



DIVERSIFY Final Report - Appendix I

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4.1 Final Publishable Summary. 2.8 Main dissemination activities.

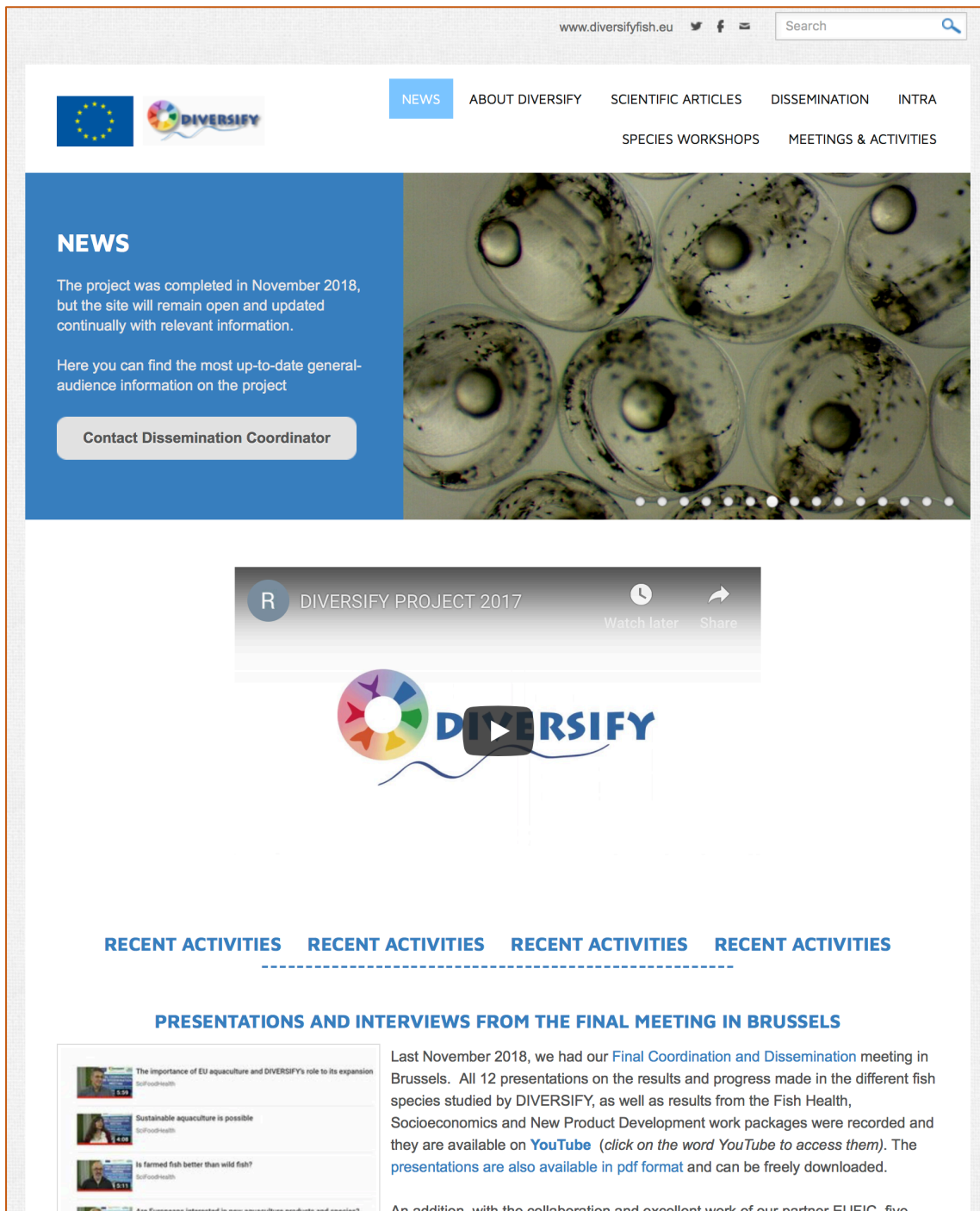


Figure 2.8.1 A desktop capture of the DIVERSIFY website (www.diversifyfish.eu).



PARTNERS

The DIVERSIFY consortium integrates a multidisciplinary group of partners from 12 European countries. It is made up mainly of research and academic institutions, and also includes nine small or medium-sized enterprises (SMEs), three large enterprises, five professional associations and one consumer non-governmental organisation (NGO).

