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EUROLATSEA

European Research for the Latin-American Seafood industry

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D1.5 Final Project Report

Final Activity Report

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INTRODUCTION

This deliverable intends to draw the conclusions of the findings and results of the two years of duration of the EUROLATSEA project and provide an analytical overview of future potential for further activities or sustainability.

The overall goal of the project is to facilitate access to R&D and innovation activities to Latin American companies of the seafood sector. EUROLATSEA is set up as to represent a support platform to interface our target groups to science and technology, funding programmes and towards technology transfer. This has been enacted through a series of workshops aimed at informing and communicating the framework for funding in which EUROLATSEA operates, as well as highlighting the benefits, and main barriers towards the innovation of processes and acquisition of technology. As a Support Action, EUROLATSEA has the mission of making the ground fertile for technological innovation, encouraging actors of the industry to take part in international R&D activities. The workshops were thus organised to be events in which the spotlight is on its participants, giving them the opportunity to discuss their perceived needs, as they are the ones making those events rich and fruitful.

As the project has come to its end, the EUROLATSEA consortium is devoted to leaving a mark in the sector and region where it has deployed its activities. This is the reason why this deliverable is an invaluable opportunity for the EUROLATSEA project to put forward a number of key conclusions and recommendations.

1. PROJECT EXECUTION

Publishable Executive Summary

The EUROLATSEA project started on 1 January 2007 and ended on 31 December 2008 aims at supporting access to research and development activities and to new technologies for organisations (companies, including SMEs, research centres, etc.) of the seafood industry (from capture to aquaculture to processing and distribution) in Latin America, as a key international cooperation target for Europe in many sectors and including seafood.

The project directly involves five reputed research organisations from Spain, Italy, Denmark, Chile and Ecuador and has a strong potential in helping to improve the quality of seafood processing in the Latin-American region. The project combines the expertise of scientific institutions with that of business support organisations (industry associations and companies from Europe and LA) in charge of contacting, informing and profiling organisations likely to be assisted by the project in different countries.

The “technical” pole of the consortium brought in their specific knowledge of technology and innovation issues relating to the seafood sector, as well as EU-funded research projects experience. The Latin-American pole has a deep knowledge of their region geographically, socially and economically, have trusted associated members and strong links with other industry associations, federations and clusters. Their role is to penetrate the sector in the target region in order to carry out activities and provide services with the greatest visibility and impact.

Contractors involved

N°	Partner	Country	Activity
1	TESEO	BE	Consultancy company specialised in assisting SMEs on research and innovation plans and related activities (is the coordinator of numerous SSA/CSA); valorisation of research results and has managed communication projects funded by EC.
2	GAIA	ES	GAIA is a professional, non-profit making association dedicated to promoting the development and growth of the Basque electronics, information and telecommunications sector. Since it was designated Telecommunications Cluster, it also coordinates the cooperation between different agents (companies, public administrations, users, university centres, etc.) with the goal of developing the Information Society and of creating an advanced, highly competitive sector in the Basque Country.
4	CENAIM	EC	Non-profit private research centre whose mission is to promote the sustainable development of aquaculture productivity and diversity in Ecuador, through scientific research, technology development, training and extension, establishing a close interaction between the Government, the private sector and the academic community.
5	AZTI	ES	Non-profit private foundation committed to the social and economical development of the fishing and food sector. Specialised in: applied research and technology development, technical advice and consulting, analysis and testing, technological training and dissemination.
6	VALPO	CL	CT VALPO S.A. is a private Chilean Centre of Transference Technology dedicated to develop and design new products, mainly industrial equipment to aquaculture, mining, agriculture, pharmaceutical. Product: vaccines. All products are patented.
7	DTU	DK	A University Institute from the 1 January 2007. New name from the 1 January 2008 DTU-Aqua. Expertise: Research and development in the fish sector. Primary areas are seafood as food, safety and health aspects, technology and raw materials, disciplines as microbiology, lipid- and protein research.

8	UNIFI	IT	Department of the University of Florence specialised in food microbiology and food technology. Research activity in the areas of food microbiology, food technology, biochemistry and analytical chemistry.
9	CNA	EC	The National Chamber of Aquaculture represents the different companies who are actively dedicated to the reproduction, cultivation, processing and commercialisation of aquatic species, as well as those who develop related activities. It was created with the purpose of obtaining efficiency and international competitiveness through a good service to our affiliated companies, fomenting aquaculture within a deep respect to the environment and contributing in this way to the country's improvement and development.

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Work performed

The first phase of the project activities was devoted to the identification and profiling of Latin-American seafood companies (WP2) using the following methodology:

1. Preparation of a useable questionnaire for profiling companies of the seafood sector. The questionnaire, available in English and Spanish, was designed to be as concise but as exhaustive in terms of collected information as possible, it would be online and companies could also return it in their preferred means of communication (e-mail, fax, mail or phone);
2. The profiled organisations would become the central basket of companies to be involved in the project activities, as participants at workshops and beneficiaries of support and assistance;
3. In order to achieve that, the project had its common and unique database of Latin-American seafood organisations.
4. The profiling activities would be carried out on a national basis prior and in view to the organisation of each workshop.

The profiling activities were then carried out for Chile, Ecuador, Peru and then Argentina, plus two joint workshops with ERMES in Bilbao and Vilagarcia de Arosa in Spain and a workshop in cooperation with PETER project in Brazil. Together with the profiling information, some organisations also provided an expression of interest including a project idea relating to the innovation of the seafood sector to be used to prepare for the workshop activities.

In parallel to the profiling activities, the partners started planning and structuring the rest of the activities, namely the workshops (and their follow-up) and the mapping of Latin-American seafood research resources.

An underpinning methodology and objectives for workshops were set up in the initial phase of the project building on some of the partners' prior experience and then adapted to the specific Latin American context and audience. The workshops were composed of two sessions, following the concept of "One-to-one" mentoring workshop format:

- a) General info-communication session on opportunities for participation in FP7: presentation from project partners and guest speakers, presentation of success-stories of R&D and innovation, sector presentations, etc.
- b) "One-to-one" meetings between project partners and companies and SMEs. The bilateral meetings (of approximately 30 minutes) are aimed at discussing potential project ideas,

thematic work programmes, needs and sectors of interest for R&D and innovation activities, or information about how to tackle the development of a project idea into a proposal to be submitted.

“One-to-one” workshop format

	DAY 1	DAY 2
AM	General session Introduction to FP7, the INCO component, FAB calls, state of the art, success-stories, etc.	« One-to-one » meetings
PM	« One-to-one » meetings To talk with each company on its specific needs, interests, project ideas, next steps to take	« One-to-one » meetings (if needed based on the number of research organisations participating)

On the basis of the positive experience in year 1 workshops, the consortium considered to improve the methodology by building up a second scenario based on a “Cluster/Thematic” workshop format. The idea of a cluster or round-table is to gather stakeholders having similar needs and areas of interest to brainstorm around calls for proposals objectives on possible project ideas and proposals.

“Cluster/Thematic” workshop format

	DAY 1	DAY 2
AM	General session Introduction to FP7, the INCO component, FAB calls, state of the art, success-stories, etc.	Cluster/Thematic sessions Continues from previous day
PM	Cluster/Thematic sessions Q&A, rules of participation in FP7, how to write a project proposal, consolidation of the project idea, thematic discussion on FAB work programme, etc.	Cluster/Thematic sessions Continues from morning

The logic behind the **support to organisations** within the EUROLATSEA project is to establish a personal contact with the company first, and then start building collaboration. Then the relation can carry on by email or phone, but it is crucial for companies to see the people they will be talking to and working with. One-to-one meetings are the first contact of a longer dialogue with the company with the aim of promoting technological innovation and research in the seafood sector.

Practically the information flow is the following:

1. Prior to the workshop, the participant organisations are invited to fill in an "**expression of interest or project idea**" form, a document that takes the profiling questionnaire (WP2) one step further, in that it gathers information about the areas of interest of the company in terms of innovation and technology. The company can enter a project idea they have, or previous innovation projects undergone, if any. It is not always easy to get SMEs to respond, and often the provided information is very limited.
2. The experience proves that once the SME comes to a "**one-to-one**" meeting they will be much more willing to carefully describe their project ideas or business innovation plans, as opposed to point 1 above. This is the second step of the information flow: the project consultants refine the information (or start a new document) and start envisaging some possible advice scenarios, giving some early "on-the-spot" feedback.
3. The project partners **update** the "expression of interest" with the additional information deriving from the "one-to-one" and circulate it among the partners for specific advice or double-check.

4. The approved document has now become a "collaboration sheet" aimed to track the support history between the consortium and the company. The document is sent to the company for validation and further refinement from its part.
5. The document is then kept and updated by the partners, keeping a history log of the different steps of collaboration with each organisation.

A methodology and criteria for the selection of **research resources** has been developed and the structure for the individual fact-sheets defined prior to the collection and centralisation of information on Latin American seafood research organisations. In order to step up the mapping activities the EUROLATSEA partners have decided to add a task to the WP and develop an online mapping tool. The mapping data has been uploaded to the database and is currently online together with the mapping data collected under the other seafood SSA, ERMES.

