



Optimisation of digital catch monitoring and reporting in European Fisheries

D6.1: Initial Dissemination, Communication and Exploitation (DEC) Plan

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OptiFish Consortium

No.	Participant organisation name	Short name	Country
1	EIGEN VERMOGEN VAN HET INSTITUUT VOOR LANDBOUW- EN VISSERIJONDERZOEK	EV ILVO	BE
2	FUNDACION AZTI - AZTI FUNDAZIOA	AZTI	ES
3	BENCO BALTIC DOO ZA SAVJETOVANJE IUSLUGE	BENCO	HR
4	DANMARKS TEKNISKE UNIVERSITET	DTU	DK
5	REFRAME FOOD ASTIKI MI KERDOSKOPIKI ETAIREIA	RFF	EL
6	SCIO IKE	SCiO	EL
7	STICHTING WAGENINGEN RESEARCH	WR	NL
8	UNIVERSITY OF CUKUROVA	UC	TR
9	FISKERIDIREKTORATET	NDF	NO
10	SINTEF OCEAN AS	SO	NO
11	ELECTRONIC FISH INFORMATION CENTRE EUROPE B.V	EFICE	NL
12	Justervesenet	JV	NO
13	VCU ROBOTICS B.V.	VCUR	NL
13.1	VCU TCD B.V.	VCU	NL
14	WAGENINGEN UNIVERSITY	WU	NL
15	ANCHOR LAB KS	ANCHOR	DK
16	DANMARKS PELAGISKE PRODUCENTORGANISATION FORENING	DPPO	DK
17	ZUNIBAL SL	ZUN	ES
18	DANMARKS FISKERIFORENING PRODUCENTORGANISATION	DFPO	DK

Executive Summary

The OptiFish Deliverable 6.1, titled "Dissemination, Communication, and Exploitation (DEC) Plan," serves as the cornerstone for achieving broad and enduring engagement of the targeted audience. This document outlines the strategies, methods, and avenues to be utilised and monitored throughout the project. The first version of this plan is submitted at Month 6 (M6), building upon the initial approach detailed in Section 2 at the proposal and Grant Agreement. Its purpose is to lay the groundwork for impactful stakeholders' engagement and sustained communication strategies aligning with the project's objectives.

This plan outlines:

- I. target stakeholders, with key messages and narratives tailored to each group's needs
- II. dissemination activities and communication channels
- III. Key Performance Indicators (KPIs) to monitor progress and their allocation per partner and reporting period
- IV. pathways for exploiting Key Exploitable Results (KERs) including problems to be addressed, target audience, value propositions, and risks with mitigation measures.

Contents

1.	10
1.1	10
1.2	11
1.3	14
2.	16
2.1	16
2.2	17
2.3	19
2.4	20
2.4.1	23
2.5	24
2.6	24
3.	26
3.1	26
3.2	26
3.2.1	26
3.2.1.1	26
3.2.1.2	26
3.2.2	27
3.2.2.1	27
3.2.2.2	27
3.2.2.3	27
3.2.3	28
3.2.3.1	28
3.2.3.2	28
3.2.3.3	28
3.2.3.4	29
3.2.3.5	29
3.2.4	29
3.2.4.1	30
3.2.4.2	30
3.2.4.3	30
3.2.4.4	33
3.2.4.5	33
3.2.4.6	33
3.2.4.7	33
3.2.5	33
3.2.5.1	33
3.2.5.2	34

4.	35	
4.1	35	
4.2	35	
4.2.1	35	
4.2.2	36	
4.2.3	36	
4.2.4	36	
4.2.5	36	
4.2.6	37	
4.2.6.1	38	
4.2.6.2	38	
4.2.7	38	
4.2.7.1	39	
4.2.7.2	40	
4.2.7.3	40	
4.2.7.4	41	
4.2.7.5	42	
4.2.7.6	42	
4.2.8	43	
4.2.9	44	
4.2.10	44	
4.2.11	45	
4.2.12	45	
4.2.13	45	
5.	47	
5.1	48	
5.2	50	
5.3	52	
5.4	54	
6.	56	
ANNEXES		59
ANNEX I		59
Deliverable Template		59
Document Template		59
Meeting Template		60
Presentation Template		61
Press Release Template		62
Individual partner online form for Dissemination Reporting		63
Individual partner online form for Communication Reporting		64
Online form for D&C Planning		65
OptiFish Dissemination KPIs per reporting period		66

OptiFish Dissemination KPIs per partner	67
OptiFish Communication KPIs per reporting period.....	68
OptiFish Communication KPIs per partner	69
ANNEX II.....	70
OptiFish Logo & Variations	70
OptiFish Color Palette	72
OptiFish Brochure Frontside & Backside.....	73
Banner.....	74

List of Figures

Figure 1. OptiFish methodology and Work Packages	12
Figure 2. Core objectives of DEC OptiFish activities: Inform - Promote - Communicate - Attract - Engage – Network - Exploit	17
Figure 3. Four phases of implementation.	17
Figure 4. Target Groups & Key Messages.	19
Figure 5. Key scenarios in multi-actor approach.	22
Figure 6. Steps and timeline for planning events.	30
Figure 7. OptiFish Website page.	38
Figure 8. Social Media Channels.	40
Figure 9. OptiFish LinkedIn profile.	40
Figure 10. OptiFish Facebook page.	41
Figure 11. OptiFish X account.	42
Figure 12. OptiFish YouTube channel.	43
Figure 13. OptiFish SlideShare profile.	43
Figure 14. The ResearchGate platform.	44
Figure 15. Illustration showcasing OptiFish Hashtag usage.	45
Figure 16. Schematic representation of OptiFish Exploitation Strategy, illustrating the links and dependencies between deliverables.	49
Figure 17. KERs analysis.	50
Figure 18. OptiFish procedure for identifying KERs.	50
Figure 19. OptiFish template for identifying new KERs & IPR.	51

List of Tables

Table 1. Partner’s main role and contribution to the project	13
Table 2. Projects with participation or coordination of OptiFish partners.	32
Table 3. Authorities Reporting System KER.	51
Table 4. OptiTool KER.	52
Table 5. SingleFish KER.	52
Table 6. Control Agreement Template KER.	52
Table 7. OptiFish Academy KER.	53

List of abbreviations

AI	Artificial Intelligence	IPRs	Intellectual Property Rights
BBNJ	Biodiversity Beyond National Jurisdiction	KERs	Key Exploitable Results
CBD	Convention on Biological Diversity	KO	Key Objective
D & C	Dissemination & Communication	KPIs	Key Performance Indicators
DEC	Dissemination, Communication and Exploitation	MAA	Multi-Actor Approach
DESCA	Development of a Simplified Consortium Agreement	MALs	Multi-Actor co-creation Labs
DO	Dissemination Objective	MCS	Monitoring, Control, and Surveillance
EFCA	European Fisheries Control Agency	NDA s	Non-Disclosure Agreements
EU	European Union	RFMOs	Regional fisheries management organisations
FSA	Fisheries Stock Assessment	TRIZ	Theory of Inventive Problem-Solving
GTM	Go-to-Market	UVP	Unique Value Proposition
ICES	International Council for the Exploration of the Sea	WP	Work Package

1. Introduction

This section introduces the OptiFish project, succinctly outlining its key objectives, methodology, and structure. It offers a strategic overview of the project's aims, setting the stage for a deeper understanding of the dissemination, communication and exploitation efforts. D6.1 Initial Dissemination, Communication and Exploitation (DEC) Plan serves as a strategic gateway, guiding readers through the intricacies of OptiFish. Providing a clear contextual framework facilitates a thorough understanding of the project's ambitions and strategic orientation.

1.1 Project summary

OptiFish will strive to provide technological solutions that will simultaneously improve the sustainability of fisher's operations, enhance control processes and strengthen society's trust in their products. OptiFish will develop, test, and recommend a set of innovative technologies and tools supported by Artificial Intelligence (AI) to provide management, the fishing sector, and scientists with data on catch volumes, catch compositions, and the fishing environment. The goal is to unlock the full potential of technologies such as electronic and genetic monitoring for automated species recognition based on AI and computer vision to reduce discards, unreported landings and unreported fishing activities, ultimately establishing a fisheries control and enforcement system fit for the digital age. The technologies are not enough alone. It is also critical to consider the combination of technologies and the integration of computer vision models, the wide range of data sources and their subsequent formats while addressing stakeholders' needs and acceptance. This goal cannot be achieved by a single project, which is why the aim of OptiFish is to lay a solid foundation for full technological development from which other projects and initiatives can be built. The project will strongly focus on species recognition in different fisheries equipped with distinctly different catch-handling facilities and in different European sea basins. To ensure that these innovations are relevant to fisheries management, OptiFish has participation from the Norwegian Directorate of Fisheries and has received written support from the European Fisheries Control Agency (EFCA), and the Basque, Danish and Belgian Fisheries authorities.

The OptiFish project is structured into seven work packages (WPs), designed to be implemented over 48 months to fulfil its ambitious objectives. The work packages are intricately linked, drawing on each other's activities to create a cohesive project approach:

- **WP1: Project Management and Coordination** oversees the project's financial, operational, and data management, ensuring a high-quality management framework across all activities.
- **WP2: Innovative Technological Solutions** focuses on developing cutting-edge onboard technologies that advance the project's technological base.
- **WP3: Data Collection and Validation in EU Fisheries Pilot Studies** is tasked with planning, monitoring, and evaluating five pilot studies. These studies are critical for testing and validating the technologies and system architectures developed in WP2 and WP4 under real-world conditions.
- **WP4: Data Management Framework and System Architectures** aims to create a seamless data flow between data producers and collectors. This WP develops the data

architecture and reporting system necessary for authorities and decision support tools for fishers, integrating data from WP2 and WP3.

- **WP5: Stakeholder Acceptance and Engagement Plan** is pivotal in incorporating stakeholder input into the project. This includes organising Multi-Actor Co-creation Labs (MALs), developing a comprehensive capacity-building program, and drafting a control agreement template.
- **WP6: Communication, Dissemination, and Exploitation** is responsible for disseminating and communicating the project's results. This WP aims to build an engaged ecosystem around the project's findings and develop go-to-market strategies, including business models for the project's exploitable results.
- **WP7: Ethics requirements.** This work package outlines the “ethics requirements” the project must comply with.

This structure not only facilitates the achievement of OptiFish's goals but also ensures that each project component is effectively managed and contributes to the overall success and impact of the initiative.

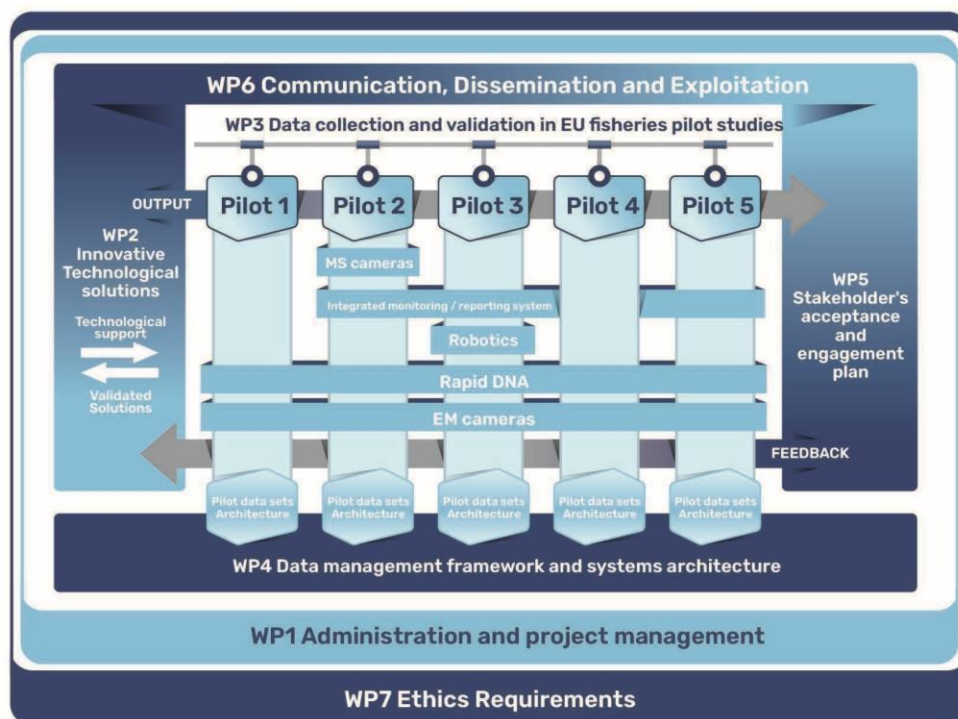


Figure 1. OptiFish methodology and Work Packages

1.2 OptiFish consortium

The OptiFish consortium, a robust alliance of 19 partners from 8 different countries, is a beacon of expertise and innovation in fisheries. This collaboration harnesses the strengths of diverse entities, including universities with cutting-edge research capabilities in AI and sensor technologies, technology companies' adept in data management and systems architecture, and producers' organisations that bridge the gap between policy and the fishing industry. The

organisational structure, modelled after the Development of a Simplified Consortium Agreement³ (DESCA) project module, ensures a cohesive framework that accommodates the diverse interests within the consortium. An external advisory board, including notable organisations like EFCA, complements this structure by offering strategic guidance to align the project with EU regulations and policy ambitions, ensuring that OptiFish is poised to significantly impact sustainable fisheries management.

The OptiFish project consortium involves a diverse group of partners, each bringing unique expertise and playing specific roles to ensure the project's success:

- 7 research institutes (EV ILVO, AZTI, SO, WR) and universities (DTU, UC, WU) with significant research capacity in fisheries including AI, DNA and sensor based technological interventions, and fisher engagement.
- 7 technology companies (SCiO, BENCO, ANCHOR, EFICE, ZUN, VCU, VCUR) with extensive experience in data management (security, interoperability, developing systems architectures) and technology development.
- 2 producer's organisations (DFPO, DPPO) specialised in representing the interests of fishers and acting as the connection point between policy and industry.
- 1 National Directorate of Fisheries (NDF) experienced in fisheries regulation, resource management, and quality control.
- 1 National government body (JV) specialised in metrology research and infrastructure, measurement uncertainty, testing methodology, regulations, technical standardisation.
- 1 non-profit organisation (RFF) with thorough knowledge of market analysis, business modelling and creating effective dissemination and communication strategies.

Below is a summarised table outlining the main role of each partner in the project:

Table 1. Partner's main role and contribution to the project

Partner	Role in the Project
EV ILVO	Coordinator: overseeing project management and integration of technological solutions.
AZTI	AZTI will leverage its expertise in big data, AI, information fusion, fisheries, selectivity, governance, socioeconomics, and standards development.
BENCO	BENCO's proficiency in capturing and processing spectral data across diverse environments will be instrumental in its participation in the project.
DTU	Development of AI and machine learning models for species recognition.
RFF	RFF will monitor DEC activities and develop go-to-market strategy.

