



Optimisation of digital catch monitoring and reporting in European Fisheries

D6.4: Update 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 ETAIRIA	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 6.4, titled *“Update Dissemination, Communication, and Exploitation (DEC) Plan,”* is a key strategic document within the OptiFish project. It provides an updated framework for ensuring wide-reaching, inclusive, and impactful engagement with all relevant stakeholders, while laying the foundations for the sustainable uptake and long-term impact of project results. This deliverable builds on the initial plan submitted in Month 6 (D6.1) and is based on the initial approach detailed in Section 2 of the proposal and Grant Agreement. It incorporates the learnings, metrics, and feedback gathered over the first 18 months of the project.

The updated DEC Plan aligns closely with the project's overarching mission: to optimise digital catch monitoring and reporting in European fisheries, in support of sustainability, transparency, and regulatory compliance. It reflects the dynamic evolution of stakeholder needs, technological developments, policy contexts, and communication practices observed during project implementation.

Key Objectives

- To ensure continued awareness and visibility of the OptiFish project, its pilots, and its outcomes, across scientific, industry, policy, and public audiences.
- To foster engagement and dialogue with fisheries stakeholders at national, regional, and EU levels, creating co-ownership and trust in the project’s technological solutions.
- To support the uptake and exploitation of Key Exploitable Results (KERs), through targeted value communication, strategic dissemination, and stakeholder-centric business modelling.

This deliverable includes:

- **Updated Stakeholder Mapping:** Reflecting expanded stakeholder groups across fisheries, technology, policy, enforcement, research, NGOs, and the broader public, with refined messaging tailored to their priorities and information needs.
- **Strategic Communication and Dissemination Plan:** Detailing the tools, channels, and content strategies used to share knowledge and raise awareness. This includes digital outreach via the website and social media, participation in events and conferences, stakeholder workshops, and publication planning.
- **Performance Monitoring Framework:** Updated Key Performance Indicators (KPIs), timelines, and reporting responsibilities for each partner to ensure consistent, measurable contributions to DEC objectives.
- **Synergies with Other Projects and Initiatives:** Enhanced coordination with parallel EU-funded projects and relevant platforms (e.g., Synergy Days, EU Agri-food and Blue Economy networks) to amplify reach and avoid duplication.
- **Exploitation Strategy Overview:** A forward-looking pathway for exploiting project results, based on early market and policy analyses and input from WP6 and WP5. This includes identifying and

describing KERs, assessing their readiness levels, and matching them with appropriate uptake mechanisms — whether commercial, policy-driven, or open-access.

- **Sustainability Planning:** A roadmap for ensuring the durability of project outcomes, especially digital tools, methodologies, and knowledge, beyond the lifetime of the project. This includes the early-stage design of the OptiFish Academy as a legacy platform for continuous learning and stakeholder engagement.
- **Risk Management and Mitigation Measures:** Consideration of potential barriers to communication and exploitation (e.g., digital fatigue, language barriers, regulatory delays), with strategies in place to address them.

Conclusion

D6.4 reaffirms the role of dissemination, communication, and exploitation as vital enablers of OptiFish's impact. It transitions from early awareness-building to targeted engagement and preparation for post-project sustainability. The document serves not only as a roadmap for the next reporting period, but also as a living tool that can be adapted in response to stakeholder input, technological readiness, and emerging opportunities in the European fisheries landscape.

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List of Abbreviations

AI	Artificial Intelligence	IUU	Illegal, Unreported, and Unregulated
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, Exploitation, and Communication	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	RFMO s	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
IPRs	Intellectual Property Rights		

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. Deliverable D6.4 complements this by detailing the implementation and subsequent updates of the initial strategic plan.

1.1 Project Summary

OptiFish will strive to provide technological solutions that will simultaneously improve the sustainability of fishers' 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 OptiFish aims 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” that 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.

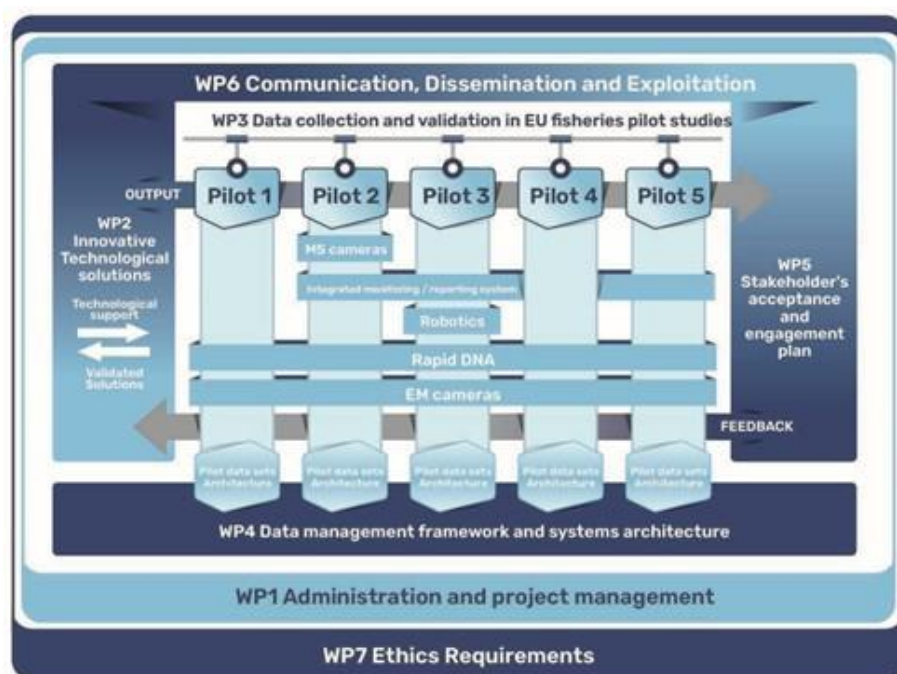


Figure 1. OptiFish Methodology and Work Packages.

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 producers' 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. Partners' 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 a 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.

D6.1 represents the first iteration (M06) of the DEC Plan. D6.4 is the updated deliverable, which tracks the progression of all related activities at month M18, whereas the final version will be delivered 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 7.1 includes all project templates used within the OptiFish consortium throughout the project's lifespan. Specifically, a series of templates has been 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, document template, meeting agenda template, meeting minutes template, presentation template, press release template, as well as planning, reporting, and monitoring forms.

Annex 7.2 showcases the project's communication material, displaying the visual identity of OptiFish, which comprises the logo and its variations, the logo usage guidelines, the colour palette and typeface, as well as the project's brochures and roll-up banners.

2 DEC Methodology and Approach

The OptiFish Dissemination, Exploitation, and Communication (DEC) strategy has continued to evolve throughout the first 18 months of the project. While its foundation remains based on the core principles laid out in D6.1, the DEC activities have now moved from early-stage planning and branding to high-visibility implementation and community engagement.

2.1 Updated OptiFish DEC Time Plan

As OptiFish progresses toward large-scale stakeholder engagement and technology validation, the DEC Time Plan reflects both the completion of early foundational tasks and the shift toward execution, feedback collection, and cross-project collaboration. The project's emphasis on sustainable innovation and inclusive outreach continues to guide its approach.

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:

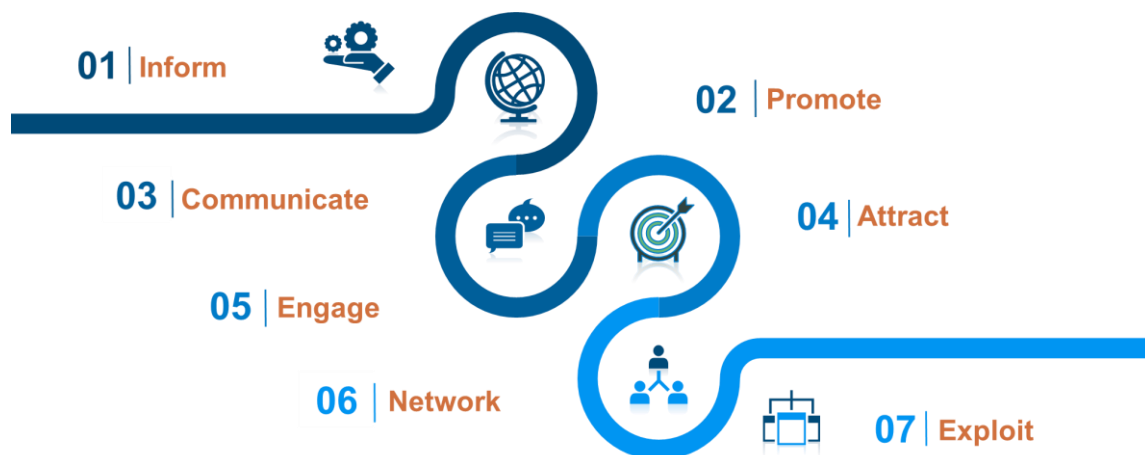


Figure 2. Core objectives of DEC OptiFish activities.

Implementation Phases (Progress Update)

The DEC strategy is structured into four (4) phases, commencing from month one (M01) of the project and extending three years beyond its completion, aligning with the project's overarching approach and reporting periods (Figure 3).

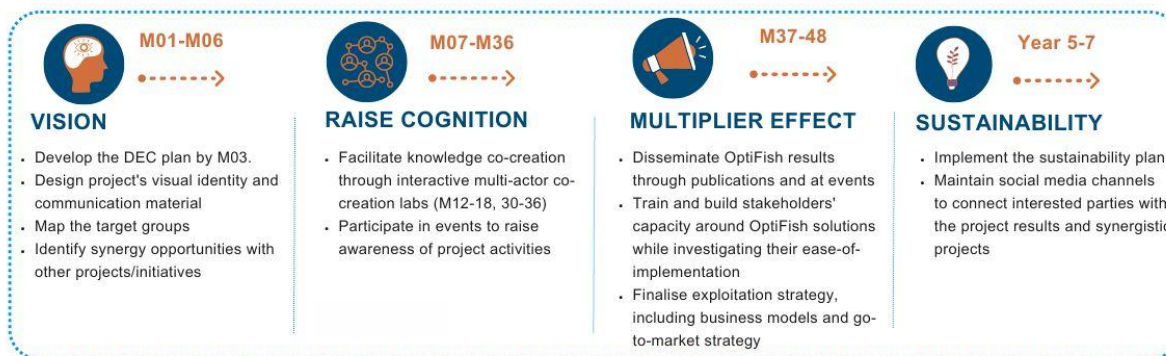


Figure 3. Four phases of implementation.

Phase 1: Vision (M01-M06) Completed. This phase successfully established the project's visual identity, online presence, and initial stakeholder map. Communication and D&C reporting guidelines were distributed. Templates and materials were designed and shared among partners to streamline activities.

Phase 2: Raise Cognition [Inform - Promote - Communicate - Attract - Engage - Network] (M07-M36) Currently ongoing. Significant progress has been made through partner participation in more than 10 major events (e.g., IFOMC 2025, Nor-Fishing 2024, Beyond Expo), as well as the launch of the OptiFish Academy's foundational elements. High-level synergies have been initiated with other EU-funded projects such as EVERYFISH, Fish-X, and OBAMA-NEXT. A series of outreach webinars, stakeholder workshops, and co-creation labs is either completed or scheduled.

Phase 3: Multiplier Effect [Network - Exploit] (M37-48) Not yet started. Preparatory steps have begun, including business model validation and early formulation of Key Exploitable Results (KERs) and go-to-market pathways.

Phase 4: Sustainability Effect [Network - Exploit] (3 years post completion) Planning phase. Preliminary sustainability and IP management discussions have been held, including the 1st Internal IPR Workshop (June 2025), setting the foundation for a long-term exploitation strategy.

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 Updated 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, and 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, and 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.

The initial categorisation of target audiences remains valid, but engagement has been tailored further based on stakeholder responses. Stakeholder fatigue risks, especially among fishers, are being mitigated

by adapting messaging and formats based on feedback from in-person and virtual interactions during co-creation and case-area workshops.

Notably, tailored approaches have been piloted within the OptiFish Academy, using case-specific materials and hands-on demonstrations to foster trust and clarity among fishers who remain cautious about AI and digital monitoring technologies.

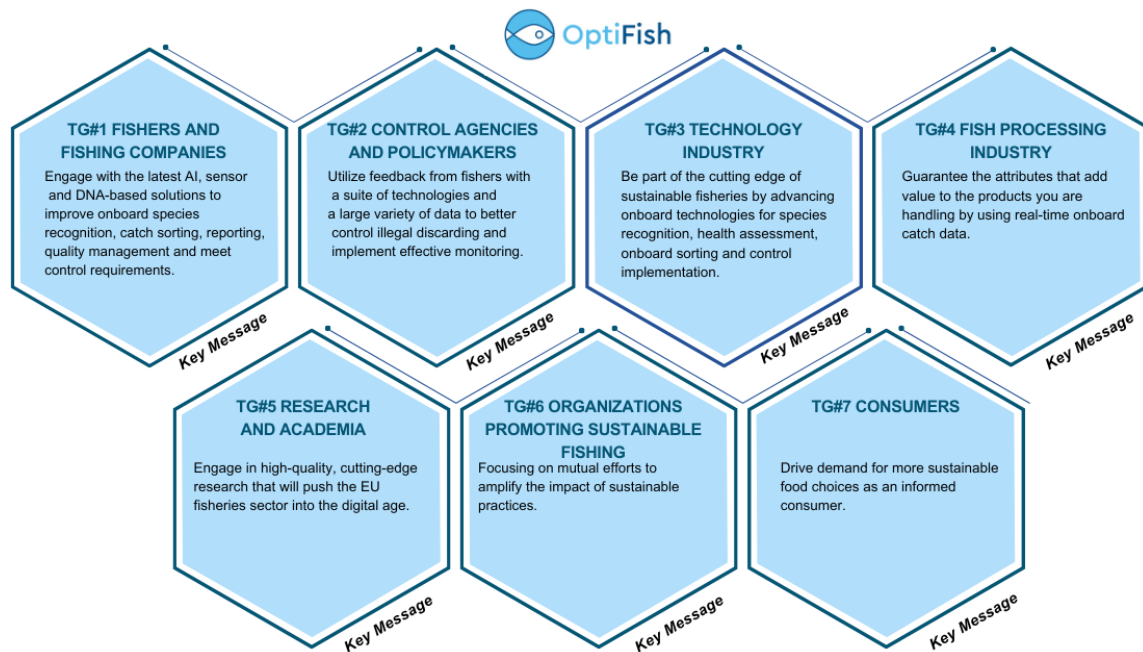


Figure 4. Target Groups and Key Messages.

2.3 OptiFish DEC Objectives and KPIs

The OptiFish project is committed to maximising its impact through a strategic DEC plan. This plan is designed to enhance OptiFish's 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

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

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. As of M18, the OptiFish DEC strategy has transitioned from planning to impact delivery, with several KPIs already reached or well underway:

Objective 1 - Technical/Industry publications: The objective of OptiFish's engagement in publishing across various media 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 Target (D6.1): >12 Articles in industry magazines; 2 Blue papers

Progress as of M18: Multiple publications prepared; 1 Blue Paper

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 Target (D6.1): >6 peer-reviewed academic publications; >20 conferences/workshop presentations; >5 OpenAIRE Datasets

Progress as of M18: 3 peer-reviewed academic publications; 8 conferences/workshop presentations; 5 datasets are collected and will be published on Zenodo by M48.

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 strategy, it will employ 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 Target (D6.1): >10 webinars; >10 workshops; >4 live events; >5 training manuals, targeting >500 end users

Progress as of M18: 2 webinars, 6 workshops 4 live events; Academy strategy finalised

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 Target (D6.1): 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.

Progress as of M18: 5 fairs/exhibitions; 4 community outreach presentations; 3 joint activities with other EU projects; representation in 2 working groups.

Additionally, strategic links have been conducted with 5+ projects.

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 is 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 Target (D6.1): 1 Manuscript on global and multi-level governance of technological innovations

2.4 Multi-Actor Approach Methodology

OptiFish applies a multi-actor approach, considering 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. This Multi-Actor Approach (MAA) also extends to the creation and implementation of the DEC plan, which means:

- Translating materials into partners' 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 programmes.
- 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.

In practice, the MAA was activated through a coordinated series of **“train-the-trainer” sessions** led by BEN-10 SO in June and July 2024 within sub-task T5.1.1 (M1-M6). These sessions were held across various case areas—Turkey, the Netherlands (covering both Belgian and Dutch partners), Spain, Denmark, and Norway—to equip local leaders with a consistent methodology for stakeholder engagement. The training focused on aligning stakeholder workshops across geographies while adapting to local contexts, thereby ensuring cross-case compatibility.

During these sessions, partners undertook **stakeholder mapping** and used tools such as the **power-interest matrix** to identify and assess the influence and engagement potential of relevant actors. This exercise encouraged participants to reflect on how to strategically engage stakeholders—particularly those with high power but low interest—by designing workshop strategies that address their concerns and build trust.

This methodology also incorporated deliberate strategies to **mitigate stakeholder fatigue**, such as linking with ongoing initiatives like ICES working groups, and building on pre-established relationships. Importantly, these sessions enabled partners to recognise that while the introduction of advanced technologies might initially be met with resistance—due to concerns around surveillance or increased oversight—transparent and participatory processes are critical to shifting perceptions and encouraging adoption.

MAA is also central to the **stakeholder workshops** within sub-task T5.1.2 (M12-M48). These workshops target a minimum of 25 participants per case area and serve not only as a forum for engagement but also as a space for trust-building, co-design, and feedback on OptiFish innovations. Stakeholder workshops have already been led in 4 case areas: Denmark, Spain, Turkey, and Norway, while the rest will be concluded by M36. The insights gained during these sessions will feed directly into technology development, communication tools, and future iterations of the DEC plan.

Overall, the MAA is not a parallel effort but a core part of the OptiFish project's design and delivery. It enables the consortium to create shared ownership of the project outcomes, facilitate continuous learning, and ensure that solutions are not only technically sound but also socially accepted and practically implementable.

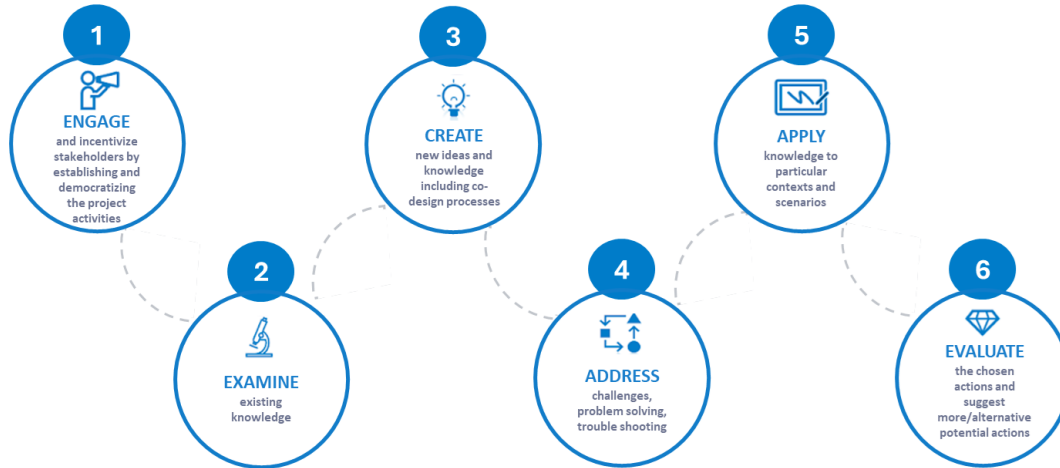


Figure 5. Key scenarios in the multi-actor approach.

OptiFish embodies a set of fundamental principles:

Inclusivity and 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 across 5 seas; 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 interactive innovation process followed by OptiFish involves a series of specific scenarios and tools, based upon the LIAISON project's *Practitioner Handbook*, to ensure the effective application of interactive innovation and a multi-actor approach. These scenarios and tools – illustrated in Figure 5 – are designed to engage and incentivise stakeholders, foster co-creation, and support the practical application of new knowledge.

For each of the above-mentioned 6 key scenarios, appropriate tools have been identified to guide implementation:

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.

Scenario 4: ADDRESSING

Tool: 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: APPLYING

Tool: 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: EVALUATING

Tool: '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

Although the OptiFish Academy will be formally developed under Task 5.2 (M24–M48), **preliminary work has already begun** to ensure effective implementation of the Multi-Actor Approach (MAA) and to lay the foundation for a clear strategy that maximises its future impact.

