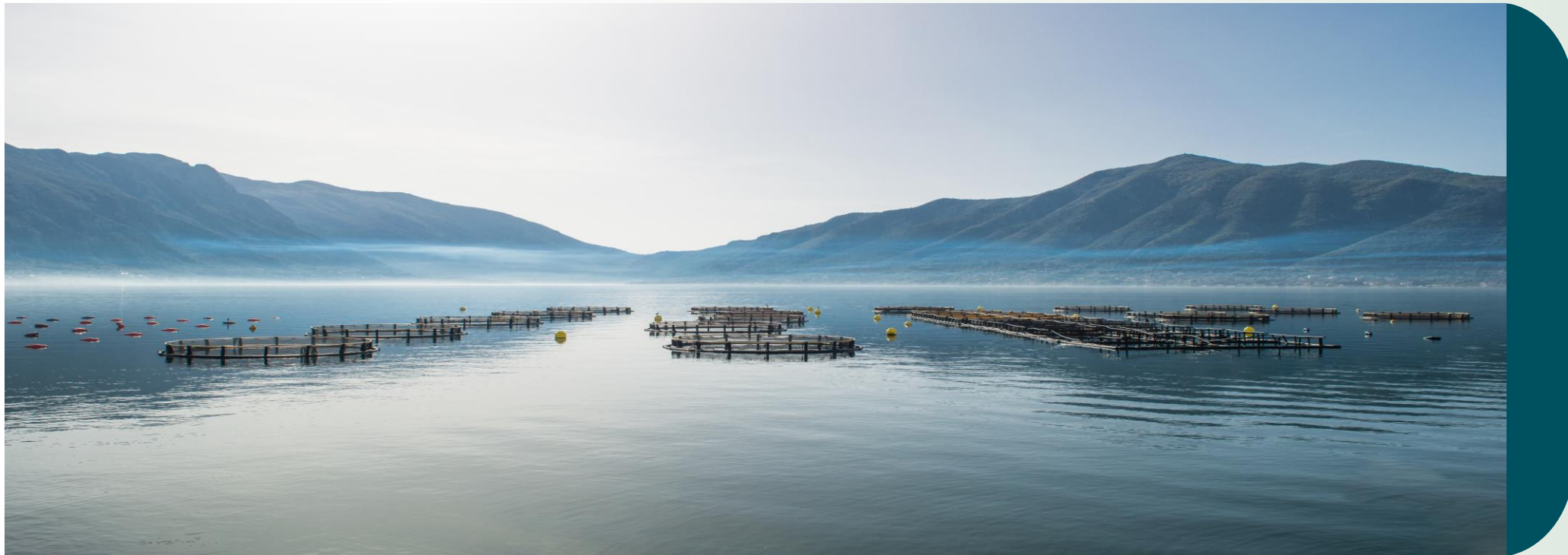


Jožef Stefan Institute

Nives Ogrinc

European integration of new technologies and socio-economic solutions for increasing consumer trust and engagement in seafood products status

Synergy webinar, September 11 2024



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FishEUTrust

European integration of new technologies and socio-economic solutions for increasing consumer trust and engagement in seafood products

Call: HORIZON-CL6-2021-FARM2FORK-01-10: Sea to fork transparency and consumer engagement