Aarhus Universitet (AU), Denmark
 Aquaculture Forkys AE (FORKYs), Greece
 Argosaronikos Fish Farms S.A. (ARGO), Greece
 Asialor SARL (ASIALOR), France
 Asociación Empresarial de Productores de Cultivos Marinos (APROMAR), Spain
 Asociación Nacional de Fabricantes de Conservas de Pescados y Mariscos-Centro Técnico Nacional de Conservación de Productos de la Pesca (ANFACO), Spain
 Ayuntamiento de A Coruña (MC2), Spain
 Azienda Agricola Ittica Caldoli (ITTICAL), Italy
 Bundesverband Der Deutschen Fischindustrie und des Fischgrosshandels E.V. (BVF), Germany
 Canarias Explotaciones Marinas SL (CANEXMAR), Spain
 CTAQUA, Aquaculture Technical Center of Andalucía (CTAQUA), Spain
 CULMAREX Group (CULMAREX), Spain
 Danmarks Tekniske Universitet (DTU), Denmark
 Dor Ogey Yam Ltd (DOR), Israel
 European Food Information Council (EUFIC), Belgium
 Federation of Greek Maricultures (FGM), Greece
 Fundación Canaria Parque Científico Tecnológico de la Universidad de Las Palmas de Gran Canaria (FCPT), Spain
 Hellenic Center for Marine Research (HCMR), Greece
 Hellenic Research House (HRH), Greece
 Hungarian Aquaculture Association (MASZ), Hungary
 Institut de Recerca i Tecnologia Agrimentàries (IRTA), Spain
 Instituto Español de Oceanografía (IEO), Spain
 Institut Français de Recherche pour l'Exploitation de la Mer (IFREMER), France
 Institute of Marine Research (IMR), Norway
 IOLR-National Center for Mariculture (IOLR), Israel
 Irida S.A. – Feed production (IRIDA), Greece

PARTNERS

LEI Wageningen UR (DLO/LEI), the Netherlands
 Nasjonal Institutt for Ernaerings- Og Sponatforskning (NIFES), Norway
 Skretting Aquaculture Research Center (SARC), Norway
 Sterling White Halibut (SWH), Norway
 Technische Universiteit Eindhoven (TU/e), the Netherlands
 The University of Aberdeen (UNIA/ABDN), United Kingdom
 Universidad de La Laguna (ULL), Spain
 Università degli Studi di Bari Aldo Moro (UNIBA), Italy
 Université de Lorraine (UL), France
 Université de Namur ASBL (FUNDP), Belgium
 Vas. Gektonas & Co.LTD EE (GEI), Greece

DIVERSIFY

Exploring the biological and socioeconomic potential of new/emerging candidate fish species for the expansion of the European aquaculture industry.

www.diversifyfish.eu

ABOUT DIVERSIFY

The majority of the growing demand for aquatic products in Europe is currently supplied by foreign imports (aquaculture and capture fisheries) that are often of questionable quality, and by aquatic products from over-exploited European fisheries. European aquaculture constitutes a safe, healthy and sustainable source of aquatic products and though facing some barriers for further growth, could fulfil the demand for aquatic products, but is currently supplying only 10% of the total EU consumption.

DIVERSIFY is an €11.8 million EU-funded project (2013-2018), which aims to expand the European aquaculture industry. It will develop scientific methods required to optimise the rearing and production of some new/emerging finfish species and establish the marketing techniques required to attract consumers.

WHY HAVE THESE FISH SPECIES BEEN SELECTED?

The selected species include the meagre (*Argyrosomus regius*), greater amberjack (*Seriola dumerilii*), wreckfish (*Polyprion americanus*), Atlantic halibut (*Hippoglossus hippoglossus*), grey mullet (*Mugil cephalus*) and pikeperch (*Sander lucioperca*). Originating from a wide range of climatic and geographic regions within Europe, the six species have been chosen based on their biological and economic potential. They have a large size/fast growth rate, enabling the production of a variety of value-added aquatic products, which are expected to attract consumers and be successfully commercialised.

FISH SPECIES AND BUDGET ALLOCATION

Atlantic halibut <i>Hippoglossus hippoglossus</i> 13.2%	Greater amberjack <i>Seriola dumerilii</i> 31.3%	Grey mullet <i>Mugil cephalus</i> 11.3%	Meagre <i>Argyrosomus regius</i> 22.9%	Pikeperch <i>Sander lucioperca</i> 14.2%	Wreckfish <i>Polyprion americanus</i> 7.1%
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MAIN OBJECTIVES

To develop the scientific techniques and methodology, which will ensure the successful rearing and production of the selected species and contribute to the expansion of the industry.

To determine the drivers for market acceptance of the new food prototypes in order to position the EU aquaculture sector as a leader in aquatic food production.

