



LIFE AQUAPEF | Layperson's Report

Promote the effective implementation of the Product Environmental Footprint in the Mediterranean aquaculture sector.



LIFE17ENV/ES/000193

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Context

WHY IS AQUAPEF NEEDED?

Aquaculture is, and will be, key sector in boosting fish production and in meeting rising demand for fishery products. However, it is also responsible for diverse environmental impacts. It is possible to reduce the impact by implementing innovative techniques, but it should be supported by all stakeholders of the value chain (companies, associations, consumers or administration).

One of the main initiatives to promote sustainable products is the European Product Environmental Footprint (PEF) developed by the European Commission, which aimed to promote product sustainability. However, there is a lot of work to do for a complete implementation.

WHAT IS THE PRODUCT ENVIRONMENTAL FOODPRINT?

The Product Environmental Footprint evaluates the environmental impacts along the entire life cycle of a given product or service.

This methodology provides harmonized information which allows companies to focus environmental improvement strategies on the main causes and origins of the impact.



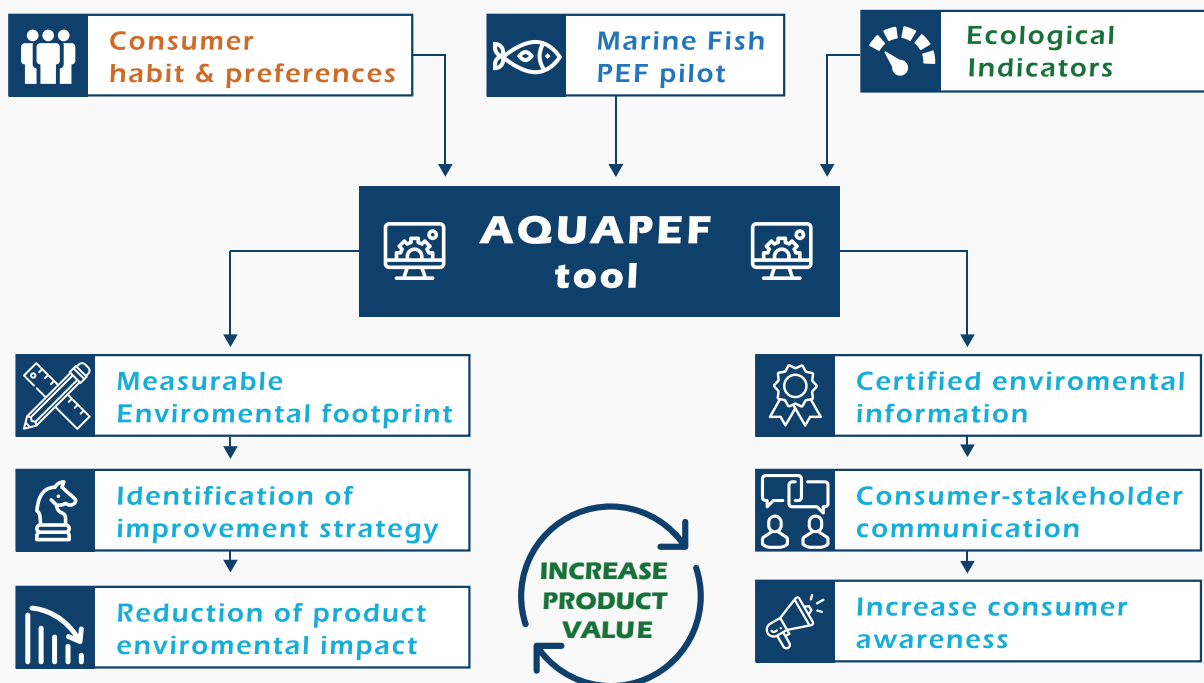
The Project

MAIN OBJECTIVE

Within this framework, the main objective of AQUAPEF project is to promote the implementation of the PEF initiative and methodology into the Mediterranean aquaculture sector by developing an integrative methodology and tool to facilitate data availability, footprint calculation, verification and B2B and B2C communication.

METHODOLOGY

Integrative methodology to facilitate the data collection, calculation, verification and communication of the environmental footprint of aquaculture products.



The Project

Expected Results

AQUAPEF has achieved all the results that were planned at the beginning of the project.