Over 2500 Latin American organisations have been contacted throughout the project. Those companies have been introduced to the activities and have been the main target group to be involved in the workshop activities, which were the focus of WP3 workshops.

The rate of companies' response to invitation in percentage was not very high, but many of the participating companies were excellent ones and generally workshops had a good attendance. In some cases companies were contacted by personal calls and visits. Part of the explanation lies in the particular sector that EUROLATSEA is operating in, but also in that some Latin-American companies, for example in Chile, have formed a negative idea of EU projects due to their low success rates when participating. There is a certain general reluctance to participate in such type of activities and the project partners had to really persuade the organisations of the added value and relatively little investment on their part to attend a workshop. LA companies in general and Chilean ones in particular, are very focused on "time to market" and "return on investment". Technology can be a solution to their problems, but they need to be solved in the short term, and would rather acquire consolidated available technological solutions instead of going through timely and risky R&D activities and projects.

A total of 7 workshops were organised under EUROLATSEA: 5 in different Latin American countries (namely in a chronological order, Brazil with a joint workshop with PETER project, Chile, Ecuador, Peru, and Argentina) and 2 in Spain, in collaboration with the ERMES project, a brokerage/round-table event in Bilbao during the 4th Seafood+ Conference in 2007 and a mentoring workshop in Vilagarcia de Arosa at ACUI aquaculture exhibition in 2008.

The detailed calendar of workshops and a summary of the different events are given in the tables in the following pages. Through the strong connection of the EUROLATSEA partners, 6 workshops were organised within a larger sector event, maximising impact and participation. This was made possible through the strong contacts of the different partners in the sector, and their involvement in communication activities in their respective countries and areas of influence.

The overall experience coming from the organisation of the workshops was very positive. The partners found the right balance in the way to approach seafood sector organisations, the different presentations were blending well into one another, giving a consistent and complete picture of what European R&D projects are about, how they are put together and what they should aim for. The way the Latin American partners managed to learn and acquire the mentoring workshop methodology appeared clearly in seeing them at work in the first and in the second year. What clearly was a new activity type for them became quite natural as the project activities unfolded and the second year of activities was deployed.

The overall activities of EUROLATSEA around its key workshop events confirmed that there is still a great need for info-communication actions with respect to the participation in European research projects. It was often the case that the organisations that were met during the workshops did not have a clear idea of what R&D or innovation mean, let alone what FP7 is and what kind of

projects can be developed and submitted under its calls. Nonetheless, some very dynamic companies have been met around Latin America, which have sound development ideas and bear the capacity to innovate. In order to directly involve LA seafood organisations in EU projects strong information and brokerage on EC funding to research is still needed, to explain in simple terms the way how companies can participate in European projects, introducing a first-level scientific analysis of companies' needs and project ideas. The direct contact between the participant organisations and the project partners allows a first personal contact, which is often crucial in breaking the ice and assuring confidentiality and trust. The participant organisations were generally pleased with the workshops and the opportunity they were given to hear their specific needs and areas of interest.

FINAL IMPLEMENTED WORKSHOP CALENDAR

	Date	Location	Partner(s) in charge	Additional comments
1	28/03/2007	Sao Paulo (Brazil)	AZTI, DTU	Joint event between PETER project and EUROLATSEA
2	6/06/2007	Bilbao (Spain)	AZTI	Brokerage and round-table workshop organised by AZTI within the 4 th SEAFOOD+ Conference
3	10-13/10/2007	Temuco (Chile)	CT VALPO	Stand alone workshop and one-to-one meetings with aquaculture industrialists to detect needs of technological development
4	15-18/10/2007	Guayaquil (Ecuador)	CENAIM + CNA	AquaExpo 2007. Workshop in lecture room and stand. One-to-one meetings to detect needs of research and development
5	3-4/06/2008	Vilagarcia de Arosa (Spain)	GAIA	ACUI 2008, aquaculture exhibition. Workshop and stand for one-to-one meetings with organisations
6	26-27/06/2008	Lima (Peru)	CNA + CENAIM	PERUPESCA del Pacifico 2008. Seafood sector exhibition. Workshop in conference room and stand for one-to-one meetings.
7	17-18/09/2008	Mar del Plata (Argentina)	CT VALPO	EXPOPESCA 2008: conference room for workshop and separate meeting rooms for one-to-one meetings. Workshop organised in strong collaboration with the Argentine Aquaculture Association.

Results achieved

- Successful profiling of **72 seafood organisations** from the Latin-American seafood industry of over **2500 contacted** by the different local project partners. It is also important to take into consideration the overall attendance figures of the workshops (**over 500 estimated participants**) in the evaluation of the communication and information impact of EUROLATSEA. Fairs and exhibitions were also a great opportunity to meet organisations individually and discuss about potential interests in FP7, etc.
- Successful organisation and running of the **6 foreseen mentoring workshops** in 5 different Latin American locations and 1 in Spain, and the co-running of **an additional workshops in Spain** with the ERMES consortium.

- ☑ A total of **81 one-to-one meetings** were held with Latin-American companies and research organisations during the project workshops to which services and assistance have been dispensed. In particular:
 - 54 expressions of interests were submitted by beneficiary organisations in the field of action of the EUROLATSEA project,
 - 31 specific support actions carried out in the field of Technology Transfer, technical advice and recommendations
 - 10 identified requests concerning R&D projects submitted to the consortium
- ☑ The EUROLATSEA consortium has provided services to an overall number of **57 organisations** throughout the whole project. Organisations have been assisted by the project in interfacing European programmes and innovation projects, either nationally, in a private context or internationally. Further services have also been provided to organisations after the end of the project, in particular to those companies who the consortium was in contact with during the project. Moreover, organisations have contacted the EUROLATSEA partners after the project's end and it came as obvious to assist the organisations providing them with all the information and advice on the participation in EU-funded research projects they need.
- ☑ The EUROLATSEA project has performed the **mapping of research resources of the Latin-American** region highlighting centres and university departments that are active in R&D and innovation activities in the target countries. The data collected throughout the project has now been inserted in an electronic mapping tool developed by the EUROLATSEA consortium conveying the information in a user-friendly and navigable fashion. The mapping of research resources is at the web address: www.seafoodresearch.eu.
- ☑ Throughout its lifetime, the EUROLATSEA project has always been fully dedicated to communication to direct beneficiaries of the activities. Workshops were culminating points in communication, but other appearances and participations were also great opportunities for the consortium to speak for EUROLATSEA. The project has gained visibility primarily in the countries directly targeted by the project and where some activities were deployed, namely Chile, Ecuador, Peru, Argentina and Brazil, but contacts were also established with entities in other countries. It is important to mention that some key actors of the seafood sector in those countries are still in contact with the consortium whose members are still invited to take part in events and conferences in Latin America.

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N°	Location	Type¹	Duration (days)	Participants	EUROLATSEA partners	One-to-one meetings
1	Sao Paulo (Brazil)	E	1	30	2	<i>Round table</i>
2	<i>Bilbao (Spain)</i>	E	½	80	2 + ERMES	<i>Round table</i>
3	Temuco (Chile)	SA	1 ½	63	4	13
4	Guayaquil (Ecuador)	E	4	80	5	12
5	Vilagarcia de Arosa (Spain)	E	2	12	4 (including ERMES)	4
6	Lima (Peru)	E	2	150	5	31
7	Mar del Plata (Argentina)	E	1	123	3	21
TOT				538		81

1 Workshop formats:

- E = workshop within larger fair or event;
- SA = stand-alone workshop organised by project partner alone.

2. DISSEMINATION AND USE

The greatest care has been given to the dissemination of information and advice concerning the Framework Programme and the participation into projects. The whole consortium has been fully dedicated to the communication related to the project in Latin America, prior and in correspondence with the workshops, but also in other relevant occasions in their respective countries and region of activity. The same was done in Europe, in the strong communication of the project in relevant events and to seafood stakeholders. In particular communication has been maintained with Seafood+ IP, ALCUEFOOD and PETER projects.

The project had its graphical identity for communication, which was consistently used throughout the project activities. Communication material was mainly composed of template for presentations, posters and brochures in English and Spanish. In some case additional features were put in place by the local partners, like banners for the workshop stand and a gadget ball pen with the project logo was also produced (by CNA).

EUROLATSEA has its website www.eurolatseaproject.eu, online and running, which contains all final outcomes of the project and is linked to the Online Mapping resource (www.seafoodresearch.eu) developed in collaboration with the ERMES project, centralising the collected mapping information in a common database. The synergies and collaboration with ERMES on the mapping work is described in a detailed way in the appropriate section herein, representing a concrete strategy for exploitation of the project results. The website will remain active until 2011.

Numerous articles and news have been published by local press or on specialised sector information sites in relation with the workshops in the Latin American countries where the EUROLATSEA activities were deployed.