EXPECTED OUTCOMES

- Scientific knowledge and techniques for culturing new/emerging finfish species that will be safe, sustainable, and attractive to consumers and markets.
- Wide dissemination of this information to key stakeholders (aquaculture producers, retailers, processors and consumer groups).
- Long-term business plans to ensure the successful market positioning of each species.
- Increased value of European aquaculture products, which will result in increased economic prospects of the sector. An efficient, sustainable and market-oriented expansion of the European aquaculture sector.

RESEARCH AREAS

Studies will be carried out in the six selected species across a number of different scientific disciplines:

Figure 2.8.2 Initial folder of the project.





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DIVERSIFY

New species for EU aquaculture

Socioeconomics

Market research identified market potential in cross-cultural consumer segments, with increased-to-strong interest in new products in the main EU fish markets. Especially involved consumers are open to try new species.

From the 40 new product ideas, six new end-product concepts have been developed on a pilot scale. Most products were positively perceived in terms of healthiness, convenience and overall quality, and were characterized by high nutritional value (protein and omega-3). Heavy oil of them are very promising for industrial production and can increase the species' market potential.

Buyers and consumers would welcome new species, if they are:
 a) sustainably farmed, ideally in domestic or EU waters;
 b) fresh (especially southern-EU) or mildly processed (northern-EU);
 c) easy to prepare and/or ready to eat; and
 d) competitively priced.

In Europe, the greater amberjack shows the most promising market opportunities, given its large size, processing potential and superior sensory characteristics. The grey mullet is a very interesting species due to the higher sustainability of its production methods. No specific preference region has been identified for this species. The wreckfish has very firm flesh that distinguishes it readily from other fish. The remaining species (Atlantic halibut, pikeperch and meagre) have certain advantages due to their biological and physical characteristic and are of interest to specific regions in Europe.

Partners

Aarhus Universitet (AU), Denmark
 Aquaculture Forkys SA (FORKYS), Greece
 Aquaculture Technological Center of Products (ATCZUPA), Spain
 Argosionikos Fish Farms SA (ARGO), Greece
 Asociación Empresarial de Productores de Cultivos Marinos (APROCMAR), Spain
 Asociación Nacional de Fabricantes de Conservas de Pescado y Mariscos-Centro Técnico Nacional de Conservación de Productos de la Pesca (ANFAPO), Spain
 Ayuntamiento de A Coruña (INCD), Spain
 Bundesverband der Deutschen Fischindustrie und des Fischgeschäfts E.V. (BVF), Germany
 Canarias Explotaciones Marinas SL (CANEXMAR), Spain
 Consellería do Mar-Xunta de Galicia (CIRM), Spain
 Danmarks Tekniske Universitet (DTU), Denmark
 Dor Dguy Yam LTD (DOR), Israel
 European Food Information Council (EFIC), Belgium
 Federation of Greek Maricultures (FGM), Greece
 Fish 2 BE NV (F2B), Belgium
 Fundación Canaria Parque Científico Tecnológico de la Universidad de Las Palmas de Gran Canaria (FCPT), Spain
 Galaxia Marine Farms SA (GMF), Greece
 Hellenic Center for Marine Research (HCMR), Greece
 Hellenic Research House (HRH), Greece
 Hungarian Aquaculture and Fisheries Development Organization (HA-HAL), Hungary
 Institut de Recerca i Tecnologia Agroalimentaries (IRTA), Spain
 Instituto Español de Oceanografía (IEO), Spain
 Institut Français de Recherche pour l'Exploitation de la Mer (IFREMER), France
 Institute of Marine Research (IMR), Norway
 IOL-National Center for Mariculture (IO-N), Israel
 Irda SA (IRIDA), Greece
 Sjøtætt Aquaculture Research Center (SARC), Norway
 Sterling White Halibut (DWH), Norway
 Stichting Wageningen Research (GW) (DIO), the Netherlands
 Technische Universiteit Eindhoven (TU/e), the Netherlands
 The University of Aberdeen (UNJABDN), United Kingdom
 Universidad de La Laguna (ULL), Spain
 Università degli Studi di Bari Aldo Moro (UNISA), Italy
 Université de Lorraine (UL), France
 Université de Namur ASBL (FUNDP), Belgium
 Vax, Getonas & Co LTD EE (GEI), Greece



Exploring the biological and socio-economic potential of new-emerging candidate fish species for the expansion of the European aquaculture industry

Aim
 Expand the European aquaculture industry by diversifying its production with new emerging species that have important advantages over the ones cultured currently (such as fast growth, large size or low requirement for fishmeal and fish oil).

