



EU aquaculture campaigns & Taste the Ocean

Charlotte Gugenheim (DG MARE) – 02/04/2024

EU Aquaculture campaign

A new approach

More focused and with more human stories

- **Audience(s): Citizens, aged 24-45**, who have a say (and also a stake) in the development of EU aquaculture.
- **Main objective:** increase awareness, understanding and acceptance of aquaculture in the EU among the target audience by focusing on the people behind the sector and their role in sustainable food production.
- **Focus on the producer/farmers (human stories)** instead of focusing on products.
- **In collaboration with Member States**

What will be developed by the EC – part 1

- **CREATIVE CONCEPT**
- **VIDEOS**
 - **1 overarching video** (max 1 mn, with 20 seconds version for social media), with and without subtitles in 24 languages and voiceover in EN.
 - **Video testimonials of 9 aquaculture producers in 9 different countries** (9 different kinds of aquaculture products). These producers would act as EU campaign “**ambassadors**”. Videos in all formats (1:1, 16:9, 9:16), with and without subtitles in all EU languages. 1’ and 20 seconds versions for social media.
 - **Template for Member States to produce their own video(s)** with other local ambassadors – if they want to.
- **PICTURES of EU ambassadors** that can be adapted in posters/print media/billboards in case Member States want to use these channels for the campaign in their country).

What will be developed by the EC – part 2

- **SOCIAL MEDIA ASSETS**

- **Template for static assets.** Cover for X and FB. Generic campaign static assets to present and promote the campaign in 16:9 format, 9:16 format, 1:1 format. Development of content - ready-made copies in English for campaign launch, 1 post for each of the 9 aquaculture producers, closing post. For X, FB and Instagram. 11 x 3 = 33 copies.
- **Explainer videos on aquaculture / “data crunch”** with figures on aquaculture in editable format for local translation

- **INVOLVEMENT OF INFLUENCERS**

- **1 influencer per Member State** (except Belgium, 2 for NL/FR), either visiting aquaculture site or simply sharing their favourite product coming from sustainable aquaculture.
- Profile to be confirmed (food lover, restaurant chef, etc.)

What will be developed by the EC – part 3

- **WEBSITE**

- **Reference website in all EU languages** with basic info on aquaculture and stories of ambassadors) + links with national website (if any)
- **Web banner** with visual identity of the campaign

- **PAID PROMOTION ON SOCIAL MEDIA (for posts in EN)**

- **DISSEMINATION TO EC REPRESENTATIONS**

What Member States can do to support/complement the campaign

- **EU AMBASSADORS:** Identify potential EU ambassadors for the 9 videos and local ambassadors.
- **LOCAL AMBASSADORS:** MS can produce additional videos/photos with local ambassadors (based on template provided by EC), to “localise” content. These ambassadors could be useful for press and influencers’ visit in each MS (to be organised by the national authorities, in collaboration with EC Representation); EC officials’ visits; promote the facilities on social media (to show sustainable aquaculture)
- **PROMOTION:** paid promotion on social media
 - **Organise activities for the launch of the campaign**, for example **media relations** ((interviews etc.) to put forward aquaculture ambassadors in the country and explain benefits of aquaculture
 - **Organise events for general public** (organise schools visits, tasting of aquaculture products with chefs at fairs, etc.)
 - **Develop out of home advertising** (posters/billboards) based on campaign visual identity
 - **Develop advertorials** for local communities based on campaign visual identity
 - **Paid promotion** on social media
 - **Dissemination of campaign to local stakeholders**

How can you help?

- **Disseminate the campaign material**
- **(Co-)organise activities on EU aquaculture**
- **Etc.**

Next steps

- Development of creative concept and identification of ambassadors
- Shooting of videos and editing. Identification of influencers. Development of social media assets
- Launch campaign Autumn 2024 (precise date tbc, probably November)
- Contacts:
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**TASTE
THE
OCEAN**



**A contest
across Europe**

#TasteTheOcean

is a campaign which aims to encourage consumers to **buy and enjoy sustainable fish and seafood.**

This is the 4th edition of the campaign. In the past years, we collaborated with chefs and influencers to create a list of sustainable food recipes.

This year we want to show that **cooking sustainable fish and seafood can be easy and quick.** We want to encourage our audience do it themselves via a **contest** and an **influencer campaign.**



Timeline

15 April to 29 April.

Dissemination

Paid and organic campaign on Meta.