The following table lists the numerous fairs and events to which the consortium participated with the aim of communicating and promoting the EUROLATSEA project:

<i>Event</i>	<i>Date and location</i>	<i>Description</i>
KBBE Info-brokerage event	<i>Madrid, 26 Jan 2007</i>	AZTI participated to this workshop organised by the Spanish Ministry of Education and Industry and CDTI. in view to forthcoming KBBE call
Mediterranean Seafood Expo 2007	<i>Rimini, 10-13 February 2007</i>	Organisation of a workshop within the expo; a joint event with another EU project, ERMES.
FROM Fisheries Conference	<i>Madrid, 23 Feb 2007</i>	AZTI participated to this meeting with the Spanish seafood/fishing industry organised by FROM
SAFE Consortium Annual Meeting	<i>Brussels, 20 April 2007</i>	Participation by AZTI.
TRACE Conference	<i>Crete, 26-27 April 2007</i>	Trace 3 rd Annual Conference focusing on supply chain and the consumer. DTU participated.
WEFTA Working Group	<i>Oostende (BE), 3-4 May 2007</i>	UNIFI participated in the meeting of the West European Fish Technologists Association Working Group and disseminated the objectives and activities of EUROLATSEA.
4th SEAFOOD+ Conference	<i>Bilbao, 6 June 2007</i>	Organisation of a workshop, round-table discussion with SMEs on research and innovation in the seafood sector. Joint activity between EUROLATSEA and ERMES projects.
Expo Acuicultura 2007	<i>Buenos Aires, 20-22 June 2007</i>	Talks and briefing to members of the Argentine Association of Aquaculture on the EUROLATSEA project objectives. VALPO participated.
Chile y su inserción en los Innovation Relay Centres (IRC)	<i>Universidad Católica de VALPO, 17 August 2007</i>	Organised by EuroChile (www.eurochile.cl). VALPO participated.
ACUAEXPO 2007	<i>Guayaquil, 15-18 October 2007</i>	CENAIM and CNA organised workshop and one-to-one meetings.
WEFTA 2007	<i>Lisbon, 24-27 October 2007</i>	UNIFI participated and disseminated the project.

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KBBE Info-Brokerage Event	<i>Brussels, 14-15 November 2007</i>	Participation and presentation of EUROLATSEA to the audience of this event organised by the Turkish Research Agency, TUBITAK, in view to forthcoming KBBE call for proposals.
Diseño e innovación país	<i>Universidad Andrés Bello, Sede Viña del Mar, Chile, 26 November 2007</i>	Presentation by Marcelo Arredondo (VALPO) on the project EUROLATSEA and possibilities for joint research with agencies in Europe
International Brokerage Event	<i>Madrid, 27-28 November 2007</i>	AZTI participated to this brokerage event on aquaculture sector organised by the Spanish Ministry of Agriculture and Fisheries
KBBE Info-Brokerage Event	<i>Brussels, 29-30 November 2007</i>	Brussels Enterprise Agency and EC run large information and networking event around forthcoming KBBE call. TESEO participated to the event and established contacts of Latin American players of the seafood sector.
Simposio Internacional de Biotecnología Marina	<i>Viña del Mar-CHILE, 9-13 December 2007</i>	Participation of VALPO which disseminated EUROLATSEA to stakeholders and representatives from scientific and research centres.
Región de la Araucanía. Potencia piscicultora	<i>Temuco, 14 Dec 2007</i>	Event organised by Acuicultura Nodo of Temuco. Presentation by Marcelo Arredondo (VALPO) on the project EUROLATSEA
ACUI 2008	<i>Vilagarcía de Arosa Galicia, 5 June 2008</i>	Organisation of a joint workshop between EUROLATSEA and ERMES within the expo and information to exhibitors and participants.
WEFTA 2008	<i>Bourgogne-sur-mer, 4-5 June 2008</i>	UNIFI participated and disseminated EUROLATSEA project.
Seafood+ 5th Conference	<i>Copenhagen, 8-10 June 2008</i>	UNIFI and AZTI participated and disseminated EUROLATSEA project.
PERUPESCA 2008	<i>Lima, 26-27 June 2008</i>	CENAIM and CNA organised workshop and one-to-one meetings.
EXPOPESCA 2008	<i>Mar del Plata, 17-18 Sept 2008</i>	VALPO organised workshop and one-to-one meetings.
Aquaculture Europe 2009	<i>Trondheim (Norway), 14-17 August 2009</i>	Participation of AZTI and DTU in the conference which will be an opportunity to disseminate the project results and in particular the Online Mapping of seafood research resources
TAFT 2009 3rd Joint Trans-Atlantic Fisheries Technology Conference	<i>Copenhagen, 15-18 September 2009</i>	Participation of AZTI and DTU in the conference which will be an opportunity to disseminate the project results and in particular the Online Mapping of seafood research resources

TESEO has been the leader of the communication activities under EUROLATSEA, supported by the rest of the consortium through their contacts in the sector and region in the capillary dissemination of project activities in their national or regional area of influence. The whole consortium has been devoted to the dissemination of the project activities and presented the workshops and assistance in the development of innovation strategies. All project activities have been designed to involve a maximum number of stakeholders and providing extensive information on the project and on European research opportunities.

Main achievements of EUROLATSEA in seafood R&D

Seventh Research Framework Programme

The EUROLATSEA partners have been recently involved in different proposals and initiatives relating to the seafood sector that stemmed from the project activities or from particular encounters made during workshops or fairs which then led to more concrete collaborations.

In particular we shall mention the following initiatives:

- AquaProteins – the proposed research project under the KBBE priority was not successful in the evaluation but saw the involvement of industries and SME's from the seafood sector and eminent research organisations in the field of aquaculture including the University of Ghent, Technion - Israel Institute of Technology, CENAIM (of the EUROLATSEA consortium), or Dutch Happy Shrimp Farm (one of the few European shrimp producers).

A funny anecdote concerning Happy Shrimp Farm comes from the return flight from Guayaquil (Ecuador) – where we went to attend a EUROLATSEA workshop – with destination Amsterdam by KLM. Just before take off one of the short films that were showed on the in-flight TV was a documentary on the very Happy Shrimp Farm. It is not a case that Ecuador is a key country in the production of shrimps. It is just a bit unfortunate that our evaluators saw having an Ecuadorian partner as a waste of resources and a hindering factor in the development of the project activities.

- **NAMASTE** (*New Advances in the Integrated Management of food processing waste in India and Europe: use of Sustainable Technologies for the Exploitation of by-products into new foods and feeds*) is an FP7 proposal submitted under the 2009 KBBE call that was fostered by TESEO (through their strong involvement with India in the recent years) and AZTI. The proposal targets cooperation between the EU and India in the valorisation of by-products in food processing and was jointly implemented by the EC and the Indian Ministry in a parallel and coordinated call for proposals. The proposal has been successfully evaluated and will be soon invited for negotiation.
- From the Brazilian workshop one participant has been involved in a proposal under the theme 2-call 1. The proposal acronym was “**HIP-HOP**” (Herring Increasing Populations & Hake Over fished Populations). This proposal was ranked 3rd in the evaluation. The proposal full title was: “Mapping the population structure of herring and hake species by genetic and other methods, for the traceability of fish products and application in fisheries management”.
- From the Ecuadorian workshops we meet several organisations with real potential to participate in FP7 projects. Five (5) of those have been included in a proposal submitted under the FP7-KBBE-2007-2A topic “Sustainability of the food chain”. The full title for the project proposal is Sustainable Feed and Food Production and the acronym is “**SUSTAINFOOD**”. It is a large collaborative project presented as 1st stage. The results of the 1st stage proposal evaluation were published on 29th October 2007 and the SustainFood proposal had passed all thresholds and the consortium was invited to submit a full proposal in accordance with the requirements of the call. The proposal received a fairly good evaluation (12/15), but as only one proposal is supported per topic in the KBBE Programme, it was not retained for funding. As of November 2009, the coordinator of the proposal is preparing a new proposal for the January 2010 call, again targeting Latin America, under topic KBBE.2010.2.5-02: Eco-challenges in the food chain of the Latin American region – SICA (Latin America).

Lesson learnt and recommendations

A number of general considerations can be made in the light of the EUROLATSEA activities and experiences in the Latin American seafood sector and in view to further action in the region in the seafood but also other research fields.

1. **Universities and the industry are strongly interconnected in Latin America** and private participations in academic institutions are quite frequent. This is also the case in the seafood sector. The case of CENAIM-ESPOL is a clear concretisation of this: a private research centre and a technical university. There are also strong links between CT VALPO and the Catholic University of Valparaiso, of which CT VALPO is a spinoff.
2. **Latin American is composed of countries which are very different from one another.** It is very difficult to issue recommendations or considerations for a supposed Latin American seafood sector. Climatic, maritime and geographic conditions are very diverse and very often each country develops its sector and corresponding policies in a different way. Different species are farmed in different countries; offshore aquaculture is only applicable in some countries (it is not the case of Argentina, for instance, whose coastal maritime conditions make it almost impossible to realise); and so on.

