

EU Aquaculture Campaign

We work for you with passion

Elizabeth Pek and Lana Bezinovic, DG MARE - 28/03/25

Objective and target audience

- Objective: Increase awareness, understanding and support for the development of aquaculture in the EU by focusing on the people behind the sector (aquaculture producers) and their role in sustainable food production.
- Target audience: EU citizens, aged 25-45, who have a say (and also a stake) in the development of EU aquaculture.
- Context: In line with the Commission's priority of sustaining our quality of life: food security, water and nature. Aquaculture is on the rise worldwide but is not growing as fast in the EU. Among main obstacles: lack of social acceptance for new aquaculture sites, and the insufficient awareness of the importance and benefits of this activity for EU citizens.



Main messages

- EU aquaculture is a source of jobs that boosts local economies
- EU aquaculture is a source of healthy and nutritious protein
- By increasing production in the EU, we depend less on imports for food
- The EU has developed recommendations to help sustainable aquaculture grow (EU aquaculture guidelines)



The campaign in a nutshell

- Launch on 25/03 launch event in Brussels with Commissioner Kadis
- Running for 3 months EU-wide
- Paid and organic social media campaign
- Influencer campaign: on the road to EU aquaculture.
- Social media assets available in all languages (except Gaelic)
- Campaign website available in all languages (except Gaelic)
- Member States invited to roll out the campaign at national level with additional activities



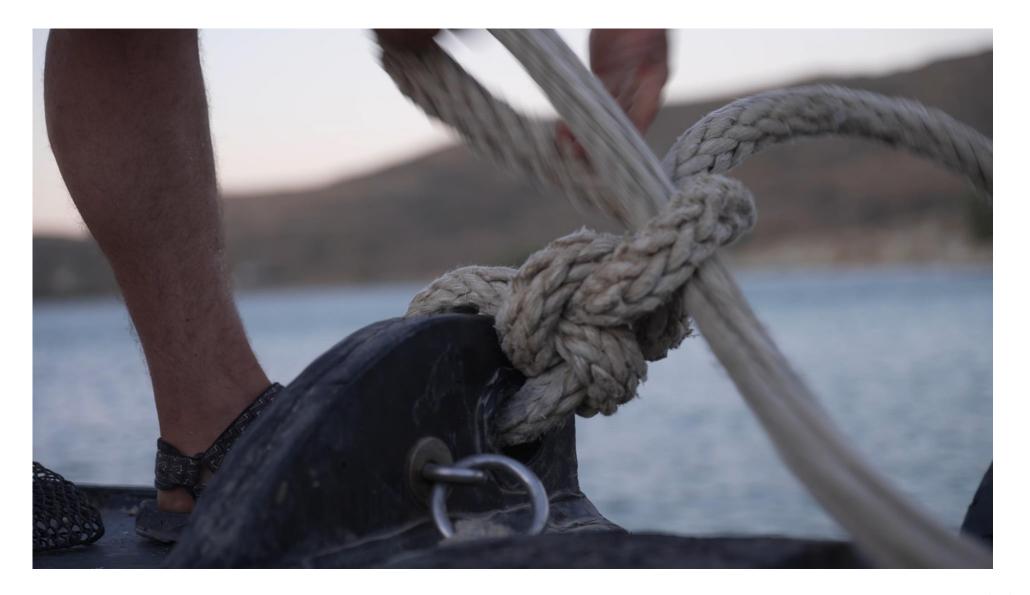
Tagline

We work for you with passion.

Translated into all EU languages (except Gaelic)

