VeriFish in a seashell: Presentation to the MAC Advisory council
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Sara Pittonet Gaiarin, Trust-IT Services, VeriFish Coordinator
Christine Absil, Coupea Consultancy

VeriFish

VeriFish

Funded under the HORIZON-MISS-2023-OCEAN-01-10 - Choose your fish: a campaign for responsible consumption of products from the sea call of the Horizon Europe programme, the VeriFish project aims to highlight the often-overlooked benefits of seafood consumption within the context of transitioning towards a more sustainable and balanced protein system.

Despite its potential advantages in terms of climate impact, sustainability, and nutrition, seafood is frequently disregarded or lumped together with meat. This project intends to bridge this gap by developing a **comprehensive framework of verifiable indicators drawn from existing EU and global databases.** These indicators will cover various aspects such as *environmental and social sustainability, origin, health, and nutrition.*

Topic(s)
- HORIZON-MISS-2023-OCEAN-01-10 - Choose your fish: a campaign for responsible consumption of products from the sea
- Contact points: **DG MARE - Directorate-General for Maritime Affairs and Fisheries** (Roberta Zoppi and Alessandra Portis - Taste the Ocean initiative) & implementing agency CINEA (Pilar Roman)

Project Information

VeriFish
Grant agreement ID: 101156426

EC signature date
5 April 2024

Start date
1 May 2024

End date
30 April 2026

Funded under
Climate, Energy and Mobility

Total cost
€ 1 816 561,25

EU contribution
€ 1 816 561,25

Coordinated by
TRUST-IT SERVICES SRL

🇮🇹 Italy

Partners

Coordinated by Trust-IT Services, VeriFish consortium comprises 8 European partners from 8 different countries, bringing complementary skills and expertise COMMpla (Trust-IT Affiliated Entity), FORTH, NOFIMA, EuroFish, EUROFIR, Premotec and Clupea consultancy.

Stimulate increased consumption of sustainable seafood by establishing a **framework of verifiable indicators**, using these as basis for targeted, accessible, and engaging **media products** and campaigns, and delivering **European Good Practice recommendations** on how to efficiently organise such campaigns

- OBJ 1 Establish a **framework of indicators** that can be used as basis for making verifiable claims about seafood
- OBJ 2 Establish a **Community of Practice (CoP)** of organisations and stakeholders committed to promoting sustainable seafood
- OBJ 3 Design a **prototype of a web App for Mobile & Web** providing factsheets with indicator lists, links, and recommendations on how to make transparent & verifiable claims about specific types of seafood to specific consumer groups
- OBJ 4 Create and distribute **media products** and run awareness campaigns to provide verifiable information on seafood
- OBJ 5 Provide a **EU Good Practice recommendation** for how to efficiently organise sustainable seafood consumption campaigns, and to publish this recommendation as a CEN Workshop Agreement (CWA)

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KER #1 - Verifiable indicator framework

consisting on existing indicators for sustainability, provenance, health,and nutrition and a recommendation for which indicators to use for which seafood type and consumer type **(WP2)**