Impact
 The acquired knowledge and developed methods will enhance the production of the selected emerging species in the European aquaculture industry and will enable the incorporation of some new species, such as the grey mullet and greater amberjack, diversifyfish.eu

The project has received funding from the European Union's FP7 (grant-2013-04-603121)



Meagre
Argosomus regius

Three different populations and a sufficient genetic variation was confirmed in a number of broodstocks around Europe. If managed properly there is sufficient genetic variation for breeding programs.

Protocols for meagre paired spawning and for the acquisition of gametes for in vitro fertilization have been developed, as methods to implement breeding programs.

A protocol for early weaning was developed and the role of essential fatty acids and vitamins C, E and K in weaning diets was identified.

Feeding in sea cages can be carried out during the day or at night using programmed feeders with good results. Optical and mechanical stimuli can be used to improve feeding behaviour of meagre.

Immune markers have been established for the innate, adaptive and inflammatory responses of the immune system of meagre in order to develop vaccines in the future.

Methods to prevent Chronic Otitic Ulcerative Dermatitis, to ameliorate the extent of Systemic Granulomatosis and to address parasitic and bacterial infections have been developed.



Greater amberjack
Seriola dumeril

Spontaneous reproduction in captivity is still problematic, but hormonal induction methods have been developed to induce spawning in fish maintained in tanks and sea cages, producing large numbers of eggs of good quality for commercial larval rearing purposes.

Hatchery-produced (H) individuals were shown to undergo reproductive maturation in captivity.

Significant breakthroughs were achieved in larval rearing, allowing the production of large numbers of juveniles adequate for commercial production. Hobbyist practices were developed for successful transfer of juveniles to sea cages.

On growing trials until commercialization, relevant important information on feeding patterns and stocking densities, while the species' temperature tolerance has been determined.

Identification of immune markers and health management tools under aquaculture conditions were developed, including probes for the early detection of epizootics, and methods to control infestations of the parasites *Zeaxoaria seneciole* and *Neobenedickea grisea*.



Grey mullet
Mugil cephalus

Spontaneous reproduction in captivity remains a problem, but spawning was achieved using GnRHs and metoprolol treatments, producing millions of fertilized eggs. Optimization of the hormone-based reproduction control protocol is still necessary.

Algal addition during larval rearing provides beneficial effects in terms of rotifer consumption, and larval survival and growth.

After metamorphosis, commercial feeds for juveniles should be designed for the continuous feeding of this species and include higher levels of starch or other low cost, amylopectin-rich energetic compounds.

Larvae have a high lactase requirement during rotifer feeding, and the benefit of this nutrient during early feeding was still apparent during juvenile growth. Starve is essential not only for promoting growth in larvae, but also for other physiological pathways such as muscle function.

Diets with low fishmeal content can be used successfully for on growing without any detrimental effect on growth performance.



Atlantic halibut
Hippoglossus hippoglossus

Use of GnRHs implants advanced and synchronized spawning, resulting in improved egg production in ♀. Females, though egg quality remains highly variable.

Larvae fed well and had good survival when dry feed was introduced 28 days post first feeding in small systems. Full scale systems are needed to evaluate and improve these results in an industrial context.

First feeding of larvae in RAS-systems resulted in improved growth and development compared to flow through systems. Metagenomic analyses of the microbial communities in the water and larvae of the two systems revealed interesting differences, which will be useful in industrial applications.

A range of systems for expression of a capsid protein from nodavirus were tested for use in the development of a vaccine against VNN.



Pikeperch
Sander lucioperca

A genetic map comparing captive and wild broodstock was developed using microsatellite markers, to be used for breeding programs.

Studies have identified optimal combinations of environmental, feeding and population factors to improve survival and growth during larval rearing in RAS.

Essential fatty acids must be supplied in larval diets for normal development and to reduce stress sensitivity.

Low light intensity and red-light spectrum is less stressful and the effect was confirmed in RAS farm conditions. Domestication level was shown to influence stress responsiveness and immune response.



Wreckfish
Polygion omanicus

The reproductive cycle of wild-caught wreckfish was completed in captivity. Spontaneous spawning takes place in the Spring, with a periodicity of 3-5 days. Males may be in full spermatiation throughout the year.

Based on evaluation of mature fish from the fishery, the nutrient requirements for an appropriate broodstock diet have been determined. The commercial broodstock diet produced, resulted in successful maturation and production of high-quality eggs.

The ontogeny of the digestive and vision system have been described. Successful larval rearing was implemented in the last year of the project, resulting in the production of a small number of hatchery-produced juveniles, which is very encouraging for the efforts to incorporate this species in the aquaculture industry.

