



Boost BLUE economy trough market uptake an innovative seaweed bioextract for IODINE fortification II

Fact Sheet

Project Information

Blue iodine II

Grant agreement ID: 733552

[Project website](#)

DOI
[10.3030/733552](https://doi.org/10.3030/733552)

Project closed

EC signature date
29 July 2016


Start date
1 August 2016

End date
31 December 2018


Funded under
SOCIETAL CHALLENGES - Food security, sustainable agriculture and forestry, marine, maritime and inland water research, and the bioeconomy

Total cost
€ 1 147 826,25

EU contribution
€ 803 478,38

Coordinated by
UBQ II LDA
 Portugal

This project is featured in...



EU research and innovation driving sustainable seafood in Europe and beyond

Objective

Blue iodine II is a resubmission of a proposal submitted in November 2015 that was approved (with a mark of 13,42/15) however not funded. In the last 5 months we have advanced in our idea, contacting new distributors, studying better the commercialisation strategy of our competitors and advancing in the support for the clinical study.

The main objective of the project is to produce in a cost effective way new high quality seaweed iodine products focusing in solving the iodine deficiency demonstrated in 3 main target groups (children, pregnant and breastfeeding women and elderly). These groups have particular iodine need and nowadays there is no product in the market specialized for children nor elderly and there is not yet a clear leader in products for natural iodine support for pregnant and breast feeding women

The expected profit in 5 years will be 4.5 million euro and we hope to have a ROI of 1.9 years (taking into account the cost of the innovation project for UBQ). We expect to increase our staff in 11 people, including technical and commercial personnel.

Iodine deficiency is one of the three most common nutritional deficiencies and is spread all over the world, according with the World health Organization (WHO) . 40% of the world's population remains at risk for iodine deficiency and only in Germany it has been estimated that Iodine insufficiency to cause a billion dollars in health care costs per year .

The Market for iodine products is expected to increase stably until 2020 being Europe the main regional market.

Of all foods, seaweed is the most famous and reliable source of natural iodine. Seaweed creation is dominated by larger players, mainly from Asia. Our strategy is not to compete with them, but follow the FAO advice and target for a niche market: we will differentiate our product in specialising in developing high quality seaweed

products based on protein enrichment with natural iodine and rich in essential amino acids.

Fields of science (EuroSciVoc)

[medical and health sciences](#) > [basic medicine](#) > [physiology](#) > **[pathophysiology](#)**

[medical and health sciences](#) > [clinical medicine](#) > **[obstetrics](#)**

[medical and health sciences](#) > [clinical medicine](#) > **[oncology](#)**

[natural sciences](#) > [chemical sciences](#) > [inorganic chemistry](#) > **[halogens](#)**

[natural sciences](#) > [chemical sciences](#) > [organic chemistry](#) > **[amines](#)**



Programme(s)

[H2020-EU.3.2. - SOCIETAL CHALLENGES - Food security, sustainable agriculture and forestry, marine, maritime and inland water research, and the bioeconomy](#)

MAIN PROGRAMME

[H2020-EU.3.2.5. - Cross-cutting marine and maritime research](#)

[H2020-EU.3.2.3. - Unlocking the potential of aquatic living resources](#)

[H2020-EU.2.3.1. - Mainstreaming SME support, especially through a dedicated instrument](#)

Topic(s)

[SMEInst-08-2016-2017 - Supporting SMEs efforts for the development - deployment and market replication of innovative solutions for blue growth](#)

Call for proposal

[H2020-SMEInst-2016-2017](#)

[See other projects for this call](#)

Sub call

H2020-SMEINST-2-2016-2017

Funding Scheme

Coordinator



UBQ II LDA

Net EU contribution

€ 803 478,38

Total cost

€ 1 147 826,25

Address

**RUA VISCONDE DE ANADIA EDIFICIO ANADIA 5 ANDAR LETRA CC
9050-020 ILHA DA MADEIRA FUNCHAL**

 **Portugal** 

SME 

Yes

Region

Continente > Centro (PT) > Oeste

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Last update: 16 August 2022

Permalink: <https://cordis.europa.eu/project/id/733552>

European Union, 2025