



EU Aquaculture Campaign 2025

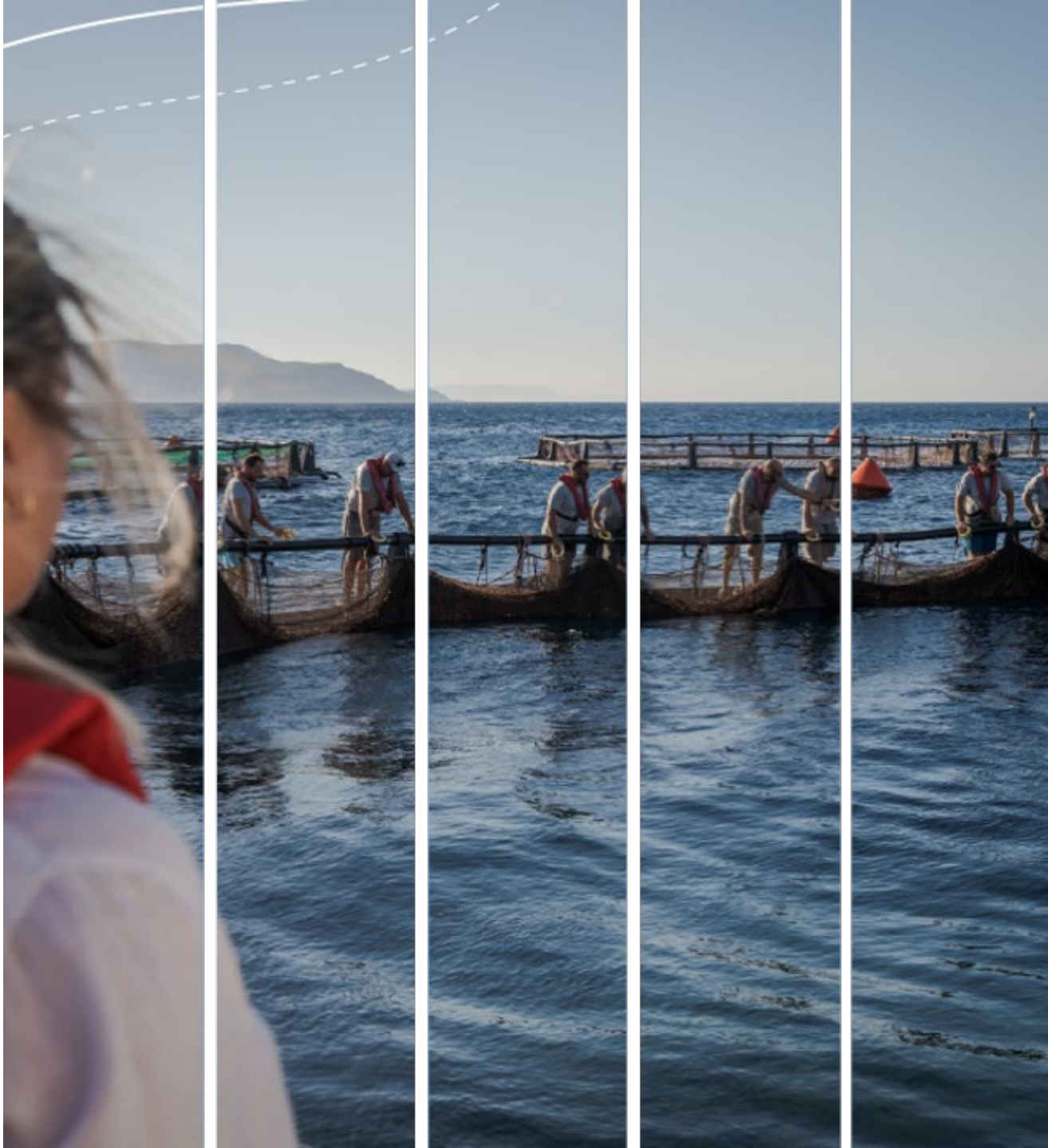
Charlotte Gugenheim, DG MARE, 23/03/26



Scope & Objective

- **EU-wide communication campaign** led by the Commission (DG MARE) in cooperation with Member States.
- **Objective:** increase awareness, understanding and acceptance of aquaculture across the EU. Showcasing the dedication of aquaculture producers and their commitment to sustainable aquaculture and high-quality products.
- **Presentation:**
 - Key outcomes of the campaign "[EU aquaculture – we work for you with passion](#)"
 - Reach and engagement across channels, at EU and Member States level.
 - Contribution of national initiatives to amplify the campaign.
 - Feedback received & next steps





DG MARE Campaign Overview

Social media - overview

- Visuals & videos disseminated across DG MARE social media platforms, with a special focus on Meta (Instagram and Facebook).
- The visuals included our campaign ambassadors, guidelines and insights about EU aquaculture products and tradition.

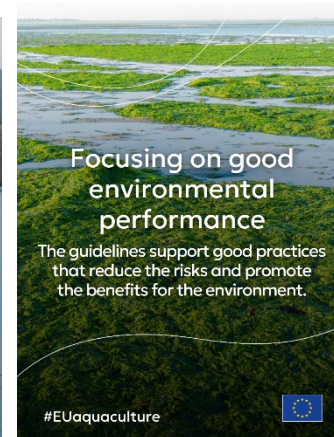
IMPRESSIONS

22,723,549



ENGAGEMENT

8,254,080



Reach: The total number of unique users who have seen a piece of content.