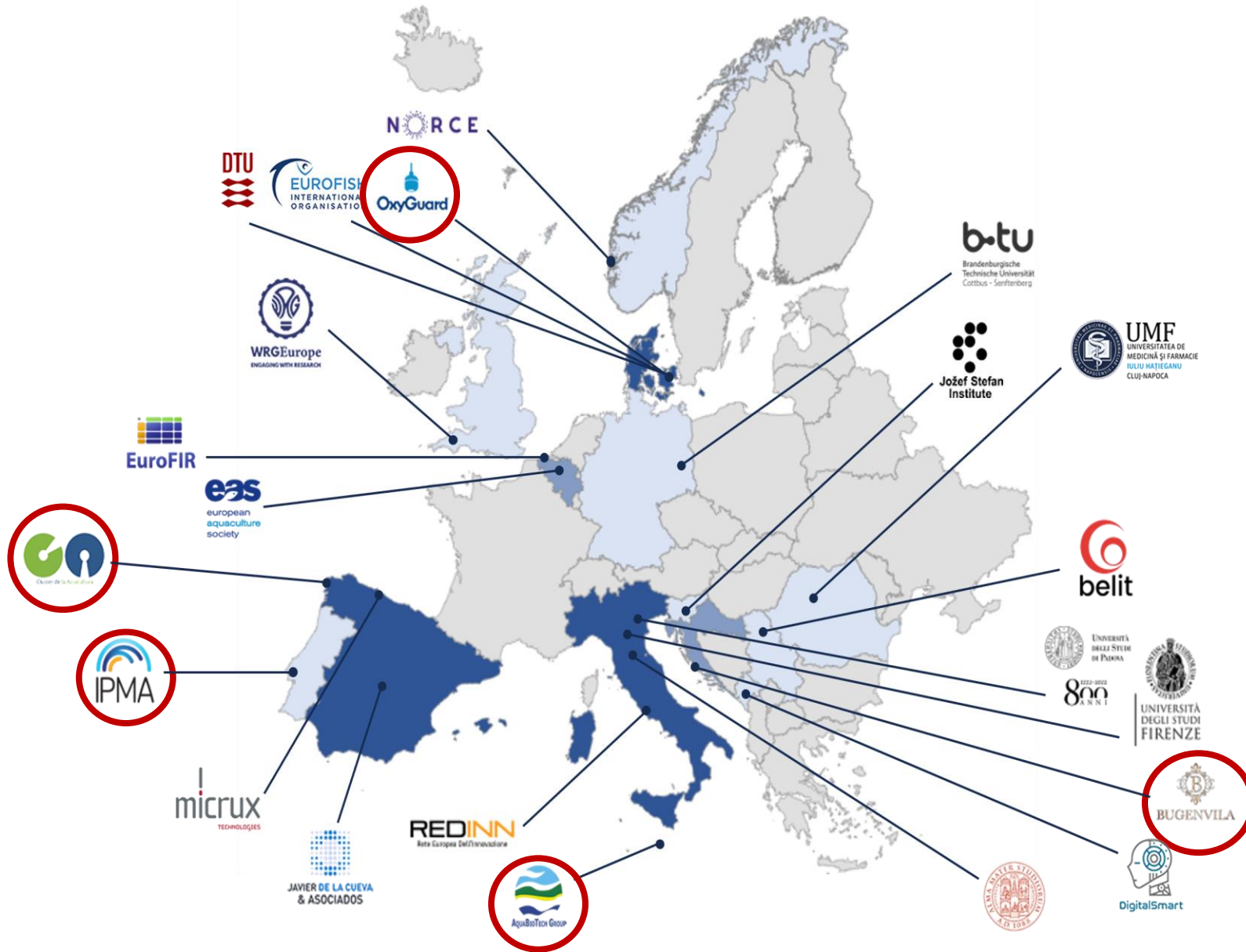
Type: Innovation Action (IA)

Budget: proposed: € 5.0 M, reduced: € 4.6 M

Duration: 1.6.2022-31.5.2026

20 partners: 9 RTD, 9 SMEs, 1 association (Eurofish), 1 NP-SME (EuroFIR)
2 Associated partners: WRG, EAS