³ DESCA MODEL CONSORTIUM AGREEMENT, <https://www.desca-agreement.eu/desca-model-consortium-agreement/>

SCiO	SCiO will apply its specialised expertise in innovative data management services, optimised for various operational settings, to facilitate the transformation of data into meaningful insights.
WR	WR will leverage its distinguished research expertise to address the challenges encountered by fishers, focusing on how innovation can enhance the profitability and sustainability of fishing methods and management practices.
UC	UC will harness its extensive experience in fisheries research to guide the sector into the digital age, with a keen focus on addressing societal needs.
NDF	NDF will capitalise on its profound expertise in Monitoring, Control, and Surveillance (MCS) management, fisheries governance, legislation development and enforcement, and international fisheries relations.
SO	SO will utilise its extensive experience in conducting research and working with AI, stakeholder co-production, social network analysis, systems thinking, scenario building, and conceptual modelling.
EFICE	EFICE will utilise its expertise in creating software solutions universally applicable across the fishery sector.
JV	JV, as a governmental agency under the Ministry of Trade, Industry, and Fisheries, plays a pivotal role in overseeing the Norwegian metrology infrastructure. This responsibility entails ensuring both national and international acceptance of Norway's measurement standards and practices.
VCUR/VCU	VCUR/VCU will harness its expertise in mechanical engineering and vision technology to develop, prototype, and test innovative sorting mechanisms for use aboard fishing vessels. These mechanisms, leveraging advanced vision cameras, are designed to accurately analyse and sort catch in real-time
WU	Wageningen University (WU), distinguished as the sole university in the Netherlands with a dedicated focus on the theme 'healthy food and living environment', collaborates closely with governments and the business sector.
ANCHOR	ANCHOR, a globally recognised tech company, specialises in developing and deploying advanced data collection and analysis tools for scientific research and monitoring. Known for their innovative remote electronic monitoring systems, mobile device applications, and the integration of AI and machine learning algorithms into their products, ANCHOR's participation will significantly enhance the project's objectives across various work packages (WPs) and task
DPPO	DPPO aims to ensure that the project benefits from proven practices and strategies that enhance the sustainability of fishing operations while

	protecting marine environments. Their expertise and dedication to responsible fishing practices will be instrumental in shaping effective approaches to sustainable fisheries management within the project's framework.
ZUN	ZUN, with its expertise in developing innovative technology solutions for sustainable fisheries, will contribute significantly to various work packages and tasks within the project, leveraging its capabilities to enhance sustainability and efficiency in fisheries management.
DFPO	DFPO aims to ensure the integration of sustainable and responsible fishing practices into the sector's future framework, emphasising ecological preservation alongside economic development. Their collaborative approach with authorities and stakeholders will be instrumental in shaping a dynamic and sustainable fisheries sector.

1.3 Deliverable Overview and Report Structure

OptiFish requires a robust D&C&E strategy to outline its outreach and impact maximisation activities. This strategy employs a targeted multi-channel approach, with objectives and measures specifically designed to ensure the broad and detailed distribution of information regarding the existence, purpose, value, and outcomes to all relevant target groups. The communication strategy of OptiFish aims to foster ongoing engagement and stimulate continuous knowledge exchange among project stakeholders and beyond. Additionally, a comprehensive exploitation strategy is outlined in this document, exploring the avenues for exploitation, including the uptake, diffusion, deployment, and application of the project's findings by the designated target groups.

This document represents the first iteration (M06) of the deliverable, followed by updates to track the progression of related activities at month M18 and the close to the project's conclusion at month M46.

This document contains the following Sections and Annexes:

Section 1 (Introduction) introduces the project and the scope of the document and outlines its overall structure.

Section 2 (DEC Methodology and Approach) provides an overview of OptiFish's Dissemination and Communication (D&C) methodology and approach, identifying the target groups and key messages.

Section 3 (Dissemination Activities) and Section 4 (Communication Activities) detail the specific D&C activities, tools, and channels, including the project's visual identity, communication materials, and channel mix. These sections also outline the procedures and tools for reporting and monitoring, focusing on KPIs and specific activities to be executed.

Section 5 (Exploitation Activities) identifies the KERs, potential pathways to disseminate OptiFish results to all target users, and the Intellectual Property Rights (IPRs) and IPR strategy pursued by project partners.

Section 6 (Conclusion) presents the conclusions drawn from the deliverable.

Section 7 (ANNEXES)

Annex I includes all project templates used within the OptiFish consortium throughout the project's lifespan. Specifically, a series of templates are developed during the project's initial phase and revised during the first reporting period to meet the project's and partners' requirements. These include the deliverable template, presentation template, meeting minutes template, document template, and planning, reporting and monitoring forms.

Annex II showcases the Communication Material of the project, displaying the visual identity of OptiFish, which comprises logo variations and branding, digital leaflet, roll-up banner, posters, media coverage and other promotional material.

2. DEC Methodology and Approach

2.1 OptiFish DEC Time plan

The OptiFish project is focused on integrating innovative technologies and practices to enhance sustainability within the fisheries sector. This DEC Time Plan outlines a comprehensive strategy for communicating, disseminating, and later exploiting the project's results effectively.

The Plan is guided by seven (7) core objectives that drive specific activities to ensure stakeholder engagement, the creation of synergies, networking, collaboration with relevant initiatives/projects/organisations, and enhancing the project's visibility:

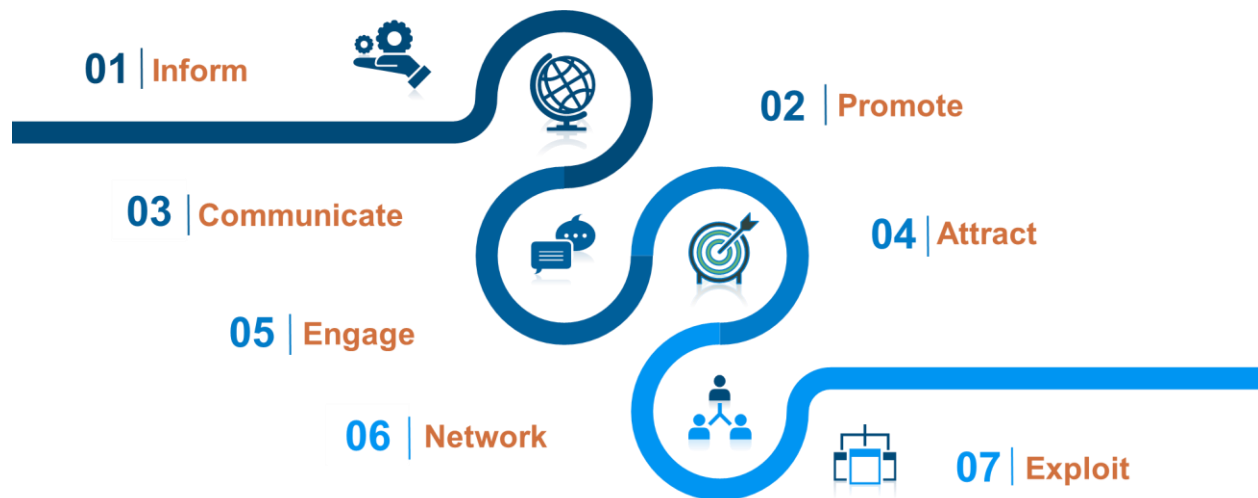


Figure 2. Core objectives of DEC OptiFish activities: Inform - Promote - Communicate - Attract - Engage – Network - Exploit

Implementation Phases

The DEC strategy is structured into four (4) phases, commencing from month one (M1) of the project and extending three years beyond its completion, aligning with the project's overarching approach and reporting periods (Figure 3).

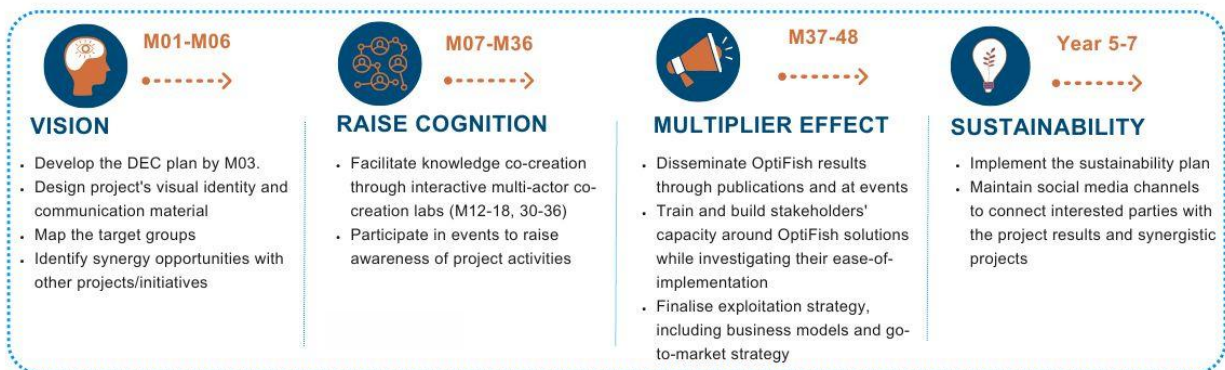


Figure 3. Four phases of implementation.

Phase 1: Vision (M1-M6) This initial phase lays the groundwork for all subsequent communication, dissemination, and exploitation of project's results. The timeline to develop a comprehensive DEC Plan is set in M06. During this phase, partners will map and outline the target groups for the OptiFish ecosystem & engagement bootstrap. Key activities include developing a recognisable project identity through digital and offline materials, planning for event participation, and evaluating potential synergies. Activities will be delegated among partners, with a preliminary schedule established. Guidelines for D&C outreach and reporting will be disseminated to all partners.

Phase 2: Raise Cognition [Inform - Promote - Communicate - Attract - Engage - Network] (M7-M36) This phase focuses on generating interest and retaining engagement through valuable content and establishing connections with other relevant projects and stakeholders. Special emphasis will be placed on ecosystem building, including participation in industry fairs, open pitch events, and networking opportunities. The OptiFish Excellence Hub will play a central role, facilitating events for stakeholders within the fisheries sector to share knowledge and foster collaborations. Dissemination materials will be developed to engage a wide audience, including fishers, advisors, academia, policymakers, and investors.

Phase 3: Multiplier Effect [Network - Exploit] (M37-48) This phase focuses on exploiting the commercial potentials of the project's outcomes, such as innovative fishing technologies and sustainability solutions through demonstration events. During the third phase, partners will support the adoption of innovative business models to mainstream the OptiFish technologies and solutions.

Phase 4: Sustainability Effect [Network - Exploit] (3 years post completion) The final phase focuses on actions to maximise impact. Following the sustainability plan, efforts will continue to promote the project's results through the OptiFish Academy and website, social media, and other platforms, ensuring content remains accessible and engaging. Alliances created during the project will be sustained, with dissemination and communication tools maintained by RFF as WP6 Leader, in conjunction with the sustainability plan developed in WP6. The project's online presence will be guaranteed for at least three years after completion, providing ongoing updates and access to results.

2.2 Target Groups and Key Messages

OptiFish has identified key target groups to ensure the effective reach of its D&C efforts:

TG#1 Fishers and Fishing Companies: Pelagic, Large and small demersal, Small Mediterranean, and Passive Gear Fisheries

Key Message: Engage with the latest AI, sensor and DNA-based solutions to improve onboard species recognition, catch sorting, reporting, quality management and meet control requirements.

TG#2 Control Agencies and Policymakers: Landing sites, regional and national governing bodies, EC DGs, regulatory agencies (e.g. EFSA), European Commission and European Fisheries Control Agency (EFCA), standardisation organisations (ISO, ETSI, etc.)

Key Message: Utilise feedback from fishers with a suite of technologies and a large variety of data to better control illegal discarding and implement effective monitoring.

TG#3 Technology Industry: SMEs, companies, professionals in the fields of sensors, cameras, AI, IoT, DNA, automatic sorting, data management.

Key Message: Be part of the cutting edge of sustainable fisheries by advancing onboard technologies for species recognition, health assessment, onboard sorting and control implementation.

TG#4 Fish Processing Industry: Fish auctions; processors and their associations (e.g., EAPO); packers, logistics, certification bodies.

Key Message: Guarantee the attributes that add value to the products you are handling by using real-time onboard catch data.

TG#5 Research and Academia: Universities, Research Institutes and individual scientists in the fields of fisheries research, sensor network and system/smart technologies, bioinformatics

Key Message: Engage in high-quality, cutting-edge research that will push the EU fisheries sector into the digital age.

TG#6 Organisations Promoting Sustainable Fishing: NGOs, fisher's associations and advisors, Digital Innovation Hubs, regional fisheries management organisations

Key Message: Focusing on mutual efforts to amplify the impact of sustainable practices.

TG#7 Consumers: Consumers and their associations.

Key Message: Drive demand for more sustainable food choices as an informed consumer.

Through these targeted groups, the OptiFish DEC Plan aims to effectively communicate, disseminate, and exploit the project's innovative solutions, ensuring a lasting impact on the fisheries sector and beyond.

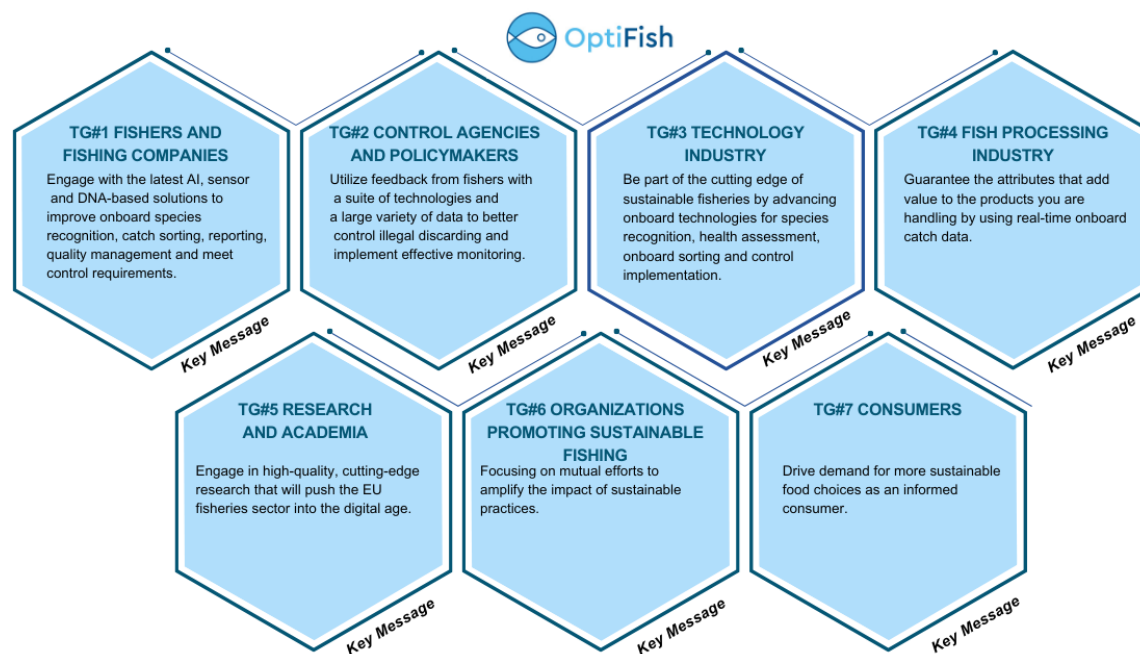


Figure 4. Target Groups & Key Messages.

2.3 OptiFish DEC Objectives & KPIs

The OptiFish project is committed to maximising its impact through a strategic DEC plan. This plan is designed to enhance OptiFish visibility and foster engagement with stakeholders at various levels - social, political, and industrial - ensuring the project's influence persists beyond its conclusion. Utilising the SOSTAC⁴ planning model, the DEC plan encompasses five critical elements: Situation Analysis, Objectives, Stakeholders & Strategy, Methods & Activities, and Control, across four implementation phases already mentioned above.

To ensure the widespread accessibility of its outcomes, OptiFish has established clear dissemination objectives. These objectives are pursued through a multi-actor, multi-channel approach, aiming to elevate project awareness among targeted communities. Efforts include the publication of technical and scientific content in esteemed outlets such as EuroFish, The Parliament Magazine, and Eco Magazine, among others. KPIs for these efforts include the publication of more than twelve articles in industry magazines and two blue papers.

OptiFish adopts a hybrid approach, leveraging both electronic and traditional channels, to communicate effectively with a broad audience. This includes developing a strong visual identity, represented through various promotional materials, and engaging with stakeholders through multiple formats such as webinars, workshops, and social media. KPIs here focus on creating a comprehensive brandbook, multiple brochures, banners in over eight languages, and an active online presence with significant outreach.