Impressions: The total number of times content is displayed, regardless of whether it was clicked or engaged with.

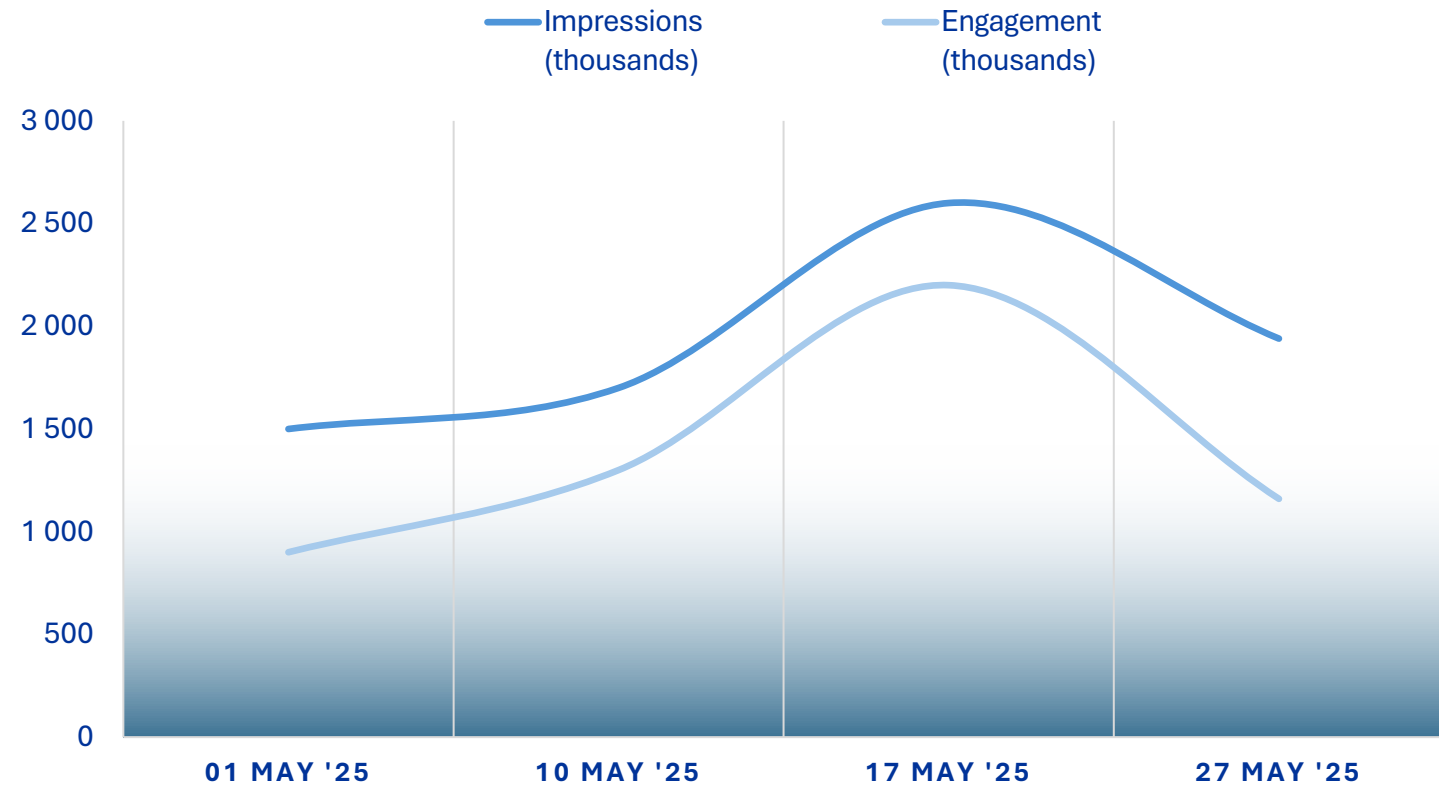
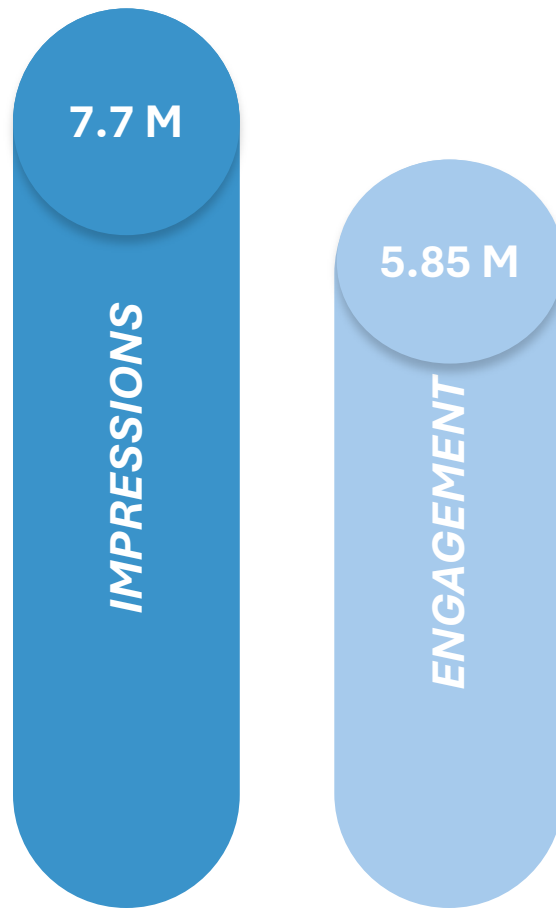
Engagements: The total interactions users have with content, including likes, comments, shares, retweets, reactions, and other measurable actions that indicate audience involvement