3. LA is a bit like a pre-EU and it is **not a consolidated area with similar needs and difficulties**, the only common point between those countries is the language and not even that. It is therefore impossible to speak of LA as a whole and separate approaches are therefore required. The **language issue** is indeed quite a relevant one: speaking Spanish (or Portuguese in Brazil) is essential to the successful implementation of projects in LA. If organisations of the IT sector, or very technologically advanced ones in other sectors, may use English in their business, it is not the case in the seafood sector and this represents a barrier to their participation in the FP and collaboration with European counterparts (since all official documentation is in English). The potential of LA is clear and some “privileged” countries like Spain and Portugal did set up a dedicated programme in support to cooperation with the region, the IBEROEKA initiative, which is efficient and very well known by local stakeholders.
4. The problem of **recognition of EU activities** and clear distinction from US funds or other international organisations like the UN, the World Bank or the Inter-American Development Bank. It is important to mark the distinction between the US approach, very often business driven, and the EU way, whose objectives are to establish long term “peer-to-peer” relationships and dialogues. This of course entails a much longer timeframe for operations, but it is coherent with the EU external relations policies. The challenge that the EU is taking on is to catch up on the US in their relations with Latin America through this new way of maintaining international relations.
5. The **EC is not really present in LA** from an **R&D and technological innovation** stand point. Delegations exist but are mainly concerned with other types of projects and activities in the third countries. It could be of great interest to the Latin American research community to be able to have a contact point for issues pertaining to that field of activity through some technology/R&D experts. In other words, it is important that the messages arriving from the EC in Latin America on science and technology and R&D should be supported by wider dialogues and operations under the AIDCO or RELEX DG’s, which should more and more have a S&T pillar.
6. **NCP organisations** are not present in all Latin American countries and EUROLATSEA had a pioneering role in helping seafood organisations to interface the programmes, shape project ideas and understand the logic and scope of EU funding programmes and in particular the Framework Programme. EUROLATSEA tried to fill that gap within its activities, but this is by no means sustainable or a consistent message to third countries organisations and potential FP participants. Similarly other initiatives could also be represented more consistently in LA like the **EEN network**; currently only in Chile an IRC exists but similar initiatives should be incremented and supported in the region. Projects should be launched to support such initiatives as support structure to potential LA research actors.
7. One aspect that the partners had to deal with when meeting LA organisations was their very **business oriented approach**. The general understanding of what EU programmes are and how they function was quite biased by this fact and it is very important to pass strong messages about the scope of EU funding programmes at a higher level than a single project’s one. This wide framework of activities should therefore be supported by the EC policies in third countries; if support actions are funded in specific sectors and third countries then the EC should prepare the ground for such projects to be perceived for what they are. For instance, many workshop participants thought that when meeting EUROLATSEA they were meeting the EC and that the project was able to assess and then fund projects. Sometimes the partners were interrogated concerning exports barriers to the EU, which of course represents a major off-set with respect to the real purpose and objectives of a project. Knowledge about the EU is very limited and often over simplistic; clear messages must come from the EC in LA (as in any other third country) and in particular concerning activities pertaining to the field of science and technology (as opposed as pure aid and cooperation to so-called developing countries).
8. Initiatives like EUROLATSEA are promoted in the FOOD priority of the FP (FAB/KBBE under FP7), but their implementation would be greatly facilitated by **other more cross-**

sector communication initiatives or studies in other FP priorities like Science in Society, Social Sciences and the Humanities as well as the INCO Capacities programme.

9. Finally, it is important to stress that from the **human factor** (even in a professional environment) was excellent. The people and organisations that were met throughout the EUROLATSEA activities were motivated, enthusiastic and of great value. The experience in organising workshops and presenting the activities of the EU (in a particular field) is something that LA stakeholders are keen on learning and they are looking forward to collaboration opportunities with the EU.

Sustainability issues

The contribution of EUROLATSEA is to have performed a set of activities in support of a specific sector, which can undoubtedly be considered a milestone in its field in Latin America. Companies have been generally very keen on collaborating with the project partners during the workshops and maintained good relationships with the companies with whom the dialogue and support went on after the one-to-one sessions. Institutional actors were also very keen on taking part in the activities, when possible, stressing the importance for such initiatives for the seafood sector.

In particular, EUROLATSEA will leave a mark in the Latin American seafood sector in the following terms:

a. Mentoring workshop and one-to-one session methodology

Definition and implementation of a methodology for mentoring workshops in the Latin American region: participant organisations generally enjoy the opportunity to meet EU projects in support to the innovation of their sector. It is important to put people at ease and reassure them on the trustworthiness of the project's actions and that their project ideas would be safe and treated as confidential. Workshops must always have a panel speaker's session, but the interactivity of the workshop model used in EUROLATSEA represents an added value that the participant organisations appreciate. Moreover, in order to start serious talks on project ideas, business development, or innovation strategies within the framework of EUROLATSEA it is important to establish a first personal contact.

The decision whether to organise a mentoring workshop in correspondence with another event or stand-alone has to be examined under different angles. On the one hand, a large event attracts many participants and it is therefore quite easy to ask these people to attend half a day of presentations and a half-hour one-to-one meeting; during the breaks they can visit the fair or expo. On the other hand, trade fairs are very much commercially driven and the objective of exhibitors and participants is to conclude business contracts rather than listen to presentations. Also, the personnel that is sent to such events is mainly composed of commercial people, rather than the R&D and technical staff, who would be the best type of staff a project like EUROLATSEA would like to meet.

The EUROLATSEA strategy during fairs was to hold a workshop but also go meet organisations at their stands. As they did not always have the time to attend the full workshop, some one-to-one meetings were held in the exhibition stand of the organisations.

For stand-alone events the key to the success is a strong and targeted communication campaign. If an organisation has to invest at least one day to attend a workshop, it has to be well communicated in order to be attractive to those organisations for which a workshop on R&D funding programmes and innovation is strategic.

The model of the mentoring workshop has been a success for the LA partners and the participants, who have adopted the one-to-one model, the expression of interest process, etc. It is the strong belief of the consortium that other parties will have benefitted from this

example and will re-use the said methodology adapting it to the specific needs and objectives of each event.

Full workshop methodology and structure in annex.

b. International cooperation in the fisheries and aquaculture sector

The EUROLATSEA project has certainly been visible and viewed by the Latin American seafood sector as a novelty and an opportunity to explore, in terms of the new horizon of funding and collaboration opportunities with Europe that were introduced within the project activities.

It is very pleasing for the project partners to be still contacted by event organisers in Latin American in the field of fisheries and aquaculture to either participate or to be invited to take part as panel speakers in conferences held in those countries. This has been the case and is still the case in the middle of 2009.

The organisers of PeruPesca del Pacifico (Lima workshop) met the EUROLATSEA coordinator in Mar del Plata and reiterated their interest in hosting another EUROLATSEA-like session in the 2009 edition of the fair. At the same time, TESEO was invited to take part in an Aquaculture Conference in Peru in September 2009, participation which is currently being explored. The project partners have also given interviews to local news and TV channels present at the fairs, in particular in Guayaquil, Lima and Mar del Plata.

c. Synergies with ERMES

In parallel with EUROLATSEA, started a year earlier, another Food Quality and Safety initiative was launched involving three partners from the EUROLATSEA consortium: ERMES². The objectives of ERMES are similar to those of EUROLATSEA; the main differences lie in that

- ERMES addresses the Mediterranean seafood sector and;
- the main target beneficiaries was SME's.

The potential for synergies between these two initiatives clearly appeared from the start and both consortia were strongly committed to learning from each other project's experience and difficulties.

EUROLATSEA benefited from the experience of ERMES in terms of the general working of workshops (WP3), timing for organisation, and also difficulties in performing the mapping of research resources (WP4). For the profiling of organisations (WP2) the experience was considered, but the radical difference in the region and type of industry sector as well as the target organisations made it that the Latin American partners, under the guidance of the European side of the consortium, implemented what was the most appropriate way of approaching organisation in that country.

Two workshops were organised and run in correspondence between ERMES and EUROLATSEA:

- i. in Bilbao within the 4th SEAFOOD+ IP Annual Conference where a round-table workshop took place under the coordination of AZTI and;
- ii. in Vilagarcia de Arosa (Spain) within the International Aquaculture Expo, ACUI 2008 under the coordination of GAIA.

² ERMES: FP6 contract n° 016107, 1st January 2006 – 30th June 2008.
D1.5 Final Activity Report – Publishable Executive Summary

In these occasions, both projects were presented to international audiences including European and Latin American stakeholders. It was an opportunity to show the continuity in support measures targeting the seafood and related sectors, first in the Mediterranean and then in Latin America.

In that sense, a desire for coordination and re-usability of such measures emerged from the two consortia and has been realised within the activities relating to the mapping of research resources in the seafood and related sectors: fisheries, aquaculture, processing and distributions.

d. Mapping of Latin American seafood research resources

The mapping of research resources for the Latin America has been developed under EUROLATSEA as a printed deliverable with lists and descriptions of research and technology centres located in the Latin American region and involved in technology developments and activities relating to the seafood sector, its products and by-products. The objective of the mapping activities was to provide a comprehensive picture of what are the seafood research resources in the Latin American region that companies and SME's or other actors of the research and innovation community can identify (and then contact) those research organisations that are be most suitable to their innovation needs or project ideas.

