



September 2013 Report: Activity: NSF

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Name of project:	North Sea Fish: innovation from catch to plate
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Summary on Progress

The North Sea Fish project has made good progress. The partners are working together effectively on numerous project activities. This period a number of transnational meetings were organised including the well-attended Start Conference in the harbor of Lauwersoog in the North of the Netherlands. This Conference was an inspiring event mixing international expert such as Martyn Boyers, chief executive of the Grimsby Fish Market in the UK, with local experts such as Barbara Holierhoek, chair of two Fishermen Associations in the North of the Netherlands. For the NSF partnership and other stakeholders it was an excellent opportunity to network and exchange on sustainability and innovation of the supply chain of fresh fish.

An important milestone was the completion of a report regarding future trends for the transition towards sustainable North Sea Fisheries. The report concluded that while efficiency of the fleet is improving and fish stocks are generally in good state, there are some serious challenges such as a decline in the fleet and profitability being affected by for example environmental requirements and fuel costs. Overall, the report must be seen as a baseline study which will be utilized as a framework for further activities in the NSF project. Also work is progressing on the issues of traceability and the development of a standardized system for the North Sea region. For this it is crucial to have insight in the way the national fishery sectors cope with sustainability and traceability. ILVO has been investigating the Fish Information System on Sustainability (FISS) in the context of the Belgian fleet and is writing a report on the use of traceability systems for wet fish in the North Sea region and beyond. In addition work is done on quality labels and information systems on sustainable fish. To organize the information collected and facilitate benchmarking, a database 'information systems on sustainable seafood' has been developed. In addition, Hanstholm, together with the fishery sector and connected companies, has been working on a method to calculate the economic value of fishing investments. This regional economic model based on the value chain approach can be used by all the partners.

On the regional level several eye-catching projects started off. In De Marne the blue print for port development was completed, including a new shrimp centre. In particular this new shrimp centre is an illustration of a structural change in the supply chain for shrimp towards being more sustainable, and a future economy. De Marne also appointed a fishery contact person who's role is to act as a liaison between government, fisheries and Union. In addition, a pilot has started to bridge the gap between fisheries and the tourism sector as a first step to eventually gain a second income base. In Harlingen the concept of a new "notched" jetty to moor Eurocutters has been translated in a practical blue print design and an action plan. The municipality of Sluis has been working on the Fishery Experience Centre. The aim of this centre is to link fishery to tourism: now the number of fisherman is decreasing, new business is created by using this traditional sector in an innovative way, and build on the identity of Breskens as a fishing town. Finally, Harlingen, De Marne, and Hanstholm are involved in planning a special session on the future use of liquid natural gas (LNG) by fisheries and other industries.

1. Beneficiary and project information**Beneficiary information**

Extended deadline for submission of report
29/11/2013
Required submission date
15/11/2013
Final Report is expected to be delivered
30/09/2014

Lead Beneficiary information

Organisation	Municipality De Marne	Contact Person First Name	Eelco
Legal Status	public non-profit	Contact Person Last Name	Last
Address	postbus 11	Director (full name)	Bert ten Hoeve

Post Code	9965 ZG	Project manager (full name)	Arjan Dijkstra
City	Leens	Telephone	00 31 595 575 500
Country	THE NETHERLANDS	Fax	00 31 595 571 249
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		Home page	http://www.demarne.nl
Project number	35-2-2-12	Priority	3 - Improving the Accessibility of Places in the North Sea Region
Project website	www.northseafish.eu	ERDF	888.162


Information on Beneficiaries

#	Organisation / Homepage	Legal Status	Contact Person / Email / Telephone, Fax	Address / Post Code, City	Country / Region
2	Municipality of Harlingen www.harlingen.nl	public non profit	Frits Grijpstra f.grijpstra@harlingen.nl _0031 620499659,	Voorstraat 35 8860 HA, Harlingen	THE NETHERLANDS NL121 Noord-Friesland
3	University of Hull www.uhll.org	public non profit	Nick Riley N. G. Riley@hull.ac.uk 0044 1482465163, _0044	Cottingham Road HU6 7RX, Hull	UNITED KINGDOM UKE11 City of Kingston upon Hull
4	Municipality of Sluis www.gemeentesluis.nl	public non profit	Tiny Maenhout TMaenhout@GemeenteSluis.nl _0031 653394169, 0031 0117452241	Postbus 27 4500 AA, Oostburg	THE NETHERLANDS NL341 Zeeuwsch-Vlaanderen
5	EV-ILVO www.ilvo.vlaanderen.be	public non profit	Hans Polet hans.polet@ilvo.vlaanderen.be _0032 59569837, _0032 59330629	Ankerstraat 1 8400, Oostende	BELGIUM BE255 Oostende
6	Port of Hanstholm www.portofhanstholm.dk	public non profit	Birgitte Juhl Svendsen bj@portofhanstholm.dk _0045 96550710, _0045 96550720	Auktionsgade 39 7730, Hanstholm	DENMARK DK050 Nordjylland

Sub-Beneficiaries

#	Organisation / Homepage	Legal Status	Contact Person / Email / Telephone, Fax	Address / Post Code, City	Country / Region
5.a	VLAGEW www.ilvo.vlaanderen.be	public non profit	Bart Sonck bart.sonck@ilvo.vlaanderen.be _0032 59569866, _0032 59330629	Ankerstraat 1 8400, Oostende	BELGIUM BE255 Oostende

Certification by Lead Beneficiary

Name	Bert ten Hoeven
Position	Director
Signature	
Date	



2. Time period (6 months)

This Activity report covers the time period from	01/04/2013	To	30/09/2013
Extended implementation period		To	

3. Changes and other project issues

3.1 Changes process

Have any of the changes below been made during the reporting period	No
Have the changes been processed using the above listed process	No
Change of contact details	Yes
Changes of activities in the work packages	No
Change of partnership	No
Change of project timeline (new project timeline)	No

3.2 Other project issues

Incompletion of a work package	No
Addition of an Indicator	No

Publicity	No
Activities outside the Eligible Area	No
Comments	
Contact person as mentioned in the lead beneficiary information is not Eelco Last, but Roos Galjaard - email address is galjaard@pau.nl.	