- 1 A stakeholder roundtable** for the sustainability of the Mediterranean aquaculture.
- 2 Easy-to-use software tool** for the EU product environmental footprint calculation.
- 3 List with key potential environmental improvements actions** and strategies.
- 4 New ecological indicator(s)** to complement the PEF methodology.
- 5 Reduction of 7,695 ton CO₂** within the project; around 2,531 m³ of water; 13,300 tonnes of feed wastes.
- 6 Validate the PEF methodology in three aquaculture farms** producing among the three 7,500 tons of fish.
- 7 New communication strategies** to enhance competitiveness of aquaculture companies.
- 8 An effective communication plan** of the environmental benefits. More than 5,000 consumers have interact with the project.
- 9 Awareness and empowerment material about sustainability** in the aquaculture sector for the aquaculture companies and national associations.
- 10 Replicability actions** in Spain, Greece, Cyprus and Norway.
- 11 Transference webinar sessions,** transmission of the solution to other Food PEF working groups.

Results

AQUAPEF TOOL

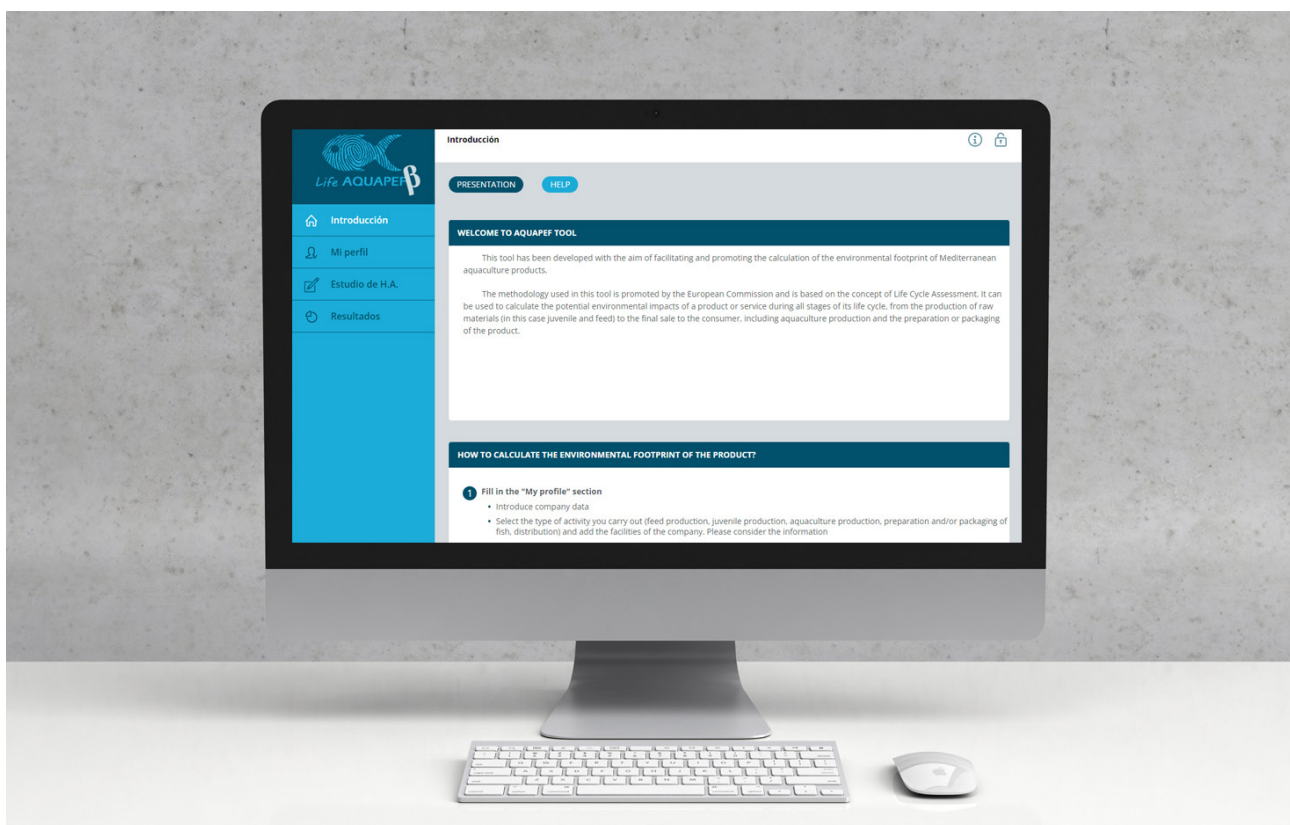
The AQUAPEF TOOL is one of the main results of the project, an innovative tool to facilitate the evaluation and communication of the environmental impact of aquaculture products.