The dissemination strategy aims to diffuse generated results to the appropriate target communities, making the project's outcomes widely accessible. To increase awareness among the desired audience, specific dissemination objectives (DO) have been defined and will be achieved using a multi-actor, multi-channel approach:

Objective 1 - Technical/Industry publications: The objective of OptiFish's engagement in publishing across various mediums is to broadly disseminate project findings and innovations, enhancing visibility and knowledge exchange within the fisheries sector and beyond.

Audience: Technology Industry, Control agencies and policy makers, Fish processing industry, Organisations promoting sustainable fishing.

KPI: >12 Articles in industry magazines; 2 Blue papers

Objective 2 - Scientific publications: OptiFish aims to democratise scientific knowledge by showcasing its findings at prominent scientific conferences and publishing in leading open-access journals. This effort ensures wide accessibility and dissemination of project outcomes.

Audience: Research and Academia, Control agencies and policy makers, Technology industry

KPI: >6 peer-reviewed academic publications; >20 conferences/workshop presentations; >5 OpenAIRE Datasets

Objective 3 - Capacity Building: The OptiFish Academy is dedicated to training and capacity building for end-users, such as fishers and control agencies, covering the project's onboard technologies, data sharing protocols, and business models. Utilising a tailored, multi-channel

⁴ SOSTAC ® Guide to your Perfect Digital Marketing Plan (2022) (Editor P R Smith) 7th Edition (<https://prsmith.org/books>)

strategy, it employs both online and live formats-webinars, interactive games, workshops, and manuals-to accommodate the diverse needs of stakeholder groups.

Audience: Fishers and fishing companies, control agencies and policy makers

KPI: >10 webinars; >10 workshops; >4 live events; >5 training manuals, targeting >500 end users

Objective 4 - Ecosystem expansion: OptiFish aims to cultivate a dynamic, growing stakeholder community through collaborative initiatives like co-creation labs, surveys, and interviews. By showcasing at various national and international events, such as EU Maritime Days and SeaFood Expo Global, and forging strategic partnerships with other EU-funded projects and organisations, OptiFish seeks to enhance engagement and foster synergies within the fisheries sector

Audience: All target groups

KPI: Participation in >10 fairs/exhibitions; >8 community outreach presentations; >10 joint activities with other EU projects; representation in >10 working groups, and >3 alliances, present results at >6 meetings of >3 ICES working expert groups; 4 joint meetings with relevant projects at Annual Science ICES conference.

Objective 5 - Policy contribution: OptiFish is set to establish performance standards for AI-based technologies and develop a control agreement template for AI-based catch monitoring systems. This initiative will be supported by participation in key bilateral and multilateral meetings, along with active engagement in EU and international negotiations, ensuring the project's alignment with global fisheries management practices.

Audience: Control agencies and policy makers

KPI: 1 Manuscript on global and multi-level governance of technological innovations

2.4 Multi-actor approach methodology

OptiFish will use a multi-actor approach, taking into account all relevant forms of experience and knowledge from a diverse set of partners and stakeholders to achieve the project aims and ensure broad communication from the beginning. A Multi-Actor Approach (MAA) will also extend to the creation and implementation of the DEC plan, which means:

- Translating materials into partner's and significant EU languages;
- Focusing on communicating information that matters to the recipient;
- Using language, vocabulary, and communication channels that are appealing and audience appropriate;
- Seeking synergies and collaboration opportunities with other projects, initiatives, and networks, with and between academia, industry, society, and government;
- Capitalising on partners' existing connections, networks, and programs;
- Fostering knowledge exchange activities and discussion.

The strength of the OptiFish project lies in its adoption of a dynamic and inclusive MAA, which broadens the project's reach beyond conventional frameworks. This approach highlights a commitment to harnessing collective expertise and collaborative efforts to drive forward innovation within the fisheries sector, focusing on sustainable practices, advanced monitoring technologies, and effective fisheries management. The MAA is central to the project's interactive

innovation model, which values stakeholder relationships and processes as key assets, with interactive learning being the paramount process.

Moreover, the MAA is integral to OptiFish's efforts in communication and dissemination of results, aiming for a broader impact from the outset. This approach facilitates the identification of potentially exploitable outcomes and IPRs, ensuring that innovations developed within the project can be effectively utilised and protected.

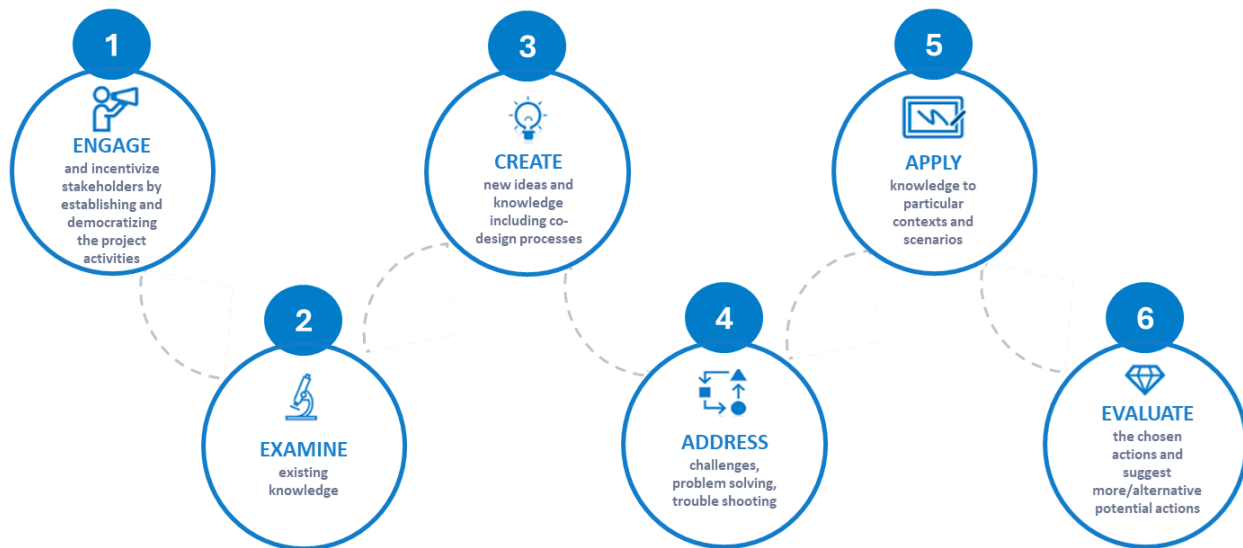


Figure 5. Key scenarios in multi-actor approach.

OptiFish embodies a set of fundamental principles:

Collaboration: All stakeholders play a vital role in the project. By welcoming diverse participants, OptiFish fosters meaningful interactions, ensures every voice is heard, and cultivates a sense of ownership and dedication to the project's success.

Customisation for Impact: The multi-actor approach acknowledges stakeholders' diverse needs and aspirations. Tailoring solutions to specific contexts ensures that OptiFish's innovations address the complexities of the real world instead of adopting a one-size-fits-all approach.

Demonstration and Application: OptiFish goes beyond theory, thriving on "proof of concept" demonstrations in the widening area; the project crafts pilots and demonstration plans, sparking a cycle of continuous improvement.

Geographical Diversity: Spanning eight countries, the project engages stakeholders from various backgrounds in economic, technological, and digital innovations. This geographical diversity enriches the approach by uniting diverse perspectives.

Capacity Building and Learning: OptiFish fosters a culture of learning and empowerment. Capacity-building activities ensure stakeholders become active contributors, shaping the evolving fishing sector landscape.

Real-world Impact: The MAA emphasises in generating tangible impact. Involving stakeholders, innovations align with industry needs and broader societal goals, spanning from research to policy.

The OptiFish MAA encapsulates interactive innovation, drawing from various viewpoints to propel a shared quest for profound change. Through collaborative efforts and a focus on the impact of their initiatives, this project establishes a benchmark for a holistic and practical approach to shaping the future of the fishing sector.

The process of interactive innovation followed by OptiFish, will involve a series of specific scenarios and tools (based upon the LIAISON project Practitioner Handbook⁵) which have been identified to ensure interactive innovation and the multi-actor approach are utilised during the project implementation, shown in Figure 5. These methods encompass engaging and incentivising actors/stakeholders to participate, co-creation, and practical application of new knowledge.

For **each** of the above mentioned 6 key scenarios, relevant tools have been identified.

Scenario 1: ENGAGING

Tool: STAKEHOLDERS PRIORITISATION

The tool is used for the prioritisation of the identified stakeholders' groups assessing the types of **actors** involved in the multi-actor approach. The prioritisation has already been made by the project partners during the proposal and team-building phase and it was based on the specific needs that OptiFish aims to address.

An assessment of the strengths and weaknesses of each of the stakeholders' groups was also made.

Scenario 2: EXAMINING

Tool: JOURNEY MAPPING

The tool is used for understanding the experiences and knowledge of the stakeholders within the project, identifying impacts of the project and their subjective evaluations of the project. The tool aims to evaluate the degree to which stakeholders' experiences align with the project's envisioned and intended outcomes, identifying specific events and experiences. Journey mapping tool can be used throughout the project implementation.

Scenario 3: CREATING

Tool: GROUND RULES-IDENTIFICATION OF OPPORTUNITIES AND CHALLENGES OF AGREEMENT-BASED COOPERATION

The tool assesses cultural norms held by actors in multi-actor work to enhance the potential of **diverse** groups in the interactive innovation process. It should be respected. The tool has been used during the project development stage but can be used iteratively throughout the interactive innovation process.

⁵ LIAISON (20XX) Practitioner Handbook: Evaluation and Impact Assessment of Interactive Innovation. <https://liaison2020.eu/wp-content/uploads/2021/09/LIAISON-Assessment-Tools.pdf>

Scenario 4: ADDRESSINGTool: TRIZ (THEORY OF INVENTIVE PROBLEM-SOLVING)

The tool is used for assessing how actors are examining challenges and opportunities in the interactive innovation process, facilitating them to look at challenges and opportunities from new **perspectives** as well as engage in new forms of external knowledge to fuel interactive innovation. TRIZ tool can be used throughout the project implementation.

Scenario 5: APPLYINGTool: WHAT, WHO, WHY, WHERE, WHEN & HOW

The tool is used for planning multi-actor tasks in advance, identifying:

- Which actors & stakeholders will be involved – Who?
- The tasks they will be involved in – What?
- Why would they want to be involved in such tasks – Why?
- The logistics and approach of the tasks – Where? When?
- How? The tool has been used during the project development stage allowing partners to avoid fatigue and duplication and to maximise opportunities for synergies between tasks.

Scenario 6: EVALUATINGTool: 'CAUSES AND EFFECTS'-BUILDING HYPOTHESES-LINKING ACTIONS TO RESULTS.

The tool enables partners to develop hypotheses regarding the causal links between actions, results and objectives, whilst fact-checking and proving their theories. Participants may continuously reflect and evaluate the decision-making processes regarding project actions, in order to revise and adapt their plans accordingly. The tool will be in use throughout the project implementation period.

2.4.1 OptiFish solutions on trust and data sharing

OptiFish recognises the importance of trust and data sharing for successful technology adoption in fisheries. To address this, a comprehensive strategy is implemented, centred on increasing participation and acceptance through D&C activities aligned with the MAA. Trust and facile data sharing among stakeholders is fostered through a holistic approach centred on technology acceptance and participatory processes of OptiFish solutions in the fishery sector by:

- Setting up local working groups based on the results of the MALs
- Discuss the perceived limits of data sharing and identifying win-win situations between fishers and potential end users according to the developed Decision Support tool
- Formulate data sharing agreements with participating fishers that clearly define the way the data will be used within the OptiFish project.

Recognising the crucial role of trust in adopting new practices, OptiFish employs various measures to support the technologies and tools developed throughout the project's lifespan. During the project's implementation phase, workshops will be performed showcasing success stories and videos of pilot study fishers using the technologies onboard their vessels and

demonstrating the technology's effectiveness through real-world examples. Moreover, the OptiFish Academy aims to bolster participants' knowledge and proficiency in utilising these technologies, ensuring all stakeholders are well-informed about their ease of use and effectiveness.

Sharing high resolution data on fishing activities is perceived by many fishers as a threat to their privacy (images of people on board), trade-secrets (preferred fishing grounds and insight in catches) and as a further restriction on their work. Fishers need a sense of control and ownership of the data they generate and how these will be used by others afterwards. To address potential barriers related to trust and data sharing, OptiFish engages in participatory processes that guarantee comprehensive stakeholder involvement and information dissemination. The project's efforts to empirically test the adaptability and effectiveness of the technologies through pilot studies are pivotal. These studies assess technological adjustments required for optimal performance and explore alternative sources and data collection methods. Such a meticulous approach is expected to mitigate trust-related challenges, employing strategies like the snowball method to enhance access and communication with fisheries organisations and facilitate trust-building by utilising existing networks to reach a wider audience.

This proactive stance underscores OptiFish's commitment to overcoming trust barriers, leveraging its extensive experience engaging with fishers across various fisheries.

2.5 OptiFish Academy

The OptiFish Academy is a multi-channel capacity building program, including at least 10 videos, 10 webinars, and 4 live events for fishers and end users to strengthen their knowledge and engage with the project's technologies and solutions. In those technologies there will be measures for safe and fair data exchange, to alleviate fisher's concerns around sharing data.

The Academy will be connected to the website and designed to provide training and capacity building on all aspects of the project's onboard technologies including data sharing protocols, training manuals, business models. A tailored, multi-channel approach will utilise online and live tools such as webinars, interactive games, workshops, manuals and live training to respect the different realities of stakeholder groups and to make sure they can access the information they need in a practical and accessible format.

2.6 Planning and reporting procedures

Monitoring and evaluating the implementation of the D&C activities are integral to ensuring project goals are met. This section will provide the overall methodology that will be applied, including the dissemination and communication of KPIs and barriers beyond the project's scope, as well as reporting and monitoring KPIs.

During the initial reporting phase (M1-M18), the project focuses on pivotal tasks such as:

- Identifying stakeholders and their specific requirements.
- Creating the project's visual identity, including its website, visual branding, communication materials, and social media channels.
- Formulating templates for event selection, publication, and synergy identification.
- Initiating collaboration with other relevant projects and initiatives.

- Engaging in various events and disseminating information through press releases and newsletters.
- Orienting project partners with communication tools, templates, and reporting procedures.

An online form has been crafted and circulated among the consortium partners to facilitate comprehensive reporting on their engagement in events and communication endeavours. This initiative is pivotal in upholding accountability and sustaining active involvement in our dissemination and communication efforts.

This comprehensive Excel file includes detailed instructions, a delineation of KPIs, a breakdown across reporting periods, and individualised sheets documenting the D&C KPIs per period and per partner. Within these designated spreadsheets, each participating organisation has access to its specific KPIs, and the corresponding dissemination and communication activities, slated for reporting in alignment with the respective reporting periods.

The online form has been distributed to all partners to report on event participation and communication activities, helping to maintain KPIs accountability and ensure engagement with the dissemination and communication process. Partners should include only past information in this report, meaning activities that have occurred within the last month. RFF will collect monthly information from the partners regarding their involvement in the project's D&C activities.

The reporting procedure includes the following steps:

1. RFF sends a reminder to all partners within the first week of each month to report relevant activities on the online form
2. All partners report the D&C activities they have organised/participated in, or/and attended during the last month and fill in the respective information.
3. Partners provide the information within the next 15 days from the day they receive the request/email.

Partners are also advised to send supportive material along with the reporting form to justify their involvement and progress, i.e. photos, a short description, the partner's role in the event, type of activity, etc. If partners have already uploaded social media posts regarding the event on their institutional website or social media accounts, they should tag OptiFish's accounts on LinkedIn, Facebook, X, and YouTube and use the respective hashtags. Partners must also share the post link with RFF so the communications team can repost their website/social media content. This reporting process empowers each partner to seamlessly identify their responsibilities and accurately document their participation and engagement in D&C activities, ensuring transparency and efficacy in our communication endeavours. In addition, a second form has been created to depict partners' planning concerning upcoming publications, events, and synergies. As such, both forms are distributed to OptiFish's consortium to enhance the reporting and monitoring procedures (Annex I, Individual partner online form for D&C Reporting and Online form for D&C Planning).

