GoJelly - A gelatinous solution to plastic pollution

From 2018-01-01 to 2021-12-31, ongoing project

Objective

"The objective of the GoJelly project is to develop, test and promote a gelatinous solution to microplastic pollution by developing a TRL 5-6 prototype microplastics filter (GoJelly) for commercial and public use, where the main raw material is jellyfish mucus. In doing so, the consortium addresses two environmental issues with one approach by removing the commercially and ecologically destructive sea and coastal pollution of both jellyfish and microplastics. This innovative approach will ultimately lead to less plastic in the ocean, municipal demand (and thereby competitive prices) for jellyfish raw material to fill the "mucus-need" by filter developers, and in turn more jobs for commercial fishers in off-seasons. The by-products of the GoJelly biomass have other uses as well, ensuring that GoJelly also delivers a green innovation, resulting in novel, valuable resource for the food and feed industry as well as agro-biological fertilizer for organic farming. The GoJelly prototype products will be tested and demonstrated in three different European seas (Norwegian, Baltic and Mediterranean), by a range of stakeholders, including commercial fishers and industry partners. Tying it together, the project will also ensure the possibilities for broader European promotion and utilization of GoJelly at the local, regional and global level by delivering a socio-ecological methodological toolbox for forming and implementing policies. GoJelly will broadly communicate its results in several formats such as traditional social media, open lab ship cruise, and in the form of an experimental online game depicting different management scenarios under different jellyfish- and microplastics combinations. An interdisciplinary and international consortium consisting of technology developers, business analysts, fishing companies, research institutes, and both natural and social scientists will realize GoJelly, and will ensure the uptake of GoJelly products by industry and policy makers."

Related information
Coordinator

SYDDANSK UNIVERSITET
CAMPUSVEJ 55
5230 ODENSE M
Denmark

EU contribution: EUR 621
360,66

See on map

Activity type: Higher or Secondary Education Establishments
Contact the organisation

Participants

NORGES TEKNISK-NATURVITENSKAPELIGE UNIVERSITET NTNU
HOGSKOLERINGEN 1
7491 TRONDHEIM
Norway

EU contribution: EUR 654
822,50

See on map

Activity type: Higher or Secondary Education Establishments
Contact the organisation

ARDITI - AGENCIA REGIONAL PARA O DESENVOLVIMENTO DA INVESTIGACAO, TECNOLOGIA E INOVACAO - ASSOCIACAO
CAM DA PENTEADA MADEIRA TECNOPOLO PISO 2
9020-105 FUNCHAL
Portugal

EU contribution: EUR 389 600

See on map

Activity type: Other
Contact the organisation

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EU contribution: EUR 368 625

See on map

Activity type: Research Organisations
Contact the organisation

UNIVERSITY OF HAIFA
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EU contribution: EUR 485
968,75

See on map

Activity type: Higher or Secondary Education Establishments
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**Activity type:** Higher or Secondary Education Establishments

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**Activity type:** Private for-profit entities (excluding Higher or Secondary Education Establishments)

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**Activity type:** Other

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**Activity type:** Private for-profit entities (excluding Higher or Secondary Education Establishments)

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<th>Organisation Name</th>
<th>Address</th>
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<tbody>
<tr>
<td>CONSIGLIO NAZIONALE DELLE RICERCHE</td>
<td>PIAZZALE ALDO MORO 7, 00185 ROMA</td>
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<td>SANPIETRO SOCIETA COOPERATIVA AGRICOLA</td>
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