During the development of the mapping work some considerations had to be made:

- i. A printed mapping document is only usable to a certain extent and requires a great deal of work to keep such publication up to date;
- ii. ERMES and EUROLATSEA are performing similar and parallel mapping activities in the Mediterranean region and in Latin America and there should be a way of bringing together the results of both projects in a larger framework;
- iii. An intuitive navigation and search online system, allowing for more (future) mapping results in the sector (in other target regions or countries, e.g. Northern Europe, missing Latin American countries, etc.) to be included in the database, represents a concrete and valuable opportunity for future initiatives and developments.

The partners involved in the mapping activities and the coordinator of ERMES and EUROLATSEA decided that an online mapping tool would be developed and would include all mapping results from both ERMES and EUROLATSEA.

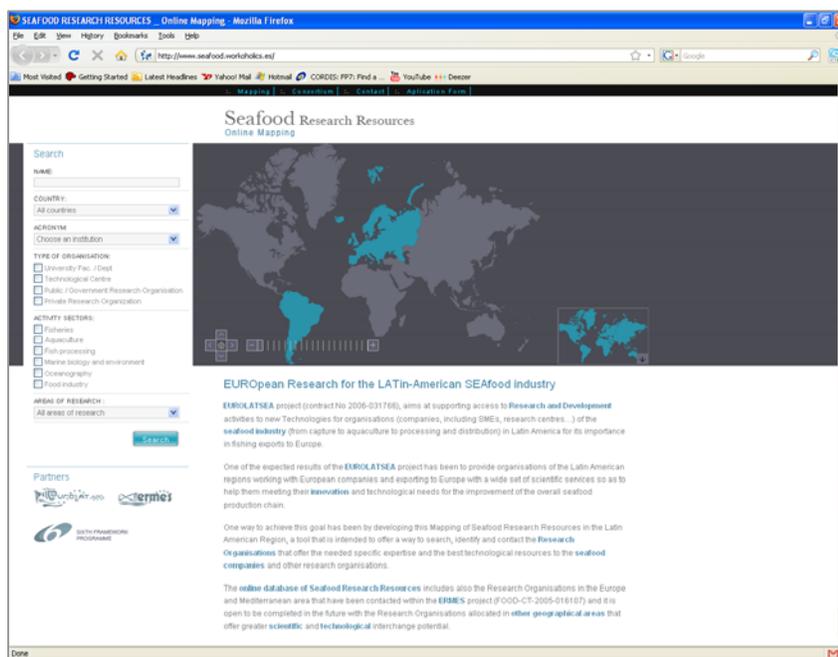
The logic behind an electronic mapping tool is to develop an online platform where information about research resources can be collected, searched and retrieved. Furthermore, an information system allows the scope of the mapping to be enlarged to other world regions and countries.

The system was developed under the EUROLATSEA project in its second year and by AZTI that because the resources were made available due to the withdrawal of a partner and consequent reallocation of budget.

It is the strong belief of the partners that the online mapping tool represents an expandable platform that can be enlarged and refined through future new initiatives, including FP7 and KBBE accompanying measures.

The tool is now online and running at the demo address <http://www.seafoodresearch.eu/> and is accessible from both projects' websites.

The mapping tool allows navigating all research organisations for a specific target region or country, and each entry has a fact sheet with key information on activities and sectors of reference. Organisations may submit an information-update form to the Webmaster to update information in the profile. Organisations that are not included in the database may also submit a form to be included in the tool.



One realistic approach towards the consolidation and enlargement of such online tool and platform could be represented by a future initiative, funded, for instance, under the KBBE programme. Possible developments include the mapping of research organisations in other fields of activity and technology within the scope of the programme, e.g. biotechnologies, or other areas of the food sector (e.g. other agro-food products, biomass, etc.).

Such initiative could be a small coordination action (CSA-CA) involving key industrial actors of the Framework Programme like the related ETP's, like "Food for life", "Plants for the Future", or the newly established "European Aquaculture Technology Platform", but there should be a clearly expressed need by the European Commission.

With a specific view to the sustainability of the EUROLATSEA outcomes the partners involved in the Online Mapping of Seafood Research Resources has prepared a poster and a 2-page briefing with a view to its dissemination and potential exploitation by other stakeholders and projects. Such communication material developed outside of the EUROLATSEA activities will be used during the 3rd Joint Trans-Atlantic Fisheries Technology Conference (TAFT 2009) taking place in Copenhagen on 15-18 September 2009 and Aquaculture Europe 2009, in Trondheim (Norway) on 14-17 August 2009.

Dissemination material developed for these two events on the following pages.

Poster

Online Mapping Tool of Seafood Research Resources in European, Mediterranean and Latin American Countries

Carlos Bald¹, Begoña Pérez-Villarreal^{1*}, Erling P. Larsen².
¹AZTI Tecnalia, Food Research Division, Derio, Spain.
²National Institute of Aquatic Resources (DTU Aqua), Lyngby, Denmark



Introduction

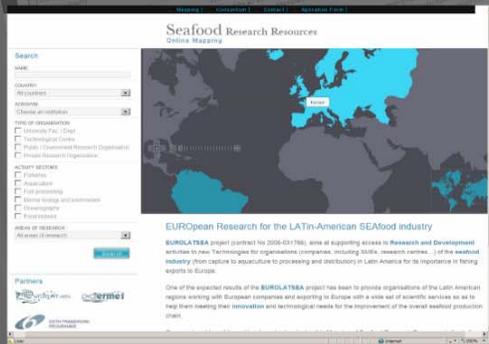
The main objective of EUROLATSEA and ERMES projects¹ has been to give support and access to Research and Development and to Technology Transfer activities to the companies and research organisations of the seafood sector of the Latin American countries and the Mediterranean Region respectively due their importance in the commerce of fishery products with Europe.

One way to achieve this goal has been by developing an online Mapping of Seafood Research Resources, a tool that offers a way to search, identify and contact the Research Organisations that offer the needed specific expertise and the best technological resources allocated in these Regions to the seafood companies and to other research organisations.

Tool description and functionalities

The tool is freely accessible at <http://www.seafoodresearch.eu> and is linked with both project websites. The online map displays a search field where the user can choose different search criteria alone or in combination: name, acronym, country, type of organization, activity sector and/or of research. Then, the tool will display a list of R&D organizations accomplishing with these criteria.

The tool allows also searching graphically into the world map, zooming into the regions and countries of interest where the Research Organizations are graphically displayed by active dots.



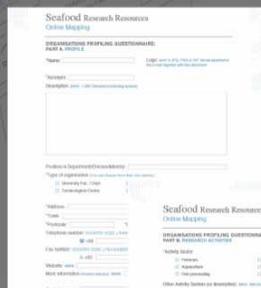
Scope

The tool has been designed with the possibility of being completed and enlarged with the information of other research organisations and facilitates the updating of the existing information through an online downloadable form.

Actually, the database contains information of 138 research organizations from 34 different European, Mediterranean and South American countries and its design allows also expanding in a future the database and the graphical features to other geographical regions of great scientific and technological interchange potential, which is the aim of the ERMES and EUROLATSEA partners.

Acknowledgements

¹ERMES and EUROLATSEA projects have been supported by the sixth Framework Programme of the European Commission.



European Research for the Latin American Seafood Industry

EUROPEAN RESEARCH FOR MEDITERRANEAN SEAFOOD

www.seafoodresearch.eu
info@seafoodresearch.eu



www.seafoodresearch.eu | info@seafoodresearch.eu

Seafood Research Resources
Online Mapping



Online Mapping Tool of Seafood Research Resources in European, Mediterranean and Latin American Countries

■ INTRODUCTION

The main objective of EUROLATSEA and ERMES project has been to give support and access to Research and Development and to Technology Transfer activities to the companies and research organisations of the seafood sector of the Latin American countries and the Mediterranean Region respectively due their importance in the commerce of fishery products with Europe.

One way to achieve this goal has been by developing an online Mapping of Seafood Research Resources, a tool that offers a way to search, identify and contact the Research Organisations that offer the needed specific expertise and the best technological resources allocated in these Regions to the seafood companies and to other research organisations.

■ TOOL DESCRIPTION AND FUNCTIONALITIES

The tool is freely accessible at <http://www.seafoodresearch.eu> and is linked with both project websites. It allows searching graphically into the world map, zooming into the regions and countries of interest where the Research Organisations are graphically displayed and also through a search field where the user can choose different search criteria alone or in combination: name, acronym, country, type of organization, activity sector and/or areas of research.



Brochure

www.seafoodresearch.eu | info@seafoodresearch.eu



The tool offers the possibility of searching into the world map, zooming into the regions and countries of interest where the Research Organisations are graphically represented by active dots.



When selecting a centre through the world map on the screen or clicking it onto the list resulting from the search, a standard datasheet of the institution containing more detailed information is displayed and giving the option to print or download it in PDF format.

■ SCOPE

The tool has been designed with the possibility of being completed and enlarged with the information of other research organisations and facilitates the updating of the existing information through an online downloadable form.

Actually, the database contains information of 138 research organizations from 34 different European, Mediterranean and South American countries and its design allows also expanding in a future the database and the graphical features to other geographical regions of great scientific and technological interchange potential, which is the aim of the ERMES and EUROLATSEA partners.