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 fishers' concerns around data sharing.

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.

The Academy is an integral part of the project's exploitation and engagement strategy, supporting uptake by ensuring that end-users are not only informed but also equipped to apply new tools in their daily practices. Hosted on the main OptiFish website and fully integrated as a dedicated learning space, the academy will be linked to wider dissemination and communication activities.

The purpose of the Academy is twofold:

1. To **build digital readiness and literacy** among fishers and other users who may not have access to advanced training opportunities.
2. To ensure that all actors in the fisheries value chain are prepared for the **implementation and scaling** of OptiFish solutions.

To respect the different levels of technical expertise and digital comfort across target groups, the Academy will take a **user-first approach**, with the intention to include content in **multiple formats and languages**, and using **clear, jargon-free language**. Particular attention will be given to **safe and fair data exchange** practices to address fishers' concerns about surveillance and data sharing.

Training materials will cover:

- Digital catch monitoring technologies (e.g. EM, eDNA, cameras)
- Data sharing protocols and GDPR compliance
- Business models and financial sustainability
- Real-world case studies from the OptiFish pilots
- Compliance with EU fisheries policy
- Basic digital skills (where necessary)

A multi-channel learning design will ensure wide accessibility. The formats explored for the Academy include the following, but will be finalised after Stakeholders Needs & Expectations analysis:

- Video tutorials (5–10 minutes, subtitled and voice overed)
- Live webinars & Q&A sessions with project experts
- Interactive guides and downloadable manuals
- Serious games and simulations for applied learning
- Certificates or digital badges for completed training
- Community forum and networking tools for peer exchange
- Newsletter & updates integrated into user dashboards

As discussed during the **Consortium Meeting in Thessaloniki in M14**, the development of the Academy follows a **co-creation and user-driven approach**, grounded in the needs of stakeholders. The development of the strategy involves four phases:

1. Stakeholder Consultation (M18–M21)

A Stakeholder Needs & Expectations Questionnaire was developed to be distributed during stakeholder events, with the aim of gathering targeted input. It was first deployed by SO during their Stakeholder Workshop in Ålesund, Norway (M16), where it was translated into Norwegian to facilitate participation. The questionnaire will also be widely distributed online through dedicated social media campaigns. These efforts are designed to:

- Understand the training expectations of diverse groups
- Build a user base for the Academy and increase newsletter subscribers
- Foster early engagement with fishers and local actors

2. Data Analysis and Platform Design (M22–M24)

Based on survey results, a **wireframe and prototype** of the Academy will be created. The platform will include a **dashboard** for learners to track their progress and access tailored materials. The Academy will also feed into WP6 KPIs around training and stakeholder outreach.

3. Content Development (M24–M30)

First batches of content will be produced using early outputs from **WP2, WP4, WP5, and WP6**, including technical documentation, business models, and monitoring data. Training materials will be:

- Pilot-specific where needed
- Easy to understand, reaching both low-tech and high-tech users
- Reviewed by partners and target groups

4. Pilot Testing and Launch (M30–M34)

A soft launch will be rolled out in connection with **Ambassador Programme** activities (Task 6.2), co-creation events, and live demos. Feedback loops will be built in to test functionality and usability of the Academy. Final launch and continuous updates will follow and be included in D6.5 Final Dissemination, Communication and Exploitation (DEC) Plan (M46).

Accessibility & Inclusion Features

The Academy will explore the following features:

- Fully **mobile responsive** design
- **Multi-language** interface and subtitles
- **Text-to-speech**, audio guides, and visual navigation
- Design to meet **WCAG 2.1 accessibility standards**

Connection to Project Strategy and KPIs

The Academy will contribute directly to the achievement of OptiFish's **stakeholder engagement, capacity building, and exploitation** KPIs. It will complement the wider communication strategy by:

- Driving traffic to the website and newsletter
- Supporting exploitation through informed uptake
- Acting as a **legacy tool** post-project

2.6 Planning and Reporting Procedures

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

During the initial reporting phase (M01-M18), the project focused 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/reporting tool 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. RFF collects monthly information from the partners regarding their involvement in the project's D&C activities.

An updated version of the reporting tool has been developed by RFF and will replace the previous version starting in M19. The new tool, available in Annex 7.1, is more user-friendly, features automated data updates, and eliminates the need for manual entry, making the reporting process more efficient and accurate.

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 7.1, 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's needs, a series of concrete dissemination KPIs has 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 to ensure the project's vision will be accomplished. OptiFish Dissemination KPIs per reporting period and per partner are presented in Tables 2 and 3, respectively. 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.

Table 2. Dissemination KPIs allocated per reporting period.

Dissemination KPIs	GA	RP1 M1-M18 (18 months)	RP2 M19-M36 (18 months)	RP3 M37-M48 (12 months)
D1 - Technical publications				
D1.1 Articles in industry magazines	>12	3	8	3
D1.2 Blue papers	2	2		
D2 - Scientific publications				
D2.1 Peer-reviewed academic publications	8	2	3	3

D2.2 Conferences/workshop presentations	>20	8	12	7
D2.3 OpenAIRE datasets	>5	5		5
D3 - Capacity building				
D3.1 Webinars	>10	2	6	3
D3.2 Workshops	>10	2	6	4
D3.3 Live events	>4		3	3
D3.4 Training manuals	>5	1	3	4
D3.5 Games	>1		1	1
D4 - Ecosystem Expansion				
D4.1 Participation in fairs/exhibitions	>10	4	6	3
D4.2 Community outreach presentations	>8	2	4	3
D4.3 Joint activities with other EU projects	>10	2	5	4
D4.4 Representation in working groups	>10	2	5	4
D4.5 Representation in alliances	>3	0	2	2
D4.6 Present results at >3 ICES expert working group meetings	>6	1	3	3
D4.7 Joint meetings with relevant projects at the annual science ICES conference	4	2	1	1
D5 - Policy Contribution				
D5.1 Manuscript on global and multi-level governance of technological innovations	1			1
D5.2 Creation of dedicated working groups (WP5)	2	2		

Table 3. Dissemination KPIs allocated per partner.

Dissemination KPIs	GA	EV ILVO	AZTI	BENCO	DTU	RFF	SCIO	WR	UC	NDF	SO	EFICE	JV	VCUR	VCU	WU	ANCHOR	DPPO	ZUN	DFPO
D1 - Technical publications																				
D1.1 Articles in industry magazines	>12	1	1	1	1	2	1	1		1	1	1	1					1		1
D1.2 Blue papers	2	1					1													
D2 - Scientific publications																				
D2.1 Peer-reviewed academic publications	8	1	1		2			2	1								1			

D2.2 Conferences/workshop presentations	>20	3	1	1	3	2	1	3	1	1	3	1	1			2	1	2	1	
D2.3 OpenAIRE datasets	>5				5			5												
D3 - Capacity building																				
D3.1 Webinars	>10	1	1	1	1	2	1	1		1	1								1	
D3.2 Workshops	>10	1		1	1	1	1	1	1	1	1	1	1				1			
D3.3 Live events	>4		1		2			1	1				1							
D3.4 Training manuals	>5	1	1		2	1		1	1				1							
D3.5 Games	>1					2														
D4 - Ecosystem Expansion																				
D4.1 Participation in fairs/exhibitions	>10	1		1	1	2	1	1		1	1	1	1				1		1	
D4.2 Community outreach presentations	>8	1			1	3	1		1		2									
D4.3 Joint activities with other EU projects	>10	2	1		2	2		2	1		1									
D4.4 Representation in working groups	>10	1	1		1	2		1	1	1	1		1			1				
D4.5 Representation in alliances	>3	1				1				1	1									
D4.6 Present results at >3 ICES expert working group meetings	>6	2			2			1			2									
D4.7 Joint meetings with relevant projects at the annual science ICES conference	4	1	1		1			1												
D5 - Policy Contribution																				
D5.1 Manuscript on global and multi-level governance of technological innovations	1											1								
D5.2 Creation of dedicated working groups (WP5)	2	1								1										

3.2 Dissemination Measures and Tools

The table below presents all dissemination KPIs, the **RP1 targets**, and **the actual results achieved**.

Table 4. Dissemination KPIs: RP1 Targets and Achievements.

Dissemination KPIs	GA	RP1 M1-M18 Targets	RP1 M1-M18 Achievements
D1 - Technical publications			
D1.1 Articles in industry magazines	>12	3	4
D1.2 Blue papers	2	2	1
D2 - Scientific publications			
D2.1 Peer-reviewed academic publications	8	2	3
D2.2 Conferences/workshop presentations	>20	8	8
D2.3 OpenAIRE datasets	>5	5	-
D3 - Capacity building			
D3.1 Webinars	>10	2	2
D3.2 Workshops	>10	2	6
D3.3 Live events	>4	0	4
D3.4 Training manuals	>5	1	-
D3.5 Games	>1		
D4 - Ecosystem Expansion			
D4.1 Participation in fairs/exhibitions	>10	4	5
D4.2 Community outreach presentations	>8	2	4
D4.3 Joint activities with other EU projects	>10	2	3
D4.4 Representation in working groups	>10	2	2
D4.5 Representation in alliances	>3		
D4.6 Present results at >3 ICES expert working group meetings	>6	1	-
D4.7 Joint meetings with relevant projects at the annual science ICES conference	4	2	-

D5 - Policy Contribution			
D5.1 Manuscript on global and multi-level governance of technological innovations	1		
D5.2 Creation of dedicated working groups (WP5)	2	2	-

3.2.1 Technical Publications

OptiFish will develop technical publications, including at least twelve (12) articles in industry magazines and two (2) blue papers, to promote project results and translate them into useful input for a wide range of stakeholders (Tables 5 and 6).

Table 5. Technical publications KPIs allocated per reporting period.

Dissemination and Communication KPIs	GA	RP1 M1-M18 (18 months)	RP2 M19-M36 (18 months)	RP3 M37-M48 (12 months)
D1 - Technical publications				
D1.1 Articles in industry magazines	>12	3	8	3
D1.2 Blue papers	2	2		

Table 6. Technical publications KPIs allocated per partner.

Dissemination KPIs	GA	EVILVO	AZTI	BENCO	DTU	RFF	SCIO	WR	NDF	SO	EFICE	JV	ANCHOR	ZUN
D1 - Technical publications														
D1.1 Articles in industry magazines	>12	1	1	1	1	2	1	1	1	1	1	1	1	1
D1.2 Blue papers	2	1					1							

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 can be blogposts, 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.

Progress so far

Four (4) articles were published during the period from M01 to M18, **exceeding the initial target of three (3) articles outlined in D6.1:**

BEN-10 SO

1. Tiller, R. (2025a). *En fiskehistorie som går både opp og ned*. fiskeribladet.no. <https://www.fiskeribladet.no/debatt/en-fiskehistorie-som-gar-bade-opp-og-ned/2-1-1800679>
2. Tiller, R. (2025b). *Forvaltningen av Fiskebestandene Står ved et veiskille*. fiskeribladet.no. https://www.fiskeribladet.no/debatt/forvaltningen-av-fiskebestandene-star-ved-et-veiskille/2-1-1827268?utm_campaign=2025-06-06&utm_content=daily&utm_medium=email&utm_source=email_campaign&utm_term=fiskeribladet

This article, published in Norwegian, was translated into English and summarised to share its highlights with a broader audience through the [OptiFish blog](#) and social media channels.

BEN-5 RFF

3. RFF. (2025, April 4). *Optifish: Καινοτόμες τεχνολογίες και αι στη “μάχη” για τη βιωσιμότητα του αλιευτικού κλάδου στην ΕΕ*. STARTUPPER. <https://startupper.gr/news/186797/optifish-kainotomes-technologies-kai-ai-sti-machi-gia-ti-viosimotita-tou-alieftikou-kladou-stin-ee/>
4. Apostolopoulou, V. (2025, April 15). *Optifish: Η αλιεία αναπτύσσεται μέσω της τεχνητής νοημοσύνης*. ypaithros.gr. <https://www.ypaithros.gr/optifish-i-alieia-anaptyssetai-meso-tis-technitis-noimosynis/>

Eight (8) articles will be published between months M19 and 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 are to 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.

Progress so far

One (1) blue paper was delivered between months M01 to M18 in the form of D2.1 Blue paper: Requirement standards. This was delivered by BEN-1 EV ILVO in M12.

A second one is under preparation by BEN-6 SCiO within D4.1 Requirements specification and system architecture, due in M18.

A third one will be published between M37 to M48, surpassing the project’s initial goal to deliver two (2) blue papers.

3.2.2 Scientific Publications

OptiFish will produce a range of scientific outputs to maximise the reuse and impact of its results. These will include at least six (6) peer-reviewed academic publications, a minimum of twenty (20) conferences or workshop presentations, and at least five (5) datasets published via OpenAIRE. These efforts aim to facilitate further research and increase overall project impact (see Tables 7 and 8).

Table 7. Scientific publications KPIs allocated per reporting period.

Dissemination and Communication KPIs	GA	RP1 M1-M18 (18 months)	RP2 M19-M36 (18 months)	RP3 M37-M48 (12 months)
D2 - Scientific publications				
D2.1 Peer-reviewed academic publications	8	2	3	3
D2.2 Conferences/workshop presentations	>20	8	12	7
D2.3 OpenAIRE datasets	>5	5		5

Table 8. Scientific publications KPIs allocated per partner.

Dissemination KPIs	GA	EV	ILVO	AZTI	BENCO	DTU	RFF	SCiO	WR	UC	NDF	SO	EFICE	JV	WU	ANCHOR	DPPO	ZUN
D2 - Scientific publications																		
D2.1 Peer-reviewed academic publications	8	1	1		2			2	1						1			
D2.2 Conferences/workshop presentations	>20	3	1	1	3	2	1	3	1	1	3	1	1	2	1	2	1	
D2.3 OpenAIRE datasets	>5				5			5										

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.

Progress so far

Three (3) peer-reviewed academic publications were published between M01 and M18, **exceeding the initial expectation of two (2) outlined in D6.1:**

BEN-14 WU: Scientific publication in Sensors Journal, Special Issue Sensor Technologies for Ocean Environments: Impact Assessment, Monitoring and Protection. A joint publication with FDF and EVERYFISH:

1. Córdova, M., Torres, R. da, Helmond, A. van, & Kootstra, G. (2025). Novelty recognition: Fish Species Classification via open-set recognition. *Sensors*, 25(5), 1570. <https://doi.org/10.3390/s25051570>

BEN-2 AZTI:

2. Lekunberri, X., David Ballester-Berman, J., Arganda-Carreras, I., & Fernandes-Salvador, J. A. (2024). Automatic mapping of aquaculture activity in the Atlantic Ocean. *International Journal of Applied Earth Observation and Geoinformation*, 132, 104061. <https://doi.org/10.1016/j.jag.2024.104061>
3. Kühn, B., Cayetano, A., Fincham, J. I., Moustahfid, H., Sokolova, M., Trifonova, N., Watson, J. T., Fernandes-Salvador, J. A., & Uusitalo, L. (2024). Machine learning applications for fisheries—at scales from genomics to ecosystems. *Reviews in Fisheries Science & Aquaculture*, 33(2), 334–357. <https://doi.org/10.1080/23308249.2024.2423189>

Three (3) peer-reviewed academic publications will be published between months M19 to M36, and the remaining three (3) between months M37 to M48.

3.2.2.2 Presentations at conferences and workshops

Partners are committed to presenting project results at conferences or workshops, including academic poster presentations. The participation in those short- and long-term events is regularly reported and described in an event calendar (Annex 7.1, Online Form for D&C Planning) distributed to all partners. The calendar contains information such as the date, location, title/description of the conference/workshop, and a brief elaboration of the role/implication for OptiFish. This is an online and frequently updated document.

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

OptiFish aims at democratising 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.

Progress so far

Eight (8) of these presentations were carried out between M01 and M18, twelve (12) will be carried out between M19 and M36, and seven (7) between M37 and M48.

1. On **16 June 2025**, the OptiFish project was featured in the monthly *TechTalks@MARE* session hosted by DG MARE. The hybrid event focused on the use of Artificial Intelligence (AI) in fisheries, with two key presentations addressing innovations across different phases of the fishing process. Rachel Tiller (SO) delivered a joint presentation on *EVERYFISH* and *OptiFish*, showcasing how the projects contribute to the digital transition of onboard catch monitoring in European fisheries (Fig. 6). The presentation highlighted the use of open-source AI for species and size identification from onboard cameras and sensor systems, enabling fully documented fisheries and reducing the burden of manual reporting for fishers. The session was attended by DG MARE staff and distinguished European Commission colleagues (capacity-limited to 32 participants), and offered a platform for informal discussions on the future of AI-enabled sustainable fisheries. The presentation was recorded and shared on internal DG MARE platforms, including Microsoft Teams and the DG MARE [LINK](#).
2. Between **19-23 May 2025**, ANCHOR presented OptiFish at the [11th International Fisheries Observer and Monitoring Conference \(IFOMC\)](#), in Reykjavik, Iceland, where they hosted a dedicated stand featuring project promotional materials, including a roll-up banner and brochures (Fig. 6). Through direct engagement with 220 attendees, they raised awareness about OptiFish's objectives and technological innovations in fisheries monitoring and control.



Figure 6. ANCHOR at IFOMC 2025.

3. On **13 May 2025**, BEN-4 DTU delivered a poster presentation during the *Workshop on Marine Environmental Monitoring and Assessment using AI* [<https://vap.aau.dk/memaai/>]. The workshop was aimed at National Authorities, Research Communities, and other stakeholders, with an estimated 40 stakeholders reached (Fig. 7).



Figure 7. DTU at the Workshop on Marine Environmental Monitoring and Assessment using AI.

4. On **20 February 2025**, Hanne Hjelle Hatlebrette (SO) presented OptiFish at the *Håp i Havet* student conference held annually at the University Tromsø - The Arctic University of Norway (Fig. 8). Participants in this event were reported to reach the number of 150. Hanne presented OptiFish

as a project developing adaptable technologies tailored to various vessel types and fisheries across Europe. These tools aim to simplify catch reporting for fishers while delivering high-quality data to scientists and managers. The result could be more accurate quotas, improved legal certainty, and streamlined compliance at sea.



Figure 8. SO at the Håp i Havet.

5. On **15 January 2025**, Mathias Søggaard (DPPO) presented OptiFish at the Pelagic Conference organised by DPPO in Copenhagen, Denmark (Fig. 9). The conference aimed at NGO's, fishers, policymakers, researchers, fishery authorities, and counted 45 participants. Mathias delivered a presentation on Fully Documented Fisheries, including information on the OptiFish project and results of the pilot experiment within Task 3.1 Catch handling facilities: Pumping (M8-M48).



Figure 9. DPPO at the Pelagic Conference in Copenhagen.

6. On **5 November 2024**, Manuel Córdova (WU) presented OptiFish at the *Road to ICI2ST & JISIC* Conference organised by Facultad de Ingeniería de Sistemas EPN in Quito, Ecuador (Fig.10). This event has reached 100 participants. Manuel presented the OptiFish, EVERYFISH, and Fully Documented Fisheries projects, focusing on how each initiative advances the digitalisation of fisheries monitoring. His talk highlighted the use of AI in open-set scenarios to improve species identification, data accuracy, and regulatory compliance across diverse fishing operations.



Figure 10. Manuel Córdova (WU) at the Road to ICI2ST & JISIC.

7. On **25 September 2024**, Jade Maes and Els Torreele (ILVO) participated in the *2024 Fisheries Science Seminar - Artificial Intelligence* organised by the Directorate General for Maritime Affairs and Fisheries (DG MARE) in Anderlecht, Brussels, Belgium (Fig. 11). In this event aimed at EU Institutions and National Authorities, ILVO presented OptiFish during a session titled “*Benefits and challenges for fishermen*”.



Figure 11. ILVO at 2024 Fisheries Science Seminar - Artificial Intelligence.

8. On **19 March 2024**, Rachel Tiller (SO) presented OptiFish at the [CatchId Symposium](#) in Tromsø (Fig. 12). The event, organised by the Directorate of Fisheries, was aimed at the fishing industry, managers, scientists, policy makers, exporters, marketers, and other interested parties and counted 160 participants.

In a session titled “EVERYFISH and OPTIFISH – Cross-European collaborations for the digitalization of catch registration on all fishing vessels”, EVERYFISH and OptiFish were presented as complementary EU projects driving the digital transition in catch registration, with AI-based tools enhancing accuracy, easing reporting, and supporting compliance across all vessel types.