14 EU countries: South (IT, ES, PT, MT, HR), Central (SI, DE, BE),
Northern (DK, NO, UK), Eastern (RO, RS, ME)



Confidential

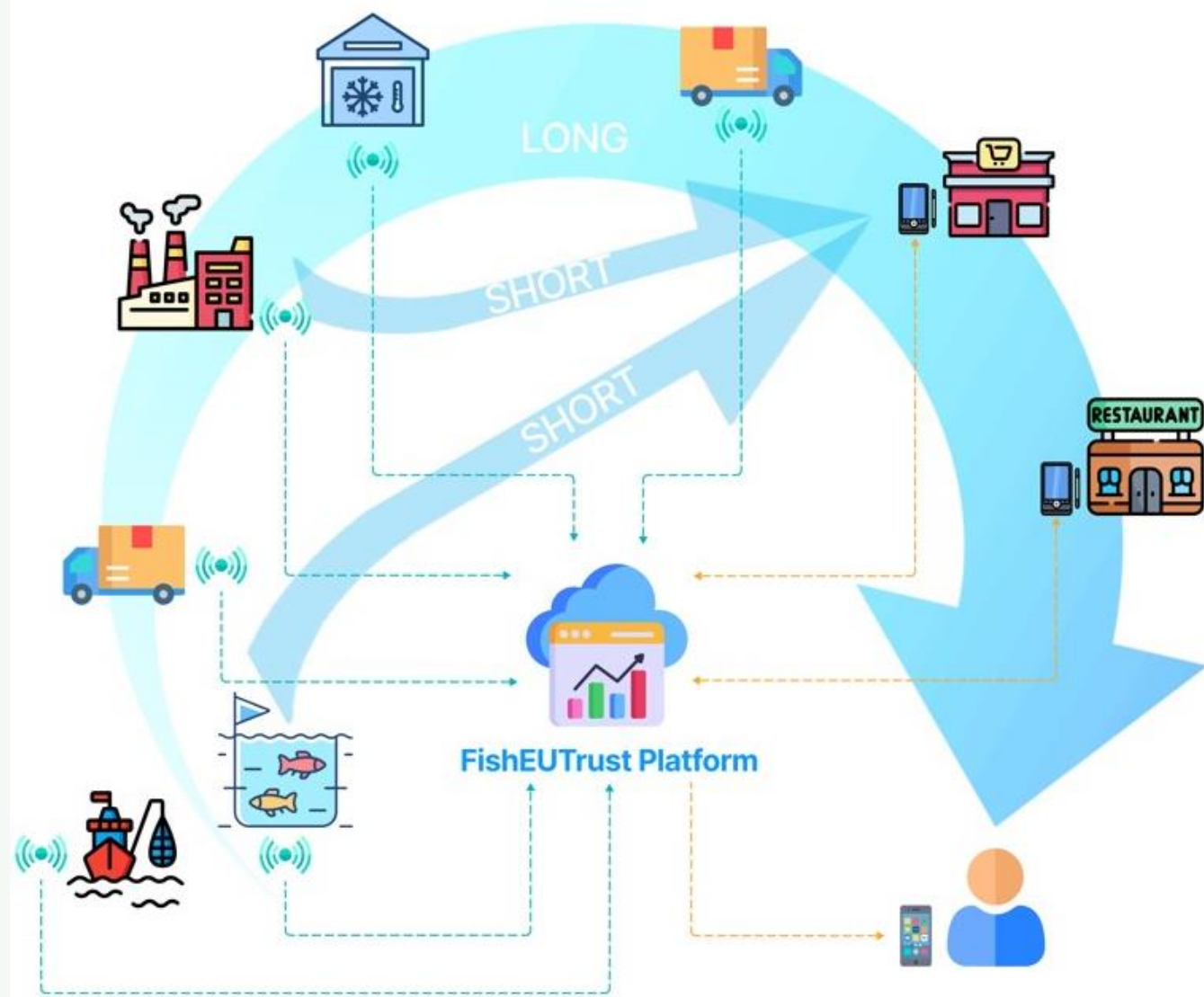
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Objectives

what do we want to achieve

Defragment the current food system to ensure a **sustainable seafood supply chain** by developing solutions to bring about the **transparency and traceability** needed to promote high-end, pan-European farmed seafood, addressing diet, health, and **consumer behaviours** as well as sustainable aquaculture and the blue economy.