Assets

- static visuals
- one reel
- website

All assets will be available in **24 languages**.

We will run a **paid and organic campaign** during the whole duration of the contest.



A sneak peek of the look and feel



Influencer campaign



In a nutshell

- 28 influencers (two in BE, where we have one for each language community)
- The influencers will prepare one simple and quick recipe and invite their audience to do the same by entering the #TasteTheOceanContest.
- The influencers will share tips on how to make sustainable choices when choosing our seafood
- The influencers must tag DG MARE and the Representation of their country.

The contest



Why a contest

For a few years, we have focused on spreading the word on sustainable fish consumption and we created some amazing recipes together with chefs and creators.

This year we decided to challenge our audience to show us their take on it. We will show them some easy and sustainable recipes and challenge them to cook. We hope that by cooking themselves they will take into their daily life our tips on sustainability to make them real.

The rules

To participate, people have to:

- Post a video or a photo of their fish or seafood recipe on Instagram or Facebook
- On Instagram: **use the hashtag** #TasteTheOceanContest, **tag** @ourocean_eu from a **public** profile, and **share** the post in story
- On Facebook: **use the hashtag** #TasteTheOceanContest and **tag** EU Maritime & Fish from a **public** post
- Participants are encouraged to choose sustainable fish and seafood in their recipes. Using seasonal products and algae can be a plus.

The rules

The competition is open to all citizens living in the EU, who are 18 years old or older.

The full rule of the competition will be public and published on the [campaign website](#), translated in all languages.

How is the winner selected

The 20 best entries will be selected by DG MARE based on the following criteria:

- Most visually aesthetic
- Sustainability of recipe
- Simplicity of recipe
- Originality of recipe

The 6 winners will be selected randomly amongst the 20 best entries.

The prizes

- 3 winners will receive one 300 EUR voucher for a seafood restaurant of their choice.
- 3 other winners will receive one basket including seafood products, worth 200 EUR (including shipping fees).

How can you help

- Promote the contest
- Highlight your role in the value chain, to bring fishery and aquaculture products closer to the final consumer.

Contact point

For any question or request, please reach out to:

Alessandra.PORTIS1@ec.europa.eu

Charlotte.GUGENHEIM@ec.europa.eu

Thank you!



**TASTE
THE
OCEAN**

Tips on sustainable seafood



Seasonality

Seafood seasonality varies according to the time of the year when fish are most abundant. Sometimes, fishing closures are imposed to protect fish stocks.

Seasonality varies per each species and where it is fished, so always check before you buy: you may find calendars with information about the seasonality of fish & seafood in your area!

Size matters

When it comes to fish, size matters.

The EU's fisheries policy and national laws put strict standards in place to avoid the commercialisation of young fish, which have not yet reached the mature stage.

Ask your direct supplier and make sure you buy fish that is big enough.

For example, the minimum size for plaice in the North Sea is 27 cm.

Try less consumed species and species from health y stocks

Try the unknown!

There are 3 fish that are the most consumed in the EU: tuna, salmon, and cod.

But many other species are equally good and sometimes cheaper. By choosing less consumed and known options, we can diversify our impact on fish stocks.

What about trying invasive species like the blue crab or the lionfish? A tasty solution to help reduce the pressure of these species on the local biodiversity.

Healthy stocks, a great choice!

Not all fish stocks are equally healthy. Some can be under a lot of pressure. Choosing fish from healthy stocks is a great choice for our planet!

Fresh or frozen, look for EU quality

Look for EU quality: the EU has very high standards when it comes to the fish and seafood accessing the market. The rules of the Common Fisheries Policy are in place to ensure the catches respect those standards: from the size of the fish to traceability, allowing to track fish from landing to retail.

Transparency is also very high. The labels on fish and seafood products, fresh or frozen, come with many information, like where the fish has been caught or farmed. Check the label to discover more about what you are putting on your plate!

Check the labels

Labels on fisheries and aquaculture products must display:

- the commercial and scientific name of the fish
- the production method
- where the fish was caught or farmed
- which fishing gear was used to catch the fish
- if the product has been defrosted
- ‘Best before’ date / ‘Use by’ date

Even though there is no single EU quality label for fish and seafood, some aquaculture products carry the EU organic logo.