


Tools for Assessment and Planning of Aquaculture Sustainability

DELIVERABLE – D9.11

Short title	TAPAS	
Coordinator	Prof. Trevor Telfer	
Organisation	University of STIRLING, UK	
Topic	H2020- SFS-11b-2015	
Proposal number:	678396-2	

DELIVERABLE D9.11 –

PRESS RELEASE TOP BE SENT TO THE MEDIA OF PARTICIPATING COUNTRIES

A press release was prepared by the coordinating institution (UOS) for each participating country with an embargo until 0005 on 1 March. Each press release included information about the TAPAS project, about the coordinating organisation and about each organisation in the specific participating country. In-country partners were able to collaborate and adapt the text appropriately to suit their own circumstances and then translate into their own language if required.

The press releases were circulated to participating country media on the first day of the TAPAS project, 1 March 2016. The following gives notice of the completion of deliverable D9.11 though:

1. Examples of press releases from, the UK, France, Spain and Greece.
2. Examples of websites and coverage achieved by the press release to date
3. Additional news article in the aquaculture industry press developed as a follow up from the press release.

Media Release: Embargoed until 00.01 Thursday, 10 March, 2016

€7 million project to support sustainable growth in aquaculture

With concerns around sustainability of food security continuing to rise, a team of European aquaculture experts will begin a four-year study worth almost €7 million to establish new strategies and models for sustainable growth in the industry.

The Tools for Assessment and Planning of Aquaculture Sustainability (TAPAS) project, led by the University of Stirling, will create cost-efficient management tools and practices for the European aquaculture sector to investigate the limits to fish farming activity in a location, social interactions, potential environmental impacts and any future risks.

Professor Trevor Telfer of the Institute of Aquaculture is leading the multi-partner study which starts this month and will seek to establish a comprehensive “toolbox” to support transparent and efficient licensing, enhance environment sustainability and aquatic food security while tapping into the potential for food production and jobs.

Professor Telfer said: “As a Consortium we will evaluate structures currently in operation across the EU’s seas, lakes and rivers, examining various environments and developing new approaches to deliver computer-based support systems for sustainable aquaculture expansion.”

This work is in line with the EU’s Marine Strategy Framework Directive to protect marine environments more effectively and will provide consistent real-time monitoring, observation, early forecasting and management technologies.

Dr Ian Payne of the Aquaculture Stewardship Council, said: “As Europe continues to produce millions of tonnes of food each year, we want to ensure this industry is feeding the world in a sustainable way, while taking care of the environment. By developing new, flexible and unified approaches to aquaculture planning we aim to strengthen sustainable growth in the vital marine and freshwater sectors.”

The research team will collaborate with industry, regulators, certifiers and other stakeholders to ensure the toolbox they create is accessible, using training and outreach activities to improve the image of European aquaculture and promote an integrated sustainability strategy.

Dr Stefan Simis of Plymouth Marine Laboratory added: “The breadth of experience gained through our 15 consortium partners brings together sophisticated technologies, such as computer models and satellite observations, and decision making capabilities into a streamlined toolkit for regulators and producers throughout Europe.”

The collaborative work will play a major role in the European Commission’s strategy to achieve smart growth in aquaculture production across the region’s seas. Key drivers for the economy, these waters presently represent approximately 5.4 million jobs and generate a gross added value of almost €500 billion a year.

Minister for Environment, Climate Change and Land Reform, Dr Aileen McLeod said: “Today’s announcement of €7 million to improve the future sustainability of aquaculture as

part of the Tools for Assessment and Planning of Aquaculture Sustainability project is great news. This significant award reinforces Scotland's reputation as an international centre of excellence at the forefront of aquaculture science, technology and research.

“Scotland, with its world class fish farming sector generates £1.86 billion of economic activity every year and supports 8,300 jobs. This industry has fantastic potential to achieve further sustainable growth, aided by our cutting edge research capability such as that at Stirling, often in co-operation with international partners.”

Ends

Media enquiries to Corrie Campbell, Communications Officer on 01786 466 169 or c.r.campbell@stir.ac.uk.