ABT
CLL



Bugenville
CLL



CETGA
CLL

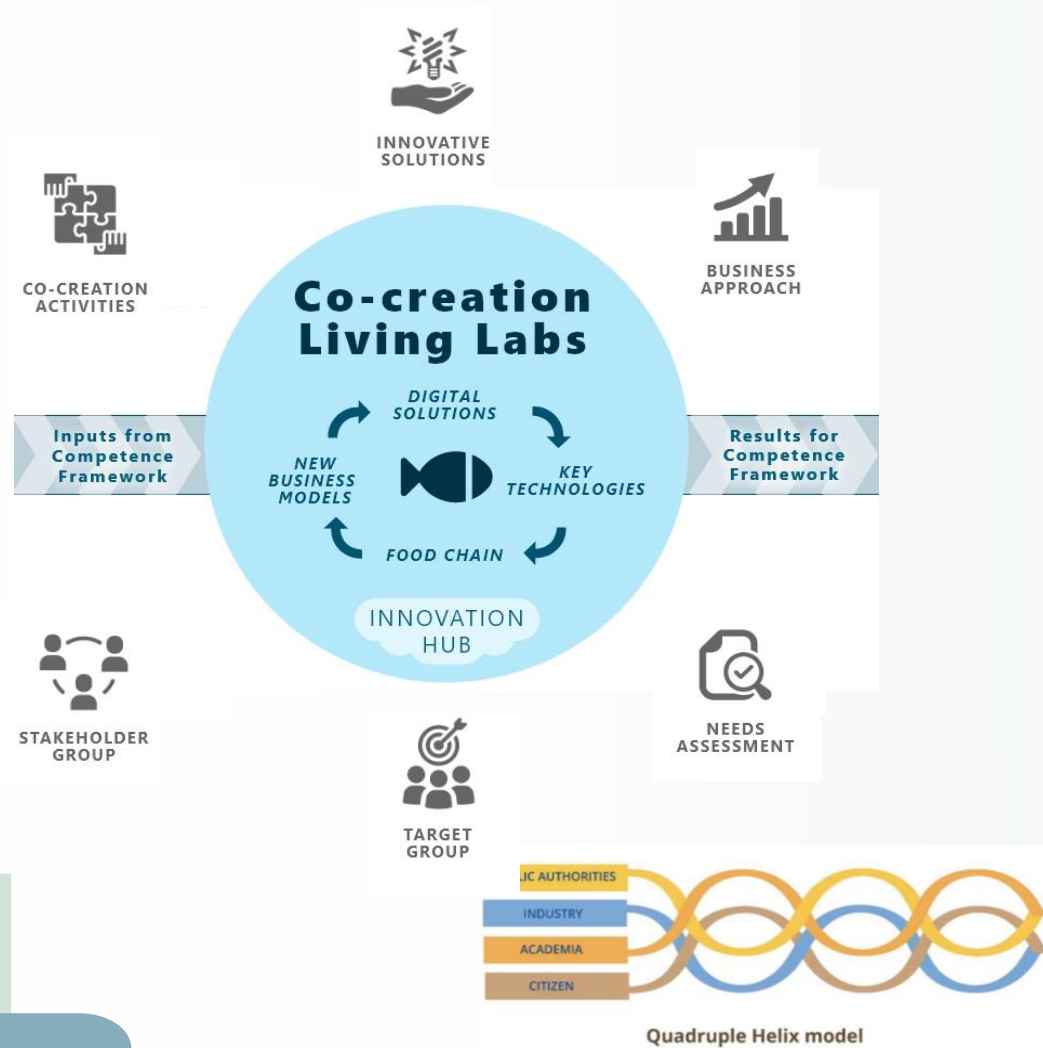


OxyGuard
CLL



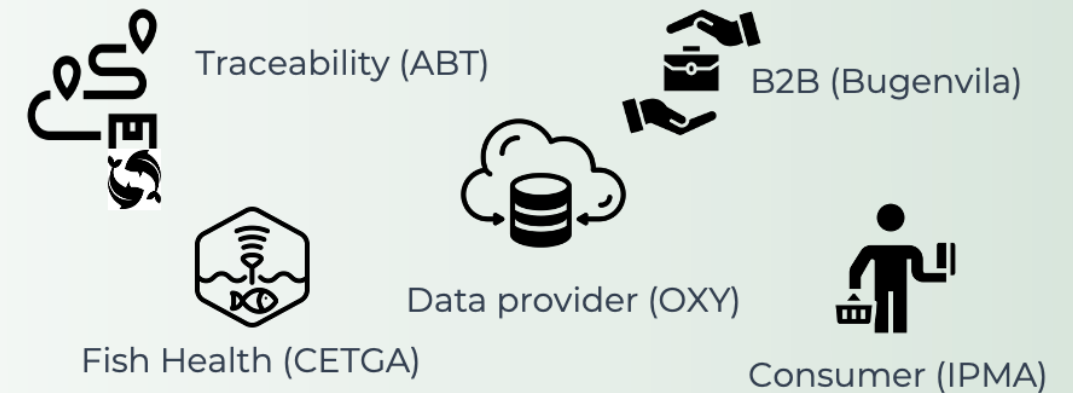
IPMA
CLL

Concept of the project



Co-creation Living Labs

The Mediterranean (ABT, CETGA, Bugenvila), Atlantic (IPMA, CETGA) and N Sea (OXY).



