

CASE STUDIES ON AQUACULTURE SOCIAL ACCEPTABILITY

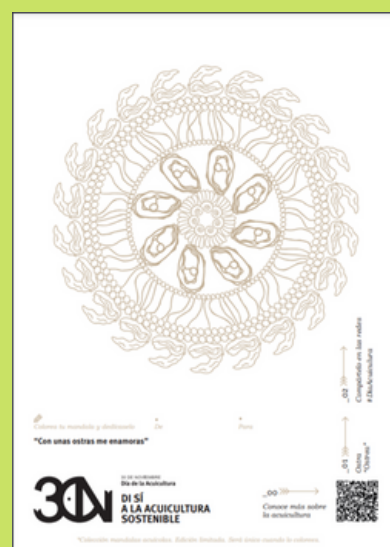
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A CASE STUDY OF THE EUROPEAN CAMPAIGN ABOUT AQUACULTURE TO PROMOTE FRESH, LOCAL, HEALTHY FISH AND SHELLFISH FROM THE FARMERS IN THE WATER - #FARMEDINTHEEU

The European Commission set up the 'Farmed in the EU' campaign to promote fish farming and aquaculture products to European consumers, one of the objectives being to increase this activity as an alternative to traditional fishing. The European Union considers aquaculture a growth sector, which will create a significant number of jobs and is able to provide consumers with high-quality, healthy fish with sustainable production. This campaign was particularly addressed to schools and students, and to aquaculture farmers and to promote an exchange of experiences.



A great example of these promotion activities came from Spain. Spanish authorities, producer organizations and research institutes arranged open door visits and conferences across Spain to celebrate the annual "Día de la Acuicultura". This year, the European Commission joined in the celebrations, supporting the "Di sí a la acuicultura sostenible" ("Say yes to sustainable aquaculture") competition launched by the Observatorio Español de Acuicultura from Fundación Biodiversidad (MITECO).



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As part of the campaign, the "FARMED in the EU" toolkit developed by the European Commission was promoted to hundreds of schools across the country. To date, more than 1700 Spanish pupils from 37 schools and 27 aquaculture experts (producers, scientists, officials) have been involved in 62 workshops under the label #CRIADOenlaUE. The European Commission underlined the exemplary campaign carried out by the Spanish authorities, emphasising the sustainability of these "farmers in the water". In a video message, Commissioner for Fisheries and Maritime Affairs Karmenu Vella congratulated the organisers on the campaign's success, while emphasising the crucial role of teachers as the link between youth, science and industry.

Spain is the EU's number one in terms of aquaculture production (226,000 tonnes in 2013) and jobs (20,000 producers out of 85,000) and is among EU leaders in research.

INDICATORS

PROMOTION CAMPAIGN ORGANIZED BY THE EUROPEAN COMMISSION TO INCREASE THE SOCIAL ACCEPTABILITY OF AQUACULTURE FARMED PRODUCTS.

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