3. Dissemination Activities

A structured implementation of the dissemination activities is crucial for ensuring project goals and objectives are met. This section will provide an overview of the methodology applied in reporting and monitoring KPIs per reporting period and per partner, as well as a thorough description of the dissemination measures and tools.

3.1 Dissemination KPIs per reporting period and per partner

To address OptiFish needs, a series of concrete dissemination KPIs have been identified. A target has been attributed to each KPI for the duration of the project and separately for the three (3) distinct reporting periods, to measure progress, maintain accountability and ensure project's vision will be accomplished. This distribution is presented in Annex I, OptiFish Dissemination KPIs per reporting period. KPIs and target values have been distributed to all partners in order to effectively share the responsibility for disseminating project results and maximising impact derived from each partner's expertise, experience and networks (Annex I, OptiFish Dissemination KPIs per partner).

3.2 Dissemination Measures and Tools

3.2.1 Technical publications

OptiFish will develop technical publications, including at least 12 articles in industry magazines and 2 blue papers, to promote project results and translate them into useful input for a wide range of stakeholders.

3.2.1.1 Articles in industry magazines

Articles will be published in industry magazines to attract the interest of industry stakeholders such as fishers, tech companies, and policy makers. These publications could be blog posts, position papers, catalogue entries in industry based magazines or sites such as EuroFish, The Parliament Magazine, IntraFish, Eco Magazine, Research Review, Oceana, and SeaFood Source. Three (3) articles will be published during the period from M1 to M18, eight (8) from M19 to M36 and the remaining three (3) during the period from M37 to M48.

3.2.1.2 Blue papers

Within the project's duration, two blue papers will be produced. One blue paper will be outlining the minimum requirements of each developed technology in relation to the pilot case study and a wider application. This, among others, will include observation scenes, such as camera placements and distance to catch items and activities; camera specifications, for example image resolution and number of cameras; speed of processing images and real-time or near real-time DNA extracts; specifications related to sensor fusion, sensor hierarchy and sensor communication that allow sanity check, hardware/software redundancy, and anti-tampering alarm. The other blue paper will be outlining the minimum requirements for the data management framework and each of the system architectures. One (1) blue paper will be published during the period from M1 to M18 and one (1) from M37 to M48.

3.2.2 Scientific publications

OptiFish will develop scientific publications, including at least 6 peer-reviewed academic publications, at least 20 presentations in conferences or workshops and at least 5 OpenAIRE datasets to maximise the chances of building upon or reusing results improving and eventually to improve research and achieve greater impact.

3.2.2.1 Peer-reviewed academic publications

Peer-reviewed academic publications will be presented in at least eight (8) fisheries or marine biology journals. These journals could be the International Journal of Fisheries and Aquatic Science, Fish and Fisheries, Frontiers in Marine Science, Journal for Nature Conservation, ICES Journal of Marine Science, Ocean & Coastal Management, Sustainability or Fisheries Research. Publications will be open access in accordance with current EU regulations to ensure greater impact through increased visibility within the stakeholders' ecosystem. Two (2) peer-reviewed academic publications will be published the period from M1 to M18, three (3) the period from M19 to M36 and the rest three (3) the period from M37 to M48.

3.2.2.2 Presentations at conferences & workshops

Partners will present project results at conferences or workshops, including academic poster presentations. The participation in those short- and long-term events will be regularly reported and described in an event calendar (Annex I, OptiFish Communication KPIs per reporting period) distributed to all partners. The calendar will contain information such as the date, location, title/description of the conference/workshop and a brief elaboration of the role/implication for OptiFish, and will be an online, frequently updated document.

To guarantee that the selection and engagement of events are in accordance with the project's objectives and budget, guidelines will be provided concerning the actions and their timelines according to each proposed event. These guidelines will require customisation for each activity, as several factors may lead to varying steps and deadlines.

OptiFish will democratise scientific knowledge by presenting the generated results at Scientific Conferences, such as ICES Science Conference, AquaVision, Aqua Nor Marine & Inland Waters Research Symposium, Baltic Sea Fisheries Forum, Big Data, International Conference on Fisheries and Aquatic Sciences. Eight (8) of these presentations will be carried out the period from M1 to M18, twelve (12) the period from M19 to M36 and seven (7) the period from M37 to M48.

3.2.2.3 Datasets via OpenAIRE

RFF will create a Zenodo community for OptiFish, where partners will be able to deposit all datasets, following the guidelines for FAIR data. Zenodo is suggested and supported by the OpenAIRE infrastructure. OpenAIRE's platform, EXPLORE, ensures easy access and harmonisation of the project's data.

The OpenAIRE platform will guest more than ten (10) datasets, between which the gold standard validation datasets, a collection of data that will be thoroughly and accurately annotated or labelled by human experts or other reliable sources. Five (5) datasets will be deposited the period from M1 to M18 and five (5) the period M37 to M48.

3.2.3 Capacity building

The OptiFish partners are equipped with the resources, practical and theoretical capacity and world-renowned expertise in their fields necessary to fulfil the project's ambitious objectives and develop an extensive capacity building program for fishers, control agencies and end users in general. This program will be widespread through the OptiFish Academy and will include webinars, workshops, live events, and training manuals.

3.2.3.1 Webinars

Webinars will include any online event focusing on disseminating information, sharing expertise, or showcasing products and services that are intended for different target audiences. Partners will be responsible for organising and/or presenting material. Two (2) webinars will be carried out the period from M1 to M18, six (6) the period from M19 to M36 and three (3) the period from M37 to M48.

3.2.3.2 Workshops

Workshops will refer to interactive sessions collaborated over the course of the project and will be designed to provide participants with practical skills, knowledge, and experiences. Those workshops typically involve a smaller group of attendees and focus on active participation, group discussions, and collaborative activities. Partners will be responsible for organising and/or presenting material. Two (2) workshops will be carried out the period from M1 to M18, six (6) the period from M19 to M36 and four (4) the period from M37 to M48.

3.2.3.3 Live events

Partners will participate in >4 live events, which could be any type of training, demonstration, that happens in person. Partners will be responsible for organising and/or presenting material. For the events' identification and selection to participate a guideline provided in Figure 6 will ensure that the event aligns with the OptiFish goals and budget. The timeline is indicative and could be adapted accordingly to the exact event and time conditions. Dates of the selected live events will be posted on the OptiFish social media channels and OptiFish Academy, with the latest to host the respective recordings, when available. Three (3) participations in live events will take place the period from M19 to M36 and three (3) the period from M37 to M48.

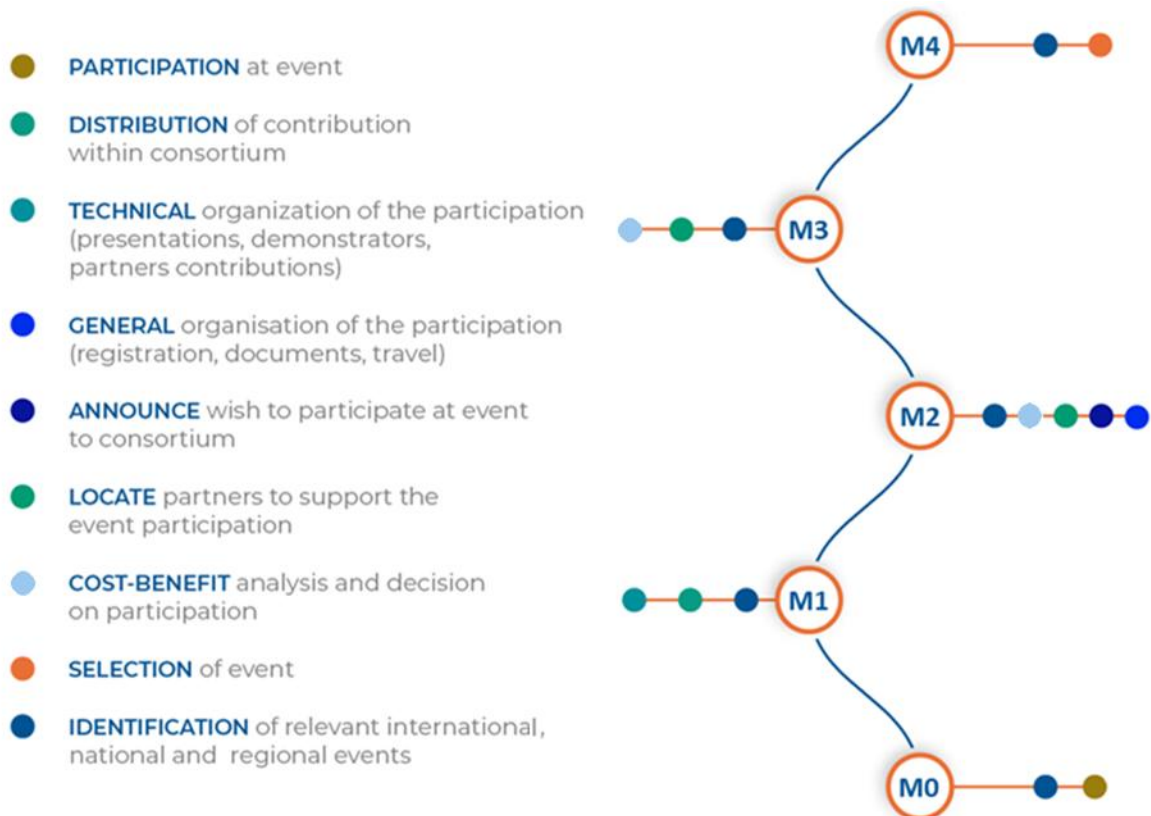


Figure 6. Steps and timeline for planning events.

3.2.3.4 Training manuals

Training manuals will be developed using feedback from the pilot studies in Task 5.1 and the experience of fishers involved in these studies. Manuals will be documents providing a clear comprehension of the technologies and the way of using them. One (1) training manual will be developed for the reporting period from M1 to M18, three (3) from M19 to M36 and four (4) for the period from M37 to M48.

3.2.3.5 Games

Two (2) interactive games will be designed and created in a way to disseminate information targeting the technologies' end users, and specifically the fishers. The first game will be released between M19 and M36 and the second will be released between M37 and M48.

3.2.4 Ecosystem expansion and cooperation

Ecosystem expansion and cooperation with projects and initiatives with similar goals and mandates will strengthen the impact for all parties and benefit the broader community. A four-phase process will be implemented to ensure partnerships align with OptiFish objectives and maximise impact. This process will include the following steps:

1. Identification of new projects
2. Evaluation of each potential synergy
3. Initiated communication will be determined on a case-by-case basis

4. Implementation of the activities to share knowledge and data

3.2.4.1 Participation in fairs/exhibitions

To stimulate engagement from the broader community OptiFish will also participate in national and international trade fairs and exhibitions (e.g. EU Maritime Days, Fish International, Conexmar, SeaFood Expo Global, DanFish, CroFish, Nor-Fishing, Future Fish Eurasia). The participation in fairs and exhibitions refer to events that are primarily targeting non-academic stakeholders. Four (4) of the participations in fairs or exhibitions will take place the period from M1 to M18, six (6) the period from M19 to M36 and three (3) the period from M37 to M48.

3.2.4.2 Community outreach presentations

Community outreach presentations refer to activities such as festivals, local events, school presentations, etc. These activities will target civilians, students, rural fishing communities, environmental organisations and agencies. Two (2) of the community outreach presentations will take place the period from M1 to M18, four (4) the period from M19 to M36 and three (3) the period from M37 to M48.

3.2.4.3 Joint activities with other EU projects

OptiFish will facilitate at least 11 strategic joint activities with related projects. Two (2) of these joint activities will be carried out the period from M1 to M18, five (5) the period from M19 to M36 and four (4) the period from M37 to M48. In those joint activities, both OptiFish and the other project, will be presenting at each other's meetings, or hosting a joint panel discussion/session live or a webinar or publishing joint publications. The other project could be Horizon 2020, Horizon Europe, EAFRD, ERDF, Cohesion funds, and Excellence Hub call projects, as well as initiatives and networks. Some indicative projects for joint activities could be those with participation or coordination of OptiFish partners (Table 2).

Table 2. Projects with participation or coordination of OptiFish partners.

Relevant EU projects from Consortium partners	Results relevant to OptiFish
Survival probabilities of plaice, sole and turbot discards in beam trawl and flyshoot fisheries (DOSTT) (2022 - 2024) (WR,WU). Survival probabilities of undersized bycatch discarded by beam trawl fisheries and by fly shoot fisheries using of multispectral camera to detect blood and damage presence	Use of multispectral cameras to detect blood and damage presence will be further refined in the OptiFish project by incorporating discards survival probabilities of sole in the stock assessment of North Sea sole and the development of computer vision technology to predict discards survival probability of plaice.
Fully Documented Fisheries (2020 - 2023) (WR and WU) - (EMFF).	The CatchWAM builds upon the results of this project. A tool was redesigned and tested within the context of the European Landing Obligation.
Marine Sensing and Robotics (Masenro) (2022 - 2025) (WR and VCU) Public-Private Partnership.	Fish detection and robotisation for auction, processing, and vessels. In OptiFish vacuum technology to separate the fish from bulk to a controllable supply will be applied to develop economically affordable, small and robust mechatronics or robotic devices SingleFish).
2.1 Innorays (2019-2023) (WR and WU) (EMFF). The project aims to improve the knowledge base for skate and ray stocks in the North Sea.	EM on board fishing vessels allow continuous catch monitoring over extended periods without requiring additional on-board personnel. In OptiFish it can provide more representative coverage of the fleet.
TraceMyFish (TMF) (2021-2023) BLUE-BIO ERANET (SCiO)	Traceability and Quality Monitoring through the Fish Value Chain. Among its inputs the product develops computational Modules for the ingestion in processing of sensing data for fishing. These will be adapted and extended to cover OptiFish settings, operational environments, and complexity variability data.
SmartFish H2020 (2017-2022) Horizon2020	In OptiFish we build upon key technologies from SmartFish, such as CatchScanner and CatchSnap as well as data and experience.
CatchID (Norwegian name: “FangstID”) (2021-)	OptiFish will collaborate with the CatchID program. This is an initiative launched by the Norwegian Directory of Fisheries to support the development and implementation of new technological

	<p>solutions to accommodate the challenges with illegal and unreported and unregulated fishing. CatchID will support the development of a fully integrated documentation system, using third-party technology to automatically register all marine resources harvested in real time and with limited or no need for human interaction, and to provide relevant data to monitoring control surveillance (MSC) authorities.</p>
R-Control (2021-2024) – Norwegian Research Council	<p>R-Control develops generic methods and technologies that enable estimating the catch composition arriving on the fishing vessel basis itself on CatchScanner from SmartFish.</p>
ILIAD (2022-2026) – Horizon2020	<p>Integrated digital framework from comprehensive maritime data (Copernicus data) and information services. The project was recently funded and is expected to last until the end of 2025 gradually overlapping with OptiFish allowing the synergies between the two.</p>
VISTools III, VISITOOLS Analytics (2018 – 2023) EMFF	<p>Information system & Tools integrates fleet information and automatically collects the figures from sensors to extract useful information for use by skippers and shipowners. This includes monitoring yield, catch composition and fuel consumption down to towing level. We will build these experiences in OptiFish.</p>
EVERYFISH (2023-2026) (Horizon Europe grant no. 101059892)	<p>EveryFish will develop, test, and promote a suite of innovative, technological solutions for fully automated catch recording and reporting for use on board European fishing vessels and develop innovative governance strategies that make use of the technically reported catch data. The project started recently overlapping in timing with OptiFish, allowing for synergies between the two. Technologies such as CatchWAM that are developed in EveryFish will be further developed in OptiFish to ensure full catch recording.</p>
ZERO – Impact (EV ILVO, EMFF)	<p>In OptiFish, we build on relevant outputs from ZERO – Impact (i.e., detection and quantification of target species with positive correlations between eDNA concentration and biomass of sole and plaice) and extend our focus to pelagic species.</p>

3.2.4.4 Representation in Working Groups

Fishers will be consulted, and their feedback integrated across the project's activities and a strong European and International presence at working groups (e.g. Regional Coordination Groups). This means joining a working group or presenting the project and its results at their meetings. Two (2) of these activities will be carried out during the period from M1 to M18, five (5) from M19 to M36 and four (4) from M37 to M48.