KER #2 - Guidelines

on the use and visualisation of the verifiable indicator framework for seafood to inform stakeholders on how to make responsible and informed decision on seafood (**WP2**)
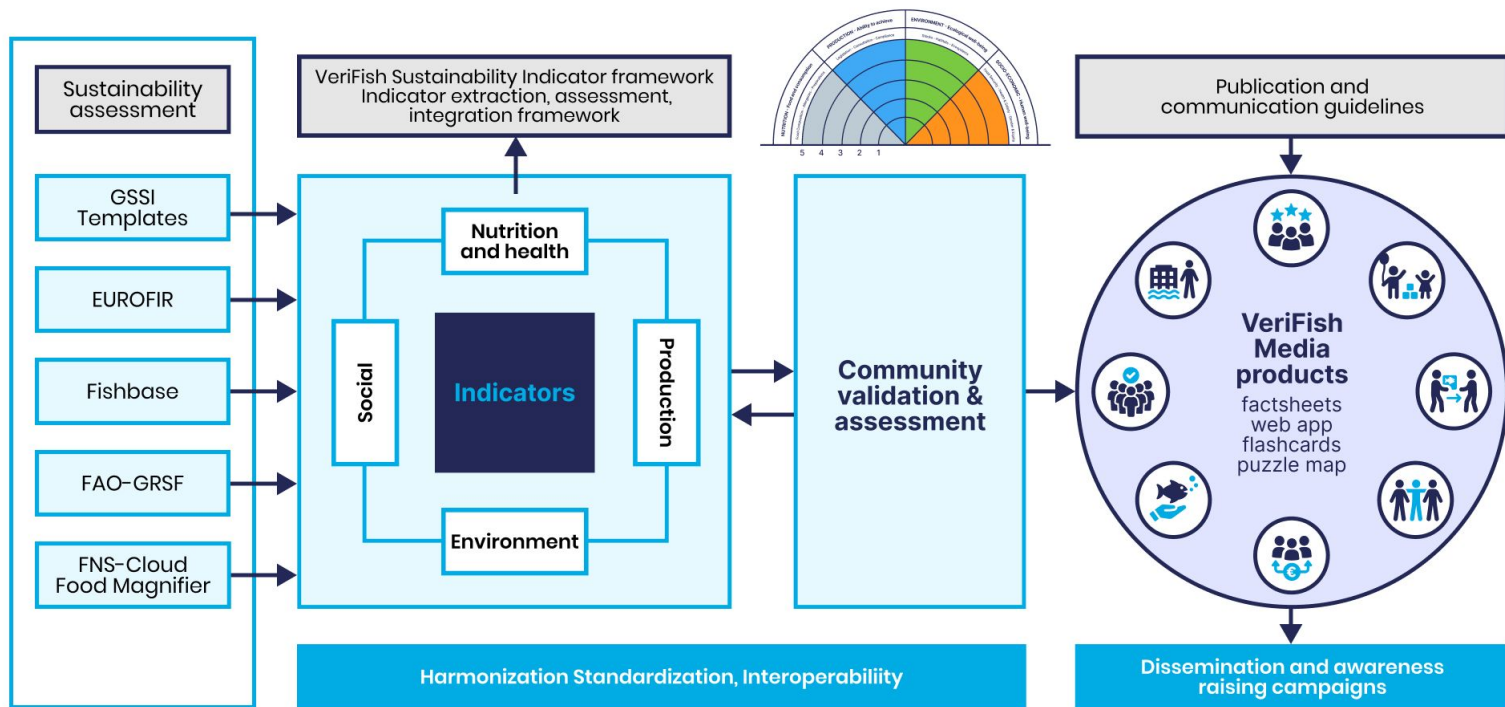
KER #3 - Prototype of an App for Mobile & Web

and a series of media products to reach broader user base & support sustainable behaviours on nutrition, sustainability and biodiversity aspects (**WP3**)

KER #4 - A European Good Practice standard recommendation (CWA)

for communication about sustainableseafood for different end-user groups (**WP4**)

VeriFish project in a Seashell

Stakeholders

SG1: Seafood retailers / HoReCa

Relevant KERs

- 📄 Guideline for the use of seafood verifiable indicators
- ⎆ Web App prototype & Media products

Providing seafood professionals with valuable information on environmental and nutritional value of aquatic food and & communicating this for customer education towards well informed choices is beneficial for their business

SG2: Consumers and consumer associations

VeriFish framework and web app helps increase awareness on health benefits, nutritional value of aquatic food and about sustainability of the entire food chain. Tools exist which give consumers confidence that their choices support the well-being of the planet

Relevant KERs

- 📄 Guideline for the use of seafood verifiable indicators
- ⎆ Web App prototype & Media products

SG3: Children

Educate through social media, influencers and engaging "understanding game" products about sustainable aquafood aspects. Cultivate today's youth to shape minds of the future and ensure sustainable production and consumption behaviours.

Relevant KERs

- ⎆ Web App prototype & Media products

SG8: Standard Good Practice Organisations

Mobilise standardisation experts around recommendations related to common criteria to communicate sustainable marine food consumption to different players from the whole aquafood value chain.

Relevant KERs

- ⓘ Good practice standard recommendation

VeriFish STAKEHOLDERS

SG4: European Citizens

Provide verified, holistic & multilingual coherent information regarding aquafood production and consumption, to allow responsible and informed decision making regarding sustainability, biodiversity, seasonality, nutrition and health.

Relevant KERs

- ⎆ Web App prototype & Media products

SG7: Policy stakeholders & funding agencies

Increase awareness and sensitise on the important need of defining transformative policies to efficiently communicate sustainable aquafood consumption practices by using data indicators from the whole aquafood chain.