Figure 12. SO at CatchId Symposium.

Additional Strategic Representation at High-Level Conference:

2024 Fisheries Science Seminar – Artificial Intelligence (25/09/2024), Brussels, Belgium

ZUN participated in the poster session, presenting their involvement in the OptiFish project and discussing its expected impacts (Fig. 13). Although no oral presentation was given, the team engaged in discussions with various attendees, including representatives from EU institutions such as EUSPA and NovaSpace. These interactions led to valuable networking opportunities, including initiating contact with Isabelle Le Callennec and arranging a future visit.



Figure 13. ZUN at Fisheries Science Seminar – Artificial Intelligence, Brussels.

3.2.2.3 Datasets via OpenAIRE

Significant progress has been made toward fulfilling OptiFish’s data commitments. As of M18, the data collection progress is on track, having collected five high-quality datasets across Pilots 1 through 4:

- **Pilot 1 (Pumping):** A dataset that contains RGB images of commercial catches which will be benchmarked against eDNA samples and ground-truth information from a manual workup of the catches. The data was collected onboard a commercial pelagic vessel in Skagen, Denmark. These data are currently being analysed and contain ground-truth information on species and length.
- **Pilot 2 (Conveyor belt):** Two comprehensive datasets have been collected:
 - A dataset that contains RGB images of simulated catch handling scenarios at different occlusion levels and catch compositions. This dataset approaches annotation completion and contains ground-truth information on species, length, and occlusion level.

- A dataset that contains RGB images, stereo images, and hyperspectral images (plus 3D scans) of simulated catch handling scenarios at different occlusion levels and catch compositions. This dataset is soon to be annotated and contains ground-truth information on species, length, weight, and occlusion level. In addition, eDNA samples were collected for benchmarking and anomalies incorporated into the data collection.
- **Pilot 3 (Sorting table):** A dataset that contains RGB images of simulated catch handling scenarios at different levels of occlusion. This dataset is soon to be annotated and contains ground-truth information on species, length, weight, and occlusion level. In addition, eDNA samples were collected for benchmarking.
- **Pilot 4 (Sorting deck):** A dataset that contains RGB images of simulated catch handling scenarios under different catch sorting practices. The data was collected onboard a commercial demersal trawler in Tasucu, Turkey. This dataset is currently being annotated and contains ground-truth information on species.

For **Pilot 5 (Direct sorting)**, data collection activities need to commence soon.

Combined, the collected datasets comprise of several terabytes of valuable information, crucial for AI training, anomaly detection, and establishing a gold standard dataset. Partners have already started working towards a common annotation framework and will continue to do so to facilitate efficient data sharing and interoperability. Platforms such as Yoda are currently under evaluation to optimize internal data sharing and metadata management.

Once annotations and associated scientific reporting are finalized, the datasets will be published through the Zenodo OptiFish community. Ultimately, the Zenodo OptiFish platform, OpenAIRE, will host at least ten (10) datasets by M48. This initiative underscores the project's commitment to creating high-quality, interoperable, and reusable resources, benefiting scientific research, private companies, and policy-making communities.

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 (T5.2) and will include webinars, workshops, live events, and training manuals (as distributed in Tables 9 and 10).

Table 9. Capacity Building KPIs allocated per reporting period.

Dissemination and Communication KPIs	GA	RP1 M1- M18 (18 months)	RP2 M19- M36 (18 months)	RP3 M37- M48 (12 months)
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D3 - Capacity building				
D3.1 Webinars	>10	2	6	3
D3.2 Workshops	>10	2	6	4
D3.3 Live events	>4		3	3
D3.4 Training manuals	>5	1	3	4
D3.5 Games	>1		1	1

Table 10. Capacity Building KPIs allocated per partner.

Dissemination KPIs	GA	EV ILVO	AZTI	BENCO	DTU	RFF	SCIO	WR	UC	NDF	SO	EFICE	JV	ANCHOR	ZUN
D3 - Capacity building															
D3.1 Webinars	>10	1	1	1	1	2	1	1		1	1				1
D3.2 Workshops	>10	1		1	1	1	1	1	1	1	1	1	1	1	
D3.3 Live events	>4		1		2			1	1			1			
D3.4 Training manuals	>5	1	1		2	1		1	1			1			
D3.5 Games	>1					2									

3.2.3.1 Webinars

Webinars refer to any online event focusing on disseminating information, sharing expertise, or showcasing products and services that are intended for different target audiences. Partners are responsible for organising and/or presenting material.

Progress so far

Two (2) webinars were carried out between M01 and M18; six (6) will be carried out between M19 and M36, and three (3) will the period between M37 and M48.

1. On **22 November 2024**, OptiFish co-organised an online joint Workshop titled “*Collaborating for Change - Sustainable Fisheries Solutions*” with projects EVERYFISH and Fish-X. The webinar was open to stakeholders from the fishing industry, sustainability advocates, policymakers, researchers, and all marine ecosystems enthusiasts. It explored how EVERYFISH, Fish-X, and OptiFish are collectively advancing sustainable innovation in European fisheries. Through expert insights, it highlighted each project’s unique focus, shared goals in combating IUU fishing, and the

synergies driving meaningful change in fisheries monitoring and ecosystem protection. OptiFish was presented by BEN-1 ILVO: Jade Maes and Els Torrelee (Fig. 14, 15).

In line with Open Science principles and to reach a wide audience and serve as a continuous source of inspiration, the webinar is available on YouTube at: <https://youtu.be/tb3XuZLy3WM?si=cWUBMQY-pXYpFke>.



Figure 14. The Workshop Collaborating for Change - Sustainable Fisheries Solutions on YouTube.



Figure 15. The OptiFish contribution during the Workshop Collaborating for Change - Sustainable Fisheries Solutions on YouTube.

2. On **17 April 2024**, BEN-10 SO hosted a webinar titled *Digital Transformation Policy and Status of EVERYFISH & OptiFish*, targeting stakeholders from governance, research, and fisheries sectors. The event was simultaneously translated into English and Korean to accommodate a diverse

audience. OptiFish was presented by Rachel Tiller (SO) as part of the broader digital transformation efforts in fisheries management (Fig. 16).

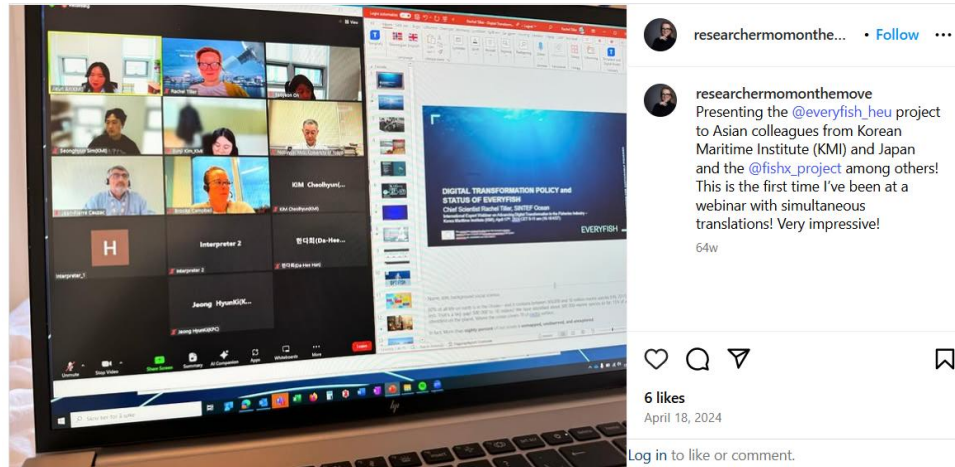


Figure 16. Rachel Tiller (SO) presenting OptiFish at the webinar *Digital Transformation Policy and Status of EVERYFISH & OptiFish*.

3.2.3.2 Workshops

Workshops refer to interactive sessions conducted over the course of the project and 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 are responsible for organising and/or presenting material.

Progress so far

Six (6) workshops were carried out between M01 and M18, significantly **exceeding the initial expectation of two (2) workshops outlined in D6.1**. Looking ahead, four (4) workshops will be carried out between M19 and M36, and two (2) between M37 and M48.

1. On **4 June 2025**, BEN-5 RFF organised and hosted the 1st Internal IPR Workshop online. During this workshop, Stavros Tsitouras (RFF) and Eleni Bolieraki (RFF) introduced consortium partners to the fundamentals of Intellectual Property Rights (IPR) in the context of Horizon Europe projects (Fig. 17). It focused on identifying where IPR may arise in OptiFish, understanding background vs. foreground IP, and outlining how IPR will be tracked and managed across the project lifecycle. The session also introduced the IPR registry, clarified joint ownership principles, and discussed protection and exploitation pathways for key results.



Figure 17. 1st Internal IPR Workshop (online).

2. On **1 June 2025**, BEN-4 DTU Aqua hosted [a workshop](#) in Hirtshals, Denmark, targeting citizens and the research community. During the event, they demonstrated how AI and electronic monitoring are being tested in a new technological hall to automatically identify fish species as they move along conveyor belts—simulating real conditions on fishing vessels (Fig. 18, 19). The workshop marked the first use of DTU Aqua’s new fisheries technology testing facility and counted >100 participants.



Figure 18. OptiFish at the workshop held in DTU Aqua’s new fisheries technology testing facility (1).



Figure 19. OptiFish at the workshop held in DTU Aqua's new fisheries technology testing facility (2).

3. On **4-5 November 2024**, BEN-9 NDF participated in a closed "think tank" in Hafnarfjörður, Iceland. During this workshop titled "*Innovation in Electronic Monitoring*", experiences of emerging technologies, data sharing, risk assessments, and more were discussed among MCS (Monitor, Control and Surveillance) managers from Norway, Denmark, England, Scotland, The Faroes, Iceland, Greenland, and Canada. This event was funded by the Nordic Council of Ministers, but no official website is available for the "think tank". On the first day (4 November) and during the presentations of WG-2 *Remote monitoring*, Ole Høstmark (NDF) presented OptiFish, and the importance of the technologies being developed, as well as standardisation, to an audience of forty (40) participants. A lively discussion followed (Fig. 20).



Figure 20. NDF at the workshop “Innovation in Electronic Monitoring,” in Iceland.

4. Within T5.1 Multi-Actor Co-creation Labs (MALs) (M01-M48), BEN-10 SO held three (3) workshops:
 - a. Train-the-Trainer in Adana, Türkiye. The first OptiFish train-the-trainer workshop was held in Adana, Türkiye, on **4 June 2024** (Fig. 21). Hosted by Çukurova University and SO, it focused on preparing local leaders to engage stakeholders in future workshops, using methods like stakeholder mapping, conceptual modelling (Vensim), and fuzzy cognitive mapping. The session tailored discussions to the Turkish fisheries context and marked the first of four such workshops across OptiFish case areas.



Figure 21. Train-the-Trainer Workshop, in Adana, Türkiye.

- b. The first stakeholder workshop for OptiFish (co-organised with EVERYFISH) was held in Adana, Türkiye, on **5 June 2024**, attended by 17 participants, including fishers representing small- and large-scale operations, navy port authorities, and ministry officials from the Karataş region (Fig. 22). This was the first co-production workshop in Türkiye, aligning with a series across OptiFish case areas to support comparative and stakeholder-driven results.



Figure 22. Workshop with stakeholders in Adana, Türkiye.

- c. Workshop with Norwegian Fishers on Automatic Catch Registration in Norway – Ålesund, 26 May 2025. On **26 May 2025**, the Norwegian Directorate of Fisheries and SO co-hosted a workshop in Ålesund as part of the OptiFish project (Fig. 23). The event brought together key stakeholders from the fishing industry—including fishers, vessel owners, and representatives from fisheries interest organisations—to discuss the implementation of automatic catch registration onboard fishing vessels. The primary goal of the workshop was to gather insights and feedback from end-users on the practical requirements and challenges for the realistic deployment of this technology across all Norwegian fisheries. A total of 10 stakeholders participated in the session.



Figure 23. Workshop with Norwegian fishers on Automatic Catch Registration in Ålesund, Norway.

3.2.3.3 Live Events

Per the GA, OptiFish must participate in >4 live events, which can be any type of training, demonstration that happens in person. Partners are responsible for organising and/or presenting material. For the events' identification and selection to participate, a guideline provided in Figure 24 ensures alignment of events with the OptiFish goals and budget. The timeline is indicative and may be adapted in response to specific events and scheduling requirements. Dates of the selected live events are posted on the OptiFish social media channels. Once the OptiFish Academy is launched, live events will also be published there. The Academy will additionally host recordings when available and in compliance with GDPR.

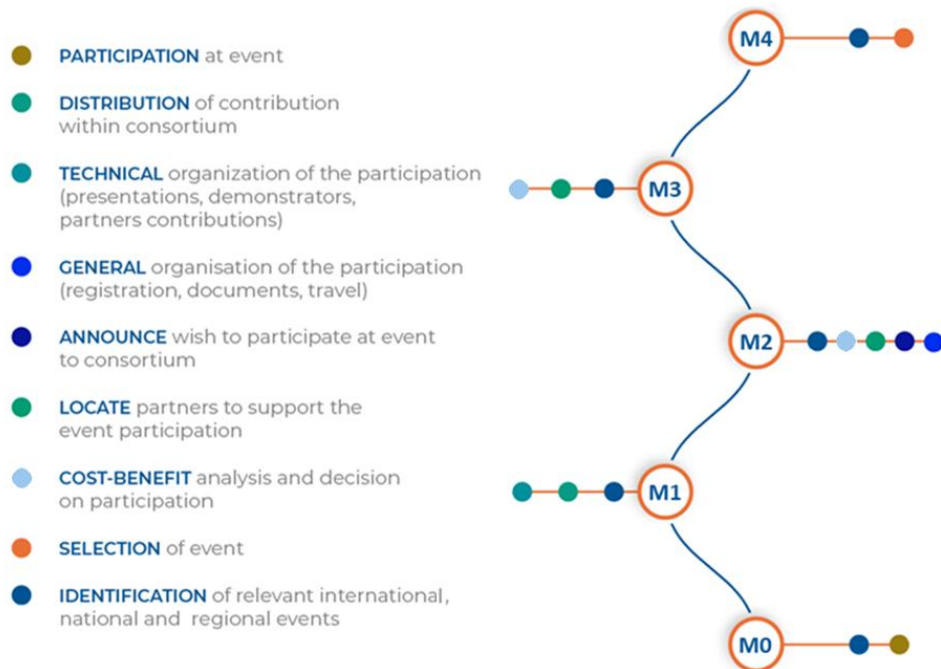


Figure 24. Steps and timeline for planning events.

Progress so far

While D6.1 anticipated three (3) participations in live events during M19–M36 and three (3) during M37–M48, four (4) participations have already been recorded in RP1 (M01–M18), **exceeding initial expectations:**

1. On **4 June 2025**, BEN-10 SO hosted a live event titled “Bærekraftig fiskeri med kunstig intelligens!” during [Sjømatfest](#) (Fig. 25). Held in Norwegian, the event attracted 100 participants and was aimed at industry professionals, management, researchers, students, and the general public. It focused on how AI technologies can support more sustainable practices in the fishing industry, highlighting innovations such as automated catch monitoring, species recognition, predictive stock assessments, and real-time data analysis. The event brought together fishers, researchers, tech developers, and policymakers to explore how AI can enhance decision-making, reduce bycatch, optimize fishing efforts, and contribute to long-term marine resource management.



Figure 25. Excerpt from the live event “Bærekraftig fiskeri med kunstig intelligens!” during Sjømatfest.

- On **4 June 2025**, BEN-10 SO hosted a live event titled “Bærekraft & ungt lederskap” during [Blått Kompass](#) (Fig. 26). Held in Norwegian, the event attracted 130 participants and was aimed at industry professionals, management, researchers, students, and the general public. It focused on empowering the next generation of leaders to drive sustainable change. It highlighted how young professionals, students, and emerging leaders can contribute to environmental, social, and economic sustainability across industries. Through talks, panel discussions, and networking, the event showcased inspiring initiatives, offered leadership development insights, and encouraged collaboration between youth, businesses, and policymakers to build a more sustainable future.



Figure 26. Excerpt from the live event “Bærekraft & ungt lederskap” during Blått Kompass.

- On **12 May 2025**, BEN-1 ILVO hosted the ILVO 'Data Day,' targeting industry stakeholders, shipowners, and researchers. Many ILVO projects rely on close collaboration with the sector,

making stakeholder engagement essential. This event was organized to raise awareness of ongoing projects, foster familiarity with the work being done, and build trust among participants. A total of 15 stakeholders attended the event.

4. On **9 April 2025**, BEN-10 SO hosted a live event titled “Automatisk fangstregistrering i fiskeri – hvordan kan vi gjøre hverdagen lettere for fiskere, forskere og forvaltere?” in Bergen, Norway, as part of [One Ocean Week](#) (Fig. 27). The event focused on how technology can streamline catch data collection in commercial fisheries. Topics included innovations such as camera-based monitoring, electronic logbooks, and AI-driven data analysis, highlighting how these tools can reduce administrative burdens for fishers, enhance data quality for researchers, and support evidence-based decision-making for fisheries managers. The event also served as a platform for stakeholders to exchange experiences, discuss challenges, and explore opportunities for collaboration in adopting these technologies. A total of 20 stakeholders participated.



Figure 27. OptiFish at One Ocean Week.

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. D6.1 mentioned that one (1) training manual would be developed for the reporting period from M01 to M18, three (3) from M19 to M36 and four (4) for the period from M37 to M48. However, for the reasons explained below, all training manuals will be delivered during RP2 and RP3:

According to the structure of Work Package 6 and the interdependencies with other WPs, the development of a training manual was not feasible by Month 18 due to the following reasons:

- **Training content is dependent on the maturity of technical outputs from WP2, WP3, and WP4.** These work packages are still in early-to-mid stages of technology development and piloting. Until the tools and systems are sufficiently validated in real-world conditions, meaningful and accurate

training content cannot be produced.

- **Task 5.2 (Capacity Building and Training Activities)**, which includes the development of training resources and manuals, officially spans from **M24 to M48**. This means training-related deliverables are scheduled for the second half of the project, after sufficient testing and user feedback have been gathered.
- **Pilot data and co-creation inputs (WP5)**, essential for tailoring the training materials to the actual needs of end users, are still being collected and processed. The design of effective training content depends on this iterative feedback loop, which will only become actionable later in the project.
- Lastly, the **OptiFish Academy**—the digital platform intended to host the training content—is still under conceptual development. Its structure and format are being finalised based on stakeholder input gathered through a targeted questionnaire (launched in M18). Without a fully defined platform, it is premature to produce formal manuals.

As such, the absence of a training manual by M18 is aligned with the planned sequencing of tasks and ensures that future training materials will be informed by tested, user-centred, and context-specific insights.

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. Respective KPIs are allocated as seen in Tables 11 and 12. A four-phase process is being 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

Table 11. Ecosystem Expansion KPIs allocated per reporting period.

Dissemination and Communication KPIs	GA	RP1 M1-M18 (18 months)	RP2 M19-M36 (18 months)	RP3 M37-M48 (12 months)
D4 - Ecosystem Expansion				
D4.1 Participation in fairs/exhibitions	>10	4	6	3
D4.2 Community outreach presentations	>8	2	4	3
D4.3 Joint activities with other EU projects	>10	2	5	4
D4.4 Representation in working groups	>10	2	5	4
D4.5 Representation in alliances	>3	0	2	2
D4.6 Present results at >3 ICES expert working group meetings	>6	1	3	3
D4.7 Joint meetings with relevant projects at the annual science ICES conference	4	2	1	1

Table 12. Ecosystem Expansion KPIs allocated per partner.

Dissemination KPIs	GA	EV	ILVO	AZTI	BENCO	DTU	RFF	SCIO	WR	UC	NDF	SO	EFICE	JV	VCUR	VCU	WU	ANCHOR	DPPO	ZUN	DFPO	
D4 - Ecosystem Expansion																						
D4.1 Participation in fairs/exhibitions	>10	1			1	1	2	1	1		1	1	1	1					1		1	
D4.2 Community outreach presentations	>8	1				1	3	1		1		2										
D4.3 Joint activities with other EU projects	>10	2		1		2	2		2	1		1										
D4.4 Representation in working groups	>10	1		1		1	2		1	1	1	1		1				1				
D4.5 Representation in alliances	>3	1					1				1	1										
D4.6 Present results at >3 ICES expert working group meetings	>6	2				2			1			2										
D4.7 Joint meetings with relevant projects at the annual science ICES conference	4	1		1		1			1													

3.2.4.1 Participation in Fairs / Exhibitions

To stimulate engagement from the broader community, OptiFish is participating 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 refers to events that are primarily targeting non-academic stakeholders.