Social media – first promotional wave on Meta

The first paid social media campaign focused on Meta platforms like Instagram and Facebook. It reached 7,7 million people in the EU and generated 5,85 million engagement.

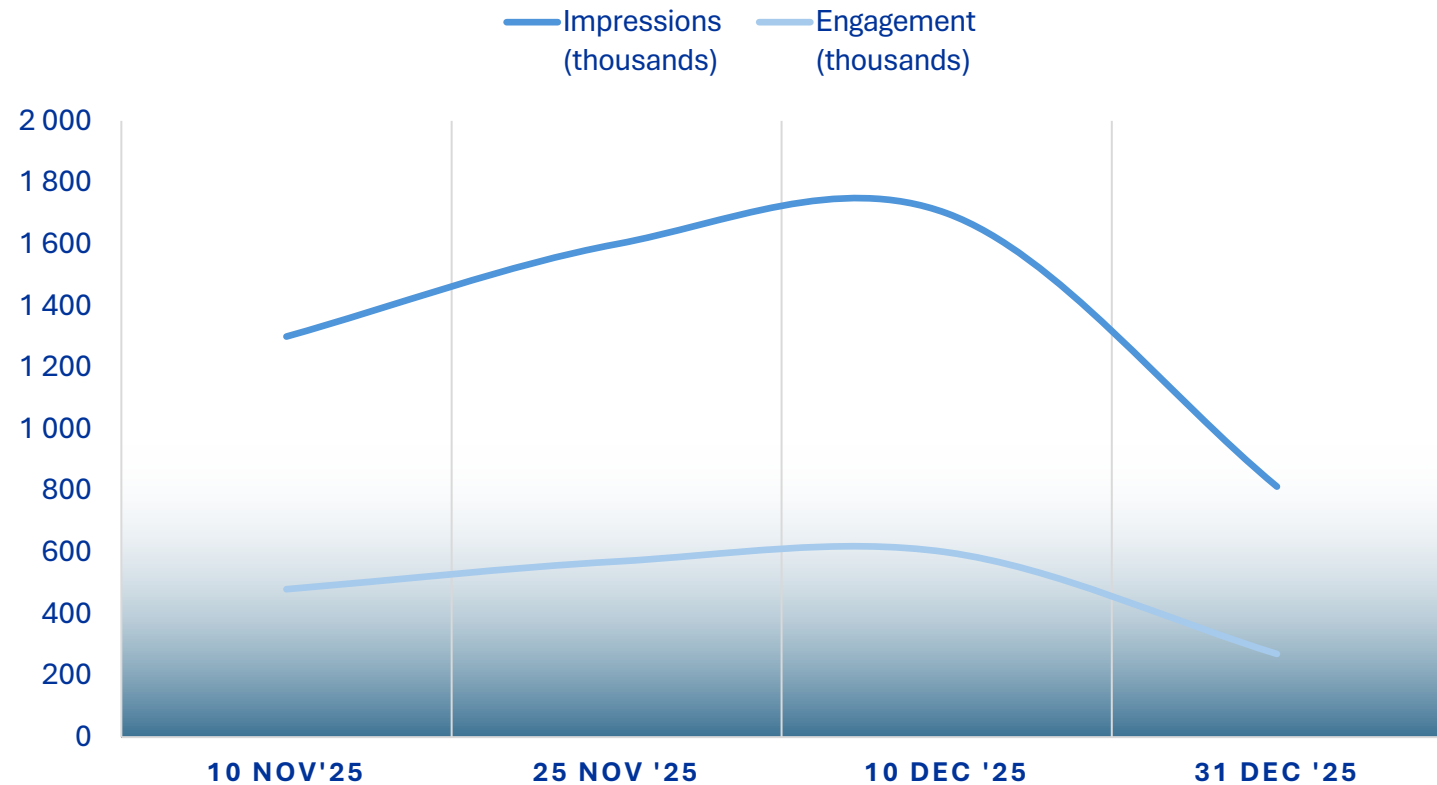
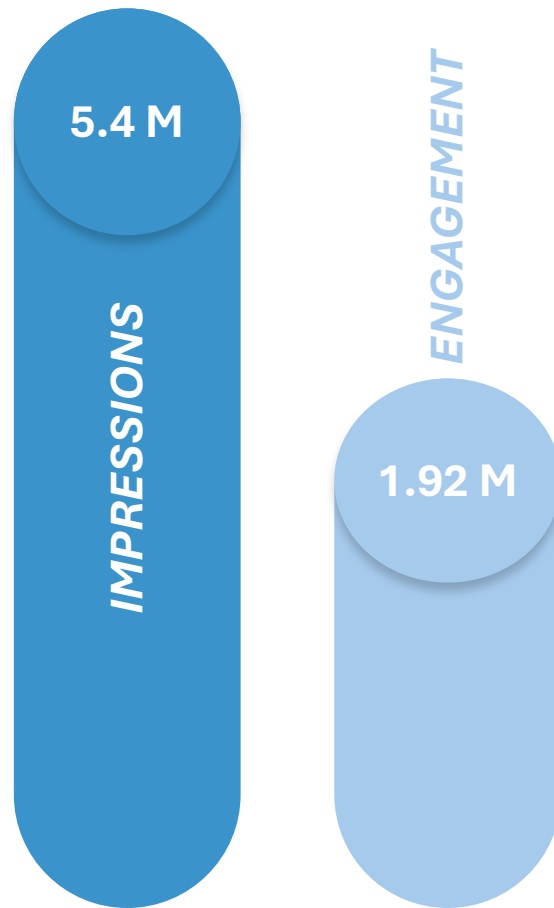
Overall performance