Relevant KERs

- 📄 Guideline for the use of seafood verifiable indicators
- ⓘ Good practice standard recommendation

SG6: Aquaculture associations and Producer Organisations

VeriFish as a tool to raise awareness and communicate about producers' environmental,biological and social indicators. Leverage on easy to understand and shared indicators when communicating their aquafood sustainability to players in the value chain production (retailers, processors, traders, wholesalers consumers).

Relevant KERs

- 📄 Guideline for the use of seafood verifiable indicators
- ⤴ Verifiable Sustainability Indicator framework

SG5: Fisheries associations and Producer Organisations

VeriFish as a tool to raise awareness and communicate about producers' environmental,biological and social indicators. Leverage on easy to understand and shared indicators when communicating their aquafood sustainability to players in the value chain production (retailers, processors, traders, wholesalers consumers).

Relevant KERs

- 📄 Guideline for the use of seafood verifiable indicators
- ⤴ Verifiable Sustainability Indicator framework

WP2 Verifiable indicator framework & guidelines

Develop a European framework for verified seafood indicators for user communities, based on a set of system-wide science-based indicators related to sustainability, provenance, nutrition, and health

- Data requirements for appropriate end uses
- Indicator framework
- Prioritisation of the indicators
- Data use policy (D1.2)
- Guidelines for the use of indicators

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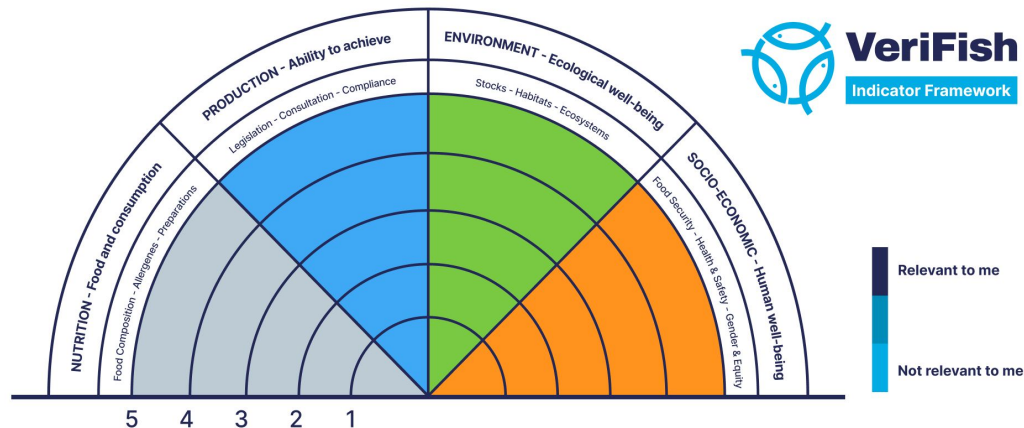
Children & citizens media products, Food & nutrition products

Media products will be designed following a content multiplier approach: starting with the series of **factsheets (T3.4.2),** data and insights from the indicator framework for each species will be adapted and re-used in:

Children & citizens media products (M14)

i) flash cards game for children where the objective is to educate them about the importance of ocean health through sustainable seafood choices,

ii) **map and calendars** [awareness about provenance and seasonality], with information about what fish is best to consume in a given period of the year, and an on- and off-line geographical map, adapted into a puzzle game, to show location of seafood species around the globe.

iii) **educational posters** for schools, NGOs, and consumer associations of fish, fisheries and seafood

VeriFish recipe book (M21)

iv) **recipes book** [stimulate sustainable consumption]

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Children & citizens media products, Food & nutrition products

Requirements gathering and design workshops will be dedicated to the media products for children and citizens, as wells as for designing food and nutrition products

Challenges:

- Different stakeholders to be engaged in the design phase
- Design follows up the indicator framework and the factsheets
- Translations of materials will have to be provided in house by the consortium
- Dissemination via children's networks is challenging
- Short time for dissemination

SEAFOOD TOMORROW

EU Good Practice recommendation

Provide an EU Good Practice recommendation for how to efficiently organise sustainable seafood consumption campaigns, and to publish this recommendation as a CEN Workshop Agreement (CWA)

Means of verification:
Based on the seafood type - consumer type matrix of indicators and the experiences from the campaigns, draft a Good Practice guideline, and gradually refine it through an open, consensus-based European CWA process ending with a published CWA.