Common hashtag: #EUaquaculture







Present the human side of aquaculture,

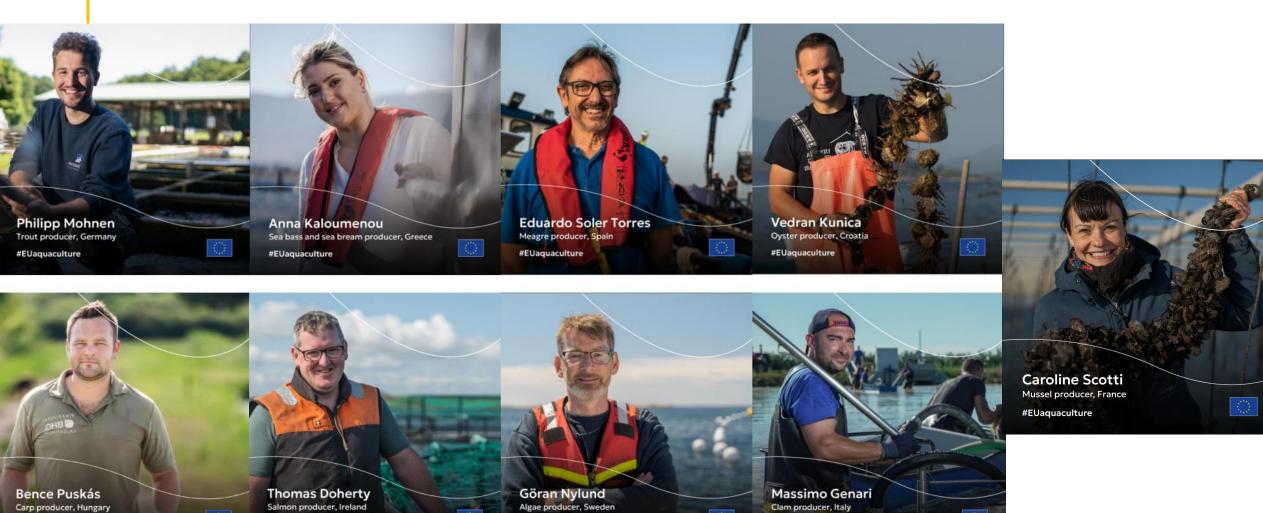




conveying emotions and showing the variety of EU production.







#EUaquaculture

#EUaquaculture



#EUaquaculture

#EUaquaculture

EU aquaculture ambassadors

- 9 video testimonials of 9 aquaculture producers farming 9 different species. Subtitles in 23 languages (except Gaelic).
- 1 overarching video (1 min + 20 seconds version for social media in vertical format). Subtitles in 23 languages (except Gaelic).
- + "local" ambassadors (identified by MS, stories on website)



Social media assets

- Videos of 9 producers and overarching video with social media copies in 23 EU languages.
- Copies & "data crunch" with figures about aquaculture and explanations in 23 EU languages.

Topics:

- Fun facts and figures about aquaculture species: 9 carousels with 4 images + copies for X, Instagram, FB
- **EU aquaculture products:** 1 carousel with 9 images (mainly with pictures of our aquaculture producers) + copies for X, Insta, FB
- EU aquaculture guidelines (sustainability and safety): 1 carousel (short version 4 images / long version 9 images) + copies for X, Insta, FB
- Aquaculture datacrunch (statistics, main products consumed, main producers, share of EU production in the world): 1 carousel with 9 images + copies for X, Insta, FB
- Tradition of aquaculture in the EU: 1 reel + copies for X, Insta, FB
- From producer to table: 9 very short reels (producer/aquaculture product/image of food with the product). + copy for X, Insta, FB

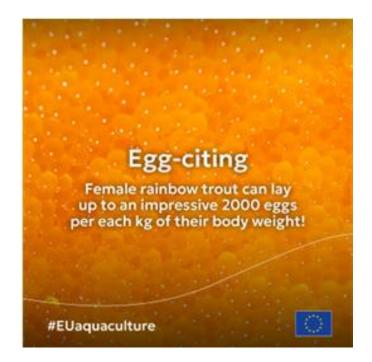


Social media assets - examples

EU aquaculture guidelines



Fun facts and figures about aquaculture species



Data crunch – statistics on EU aquaculture





Influencers

- 10 influencers visiting 7 aquaculture sites (5 local from the country where aquaculture site is located and 5 from other countries).
- Content in original language subtitled in EN
- Social media campaign will focus on EU dimension



Influencer campaign - road trip

Aquaculture producer location	Aquaculture product(s)	1st influencer comes from	2 nd influencer ("guest") comes from
France	Mussel farming	France	Romania
Croatia - 2 locations	Oysters Sea bream	Croatia	Spain
Germany - 2 locations	Trout Carp	Germany	Poland
Sweden	Seaweed	Sweden	Denmark
Ireland	Salmon	Ireland	Belgium (Flanders)



Website

- Reference website in all 23 languages with basic info about EU aquaculture, videos of the producers and dedicated page with success stories: <u>EU Aquaculture - We work for you with passion</u>
- Success stories (many with EU funding)



From banker to seaweed producer: the story of OceanBites



From passion to business – The trout from Lake Oaşa, Transylvania



Sea fish from the farmer next door



How you can help

- Disseminate/share the material on social media with the call to action to visit the website.
 Please use the #EUaquaculture hashtag.
 Download campaign material
- Share the campaign material with your networks (banners, posts, posters)
- Use the campaign material at events on food and food production or for other activities (e.g. school visits, decoration of retailers' shops, etc.)





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Thank you



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