Progress so far

OptiFish successfully participated in five (5) fairs or exhibitions during the period M01–M18, **exceeding the original target of four (4) participations outlined in D6.1**. This reflects an overachievement and demonstrates strong engagement and outreach efforts in the early project phase. Looking ahead, the project is scheduled to take part in six (6) events during M19–M36 and three (3) more between M37–M48.

1. Between **19–23 May 2025**, BEN-1 ILVO participated in the International Fisheries Observer and Monitoring Conference ([IFOMC](#)). The event brought together researchers and observers from around the world to share their efforts toward sustainable marine resource management. Although ILVO did not deliver a dedicated presentation on the OptiFish project, the conference served as a valuable networking opportunity to discuss the project's goals and ambitions with an audience of 220 participants.
2. Between **4-6 April 2025**, BEN-5 RFF participated in the [BEYOND 2025](#) Expo in Athens, Greece — a flagship event for digital innovation in Southeast Europe, attracting a significantly larger and more international audience than previous editions. With its dedicated booth, RFF presented the OptiFish project to a high-volume, tech-savvy crowd, using targeted promotional materials and face-to-face engagement to raise awareness, forge new connections, and expand the project's visibility across sectors (Fig. 28). The event was communicated through the project's social media and a [blog post](#) is available on the project's website.



Figure 28. RFF at BEYOND 2025 in Athens, Greece.

- Between **3-4 October 2024**, BEN-11 EFICE participated as an exhibitor in the [Holland Fisheries Event](#) in Urk, Netherlands—a prominent trade fair for the Dutch and international fishing industry. At their booth, EFICE actively promoted the OptiFish project, showcasing its innovative monitoring technologies and engaging with fishers, technology providers, and industry stakeholders to raise awareness and foster interest in the project’s objectives (Fig. 29, 30).



Figure 29. EFICE’s booth at the Holland Fisheries Event 2024 in Urk.



Figure 30. OptiFish at EFICE's booth, Holland Fisheries Event 2024 in Urk.

4. Between **20-22 August 2024**, BEN-10 SO participated in Nor-Fishing in Trondheim, Norway—one of the world's leading fisheries technology exhibitions, aimed at fishers, technology developers, fishery producers, governance actors, policy makers, and researchers. As part of their engagement, they delivered a presentation on OptiFish, highlighting the project's goals and innovations, and distributed promotional materials to raise awareness among 500 key stakeholders in the Nordic and international fishing industry (Fig. 31).



Figure 31. SO at Nor-Fishing 2024.

5. Between **25-27 April 2024**, BEN-5 RFF participated in the [BEYOND 2024](#) Expo in Thessaloniki, Greece —one of Southeast Europe’s leading exhibitions for emerging technologies and innovation. Hosting its own booth, RFF showcased the OptiFish project through engaging promotional materials and direct interaction with a broad and diverse audience, significantly boosting the project’s visibility and stakeholder outreach (Fig. 32).



Figure 32. OptiFish at BEYOND 2024, Thessaloniki, Greece.

3.2.4.2 Community Outreach Presentations

Community outreach presentations refer to activities such as festivals, local events, school presentations, etc. These activities target civilians, students, rural fishing communities, environmental organisations and agencies.

Progress so far

Four community outreach presentations have already taken place between M01 and M18, **exceeding the initial expectation of two (2) outlined in D6.1**. Three (3) will take place between M19 and M36, and two (2) between M37 and M48.

1. On **22 May 2025**, BEN-4 DTU presented OptiFish at the [Naturmødet 2025](#) (The Nature Meeting), Denmark’s national festival for nature dialogue and policy. During the event, DTU showcased OptiFish’s goals and technological innovations to a broad public and policy-oriented audience, highlighting how the project contributes to more sustainable and transparent fisheries management in Europe (Fig. 33).



Figure 33. DTU at Naturmødet 2025.

- On **21 November 2024**, BEN-6 SCiO presented OptiFish during the [Green ERA-hub \(GEH\) webinar: “Digital Strategies for Monitoring Honey Bee Mortality and Catch Reporting”](#) organised by TEAGASC (Fig. 34, 35). As a major European platform for promoting interdisciplinary and cross-sectoral research in sustainability and agri-environmental innovation, GEH provides valuable visibility and engagement opportunities. In their presentation, “*Optimisation of Digital Catch Monitoring and Reporting in European Fisheries: The Case of the OptiFish Project,*” SCiO showcased how digital technologies are being leveraged to enhance fisheries monitoring, drawing parallels with other sectors to highlight cross-disciplinary innovation. The webinar gathered 48 participants, facilitating meaningful discussion and outreach within a diverse stakeholder community.



Figure 34. SCiO at the Green ERA-hub (GEH) webinar (1).



Figure 35. SCiO at the Green ERA-hub (GEH) webinar (2).

- On **29 October 2024**, BEN-1 ILVO held an introductory meeting with the Italian company [Justonearth](#) to present the OptiFish project and explore potential future collaboration (Fig. 36). The meeting focused on Justonearth's Bluesail initiative, which combines AI-driven fish species recognition, geospatial compliance, and traceability tools aligned with EU logbook regulations. ILVO used the opportunity to exchange ideas, assess synergies with OptiFish technologies, and help pave the way for AI-driven fishing that supports sustainability, improves efficiency, and strengthens trust between producers and consumers.

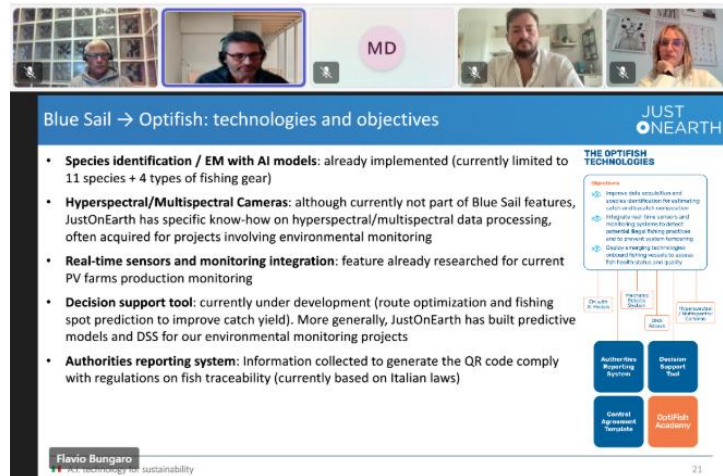


Figure 36. OptiFish & Justonearth.

- On **18 June 2024**, BEN-1 ILVO presented OptiFish at the [AgriTech demo-day](#) organised by ILVO during the Agritechdag 2024 + Cool Energy Event, at ILVO Animal (Scheldeweg 68) in Melle, Belgium (Fig. 37). Through interactive displays and live demonstrations, ILVO highlighted the project's innovative digital tools for fisheries monitoring and engaged attendees in discussions on sustainable marine resource management.



Figure 37. ILVO at Agritechdag 2024 & Cool Energy Event, Melle, Belgium, 2024.

3.2.4.3 Joint activities with other EU projects

OptiFish will facilitate at least 11 strategic joint activities with related projects. These activities may include mutual participation in each other's meetings, co-hosted panel discussions or webinars, and joint publications. Potential sister projects include those funded under Horizon 2020, Horizon Europe, EAFRD, ERDF, Cohesion Funds, and the Excellence Hub calls, as well as relative initiatives and networks. Indicative joint activities may involve projects coordinated or participated in by OptiFish partners (see Table 13).

Table 13. 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 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.
R-Control (2021-2024) – Norwegian Research Council	R-Control develops generic methods and technologies that enable estimating the catch composition arriving on the fishing vessel basis itself on CatchScanner from SmartFish.
ILIAD (2022-2026) – Horizon2020	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.
VISTools III, VISITOOLS Analytics (2018 – 2023) EMFF	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.
EVERYFISH (2023-2026) (Horizon Europe grant no. 101059892)	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.
ZERO – Impact (EV ILVO, EMFF)	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.

Progress so far

Three (3) joint activities were carried out between M01 and M18, **exceeding the original target of two (2) set in D6.1**. Five (5) additional activities are planned between M19 and M36, and four (4) between M37 and M48. I

1. Between **7-11 July 2025**, BEN-7 WR held the *OptiFish & EVERYFISH Computer Vision Hackathon*, in Wageningen University (Fig. 38). The event brought together researchers and developers to collaboratively tackle key challenges in fish detection, classification, and tracking using AI-powered computer vision. Through hands-on sessions, teams worked on improving species recognition, length estimation, and dataset curation, contributing to the development of smarter, more efficient fisheries monitoring technologies.



Figure 38. OptiFish & EVERYFISH Computer Vision Hackathon, Wageningen University.

2. On **2 June 2025**, BEN-2 AZTI presented OptiFish at the [AZTI Summer School 2025](#), during a [joint session](#) with the [OBAMA-NEXT](#) and [BioBoost+](#) projects, titled *“Robust Validation and Comparison of Artificial Intelligence Methods.”* In this session, AZTI showcased how OptiFish leverages AI for catch monitoring, contributing to more accurate, automated, and scalable fisheries data collection. The presentation emphasised the project’s commitment to robust validation practices and cross-project knowledge exchange.
3. On **10 April 2024**, BEN-10 SO organised a joint workshop hosted by the OptiFish and EVERYFISH projects in Bergen, Norway (Fig. 39). Participants included researchers from SO, the Institute of Marine Research, and the Norwegian Directorate of Fisheries. They explored the future of automatic catch monitoring techniques in fishing, envisioning a scenario where such systems are fully operational across fisheries. The workshop helped form a shared vision of a digital future in fisheries—a foundation for stakeholder-informed planning and deployment of automated catch registration systems.



Figure 39. Joint workshop hosted by the OptiFish and EVERYFISH projects in Bergen, Norway.

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 were carried out during the period from M1 to M18. Moving onwards, five (5) activities of this kind will be carried out between M19 to M36, and four (4) between M37 to M48.

Progress so far

1. Between **27-28 January 2025**, Ben-10 SO participated in [NEAFC / OSPAR 8th Collective Arrangement Meeting](#) (Fig. 40). During the meeting, which gathered representatives from various countries and NGOs, they engaged informally with stakeholders and introduced the OptiFish project through discussions. Although no formal presentation was delivered, they successfully raised awareness and generated interest in OptiFish among an estimated 20 stakeholders.

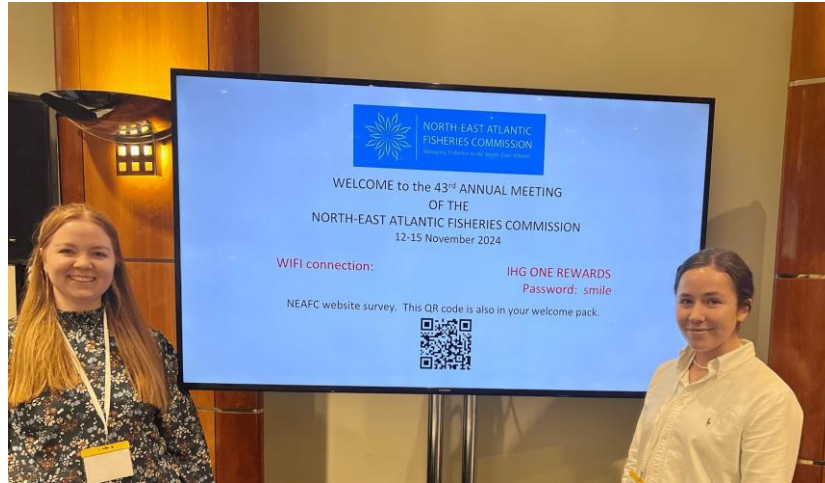


Figure 40. SO at NEAFC / OSPAR 8th Collective Arrangement Meeting.

2. On **5 September 2024**, NDF presented the OptiFish project during the annual bilateral meeting between the Norwegian and Danish fisheries agencies, hosted on the EVERYFISH platform (Fig. 41). This formal presentation introduced OptiFish to key national fisheries authorities, highlighting its objectives and potential contributions to sustainable fisheries management.



Figure 41. NDF at the annual bilateral meeting between the Norwegian and Danish fisheries agencies, hosted on the EVERYFISH platform.

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 between M19 and M36, and two (2) will be carried out between M37 and M48.

3.2.4.6 Results Presentations at Meetings of ICES Working Expert Groups

Within this activity, OptiFish gets engaged with the 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. Three (3) presentations will be carried out between M19 - M36, and four (4) between M37 - M48.

While one presentation to an ICES working expert group was initially planned for the period from M1 to M18 in D6.1, this activity has been rescheduled to a later stage of the project. This adjustment reflects the need to first consolidate preliminary technical and scientific results, ensuring that the content shared with ICES expert groups is robust, relevant, and contributes meaningfully to their ongoing work. Engagement with ICES remains a key objective for OptiFish, and targeted participation is planned for the upcoming reporting periods as the project's outputs mature.

3.2.4.7 Joint Meetings with relevant projects at Annual Science ICES Conference

In Deliverable D6.1, OptiFish planned to participate in two (2) joint meetings with relevant EU-funded projects during the ICES Annual Science Conference (ASC) in the first reporting period (M1–M18), followed by one (1) additional meeting in each of the subsequent reporting periods (M19–M36 and M37–M48). These joint meetings were envisioned as opportunities to co-present research findings, share posters, or engage in collaborative panel discussions with projects addressing similar challenges in fisheries monitoring and sustainability.

However, OptiFish did not participate in the 2024 edition of the ICES ASC. At that point in time, the project was still in its early implementation phase, and neither the pilot activities nor the technological developments had produced validated data or publishable scientific results. As such, the consortium assessed that contributing to a high-level international research forum without solid evidence would not be meaningful or strategic.

While this marks a deviation from the original plan, the decision was made to prioritise quality and relevance in scientific engagement. The consortium remains committed to joint participation in upcoming ICES ASC editions, once the outcomes from pilot deployments and data analysis are mature enough to support impactful contributions.

Planning for participation in future editions is already underway, with the aim of exceeding the remaining targets by leveraging results from pilot activities and established synergies with projects such as EVERYFISH and Fish-X.

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. Respective KPIs are allocated as seen in Tables 14 and 15.

Table 14. Policy Contribution KPIs allocated per reporting period.

Dissemination and Communication KPIs	GA	RP1 M1- M18 (18 months)	RP2 M19- M36 (18 months)	RP3 M37- M48 (12 months)
D5 - Policy Contribution				
D5.1 Manuscript on global and multi-level governance of technological innovations	1			1
D5.2 Creation of dedicated working groups (WP5)	2	2		

Table 15. Policy Contribution KPIs allocated per partner.

Dissemination KPIs	GA	EVILVO	NDF	SO
D5 - Policy Contribution				
D5.1 Manuscript on global and multi-level governance of technological innovations	1			1
D5.2 Creation of dedicated working groups (WP5)	2	1	1	

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

As outlined in D6.1, one of the planned outcomes of the OptiFish project is the establishment of two dedicated working groups. These were initially scheduled for creation within the first reporting period (RP1, up to M18), but their formal launch has been rescheduled to align with the project's progress and the availability of preliminary results.

The first working group will be established by NDF and will bring together multidisciplinary fisheries experts—including legal scholars, AI specialists, economists, biologists, managers, and metrology professionals. Its objective is to co-develop a template for a control agreement on the implementation of AI-based catch-monitoring systems under development in OptiFish (Task 5.3).

The second working group will be led by ILVO and will focus on building upon the outcomes of the Multi-Actor Labs (MALs), particularly engaging participants from the commercial fisheries stakeholder group (Task 5.1.3). Support for this activity may be requested from DTU, who is involved in the sub-task, and SO, the leader of Task 5.1.

While originally anticipated for completion within RP1, the initiation of these working groups has been postponed to allow for better integration of findings from early pilots and stakeholder engagement activities. Both working groups remain central to the OptiFish exploitation and stakeholder co-creation strategy and will be fully established by the end of the project (M48).

4 Communication Activities

OptiFish communication activities are designed to maximise the visibility, understanding, and uptake of the project's outcomes, ensuring lasting impact across stakeholder communities. These activities aim to:

- Raise awareness of the project among relevant stakeholders.
- Align all stakeholders around the project's goals, objectives, timelines, and expected outcomes.
- Keep stakeholders informed, consulted, and engaged throughout the project lifecycle.
- Foster collaboration among project partners through clear communication practices, coordination mechanisms, and conflict resolution approaches.
- Promote continuous improvement by encouraging reflection on communication effectiveness and enabling timely corrective actions.

A tailored strategy, based on audience-specific messaging and communication channels, supports these goals while reinforcing the project's brand and key messages.

4.1 Communication KPIs

To guide and assess communication efforts, a set of concrete Key Performance Indicators (KPIs) has been established (Tables 16 and 17). Each KPI is accompanied by clear targets for the full project duration, as

well as for the three individual reporting periods, enabling structured progress monitoring and accountability.

This KPI framework is detailed in Annex 7.1.13: OptiFish Communication KPIs per Partner, which also outlines how targets are distributed among consortium members. This approach ensures shared responsibility and leverages each partner’s unique expertise, networks, and communication capacity to maximise the reach and relevance of OptiFish messaging.

Table 16. Communication KPIs allocated per reporting period.

Communication KPIs	GA	RP1 M1- M18 (18 months)	RP2 M19- M36 (18 months)	RP3 M37- M48 (12 months)
C1- Branding & material				
C1.1 Brandbook and logo	1	1		
C1.2 Brochures	>4	1	2	2
C1.3 Banners	>5	2	2	2
C1.4 Translation of banners	8	-	-	-
C1.5 Other promotional material	4		2	2
C2 - Website				
C2.1 Website	1	1		
C2.2 Blog posts for the OptiFish website	>50	15	20	19
C2.3 Project videos/animations	>10	2	5	4
C3 - Social Media				
C3.1 Social media channels	6	6		
C3.2 Hashtags	3-5	5		
C4 - Interactive e-newsletter				
C4.1 Biannual issues of the e-newsletter	8	3	3	2
C5 - Multiplier campaign				
C5.1 Press releases	8	2	3	3

C5.2 Press release translations	8	2	3	3
C5.3 TV/Radio interviews	>5	1	2	3
C5.4 Videos with success stories	>6		3	4
C5.5 Podcast episodes	10		5	5

Table 17. Communication KPIs allocated per partner.

Communication KPIs	GA	EV ILVO	AZTI	BENCO	DTU	RFF	SCIO	WR	UC	NDF	SO	EFICE	JV	VCUR	VCU	WU	ANCHOR	DPPO	ZUN	DFPO
C1 - Branding & material																				
C1.1 Brandbook and logo	1					1														
C1.2 Brochures	>4					5														
C1.3 Banners	>5					6														
C1.4 Translation of banners	8	1	1	1	1	2			1		1									
C1.5 Other promotional material	4					4														
C2 - Website																				
C2.1 Website	1					1														
C2.2 Blog posts for the OptiFish website	>50	3	2		5	25	1	3	2	2	3	1	2			2	1		1	
C2.3 Project videos/animations	>10					11														
C3 - Social Media																				
C3.1 Social media channels	6	1				5														
C3.2 Hashtags	3-5					5														
C4 - Interactive e-newsletter																				
C4.1 Biannual issues of the e-newsletter	8					8														
C5 - Multiplier campaign																				
C5.1 Press releases	8	1			1	3	1	1			1									

C5.2 Press release translations	8	1	1	1	1	2			1		1							
C5.3 TV/Radio interviews	>5	1			1	1		1		1	1							
C5.4 Videos with success stories	>6	1	1		2			1	1			1						
C5.5 Podcast episodes	10					10												

The table below outlines all Communication KPIs, the RP1 targets, and the actual results achieved.

Table 18. Communication KPIs: RP1 Targets and Achievements.

Communication KPIs	GA	RP1 M1-M18 (18 months) Targets	RP1 M1-M18 (18 months) Achievements
C1- Branding & material			
C1.1 Brandbook and logo	1	1	1
C1.2 Brochures	>4	1	1
C1.3 Banners	>5	2	2
C1.4 Translation of banners	8	8	16
C1.5 Other promotional material	4	-	4
C2 - Website			
C2.1 Website	1	1	1
C2.2 Blog posts for the OptiFish website	>50	15	20
C2.3 Project videos/animations	>10	2	2
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	3	3

C5 - Multiplier campaign			
C5.1 Press releases	8	2	2
C5.2 Press release translations	8	2	16
C5.3 TV/Radio interviews	>5	1	1
C5.4 Videos with success stories	>6	-	-
C5.5 Podcast episodes	10	-	1

The table below outlines the relevant Audience KPIs, the GA targets, and the outcomes achieved to date.