Figure 2.8.3 Final folder of DIVERSIFY.

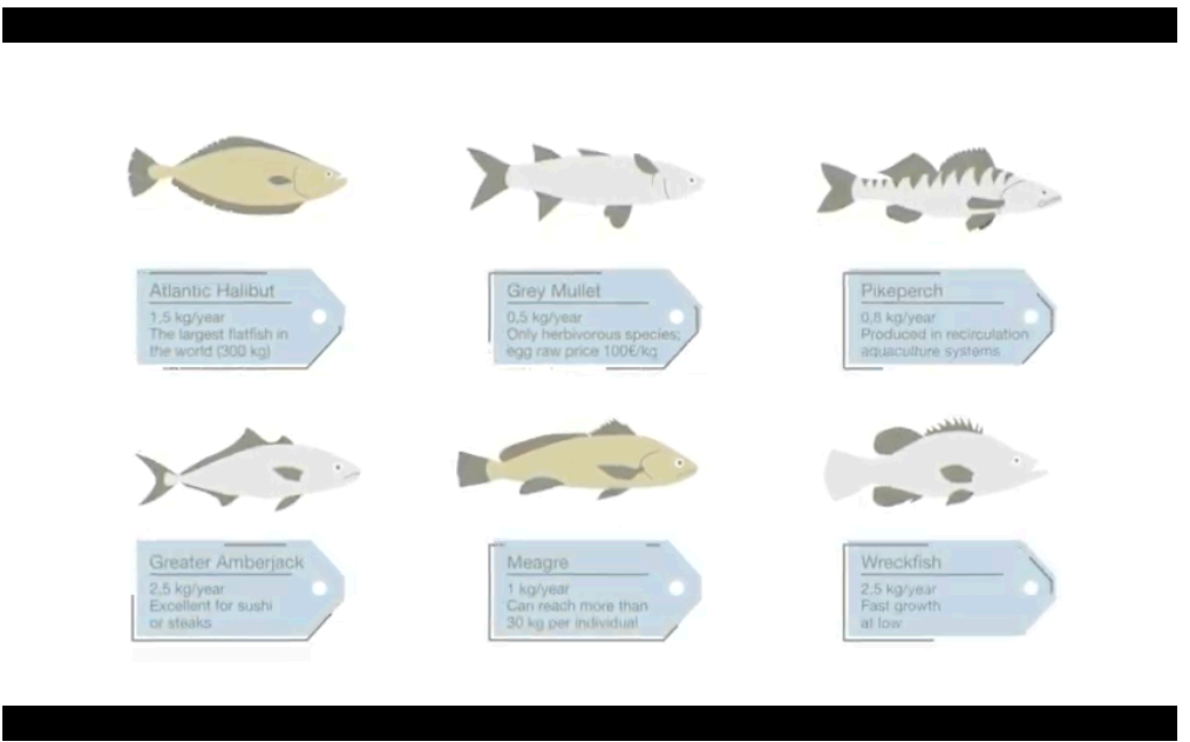
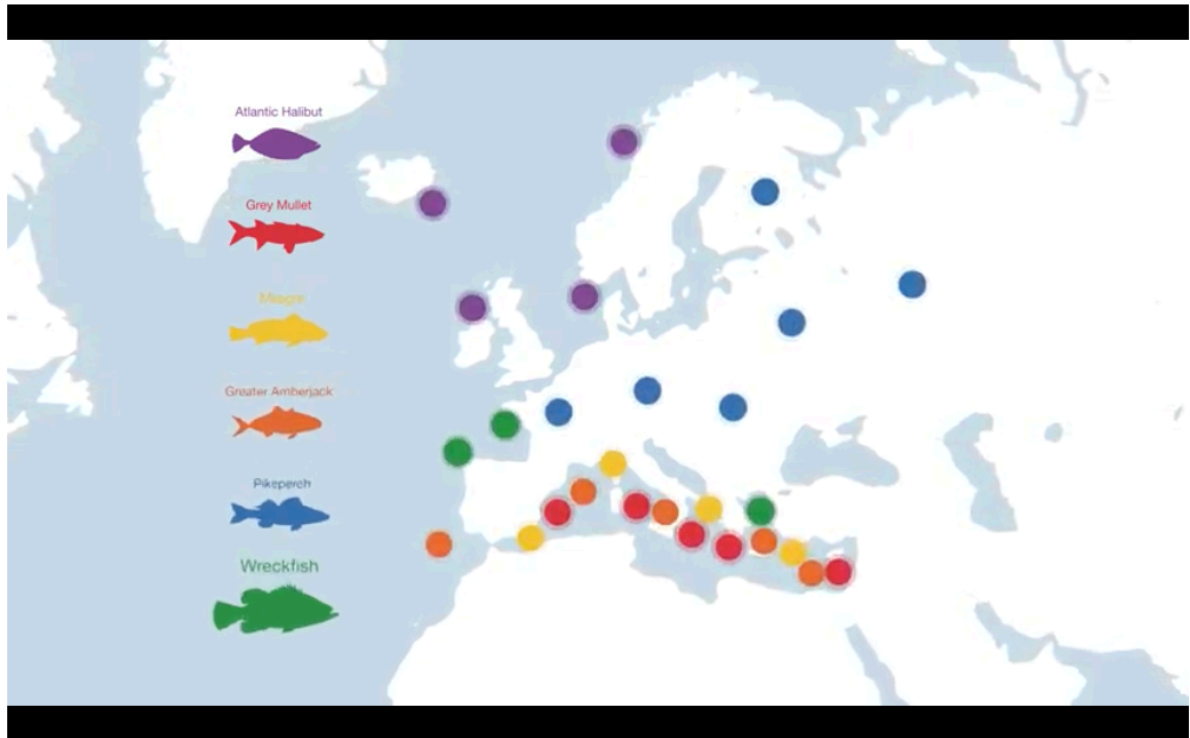