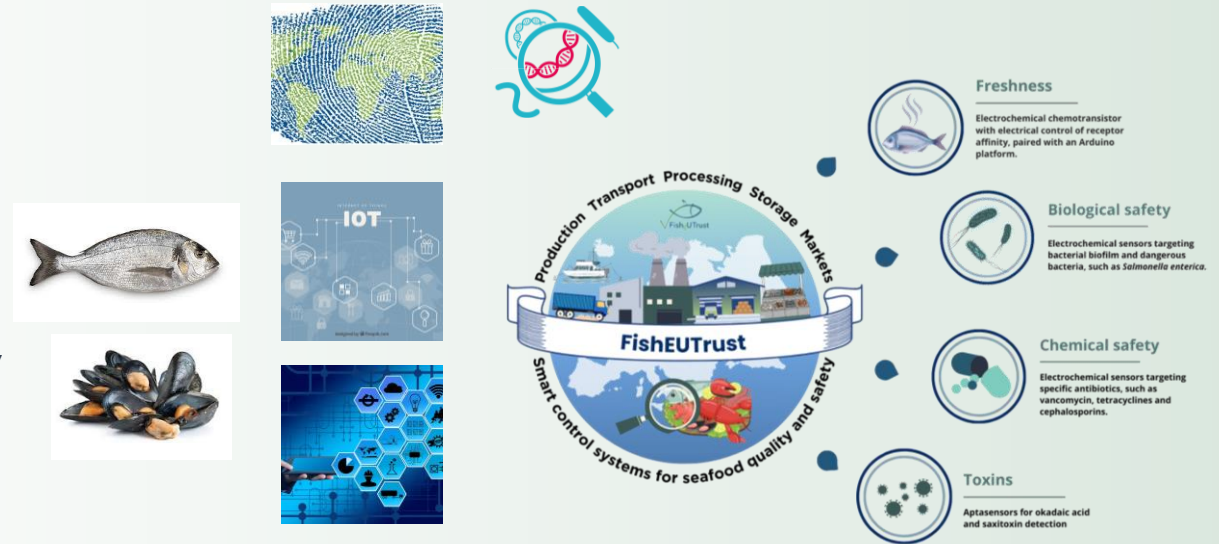
Concept of the project

Technological development for quality, safety and traceability

integrating metagenomics, genetic biomarkers and stable isotope approach

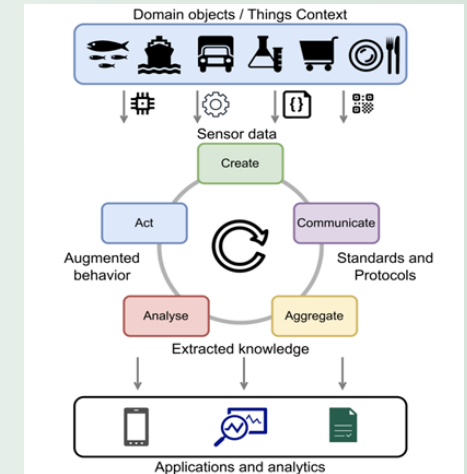
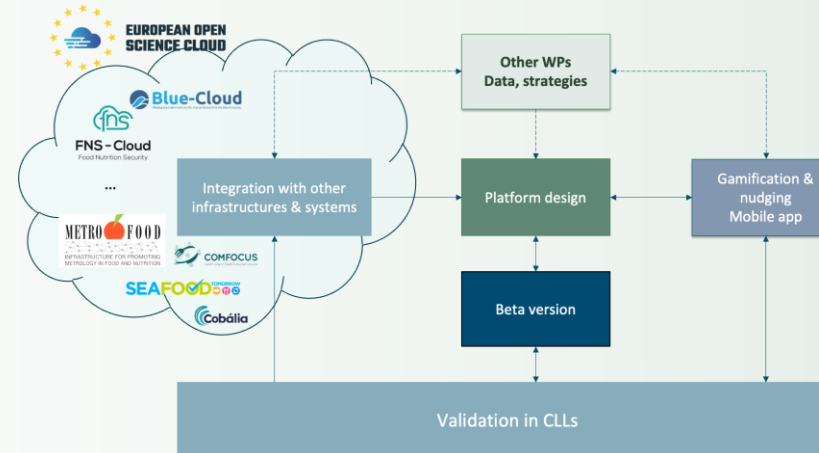
smart control systems based on sensor technologies for quality and safety

digital solutions (IoT, passports/blockchain)



The FishEUTrust innovation platform

Design a platform to support integration of technologies, digital solutions for supporting consumer empowerment and data and information sharing



Concept of the project

Social demands and consumers perspectives