Notes for editors:

The Tools for Assessment and Planning of Aquaculture Sustainability (TAPAS) project is a Horizon 2020 Research and Innovation Action funded by the European Commission.

The fifteen consortium partners include the University of Stirling, Plymouth Marine Laboratory, Aquaculture Stewardship Council in the UK, Marine Institute in Ireland, NIVA in Norway, DHI in Denmark, Water Insight BV and Wageningen UR in the Netherlands, Universidad de Murcia and Fundacion Imdea Aqua in Spain, Université de Nantes in France, Hellenic Centre for Marine Research in Greece, Szent Istvan University and NACEE – Eastern Europe in Hungary and AquaBioTech Group Limited in Malta.

The Institute of Aquaculture

The Institute of Aquaculture is the leading international centre in its field and is the largest of its kind in the world. The Institute was ranked as the top aquaculture centre in the UK by the 2014 Research Excellence Framework, with 90 per cent of research impact rated as outstanding. The Institute bring together cross-disciplinary, world class researchers to meet the wide range of challenges faced as aquaculture grows to meet global demands.

www.aqua.stir.ac.uk.

Plymouth Marine Laboratory

PML is an independent, impartial provider of scientific research and contract services relating to the marine environment. PML focuses on understanding how marine ecosystems function, their role in the Earth system and how we can protect this important environment for the prosperity of future generations. A truly interdisciplinary marine research centre, PML delivers highly innovative research and solutions for national and international marine and coastal programmes. PML's research is timely, highly relevant to UK and international societal needs and has at its core the mission to contribute to issues concerned with understanding global change and the health and sustainability of marine ecosystems.

www.pml.ac.uk

@PlymouthMarine

Nota de prensa: Embargo hasta Jueves, 10 de marzo, 2016

Proyecto de 7 millones de euros para fomentar un crecimiento sostenible de la acuicultura en Europa

Un equipo internacional de expertos en acuicultura, entre los que se encuentra la Universidad de Murcia y el Instituto IMDEA Agua (Madrid), han iniciado un proyecto de 4 años con un presupuesto de casi 7 millones de euros para establecer nuevas estrategias y modelos capaces de fomentar el crecimiento sostenible de la industria acuícola en Europa.

El proyecto tiene un título muy sugerente: TAPAS (“Herramientas para la Valoración y Planificación de la Sostenibilidad de la Acuicultura”), y está liderado por la Universidad de Stirling (Reino Unido). El Proyecto TAPAS es una Acción de Investigación e Innovación del Horizonte 2020 financiada por la Comisión Europea. El proyecto creará herramientas de gestión y buenos usos para el sector de la acuicultura en Europa, e investigará los límites de la actividad del cultivo de peces en distintas localidades, los impactos ambientales y cualquier riesgo futuro que este cultivo pueda generar, así como las interacciones de la acuicultura con la sociedad.

El catedrático Trevor Telfer del Instituto de Acuicultura de Stirling es el coordinador del proyecto TAPAS, que comienza este mes y buscará establecer un procedimiento integral para mantener una explotación transparente y eficiente de la acuicultura, aumentando la sostenibilidad ambiental y alimentaria, y manteniendo la producción de alimento en los niveles necesarios con el correspondiente número de puestos de trabajo.

El consorcio europeo evaluará las estructuras actualmente en funcionamiento en los mares, lagos y ríos de la Unión Europea, examinando diversos ambientes y desarrollando nuevos enfoques para producir sistemas informáticos que permitan la expansión sostenible de la acuicultura. El trabajo está en concordancia con la Directiva Europea de Estrategia Marina que insta a los estados miembros a proteger los ambientes marinos más eficazmente a través de un monitoreo ambiental continuo, utilizando sistemas de alerta temprana y tecnologías de gestión eficientes.

El equipo de investigación colaborará con la industria, gestores, responsables administrativos y otros usuarios potenciales para asegurar que las herramientas desarrolladas sean accesibles, utilizando cursos y actividades divulgativas para mejorar la imagen de la acuicultura europea y promover una estrategia integrada de sostenibilidad.