Key features:

- A **friendly online tool** adapted to aquaculture sector based on the methodology Marine Fish PEFCR.
- A tool which allows companies to **know their environmental impact** values and their relative contribution along the supply chain.
- A networking tool which **allows creating complex chains by different companies** and agents of the supply chain.

How does it work?

Companies involved in the aquaculture value chain will introduce data of their own processes of the chain and send invitations to their suppliers until complete the whole chain in complete confidentiality.



Results

AQUAPEF TOOL

What kind of information provides?

AQUAPEF Tool provides companies with a complete Product Environmental Impact Characterization according to the PEF guidelines. Additionally a contribution analysis of main causes and origin of the impact is also presented, which offers companies the possibility to create new environmental improvement scenarios.

End Users:

- Seabass and bream aquaculture producers (600 companies) can benefit of using AQUAPEF TOOL.
 - Big companies could have their own sustainability department.
 - SMEs may need the assistance of consultancy.
- Associations could benefit of using it, as a service for their members.
- Administrations also could benefit in order to establish future interventions in this sector.



Communication activities

WEBSITE

SOCIAL MEDIA

PRESS RELEASES

Different communication materials and actions have been developed during the project. The **WEBSITE** has been the main platform where all the information related to AQUAPEF has been published. In the different sections of the menu it can be found all the updated information about the project and its results. It is especially in the **news section** where progress and details of the project has been shared.

In addition to the website, a **twitter profile** (@LIFE_AQUAPEF) has been created to raise the visibility and awareness of the project. Researchers and partners involved in the project have also shared information about AQUAPEF on their personal social networks.

On the other hand, a **press release** have been sent to the media informing about the project and presenting the AQUAPEF TOOL. Another press release will be sent at the end of the project with more results and including information about the replicability actions. As mentioned in the Plan After Life, communication and dissemination action will continue in the following years and it is probable to have more press releases reporting on the success stories of the AQUAPEF TOOL implementation.



Dissemination activities

SCIENTIFIC PUBLICATIONS

CONFERENCES & EVENTS

NETWORKING

WORKSHOPS

STAKEHOLDERS MEETINGS

VIDEO



With regard to the scientific community, several scientific **articles** have been published; two papers from the consumer research and another one related to the PEF studies and the tool.

Project partners have also participated at international **events** such as: Agricultural Economics Society, Spanish National Aquaculture, Conference, Spanish Sensory Conference, Eurosense, Aquaculture Europe, LCA Food...

Networking has been a key element from the beginning of the project and thirteen projects have been identified with which synergies have been exploited. Specially relevant is the networking with the **Marine Fishe PEF CR Technical Secretariat**. Currently, results from the AQUAPEF project are included in main studies of this EC Group.

Three **stakeholders meetings** and three **workshops** with companies from Greece, Spain and Norway. On November 2022, a **final event** was organised in Brussels where, the third stakeholder meeting and a webinar for the whole aquaculture sector was also held with around 100 participants. In addition, a transfer workshop was conducted for other sectors.



To complete the project, a **promotional video** has been produced with the aim to address the global food problem and the need for alternative proteins. As our seas are at the limit, aquaculture is presented as the answer to this need for alternative proteins and the implementation of the AQUAPEF TOOL is the way to make aquaculture sector more and more sustainable. The video will be the main tool to support the commercialisation of AQUAPEF TOOL.

Dissemination activities will continue in the following years as detailed in the Plan After Life.

Project Impact

AWARENESS

Following the above-mentioned communication actions, the project has had a considerable impact. Below are some relevant data that help to get an idea of the scope achieved.

/ 50

CONFERENCES AND EVENTS

ATTENDED OR PARTICIPATED IN



Final event

An event was held at the end of the project where 100 national and international attendants participated. Belonging to the research, administration, acuaculture sector, environmental consultants and NGOs communities, participants positively appreciated AQUAPEF's products.

/ 8,900

PAGE VIEWS ON **WEBSITE**

/ 6,325

IMPRESSIONS ON TWITTER

/ 13,254

ESTIMATED **PEOPLE REACHED**
THROUGH PRESS RELEASES ON
SPECIALIZED MEDIA

/ 100

INTERESTED **STAKEHOLDERS**

“

After the demonstration and replicability workshops, 90% of the participants commented they found **AQUAPEF TOOL** useful and will be able to easily use it



Towards environmental sustainability in the mediterranean aquaculture



MAIN BENEFICIARIES



BUDGET

1.754.332 €
60 % Co-financed by the UE

DURATION

Start 01/07/2018
End 31/12/2022

CONTACT

Saioa Ramos
sramos@azti.es



Life **AQUAPEF**
lifeaquapef.eu