Social media – second promotional wave

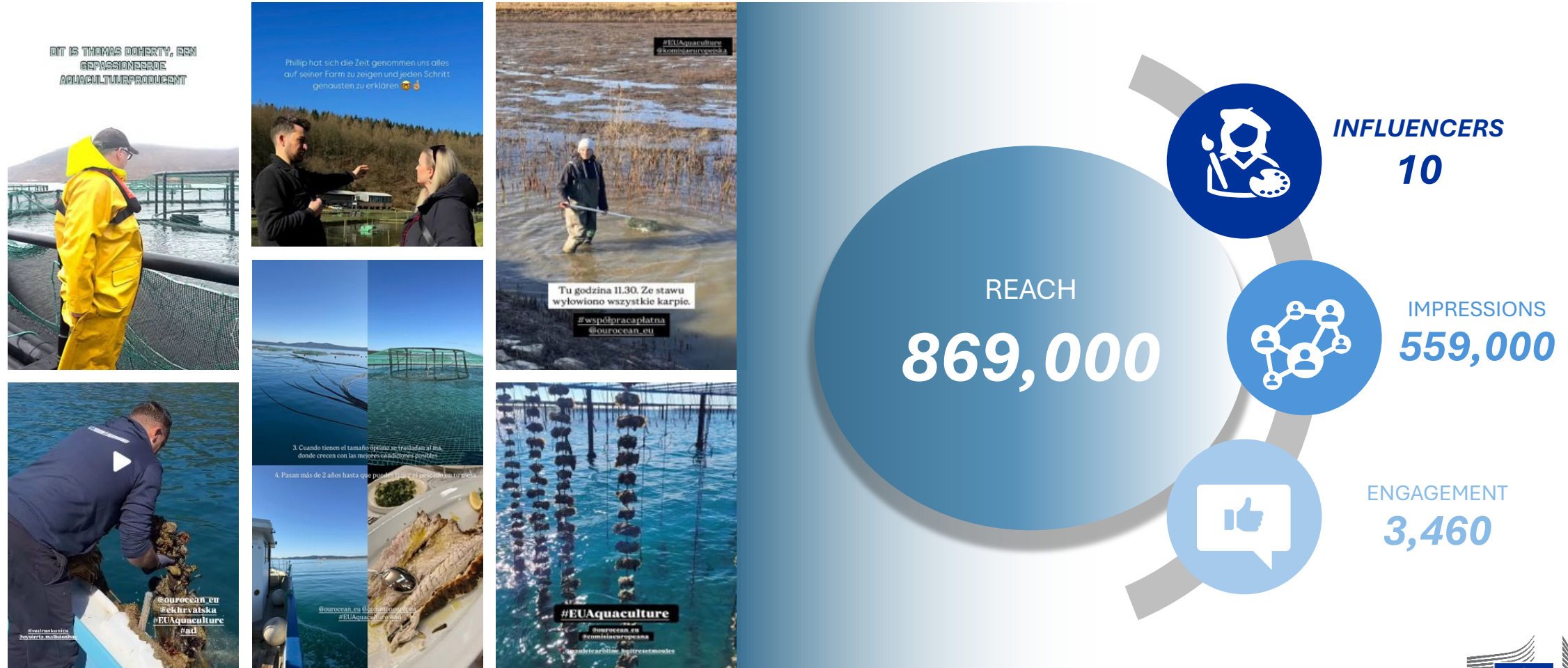
This second wave focused on the short reels 'from producer to plate'. It reached 5,4 million people in the EU and generated 1,92 million engagement.

Overall performance



Influencers campaign

To connect and foster understanding between European citizens and the reality of the aquaculture sector, we partnered with social media influencers across the EU to spread awareness and amplify our core messages.



Website on europa

We developed a reference website for people looking for a quick overview about EU aquaculture and stories of aquaculture in their country.