Dr. Arnaldo Marín del equipo de investigación de Ecología Acuática de la Universidad de Murcia comenta: “Europa continuará produciendo millones de toneladas de alimento cada año. Este proyecto quiere asegurar que parte de la industria alimentaria genera alimentos para la población de una forma sostenible, al mismo tiempo que preservamos nuestro medio ambiente. Queremos fortalecer el crecimiento en los sectores de la producción marina y de agua dulce a través del desarrollo de nuevos enfoques más flexibles e unificados para la planificación del crecimiento”.

Dr. Andreu Rico del Instituto IMDEA Agua (Comunidad de Madrid) dice: “La amplia experiencia obtenida a través de nuestros 15 socios europeos nos permitirá obtener tecnologías sofisticadas basadas en modelos matemáticos para la toma de decisiones,

aunando distintas disciplinas y ramas del conocimiento en una entidad más simple y eficiente para el uso de los gestores y productores europeos”.

El trabajo colaborativo jugará un gran papel en la estrategia de la Comisión Europea para adquirir el crecimiento inteligente de la producción acuícola en los mares regionales europeos. Estos mares generan aproximadamente 5,4 millones de puestos de trabajo y producen un valor económico añadido de casi 500 billones de euros al año, siendo así una pieza clave para la economía global.

Nota para el editor:

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Equipo de Investigación de Ecología Acuática de la Universidad de Murcia

El equipo de investigación en Ecología Acuática de la Universidad de Murcia investiga aspectos de la ecología, conservación de la biodiversidad y gestión de ecosistemas acuáticos marinos y terrestres. Está interesado en la conservación de las riveras de los ríos, sistemas costeros, especialmente el Mar Menor, y ambientes acuáticos extremófilos de alta salinidad de la Península. Está implicado en diversos proyectos de restauración ecológica y reducción de la huella de carbono. www.um.es

Instituto IMDEA Agua

El Instituto IMDEA Agua pertenece a la red de excelencia científica de la Comunidad de Madrid, la cual está formada por siete centros de investigación centrados en fomentar el desarrollo tecnológico sostenible. La misión del Instituto IMDEA Agua es la de producir conocimiento científico capaz de ayudar en la toma de decisiones y en el desarrollo de políticas sostenibles para el uso y gestión del agua. Dentro de dicho Instituto, el Grupo de Ecotoxicología y Evaluación del Riesgo Ecológico se encarga de estudiar el impacto de diferentes sustancias tóxicas sobre el medio acuático, promoviendo la protección de la biodiversidad y la preservación de los ecosistemas ante el cambio climático global.

www.water.imdea.org

Instituto de Acuicultura, Universidad de Stirling, Reino Unido

El Instituto de Acuicultura de la Universidad de Stirling es un centro líder internacional en su campo y es el más grande de su clase en el mundo. El Instituto de Acuicultura ha sido valorado como el mejor centro de acuicultura del Reino Unido por el ‘Research Excellence Framework’ en 2014, con 90% del impacto de la investigación catalogada como excelente. El centro reúne investigadores interdisciplinarios de todo el mundo para estudiar el amplio rango de desafíos crecientes de la acuicultura. www.aqua.stir.ac.uk.

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“By developing new, flexible and unified approaches to aquaculture planning we aim to strengthen sustainable growth in the vital marine and freshwater sectors.”

Professor Laurent Barillé of the Université de Nantes said: “The breadth of experience gained through our 15 consortium partners allows us to bring together sophisticated technologies, computer models and decision making capabilities into a single, streamlined entity for regulators and producers throughout Europe to use.”

The collaborative work will play a major role in the European Commissions' strategy to achieve smart growth in aquaculture production across the region's seas. Key drivers for the economy, these waters presently represent approximately 5.4 million jobs and generate a gross added value of almost €500 billion a year.