Table 19. Audience KPIs: GA Targets and RP1 Achievements.

Audience KPIs	GA	RP1 M1-M18 (18 months) Achievements
C1- Branding & material		
Printed material audience	1,500	700
C2 - Website		
Unique visitors	15,000	5,162
C3 - Social Media		
Posts	400	289
Hashtags audience	25,000	44,552
C4 - Interactive e-newsletter		
Subscriptions	300	151

4.2 Communication Measures and Tools

OptiFish applies a comprehensive and strategic mix of communication tools and channels to engage stakeholders, raise awareness, and promote the project’s objectives, outcomes, and societal value. These measures are tailored to reach diverse audiences across the fisheries, research, policy, and technology sectors and span from M3 until three years after project completion to ensure long-term impact.

OptiFish employs a wide range of communication tools and materials to ensure visibility, engagement, and impact throughout the project lifecycle. At the core is a consistent brandbook and a minimal, recognisable logo, both of which define the project’s visual identity across formats. Outreach is supported by brochures and roll-up banners, available in print and digital formats, along with promotional items such as notebooks, pens, and posters used at physical events. The user-friendly project website serves as the central hub for information, hosting regular blog posts and videos/animations that explain key concepts. OptiFish maintains an active presence on LinkedIn, Facebook, X, YouTube, and SlideShare, complemented by biannual e-newsletters and multilingual press releases targeting local, national, and EU-level media. Broader public engagement is achieved through TV and radio interviews, while storytelling and stakeholder perspectives are brought to life through success story videos and a series of vodcasts and podcasts, available on YouTube and Spotify.

All communication materials are produced by RFF in collaboration with partners and are designed to be engaging, accessible, and aligned with the project’s visual identity and messaging. Where appropriate, materials are translated into eight (8) languages (French, Spanish, Croatian, Danish, Greek, Dutch, Turkish, and Norwegian) to ensure broad accessibility across Europe.

This diverse toolkit ensures the communication strategy remains agile, inclusive, and impactful across all stages of the project.

4.2.1 Branding and material

The Branding and Material KPIs allocated per reporting period and per partner are presented in Tables 20 and 21, respectively.

Table 20. Branding & material KPIs allocated per reporting period.

Communication KPIs	GA	RP1 M1- M18 (18 months)	RP2 M19- M36 (18 months)	RP3 M37- M48 (12 months)
C1 - Branding & material				
C1.1 Brandbook and logo	1	1		
C1.2 Brochures	>4	1	2	2
C1.3 Banners	>5	2	2	2
C1.4 Translation of banners	8	8	-	-
C1.5 Other promotional material	4		2	2

Table 21. Branding & material KPIs allocated per partner.

Communication KPIs	GA	EVILVO	AZTI	BENCO	DTU	RFF	UC	SO
C1 - Branding & material								
C1.1 Brandbook and logo	1					1		
C1.2 Brochures	>4					5		
C1.3 Banners	>5					6		
C1.4 Translation of banners	8	1	1	1	1	2	1	1
C1.5 Other promotional material	4					4		

4.2.2 Brandbook

The OptiFish brandbook defines a clean, modern visual identity tailored to highlight the project’s focus on research, technology, and sustainability. A minimal design approach featuring a clear colour palette, fine lines, and uncluttered layouts, ensures that visual elements support rather than compete with the message.

The fish graphic, consistently used across all materials, symbolises the project’s core objective: optimising digital catch monitoring and reporting in European fisheries. Colour variations have been developed to ensure adaptability across formats and backgrounds, supporting both digital and print applications while reinforcing the project’s commitment to sustainability.

Photographic elements are carefully selected to complement the colour scheme, creating a cohesive and recognisable visual language. The OptiFish logo, developed through collaborative design consultation, is clear, distinctive, and immediately communicates the project’s thematic focus.

The full colour palette and branding specifications are provided in Annex 7.2: OptiFish Communication Material to support consistent use across all communications.

4.2.3 Logo

The OptiFish logo - provided in Annex 7.2: OptiFish Communication Material - is the project’s primary visual identifier, designed to ensure immediate recognition and reinforce the core message. Its minimalist design was intentionally selected to be both visually captivating and symbolically meaningful. Reflecting the project’s name and purpose, the logo depicts a fish within an eye - or an eye shaped like a fish - symbolising the importance of observation, monitoring, and reporting in sustainable fisheries management.

RFF developed multiple logo versions tailored to meet the diverse dissemination and communication needs of project partners. The logo has been seamlessly integrated across digital platforms and print materials, serving as a key element of the project's cohesive visual identity.

4.2.4 Brochures

A total of five (5) brochures will be produced throughout the project to visually communicate OptiFish's objectives, activities, and results. The design and production of these materials are led by RFF.

The first general brochure, in English, was **delivered in M03** and **updated in M14 (March 2025)** to reflect the project's progress. It provides an overview of the OptiFish project, including its objectives, tools and technologies under development, pilot studies, and the overall approach to addressing key challenges in European fisheries (the updated brochure is available in Annex 7.2: OptiFish Communication Material).

The brochure is being distributed at relevant events such as project meetings, workshops, and relevant networking activities. The Grant Agreement sets a KPI of **1,500 brochures** distributed over the project duration. Although this metric was not included in the initial reporting tool, it has been monitored and it will be incorporated into the updated version starting in M19. By M18, **700 copies** have already been disseminated, reaching nearly **50%** of the target.

Future brochures will focus on specific themes, contributing to targeted dissemination and reinforcing OptiFish's visual identity across all communication materials.

4.2.5 Banners

By the end of M18, two (2) roll-up banners have been produced for the OptiFish project to support its visibility and outreach at physical events. All banner files and their translations are available in Annex 7.2.6.

The first banner, created in M03, provides a clear introduction to the project. It includes the OptiFish logo, motto, partners' logos, social media handles, and a QR code that links directly to the project website, ensuring easy access to key information. The second banner, created in M14, offers a concise overview of OptiFish while visually highlighting the project's pilot sites and the technologies being implemented.

Banners are used during conferences, meetings, exhibitions, and joint EU initiatives, helping to increase brand visibility and recognition. To maintain a strong and adaptable presence at live events, four (4) additional banners will be developed over the course of the project. These will include specific messaging related to the MALs, pilot activities, and technological innovations. Banner content will be periodically updated to reflect major milestones and developments, ensuring relevance throughout the project lifecycle.

The two banners have already been translated into eight (8) languages - French, Spanish, Croatian, Danish, Greek, Dutch, Turkish, and Norwegian - ensuring accessibility and relevance across diverse regions and stakeholder groups and reinforcing OptiFish's commitment to inclusive communication.

4.2.6 Other Promotional Material

OptiFish promotional materials are designed to raise awareness of the project and enhance its visibility at physical events and meetings. Tangible, branded items offer a memorable way to engage audiences, particularly during conferences, workshops, and consortium gatherings.

Notebooks and pens were produced for the 2nd Annual Consortium Meeting (Thessaloniki, M14), helping reinforce the project's identity among partners (Fig. 42). A promotional poster was also developed for use at physical events to encourage visitors to explore the OptiFish website, supporting traffic growth and digital engagement.

These materials are visually aligned with the project's brand identity and help increase recognition and visibility supporting broader communication efforts. When used effectively, physical items can complement digital outreach by sparking curiosity, reinforcing key messages, and extending the project's reach to broader audiences.



Figure 42. Photo of notebooks and pens and screenshot of promotional poster.

4.2.7 Website



Figure 43. Screenshot showing the top banner of the OptiFish homepage.

OptiFish has launched a modern, mobile-friendly website (<https://optifish.eu/>) that serves as the central hub for all public project information. Designed to ensure easy access across devices, the website promotes a wide range of content, including project news, blog posts, videos, event updates, press releases, and publications, to engage stakeholders from across relevant communities.

Launched ahead of the official project kick-off, the website recorded **5,162 total users** by the end of Reporting Period 1 (Fig. 44), demonstrating strong visibility and growing interest, and marking steady progress toward the 15,000-user KPI set out in the Grant Agreement. Although this metric was not included in the initial reporting tool (Tables 22, 23), it has been monitored, and it will be incorporated into the updated version starting in M19 (see Annex 7.1.9). Content is regularly updated to reflect the ongoing nature of the project, with blog posts playing a key role in driving traffic and maintaining momentum.

Table 22. Website KPIs allocated per reporting period.

Communication KPIs	GA	RP1 M1-M18 (18 months)	RP2 M19-M36 (18 months)	RP3 M37-M48 (12 months)
C2 - Website				
C2.1 Website	1	1		
C2.2 Blog posts for the OptiFish website	>50	15	20	19

C2.3 Project videos/animations	>10	2	5	4
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Table 23. Website KPIs allocated per partner.

Communication KPIs	GA	EV ILVO	AZTI	DTU	RFF	SCIO	WR	UC	NDF	SO	EFICE	JV	WU	ANCHOR	ZUN
C2 - Website															
C2.1 Website	1				1										
C2.2 Blog posts for the OptiFish website	>50	3	2	5	25	1	3	2	2	3	1	2	2	1	1
C2.3 Project videos/animations	>10				11										

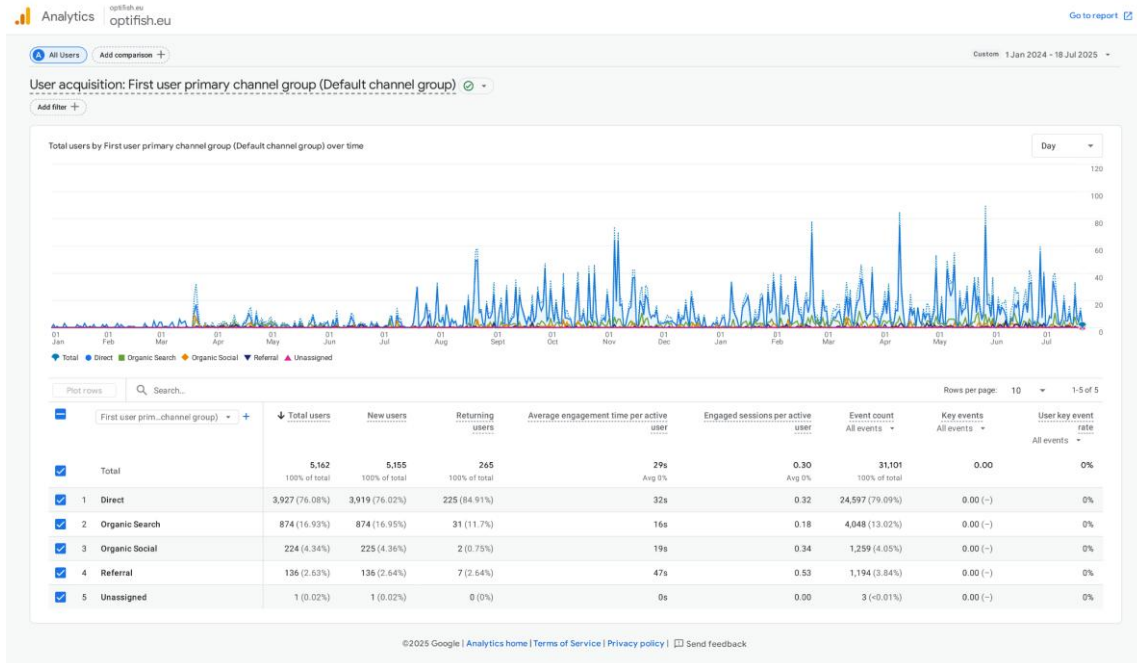


Figure 44. Screenshot from analytics.google.com showing user acquisition from January 2024 to July 2025.

The website includes five main sections in the top navigation menu:

1. About,
2. Pilots,
3. OptiFish Technologies,

4. Newsroom, and
5. Contact.

An additional Academy button in the header is already directing visitors to the *Coming Soon* OptiFish Academy page, a capacity-building programme outlined in Chapter 2.5 of this deliverable.

The homepage serves as an introduction to OptiFish, featuring the logo, custom visuals, and a brief overview of the project. From there, visitors can explore dedicated sections covering the project's approach, objectives, technologies, pilot sites, and partners. Social media icons provide direct access to OptiFish's active platforms (LinkedIn, Facebook, X, YouTube, and SlideShare), while the footer includes clear contact information for both the project coordinator and communication manager.

To support subscriber growth and stakeholder engagement, the website features a pop-up window encouraging newsletter subscriptions (Fig. 45). This is supported by the distribution of dedicated print and digital promotional materials, aimed at increasing the reach of the project newsletter and building an engaged community around OptiFish (Fig. 46).

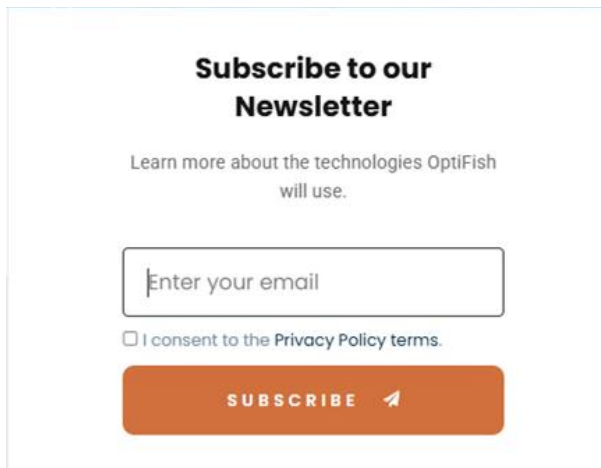


Figure 45. Screenshot of the pop-up window encouraging newsletter subscriptions.



Figure 46. Promo material encouraging newsletter subscriptions.

4.2.7.1 Blog Posts

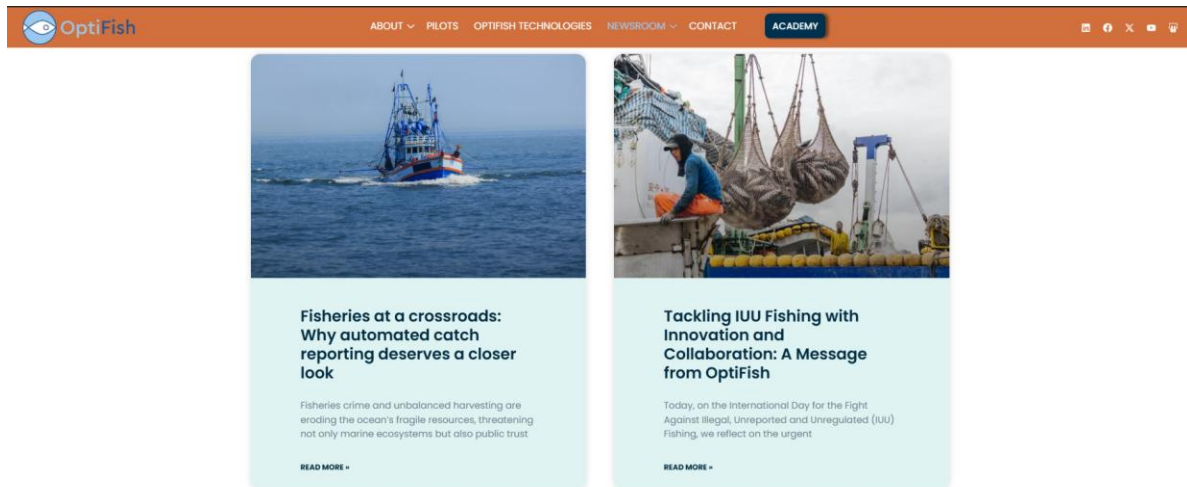


Figure 47. Screenshot showing recent blog posts on the OptiFish website.

A total of 54 blog posts will be published on the OptiFish website throughout the project to share updates, insights, and outcomes. The publishing schedule includes:

- 15 blog posts from Month 1 to Month 18 (Reporting Period 1)
- 20 blog posts from Month 19 to Month 36 (Reporting Period 2)
- 19 blog posts from Month 37 to Month 48 (Reporting Period 3)

RFF is responsible for publishing all blog content on the website. Project partners are encouraged to contribute concise, engaging articles that highlight their activities, project milestones, achievements, and relevant developments in the field. These blog posts aim to keep stakeholders informed in an accessible and reader-friendly format.

Progress so far

During the first Reporting Period, RFF successfully created and published **20 blog posts, exceeding the KPI for this phase (133% of the target)**. This strong start reflects the project's commitment to regular, transparent, and engaging communication.

1. Blog post #1: [International Day for the Fight Against Illegal, Unreported, and Unregulated Fishing](#) [5 June 2024]
2. Blog post #2: [Our first train-the-trainer workshop in Adana, Türkiye](#) [13 June 2024]
3. Blog post #3: [1st Press Release: Optimisation of Digital Catch Monitoring & Reporting in European Fisheries](#) [5 July 2024]
4. Blog post #4: [Dive into the world of OptiFish: Meet the Consortium members](#) [8 July 2024]
5. Blog post #5: [Stakeholders Workshop in Adana, Türkiye](#) [20 August 2024]
6. Blog post #6: [International Day of Awareness of Food Loss and Waste](#) [27 September 2024]
7. Blog post #7: [OptiFish made a big mark at the NorFishing 2024](#) [7 October 2024]
8. Blog post #8: [Joint Workshop of OptiFish and EVERYFISH projects](#) [15 October 2024]
9. Blog post #9: [Insights from NEAFC's 43rd Annual Meeting](#) [27 November 2024]
10. Blog post #10: [Driving Sustainable Fisheries: Insights from EVERYFISH, Fish-X, and OptiFish Webinar](#) [13 December 2024]
11. Blog post #11: [Dealing with Variability in Automatic Fish Detection](#) [20 December 2024]
12. Blog post #12: [OptiFish at Hâp i Havet: Advancing Sustainable Fisheries Through Technology](#) [6 March 2025]
13. Blog post #13: [We Celebrate One Year of Progress in Sustainable Fisheries!](#) [10 March 2025]
14. Blog post #14: [Machine Learning Applications for Fisheries – At Scales from Genomics to Ecosystems](#) [1 April 2025]
15. Blog post #15: [Novelty Recognition: Fish Species Classification via Open-Set Recognition](#) [7 April 2025]
16. Blog post #16: [Automatic mapping of aquaculture activity in the Atlantic Ocean](#) [7 April 2025]
17. Blog post #17: [OptiFish at BEYOND Expo 2025!](#) [7 April 2025]
18. Blog post #18: [Advancing Fishery Monitoring Technologies: Wageningen University & Research Hosts Computer Vision Hackathon](#) [26 May 2025]
19. Blog post #19: [Tackling IUU Fishing with Innovation and Collaboration: A Message from OptiFish](#) [5 June 2025]
20. Blog post #20: [Fisheries at a crossroads: Why automated catch reporting deserves a closer look](#) [10 July 2025]

4.2.7.2 Project Videos/Animations

Video and animation are powerful tools for communicating complex information in a comprehensive and engaging way. OptiFish already uses and will continue to use these formats to promote its technologies, pilots, and results to a broad audience, including stakeholders from within and beyond the fisheries sector.