Figure 2.8.4 A 3-min professional video describing the objectives, actions and main results of the project.

**Table 1.** Species Workshop information on species, place and timing.

SPECIES	LOCATION	TIMING
Grey mullet	Bari, Italy	May, 2018
Pikeperch	Nancy, France	June, 2018
Wreckfish	Vigo, Spain	July, 2018
Halibut	Hjelmeland, Norway	August, 2018
Greater amberjack	Athens, Greece	September, 2018
Meagre	Barcelona, Spain	October, 2018

4.3 Report on Societal Implications

D. Gender Aspects,

6. Which of the following actions did you carry out and how effective were they?, Other

Although gender equality in the European work force has been advocated as a core policy since 1957 (Rome treaty), the reality is different. During FP5 and FP6 women were systematically under-represented in research projects. For FP7, the EU has set a target of at least 40% women participation at all levels of research in order to encourage equal opportunities under gender sensitive working conditions. It is worth mentioning that Aquaculture (especially land-based hatcheries) is among the industrial and scientific activities with a greater presence of women.

In DIVERSIFY, **several issues will be addressed regarding equal participation of women as RTD researchers and SME staff**, and a commitment to use gender-impartial language will be made. Particular attention will also be given to gender-sensitive issues when organizing the project, such as scheduling annual meetings that require mobility. Work from men and women will be valued equally.

In the current project women participate as **Species Leaders** (2 of 6; IRTA and IMR), **Group Work package Leaders** (3 of 8; FCPCT, LEI and CTAQUA), **Work package Leaders** (12 of 31; from FCPCT, IRTA, DLO/LEI, IMR, NIFES, CTAQUA, CMRM) and the **Principle Investigators** in charge for the Partners (10 of 38; FCPCT, IRTA, DLO/LEI, IMR, ULL, NIFES, CTAQUA, CMRM, ANFACO, HRH). In terms of Researchers and Technicians, the overall participation of women in all the work packages is 42.5%. Several of the participating institutions (Partner No 1, 2, 3, 4, 5, 7, 13, 14, 15, 20, 21, 22, 25) have policies targeting gender equity at work. The hiring process for new personnel (technicians, graduate students, post-doctoral fellows) will be based on equal gender opportunity in order to contribute to the advancement of women in post-doctoral and top decision-making positions. The SMEs participating in this proposal employ women, mainly in land-based facilities in activities that include broodstock management, live food production, hatchery, nursery and pathology. Finally, when performing the consumer demand studies, results will be presented by gender and when required they will be analyzed separately.

In an attempt to perform gender-sensitive research, the scheduling and organizing of meetings and other activities requiring mobility consider gender issues and places for such activities are chosen considering not only practical logistics, but also requests from parents with limited mobility. As proposed during the proposal stage, DIVERSIFY has appointed Dr. Ana Roque from P3. IRTA to deal with gender issues, should they arise. With that in mind, Dr. Ana Roque prepared a questionnaire and sent it to participating Partners to find out whether participating researchers, especially women have limited availability to travel and which time of the year and for how long is convenient to travel.



We have obtained 24 individual responses from **female researchers** from 20 partners. Below are the questions and the responses obtained:

Q1: Do you feel there are gender inequality issues that have not been addressed during the definition of the roles and tasks of each participant of the DIVERSIFY project?