3.2.4.5 Project alliances

OptiFish's representation in alliances includes joining an alliance (e.g. EUFA) or presenting the project and its results at their meetings. Two (2) of these activities will be carried out the period from M19 to M36 and two (2) the period from M37 to M48.

3.2.4.6 Results presentations at meetings of ICES working expert groups

Within this activity, OptiFish gets engaged with International Council for the Exploration of the Sea (ICES) working expert groups. Partners can either join a working group, attend a working group meeting to share results, or present at an expert working group workshop. One (1) of presentations will be carried out the period from M1 to M18, three (3) the period from M19 to M36 and three (3) the period from M37 to M48.

3.2.4.7 Joint meetings with relevant projects at Annual Science ICES conference

Joint meetings with relevant projects can include a shared poster, a shared presentation or any other relevant activity where OptiFish and other relevant EU projects are working together to present their projects and/or results during the Annual Sciences ICES conference. Two (2) meetings will take place during the period from M1 to M18, one (1) from M19 to M36 and one (1) from M37 to M48.

3.2.5 Policy Contribution

OptiFish will contribute at the policy level by creating dedicated working groups and developing a manuscript on global and multi-level governance of its technological innovations. The goal is to facilitate future policy discussion and multilateral agreements as well as closely follow international fisheries agreements and negotiations. At least two (2) dedicated working groups and one (1) manuscript are foreseen.

3.2.5.1 Manuscript on global and multi-level governance of technological innovations

In the frame of OptiFish a manuscript on global and multi-level governance of technological innovations will be developed. This manuscript will outline the findings of Task 5.3.2, detailing how OptiFish will follow international fisheries agreements in selected Regional Fisheries Management Organisations (RFMOs) and Fisheries Stock Assessment (FSA) meetings, or relevant bilateral and multilateral settings, throughout the project period. It will be presented and join negotiations to code narratives of delegates when they make statements about automatic catch registration issues. The goal is to align with global biodiversity multilateral environmental agreements for developments that affect technological developments, like the

Convention on Biological Diversity (CBD) and the Biodiversity Beyond National Jurisdiction (BBNJ) conference of parties. The manuscript will be delivered in the period from M37 to M48.

3.2.5.2 Creation of dedicated working groups

One of the OptiFish outcomes will be the creation of two dedicated working groups. The first one will be established by NDF and will consist of multidisciplinary fisheries experts (e.g. legal disciplines, AI, economics, biology, management and metrology). The scope of creating this group will be to outline a template for a control agreement on the implementation of AI-based catch-monitoring systems under development in OptiFish (Task 5.4). The second working group will be organised by EV ILVO with the aim of building on the results of the MALs and focusing on the workshop participants from the stakeholder group of commercial fisheries (T5.1.3). For this task support may be requested from DTU that participates in the sub-task and SO that leads Task 5.1. The creation of the two (2) dedicated working groups will be completed in the period from M1 to M18.

4. Communication Activities

OptiFish communication activities aim to ensure effective utilisation of its outcomes and enhance its overall impact to the fullest extent possible. The communication activities target to i) raise public awareness; ii) ensure that all stakeholders are on alignment regarding project goals, objectives, timelines, and expectations; iii) ensure that all stakeholders are informed, consulted, and involved throughout the project lifecycle; iv) foster collaboration among Project Partners by providing guidelines for sharing information, coordinating tasks, and addressing conflicts, and v) encourage reflection on effectiveness, identifying areas for improvement, and implementing corrective actions to enhance project outcomes.

4.1 Communication KPIs

To address OptiFish needs, a series of concrete communication KPIs have been identified.

A target has been attributed to each KPI for the duration of the project and separately for the three distinct reporting periods, to measure progress, maintain accountability and ensure the accomplishment of project's vision. This distribution is presented in Annex I, OptiFish Communication KPIs per partner. Additionally, target values have been distributed to the partners in order to effectively share the responsibility for communicating project results and maximising impact derived from each partner's expertise, experience and networks (Annex I, OptiFish Dissemination KPIs per partner).

4.2 Communication Measures and Tools

This section outlines the communication methods and tools that will be used to reach the target groups for OptiFish and establish a vibrant ecosystem.

All branding and promotional materials will be created for the target groups from M3 to 3 years after the project's completion. This will include visual identity, communication materials, promotional items such as brochures and banners for both offline and online events, as well as social media content. All materials will be available in electronic and printed formats as required.

Additional promotional materials, with input from partners, such as posters of various dimensions, will be created by RFF.

4.2.1 Brandbook

The brandbook establishes a specific colour palette for printed materials and web design. A minimal approach was used to highlight research and innovation. The aim is to ensure that simple aesthetics and fine lines do not distract from the conveyed message.

The fish graphic present in all OptiFish's material symbolises the project's main objective, which is to optimise digital catch monitoring and reporting in European fisheries.

The colour variations of the materials support their use in various backgrounds and settings, aiding the partners' work and emphasising the importance of sustainability to fisher's operations. This enhances control processes and builds trust within society.

The photographic material complements the colours, creating a unique content feel. The colour palette is provided in Annex II.

The logo, which was selected after design consultation and discussion, is easily recognisable and clearly indicates that this project focuses on fish.

4.2.2 Logo

The logo is the primary visual tool for creating direct recognition of the OptiFish project. It was chosen to be simple and to hint at a story. As the name of the project suggests, the logo depicts a fish within an eye or an eye that resembles a fish, conveying the importance of observing and reporting fish and fisheries.

RFF created various versions of the logo tailored to meet partners' D&C requirements. The logo has been seamlessly integrated into digital platforms and print materials, forming an integral component of the project's brand identity.

4.2.3 Brochures

Five (5) brochures will be designed to visualise the OptiFish project. RFF will be responsible for the delivery of these designs. The general brochure in English was delivered at the M3. It will be distributed at various events where OptiFish is involved, such as meetings, workshops, webinars, and joint events with other EU initiatives.

The brochure contains general information about the project, an introduction to the consortium, a brief overview of key activities, information about the MALs, and expected results.

4.2.4 Banners

The main banner for the OptiFish project provides a comprehensive overview of the project, featuring key details, social media handles, and a QR code that links directly to the project website for easy access to its scope and activities. The roll-up banners for OptiFish, including the MALs, will enhance project visibility at physical events, making the OptiFish booth easily identifiable. The primary banner design for the project has already been finalised.

To ensure a strong presence at live events, five (5) additional banners will be developed to convey essential information to stakeholders and capture their interest. The content on the banners will be updated throughout the project to reflect its progress and milestones. Additionally, translations into 8 languages will be provided to make the information accessible to diverse ecosystem players.

4.2.5 Other Promotional Material

OptiFish promotional material is designed to increase public awareness of the project and its impact. Offline communication has the advantage of being physical and tangible, effectively capturing attention during events and conferences.

Additional promotional material, such as backpacks, USB sticks, pins, notebooks, and pens, have been created to showcase project results and attract a wider audience. These visually engaging items aim to raise awareness about the project's goals, activities, and outcomes.

To make the most of offline materials, follow these guidelines: create compelling headlines, use colours thoughtfully, focus on benefits, and ensure that the tone and message are aligned with the target audience.

4.2.6 OptiFish Website

OptiFish has launched a leading-edge website (<https://optifish.eu/>) as the main source of project information. It is mobile-friendly to increase accessibility. The website promotes relevant content such as news, videos, workshops, events, press releases, and publications to engage key stakeholders. It will also include digital visualisations of project processes and results. It will be regularly updated with contributions from all partners and host public dissemination deliverables.

The landing page was released before the project kick-off meeting. It features the project logo, graphics, and a summary, with information on the OptiFish approach, objectives, pilots, and partners. Clickable icons link to the project's social media accounts (LinkedIn, X, Facebook, SlideShare, YouTube), and there is a subscription button for the newsletter. Contact information for the project coordinator and communications manager is provided at the bottom. The website includes five (5) clickable sections in the header, which are: 1. About, 2. Pilots, 3. OptiFish Technologies, 4. Newsroom, 5. Contact. In the header, there is also the clickable ACADEMY button, which will lead visitors to the OptiFish Academy, a capacity building program described in the present deliverable in Chapter 2.5.

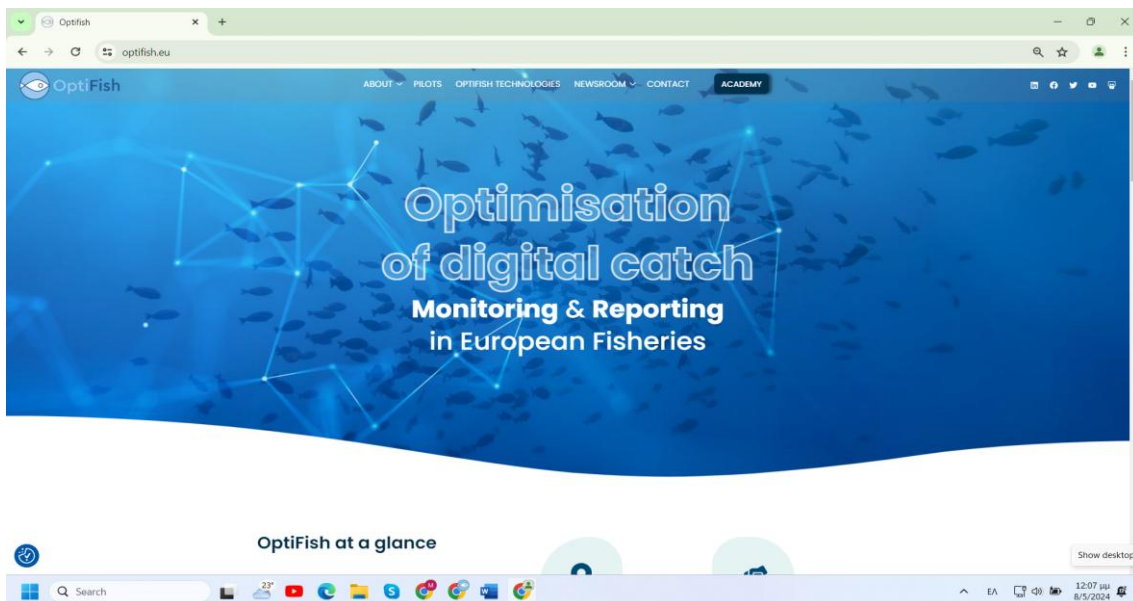


Figure 7. OptiFish Website page.

4.2.6.1 Blog Posts

Fifty-three (53) Blog posts will be posted on the project's website to communicate OptiFish messages.

Fifteen (15) blog posts at the period from M1 to M18, nineteen (19) blog posts from M19 to M36 and nineteen (19) blog posts from M37 to M48. RFF is responsible for uploading the blog posts on the OptiFish website.

Partners are encouraged to provide concise and engaging content for regular updates on the project, their organisation's activities, achievements, and other relevant topics of interest. These updates should be easily digestible and informative, serving to keep stakeholders informed and interested in the project's progress and outcomes.

4.2.6.2 Project videos/animations

Video and animations is a highly effective marketing tool that OptiFish can use to its advantage. OptiFish videos/animations will promote the tools and results created by the project to a general audience.

RFF will be responsible for creating eleven (11) project videos/animations. Two (2) videos/animations will be produced from M1 to M18, five (5) videos/animations from M19 to M36, and four (4) from M37 to M4

4.2.7 Social media channels

OptiFish accounts will be created on the most impactful social media channels to provide compelling content in a format that is easily understood by non-experts. Real-time updates of project activities and access to contributors will spark conversation and interest in both the project and the broader topics around fisheries and control.

As part of the project, five (5) social media accounts will be created and managed across different platforms (LinkedIn, Facebook, X, SlideShare, and YouTube). Also, the project's results will be disseminated on the Research Gate.

OptiFish has registered and is active (M1) on the above social media platforms. To monitor the effectiveness of these social media accounts, respective KPIs have been tracked, in line with the KPI targets specified in the Grant Agreement. The analytics tools available on these platforms have been used to collect the relevant data.

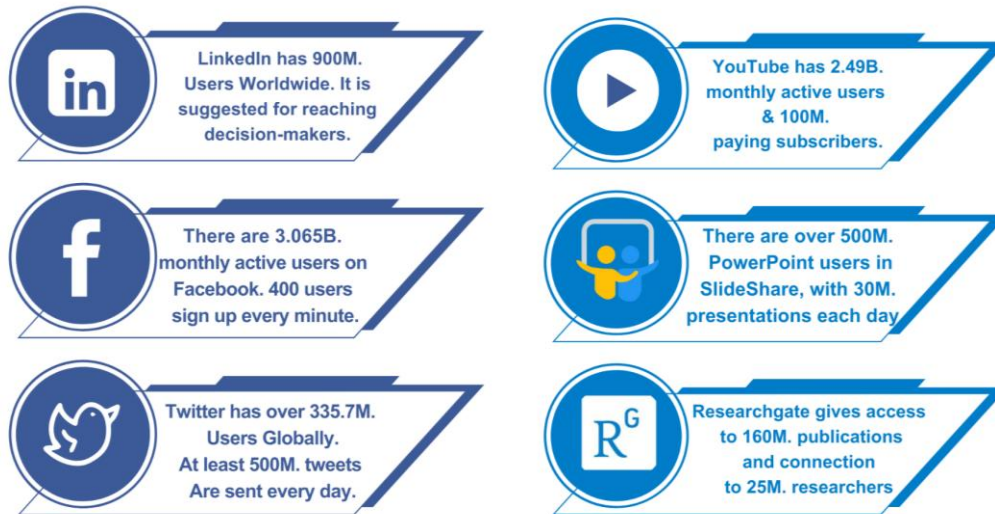


Figure 8. Social Media Channels.

4.2.7.1 LinkedIn

A LinkedIn profile (<https://www.linkedin.com/company/optifisheu/>) was created to disseminate all updates regarding the project and provide project partners with a platform to initiate discussions on specific topics, thereby attracting a broader audience.

LinkedIn is a professional networking platform where the project will connect with other professionals, researchers and individuals. A LinkedIn profile increases the visibility of the project within the industry and the community. It serves as an online presence where people can learn about the project, its objectives, achievements, and outcomes.



Figure 9. OptiFish LinkedIn profile.

4.2.7.2 Facebook

OptiFish's Facebook page (<https://www.facebook.com/OptiFish.EUProject/>) was developed to communicate directly with target audiences on an individual level. By maintaining a presence on Facebook, OptiFish can reach a vast audience and increase its visibility.

Concerning the fact that it provides various features such as posts, comments, likes, and shares, the project will be engaging with its audience in real-time. That will give the opportunity to interact with OptiFish followers, answer their questions, and receive feedback, thereby fostering a sense of community around the project.

Through this channel the project will share updates, news, events, and other relevant content with the audience. This allows to keep the followers informed about the latest developments and achievements related to the project.



Figure 10. OptiFish Facebook page.

4.2.7.3 X

An X account (<https://twitter.com/optifishproject>) was created to increase the visibility of the project and engage specific audiences such as policy makers and advisors. OptiFish will use short messages (less than 280 characters) to interact and post news, events and updates on the project's status.