RFF is responsible for producing a total of eleven (11) videos/animations over the course of the project. The production schedule is as follows:

- 2 videos/animations from Month 1 to Month 18 (Reporting Period 1)
- 5 videos/animations from Month 19 to Month 36 Reporting Period 2)
- 4 videos/animations from Month 37 to Month 48 (Reporting Period 3)

Progress so far

The KPI for the first Reporting Period has been successfully achieved, with the production of two videos:

- a [promotional video](#) for OptiFish at the BEYOND Innovation Arena

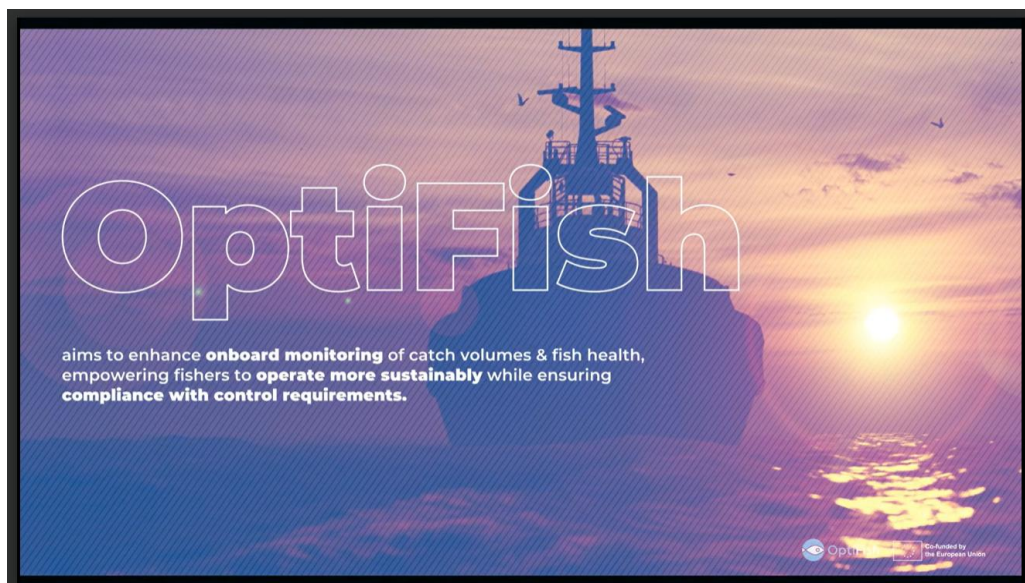


Figure 48. Screenshot of the OptiFish promotional video.

- an [animated explainer](#) introducing the different types of sorting facilities.



Figure 49. Screenshot of the sorting facilities animation video.

These videos contribute to the project’s communication and training objectives, and will continue to be shared via YouTube, social media, the project website, and relevant events to maximise outreach and impact.

4.2.8 Social Media

The Social Media KPIs are presented in Tables 24 and 25.

Table 24. Social Media KPIs allocated per reporting period.

Communication KPIs	GA	RP1 M1-M18 (18 months)	RP2 M19-M36 (18 months)	RP3 M37-M48 (12 months)
C3 - Social Media				
C3.1 Social media channels	6	6		
C3.2 Hashtags	3-5	5		

Table 25. Social Media KPIs allocated per partner.

Communication KPIs	GA	EVILVO	RFF
C3 - Social Media			
C3.1 Social media channels	6	1	5
C3.2 Hashtags	3-5		5

4.2.9 Social Media Channels

To maximise outreach and engagement, OptiFish has established a presence on key social media platforms - LinkedIn, Facebook, X, YouTube, and SlideShare - delivering clear content designed to inform, educate, and connect. The social media content includes project updates, participation in events, publications, relevant news, partner insights, as well as interactive content such as quizzes and polls, creating a dynamic space for sharing progress and raising awareness around fisheries monitoring and ocean sustainability.

As of July 25th, 2025, OptiFish has published **283 posts** across **LinkedIn, Facebook, and X**, and uploaded **six (6) videos** on **YouTube**, reaching a total of **717** followers. This output is well on track toward the project's Key Performance Indicator (KPI) target of 400 social media posts, as outlined in the Grant Agreement. Although this metric was not included in the initial reporting tool, it has been monitored and will be incorporated into the updated version starting in M19. Posts are crafted to be comprehensive and engaging, combining visuals, plain language, and storytelling techniques.

To maximise visibility, the project actively uses targeted hashtags and partner tagging strategies. Project partners and related initiatives are tagged where relevant to foster collaboration, expand reach, and encourage engagement. Consistent use of project-specific and thematic hashtags enhances content discoverability and strengthens the online presence of OptiFish.

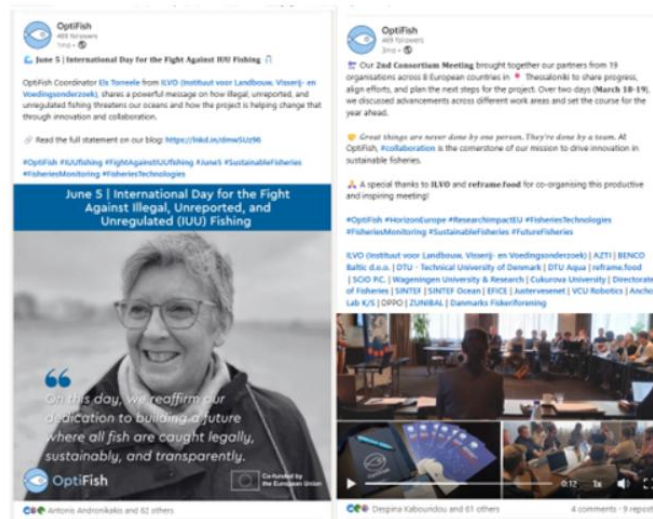


Figure 50. Examples of different visibility strategies.

The project has been active on all platforms since Month 1 (M1), with performance monitored through native analytics tools. Key performance indicators (KPIs) are regularly tracked to ensure alignment with the targets set out in the Grant Agreement. Additionally, consortium partners are encouraged to disseminate project results via ResearchGate to extend visibility within the scientific and technical community.

4.2.9.1 LinkedIn

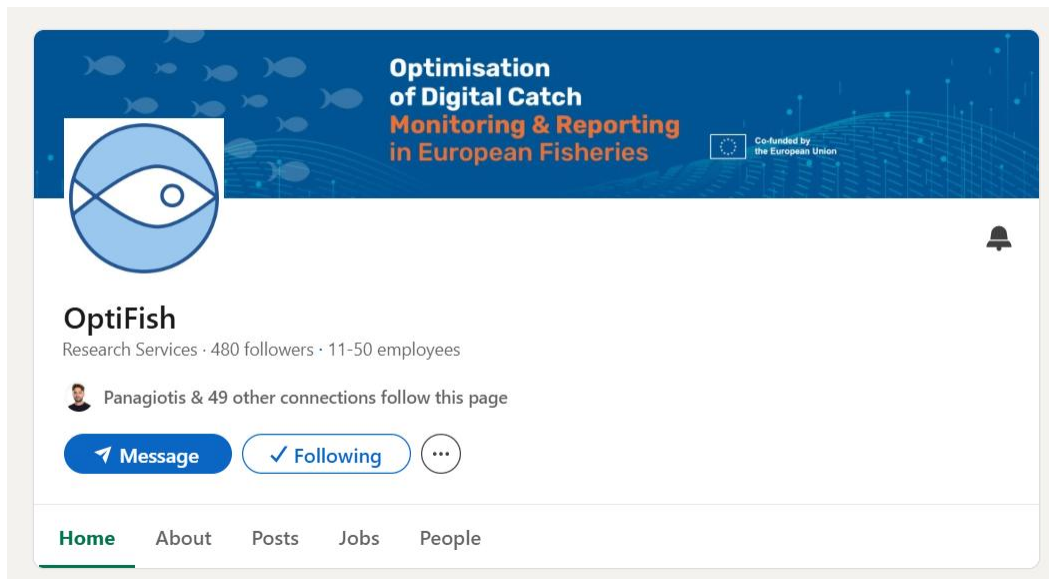


Figure 51. Screenshot of the OptiFish LinkedIn page.

The OptiFish LinkedIn page (<https://www.linkedin.com/company/optifisheu/>) plays a central role in the project's communication and stakeholder engagement strategy. As of July 25th, 2025, the account has published **81 posts**, attracted **480 followers**, and generated over **27,000 impressions**, reflecting strong visibility and growing interest within the fisheries, research, and technology communities.

Content shared includes project updates, partner contributions, publications, event participation, and fisheries-related news. Posts are designed to be informative and comprehensive, supporting both awareness-raising and knowledge exchange.

OptiFish leverages a targeted hashtag strategy and actively tags partners and relevant initiatives to expand reach and foster interaction. This approach helps amplify key messages, build networks, and generate engagement beyond the immediate consortium. The 27,127 impressions recorded so far indicate that the content is not only reaching users but appearing repeatedly in their feeds, boosting project visibility and awareness.

The steady follower growth and consistent posting frequency demonstrate that LinkedIn is an effective channel for disseminating OptiFish's work, attracting attention from professionals, researchers, and organisations across the sector. With 81 posts already published, the project is well on track toward its KPI of 400, ensuring ongoing visibility and impact throughout its lifecycle.

4.2.9.2 Facebook



Figure 52. Screenshot of the OptiFish Facebook page.

The OptiFish Facebook page (<https://www.facebook.com/OptiFish.EUProject/>) offers a complementary channel for reaching a wider, more general audience with accessible and engaging content. As of July 25th, 2025, the page has published **105 posts**, attracted **123 followers**, and **reached 10,370 users**, reflecting a solid and growing presence.

Posts cover project updates, partner contributions, event participation, and relevant news, using visuals and clear messaging to ensure content is easy to follow and share. While Facebook has a smaller follower base compared to LinkedIn, its broader reach and community-focused nature help increase the project's visibility beyond professional networks.

Hashtags and partner tagging are used strategically to expand audience reach and boost engagement. With 105 posts already published, Facebook contributes actively to the project's KPI of 400 social media posts, ensuring consistent dissemination and public awareness.

4.2.9.3 X



Figure 53. Screenshot of the OptiFish X page.

The OptiFish account on X (<https://x.com/optifishproject>) is used to maintain a consistent online presence and extend the reach of content published on LinkedIn and Facebook. While the posts largely mirror those shared on other platforms, X serves as a fast-paced channel where updates can gain visibility through hashtags, tagging, and interaction with sector-specific conversations.

As of July 25th, 2025, the account has published **97 posts**, attracted **77 followers**, and recorded **7,055 impressions**. Its strategic use supports the overall communication efforts by ensuring OptiFish is present in relevant conversations and searchable by topic, increasing the visibility among targeted audiences.

4.2.9.4 YouTube

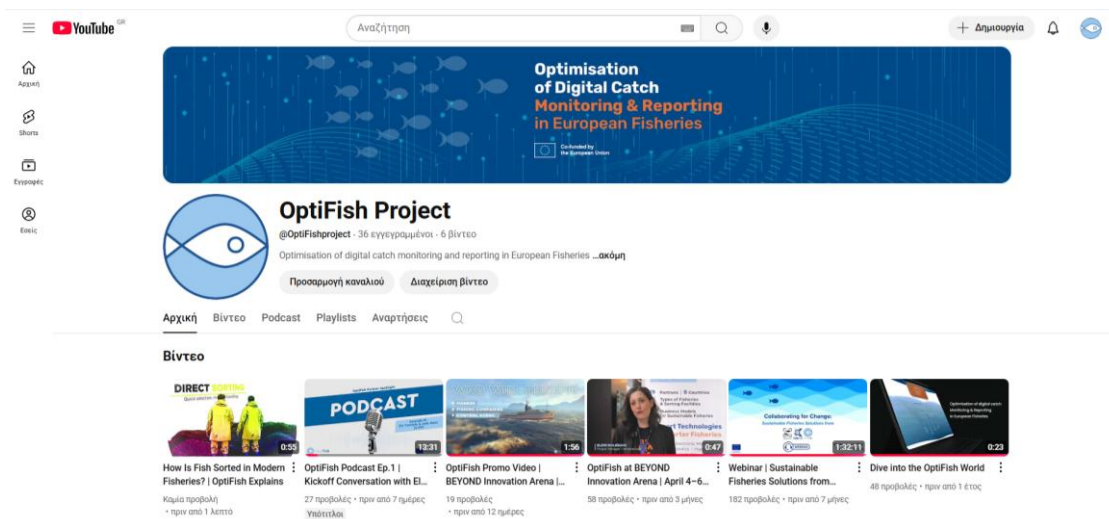


Figure 54. Screenshot of the OptiFish YouTube channel.

The OptiFish YouTube channel (<https://www.youtube.com/@OptiFishproject>) hosts video content designed to raise awareness, promote engagement, and support knowledge transfer. As of July 25th, 2025, the channel features **6 videos**, has **37 subscribers**, and has accumulated **347 views**.

Published videos include a promotional video for the OptiFish website, a joint webinar with the EVERYFISH and Fish-X projects, a promotional video, and an interview with the project's Communication Manager at the BEYOND Innovation Arena (Athens, April 2025), the first OptiFish podcast with ILVO, the project's Coordinator, and an animated explainer on sorting facilities. These diverse formats, ranging from interviews to animations, help present the project's objectives in an engaging, easy-to-understand way.

The OptiFish YouTube channel serves as a valuable repository for visual content, which is more accessible and impactful than written material for many audiences. We have already met the KPI for the first reporting period by producing and publishing two project videos/animations. In addition, nine out of ten podcast episodes were recorded during the Annual Consortium Meeting in Thessaloniki. These podcasts, in both video and audio formats, will be published on YouTube and Spotify throughout the project's lifecycle, enhancing outreach and supporting ongoing communication.

4.2.9.5 SlideShare

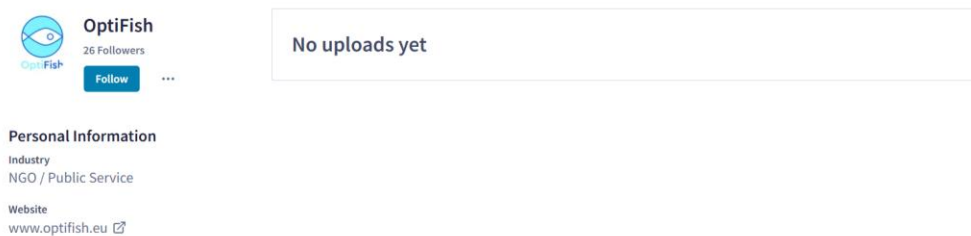


Figure 55. Screenshot of the OptiFish SlideShare account.

The OptiFish SlideShare account (<https://www.slideshare.net/optifishproject>) has been set up to share visual and document-based content such as presentations, infographics, and reports. While no content has been uploaded yet, the account has already attracted 26 followers, showing early interest in the platform.

SlideShare will be used to publish key project materials, making OptiFish insights more accessible to stakeholders, including potential partners, researchers, and industry professionals. This channel will support transparency, promote knowledge sharing, and strengthen the project's professional visibility as content becomes available.

4.2.9.6 ResearchGate

During the proposal phase, ResearchGate was included among the project's social media channels with the intention of creating an OptiFish project page, where all related publications would be uploaded.

However, on 31/03/2023, ResearchGate announced the retirement of its Projects feature and subsequently removed all existing project pages (<https://www.researchgate.net/researchgate-updates/retiring-projects>). As a result, creating an OptiFish project page is no longer feasible.

To meet the KPI, all project partners will instead upload their OptiFish-related scientific publications to their personal ResearchGate profiles, ensuring that the platform's audience remains informed about the project, its objectives, and its results.

4.2.10 Hashtags

Hashtags play a key role in increasing the visibility of OptiFish on social media by highlighting the project's main themes in a concise and searchable format. Carefully selected to reflect the project's focus, the hashtags are user-friendly and designed to boost engagement, enhance discoverability, and connect with relevant communities across platforms.

RFF is responsible for managing the project's hashtag strategy throughout the duration of OptiFish. The use of consistent hashtags across posts enables both quantitative and qualitative analysis, helping the consortium track reach, engagement, and topic relevance over time.

A total of five (5) thematic hashtags is being used across platforms:

#HorizonEU, #ResearchImpactEU, #FisheriesTechnologies, #FisheriesMonitoring, and #FutureFisheries.

Due to character limitations on X, only the two core Horizon Europe hashtags - #HorizonEU and #ResearchImpactEU - are typically used per post, in line with the official EU guidelines for social media communication in funded projects.

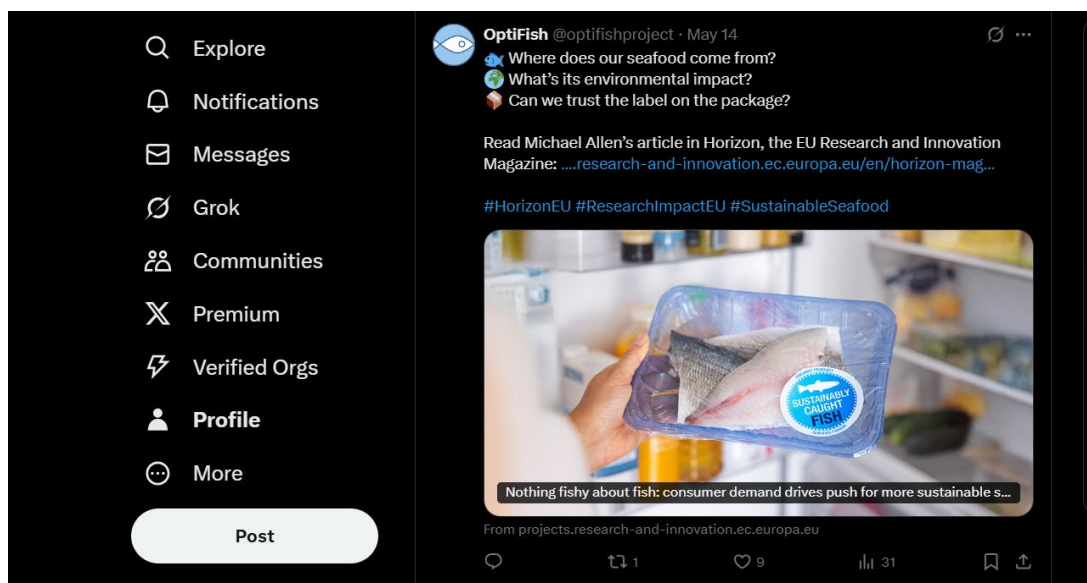


Figure 56. Screenshot of an OptiFish post on X with the core hashtags: #HorizonEU and #ResearchImpactEU.

The hashtags have been slightly moderated from their original lowercase form (e.g. #fisheriestechnologies) to CamelCase formatting (e.g. #FisheriesTechnologies) to improve readability, accessibility (especially for screen readers), and professional appearance across platforms. This ensures that multi-word hashtags are easy to read and interpret at a glance.

This consistent and visually clear hashtag strategy helps OptiFish content stand out in crowded digital environments, reach targeted audiences more effectively, and support alignment with broader EU research visibility efforts.

4.2.11 Interactive e-newsletter

The Interactive e-newsletter KPIs are presented in Tables 26 and 27.

Table 26. Interactive e-newsletter KPIs allocated per reporting period.

Communication KPIs	GA	RP1 M1-M18 (18 months)	RP2 M19-M36 (18 months)	RP3 M37-M48 (12 months)
C4 - Interactive e-newsletter				
C4.1 Biannual issues of the e-newsletter	8	3	3	2

Table 27. Interactive e-newsletter KPIs allocated per partner.

Communication KPIs	GA	RFF
C4 - Interactive e-newsletter		
C4.1 Biannual issues of the e-newsletter	8	8

4.2.12 Bi-annual issues of the e-newsletter

Starting in M6, biannual e-newsletters have been developed and distributed to subscribers, providing concise and engaging updates on the OptiFish project. A total of eight (8) newsletters is planned throughout the project:

- 3 newsletters from M1 to M18 (Reporting Period 1)
- 3 newsletters from M19 to M36 (Reporting Period 2)
- 2 newsletters from M37 to M48 (Reporting Period 3)

RFF is responsible for the creation and dissemination of all newsletters.

The newsletters serve as a snapshot of the project’s key milestones, achievements, publications, and events. Designed with interactive features (clickable links, visuals, and embedded media), they aim to maintain engagement and encourage further exploration of project content. The platform Mailchimp is used to manage campaigns, automate distribution, and monitor performance.

Progress so far

As of M18, **three (3) newsletters** have been sent:

1. 30 July 2024 ([Campaign 1](#)): **55** recipients, **71.2%** open rate

The first OptiFish newsletter introduced the project’s goals and early achievements, highlighting its focus on AI-supported technologies for sustainable fisheries. It featured the launch of the project website, the April 2024 kick-off meeting in Ostend, and initial dissemination activities across Europe. Updates also included the first train-the-trainer workshop in Türkiye and OptiFish’s media appearance on the “Special Missions” radio show.

2. 5 May 2025 ([Campaign 2](#)): **151** recipients, **63.9%** open rate

The second OptiFish newsletter celebrated the project's one-year milestone, highlighting technological progress and the launch of pilot studies across Europe. It featured the 2nd Annual Consortium Meeting in Thessaloniki (M14), where partners reviewed developments in digital fisheries monitoring. The newsletter also showcased OptiFish’s participation in major events (Håp i Havet, BEYOND Expo, One Ocean Week, CIBBRiNA Spring Meeting), its collaboration with the SecureFood project, and recent scientific publications. It concluded with the announcement of an upcoming stakeholder workshop in Ålesund, Norway, and a look ahead to the development of the OptiFish Academy.