[EU Aquaculture - We work for you with passion](#)

Device type	↑↓	+	Visitors	↓
			137.310	
Smartphone			91.628	66,73%
Phablet			33.022	24,05%
No data			6.190	4,51%
Desktop			3.897	2,84%
Tablet			2.277	1,66%
TV			2	0,00%

Country	↑↓	+	Visitors	↓
			137.310	
<input type="checkbox"/> France			23.749	17,30%
<input type="checkbox"/> Spain			17.218	12,54%
<input type="checkbox"/> Greece			16.124	11,74%
<input type="checkbox"/> Italy			14.640	10,66%
<input type="checkbox"/> Romania			14.254	10,38%
<input type="checkbox"/> Portugal			8.318	6,06%
<input type="checkbox"/> Germany			7.330	5,34%
<input type="checkbox"/> Poland			7.312	5,33%
<input type="checkbox"/> Czechia			5.798	4,22%





Member States Communication Activities

Overview of activities supporting the campaign across Member States



136

No. of posts



51.6M

Impressions



6.200

Engagements



27

Events



ADOPTION RATE

20 Member States adopted the campaign

74% adoption rate

Austria	Estonia	Ireland	Malta
Belgium	Finland	Italy	Portugal
Croatia	France	Latvia	Slovakia
Cyprus	Germany	Lithuania	Spain
Czechia	Greece	Luxembourg	Sweden



INSTITUTIONAL CHANNELS

12 Member States used **institutional**, organisational, or industry-specific webpages and newsletters.



TRADITIONAL MEDIA

6 Member States used traditional media to promote the campaign, with **press coverage** being the most common channel.

The data was obtained from questionnaire responses from Member States collected between 1 July and 30 September 2025.

Overview of activities supporting the campaign across Member States

20 Member States adopted the campaign

Austria	Estonia	Ireland	Malta
Belgium	Finland	Italy	Portugal
Croatia	France	Latvia	Slovakia
Cyprus	Germany	Lithuania	Spain
Czechia	Greece	Luxembourg	Sweden

74%
Adoption Rate

7 Member States did not adopt the campaign

Bulgaria	Hungary	Poland	Slovenia
Denmark	Netherlands	Romania	

Notes:

- Adopted the campaign is defined by **using the campaign assets** or **contributing either to activities in their countries or to communication channels at EU level** (stories for official campaign website). Member States that did **not** adopt the campaign or **failed to submit data** were included in the grey table above.
- Several Member States used our templates** to create their own social media assets, posters and videos featuring national aquaculture ambassadors with the campaign's visual identity.

Social media activities by Member States



Total Posts:
136

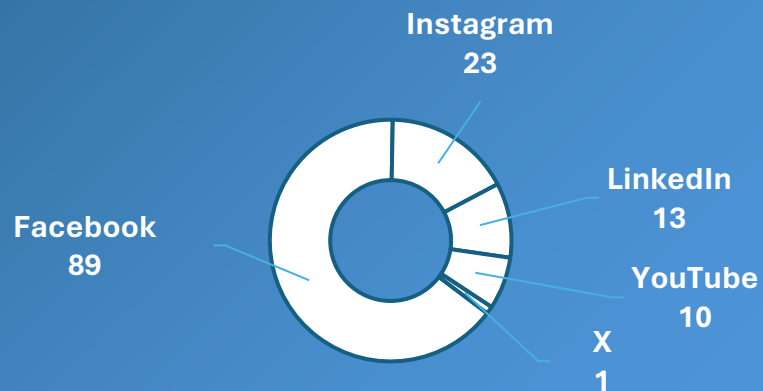


Total Impressions:
51.6M



Engagements:
6.2K

DISTRIBUTION OF POSTS PER SOCIAL MEDIA



Member States Overall Performance: Highlights

Belgium led in reach and engagements

Belgium led the campaign in potential reach, generating the post with the highest reach (86,899) and 3,601 engagements. The [content](#) was published on the Facebook page *Lekker van bij ons*, which utilised translated EU guidelines to focus on sustainable mussel farming.



Spain led in impressions

Spain generated 99% of total impressions (over 51M) through a single YouTube [video](#) and an Instagram [post](#) featuring translated materials on aquaculture producers. High reach was driven by using the official accounts of the Ministry of Agriculture.