The concise and straightforward format of this content makes it extremely important and useful for informing and engaging with targeted audiences and respective communities. It will also be used to connect with "high influencers" in the research and business topics of the OptiFish project in order to successfully build an active community.



Figure 11. OptiFish X account.

4.2.7.4 YouTube

A YouTube channel (<https://www.youtube.com/channel/UCShoSiGQO-Jy4NfCdeHDXiQ>) will be used to host and promote OptiFish videos, which will include a wide variety of content such as interviews, case studies, and demos. Viewers can ask questions, provide feedback, and engage in discussions, fostering a sense of community and collaboration around the project.

The OptiFish YouTube channel will primarily be used for raising awareness and providing training, targeting all OptiFish groups and interested stakeholders. Compared to written content, visual content is more engaging and comprehensible, making it an effective way to communicate important information to a broad audience.

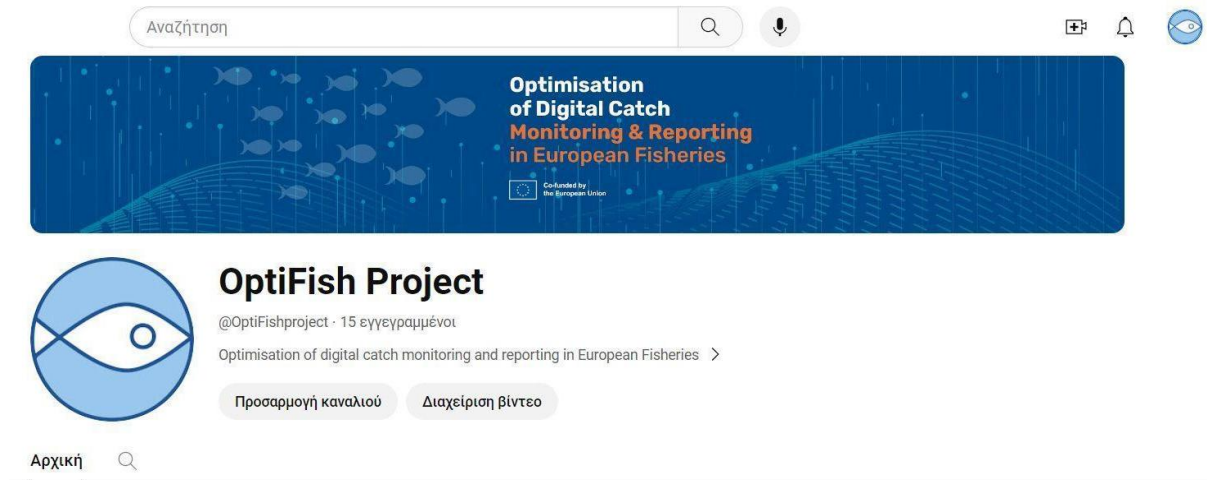


Figure 12. OptiFish YouTube channel.

4.2.7.5 SlideShare

SlideShare is a platform that allows sharing a variety of content, including project updates, reports, case studies, and presentations, with a broader audience.

OptiFish SlideShare account will share relevant materials such as presentations, infographics, and documents at this link <https://www.slideshare.net/optifishproject>. By uploading pertinent materials, OptiFish will demonstrate the achievements, progress, and insights of the project to potential partners, investors, customers, and other stakeholders. This will help the project establish credibility, trust, and authority with its audience.

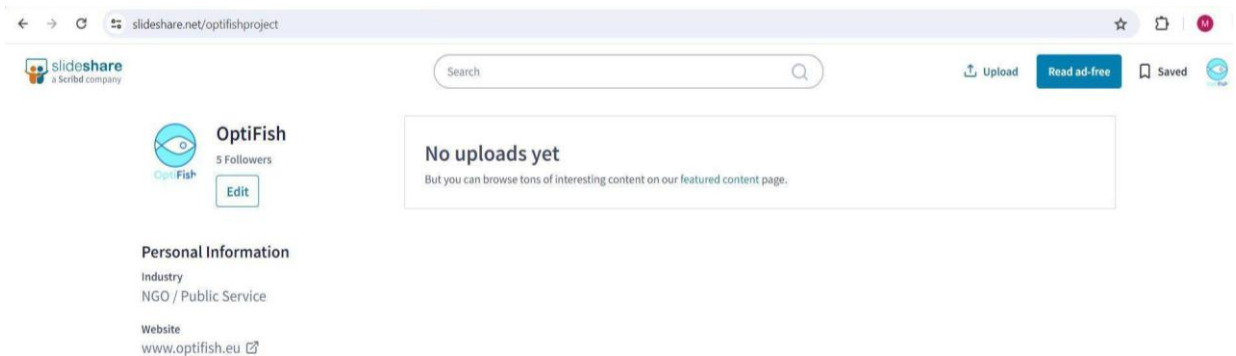


Figure 13. OptiFish SlideShare profile.

4.2.7.6 ResearchGate

ResearchGate is a platform that enables researchers and scientists to communicate, share their work, connect with peers, ask and answer questions, and find collaborators. Partners will upload the relevant publications and findings to ResearchGate.

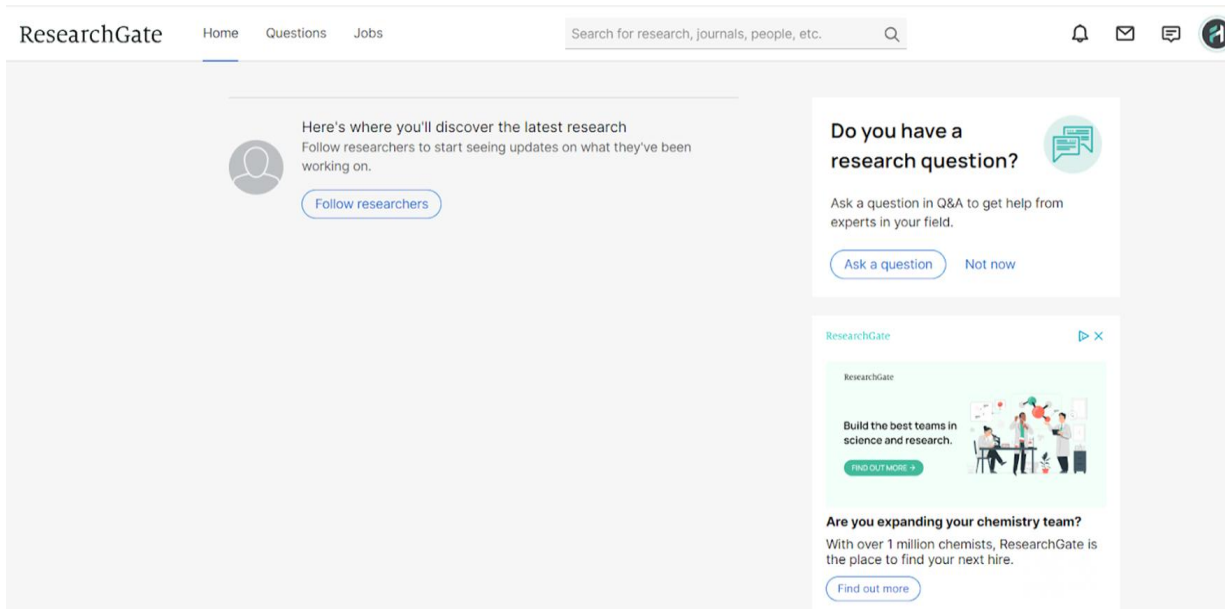


Figure 14. The ResearchGate platform.

4.2.8 Hashtags

The project's main topics are reflected in hashtags, which are user-friendly and engaging keyword phrases. These hashtags will help increase visibility in the social media environment and make OptiFish's messages stand out, influencing relevant communities. Tracking the hashtags will allow the consortium to analyse quantitative and qualitative data. RFF is responsible for the project hashtags on social media during the project.

During the OptiFish project, five (5) project hashtags will be used in all social media posts across various platforms. The chosen hashtags are relevant to the project and will assist in reaching our target audience and making OptiFish-generated knowledge easy to find. Please note that due to character restrictions on platforms such as X, only two (2) hashtags will be used.

Particularly, the hashtags that will be used on social media are: [#HorizonEurope](#), [#ResearchImpactEU](#), [#fisheriestechnologies](#), [#fisheriesmonitoring](#), [#futurefisheries](#). For X the used hashtags will be: [#HorizonEurope](#), [#ResearchImpactEU](#). [#ResearchImpactEU](#) and [#HorizonEU](#) should be used in Horizon Europe projects according to the [EU guidelines](#) for using social media for the communication of a HE project.

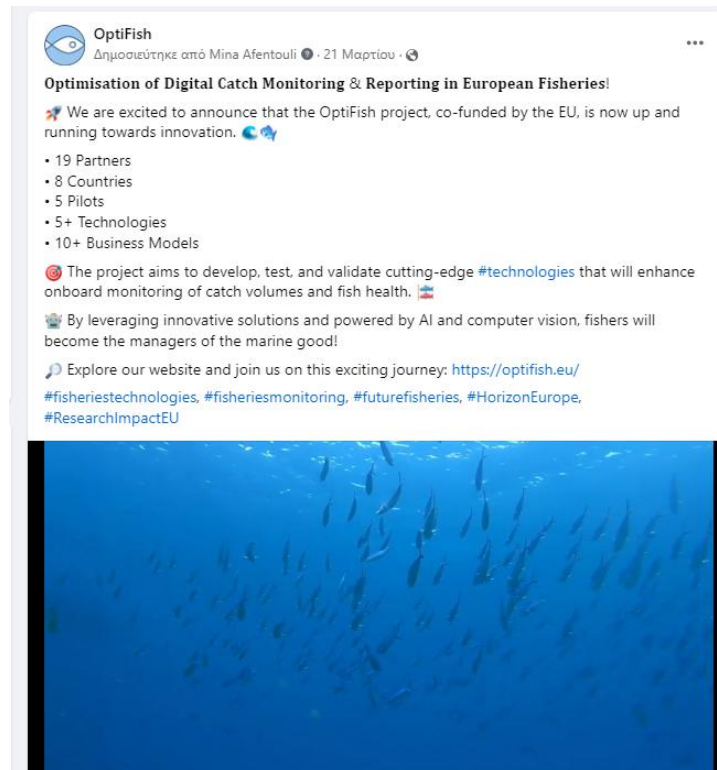


Figure 15. Illustration showcasing OptiFish Hashtag usage.

4.2.9 E-newsletters

Starting from Month 6, biannual e-newsletters will be sent out to both subscribers and consortium members, delivering updates and relevant information. Eight (8) interactive e-newsletters are expected throughout the duration of the OptiFish project.

E-newsletters will provide a snapshot of the project's activities, achievements and relevant engaging content. Interactive features (e.g. clickable links, polls) will grab the attention of readers and email marketing tools (e.g. Sendinblue) will automate distribution. Three (3) e-newsletters are expected from M1 to M18, three (3) e-newsletters are expected from M19 to M36 and two (2) from M37 to M48. RFF is responsible for releasing all of them.

The structure of each newsletter will include an introduction, sections for project updates, key news, deliverables, and upcoming events. Subscriptions can be initiated at events or through the project website, with strict adherence to data protection laws, including the EU's GDPR. Subscribers can unsubscribe at any time, and their data will be securely stored on partner servers, inaccessible to third parties. To facilitate newsletter development and distribution, an account will be set up on Mailchimp by RFF, with an expected subscriber base exceeding 300 over the project's duration.

4.2.10 Press Releases

Eight (8) press releases are expected throughout the duration of the OptiFish project. Press releases will be produced and distributed for publication among national/regional/EU press to

further promote the project, its latest activities and developments to a broader audience as well as addressing more specific stakeholders. Two (2) press releases are expected from M1 to M18, three (3) press releases are expected from M19 to M36 and three (3) from M37 to M48. The first press release has already been published in M3. RFF is responsible for all press releases.

Press Releases will be translated into 8 languages (French, Spanish, Croatian, Danish, Greek, Dutch, Turkish and Norwegian).

4.2.11 TV/radio interviews

Six (6) interviews on TV or radio will be given during the project. Interviews on TV and radio will maximise the visibility of the project activities and reach target audiences interested in topics researched by OptiFish. The interviews will focus on the promotion of key activities of the project and will mainly target the public as well as OptiFish target groups (Fishers & Fishing Companies, Control Agencies & Policy Makers, Technology Industry, Fish Processing Industry, Research & Academia, Organisations Promoting Sustainable Fishing and Consumers).

One (1) interview on TV/radio is expected from M1 to M18, two (2) interviews on TV/radio are expected from M19 to M36 and three (3) interviews on TV/radio from M37 to M48.

4.2.12 Success stories videos

Seven (7) videos with success stories will be produced for OptiFish project through the Digital distribution channel insights, to visualise the project communication messages. These videos will capture the experiences and benefits realised by fishers who have adopted OptiFish technologies on their vessels. Using engaging multimedia materials, OptiFish will present these stories through local and national media outlets.

Using engaging multimedia materials, OptiFish will appealingly present these stories through local and national media outlets. Central to this endeavour is the ambassador program, which will showcase these success stories.

The project will have a strong presence at various events, such as conferences and trade fairs, where it will have the opportunity to demonstrate project results to local fishers, technology providers, and consumers, as well as connect with leading international researchers, control agencies, and policymakers. The OptiFish ambassador program will feature success stories and videos with pilot studying fishers, using technologies onboard their vessels.

Three (3) success story videos are expected from M19 to M36 and four (4) videos from M37 to M48.

By developing videos of the OptiFish project, it is anticipated that interest and enquiries from OptiFish target audiences will be generated. All videos will be uploaded onto the OptiFish website, OptiFish Academy and YouTube channel.

4.2.13 Podcast Episodes

Podcasts are digital audio files presented in a series, typically with new instalments received automatically by subscribers. This on-demand technology is growing in popularity with 464.7

million podcast listeners globally as of 2023. OptiFish will create a podcast series of ten (10) episodes in total, to enrich and diversify the website and address auditory learning styles.

The first five (5) episodes will be produced from M19 to M36 and five (5) more will follow from M37 to M48.

RFF will manage the entire podcasting process, from brainstorming ideas to handling logistics such as editing. RFF will integrate content contributed by all partners to craft compelling episodes. OptiFish partners may be invited to share their expertise or discuss their project-related work through interviews. The series aims to engage the project's audience with diverse and informative content.

5. Exploitation activities

The Exploitation Strategy outlines how the project's findings will be utilised after the research phase. However, a concrete exploitation strategy goes beyond outlining the proper use of the project's results. It is crucial for the project's effective implementation and a roadmap for maximising OptiFish overall impact, transforming research into real-world benefits.

During OptiFish lifetime, both commercial and non-commercial KERs will be produced, each with tailored exploitation paths, aiming for optimal use and expedited uptake by the targeted stakeholders. To distinguish these outcomes and ensure their broader application and maximum impact across science, technology, society, and the business domain, OptiFish is committed to articulating and sharing each KER's Unique Value Proposition (UVP). This will involve crafting a straightforward yet comprehensive statement accessible to both technical and non-technical audiences, encapsulating each result's significant benefits to its intended groups. This initiative outlines all feasible exploitation methods and pathways to introduce OptiFish's innovations to all targeted sectors.

The overall strategy has a long-term effect, guaranteeing that the project's impact is sustainable and continues to generate benefits even after the research phase is complete. Project's results will be translated into commercial gains, further scientific advancement, or policy changes. This ensures the project delivers tangible benefits to society, science, or the economy, reassuring that OptiFish promotes sustainable solutions that significantly contribute to the advancements in fisheries management and conservation efforts, highlighting the project's enduring value to various stakeholders.