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Media enquiries to Le Monde, Libération, Ouest-France, Presse Ocean, 20 minutes, Nouvelle Ouest, Terra Eco, Cultures Marines, Le Marin

Radio : France bleu, EuradioNantes, Europe 1, SUN radio

Notes for editors:

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Université de Nantes

The University of Nantes is a Higher Education Institution (tertiary level) with 38 000 students in initial training, 8 500 trainees in continuing education, 1 590 staff members of library, engineers, administrative, technicians, workmen, personnel of service and health, 2 140 researchers-teacher, 76 accredited structures of research. It is one of the most important multidisciplinary university in France. It actively contributes to the innovation of the socioeconomic make-up through its researchers, its laboratories, its equipment and state-of-the-art technological platforms. Within the University, the laboratory Mer Molécules Santé is recognized for its scientific expertise in coastal zone remote sensing, shellfish aquaculture, valorization of macroalgae, ecosystem functioning, coastal ecotoxicology and has developed strong links with the marine mollusc production sector to bridge the gap between science and producers. www.mms.univ-nantes.fr.

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Δελτίο Τύπου

Ευρωπαϊκό πρόγραμμα € 7.000.000 για την βιώσιμη ανάπτυξη των υδατοκαλλιεργειών - Συμμετέχει το ΕΛΚΕΘΕ

Καθώς οι ανησυχίες για τη βιωσιμότητα της παραγωγής τροφίμων αυξάνονται συνεχώς, μια ευρωπαϊκή ομάδα ειδικών σε θέματα υδατοκαλλιεργειών, θα ξεκινήσει μια μελέτη διάρκειας τεσσάρων ετών και ύψους χρηματοδότησης περίπου 7.000.000 €, από το πρόγραμμα Horizon 2020, Research and Innovation Action, της Ε Ε, για να προσεγγίσει με ένα νέο τρόπο και να δημιουργήσει νέα μοντέλα στηρίζοντας τη βιώσιμη ανάπτυξη του κλάδου.

Το πρόγραμμα «*Εργαλεία για την αξιολόγηση και τον σχεδιασμό Αειφόρου Υδατοκαλλιέργειας*» και διακριτικό τίτλο TAPAS, με επικεφαλής το Πανεπιστήμιο του Stirling στη Σκωτία, θα αναπτύξει εργαλεία και πρακτικές διαχείρισης, οικονομικά αποδοτικά, προκειμένου να προσδιορίσει τα όρια της υδατοκαλλιεργητικής δραστηριότητας σε σχέση με την τοποθεσία, τις κοινωνικές αλληλεπιδράσεις, τις πιθανές περιβαλλοντικές επιπτώσεις αλλά και τυχόν μελλοντικούς κινδύνους. Από ελληνικής πλευράς συμμετέχει το Ελληνικό Κέντρο Θαλασσίων Ερευνών (ΕΛΚΕΘΕ) με τα Ινστιτούτα Θαλάσσιας Βιολογίας, Βιοτεχνολογίας και Υδατοκαλλιεργειών (ΙΘΑΒΒΥΚ) και Ωκεανογραφίας (ΙΩ).

Η μελέτη, που ξεκινά τον τρέχοντα μήνα, θα επιδιώξει να καθιερώσει μια συνολική «εργαλειοθήκη» για τη στήριξη μιας διαφανούς και αποτελεσματικής διαδικασίας χορήγησης αδειών, που θα υποστηρίζει την ενίσχυση της περιβαλλοντικής βιωσιμότητας και την ασφάλεια των παραγόμενων τροφίμων, ενώ παράλληλα θα προάγει την παραγωγή και την απασχόληση.

Αξιολογώντας μονάδες σε λειτουργία ανά την Ευρώπη, το TAPAS θα αναπτύξει νέα συστήματα για τη βιώσιμη ανάπτυξη της υδατοκαλλιέργειας, ακολουθώντας τις κατευθυντήριες γραμμές της θαλάσσιας στρατηγικής της ΕΕ για την προστασία του περιβάλλοντος. Οι προβλεπόμενες εργασίες θα παρέχουν τη δυνατότητα για την παρακολούθηση παραμέτρων σε πραγματικό χρόνο, έγκαιρη πρόβλεψη, καθώς και νέες τεχνολογίες διαχείρισης.

Η ερευνητική ομάδα θα συνεργαστεί με τη βιομηχανία, τις ρυθμιστικές αρχές, φορείς πιστοποίησης και τα άλλα ενδιαφερόμενα μέρη, μέσω δραστηριοτήτων εκπαίδευσης και διάχυσης αποτελεσμάτων, προκειμένου να επιτύχει τη διαθεσιμότητα και προσβασιμότητα της εργαλειοθήκης που θα αναπτυχθεί.