All female participants replied “No”

Q2: Within the DIVERSIFY project we have as Species leaders 2 female participants out of 6, as Group Work Package leaders 3 female participants out of 8 and as Principle Investigators 11 female participants out of 38. Do you think this is because of:

- Interest - 4, Out of the 25 female participants who answered the questionnaire 4 think (opinion) the reason was female participants were not interested in undertaking these responsibilities
- Will – 9 female participants simply don’t want to do it
- Freedom – 6 female participants don’t have enough freedom to do it
- Confidence – 2 female participants are not confident enough to do it
- Qualities - 0, nobody doubts that female participants are well qualified to perform these roles

Q3: As a participant in the DIVERSIFY project, can you travel anytime of the year?

- Yes - 15 female participants can travel when they want
- No – 5 female participants cannot travel anytime of the year
- Some female participants did not answer this question

Q4: How easy is it for you to organize your trip?

- Entirely personal decision - 9 female participants stated they do not need to consult with anybody
- Need to arrange with Spouse/Partner - 12 female participants stated they need to consult with others
- Need to consider their dependents - No female participant needs to arrange directly with dependents

Q5: How long could you travel away for the needs of DIVERSIFY?

- 1 day - 2 female participants can go for a 1-day activity
- 3 days - 3 female participants can go for a 3-day activity
- 7 days - 9 female participants can go for a week-long activity
- 30 days - 6 female participants can go for more than 1-month activity

Q6: How many meetings of the project do you see yourself attending?

- 0 meetings - 3 female participants state they will not attend any meeting of the project
- 1 meeting - 2 female participants will attend one meeting
- 3 meetings- 3 female participants will attend meetings
- All-12 female participants will attend all meetings

Q7: If the answer above was not “all of them”, why?

- Because of the dates of the meetings



- Because the female participant responding is not the Partner's Principle Investigator
- Because of budget limitations

Q8: If the answer to the above was “None”, why?

Here 2 answers were due to the fact that the female participant responding is a technician and the other because the female participant has a small participation in the project compared to her colleagues.

Q9: Do you have any comments regarding Gender Issues in DIVERSIFY?

We obtained only the 6 comments below:

- In DIVERSIFY there are a lot of partners, so it is difficult for me to evaluate some aspects about Gender Issues.
- I think that this project has gender equity in general.
- Question Q2 should contain information about how many researchers are in DIVERSIFY and sex proportions. I have the impression that we are less women than men and this could be the reason why there are less leader women.
- Yes. I think the survey is discriminatory because is only for women, should be addressed to men as well.
- This questionnaire should be applied to all.
- In the project as such, I do not see that there are a lot of issues. There might be issues in some of the groups, but I am not sure what would be the best way to address this.



Co-funded by the Seventh
Framework Programme
of the European Union





7. Was there a gender dimension associated with the research content – *(i.e. wherever people were the focus of the research as, for example, consumers, users, patients or in trials, was the issue of gender considered and addressed?)*

YES

In consumer research gender issues are always considered, since it is important to have representative samples in research, to make extrapolation to the target group. In DIVERSIFY, we have done several consumer studies with different target groups per study.

Therefore, the gender issue was considered every time when designing the sample distribution for all consumer surveys involved in the Socioeconomics Work packages (WP 28-30). Based on the segmentation study, which showed that consumption of fish is equal between men and women, the target in quantitative studies was equal. For the quantitative consumer surveys in DIVERSIFY, the data collection design was strictly controlled during the fieldwork. More specifically the gender distribution by survey involved and selected country was:

	Attitudes' survey (base)			Choice experiment			Sensory Test			Virtual Store Test	
	Male	Female		Male	Female		Female	Male		Male	Female
UK	51%	49%		48%	52%		49%	51%		47%	53%
GERMANY	49%	51%		47%	53%		53%	47%		50%	50%
FRANCE	49%	51%		50%	50%		53%	47%		45%	55%
ITALY	47%	53%		50%	50%		49%	51%		51%	49%
SPAIN	50%	50%		49%	51%		50%	50%		48%	52%
TOTAL	49%	51%		49%	51%		51%	49%		48%	52%

Only in the qualitative surveys (similar to the focus groups) no targets were defined for gender distribution. Due to other qualification criteria, ultimately more women were recruited as the percentage of female buyers and cooks of fish seemed to be higher. The quota male/female was 60%- 40% in favor of females.



E. Synergies with Science Education

8. Did your project involve working with students and/or school pupils
(e.g. open days, participation in science festivals and events, prizes/competitions or joint projects)?