4. Work packages/activities

<p>4a. Work packages and activities</p> <p>4. Work packages</p> <p><u>WP 1 Project Management</u></p> <p><u>WP1.1 Sound project management and implementation/WP1.2 Monitoring and Control/WP1.3. Financial Management/WP 1.4 Project team meetings</u></p> <p>The Lead Beneficiary (LB), the Municipality De Marne, is responsible for the overall project management of the NSF project. The appointed project manager has taken care of the transnational implementation of activities, communication and finances. Two partners (De Marne and Harlingen) have appointed a project coordinator. As leaders of WP 2 (Sluis), WP 3 (University of Hull) and WP 4 (Port of Hanstholm), respective partners have been involved in planning and managing the work in these work packages. All partners share responsibility to contribute to the objectives of the NSF project. For this, a project team has been established with one representative for each partner. In this period, the project team met twice in Harlingen (April 17) and the port of Hanstholm (September 4 and 5) (#enclosures T5, T9, T11). Project team meetings deal with steering the project process and managing the overall project activities. On the agenda of each project team meeting is an update on progress in the work packages. In general, all partners reported good progress. In addition to this, also specific issues are addressed at project team meetings. In Harlingen (# Enclosure T5) this included a discussion on how to involve private stakeholders in the project, a presentation on the traceability in the fishery sector by ILVO and a discussion on the local harbour project in Harlingen. The project team meeting in Hanstholm (# Enclosure T9) included a presentation on the pilot of Hanstholm and a discussion on challenges for the sea food sector. The programme also included a visit to the port, the fish auction, the fish sorting factory and a short visit to the national Park nearby the Port of Hanstholm. In effect, the project team meetings contribute to knowledge sharing and results dissemination among the project partners. One of the topics that was also discussed at Hanstholm, the use of LNG in fishing along the North Sea costs, was considered to be worth an extra meeting. De Marne, Hanstholm and Harlingen have agreed to prepare a special meeting on this topic in Rotterdam prior to the project meeting in Cadzand, Sluis.</p> <p><u>WP 2 Publicity and Communication</u></p> <p><u>WP2.1. NSF Flyer and other publicity</u></p> <p>Publicity resources such as the NSF Flyer, banner and powerpoint template have been used widely and are now fully integrated in the project. The NSF logo is used in all transnational communications. Resources have been used both for internal project communication as well as external communication with stakeholders and public outside the project so they can also benefit from the results and ideas of NSF. In this respect, we continually look for new opportunities to distribute and use the publicity resources of the project to further increase awareness of the project among stakeholders at the local, regional and international level. For example, the University of Hull has distributed the publicity resources at regional events such as the Humber Seafood Summit, a press release (# Enclosure 3.2), an article in the University bulletin (# Enclosure 3.4) and a web-based news report (# Enclosure 3.7). Also NSF workshops and network meetings have served as a way to do so. The NSF project was also presented outside the current NSF partnership. Hanstholm gave a NSF project presentation to the General Assembly 2013 of the Norsk Havneforening (the national Association for Seaports in Norway) in Narvik, Norway. Purpose of this presentation was to create interest for ports in Norway to take part in a new project, building on the results from NSF (# Enclosure 6.4). The North Sea Fish project manager Roos Galjaard presented North Sea Fish at the Humber Seafood Summit 2013 in Grimsby (#Enclosure T13 and T14).</p> <p><u>WP 2.2. Project Website</u></p> <p>The project website is up and running. The website is maintained and updated by the project manager. The project website informs about the project activities and uses social media features such as a twitter account. The website was consulted 1,271 times and the twitter accounts currently has 278 followers (# Enclosure T1 and T8). The regular NSF Newsletter is linked to website.</p> <p><u>WP 2.3. NSF Newsletter</u></p> <p>The second NSF Newsletter was published and distributed digitally among subscribers and project partners (# Enclosure T18). In this newsletter certain activities, events and results are highlighted, in this case especially the Start Conference. The NSF Newsletter is linked to the website.</p> <p><u>WP 2.4: Networking meetings</u></p> <p>In this project network meetings serve to facilitate transnational exchange of knowledge and expertise. The focus of these network meetings is on methods and strategies to reach a sustainable transition of the wet fish supply chain; the development of appropriate solutions for supply chain innovations from catch to plate; and to standardise the communication of information related to fishery products. For these network meetings the present project partners are invited as well as a broad selection of regional and international stakeholders (see NSF communication plan).</p> <p>In this period, on April 17, the Municipality of Harlingen organised a network meeting to discuss the issue of innovative capacity of fish based regional economies and the sustainable transition of fishing (#Enclosure T 6, T 7 and 2.1). The meeting was highly informative with visits to the fishery harbour of Harlingen and to the Fish Auction Urk, location Harlingen, hosted by director Teun Visser. Visser also explained and demonstrated modern shrimp processing. The meeting was an excellent warm-up for the Start Conference the next day in Lauwersoog.</p> <p><u>WP 2.5. Conferences</u></p> <p>On April 18 2013, LB Municipality the Marne hosted the NSF Start Conference in the port of Lauwersoog (# Enclosure 1.11, 1.12, T2, T3 and T4). Main theme of the Conference was innovation and sustainability in the fishery sector. Chairman of the day was Mr Maarten Mens, who worked for the Dutch fish product Board, representing the Dutch fish trade in discussions and negotiations with Governments, NGOs and other organizations. Mrs Barbara Holierhoek, chair of two Fishermen Associations in the North of the Netherlands represented the fishermen and reflected upon the speeches of the keynote speakers. The programme included key note speakers Mr Martin Boyers, Chief Executive of the Grimsby Fish Auction (UK), Mr Kees Taal, researcher fishery economics, aquaculture and market chains and Barbara Rodenburg-Geertsema (fisher, shop owner and chair of De Goede Vissers) (# Enclosure T2).</p> <p>In this project period, the University of Hull together with the Lead Beneficiary has also started preparing the NSF Final Conference, which will takeplace in September 2014. This event will take place at the University of Hull and is to be organised back to back with the Humber</p>

Seafood Summit 2014, run by British organisation SeaFish: a Non-Departmental Public Body (NDPB) set up by the Fisheries Act 1981 to improve efficiency and raise standards across the seafood industry.

WP 2.6: Web videos and real life online

One of the ways to increase transparency of the production chain is to install satellite systems or webcams on vessels to show real time activity on board of the ship. Project partner the Municipality of Sluis is planning to integrate this in the Fishery Experience (Visserij Experience). First piloting will take place. The testing of satellite tracking is not in use yet but results are expected in six months. It is also expected that this will include an assessment on how this technology can be adapted in Breskens.

WP 3: Specialisation in the chain from catch to plate to foster sustainable fishery regions.

Fresh fish and seafood are faced with particular challenges in the chain of supply from catch to consumer. The fish must be kept in saleable and edible condition. In addition, bureaucratic requirements relating to traceability and identity are in effect. Also the changing eating habits and expectations of consumers lead to new requirements for improved product quality and traceability. Close cooperation in the sector is needed to link several stages in the supply chain as well as specialisation to be able to anticipate on future needs. This specialisation means integrating new identification technologies; engineering solutions to adapt ports; quality management; and standardization efforts. The University of Hull is managing this work package.