Ο καθηγητής Trevor Telfer του Ινστιτούτου Υδατοκαλλιεργειών του πανεπιστημίου του Stirling δήλωσε: «Καθώς η Ευρώπη συνεχίζει να παράγει εκατομμύρια τόνους τροφίμων ετησίως, θέλουμε να διασφαλιστεί ότι αυτή η βιομηχανία τροφοδοτεί τον κόσμο με βιώσιμο τρόπο, ενώ παράλληλα φροντίζει και το περιβάλλον. Με την ανάπτυξη νέων, ευέλικτων και ενοποιημένων προσεγγίσεων για τον σχεδιασμό των υδατοκαλλιεργειών στοχεύουμε στην ενίσχυση της βιώσιμης ανάπτυξής τους, τόσο στη θάλασσα όσο και στα γλυκά νερά" .

Οι ερευνητές του ΕΛΚΕΘΕ, Δρ. Νίκος Παπανδρουλάκης και Δρ. Παρασκευή Πήττα δήλωσαν: «Το εύρος της εμπειρίας των 15 εταίρων της ερευνητικής ομάδας, μας επιτρέπει να συνδυάσουμε εξελιγμένες τεχνολογίες, υπολογιστικά μοντέλα και δυνατότητες λήψης αποφάσεων σε ένα ενιαίο, βελτιωμένο σύνολο που θα χρησιμοποιηθεί από τις ρυθμιστικές αρχές και τους παραγωγούς σε όλη την Ευρώπη."

Η συνεργασία θα διαδραματίσει σημαντικό ρόλο στη στρατηγική της Ευρωπαϊκής Επιτροπής για την επίτευξη έξυπνης ανάπτυξης της υδατοκαλλιέργειας στη θάλασσα όσο και στα γλυκά νερά. Βασικός μοχλός για την οικονομία, το θαλάσσιο περιβάλλον αντιπροσωπεύει σήμερα περίπου 5,4 εκατομμύρια θέσεις εργασίας και δημιουργεί μια ακαθάριστη προστιθέμενη αξία περίπου 500 δις € ετησίως.

Ελληνικό Κέντρο Θαλασσίων Ερευνών

Το ΕΛΚΕΘΕ είναι ο κύριος φορέας θαλάσσιας έρευνας στην Ελλάδα και από τους σημαντικότερους σε Μεσογειακό επίπεδο. Το προσωπικό του Ινστιτούτου Θαλάσσιας Βιολογίας Βιοτεχνολογίας και Υδατοκαλλιεργειών και του Ινστιτούτου Ωκεανογραφίας καλύπτουν ένα μεγάλο φάσμα επιστημονικών κλάδων και μπορούν να αντιμετωπίσουν τις προκλήσεις για τη βιώσιμη ανάπτυξη του κλάδου των υδατοκαλλιεργειών. www.hcmr.gr.

Το Ινστιτούτο Υδατοκαλλιεργειών (University of Stirling)

Το Ινστιτούτο Υδατοκαλλιεργειών είναι ένα κορυφαίο διεθνές κέντρο, από τα μεγαλύτερα του είδους του στον κόσμο. Συγκεντρώνει διεπιστημονικό, ερευνητικό προσωπικό παγκόσμιας κλάσης για την κάλυψη του ευρέως φάσματος των προκλήσεων που αντιμετωπίζουν οι διαρκώς αναπτυσσόμενες υδατοκαλλιέργειες προκειμένου να αντιμετωπίσουν τις παγκόσμιες απαιτήσεις. www.aqua.stir.ac.uk.