Partner 1. HCMR (Greece), **P2. FCPCT**, **P4. IOLR** (Israel), **P7. IMR** (Norway), **P9. UL** (France) P16. University of Namur (FUNDP) and P21. DTU (Denmark) hosted a number of PhD, MSc and BSc students, whose thesis/dissertations were based on a task from DIVERSIFY WPs. There was also a high school student that carried out a project on the effect of algae-produced water turbidity on larval prey consumption, growth and survival (P4. IOLR). This student won 2nd prize for his project in a state-wide competition in Israel that included hundreds of students.

Partner 5. University of Aberdeen (UNIABD, Scotland) has presented the project in its Open Days and contributes to outreach activities locally such as TechFest.

Partner 8. IEO (Spain) has been involved in the European Researchers' Night (September 2018), Spanish Aquaculture day (30th November 2013-2018), open days, IEO centenary celebration with open days and science events. During these events we explained to the students and school pupils (6 to 16 y.o.) our work in the project.

Partner 11. University of Aarhus (AU, Denmark) has provided students with the opportunity to learn from the synthesized knowledge of DIVERSIFY and critically reflect on different subjects, as well as apply this knowledge to the real-life situations through case studies, in courses such as Economic Psychology.

Partner 15. University of La Laguna (ULL, Spain), have disseminated the activities of DIVERSIFY to a large student forum, not only at the graduate level (MSc or PhD), but also at secondary and primary school through either technical visits in the centers or through more than 20 different activities including open days, science events and social open family fairs most of them organized by the university and the ULL foundation (<https://ciencia.fg.ull.es/>).

Partner 19. CMRM (Spain), has given the opportunity to students from "Instituto Galego de Formación en Acuicultura (IGAFa) to be involved in some tasks of the project, such as feeding and sampling of wreckfish broodstock, and in the larval culture of this species.

Partner 29. ASIALOR (France) together with P9. UL, and P40. GMF (Greece) has welcomed students and groups to visit their fish farms during open days, taking advantage to present also the DIVERSIFY project.

Partner 34. BVFi (Germany) has participated in the Fair "International Green Week", Berlin, Germany, January 2015: Informing consumers - including students - about the project, distributing flyer/bookmarks of DIVERSIFY.

Partner 35. MAHAL (Hungary) has disseminated information about the DIVERSIFY Project to Hungary and Eastern Europe as follows: (1) Scientific Days of the Research Institute for Fisheries and Aquaculture (HAKI); (2) "Night of the Scientists" event for children; (3) Workshops of the Network of Aquaculture Centers in Central and Eastern Europe (NACEE).

Finally, presentations have been given on various aspects of aquaculture, and specifically for DIVERSIFY to school children of different ages, as part of our open days in the different



partners. Also, some researchers have given presentations to students in different locations (schools, natural history museum, etc.).

9. Did the project generate any science education material (e.g. kits, websites, explanatory booklets, DVDs)?

Technical Production Manuals have been produced for all six species included in DIVERSIFY. In addition, **Fish Health Manuals** have been produced for greater amberjack and meagre. The manuals include a large part of the work of DIVERSIFY, in a format and to the extent that the information is useful both for education purposes, but also for professional purposes by the aquaculture industry. All are freely available in the project's website.

Partner P10. TU/e (The Netherlands) have used DIVERSIFY examples in lectures on marketing/market research. Mention of project in examples of grant projects in open days.

At P11. AU, case studies have been developed for the students, and all findings from DIVERSIFY have been stored on the MAPP's website:
<http://mgmt.au.dk/research/marketing/mapp/projects/>

Partner 14. IFREMER has produced a free training movie about the use of Computer Assisted Sperm Analysis (CASA) applied to fish spermatozoa, which is freely available on the DIVERSIFY site.

At P.15 University of La Laguna (ULL, Spain) several presentations have been created for teaching various subjects in the Degree in Biology (100 students each year) and Environmental Sciences (50 students each year), and particularly for subjects of Sustainable Aquaculture and Quality Control of Aquaculture Products in the Master's Degree in Marine Biology (21 students each year). In these presentations, a number of slides and videos from DIVERSIFY work, its techniques and results have been included. Some material has been generated for the local schools in relation to the health of fish consumption and benefits of aquaculture products, with information DIVERSIFY. Finally, some bookmarkers containing the project web site were distributed in the last ULL open days performed to disseminate science and research vocation to the youth sector.

Partner 37. EUFIC (Belgium) disseminated relevant, current information from the project to consumers, through a specific link on EUFIC's website, two leaflets, an article on farmed fish, and the recording of interviews and the final presentations of the project. All this material helped to create awareness of the project and its outcomes.