WP 3.1. Anticipating on future trends as catalyst for the transition towards a sustainable North Sea fishery

In this project period, the University of Hull conducted a desk study based on the input from Seafox (for the UK) and partners ILVO (for Belgium), Hanstholm (for Denmark) and De Marne (for NL) partners. The result is a report entitled "*Understanding current and anticipated future trends as a catalyst for the transition towards economically sustainable North Sea Fish*" (# Enclosure 3.3). The document provides a snapshot of activities in the fisheries sector across partner regions and it can be used as baseline for further work toward a more innovative North Sea Fishing sector. In sum, the reports concludes that: 1) consumption of fish throughout Europe is rising slightly year on year but to make a significant economic impact on the fishing sector, consumption will have to increase more strongly; 2) the size of fleets is declining, with a general consequent fall in output and this shortfall is being met by increased imports; 3) the profitability of fishing fleets is being negatively affected by costs associated with requirements of tighter environmental controls including seabed protection, discard monitoring and fuel efficiency; 4) stocks of fish are generally in a healthy state with decline in production being due to issues already mentioned rather than a lack of available fish; and 5) the efficiency of the fleet is improving due to adoption of new trawling methods and improving power/fuel efficiency.

In addition the mechanism of preparing this document developed good working relationships and channels of communication between North Sea Fish partners, including making the partners aware of existing expertise. For example, the Danish traceability system (SIF) is a good example of this. Another example is the fish box handling system showed in the Port of Hanstholm. The new system will help traceability and it will also help improving working conditions. As such it is a good example of building in innovation in the fishing sector. Producing the report also created internal awareness: for De Marne one of the key findings was becoming aware of the vulnerability of the home fleet. Overall, the Report gives a useful framework regarding fish flows which will be utilised in future project work.

WP 3.2. Study and exchange the development and increased use of data transfer for identification and tracking for logistical processes to extend market horizons

This activity aims to explore the possibilities for the implementation of a standardized information system on sustainably caught fish on a North Sea region level. Traceability is an important issue in a scoring system for sustainably caught fish as the score is directly dependent on the information of the catch: the fishing area, the fishing technique, levels of by-catch, etc. In an ideal situation, a fish is fully traceable, from catch to plate. In this respect, it is important to have insights in how data about the catch follows the fish through the supply chain. As the target audience of the scoring system are the first buyers in the fish auction, ILVO in cooperation with the University of Hull studied data flows from catch to first buyers. The Belgian situation was used as a case study. ILVO focused on the fish caught by the Belgian fleet that landed at the auction quays to map the fish supply chain data flows and to get an accurate picture of fish supply flows. For more insight into the status of logistics technology adoptions and an assessment of the available best practice, the technology adoptions occurring in the Belgian fleet were surveyed. These tasks are ongoing and currently relevant information is collected. The final results will be documented in separated reports later in the project.

In this period, partner ILVO organized several visits on the purpose of introducing and receiving feedback for the FISS system. Exchange trips were organised to the auctions of Boulogne-sur-Mer (April 10) in France; the Fish auction in Urk (April 19); the Fish auction in Den Helder, 4th July; and the Fish auction in Den Oever, 4th July (the Netherlands). They also visited Ekofish Group in Urk (the Netherlands) and SIF in Denmark. The fish auctions from the Netherlands and France are positive about the presented FISS system and the approach used to describe and visualize sustainability on trip and species level. They acknowledge the importance of a uniform system and see it as a tool which can help to get better prices and as an incentive for the fisheries sectors to invest in a more sustainable techniques and approach. All auctions are in favour of a closer cooperation in terms of the exchange and sharing of knowledge and information on the FISS system and related valorisation efforts. The presentation and the reports of the above visits are provided as # Enclosure 5.2 to 5.7.

WP 3.3. Joint development of strategies and methods for adjustment of port facilities to flexible and sustainable fisheries.

This part of the project deals with developing strategies and methods for adjusting port facilities to sustainable fisheries. Partners De Marne, Harlingen, and Hanstholm are most actively involved in this. In De Marne, the port authority (EHL) presented a new practical –bottom-up constructed- development plan for the near future (#Enclosure 1.15). The development plan is supported by local entrepreneurs and involves several subprojects, such as the spatial division between fisheries and tourism, redevelopment of the former so-called Nordshrimp location, quay elongation and the development of a shrimp centre. Studies showed that there is no business case for a new auction complex. Currently the developing partners do not see a perspective in further development of the auction in its present form and talks on this have stopped. The Province of Groningen acknowledged the need for redevelopment of the port of Lauwersoog and decided to allocate additional funds. Along with the Province, also the Dutch Wadden Fund allocated funding to the redevelopment of the port, but this grant emphasizes development of the tourism infrastructure. Talks about clustering fishery activities resulted in the commitment of at least two very relevant companies working in the field of shrimp processing: Kant and Telson. Both companies will relocate their activities in a shrimp centre to be developed in the port. Both companies managed to develop state-of-the-art peeling machinery and new conservation techniques. In Harlingen, the port of Harlingen and fishermen came with an innovative idea to alter piers by introducing "notches" to make it possible to approach the net drums on the rear end of the cutters. A technical blueprint has been developed, which is currently available for actual construction. The blueprint has been fine tuned by consulting fisheries in Urk again. Harlingen has begun preparations to look for funds and political support for construction of the jetty in 2014 and/or 2015. The port of Hanstholm has been working on calculating the economic value of fishing investments (regional economic model). For this a method for the fishery sector and connected companies had to be developed. This was done with consulting company GEMBA Seafood Consulting A/S. This value chain approach model can be used by the NSF partners.

WP 3.4. Building towards transparent exchange of information about wet fish products by means of standardization and transnational quality rating.

As in WP3.2., work in this activity aims to explore the possibilities for the implementation of a standardized information system on sustainably caught fish on a North Sea region level, and improve traceability (see WP 3.2.). However, before one can think of a generic and standardised scoring system on sustainability on the North Sea level, it is crucial to have insight in the way how the national fishery sectors cope with

sustainability and, more specifically, traceability. To that effect, ILVO has started to produce a report on the use of quality labels and traceability systems for wet fish in the North Sea region and beyond. Concerning the quality labels, producer organisations, auctions and government's fishery departments are being contacted and questioned. Information on different quality labels has been collected. This will be input for a database or information system on 'sustainable seafood'. This will allow benchmarking which is important to identify and compare the quality/sustainability norms used by the different systems and the acceptance by the different stakeholders. This is very useful information to support initiatives focusing on sustainability or on innovation in the chain from catch to plate. This task will be finalized during the following months. ILVO also continued contacting and questioning producer organizations, auctions and government's fishery departments concerning the report on the use of traceability systems for wet fish in the North Sea region and beyond. A draft version of the report is available and will be further fine tuned.

WP 4 Broadening activities in the supply chain of wet fish to promote competitive fishery economies.

The slow but steady change to sustainable fisheries offers opportunities for coastal regions to adapt their local economies. The sustainable production of fish and fish-related products generates the need for an alternative image of fishes and fisheries, rooted in local culture. The fish production chain from "catch to plate" only ends when customers can experience their wet fish by taste, smell and sight. The partners will benefit significantly from working in transnational partnerships, as it allows integrating the expertise of the local authorities, knowledge institutes, fish auctions and other actors involved in the North Sea Fish region. Sustainable transition of fishery economies is not possible without joint action with stakeholders from other sections. Leader of this Work Package is the Port of Hanstholm. Some efforts have been used on the planning of the work in the WP 4. Due to the complexity of the work packages and its wide framed target, time has been used on focusing the work. Partners discussed the content of a document with the different activities and agreed deadlines (# Enclosure 6.2).