2. Examples of website coverage to date

<http://www.stir.ac.uk/news/2016/03/stirling-leads-aquaculture-project/>

<http://www.fishupdate.com/stirling-leads-e7-million-aquaculture-project/>

<http://www.intrafish.com/news/article1434522.ece>

<https://www.undercurrentnews.com/2016/03/10/stirling-uni-kicks-off-e7m-aquaculture-study/>

<http://www.fishfarmingexpert.com/news/stirling-heads-e7-million-study/>

<http://www.niva.no/en/millionprosjekt-skal-fremme-baerekraftig-vekst-i-europeisk-akvakultur>

<http://ilaks.no/millionprosjekt-skal-fremme-baerekraftig-vekst-i-europeisk-akvakultur/>

<http://kyst.no/nyheter/baerekraft-og-vekst-i-europeisk-havbruksnaering/>

<http://www.iagua.es/noticias/espana/instituto-imdea-agua/16/03/10/da-comienzo-proyecto-fomentar-crecimiento-sostenible>

<http://futurenviro.es/proyecto-de-7-me-para-fomentar-un-crecimiento-sostenible-de-la-acuicultura-en-europa/>

http://www.ipacuicultura.com/noticias/en_portada/47384/imdea_agua_y_la_umu_participan_en_un_proyecto_para_fomentar_un_crecimiento_sostenible_de_la_acuicultura_en_europa.html

<http://www.water.imdea.org/news/2016/imdea-water-participates-project-promote-sustainable-growth-aquaculture-europe>

<http://www.mispecies.com/nav/actualidad/noticias/noticia-detalle/UM-e-IMDEA-Agua-inician-su-trabajo-en-el-proyecto-TAPAS-de-fomento-de-la-acuicultura/#.VuKo-ynTm8m>

www.retema.es/noticia/tapas-un-proyecto-para-fomentar-un-crecimiento-sostenible-de-la-acuicultura-en-europa-Dtdew

<http://fis.com/FIS/Worldnews/worldnews.asp?monthyear=3-2016&day=11&id=82983&l=s&country=&special=&ndb=1&df=0>

<http://www.pesceinrete.com/php/news/9845-acquacoltura-la-spagna-aderisce-a-progetto-europeo.html>

<http://www.madrimasd.org/informacionidi/noticias/noticia.asp?id=66013>

<http://www.aqua.cl/2016/03/16/eur7-millones-para-fomentar-un-crecimiento-sustentable-de-la-acuicultura-europea/>

<http://sectormaritimo.es/imdea-agua-umu-sostenibilidad-acuicultura-europa>

<http://www.fis-net.com/fis/worldnews/worldnews.asp?monthyear=&day=11&id=82983&l=e&special=0&ndb=0>

<http://www.madridactiva.es/imdea-agua-participa-en-un-proyecto-para-fomentar-un-crecimiento-sostenible-de-la-acuicultura-en-europa/>

3. Additional article following on from the press release

The screenshot shows the website [fishfarmingexpert.com](http://www.fishfarmingexpert.com) with a navigation bar containing 'MENU', 'NEWSLETTER', 'CUSTOMER SERVICE', and 'salmonview'. Below the navigation bar, there are two RSS feeds: 'Atared propone un nuevo trato' and 'kyst.no NSL stiller på oppvaskmøte'. The main content area features a banner for 'Manage the fouling with Steen-Hansen products' with sub-headers for 'AquaNet' and 'NetCoating'. The 'AquaNet' section lists features: 'Water-based anti-fouling', 'Specially developed for North Sea conditions', 'Quickly activated in the sea', 'Long-lasting', 'Easy to handle', and 'A result of 30 years' experience'. The 'NetCoating' section lists features: 'Water-based', 'Contains no biocides', 'Developed for in situ cleaning', 'UV protection', 'Extends net lifetime', and 'Easy to use'. Below the banner is a photograph of a blue statue of a fisherman on a tall pillar in front of a modern building. The caption reads: 'Stirling's Institute of Aquaculture will lead the project. Image by Rob Fletcher.' Below the photo are three tags: 'Environment', 'Fish health', and 'R&D'. The article title is 'A taste for TAPAS'. The text below the title reads: 'A 4-year, €7 million Tools for Assessment and Planning of Aquaculture Sustainability (TAPAS) project, which has recently been awarded to a consortium headed by Stirling's Institute of Aquaculture, seeks to provide practical solutions to support the growth of sustainable European aquaculture.'

For full text see: <http://www.fishfarmingexpert.com/news/a-taste-for-tapas/>