As illustrated in Figure 16, the deliverables dedicated to the overall Exploitation Strategy are interconnected, serving as a critical cornerstone for the effective project execution. The interrelation of deliverables is crucial for achieving optimal efficiency and success. By fostering a logical sequence where each output builds upon the preceding one, a structured approach is achieved, minimising redundancy and rework. A set of concrete exploitation actions will be further described in D6.4 Update Dissemination, Communication and Exploitation Plan and D6.5 Final Dissemination, Communication and Exploitation Plan.

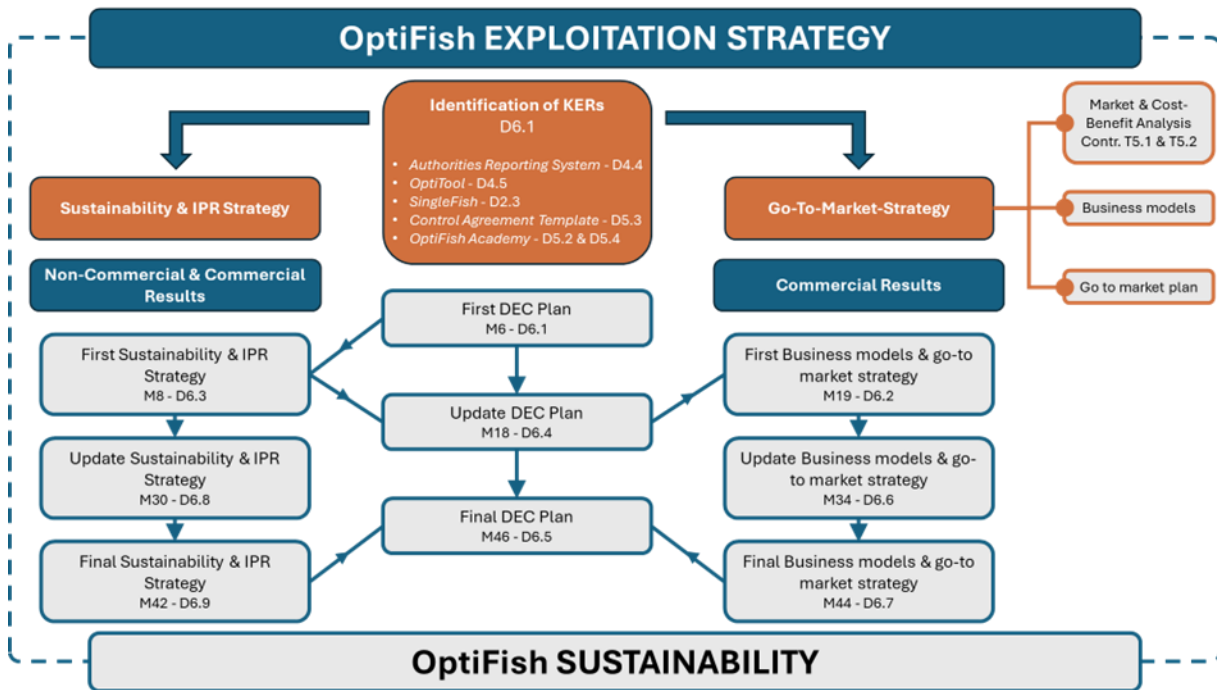


Figure 16. Schematic representation of OptiFish Exploitation Strategy, illustrating the links and dependencies between deliverables.

5.1 OptiFish exploitation strategy and measures

The identification of the OptiFish KERs is conducted through a simple procedure that requires feedback encompassing all project partners. The initial step in identifying a KER involves a reverse sequence from the conventional process. Here, the procedure begins with the dispatch of a specific form to the project partners. This form, designed to identify new KERs and related IPRs, prompts partners to detail the exploitability potential of their identified results meticulously. These details must align with the project's overarching exploitation plan. Specific analysis needs to be made covering the following aspects:

- Scope of exploitation (why)
- Target groups (to whom)
- Means of exploitation (how)

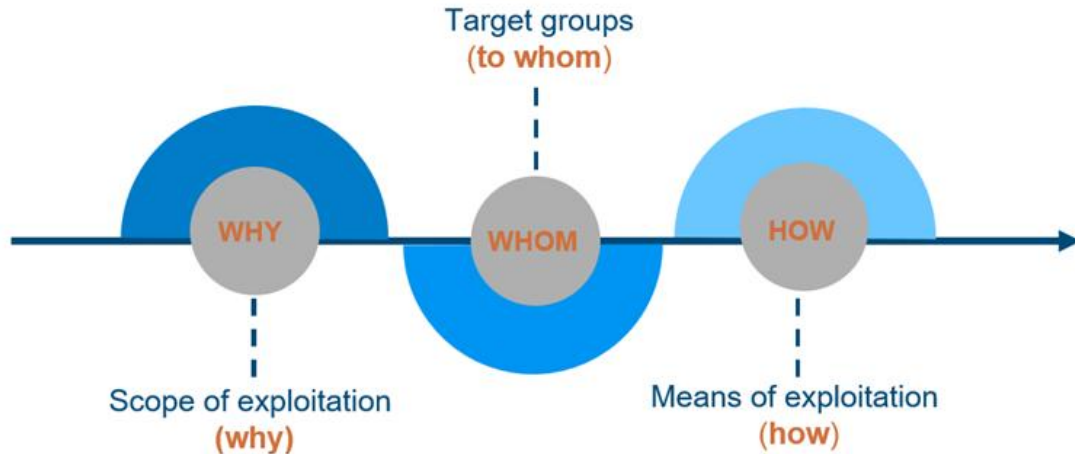


Figure 17. KERs analysis.

Upon completion and submission of this form, partners are then required to notify the WP6 leader. The notification should include a comprehensive explanation of the identified result's exploitability potential, ensuring it matches the project's exploitation objectives. This step is pivotal as it allows for an initial assessment and integration of the new KER within the project's framework.

Following this notification, partners' comments and suggestions regarding the new KERs are collected and deliberated during project meetings. Once validated, a new KER is officially incorporated into the OptiFish project's list of exploitable outcomes through this iterative consultation and consensus-building process (Figure 18).

Inclusion of newly identified KERs

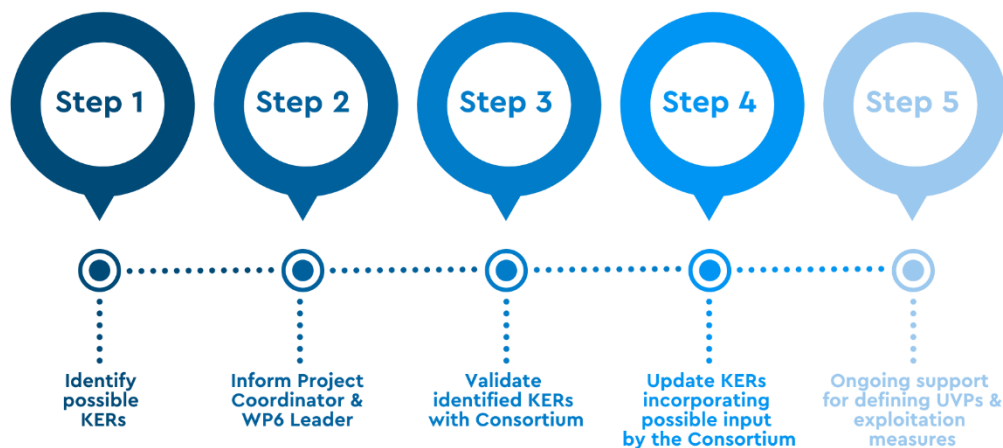


Figure 18. OptiFish procedure for identifying KERs.

This adjusted approach, prioritising the form submission before direct communication with the WP6 leader, streamlines the identification and validation of new KERs, ensuring a structured and efficient integration into the project's exploitation strategy (Figure 19).

KEY EXPLOITABLE RESULTS (KERs)		SCOPE OF EXPLOITATION						TARGET GROUPS	EXPLOITATION MEANS
KER No	Please add any other exploitable results	Scientific	Commercial	Policy making	Training and Education	other (please specify)	No commercial	For additional KERs please see note for the list of target groups	
1	Authorities Reporting System	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Control agencies and performance policy makers; fishers and fishing companies	Project results may provide policy-makers and regulators with evidence-based information that can be useful in the process of forming new policies or changing existing ones. Results and new knowledge emerging from the projects can serve decision-makers while forming strategies in various fields such as health, environment, security and industry.
2	OptiTool	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fishers and fishing companies	Scientific outputs such as models, methods, prototypes, and any available data generated throughout the course of the project can be utilized by the scientific community for future research. For example, data collected for the purpose of studying soil health can be used by the scientific community to further expand research. Some of the results can be used to develop education and training programs for professionals and/or the general public. They can provide skills and knowledge, and bring about societal transformation. For example, project can develop training for farmers, researchers etc
3	SingleFish	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Fishers and fishing companies	
4	Control Agreement Template	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Control agencies and policy makers	Project results may provide policy-makers and regulators with evidence-based information that can be useful in the process of forming new policies or changing existing ones. Results and new knowledge emerging from the projects can serve decision-makers while forming strategies in various fields such as health, environment, security and industry.
5	OptiFish Academy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fishers and fishing companies, Control agencies and policy makers	Some of the results can be used to develop education and training programs for professionals and/or the general public. They can provide skills and knowledge, and bring about societal transformation. For example, project can develop training for farmers, researchers etc.

Figure 19. OptiFish template for identifying new KERs & IPR.

5.2 OptiFish KERs

Each exploitable result requires a unique exploitation approach based on the type and whether it can be commercialised. During the project preparation phase, the main KERs of OptiFish have been identified by the project partners. As of now, OptiFish has identified the following five (5) KERs (Tables 3-7) and corresponding unique value propositions, which will be available for use/ reuse by partners and target group stakeholders:

Table 3. Authorities Reporting System KER.

KER 1: Authorities Reporting System	
Partners contributing to its development	EFICE, SCiO, AZTI, WR, ZUN
Exploitation goals of the KER	Fishers: Utilise a more accurate system that requires less manual input and effort to meet catch reporting requirements Control: Use a more comprehensive system with more information, fewer errors to enhance monitoring
Unique Value Proposition	A single integrated, harmonised system that goes beyond traditional reporting systems by including catch composition data, Copernicus and other external data while minimising error and false positives

Target groups	<ul style="list-style-type: none"> - Control agencies and performance policymakers - Fishers and fishing companies
Scope of exploitation	Non-commercial

Table 4. OptiTool KER.

KER 2: OptiTool	
Partners contributing to its development	EV ILVO, EFICE, DFPO
Exploitation goals of the KER	Utilise data to improve operations (catch monitoring, fuel consumption, correct coupling of hauls and locations, meetings quotas, Copernicus data)
Unique Value Proposition	A single comprehensive decision support tool that fully integrates EM data on catches, fuel consumption, quota consumption, sensors with existing data streams and support tools.
Target groups	Fishers and fishing companies
Scope of exploitation	Non-commercial

Table 5. SingleFish KER.

KER 3: SingleFish	
Partners contributing to its development	VCU, DTU, DFPO, WR
Exploitation goals of the KER	Utilise a robotic system that improves the efficiency and accuracy of catch sorting onboard their vessels.
Unique Value Proposition	Single fish minimises occlusion of catch entering the EM camera's field of view. to provide more accurate and autonomous catch monitoring.
Target groups	Fishers and fishing companies
Scope of exploitation	Commercial

Table 6. Control Agreement Template KER.

KER 4: Control Agreement Template	
Partners contributing to its development	NDF, DTU, SO, EV ILVO, UC, DFPO, DPPO, JV
Exploitation goals of the KER	Utilise a template based upon an extensive investigation of the main areas of interest for future agreements on AI-based catch monitoring (incl. performance standards and testing methods, AI ethics, interoperability with existing measurements) to reduce consultation times for future agreements.

Unique Value Proposition	Template based on expert consultation and based on tested and validated technologies.
Target groups	Control agencies and policymakers
Scope of exploitation	Non commercial

Table 7. OptiFish Academy KER.

KER 5: OptiFish Academy	
Partners contributing to its development	RFF, EFICE, VCU, BENCO, WR, UC, AZTI, DTU
Exploitation goals of the KER	Fishers: Access data sharing agreements and protocols for safe data sharing, technology manuals, and training on technologies; cost-benefit analyses and other results demonstrating the economic benefits of adoption Control: Access information and training protocols for implementation technologies and evidence for their viability from a policy perspective.
Unique Value Proposition	A multi-channel program, tailored to end-user practicalities and learning styles, covering all aspects of the OptiFish technologies that could influence their decision to adopt them.
Target groups	<ul style="list-style-type: none"> - Control agencies and policymakers - Fishers and fishing companies
Scope of exploitation	Non-commercial and Commercial

5.3 IPR Strategy

OptiFish will produce significant technological innovations & discoveries. As such, a strategy for the management of Intellectual Property is outlined below:

1. IPR Background: The Grant Agreement outlines a structured approach to managing IPRs from the proposal stage, emphasising the importance of identifying and safeguarding background knowledge. Background IPR is crucial for ensuring that all pre-existing data, know-how, or information held by the beneficiaries is adequately protected and accessible as needed for implementing the action. This approach ensures that the foundational elements contributing to the project's success are recognised, managed, and leveraged appropriately.

2. IPR Foreground: The project's strategy includes identifying, recording, and assessing newly generated knowledge and IPR during its implementation. The focus on foreground IPR is to ensure that any new intellectual property developed due to the project's activities is adequately recognised, owned, and protected. This includes innovations, technological developments, and discoveries throughout the project's lifecycle.

- 3. IPR Strategy After the Project:** A post-project IPR strategy to manage IP risks and the contractual environment to support project sustainability is designed. Services for the entire IPR lifecycle will be offered to project partners, including workshops to explore protection pathways for their results. This strategic approach ensures the continued relevance and impact of the project's outputs beyond its conclusion, emphasising the systematic management of IPR as a cornerstone of post-project sustainability.
- 4. Partner Obligations and Access Rights:** Partners are obligated to provide each other and other participants with access to necessary background IPR, ensuring the smooth implementation of the project and the exploitation of results. This mutual access underpins the project's collaborative spirit, allowing for the sharing of essential pre-existing knowledge and resources. Moreover, the necessity of obtaining proper licences and authorisations when background IPR involves third-party rights has already been underscored, ensuring compliance with the agreement's terms.
- 5. Results and Ownership:** The granting authority does not claim ownership of the results generated under the action. This clear delineation of ownership encourages innovation by ensuring beneficiaries retain control over their intellectual contributions. Results broadly include tangible and intangible outcomes, protecting a wide range of intellectual outputs developed during the project.
- 6. Transfer of Results and Access Rights to Results:** A structured framework for transferring results and access rights has already been suggested. This likely involves procedures to ensure that project outcomes can be shared and utilised effectively while respecting the intellectual property rights of the contributors.
- 7. Dissemination of Results:** The project is committed to openly disseminating its results, such as scientific publications and training materials, without charging IPR fees. This approach aligns with open science policies, facilitating the sharing of knowledge and innovations from the project. It underscores the project's commitment to democratising scientific knowledge and enhancing its accessibility and impact.
- 8. Consequences of Non-Compliance:** Non-compliance with IPR obligations may result in reduced grants and other measures, highlighting the importance of adhering to the agreed IPR framework. This ensures that all project participants respect the established IPR guidelines, supporting the project's integrity and success.
- 9. Non-Disclosure of Information:** The project emphasises confidentiality, requiring authorisation for accessing participant information and data derived from it. Non-disclosure agreements (NDAs) and informed consent are tools used to protect sensitive and confidential information, safeguarding the interests of all parties involved.
- 10. Identification of New IPRs - Project Procedure:** The OptiFish project adopts a comprehensive strategy for managing IPRs from the proposal stage to the post-project phase, ensuring that significant technological innovations and discoveries are appropriately managed. The Consortium Agreement outlines the usage rules for foreground/background knowledge and handling sensitive and confidential information. This approach begins with the preliminary identification of results that could be subject to IP ownership, including tools and systems like the OptiTool Authorities Reporting System. Prior art analysis uses various open resources to ensure the project does not infringe on existing IPRs. During the project, the Horizon IP Scan

service aids SMEs in assessing intangible assets and identifying potential IP issues. Newly generated knowledge and IPR are rigorously recorded, recognised, and evaluated to clarify ownership. Furthermore, the project's results, such as scientific publications and training material, are made available without charging IPR fees, supporting the democratisation of scientific knowledge. The post-project IPR strategy focuses on the systematic management of IP risks and the contractual environment to ensure the sustainability of project outcomes. Services are offered for the entire IPR lifecycle, including workshops to explore protection strategies for the results. Information collected is considered confidential unless publicly known, and access requires authorisation from the data provider to safeguard confidentiality. Participants in project activities must sign NDAs and provide informed consent to use their data.