WP 4.1. Expanding and strengthening the network of organizations and businesses in the supply chain and supporting sectors, including outreach for intra-sectoral cooperation.

All partners have been working on further expanding and strengthening their networks of experts, businesses, community representatives and ports. From September onwards, the Port of Hanstholm has started cooperation with local stakeholders by contacting and engaging representatives and companies from the wet fish sector in the Hanstholm area. The goal was to create an interest and more awareness on the potentials in fish from the North Sea area. Following the example from Harlingen, preparation has started for a workshop with local fishermen and representatives from the processing industry to create more knowledge about opportunities and spots for innovation on docking facilities. The Port of Hanstholm has also investigated the Fish Auction and investigated a fish box handling factory, and started preparation for further investigating LNG possibilities. This partner started the first preparations for a specified and focussed meeting with the Hochschule of Bremerhaven to create a more solid background for the innovation platform regarding quality and transport for the ports of Hanstholm and Harlingen. The Municipality of Harlingen developed an action plan to conduct work on this WP activity for 2014 (# Enclosure 2.5). As presented to the municipal council (# Enclosure 2.6.), the approach of Harlingen fits in an overall arching attempt to develop policy for a sustainable future proof port. In the Municipality De Marne, the activities of the appointed fishery contact person have been centred around the creation of political support for a new long-term future perspective for fisheries and creating awareness of the current situation of the regional fishery economy amongst decision makers (# Enclosure 1.3.). The trips organised by ILVO to several auctions in the Netherlands, the UK and France also contributed to extending the network.

WP 4.2. Expanding market horizons for North Sea fisheries by new market combinations.

Fisheries and the related chain of economic activities are key drivers of coastal communities. However, the sector is under increasing pressure due to the restructuring of the fisheries sector, the decrease of fishing fleets and overexploitation of fish stocks. There is a need to expand the market for fisheries and also to look for new and innovative opportunities in combination with other economic sectors. In this period the partners engaged themselves in exploring a number of these. In this respect, partners De Marne, Harlingen and Hanstholm recognize the opportunities of using LNG in ports. Fishing vessels are necessarily equipped by beams and require heavy thrust to meet the resistance of large nets, sum wings and other gear. Fishing vessels currently use heavy oil, meaning that increasing fuel prices put a lot of pressure on the profitable management of fisheries. The partners aim to develop understanding of its role, to meet future demand by users, industries and the port authorities. The usage of liquid natural gas (LNG) for sea bound vessels is (far) more sustainable than the current use of traditional heavy oil. The wider use of gas may lead to more affordable prices and LNG can also be used to cool on-board storage of fish. Contacts of de Marne with Groningen Seaports –currently seen as a near future partner in running the port of Lauwersoog– learned that the fishing sector may be an interesting potential consumer of LNG as it has both mass and interest to switch to LNG. The future potential of LNG of use in and for fishery ports will be subject of a LNG session organised by Harlingen, de Marne and the Port of Hanstholm in October. This session aims to identify the steps which need to be taken on the road of LNG-use implementation.

ILVO's contribution is aimed at the implementation of a system that communicates about sustainability. Such a system can influence the market in various ways. Fishermen can for example benefit from a scoring system on sustainability if it is associated with an improved market access and better prices for sustainably caught fish. Therefore, ILVO is screening various sustainability initiatives for wet fish in the North Sea region and their effect on the market. In this way, the quick wins for the implementation of a FISS system on a North Sea level can be determined more easily. In this project period, ILVO continued with the inventory of sustainability initiatives (a.o. Scheveninger Best, Ekofish Group, Normandie Fracheur Mer) and the selection of several cases for further study. The initiative now chosen is "Ekofish Group", as it concerns the adoption of a label (combination quality and sustainability) by a fishing company in cooperation with some downstream market player(s). Ekofish Group originated from the fishery company of family De Boer, their vessels were converted to twin rig in 2007. The Ekofish Group became the first to offer MSC certified plaice from their own vessels. Ekofish Groups aims to control and optimize the chain. In the vision of Ekofish Group this chain has to be as short as possible. This prevents unnecessary loss of quality; Ekofish Group feels very strongly about quality. Therefore, Ekofish Group has been the first to stop sorting the catch at the auction. Instead, the factory of Ekofish Group (Korf Vis) is capable to sort the plaice on a modern grading machine. ILVO further investigated whether the adoption of the label results in a better price for the wet product and whether it benefits the fishermen. In a second step we will investigate to which factors (quality, sustainability, improved image, etc.) the price premium could be attributed.

Port of Hanstholm will start work together with the local fishermen association to identify docking potential and energy potential from a sustainability point of view on the fishery. Hanstholm plans to investigate how a more sustainable use of energy in the fishery can be used as new selling point for the wet-fish sector. The Port of Hanstholm has also used the consulting company GEMBA Seafood Consulting to measure the economic effect of investment in port facilities and fishery. A flyer regarding the method in the economic impact analysis from GEMBA Seafood Consulting is attached as #enclosure 6.3. The results are based on a scientific method. In the next period the results from this work will be shown to the different partners. The method can be a way to measure the effects of investment in fishery and after adjustment (to different countries) is widely useful.

Sluis is exploring another direction. In the traditional fishing port of Breskens, the fishing sector itself is decreasing. However, building on the fishing tradition, the municipality aims to keep this image of Breskens as a fishing town alive and visible. They have created a plan for a so called 'Fishing Experience' (Visserij Experience): a centre where people can see and experience the fishery supply chain from catch to plate in the North Sea Region. This makes people more familiar with the sector and can be a good way to create new businesses in the fishing sector. In this process the municipality worked together with the local fishermen and other stakeholders. A consultancy firm has been working on a report on the concept (expected end of the year). One of the goals of the Fishing Experience is to search for combinations to increase the capacity of the product. Fish can be a central theme in the food sector, the recreational sector and a key role in the positioning of Breskens. The ZKA-report should also give some possible strategies that can be used to create new market combinations together with the fishery sector and the culinary sector. This will be important input for work in WP 4.2.

WP 4.3 Developing demand orientated business attitudes by connecting consumers and fishery economies by anticipating on future needs.

This activity started in this period and is aimed towards finding suitable concepts to connect consumers, fishermen and fish processors. ILVO is writing a report on national, regional and local initiatives to connect consumers, fishermen and fish processors. Sluis is investigating the best way to use multimedia to make the wet fish supply chain more visible for the consumer. They are in the process of preparing a tender for the production of a multimedia story-telling from catch to plate. Goal is to create one Experience Centre on "the Taste of Fish" in which everything is related to this theme: from the outside of the building and the boat on the rooftop to the exhibition inside. For the next project period, Sluis aims to present a first idea about how the audio- and visual dimension can be implemented in the Fishery Experience Centre. See enclosure T10 to get an idea of the design.

