



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.





Philipp Mohnen
Trout producer, Germany
#EUaquaculture



Anna Kaloumenou
Sea bass and sea bream producer, Greece
#EUaquaculture



Eduardo Soler Torres
Meagre producer, Spain
#EUaquaculture



Vedran Kunica
Oyster producer, Croatia
#EUaquaculture



Caroline Scotti
Mussel producer, France
#EUaquaculture



Bence Puskás
Carp producer, Hungary
#EUaquaculture



Thomas Doherty
Salmon producer, Ireland
#EUaquaculture



Göran Nylund
Algae producer, Sweden
#EUaquaculture



Massimo Genari
Clam producer, Italy
#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)	1 st 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: [EU Aquaculture - We work for you with passion](#)
- 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.)



Contact for communication

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Thank you



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