■ HOW TO APPLY

We encourage every Research Organisation of the seafood and aquaculture sector to join the Online Mapping of Seafood Research Resources by filling and submitting the downloadable application form that you can find in the corresponding section of the web to info@seafoodresearch.eu. In addition to the most basic data, this form provides you with several open fields where you can better describe your organization, your specific sectors of activity and fields of research, as well as your infrastructures and research facilities.

■ ACKNOWLEDGEMENTS

ERMES and EUROLATSEA projects have been supported by the sixth Framework Programme of the European Commission.

Conclusions

The experience of EUROLATSEA was a very fruitful one, events have been very successful and the participation keen and proactive. One-to-one meeting activities were highly attended and most workshop participants were very interested in receiving direct, customised advice on FP7 rules and participation. In many cases however, the consortium partners had to limit the expectations of the organisations and not give false hopes about the participation in FP projects. Although one has to trust that excellent ideas are the key to winning proposals, it is also true that competition is fierce and there are some preliminary analyses and checks (concerning the precise call objectives, the overall framework in which the project would fall into, quality of partners, etc.) and it is important to convey these messages to potential future actors of the Framework Programme without giving false illusions concerning the preparation of a competitive proposal and the rates of success. It was always the position of the EUROLATSEA project to give fair and objective information and advice so that those parties reacting would surely be eligible and holding the necessary capacity and perspective to engage in such risky and long-term projects and initiatives.

The workshop model that was introduced in Latin America through EUROLATSEA have been adopted and recognised as very efficient and useful for business events as well. For this reason still at this time the EUROLATSEA partners are still invited to take part in different fairs and events in the seafood sector as keynote speaker on FP7 funding opportunities and European projects.

EUROLATSEA is the first milestone in FP activities in the Latin American seafood sector and leaves a mark within its stakeholders. In supporting such initiative the EC opened a new path for collaboration with LA, that of research collaboration in the seafood sector and it is now essential that similar activities do not end in the field. In the light of what has been achieved in EUROLATSEA, it would be crucial that the EC followed through this policy and investment by supporting new measures that could build on EUROLATSEA outcomes to continue and expand EU-LA cooperation in seafood related research. Hopefully this will be reflected in the future work programmes, which since the beginning of FP7 have not really offered many opportunities to the actors of the sector, and even less so in terms of international cooperation with Latin America.

* * *

ANNEXES

- I. Brochure (English and Spanish versions)
- II. Project posters: general poster, 6 national posters (for Chile, Ecuador, Peru, Argentina and Spain)
- III. Full Mentoring Workshop methodology and structure
- IV. Screenshots of Online Mapping Tool

ANNEX I: EUROLATSEA Brochure (English and Spanish versions)

English Version

OBJECTIVES

The project aims to:

- Facilitate access to **R&D innovation** and increase a **co-operation with non EU countries** on scientific collaboration with the EU.
- To provide specific **guidance to SMEs in their innovation plans through 6 workshop in Latin-America.**

Assist and support organisations in :

- Understanding **R&D and Innovation** needs ;
- Establishing co-operation with scientific or technical organisations ;
- Setting up technology transfer processes;




EUROLATSEA is supported by the European Commission under the FP6 Programme.

THE CONSORTIUM

The coordinator
 TESEO (BE) – EU project consultancy

Latin-America
 From the industry side : National Chamber of Aquaculture of Ecuador
 Research centres: CENAIM (EC), CT Valparaiso (CL)

Europe
 From the industry side : GAIA SME cluster (ES)
 Research centres: AZTI (ES), DIFRES (DK), University of Florence (IT)









EUROLATSEA

EUROPEAN RESEARCH FOR THE LATIN-AMERICAN SEAFOOD INDUSTRY



THE PROJECT

EUROLATSEA project is an EU-funded initiative which aims to **provide scientific and technological advice** to companies of the **seafood sector** on the basis of careful analysis of their innovation needs.

The project targets companies and research organisations of the **seafood sector** (fisheries, aquaculture, processing and distribution) in the **Latin-American region**.

EUROLATSEA wants to lay down **enhanced co-operation** between the business and scientific community of the Latin-American seafood industry.



IMPACT

- Strong impact on the **whole community** of seafood production chain and related areas of the Latin-American region.
- **"Cooperation practice"** between the industry and the world of research and technology.
- **Contribute to the innovation** of the Latin-American seafood sector



OUR SERVICES

- Scientific advice will be provided through a series of 6 workshops (Chile, Ecuador, Peru, Spain, Argentina and Brazil).

- Confidential "one-to-one" meeting will take place during the workshops between project experts and the participant SMEs.

- Follow-up activities will be deployed starting from the "one-to-one" to assist and guide companies towards R&D and innovation in response to their needs.

Make innovation real, make technological development happen and make the most it !



The project activities will be deployed near you; **do not miss out this opportunity. Come meet us !**

Please, see our calendar on www.EUROLATSEProject.eu

And book your "one-to-one" meeting with one of our consultants writing to Idaira@teseo.be

We look forward to meeting you !

Spanish Version



OBJETIVOS

El proyecto tiene como objetivos :

- **Facilitar el acceso a la investigación y desarrollo tecnológico** así como **aumentar la cooperación** de los países no europeos en una colaboración científica con la Unión Europea
- **Proporcionar una guía específica a las PYME** en sus planes y **estrategias de innovación** a través de **6 workshops** que tendrán lugar en **América Latina**
- **Asesorar y sostener a las organizaciones en :**
 - Entender las **necesidades de investigación** y desarrollo tecnológico ;
 - Establecer una **cooperación consolidada** entre las **organizaciones científicas y técnicas** ;
 - Establecer procesos de **transferencia de tecnología**.



THE CONSORTIUM

Coordinador
 TESEO (BE) – EU project consultancy

América Latina
 Asociaciones de industrias : Cámara Nacional de Acuicultura de Ecuador
 Centros de investigación : CENAIM (EC), CT Valparaiso (CL)

Europa
 Asociaciones de industrias : GAIA PYME cluster (ES)
 Centros de investigación : AZTI (ES), DIFRES (DK),
 Universidad de Florencia (IT)







**EUROPEAN RESEARCH FOR THE
 LATIN-AMERICAN SEAFOOD INDUSTRY**



EL PROYECTO

EUROLATSEA es un **proyecto financiado por la Comisión Europea** que tiene como objetivo **proporcionar asesoramiento científico y tecnológico** a las empresas del sector **pesquero** en base a un **pormenorizado análisis de sus necesidades innovadoras**.

En particular, el proyecto tiene como objetivo la **asistencia a empresas y centros de investigación** del sector **pesquero** (pesca, acuicultura, procesamiento y distribución) en la región de América Latina.

EUROLATSEA busca **mejorar la cooperación** entre la comunidad científica y empresarial de América Latina en el sector **pesquero**.



IMPACTO

- **Fuerte impacto en toda la cadena de producción pesquera** de América Latina así como en aquellas áreas o sectores relacionados
- Promover la **cooperación entre la industria y el mundo de la investigación y tecnología**
- Contribuir en la **innovación del sector pesquero** en América Latina



FREE OF CHARGE

NUESTROS SERVICIOS

- Organización de **6 workshops** (Chile, Ecuador, Perú, España, Argentina y Brasil) en el que se proporciona **asesoramiento científico**.
- **Servicio de consultoría y asistencia personalizada** al participante a través de **encuentros bilaterales y confidenciales** ("one-to-one" meeting) con expertos del sector.
- Actividades de **follow up** serán llevadas a cabo tras los encuentros bilaterales con el objetivo de **asistir y guiar a las empresas** a encontrar una respuesta a sus necesidades a través de la **investigación y desarrollo tecnológico**.

MAKE INNOVATION REAL, MAKE TECHNOLOGICAL DEVELOPMENT HAPPEN AND MAKE THE MOST IT!

Las actividades de proyecto se llevarán a cabo cerca de usted : **no pierda esta oportunidad**.

Por favor, consulte nuestro calendario de actividades en www.EUROLATSEAprouct.eu

Y solicite una sesión bilateral ("one-to-one" meeting) con uno de nuestros consultores escribiendo a Idaira@taseo.be
Esperamos tener la ocasión de encontrarle !

ANNEX II: EUROLATSEA poster set

General poster

EUROPEAN RESEARCH FOR THE LATIN-AMERICAN SEAFOOD INDUSTRY

Project funded by the European Commission

SIXTH FRAMEWORK PROGRAMME

SEVENTH FRAMEWORK PROGRAMME

Desarrolla nuevos productos con alto valor añadido

Discute de tus necesidades en I & D con expertos de fondos europeos

¿Quieres colaborar con empresas europeas en las nuevas tecnologías para el sector pesquero ?

¡ ACCEDA A LOS MERCADOS EUROPEOS A TRAVÉS DE LA INNOVACIÓN TECNOLÓGICA !