4b. Activities outside the eligible area (that were listed in Q2.4 of the approved application form)

None.

4c. Activities or travels outside the eligible area (that were not listed in Q2.4 of the approved application form)

ILVO organised a visit to the Fish auction in Boulogne-sur-Mer, France (April 10 2013) (Enclosure 5.3). The port of Boulogne-sur-mer is the most important fishing port in France and one of the leading fishing ports for the North Sea and Channel fishing area. ILVO contacted BOULOGNE-sur-mer for its report on traceability systems for the fisheries sector (NSF WP3) and presented the NSF interreg project and ILVO's pilot within this project by mail. The fishing auction was very interested in the FISS concept and asked ILVO to come to Boulogne-sur-mer to present its vision and ideas. At the same time, this visit would be very valuable in an NSF point of view, as ILVO is working towards a transnational sustainability rating system for the fishing activity in the North Sea and Boulogne-sur-mer is a leading auction in this area.

5. Completion of a work package

Completed Work Packages

6. Transnational approach

How has the project ensured transnationality in its approach during the reporting period?

The meetings and conference attendance and collaborations with the partners had a clear transnational added value. During the project meetings progress was reported on joint action plans and activities; results were discussed and further joint steps agreed upon. The programmes of the different meetings contributed to the increase of the partners' knowledge about the fishery and the processing technology in the North Sea region. This includes getting a more detailed knowledge on for instance specific species, techniques etc. For example, attention was focussed on a particular part of the North Sea to investigate several specific supply chains in the NSF-project. This serves as an example on how supply chains of other species in other parts of the North Sea can be investigated in the course of the project. ILVO visited the auction in Urk (19th April, Urk, The Netherlands) and the Danish partner made it possible to attend a demonstration of the Danish fisheries traceability system (6th September 2013 – Hanstholm, DK). Also transnational links with parties outside the current partnership have been established.

There also has been a meeting between the mayor of Thisted, the President of the North sea Commission, Mr Ole B. Sørensen and the Alderman of Municipality of De Marne, Mr Waalkens. The outcome of this meeting has been updated knowledge about the Waddenzee Heritage and the work in that field, the role of government in the ports and exchanged experiences in NSF. Hence, contacts with the North Sea Commission have been ensured and connections have been established with the Waddenzee Heritage initiative. In particular in relation to the Wadden Coast regions, there is now a growing awareness that fisheries are not limited to boundaries and this is started to become apparent in the everyday business operations. This has emphasized the importance of maintaining and further exploring relations in the Wadden coast of the Netherlands, Germany and Denmark. Michael Henriques, Port of Hanstholm' NSF-team, presented the Lo-pinod project to the partners and the link with the work done in North Sea Fish (# Enclosure 6.6). Also a visit to the National Park Thy was an outcome to show how one of the biggest fishing ports in Europe is placed right beside a unique nature heritage.

The report "Understanding current and anticipated future trends as a catalyst for the transition towards economically sustainable North Sea Fish" (# Enclosure 3.3.) composed by the University of Hull for work package 3.1., gives a clear transnational view of the fisheries sector, activities and opportunities across partner countries, and serves as a baseline for future activities.

As planned, some activities were taken on by partners that had experience with these activities to export ideas and practices to the other partners. ILVO for instance has started to introduce the FISS (Fish Information System on Sustainability) concept to fish auctions and research institutes in the partner regions and set up a cooperation platform between interested parties (producers organisations, auctions, government's fisheries department) concerning the traceability aspect of the fisheries sector in their region. Similarly, the calculation method that was developed by Hanstholm in Work package 4.2 is offered to the other NSF partners and can be used after adjustment of the economic model. In addition, the on-going activities in the work packages aim towards the standardization of processes and quality labelling on a transnational level. Finally, the transnational cooperation has also led to new initiatives to tackle joint problems. A good example of this is the organisation of a joint session on LNG in the port of Rotterdam. This was set up by De Marne, Harlingen and Hanstholm –and supported by ILVO.

Overall, working together with regions across the North Sea has been useful for the partners to reflect on their own work. For example, one of the partners (De Marne) noted that the contacts made during the several project meetings and network meetings also provided the opportunity to reflect on regional and national issues. These appear different from a transnational perspective, as regionally felt major issues seem of other importance when related to main North Sea wide trends. This conscious made the work of the municipality of de Marne more targeted, as the project workers gained more understanding of the extent and impact of the foreseen activities. Much has been learned from the no-nonsense approach of the Port of Hanstholm for port development. The same approach is proposed to be followed and to be finalised in the next reporting period. Sluis also noted that it was interesting to see how other partners deal with similar situations for instance in involving stakeholders in the planning process, and the combination of using scientific and practical knowledge in the planning for a new harbour in Harlingen. It also became clear that it is very helpful to include local and regional politicians at an early stage in the planning of projects.

7. Transnationality

<p>7a) How have the project partners ensured horizontal and vertical participation?</p> <p>Horizontal cooperation (different sectors) is ensured through:</p> <p>Partner 1: De Marne cooperates with the Port Authority (EHL) as one of three share holders, the others being Municipality Dongeradeel and the Fish Auction Lauwersoog. De Marne also cooperates with the local auction, CIV Lauwersoog (collective buyers organization), fishery association Hulp in Nood, Groningen Seaports and several local fisheries. This work is done mainly by the fishery contact person. The port of Lauwersoog is one of several so-called "hot-spots" in the Lauwersmeer area. The spatial policy for this region is targeted towards development of its tourist potential. Within this framework, de Marne cooperates with the Provincial regional manager Lauwersmeer.</p> <p>Partner 2: For Harlingen, Urk fish auction is the main partner for the fishing harbor. Several fisheries from Urk have been involved in the conceptual drawing of the new jetty. The port approached the engineers of Adonin to deliver 3D imagery. Concerning LNG, Harlingen shares in the experiences of LNG suppliers such as shipowner Doeksen (ferry), other Wadden Sea ports (Den Oever, Lauwersoog and Groningen Seaports) and Energy Valley when it comes to in-depth knowledge.</p> <p>Partner 3: As a University, the University of Hull works to be inclusive and open in all of their communications and seek to engage with a diverse range of organisations throughout the fish supply chains, from government organisations (for example SeaFish and the Holderness FLAG), through international companies (for example SeaFox) to local SMEs (examples from our FLAG network). Such interactions are vital for the project work, for example the commercial knowledge and expertise which will be required for the case study work in work package 3.</p> <p>Partner 4: the Municipality of Sluis has cooperated with representatives of the Breskens fishing fleet, the fish auction and the fish processing industry. They have also involved the gastronomic sector and the Dutch Fish Product Board (Productschap Vis). With these stakeholders from the entire fishing chain, they developed a plan to keep or revitalize Breskens' fishing identity. For Sluis, important local stakeholders are the fishermen themselves, the local harbour authority, the fish auction and the several fish restaurants.</p> <p>Partner 5: ILVO cooperates with producers organizations and fish auctions concerning the traceability in the fisheries sector (see site visits to Boulogne-sur-mer, Ekofish, Den Helder, Den Oever, SIF and Urk).</p> <p>Partner 6: The port of Hanstholm has ensured a vertical participation via contact to local business (wet fish sector). The organization involved is the locale fishermen association, the local association of processing companies in the Hanstholm area.</p> <p>Vertical cooperation (different levels) is ensured through:</p> <p>Partner 1: De Marne's activities within NSF are supported by the Province of Groningen and linked to the Provincial efforts to increase the critical mass of Lauwersoog in terms of tourism and fisheries. Cooperative organizations on national level are the Dutch Coalition of Wadden Ports, the national Wadden Fund, knowledge institute LEI and PO Vis (Dutch fish product Board).</p> <p>Partner 2: Harlingen cooperates with other Wadden sea ports and municipalities.</p> <p>Partner 3: the University of Hull cooperates with different government organizations for example SeaFish and the Holderness FLAG.</p> <p>Partner 4: The municipality of Sluis cooperates closely with the Province of Zeeland. The Province clearly recognizes the potential and importance of fishery for the Province and they have selected Breskens and the development of the harbor as one of their main priority themes. The Province has an appointed contact person for the fishery sector so communication between the municipality and the Province is direct.</p> <p>Partner 5: ILVO cooperates with the fishery departments of different governments.</p> <p>Partner 6: The port of Hanstholm has ensured vertical cooperation between the municipality of Thisted and NSF by organizing an information meeting with the mayor.</p>
<p>7b) Are there any difficulties in the partnership? If a partner wishes to withdraw or change responsibility within/from the partnership please refer to question 4 in the Changes Explanation form</p> <p>No.</p>