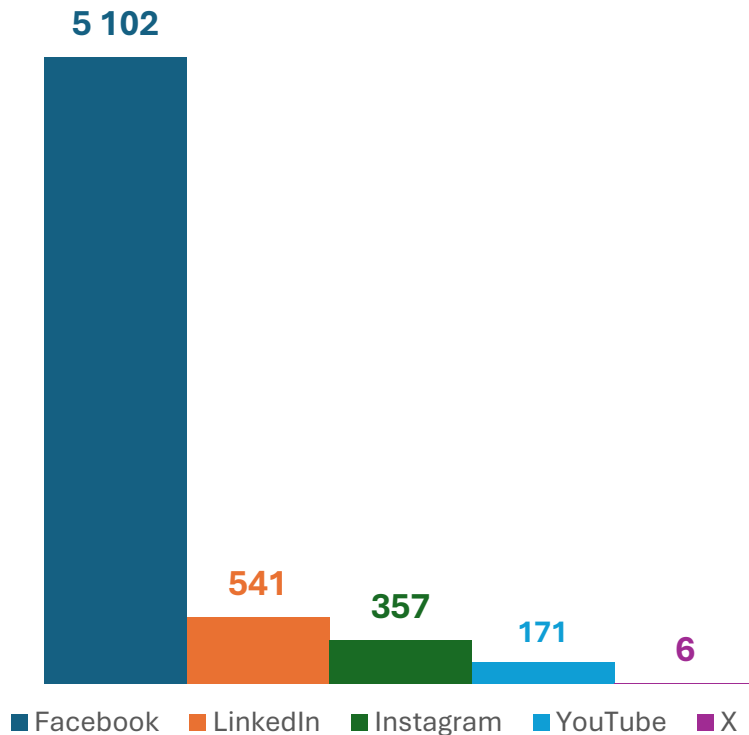
Greece led in volume

Greece was the most active Member State by volume, contributing 43 posts (31% share). Primarily using Facebook, it leveraged [NPOs](#), [institutional](#) accounts, and [influencers](#) to promote the campaign.



Social media activities by Member States

Volume of Engagements by Social Media Channel



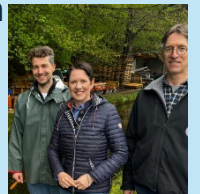
Facebook dominated engagement with 5,102 interactions, driven by paid posts from Belgium's *Lekker van bij ons*, Greece's *Fish From Greece*, and Spain's Ministry of Agriculture. Ireland's *Bord Iascaigh Mhara* and Austria's *Teichwirteverband NÖ* also contributed through organic content, including the FAO recognition of Waldviertel carp ponds.



LinkedIn scored 541 engagements, driven by a post from the General Secretary of *Associação Portuguesa de Aquacultores* about #WeWorkForYouWithPassion and mussel production.

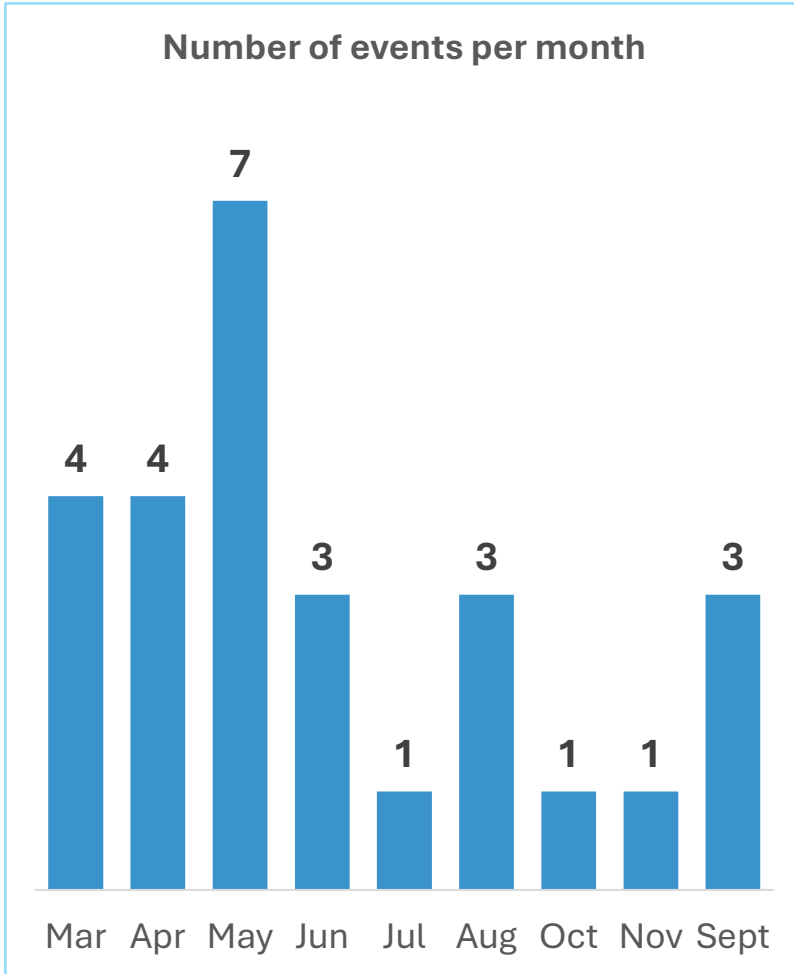


Instagram was third in engagements with 357, supported by coverage from Spain and Finland focusing on aquaculture producers, and by Germany's **Ministerium für Landwirtschaft und Verbraucherschutz NRW**, which highlighted how the campaign was presented during the Mohnen farm visit.



Events: 11 participating Member States

The analysis is based on questionnaire responses from Member States collected between 1 July and 30 September 2025



MS	Number of events	Estimated potential reach
Slovakia	9	1,005
Austria	4	50,470
Ireland	4	1,490
Latvia	3	27,221
Croatia	1	/
Czechia	1	25
Estonia	1	/
Finland	1	243
Germany	1	/
Greece	1	/
Portugal	1	150
Total	27	80,604

- **A total of 27 various events reached around 80k participants**, mainly physical conferences, booths/exhibitions, during which the campaign was presented.
- **Slovakia** recorded the highest number of events, which together attracted a total audience of approximately 1K attendees.
- **Austria**, however, reached the largest audiences through the major public fair *WaldviertelPur*, which alone drew over potential 50K visitors.