An initial detailed IPR management strategy with a set of concrete measures will be delivered in M8 in D6.3 First Sustainability plan and IPR management strategy and further elaborated in M30 in D6.8 Second Sustainability plan and IPR management strategy and in M42 in D6.9 Final Sustainability plan and IPR management strategy.

5.4 Go-to-Market Strategy

Through its Go-To-Market (GTM) strategy activities, OptiFish promotes the project outcomes to achieve a specific marketing goal. The marketing strategy (and implementation of that strategy) begins after the significant technological innovations & discoveries launch has taken place and is focused on the long term. This strategy outlines how the product value will be communicated to the end-users to achieve a competitive advantage.

The GTM Strategy constitutes an important exploitation pathway for OptiFish commercial KERs. When examining the development of an effective GTM Strategy, a Market Analysis is an inseparable tool, providing insights for the understanding and elaboration of the Strategy's critical parts. For the facilitation of the Market Analysis processes, a series of the following strategic analysis tools could be utilised that simultaneously address the needs of fishers, technology providers and investigate pathways to improve their accessibility by fishers:

- SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats based on the key issues the result addresses.
- PESTLE analysis: Political, Economic, Social, Technological, Legal and Environmental factors.
- BM Canvas will develop inclusive, feedback-driven business models.

Concerning the commercial results of OptiFish, ≥ 10 new inclusive, feedback-driven, sustainable business models will be developed. The goal of exploiting these business models is to unlock business opportunities and markets, while simultaneously addressing the needs of fishers and technology providers, and investigate pathways to improve their accessibility to fishers.

The Market Analysis and the GTM Plan will conclude into a concrete and effective GTM strategy for the project's catch enumeration technologies (EM, rapid-DNA), robotic sorting, fish health and quality assessment tools (hyperspectral cameras, rapid DNA) and catch monitoring solutions. Solid steps and considerations for bringing solutions to market will integrate the needs and financial hesitations of fishers, the practical and functional differences of the

different fishery sectors, and extensive market forecasts, customer profiling and assessments of the competitive landscapes.

The GTM strategy for the OptiFish project is built on a forward-looking approach to transition the fishing industry towards digital systems, capitalising on the anticipated regulatory changes and technological advancements in the EU's Blue Economy. This strategy is delineated into five key steps:

1. **Identification:** Recognising the necessity for onboard technologies that enhance real-time species recognition, health assessment, efficiency, and accuracy of catch sorting, simplify control implementation, and comply with landing obligations.
2. **Development:** Building on existing and innovative technologies emphasising interoperability and robust system architectures. This involves pilot studies to validate these solutions across different scales and types of vessels.
3. **Investigation:** Understanding the stakeholders, including fishers and monitoring bodies, to ascertain their needs, hesitations, and the incentives required for adopting these technologies. This involves integrating findings to establish values and the encouragement needed for uptake.
4. **Training:** Capacity building is crucial for successfully deploying each solution or technology, ensuring users are equipped with the necessary skills for their operation.
5. **Strategy:** Combining these findings to form a comprehensive go-to-market strategy, including business models that cater to both technology providers and end-users, ensuring affordability and accessibility of the technologies.

This multifaceted strategy underscores the project's overall commitment not only to developing and testing technological solutions, but also ensuring their practical and economic viability for stakeholders. It recognises the challenges of high implementation costs and seeks to explore viable pathways for technology access, emphasising direct feedback from end-users to shape a market strategy that benefits all parties involved.

An initial go-to market strategy, outlining viable pathways for end users to access technologies and for tech developers to bring their solutions closer to market, will be delivered in M19 in D6.2 First Business models and go-to-market strategy and will be elaborated in M34 in D6.6 Updated Business models and go-to-market strategy and M44 in D6.7 Final Business models and go-to-market strategy.

6. Conclusion

Deliverable D6.1, entitled "Dissemination, Communication and Exploitation (DEC) Plan", provides a comprehensive overview of the communication, dissemination, and exploitation strategies throughout the project lifecycle. The primary aim of this document is to articulate the initial blueprint for D&C activities, outlining a roadmap for effectively exploiting and sustaining the project's outcomes. Additionally, it delineates the tools that will be employed to monitor KPIs and ensure successful engagement with the project's target audience.

The OptiFish project, through its comprehensive strategy for DEC activities, underscores a forward-looking approach aimed at revolutionising the fisheries sector. The strategic blueprint in the project documentation not only delineates a roadmap for the effective D&C of the project's outcomes, but also emphasises the deployment of robust monitoring mechanisms for KPIs and the development of supplementary templates to streamline internal and external consortium communications. This orchestrated strategy is designed to ensure the successful engagement of all stakeholders and the broad dissemination of project outcomes, leveraging both the technological innovations developed and the collaborative networks established.

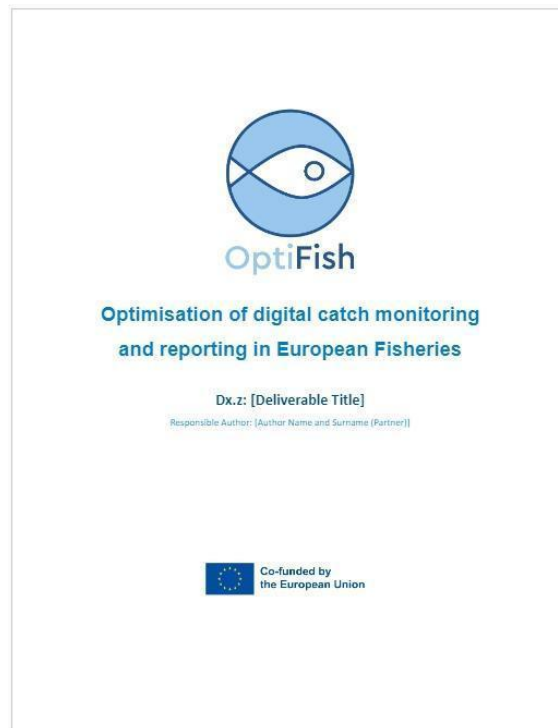
Moreover, the OptiFish project is poised to create a symbiotic environment where collaborative actions are fostered through strategic networking and mapping of potential projects, thereby enhancing the collective capability to address pressing challenges in the fisheries sector. The project's commitment to open science practices, participatory research, and the co-creation of knowledge paves the way for accelerated innovation and ensures that the advancements made are accessible, promoting wider adoption and facilitating significant societal and environmental impacts. Through these concerted efforts, OptiFish aims to establish a new paradigm in fisheries management characterised by sustainability, efficiency, and a shared commitment to the stewardship of marine resources.

Subsequent iterations of this document are slated for development in Month 18 and Month 46 (M18/M46) and will undergo official submission to the European Commission. These iterations will critically evaluate the existing plan, identifying both strengths and weaknesses of the implemented activities and tools. Furthermore, they will establish objectives and concrete actions extending beyond Month 18 (M18) and up to the third official iteration at Month 46 (M46). The final update will disseminate knowledge and results related to identified target groups and stakeholders. It will also highlight the actions and activities of the OptiFish ambassador program and the overall design and execution of effective, tailor-made DEC activities.

- **ANNEXES**

- **ANNEX I**

- **Deliverable Template**



- **Document Template**



■ Meeting Template



OptiFish

Optimisation of digital catch monitoring and reporting in European Fisheries

Meeting Minutes

Meeting title
[MM/DD/YYYY]
[Place]

Organised by:


Dissemination Level		
P	Public	<input type="checkbox"/>
C	Confidential, only for members of the consortium and the Commission Services	<input type="checkbox"/>


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Meeting Minutes


Participants List

No.	Organization	Name
1		
2		
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■ Presentation Template

OptiFish
Presentation
Topic


Name of presenter
Event name
Date and Location



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1

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Click to add title

Click to add subtitle

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2

■ Press Release Template

 **Press Release**

[INSERT TITLE HERE]

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■ OptiFish Dissemination KPIs per reporting period

Dissemination and Communication KPIs	GA	Target	RP1 M1- M18 (18 months)	RP2 M19- M36 (18 months)	RP3 M37- M48 (12 months)
Dissemination tools & channels					
D1- Technical publications					
D1.1 Articles in industry magazines	>12	14	3	8	3
D1.2 Blue papers	2	2	1		1
D2 - Scientific publications					
D2.1 Peer reviewed academic publications	>6	7	1	3	3
D2.2 Conferences/workshop presentations	>20	27	8	12	7
D2.3 OpenAIRE datasets	>5	10	5		5
D3 - Capacity building					
D3.1 Webinars	>10	11	2	6	3
D3.2 Workshops	>10	12	2	6	4
D3.3 Live events	>4	6		3	3
D3.4 Training manuals	>5	8	1	3	4
D3.5 Games	>1	2		1	1
D4 - Ecosystem Expansion					
D4.1 Participation in fairs/exhibitions	>10	13	4	6	3
D4.2 Community outreach presentations	>8	9	2	4	3
D4.3 Joint activities with other EU projects	>10	11	2	5	4
D4.4 Representation in working groups	>10	11	2	5	4
D4.5 Representation in alliances	>3	4		2	2
D4.6 Present results at >3 ICES expert working group meetings	>6	7	1	3	3
D4.7 Joint meetings with relevant projects at Annual science ICES conference	4	4	2	1	1
D5 - Policy Contribution					
D5.1- Manuscript on global and multi-level governance of technological innovation	1	1			1
D5.2- Creation of dedicated working groups (WP5)	2	2	2		

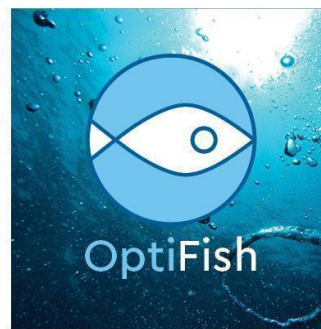
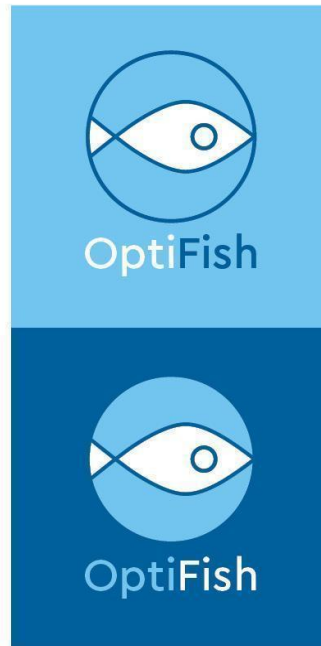
■ **OptiFish Communication KPIs per reporting period**

Dissemination and Communication KPIs	GA	Target	RP1 M1-M18 (18 months)	RP1 M1-M18 (18 months)	RP1 M1-M18 (18 months)
Communication KPIs					
C1- Branding & material					
C1.1 - Brandbook and logo	1	1	1		
C1.2 – Brochures	>4	5	1	2	2
C1.3 – Banners	>5	6	2	2	2
C1.4 - Translation of banners	8	8	-	-	-
C1.5 - Other promotional material	4	4		2	2
C2 – Website					
C2.1 – Website	1	1	1		
C2.2 - Blog posts for the OptiFish website	>50	54	15	20	19
C2.3 - Project videos/animations	>10	11	2	5	4
C3 - Social Media					
C3.1 - Social media channels	6	6	6		
C3.2 – Hashtags	3-5	5	5		
C4 - Interactive e-newsletter					
C4.1 - Biannual issues of the e-newsletter	8	8	3	3	2
C5 - Multiplier campaign					
C5.1 - Press releases	8	8	2	3	3
C5.2 - Press release translations	8	8	2	3	3
C5.3 - TV/Radio interviews	>5	6	1	2	3
C5.4 - Videos with success stories	>6	7		3	4
C5.5 - Podcast episodes	10	10		5	5

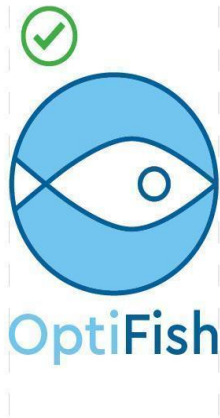
○ **ANNEX II**

■ **OptiFish Logo & Variations**

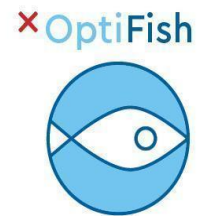
VARIATIONS



SUGGESTED USE



NOT SUGGESTED USE



■ OptiFish Color Palette



■ **OptiFish Brochure Frontside & Backside**

THE OPTIFISH TECHNOLOGIES

Objectives:

- Improve data acquisition and species identification for estimating catch and bycatch composition
- Integrate real-time sensors and monitoring systems to detect potential illegal fishing practices and to prevent system tampering
- Deploy emerging technologies onboard fishing vessels to assess fish health status and quality

EM with AI Models

Mechanic Robotic System

Hyperspectral / Multispectral Cameras


Authorities Reporting System

Decision Support Tool

Control Agreement Template

OptiFish Academy

PARTNERS




GET IN TOUCH

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COORDINATOR

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OptiFish

Optimisation of Digital Catch Monitoring & Reporting in European Fisheries

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WHAT CHALLENGES ARE FISHERIES FACING?

- Illegal and unreported fishing
- Reliance on human observation and manual data
- Lack of trust
- Implementation of regulation
- Intrusive measures
- Data security

THE OPTIFISH APPROACH TO TACKLE THESE CHALLENGES

- Technology**
Develop reliable and easy to use solutions for fishers & control agencies
- Build Trust**
Engage with stakeholders in the decision-making process to ensure the system is beneficial for all parties
- Facilitate Communication**
Improve transparency in fisheries management and traceability of fish products
- Data Quality**
Ensure that collected data is accurate, timely and up to date

PILOT STUDIES


The Pilot Studies will:

- Integrate the technologies developed by the project with existent catch reporting and surveillance systems
- Take place in a range of different fisheries and sea basins
- Utilize multi-actor co-creation labs (MALs) to understand the needs and concerns of fishers


5 Catch Handling Facilities



5 Type of Fisheries



Implemented Technologies



OptiFish will develop tools and technologies that will enable fishers to become the managers of the marine good.

One Step Further...

Authorities Reporting System:
Integrating various data sources and maintaining compatibility with existing systems.

Control Agreement Template:
Supporting the implementation of AI-based catch monitoring systems.

Decision Support Tool:
Providing real-time geo-spatial information, fuel consumption and cost overview, quota consumption summary and integrating existing support tools and EM data streams.

OptiFish Academy
Providing trainings and information based upon OptiFish activities and results in a variety of formats.

■ **Banner**

The banner features a dark blue background with a white fish icon inside a circle at the top left. Below it, the text 'OptiFish' is written in white. The main title 'Optimisation of Digital Catch Monitoring & Reporting in European Fisheries' is displayed in white and orange. The background is decorated with a pattern of light blue fish and vertical lines. At the bottom, there is a wavy white border.

OptiFish

**Optimisation
of Digital Catch
Monitoring & Reporting
in European Fisheries**

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END OF DOCUMENT