8. Knowledge transfer and links

<p>8a) Which European /national or other policies has the project contributed towards during the reporting period?</p> <p>The Common Fisheries Policy is striving towards a sustainable European fishing fleet. The activities of North Sea Fish contribute to the new European Common Fishery Policy and in particular aims to contribute to two of its objectives: the regulation of production, quality, grading, packaging and labelling, and the encouragement of producers organizations to protect fishermen from sudden market changes. For example, traceability – a key issue in the NSF project – is also an issue that is raised within the Common Fisheries Policy. The Council regulation nr. 1224/2009 art. 58 states that all lot of fisheries and aquaculture products shall be traceable at all stages of production, processing and distribution, from catching or harvesting to retail stage. In this period, ILVO has been working on the report that addresses the use of traceability systems for wet fish in the North Sea region. This report can be used as a working document in discussions concerning the development and implementation of these traceability systems. In addition, the introduction of an information system on sustainably caught fish can result in an improved market access and even better prices for the fishermen. This creates an economic incentive for fishermen to adopt sustainable fishing practices at a faster rate. This could eventually lead to an increased sustainability of the whole sector.</p> <p>Another activity that links to national and EU policy is the drive to sustainable adapted fishing techniques. In 2016, large parts of the North Sea are expected to close for traditional beam cutters. In Harlingen, the jetty anticipates on the increasingly popular use of the twinrig, electric fishing and flyshoot. The notched pier suits the use of these techniques. The width of the "notches" are expected to fit for the long term, as Euro cutters are foreseen to stay or at least not to grow in size due to increasing fuel costs. This energy issue – how can we create a more sustainable level of energy consumption in the EU-fishery sector in the future – is addressed in the NSF project by looking into the possibilities of LNG. Switching to other fuel sources as LNG is a current topic within the fisheries sector and a number of pilots and projects are in proposal for the EFF. Also the project explores possibilities to reduce overall transportation activity by keeping "local fish for the local area". This will reduce the energy consumption. This focus on the local supply chains ensures local fish for the EU-market. These points also support the regional view in different EU-programs regarding the creation of work and jobs in outskirts of Europe. At that point Port of Hanstholm will as an experiment try to establish a platform for innovation trying to find out about the opportunities in the saith supply chain for quick wins regarding docking facilities and also what possibilities there are for LNG-technology. As such, the project fits well into the New</p>

Common Fishery policy with focus on the reduction of energy and a more sustainable and innovative fishery.

Similarly, on the national level NSF links to national policies and initiatives such as for example in Belgium, the Action Plan "Selectief vissen doet leven" (selective fishing) of the Flemish Government and the "Convenant voor duurzame visserij" (on sustainability in the fishing sector) which was signed by the Rederscentrale (PO), ILVO (Science), Departement Landbouwen Visserij (Flemish Government) and Natuurpunt (NGO). In the Netherlands, the partners are in close contact with parliament and representatives of the National Programme "Rijke Waddenzee" (Rich Wadden Sea) and the Wadden Association (Waddenvereniging). Also direct links on European affairs are maintained by respective provincial authorities.

8b) Does the project make any links to any current and former programmes and projects during the reporting period? If yes, please present how these links are implemented in your project.

Partner 1 – De Marne: The fishery contact person has been active in translating the consequences of Viswad and Vibeg –closure of fishing grounds based on the CFP-, Natura 2000 and the discard ban to fisheries and governments. The contact person played an informative role in the sometimes tense discussion between fisheries, government and environmentalists. One issue concerned the alleviation of tensions during a protest of shrimpers in The Hague.

Partner 2 – Harlingen: North Sea Fish is part of the effort of the municipality of Harlingen to use its position on the Wadden (or North Sea) coast as a maritime hub, to foster the regional economy. As maritime center, Harlingen is partner in the Interreg IVB SAIL and Lo-PINOD project to stay ahead as innovative and present-day port. In Harlingen, the regional economy specialised in the construction of sailing vessels (yachting). Harlingen promotes the partial substitution of oil-powered maritime transport by sail-driven boating. Nonetheless, the municipality acknowledges that this will most probably be a slow transition, not capable of changing every sector in maritime shipping. Fishing vessels are necessarily equipped by beams and require heavy thrust to meet the resistance of large nets, sumwings and other gear. The parallel use of sails appears to be more complex. Fishing vessels currently use heavy oil, meaning that increasing fuel prices put a lot of pressure on the profitable management of fisheries. The usage of liquid natural gas (LNG) for sea bound vessels is (far) more sustainable than the current use of traditional heavy oil. The wider use of gas may lead to more affordable prices and LNG can also be used to cool onboard storage of fish. Contacts of Harlingen with LNG suppliers (Vopak/ Gasunie, Energy Valley) learned that the fishing sector is an interesting potential consumer of LNG as it has both mass and interest to switch to LNG.