What is a CWA?

- CEN is the European Committee for Standardization, an organization that facilitates international (not only European) standard development in various areas
- A CEN Workshop Agreement (CWA) is the simplest and lowest form of standard / reference document / Good Practice recommendation supported by CEN
- Certification cannot happen based on a CWA, and there is no requirement for majority support or voting procedures
- A CWA is developed through an open and transparent procedure, and documents recommendations from a group of experts
- The CWA procedure is designed to be suitable for RTD projects that wish to make general recommendations in a field

slides courtesy: NOFIMA

The CWA procedure

1. A party interested in developing a CWA reaches out to a CEN Member
2. The Workshop Proposer of a CWA prepares the CEN Workshop Proposal Form
3. The Workshop Secretariat submits the CEN Workshop Proposal Form to relevant CEN Technical Committees
4. The CEN Workshop Proposal Form is submitted to the CEN Technical Board
5. The Workshop Secretariat and Workshop Proposer prepare the Workshop Draft Project Plan
6. CCMC announces the proposal for a new CEN Workshop (CEN/WS) on the CEN-CENELEC Website at least 30 days before the Kick-off Meeting

7. During the Kick-off Meeting, the Workshop Secretary gives the participants information about the CEN/WS and the development process of the envisaged CWA
8. The CEN/WS participants draft the CWA(s) according to the specifications laid down in the Final Workshop Project Plan, and the draft CWA is made available for comments
9. The WS Chairperson decides when agreement is reached amongst the WS participants on the final text of the CWA
10. The Workshop secretariat submits the approved CWA to CCMC, with the cover page text and the European Forward
11. The Workshop secretariat shall inform any relevant TC of the publication of the CWA
12. Once the work described in its Project Plan is completed, the CEN/WS is disbanded

slides courtesy: NOFIMA

Why make a CWA?

- To ensure that important project outputs live on and are available after the project has ended
- To summarize and aggregate knowledge
- To go from «how do we do this in specific cases» to «how do we do this in general, what are our general recommendations»
- To add legitimacy, publicity and accessibility to the process of providing recommendations in a field
- To act as a bridge between initiatives with similar goals (e.g. Mr. Goodfish 3.0) and to involve the expertise also of other stakeholders
- To reach a wider audience
- To potentially serve as basis for later development of certifiable standards (CEN level, ISO level, etc.)

slides courtesy: NOFIMA

The VeriFish CWA

- Kick-off meeting **M12**, consensus meeting **M22**
- The CWA will be live on and be an available document for at least 3-6 years after VeriFish has finished, and it will be distributed by CEN, which is an independent organization
- The VeriFish CWA has a standardized format and structure, it will be developed through a transparent and consensus-based process with open and publicly announced hearings and meetings
- The target group is any organisation that is in the process of launching a "eat more seafood" campaign, and wants advice on this

slides courtesy: NOFIMA

Previous CWAs from EU projects

- EU FP5 project TraceFish -> **CWA 14659/14660:2003** «Traceability of fishery products - Specification of information to be recorded in the captured / farmed fish distribution chains», led to **ISO 12875/12877:2011** «Traceability of finfish products …» standards
- EU FP7 project WhiteFish -> **CWA 16960:2015** «Batch-based Calculation of Sustainability Impact for Captured White Fish Products», active
- EU H2020 project Authent-Net -> **CWA 17369:2019** «Authenticity in the feed and food chain – General principles and basic requirements» led to **CEN 17972:2024**
- EU H2020 project ClimeFish -> **CWA 17518:2020** «Good practice recommendations for making Climate Adaptation Plans for fisheries and aquaculture», active
- EU H2020 project AquaVitae -> **CWA** «Good Practice recommendations for aquaculture hatchery production of Low Trophic Species», in print

slides courtesy: NOFIMA

External Advisory Board

Anton Ellenbroek
FAO

David Basset
EATiP

Richard Stavis
Global Dialogue on Seafood Traceability

Irene Kranendonk
Fish Tales Foundation

Andrea Fabris
Associazione Piscicoltori Italiani

Jennifer Reeves
Marine Stewardship Council

Anne Marie Cooper
ICES

Fabio Grati
CNR

Upcoming Events

VeriFish will be in the Eurofish International Conference:
"The Fisheries and Aquaculture Sector - Ways to a Circular Economy"

Madrid, Spain
25-26 September 2024

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Thank you and follow us

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