WWW.EUROLATSEAPROJECT.EU

EUROLATSEA

EU - LATINAMERICAN MENTORING WORKSHOP ON R&D AND INNOVATION OF THE SEAFOOD SECTOR

Chile

EUROPEAN RESEARCH FOR THE LATIN-AMERICAN SEAFOOD INDUSTRY



**Desarrolla nuevos productos
con alto valor añadido**

**Discute de tus necesidades en I & D
con expertos de fondos europeos**

**¿Quieres colaborar con empresas europeas en
las nuevas tecnologías para el sector pesquero?**



**¡ ACCEDA A LOS MERCADOS
EUROPEOS A TRAVÉS DE LA
INNOVACIÓN TECNOLÓGICA !**

WWW.EUROLATSEAPROJECT.EU



**12 OCTUBRE 2007, TEMUCO, CHILE
MENTORING WORKSHOP ON R&D AND INNOVATION**

Ecuador

EUROPEAN RESEARCH FOR THE LATIN-AMERICAN SEAFOOD INDUSTRY



Desarrolla nuevos productos con alto valor añadido

Discute de tus necesidades en I & D con expertos de fondos europeos

¿Quieres colaborar con empresas europeas en las nuevas tecnologías para el sector pesquero?



¡ ACCEDA A LOS MERCADOS EUROPEOS A TRAVÉS DE LA INNOVACIÓN TECNOLÓGICA !

WWW.EUROLATSEAPROJECT.EU



16 OCTUBRE 2007, GUAYAQUIL, ECUADOR
MENTORING WORKSHOP ON R&D AND INNOVATION

Peru

EUROPEAN RESEARCH FOR THE LATIN-AMERICAN SEAFOOD INDUSTRY



Desarrolla nuevos productos con alto valor añadido

Discute de tus necesidades en I & D con expertos de fondos europeos

¿Quieres colaborar con empresas europeas en las nuevas tecnologías para el sector pesquero ?

¡ ACCEDA A LOS MERCADOS EUROPEOS A TRAVÉS DE LA INNOVACIÓN TECNOLÓGICA !

WWW.EUROLATSEAPROJECT.EU



**27-28 JUNIO 2008, LIMA, PERU - PERUPESCA DEL PACÍFICO 2008
MENTORING WORKSHOP ON R&D AND INNOVATION**

Spain

EUROPEAN RESEARCH FOR THE LATIN-AMERICAN SEAFOOD INDUSTRY



Desarrolla nuevos productos con alto valor añadido

Discute de tus necesidades en I & D con expertos de fondos europeos

¿Quieres colaborar con empresas europeas en las nuevas tecnologías para el sector pesquero?



¡ ACCEDA A LOS MERCADOS EUROPEOS A TRAVÉS DE LA INNOVACIÓN TECNOLÓGICA !

WWW.EUROLATSEAPROJECT.EU



3-5 JUNIO 2008, GALICIA, ESPAÑA
WORKSHOP ON R&D AND INNOVATION OF THE SEAFOOD SECTOR

Argentina

EUROPEAN RESEARCH FOR THE LATIN-AMERICAN SEAFOOD INDUSTRY

Discuss your R&D needs in one-to-one meetings

Develop new projects and collaborations

Explore innovation strategies

Discuss your R&D needs in one-to-one meetings

**IMPROVE QUALITY AND
ADD VALUE TO YOUR
SEAFOOD PRODUCTS**

WWW.EUROLATSEAPROJECT.EU



**18-20 SEPTIEMBRE 2008, MAR DEL PLATA, ARGENTINA-EXPOPESCA
MENTORING WORKSHOP ON R&D AND INNOVATION**

ANNEX III: Mentoring Workshop Methodology and Structure



MENTORING WORKSHOP METHODOLOGY AND STRUCTURE

Workshops will be structured in such a way that they can provide more specific information on the research funding programmes of the EC, related national and European programmes, ongoing projects and guidance on FP7 and on the thematic programme.

The EUROLATSEA partners have already agreed on the idea of running the workshop in correspondence with other events if it is possible, giving the main broad division between “stand-alone” workshops and those within a fair or event.

A second classification of workshop formats can be summarised below and these can be organised as “stand-alone” or within an event:

- 1. “One-to-one” mentoring workshop format**
- 2. Cluster/Thematic workshop format**
- 3. “Mixed” workshop format**

1. “One-to-one” mentoring workshop format

This type of event is composed of two sessions:

- a) **General session** aimed to get the participants acquainted with the rationale, content and opportunities for participation in FP7: Seminar form information session for presentation from partners and guest speakers, presenting FP opportunities, success-stories of R&D and innovation, sector presentations, etc.
- b) **“One-to-one” meetings** between project partners and companies and SMEs. The bilateral meetings are aimed at discussing potential project ideas, thematic work programmes, needs and sectors of interest for R&D and innovation activities, or information about how to tackle the development of a project idea into a proposal to be submitted.

“One-to-one” meetings are highly customised sessions running parallel (two or three sessions running simultaneously), where each organisation attending the workshop can meet the EUROLATSEA experts on an individual basis to specifically present their core scientific and technological competences and explain how they intend to co-operate with European counterparts. In each “one-to-one” session the project partners will inquire and discuss with the research organisations about the research needs, priorities and strategies (or project idea, if the research organisation has already formulated one) of the research organisations. After that, the expressed needs and strategies will be compared with the priorities and objectives contained in the FAB work programme,

*related to open or future calls. If this matching produces positive results, the EUROLATSEA partners will agree with the research organisation the steps to be taken, such as formulating a detailed project idea, that is, actions and services which will be provided through the follow-up actions of WP4.
 Each one-to-one meeting will have an indicative duration of 30-45 minutes.*

1
 “One-to-one” workshop format

	DAY 1	DAY 2
AM	General session Introduction to FP7, the INCO component, FAB calls, state of the art, success-stories, etc.	« One-to-one » meetings
PM	« One-to-one » meetings To talk with each company on its specific needs, interests, project ideas, next steps to take	« One-to-one » meetings (if needed based on the number of research organisations participating)

2. Cluster/Thematic workshop format

The cluster workshop is a targeted activity for gathering SMEs that to a certain degree share interests, ideas, vision and capabilities. Cluster workshops can be considered to be a step further of the formats described above.

Instead of simply running “one-to-one” meetings, this workshop aims to host a more concrete discussion on potential collaboration and future R&D projects by bringing at the same table 3-5 companies who might be able to collaborate. Several cluster workshops will run in parallel. The trainers will provide guidance, supervision and feedback to each cluster, in order, at the end of the two day mentoring workshops, to have for each cluster the following elements:

- Detailed project idea articulated in the format of a research project proposal;
- Roles of the partners within a potential consortium defined;
- Roles and requirements for the search of other potential partners needed.

Format 1 session structure is slightly modified to have:

- a) **General session** (as above)
- b) **Cluster/Thematic session** (afternoon of day 1 + day 2) provides the opportunity for participants to discuss and build a potential project proposal with organisations with similar/integrating project ideas, running in parallel, aimed at the development of a project idea. This will imply an identification of the research needs, priorities and strategies of the registered organisations before the implementation of the mentoring workshops. Based on the research needs and strategies, and based on the calls whose content is known at the time of the workshops, the registered organisations will be grouped together.

2
 “Cluster/Thematic” workshop format

	DAY 1	DAY 2
AM	General session Introduction to FP7, the INCO component, FAB calls, state of the art, success-stories, etc.	Cluster/Thematic sessions Continues from previous day

PM	Cluster/Thematic sessions Q&A, rules of participation in FP7, how to write a project proposal, consolidation of the project idea, thematic discussion on FAB work programme, etc.	Cluster/Thematic sessions Continues from morning
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3. “Mixed” workshop format

The “mixed” workshop structure aims to merge the above structures, hosting both a “one-to-one” session and a “cluster” session. The session structure could be the following (but can also be adapted as required):

- a) Seminar form session (as above) – morning of day 1;
- b) “One-to-one” session – afternoon of day 1;
- c) Cluster/thematic session – on day 2.

3 “Mixed” workshop format		
	DAY 1	DAY 2
AM	General session Introduction to FP7, the INCO component, FAB calls, state of the art, success-stories, etc.	Cluster/Thematic sessions Q&A, rules of participation in FP7, how to write a project proposal, consolidation of the project idea, thematic discussion on FAB work programme, etc.
PM	« One-to-one » meetings To talk with each company on its specific needs, interests, project ideas, next steps to take	Cluster/Thematic sessions Continues from morning

* * *

ANNEX IV: Screenshots from online mapping tool

Home page

SEAFOOD RESEARCH RESOURCES _ Online Mapping

File Edit View History Bookmarks Window Help

http://www.seafoodresearch.eu/ Google

Facebook Gmail Hotmail Yahoo! Mail Apple Yahoo! Google Maps YouTube Wikipedia News (239) Popular

Mapping Consortium Contact Application Form

Seafood Research Resources

Online Mapping

Search

NAME:

COUNTRY:

ACRONYM:

TYPE OF ORGANISATION:

- University Fac. / Dept
- Technological Centre
- Public / Government Research Organisation
- Private Research Organization

ACTIVITY SECTORS:

- Fisheries
- Aquaculture
- Fish processing
- Marine biology and environment
- Oceanography
- Food industry

AREAS OF RESEARCH:

Partners

EUROpean Research for the LATIn-American SEAfood industry

EUROLATSEA project (contract No 2006-031766), aims at supporting access to **Research and Development** activities to new Technologies for organisations (companies, including SMEs, research centres...) of the **seafood industry** (from capture to aquaculture to processing and distribution) in Latin America for its importance in fishing exports to Europe.