Partner 3 – University of Hull: the project activities that the University has been involved in during this period have contributed towards the FoodPort Interreg project which the same staff at the University are involved in and North Sea Fish project is of relevance to the Holderness Fisheries Local Action Group (FLAG) which also has cross representation through the University. As the project progresses these links will become clearer, but at this stage it is clear that these two programmes will be valuable networks for the activities of this project. Regarding the EU Interreg-funded FoodPort, the project aims to identify best practice and potential for improvement in the area of Food Logistics in the North Sea Region. The University of Hull is coordinating a work package within FoodPort which examines the impact that logistics technologies might have in the fields of Identification, Location and Communication in Food Logistics. Five case studies are being examined, one of which is fresh fish which has direct relevance to the North Sea Fish (NSF) project. The fresh fish study in FoodPort involves project partners from the UK, Germany, Sweden and Norway including fish manufacturers, processors and academic institutions. As well as defining the fish supply chain, a technology trial has been carried out involving tracking of fish boxes using an RFID system. Valuable lessons have been learned about the problems and feasibility of such systems, which again have direct relevance to NSF. Contacts have led to an invitation to present NSF on the final conference of Foodport in 2014 in Oostende.

Partner 4 – Sluis: The NSF project has a strong link with the Interreg IVA project GIFS. In this project one of the goals is also to keep the image of Breskens as a fishery town alive, in relation to this inhabitants of Breskens have been interviewed. The project is a study concerning the attitude towards fisheries in fishing villages and it includes a survey on both sides of the Channel and Southern North Sea. Questions are: how important are the fisheries to the inhabitants? For example: do they buy fresh fish in their villages themselves, and do they prefer fish from their 'own trawlers'? How can fishing contribute to the promotion of the village and what future of fishing in their coastal town do they foresee? It is important to better understand the cultural and social value of fisheries for coastal communities.

Partner 5 – ILVO: The project is closely related to the EFF axis 4 project VALDUVIS. Within VALDUVIS, the FISS system for Belgium will be developed. FISS is an information platform for fish buyers in the auction which informs on the ecological, social and economic sustainability of landed fish in an attractive way, easy and quick to interpret. Within NSF, ILVO will disseminate the FISS concept across the North Sea region and try to find interested parties to adopt the system.

Partner 6 – Port of Hanstholm: The NSF project connects the work in the LO-pinod (Inter-reg) project in a good way. The NSF-project has also been announced in the Lo-pinod working group. The connection between transport/logistic (lo-pinod-project) and the fresh-wet fish is a crucial determining factor for the sector. Networking meetings (also Work package 2.4) is a central part of the work. The team from the Port of Hanstholm instantly tells about the NSF in different areas as example Mr Michael Henriques have presented the NSF project at the Lo-pinod meetings (Inter-reg project). An opportunity to promote the project and to network with new contacts for which our work may be of interest is in focus. A connection between the two programmes NSF and Lo-pinod is a central pillar in work the Port of Hanstholm is doing regarding developing the port and port developments. The plan for Port development in Hanstholm is central for the whole development of the area around the Municipality of Thisted.

8c) Have other contacts have been made during the reporting period?

Partner 1 - Municipality of De Marne: The fishery contact person re-established awareness of the activities in Lauwersoog and the general fishery sector in contact with the deputy of neighbouring municipality Dongeradeel. Together with Hulp in Nood the contact person looked for coordinating policies with the Wadden Sea Board. Mr Hollenga also established contact with the National Innovation Network and invited them to visit Lauwersoog. Coordination took place with the national Vissersbond (fishery association) about the prospects for LNG usage. The start conference was attended by various representatives from fisheries, authorities and knowledge institutes, including M. Mens (Dutch fish product Board), B. Holierhoek (chair of two Fishermen Associations in the North of the Netherlands), K. Taal (researcher fishery economics, aquaculture and market chains, LEI), M. Boyers, (CEO Grimsby Fish Market) B. Rodenburg-Geertsema (fisher, shop owner and chair of De Goede Vissers).

Partner 2 – Harlingen: New contacts have been made via the network of ILVO with the France Pêche durable et responsable –project. These contacts will be used for developing understanding of the several innovations under way along the North Sea coast. At the project and network meeting of Harlingen new stakeholders were introduced to the NSF project and network. Concerning LNG, new contacts have been made between the municipality and oil companies/ resellers, distributors, other North Sea ports and knowledge institutes (Energy Valley, NHL). Via Harlingen, contacts have been made with the EU project 'France Pêche durable et responsable' to make a contribution to the project.

Partner 3 – University of Hull: new networks continue to be developed. For example through the UK Satellite Applications Catapult work close relationships are now being fostered with the UK General Lighthouse Authority (GLA), the i-port project in the Port of Liverpool, Chalmers University in Sweden and Associated British Ports.

Partner 4 – Sluis: Several new contacts have been made during the Start Conference, most notably the tourism manager of de Marne with whom ideas were exchanged to link tourism to the fishery sector.

Partner 5- ILVO: Several new contacts were established during the visits to the auctions of Urk, Den Oever, Den Helder and Boulogne-Sur-Mer, and to Ekofish Group and SIF in Denmark.

Partner 6 – Hanstholm: The port of Hanstholm works in an instant way with international contacts in Norway, Iceland and Faro Islands. Especially in Norway the Port have found it meaningful to mention the EU-projects (including NSF) the port is involved in. Contacts (oral) have also been taken to companies in the locale area (some of the companies contacted regarding NSF-meeting in September: Chrisfish Hanstholm Aps, Fonfish A/S, Gadus A/S, P. Taabbel, Seawell A/S and the NSF-project has also been announced in the Lo-pinod working group there. The Port of Hanstholm also works with new transport corridors. Hanstholm has established contact to the North Sea Commission regarding the work in NSF and provided information about NSF at General Assembly of Norsk Havneforening. There also has been a meeting between the mayor of Thisted, the President of the North sea Commission, Mr Ole B. Sørensen and the Alderman of Municipality of De Marne, Mr Waalkens. The outcome of this meeting has been updated knowledge about the Waddenzee Heritage and the work in that field, the role of government in the ports and exchanged experiences in NSF. In that way the Port of Hanstholm has ensured the connection between The Municipality of Thisted and the Waddenzee Heritage.

At the same time NSF partners were informed about the situation in Hanstholm and presentations by Mr Carsten Beith, Fonfish and President of fish processing association was organised.

9. Innovation

How has your project contributed to promoting innovation within the North Sea Region during the reporting period?

In the NSF project, several innovative actions are intended to contribute to the transition to modern, competitive and sustainable European fisheries. One important innovative aspect of the work is directed towards understanding quality labels and processing standards. In the NSF project ILVO in particular, has been working on a report on the use of labels. This will be input for a database on sustainable seafood that will support initiatives and innovation in this direction. It will allow benchmarking which is important to identify and compare quality and sustainability norms used by the different systems and the acceptance by different stakeholders. Also important steps have been made finding and using a standardized information system on sustainably caught fish. Traceability plays a key role. In the project ILVO and Hull have started to work on analysing data flows from catch to plate in the Belgium situation. Also the Danish traceability system SIF offers important leads for developing such an information system. This kind of information is essential as it allows to strategically use and link data in decision making on issues such as new fishery methods or fish stock management. It contributes to making well informed decisions that are both sustainable and competitive.