Media: 13 participating Member States

Thirteen of 27 Member States implemented the campaign for an overall rate of 48%, with a dominant share of 92% of the participants using online media promotion, while 46% opted for strategic use of traditional channels.



INSTITUTIONAL ONLINE MEDIA

Most Member States used **institutional**, organisational, or industry-specific webpages and newsletters. Some digital outlets effectively reached niche audiences via targeted CRM systems – via emails (e.g. Ireland).

Austria

Belgium

Czechia

Finland

France

Germany

Greece

Ireland

Italy

Latvia

Lithuania

Luxemburg

Sweden



TRADITIONAL MEDIA

The press was the most common traditional media channel used by Member States to promote the campaign, with countries such as Germany and Greece favouring this approach. Slovakia, and Germany also utilised TV.

Belgium: Other

Germany: TV and Press

Greece: Press and Other

Latvia: Press

Slovakia: TV

Sweden: Other

The data was obtained from questionnaire responses from Member States collected between 1 July and 30 September 2025.

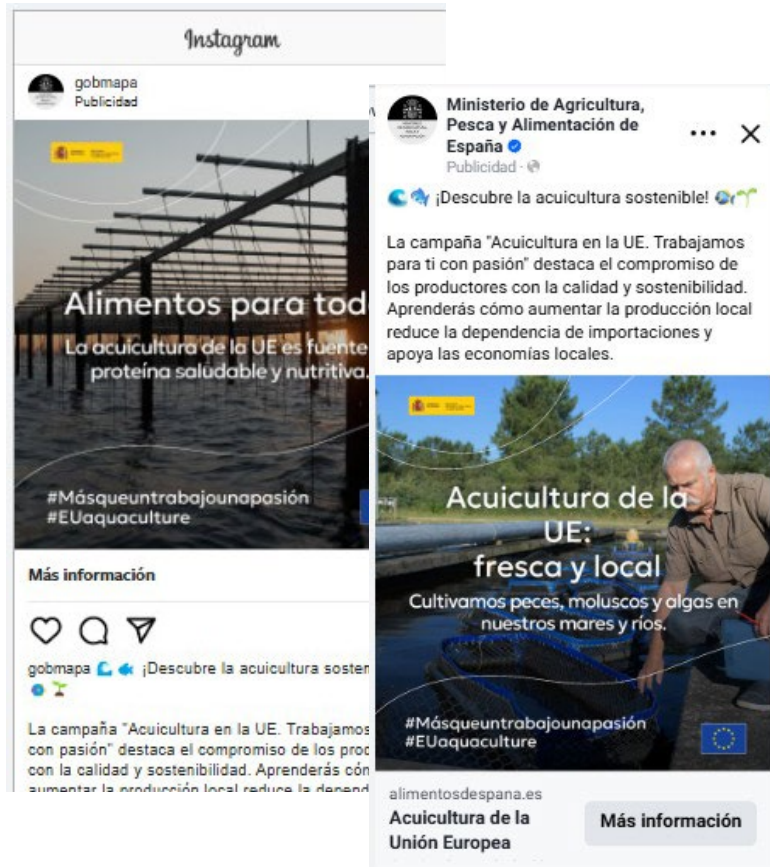
Appendix: KPIs Overview of the Survey Submissions Provided by the Member States

Member State	Events	Social Media Posts	Social Media Reach	Traditional & Online Media
Austria	4	6	15,071	Yes
Belgium	no promotion applied	6	88,815	Yes
Croatia	1	no promotion applied	no promotion applied	Yes
Cyprus	no promotion applied	7	14,700	no promotion applied
Czechia	1	4	no survey submitted	Yes
Estonia	0	19	21,237	no promotion applied
Finland	1	10	no survey submitted	Yes
France	no promotion applied	1	no survey submitted	Yes
Germany	1	2	no survey submitted	Yes
Greece	1	43	2,814	Yes
Ireland	4	2	no survey submitted	Yes
Italy	no promotion applied	3	1,212	Yes
Latvia	3	10	1,248	Yes
Lithuania	1	9	2,809	Yes
Luxembourg	0	0	0	yes
Portugal	1	10	no survey submitted	no promotion applied
Slovakia	9	n/a	no survey submitted	Yes
Spain	no promotion applied	3	no survey submitted	no promotion applied
Sweden	no promotion applied	1	no survey submitted	Yes