One of the expected results of the **EUROLATSEA** project has been to provide organisations of the Latin American regions working with European companies and exporting to Europe with a wide set of scientific services so as to help them meeting their **innovation** and technological needs for the improvement of the overall seafood production chain.

One way to achieve this goal has been by developing this Mapping of Seafood Research Resources in the Latin American Region, a tool that is intended to offer a way to search, identify and contact the **Research Organisations** that offer the needed specific expertise and the best technological resources to the **seafood companies** and other research organisations.

The **online database of Seafood Research Resources** includes also the Research Organisations in the Europe and Mediterranean area that have been contacted within the **ERMES** project (FOOD-CT-2005-016107) and it is open to be completed in the future with the Research Organisations allocated in **other geographical areas** that offer greater **scientific** and **technological** interchange potential.

Edited by: AZTI Tecnalia | Developed by: Workaholics | www.seafoodresearch.eu

Drill-in view on Latin America



Individual sheet display

The screenshot shows a web browser window titled "SEAFOOD RESEARCH RESOURCES _ Online Mapping". The address bar contains "http://www.seafoodresearch.eu/". The browser's menu bar includes "File", "Edit", "View", "History", "Bookmarks", "Window", and "Help". The browser's toolbar shows navigation buttons and a search bar with "Google".

The main content area displays the "Seafood Research Resources Online Mapping" interface. On the left is a search sidebar with fields for "NAME:", "COUNTRY:" (set to "All countries"), "ACRONYM:" (set to "Choose an institution"), "TYPE OF ORGANISATION:" (with checkboxes for "University Fac. / Dept.", "Technological Centre", "Public / Government", and "Private Research Org."), "ACTIVITY SECTORS:" (with checkboxes for "Fisheries", "Aquaculture", "Fish processing", "Marine biology and en", "Oceanography", and "Food industry"), and "AREAS OF RESEARCH:" (set to "All areas of research").

The main profile area is titled "Profile" and features the SRP logo (Subsecretaría de Recursos Pesqueros) and the following information:

- SRP** Subsecretaría de Recursos Pesqueros
Public / Government Research Organisation
- Address:** Av 9 de Octubre 200 y Pichincha. Edif. Banco Central, Piso 7mo.
- Town & Postcode:** Guayaquil
- Country:** Ecuador
- Telephone number:** +59 3 42 564 300 ext
- Fax number:** +59 3 42 561 489
- E-mail:** infor01@subpesca.gov.ec

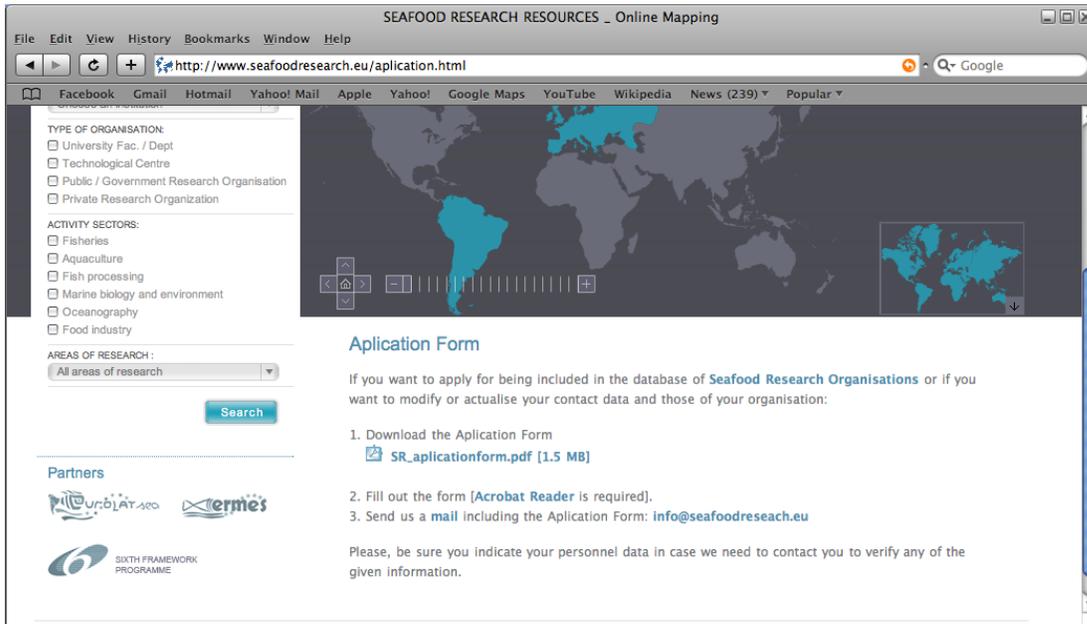
Below the profile information is a "Research Activities" section:

- Activity Sectors:** Fisheries
- Areas of Research:** Fisheries

At the bottom of the profile area, it says "SEAFOOD Research Resources" and "www.seafoodresearch.eu".

At the bottom of the browser window, a footer reads: "EUROLATSEA project (contract No 2006-031766), aims at supporting access to Research and".

Download PDF application form for Mapping Tool



The screenshot shows a web browser window titled "SEAFOOD RESEARCH RESOURCES _ Online Mapping". The address bar displays "http://www.seafoodresearch.eu/application.html". The page features a navigation menu with links to Facebook, Gmail, Hotmail, Yahoo! Mail, Apple, Yahoo!, Google Maps, YouTube, Wikipedia, News (239), and Popular. On the left, there are filter sections for "TYPE OF ORGANISATION" (University Fac. / Dept, Technological Centre, Public / Government Research Organisation, Private Research Organization) and "ACTIVITY SECTORS" (Fisheries, Aquaculture, Fish processing, Marine biology and environment, Oceanography, Food industry). Below these is a dropdown for "AREAS OF RESEARCH" set to "All areas of research" and a "Search" button. The main content area includes a world map with South America highlighted in blue. The "Application Form" section contains the following text:

Application Form

If you want to apply for being included in the database of **Seafood Research Organisations** or if you want to modify or actualise your contact data and those of your organisation:

1. Download the Application Form
[SR_applicationform.pdf \[1.5 MB\]](#)
2. Fill out the form [**Acrobat Reader** is required].
3. Send us a **mail** including the Application Form: info@seafoodresearch.eu

Please, be sure you indicate your personnel data in case we need to contact you to verify any of the given information.

Partners:  
 SIXTH FRAMEWORK PROGRAMME

Search database facility

SEAFOOD RESEARCH RESOURCES _ Online Mapping

File Edit View History Bookmarks Window Help

http://www.seafoodresearch.eu/application.html

Facebook Gmail Hotmail Yahoo! Mail Apple Yahoo! Google Maps YouTube Wikipedia

Mapping Consortium Contact Application Form

Seafood Research Resources Online Mapping

Search

NAME:

COUNTRY:
All countries

ACRONYM:
Choose an institution

TYPE OF ORGANISATION:
 University Fac. / Dept
 Technological Centre
 Public / Government Research Organisation
 Private Research Organization

ACTIVITY SECTORS:
 Fisheries
 Aquaculture
 Fish processing
 Marine biology and environment
 Oceanography
 Food industry

AREAS OF RESEARCH :
All areas of research

Search

Partners

EUROLATSEA CERMES

SIXTH FRAMEWORK PROGRAMME

Application Form

If you want to apply for being included in the database of **Seafood** want to modify or actualise your contact data and those of your

1. Download the Application Form
[SR_applicationform.pdf \[1.5 MB\]](#)
2. Fill out the form [Acrobat Reader is required].
3. Send us a mail including the Application Form: info@seafoodres

Please, be sure you indicate your personnel data in case we need given information.

Edited by: AZTI Tecnalia | Developed by: Workoholics

Contact webmaster

The screenshot shows a web browser window titled "SEAFOOD RESEARCH RESOURCES _ Online Mapping". The address bar shows the URL "http://www.seafoodresearch.eu/contact.html". The browser's menu bar includes File, Edit, View, History, Bookmarks, Window, and Help. The browser's toolbar includes navigation buttons and a search bar with the Google logo. The browser's status bar shows navigation links: Mapping, Consortium, Contact, and Application Form.

The website content includes a search form on the left with the following fields and options:

- Search**
- NAME:
- COUNTRY:
- ACRONYM:
- TYPE OF ORGANISATION:
 - University Fac. / Dept
 - Technological Centre
 - Public / Government Research Organisation
 - Private Research Organization
- ACTIVITY SECTORS:
 - Fisheries
 - Aquaculture
 - Fish processing
 - Marine biology and environment
 - Oceanography
 - Food industry
- AREAS OF RESEARCH:
-

The main content area features a world map with several regions highlighted in blue. Below the map are navigation controls (back, forward, home, search, zoom in, zoom out) and a smaller inset map.

The contact form on the right includes the following fields and text:

- Contact**
- NAME:
- E-MAIL:
- INSTITUTION:
- MESSAGE:
-
- For further information fill the form or send a mail to: info@seafoodresearch.eu

The bottom left of the page features a "Partners" section with logos for EUROLATSEA, CERMES, and the SIXTH FRAMEWORK PROGRAMME.