Theory of Change (ToC)

The identification of socio-economic and cultural barriers and the assessment of consumer awareness and innovations

The concept includes:

- (i) improvement of traceability in conventional or digital way;
- (ii) improvement of information about environment, authenticity and safety of seafood products
- (iii) increasing confidence and trust



Physical

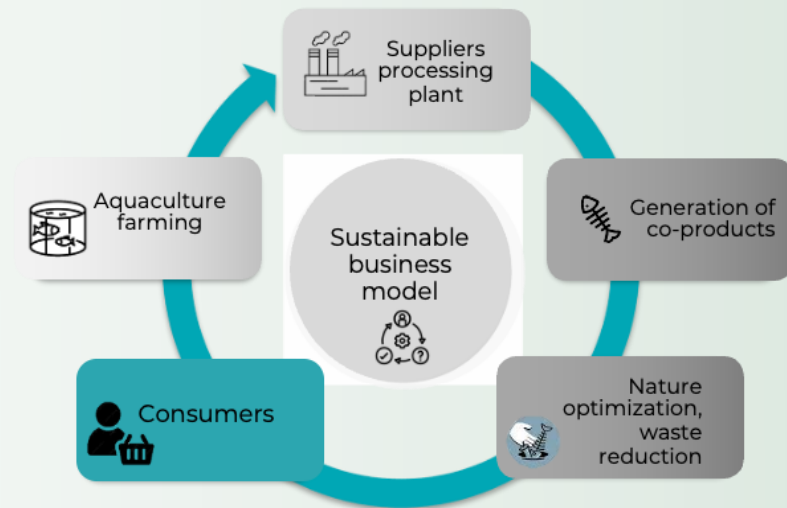


Digital



Virtual

Consider environmental, social and health aspects - integration



Define and maintain a governance – labelling

Safety
Sustainability
Data modelling
Technology selection
Traceability
Transparency
Consumer behaviour