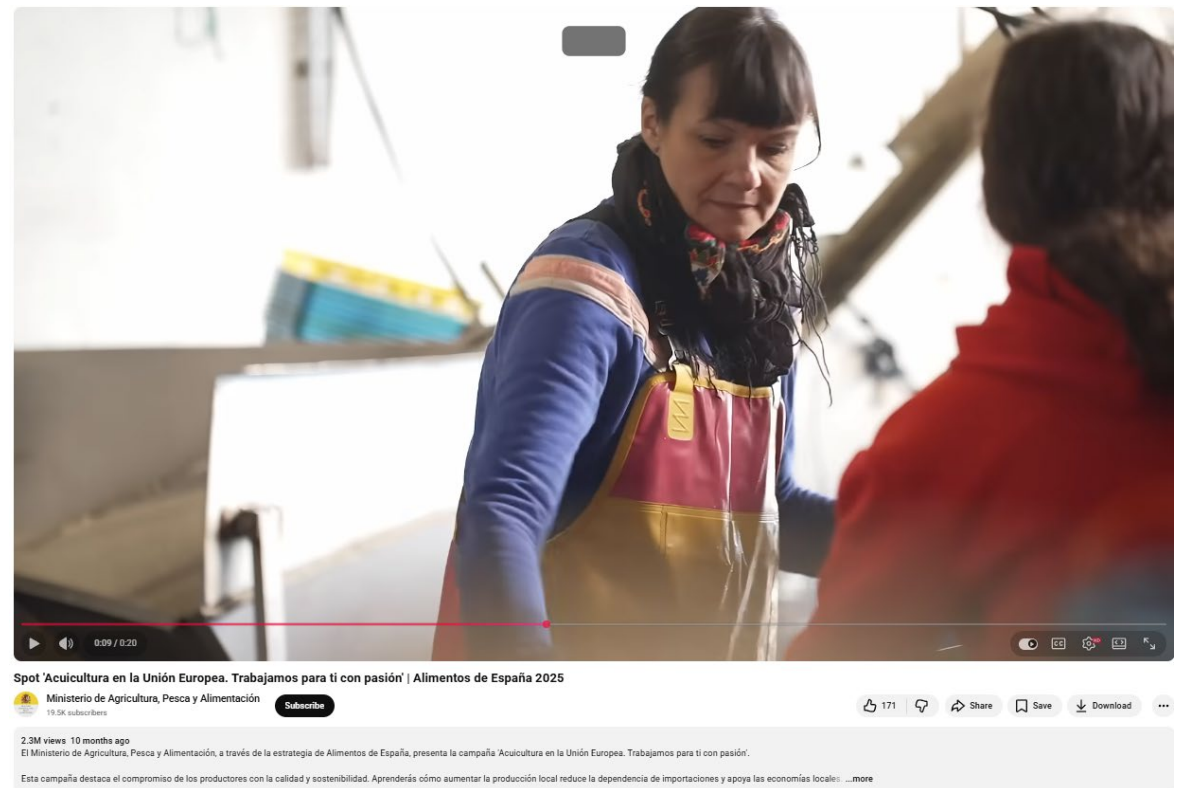
Member State	Events
Bulgaria	No survey submitted
Denmark	No promotion applied
Hungary	No survey submitted
Malta	No survey submitted
Netherlands	No survey submitted
Poland	No survey submitted
Romania	No survey submitted
Slovenia	No promotion applied

The data was obtained from questionnaire responses from Member States collected between 1 July and 30 September 2025.

Examples of national adaptations – social media posts in ES



Spanish-dubbed version of the official video – 2,3 million views



Examples of national adaptations – videos of producers (BE, EE, LT)



Examples of national adaptations - posters of 11 national ambassadors in AT



Examples of national adaptations - Campaign in Athens metro



Τα οφέλη της βιώσιμης
υδατοκαλλιέργειας στην ΕΕ

Παραγωγή τροφίμων υψηλής ποιότητας.
Περιορισμένος περιβαλλοντικός αντίκτυπος.
Δημιουργία θέσεων εργασίας.

#EUaquaculture 



Σημαντικός συντελεστής της
υδατοκαλλιέργειας της ΕΕ

Το λαβράκι συγκαταλέγεται στα πιο δημοφιλή
είδη υδατοκαλλιέργειας στη Μεσόγειο.

#EUaquaculture 



Τι είναι η υδατοκαλλιέργεια;
Η εκτροφή ψαριών, οστρακοειδών και φυκών που
τροφοδοτεί τη γαλάζια οικονομία της Ευρώπης.

#EUaquaculture 



Member States Feedback

Member States survey results – part 1

- **Participation in the survey for feedback:** 17 Member States
- **General feedback:** Generally positive remarks about the quality and impact of the campaign, with calls for continued effort and enhanced support for national initiatives.
- **Use of materials:** Of the 16 respondents who used the materials, the majority leveraged social media images (14) and ambassadors' photos/videos (10).
- **Adaptations of material:** Several Member States adapted materials in various ways, such as translation and textual adjustments for local context and technical specifications.
- **Distribution Channels:** Social media (13) and websites (11) were the primary channels for distributing campaign materials, alongside events/exhibitions (7).
- **Reasons for using materials:** Survey indicated strong visual appeal (14) and clear messaging (12) as the most beneficial aspects of using campaign materials.



Member States survey results – part 2

- **Challenges faced:** Member States highlighted issues such as limited image options, translation errors, format constraints, and difficulties accessing material.
- **Additional support suggestions:** Respondents suggested enhancing local adaptation, increasing influencer participation, and providing more visuals of inland aquaculture.
- **Reasons for not using materials:** Preference for locally developed materials showcasing the advantages of domestic aquaculture.
- **Improvements for future campaigns:** Suggestions included more localised content, verification of media format compatibility, and higher ambassador representation.





Next steps

Next steps

- Use of campaign material continues (evergreen content).
- Collecting feedback and drawing lessons learned. Let us know if you have feedback.
- Future EU "aquatic food" campaign, to be launched in 2027 (European Ocean Pact deliverable).



Thank you



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