3. 23 July 2025 ([Campaign 3](#)): **151** recipients, **44.8%** open rate

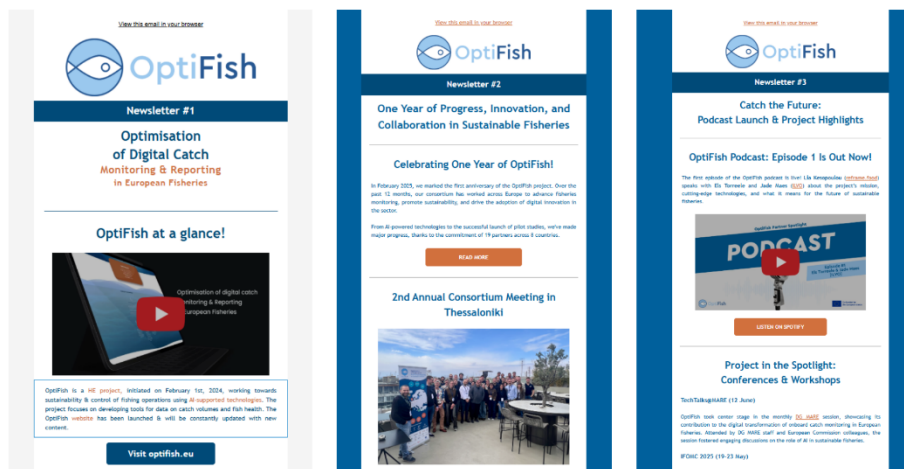


Figure 57. Screenshot of OptiFish newsletters.

These high open rates indicate strong interest among recipients and effective campaign targeting.

The subscriber base has grown to **151 users**, representing more than **50%** of the relevant KPI as outlined in the Grant Agreement (300 subscribers). Although this metric was not included in the initial reporting tool, it has been monitored and it will be incorporated into the updated version starting in M19. Growth has been supported by ongoing social media promotions, a pop-up subscription form on the website, and outreach at events.

Subscriptions can be made via the OptiFish website or in person at events. The process complies with EU GDPR regulations, ensuring user data is securely stored, not shared with third parties, and that recipients can unsubscribe at any time.

As the project progresses, the newsletter will remain a central communication tool, supporting transparency, stakeholder engagement, and the dissemination of results.

4.2.13 Multiplier Campaign

The Multiplier Campaign KPIs are presented in Tables 28 and 29.

Table 28. Multiplier campaign KPIs allocated per reporting period.

Communication KPIs	GA	RP1 M1-M18 (18 months)	RP2 M19-M36 (18 months)	RP3 M37-M48 (12 months)

C5 - Multiplier campaign				
C5.1 Press releases	8	2	3	3
C5.2 Press release translations	8	2	3	3
C5.3 TV/Radio interviews	>5	1	2	3
C5.4 Videos with success stories	>6		3	4
C5.5 Podcast episodes	10		5	5

Table 29. Multiplier campaign KPIs allocated per partner.

Communication KPIs	GA	EV ILVO	AZTI	BENCO	DTU	RFF	SCIO	WR	UC	NDF	SO	EFICE
C5 - Multiplier campaign												
C5.1 Press releases	8	1			1	3	1	1			1	
C5.2 Press release translations	8	1	1	1	1	2			1		1	
C5.3 TV/Radio interviews	>5	1			1	1		1		1	1	
C5.4 Videos with success stories	>6	1	1		2			1	1			1
C5.5 Podcast episodes	10					10						

4.2.14 Press Releases

A total of eight (8) press releases will be issued over the course of the OptiFish project to increase visibility and ensure wide dissemination of key updates, events, and achievements. These press releases target both broad public audiences and specific stakeholder groups at national, regional, and EU levels.

As planned, the first Reporting Period KPI has been successfully achieved with the publication of:

1. [Press Release 1](#) on **19 April 2024**, marking the official launch of the project and its goals.
2. Press Release 2 on **4 April 2025**, highlighting key moments from the 2nd Annual Consortium Meeting (Thessaloniki, M14) as well as updated information on the project's technologies and pilot activities.

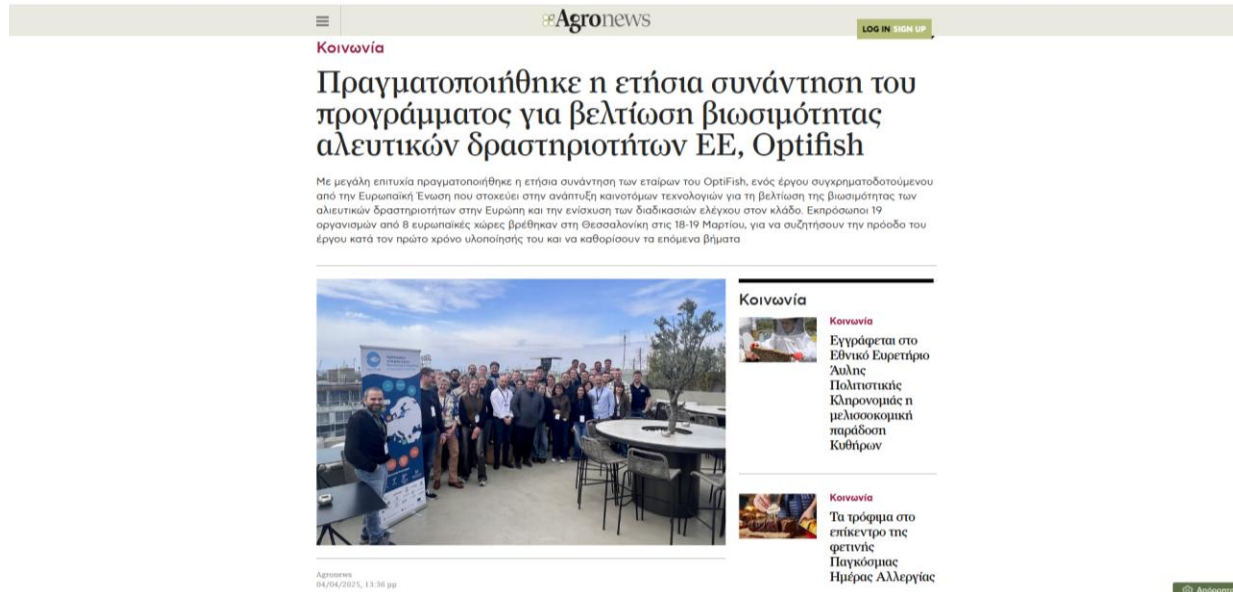


Figure 58. Screenshot showing Press Release 2 featured on Agronews.gr.

Press Release 1 was translated in eight (8) languages (French, Spanish, Croatian, Danish, Greek, Dutch, Turkish, and Norwegian) and Press Release 2 was translated in eight (8) languages (French, Spanish, Croatian, Danish, Greek, Dutch, Turkish, and Norwegian) to enhance accessibility and regional outreach across partner countries.

Press release distribution follows this schedule:

- 2 press releases from M01 to M18 (Reporting Period 1)
- 3 press releases from M19 to M36 (Reporting Period 2)
- 3 press releases from M37 to M48 (Reporting Period 3)

RFF is responsible for producing, translating, and coordinating the dissemination of all press releases in collaboration with project partners. The content is tailored to resonate with media contacts, institutional channels, and relevant stakeholder networks, ensuring that each release supports OptiFish's communication goals and contributes to overall outreach efforts.

4.2.15 TV / Radio Interviews

A total of six (6) interviews on television or radio will be conducted throughout the OptiFish project to broaden visibility and engage the general public and key stakeholder groups. These interviews aim to promote the project's main activities and highlight its relevance to key audiences, including fishers, control agencies, policy makers, technology providers, the fish processing industry, researchers, NGOs promoting sustainable fishing, and consumers.

The planned schedule includes:

- 1 interview from M1 to M18 (Reporting Period 1)
- 2 interviews from M19 to M36 (Reporting Period 2)
- 3 interviews from M37 to M48 (Reporting Period 3)

Progress so far

The [first interview](#) was broadcast in June 2024 on the “Special Missions” radio show with Sotirios Kyriakidis on Praktoreio 104.9 FM, aired on Saturday, June 1 and Sunday, June 2.

The guest speaker, Tzeni Antoniou, former Project Manager at RFF, discussed the role of sustainable fishing practices, technological innovation in aquaculture, and how OptiFish is helping shape a more sustainable future for marine ecosystems (Fig. 59).



Figure 59. Screenshot showing Tzeni Antoniou discussing the project with Sotirios Kyriakidis on Praktoreio 104.9 FM.

The interview was broadcast ahead of the International Day for the Fight against Illegal, Unreported and Unregulated (IUU) Fishing (June 5) and World Environment Day, reinforcing OptiFish’s commitment to sustainability and responsible fisheries.

These interviews will continue to be used as strategic opportunities to communicate progress, showcase project outcomes, and inspire wider societal interest in the future of European fisheries.

4.2.16 Videos with Success Stories

A total of seven (7) success story videos will be produced during the OptiFish project to showcase real-life experiences and outcomes from the use of OptiFish technologies. These videos will serve as powerful communication tools, capturing the perspectives of fishers who have adopted the solutions onboard their vessels and highlighting the benefits gained.

The success stories will be developed using engaging multimedia formats and distributed through local and national media, as well as OptiFish's own digital channels. Central to this effort is the OptiFish Ambassador Programme, which will spotlight fishers from the project's pilot sites and feature their stories to inspire wider uptake across the sector.

These videos will also support the project's presence at key events, such as conferences, trade fairs, and stakeholder workshops, where they will help demonstrate impact and foster connections with fishers, technology providers, researchers, control agencies, consumers, and policymakers.

The planned timeline includes:

- Three (3) success story videos from M19 to M36 (Reporting Period 2)
- Four (4) success story videos from M37 to M48 (Reporting Period 3)

All videos will be published on the OptiFish website, featured in the OptiFish Academy, and shared via the project's YouTube channel. By amplifying these real-world stories, the project aims to raise awareness, drive engagement, and generate interest among key target audiences.

4.2.17 Podcast episodes

To enhance storytelling and broaden the reach of the project's key messages, OptiFish is producing a dedicated series of both podcasts (audio format for Spotify) and vodcasts (video format for YouTube). These formats offer a more dynamic, narrative-driven approach to communication, supporting engagement with diverse audiences, including those who prefer audio-visual content or learn best through listening.

A total of ten (10) episodes is planned, with five to be published between M19 and M36 (Reporting Period 2), and the remaining five between M37 and M48 (Reporting Period 3).

As of M18, **nine (9) out of ten episodes have already been recorded** during the 2nd Annual Consortium Meeting in Thessaloniki (M14), featuring interviews with stakeholders from across the OptiFish Consortium.

The first episode, featuring Els Torreele and Jade Maes from ILVO, the project coordinator, was published in July 2025 and is available on both [YouTube](#) and [Spotify](#) (Fig. 60). The conversation introduces the project's core objectives, its strategic importance for European fisheries, and ILVO's coordinating role.

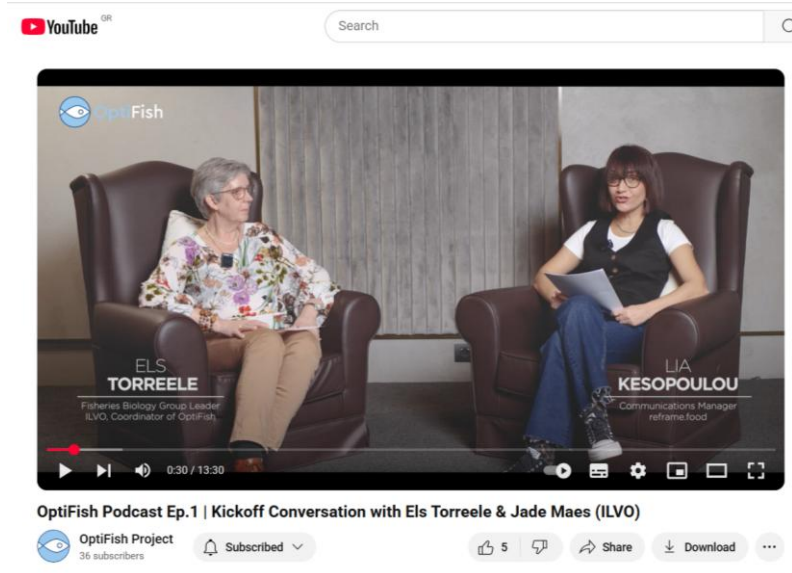


Figure 60. Screenshot showing the first podcast episode published on YouTube.

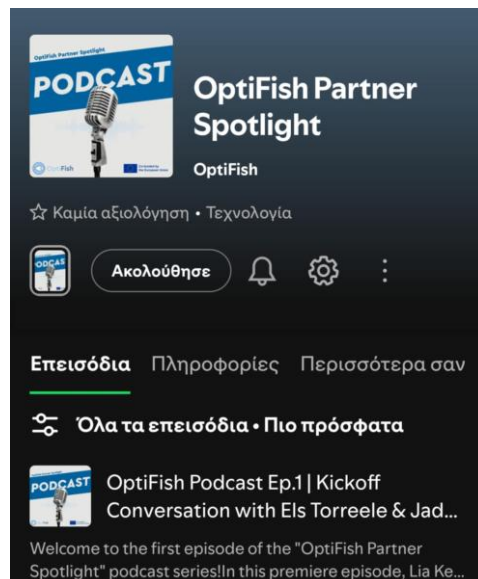


Figure 61. Screenshot showing the first podcast episode published on Spotify.

RFF is responsible for managing the entire production process, from concept development and partner coordination to recording, editing, and publishing. The podcast/vodcast series aims to:

- Humanise the project by highlighting voices behind the work.
- Share technical insights in an accessible, conversational format.

- Offer stakeholders and the broader public a deeper understanding of OptiFish’s goals, tools, and impact.

All episodes will be promoted through the project’s digital channels, enriching the project’s outreach.

5 Exploitation, Sustainability, and IPR Strategy and Progress

The OptiFish Exploitation Strategy outlines how the project's findings will be transformed into tangible benefits across scientific, commercial, societal, and policy domains. More than a post-project exercise, this strategy is central to project implementation—guiding the identification, validation, and structured use of results to ensure sustainable and scalable impact.

OptiFish is expected to generate both commercial and non-commercial **Key Exploitable Results (KERs)**. Each KER follows a tailored exploitation pathway designed for optimal uptake by target stakeholders such as fishers, control agencies, industry actors, and policymakers. A key element of this process is the development of each KER’s **Unique Value Proposition (UVP)**—a concise, accessible statement that clearly defines the value of the result for its intended audience, whether technical or non-technical.

Figure 62 provides a schematic overview of how all WP6 deliverables interconnect—illustrating how each step in the exploitation strategy supports the others and collectively contributes to the overall project impact. This structured approach ensures streamlined implementation of activities while avoiding redundancy.

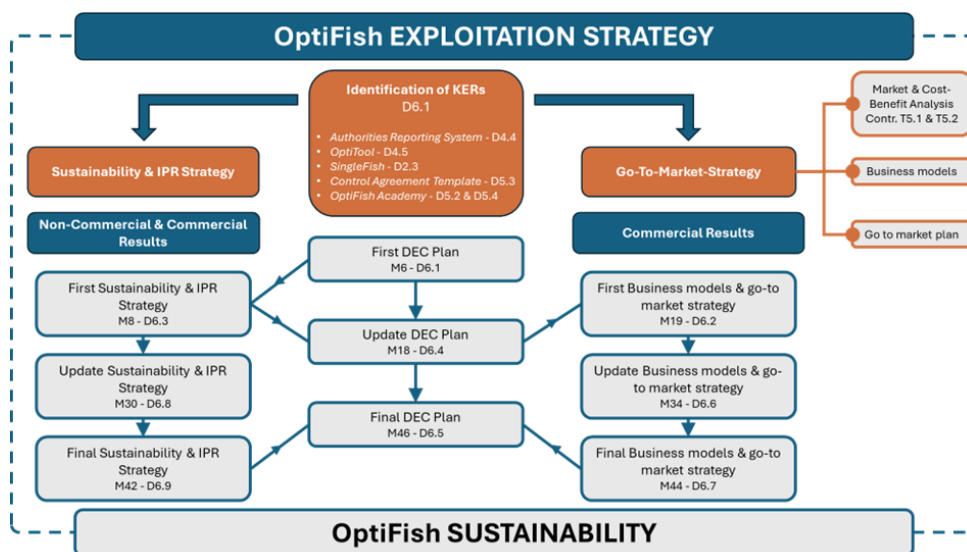


Figure 62. Schematic representation of OptiFish Exploitation Strategy, illustrating the links and dependencies between deliverables.

5.1 Progress as of M18

As of Month 18 (M18), significant progress has been made:

- A structured **KER identification procedure** was launched across the consortium. All partners received and began completing a dedicated KER form, describing the scope, target audience, and intended use of results.
- **Initial KERs** have been identified in several domains, including AI-based onboard monitoring systems, multi-sensor platforms, real-time data analytics, and innovative business models.
- Inputs from multiple WPs have been coordinated with WP6 to align technical outputs with exploitable use cases.
- The **1st Internal IPR Workshop** (held in M17, organised by RFF) provided guidance on IPR protection, ownership management, and licensing strategies, equipping partners with foundational knowledge for managing IP and KERs.
- A **reverse identification methodology** is being applied: partners first submit forms proposing a potential KER, which is then reviewed by WP6 and the Steering Committee, before integration into the official KER portfolio.
- Commercial KERs are being linked with business model development and go-to-market planning in WP6 deliverables such as D6.2 (M19) and D6.6 (M34) through WP6 coordination and Steering Committee validation.
- The exploitation strategy is further supported by early stakeholder input through **Multi-Actor Approach (MAA)** activities and local case workshops. These are already generating insights into user needs, regulatory bottlenecks, and adoption challenges, informing both the technical development and commercial viability of key results.
- Additionally, the **IPR Management Plan**, presented in **D6.3 IPR Strategy and Guidelines (M8)**, outlines the processes and tools for IPR tracking and governance. It provides templates and checklists for KER ownership mapping, protection method selection, and joint result management, which have been adopted across the consortium.

To support the development of strong exploitation paths, OptiFish is also leveraging early interactions with stakeholders through its Multi-Actor Approach (MAA) and case area workshops. These activities are providing insight into end-user expectations, potential barriers to adoption, and opportunities for market uptake.

The process for KER identification and validation includes:

1. Completion of the KER identification form by relevant partners.
2. Notification to the WP6 Leader with a brief explanation of the result's relevance and potential.
3. Review and discussion in project meetings to gather feedback and validate the KER.

4. Official integration of the KER into the central project registry.
5. Ongoing support for defining UVPs and exploitation measures, including potential licensing models and partnerships.

This approach ensures a structured, inclusive, and adaptable exploitation and IPR framework. With several KERs already under development, OptiFish is on track to deliver a strong portfolio of outcomes, aligned with both project goals and stakeholder needs.

To date, five Key Exploitable Results (KERs) have been identified, each with tailored exploitation strategies. These include both commercial and non-commercial tools:

- **Authorities Reporting System** – for enhanced, automated fishery reporting (non-commercial)
- **OptiTool** – a decision-support system integrating electronic monitoring data (non-commercial)
- **SingleFish** – a robotic sorting system for precise catch monitoring (commercial)
- **Control Agreement Template** – for standardising AI-based catch monitoring agreements (non-commercial)
- **OptiFish Academy** – a training and dissemination platform for regulators and industry users (non-commercial)

Each result is under assessment for IPR protection and exploitation measures, with protection paths (e.g. copyright, trade secrets, licensing) discussed in line with the IPR roadmap introduced in D6.3 (M8).

5.2 Next Steps

Looking ahead, the next phase of the exploitation and IPR process will include:

- **Validation and refinement** of the KERs identified during RP1, ensuring each is linked to a clear UVP, has an agreed ownership structure, and aligns with OptiFish's strategic priorities.
- **Mapping of protection strategies** for commercially sensitive KERs. These include the use of IP instruments such as copyright (for software), trademarks (for branding), and confidentiality agreements (for know-how or early-stage concepts).
- Preparation of **tailored exploitation measures** for both commercial and non-commercial results. This includes exploring open-access licensing, subscription services, franchising, co-ownership agreements, and public dissemination for policy-oriented tools.