Expected results

2 smart control systems for fish quality and safety validated to TRL7 and TRL6

Suite of tools integrating metagenomic, genetic and stable isotope approach – physical approach

Integrated FishEUTrust platform and data platform validated by industry and consumers

Completed comprehensive consumer perception/engagement programme including physical, virtual and digital solutions

SEAFOOD^{TOMORROW} benchmark tool for seafood traceability

Upgraded Cobália 'Industry 4.0 navigation' for aquaculture traceability

IoT system and passport/blockchain technology for seafood traceability



Identified synergies



IoT and Blockchain-Powered Food Traceability Projects

Each project relies on IoT sensors to gather real-time data, allowing cross-project collaboration in data collection and analysis, creating an ecosystem of shared, transparent information.

As technology evolves, collaboration between these projects can establish **new global standards** for food traceability, benefiting consumers, producers, and regulators alike.

Physical traceability



FishEUTrust & THEROS: integrating metagenomics & genetic biomarkers (DNA barcoding) in fish and mussels



Traceability & consumer

Sea2See and CUES: analysis of consumer behaviour and perception of fish and aquaculture. The cooperation between FishEU Trust and Sea2See and CUES can help to understand the factors driving consumer behaviour and acceptance of aquaculture from different perspectives. Those factors can be used as levers to promote behavioural change and acceptance of aquaculture.

Development of behaviour change toolkit

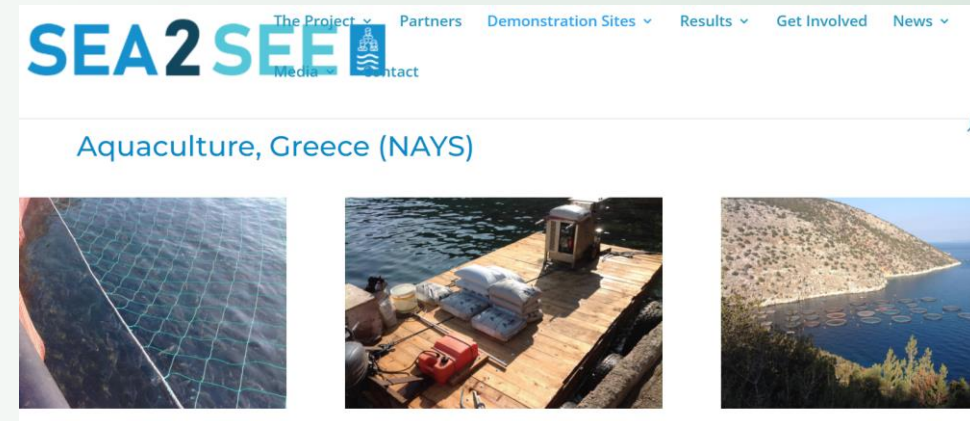


Consumer (IPMA)

Watson and Alliance: results related to factors driving consumers' decisions toward fish products can be used as lever to raise consumer awareness on food safety and value and on the risks of purchasing counterfeit, hence low quality, food products

 **Other**

Sea2See and assessment tool: data from seabream farm in Greece, supply chain logistics, hatchery information



All projects: legislation, regulations, standardization, policy
– knowledge exchange



Thank you for your attention

Any questions?

Don't forget to follow us:



You can find me at: nives.ogrinc@ijs.si



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