- Organisation of the **2nd Internal IPR Workshop** (timing to be confirmed), which will build on the foundational session by exploring joint ownership, co-invention scenarios, licensing terms, and negotiation strategies relevant to multi-partner EU projects.
- Continued alignment of KER development with ongoing **pilot trials and user feedback**, ensuring technologies are mature and market-relevant by the time go-to-market planning intensifies.
- Delivery of **D6.2 First Business Models and Go-to-Market Strategy (M19)**, followed by **D6.6 Updated Business Models and Go-to-Market Strategy (M34)** and **D6.7 Final Strategy (M44)**. These will formalise the exploitation pathways, market strategies, and sustainability planning for each KER.

This evolving strategy ensures that the value of OptiFish results is maximised—translating innovations into real-world solutions for sustainable fisheries management. The process is structured, collaborative, and forward-looking, ensuring that every validated KER is positioned for practical, long-term impact.

6 Conclusion

Deliverable D6.4, titled “Update Dissemination, Communication and Exploitation (DEC) Plan,” builds upon the foundations laid in D6.1 to reflect the evolution of OptiFish’s strategies after 18 months of implementation. It serves as both a progress report and a strategic roadmap, refining and adapting the original plan to ensure greater impact, improved coordination, and sustained visibility of project outcomes.

While D6.1 (delivered in M06) outlined the initial vision and mechanisms for engaging stakeholders, promoting project results, and preparing for exploitation, D6.4 critically evaluates the effectiveness of the initial blueprint for D&C activities. It identifies what has worked well, where adjustments are needed, and how to strengthen the alignment of communication, dissemination, and exploitation actions with the technical progress and stakeholder engagement achieved thus far.

This updated plan includes:

- An assessment of Key Performance Indicators (KPIs), including partner-specific contributions to communication and dissemination.
- Updates on target audiences, key messages, and communication channels, incorporating feedback from pilot activities and stakeholder interactions.
- A review of internal tools—such as supplementary templates to streamline internal and external consortium communications, guidelines, and reporting sheets—that have supported consistent project-wide messaging.
- The integration of new initiatives such as the OptiFish Academy, the Ambassador Programme, and thematic campaigns tied to international days (e.g., IUU Fishing Day), which broaden the project's reach and relevance.

- Enhanced mapping of synergies with other EU projects and platforms, reinforcing OptiFish’s position within the digital transformation of the fisheries sector.

The deliverable also reinforces the project’s commitment to open science, participatory research, and co-creation with stakeholders, all of which are essential to ensuring the project’s outputs are meaningful, accessible, and widely adopted.

Looking ahead, this document sets the stage for the final DEC plan (D6.5, due in Month 46), which will consolidate best practices, final KPIs, and sustainability actions. That final version will also detail the long-term dissemination of results, the design and impact of the OptiFish Ambassador Programme, and pathways for sustaining stakeholder engagement beyond the project’s duration.

By maintaining a flexible, responsive approach to communication and exploitation, OptiFish continues to advance its broader mission: to support more sustainable, transparent, and digitally enabled fisheries management across Europe.

7 Annexes

7.1 OptiFish Templates

7.1.1 New Deliverable Template



Optimisation of digital catch monitoring and reporting in European Fisheries

Dx.z: [Deliverable Title]

Responsible Author:
[Author Name and Surname (Partner)]



optifish.eu



Dx.z: [Deliverable Title]

Document Information

Grant Agreement No.	101136674		
Project Acronym	OptiFish		
Project Title	Optimisation of digital catch monitoring and reporting in European Fisheries		
Type of Action	HORIZON Innovation Actions		
Call	HORIZON-CL6-2023-FARM2FORK-01		
Start – Ending date	1 February 2024 – 31 January 2028	Duration	48 months
Project Website	optifish.eu		
Work Package	WPx: [Work Package Title]		
WP Lead Beneficiary	[Beneficiary Name (Short Name)]		
Relevant Task(s)	Tx.y: [Task Title], Tx.z: [Task Title]		
Deliverable type ¹	XXX	Dissemination level ²	XXX
Due Date of Deliverable	DD Month 20YY		
Submission Date	DD Month 20YY		
Responsible Author	[Author Name and Surname (Partner)]		
Contributors	[Contributors' Name and Surname (Partner)]		
Reviewer(s)	[Reviewer's Name and Surname (Partner)]		

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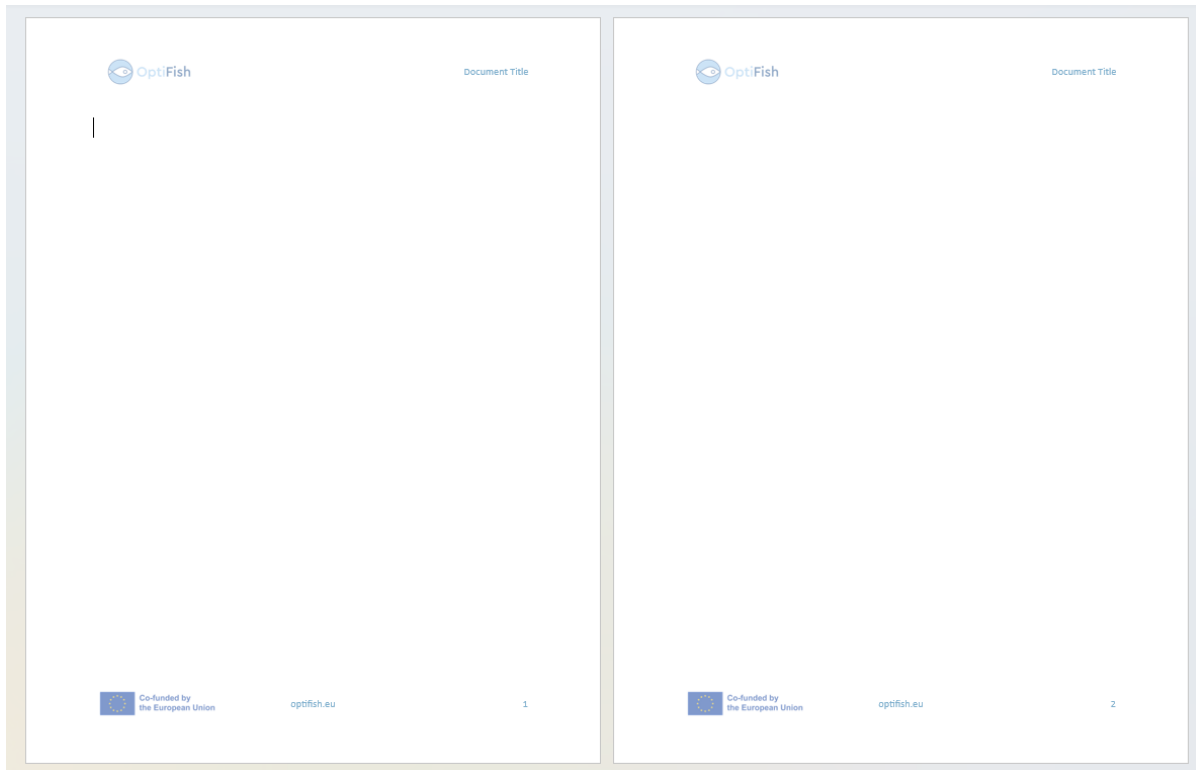
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¹ Please consult the Grant Agreement: R: Document, report; DEM: Demonstrator, pilot, prototype, plan designs; DEC: Websites, patents filing, press & media actions, videos, etc.; DATA: Data sets, microdata, etc; DMP: Data management plan; ETHICS: Deliverables related to ethics issues; SECURITY: Deliverables related to security issues; OTHER: Software, technical diagram, algorithms, models, etc.

² Please consult the Grant Agreement: PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page); SEU – Sensitive, limited under the conditions of the Grant Agreement; Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444; Classified C-UE/EU-C – EU CONFIDENTIAL under the Commission Decision No2015/444; Classified S-UE/EU-S – EU SECRET under the Commission Decision No2015/444.


7.1.2 New Document Template



7.1.3 New Meeting Agenda Template



7.1.4 New Meeting Minutes 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"/>



Co-funded by the European Union

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Meeting Minutes

Participants List

No.	Organisation	Name
1	xxx	xxx
2		
3		
4		
5		
6		
7		
8		
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12		
13		
14		
15		
16		
17		
18		
19		
20		

Meeting Minutes

Meeting Agenda

Time	Session	Partner
10:00 – 10:10	Intro Agenda, process, rules	Partner
10:10 - 10:20	Title Subtitle	All Partners
10:20 – 10:30	Title Subtitle	Partner
10:30 – 10:45	Title Subtitle	All Partners
10:45 – 11:00	Closing Round Subtitle	All Partners
Next Meeting	Every XX of the month [MM/DD/YYYY]	

7.1.5 New Presentation Template



OptiFish

Optimisation of Digital Catch Monitoring and Reporting in European Fisheries

Event Title
Presentation Title


Presenter's Name


Partner





Co-funded by the European Union


Agenda





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optifish.eu
08 July 2025

7.1.6 New Press Release Template


Press Release

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1


Press Release

Notes to editors

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7.1.7 Individual Partner Online Form for Dissemination Reporting (Initial)

Partners promotional material										
Dissemination Activities										
Nothing to Report	KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)	If yes, with whom?	
FALSE										

Partners promotional material										
Dissemination Activities										
Nothing to Report	KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)	If yes, with whom?	
FALSE										

Partners promotional material										
Dissemination Activities										
Nothing to Report	KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)	If yes, with whom?	
FALSE										

7.1.8 Individual Partner Online Form for Communication Reporting (Initial)

Communication Activities				
KPI Category	Date	Description	Link	Notes

Communication Activities				
KPI Category	Date	Description	Link	Notes

Communication Activities				
KPI Category	Date	Description	Link	Notes

7.1.9 Individual Partner Online Form for Dissemination and Communication Reporting (Updated)

Dissemination & Communication KPIs Status				
Dissemination Measures	Target	RP1	RP2	RP3
D1.1 - Peer-reviewed open access journals		0	0	0
D1.2 - Scientific Conferences		0	0	0
D2.1 - Technical Publications/articles		0	0	0
D2.2 - Blog Contributions		0	0	0
D2.3 - Inventories/Guides		0	0	0
D3.1 - Policy Briefs (Recommendations)		0	0	0
D3.2 - Policy recommendation Workshops (online)		0	0	0
D3.3 - Policy support Parliamentary session		0	0	0
D3.4 - Position papers validated through scientific publications		0	0	0
D4.1 - Training Sessions		0	0	0
D4.2 - Knowledge transfer workshops		0	0	0
D4.3 - Joint events with EU projects & initiatives		0	0	0
D4.4 - Demo acts (2 per LL)		0	0	0
D5.1 - Booths in Exhibitions & Fairs		0	0	0
D5.2 - Community outreach presentations				
D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives				

Communication Measures	Target	RP1	RP2	RP3
C1.1 - Visual Identity [RFF only]		0	0	0
C1.2 - Motto [RFF only]		0	0	0
C1.3 - Brochures		0	0	0
C1.4 - Brochures translation		0	0	0
C1.5 - Banners		0	0	0
C1.6 - Banners translations		0	0	0
C2.1 - Website [RFF only]		0	0	0
C2.2 - Blog Posts		1	0	0
C3.1 - Social Media Channels (LinkedIn, Facebook, Twitter, YouTube)		0	0	0
C3.2 - Project Hashtags [RFF only]		0	0	0
C4.1 - e-newsletter		0	0	0
C5.1 - Press Release		0	0	0
C5.2 - Magazine Articles		0	0	0
C5.3 - Videos (>1 for each LL and >1 for the project)		0	0	0
C5.4 - Podcast (10 episodes)		0	0	0
C5.5 - Publication on online Platforms		0	0	0
C-test				

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7.1.10 Online Form for D&C Planning

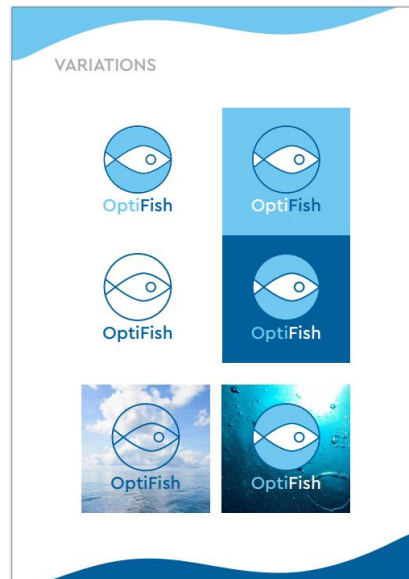
M04 - May 2024									
Partners promotional material									
KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)	If yes, with	

M05 - June 2024									
Partners promotional material									
KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)	If yes, with	

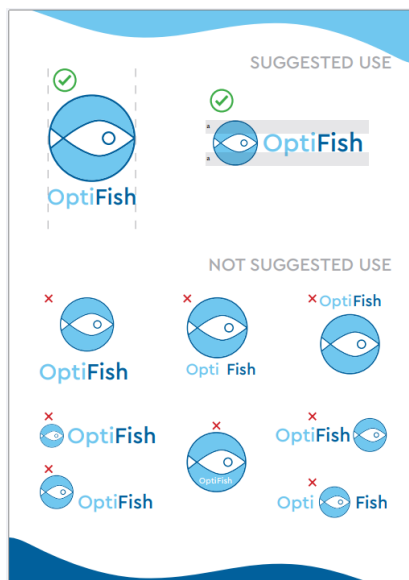
M06 - July 2024									
Partners promotional material									
KPI Category	Title	Date	Link	Type of Stakeholders reached	Number of Stakeholders reached	Notes	Joint Action (YES)	If yes, with	

7.2 OptiFish Communication Material

7.2.1 OptiFish Logo and Variations



7.2.2 OptiFish Logo Use



7.2.3 OptiFish Colour Palette and Typeface

COLORS

PRINT

- C:50 M:5 Y:0 K:0
- PANTONE 297C
- BLACK 40%
- PANTONE 301 C
- BLACK 100%

MONITOR/WEB

- R:155 G:200 B:238 #9bc8ee
- R:175 G:175 B:175 #AFAFAF
- R:0 G:96 B:156 #00609c
- R:0 G:0 B:0 #000000

ANALOGOUS COLORS

- #00919c
- #009c72
- #002fee
- #280080
- #08159c
- #9c7d10
- #d1703d
- #089c85

COMPLEMENTARY COLORS

SHADES

- #004a78
- #00314f
- #0095f2
- #007cc9

TYPEFACE

Cera Pro (Medium)

Aaa Bb Cc Dd Ee Ff Gg
 Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu
 Vv Ww Xx Yyy Zz

LIGHT
 MEDIUM
 BLACK

1 2 3 4 5
 6 7 8 9 0

7.2.4 Initial OptiFish Brochure

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

DNA Assays

Hyperspectral / Multispectral Cameras

Authorities Reporting System

Decision Support Tool

Control Agreement Template

OptiFish Academy

PARTNERS

ILVO, ZTi, BENCO/Baltic, DTU, reframe food, SCIO, WAGENINGEN, Justervesenet, UCLouvain, WAGENINGEN, Anchor Lab, DPPO, zunibal, DANMARK FISKERISØRETSVÆSEN

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Co-funded by the European Union

Optimisation of Digital Catch Monitoring & Reporting in European Fisheries

optifish.eu

Co-funded by the European Union

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

- Industrial Pelagic Fisheries
- Large Scale Demersal Fisheries
- Mid Scale Demersal Fisheries
- Small Scale Demersal Fisheries
- Artisanal Fisheries

Implemented Technologies

- Rapid DNA
- EM Cameras
- Robotics
- Hyperspectral / Multispectral Cameras
- Integrated Monitoring / Reporting System

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.

7.2.5 Updated OptiFish Brochure

The OptiFish Technologies

Objectives:

- Enhance data acquisition and species identification to improve the estimation of catch and bycatch composition.
- Integrate real-time sensors and monitoring systems to detect potential illegal fishing activities and prevent system tampering.
- Deploy emerging technologies onboard fishing vessels to assess fish health status and quality.

PARTNERS

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Co-funded by the European Union

What Challenges Are Fisheries Facing?

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

The OptiFish Approach to Tackling these Challenges

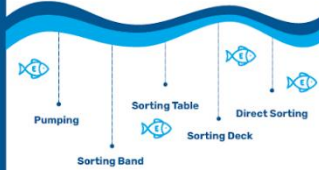
- Advance Technology**
Develop reliable and user-friendly solutions for fishers and control agencies.
- Build Trust**
Engage with stakeholders in the decision-making process to ensure the system benefits all parties.
- Facilitate Communication**
Enhance transparency in fisheries management and improve traceability of fish products.
- Safeguard 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 existing catch reporting and surveillance systems.
- Take place in a variety of fisheries and sea basins.
- Utilise Multi-Actor Co-Creation Labs (MALs) to understand the needs and concerns of fishers.

5 Catch Handling Facilities



5 Types of Fisheries



Implemented Technologies



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

One Step Further...

Authorities Reporting System:

A platform integrating various data sources while ensuring compatibility with existing systems.

Control Agreement Template:

A framework supporting the implementation of AI-based catch monitoring systems.

SingleFish:

A robotic sorting system using vacuum technology to separate fish.

OptiTool:

A decision support tool delivering real-time geo-spatial insights, fuel and cost analysis, and quota tracking while integrating existing tools and EM data streams.

OptiFish Academy

A training and information hub sharing insights from OptiFish activities and results in diverse formats.

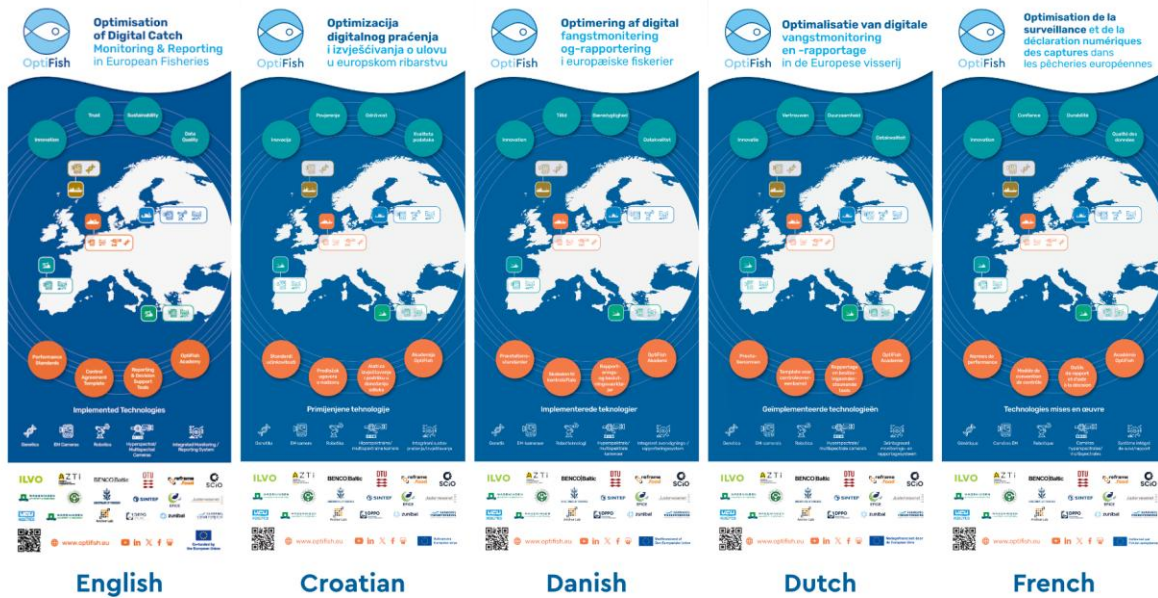
7.2.6 OptiFish Banners

Banner #1

English **Croatian** **Danish** **Dutch** **French**



Banner #2





Βελτισποίηση της Ψηφιακής Παρακολούθησης και Καταγραφής Αλιευμάτων στην Ευρωπαϊκή Αλιεία

OptiFish

Εφαρμοσμένες Τεχνολογίες

Greek



Optimalisering av digital fangstovervåking og -rapportering i europeiske fiskerier

OptiFish

Implementerte teknologier

Norwegian



Optimización del monitoreo electrónico de capturas en la pesca europea

OptiFish

Tecnologías desarrolladas

Spanish



Avrupa Balıkçılığında Avcılığın Dijital Olarak İzlenmesi ve Raporlanmasının Optimizasyonu

OptiFish

Uygulanan Teknolojiler

Turkish

END OF DOCUMENT