In addition, several of the project activities in the partner regions have contributed to innovation. A project by De Marne is a good example of how an innovation in the production chain positively effects the Lauwersoog region. The development of a more sustainable preservation technique, known as High Pressure Preservation (HPP) has changed the entire sector. Until today, the peeling of shrimp is a delicate operation which was done manually in low labour cost countries. In the case of Lauwersoog, this part of the supply chain has moved from Eastern Europe to Morocco. Telson succeeded in the development of rapid mechanized peeling and is on the verge of up scaling its activities. With the help of Blueport Lauwersoog, Kant and Telson the new technique was developed. This current developments eliminate the need for costly and environmentally concerning trucking to and from Morocco. Onsite processing of shrimps creates a new product of day-fresh shrimps. Larger volumes means that the shrimp centre creates new now no-existing contract opportunities for fisheries: independent from auction by the clock and existing monopolists. Day-fresh shrimps have a better market value than Morocco hauled shrimps, giving more fair prices to shrimp fisheries. Once a shrimp centre has been established, additional economies gain momentum. Shrimp waste is currently disposed due to the Moroccan heat. Larger volumes of shrimp waste to be present in Lauwersoog are profitable to exploit. New bio refinery techniques make it possible to derive certain proteins, pigments and other substances for the medical sector. The port authority, municipality, companies and fishery contact person are now working towards an integrated programme for the development of the shrimp centre, including the search for political support and funding. The proposed approach is similar to the approach of the Port of Hanstholm: their strategy will be used as a starting base.

Another example of innovation is the development of a notched jetty in Harlingen. This initiative is new to the North Sea Region. The expected entry of large scale LNG usage also appears to gain momentum. The first distribution nodes have been set up around the North Sea (e.g. in Rotterdam, Göteborg etc.), which makes further distribution to smaller hubs possible. Cooperation between regional fishery ports may make it feasible to organise a "LNG-line" by a buffer vessel to supply ports along a single coast trip. The transition of the fishery fleet to LNG (bi-)fuelled transmission greatly increases the demand for LNG. Currently, one LNG buffer line is in operation by Norway. The creation of LNG demand in ports increases possibilities of other sectors, most notably trucking and short sea shipping, to start use LNG on an increased scale.

In this period, the port of Hanstholm has started the work about handling of fish in the port and energy consumption in the fishery which would actively promote innovation within the North Sea Region. In this period they have specified the area to investigate and work with regarding innovation. At this point the ability to point out relevant target is central. The central core for work with innovation in Hanstholm' part will be the supply chain of saith. At this point Hanstholm will try to find out how energy consumption in the chain can be reduced and how the docking facilities can increase the level of quality of saith. The work with these precise targets will be the goals for the next period. Port of Hanstholm will try to create innovation platforms to involve local stakeholders.

Besides these innovation initiatives that are directly linked to the fishing sector itself, the Municipality of Sluis is working an innovative way to promote fishery in the broader sense. The Fishery Experience aims to integrate new innovative ways of storytelling (3D multimedia) with the history and tradition of fishing. The innovation also lies in the practice of using these techniques to revitalize the identity of Breskens as a fishing town.

Both research partners in NSF, the University of Hull and ILVO, work on the promotion of innovation through their research activities. The most important aspect of ILVO's work in the reporting period is the writing on a report that describes the current use of traceability systems for wet fish in the North Sea region. Such an overview report does not exist yet. This report can be used as a working document in discussions concerning the development and implementation of these traceability systems. As this report is not yet completed, it is not enclosed with this periodic activity report. Currently, through their contacts with SeaFox, the University of Hull are publicizing the idea that there are real opportunities for technological implementation in the fisheries sector but these are yet to be exploited.

10. Publicity

10a) What kind of communication and publicity activities have been carried out?

In this project period communication and publicity activities have intensified. The LB has maintained the website and updated this website at a regular basis, including frequent news items. The second newsletter has been distributed and the twitter account has been used regularly with 202 tweet messages send and 278 followers at the time of writing (# Enclosure T1). The project logo has been used in project communication, in particular in transnational communication by the LB, like invitations and presentations etc and by partners in their reports and presentations.

In addition to the transnational communication about the project, the partners have been involved in communication and publicity activities, both aimed at local target groups as well as international groups. For example, De Marne communicated on port adaption projects (# Enclosure 1.1., 1.7). To many local stakeholders, the Start Conference was an eye-opener as they experienced a cooperative attitude by the port authority and municipality towards fisheries. It made clear that the actions of de Marne are targeted towards a future perspective, taking a pragmatic stance. In addition, the fishery contact person works as an ambassador for the project. The work of the fishery contact person results in multiple face to face contacts with representatives (# Enclosure 1.3, 1.5). This effort leads to a broader understanding of the status and needs of fisheries throughout the entire organization of the port adaption project PROLoog. As the port authority of Lauwersoog (EHL) is a close partner, additional communication efforts about the outcomes of activities have been communicated by EHL with input from the municipality. A notable production has been the new port future perspective (# Enclosure 1.5) in a newspaper "style".

Other partners such as Harlingen and Hanstholm have used the project meetings for communication and publicity both to the other NSF project partners and to the outside world. For example, at the project team meeting in September in Hanstholm a big effort has been done to inform about NSF via side-meetings and presentations. The outcome of the NSF-meeting in Hanstholm was the distribution of information about the NSF project among the Municipality of Thisted, the North Sea Commission and the local fish processing industry (# Enclosure 6.1). Hanstholm also produced a flyer regarding the economic impact of fishery investment (# Enclosure 6.3). ILVO also communicated the goals of NSF and ILVO's role within this NSR project on different occasions and visits at the different fish auctions (Boulogne-sur-Mer, Urk, Den Helder, Den Oever, and to Ekofish and SIF (# Enclosures 5.1-5.2). The University of Hull is undertaking work to develop a case study template for project partners to communicate achievements in an easily accessible format. They have also published a press release describing the project launch (# Enclosure 3.2) and a University bulletin article has featured the project (# Enclosure 3.4) and a press article has been published regarding the North Sea Fish workshop at the Humber Seafood Summit (# Enclosure 3.7). Currently discussions are taking place regarding North Sea Fish having a communication opportunity at the North Atlantic Seafood Forum in Norway in March 2014.

10b) Have any particular activities obtained particular attention for the project or Programme?

The NSF Start Conference in Lauwersoog on April 18 attained particular attention in this project period. During this Conference, NSF partners met a wide range of national and international stakeholders. The conference dinner prior to the conference day included politicians, project partners and representatives from different fishery organisations. The Conference was chaired by Maarten Mens, included several international key note speeches and contributions for instance by the host of the meeting, Harm Evert Waalkens of the municipality of De Marne, Martyn Boyers, chief executive of Grimsby Fish Market, UK, Barbara Rodenburg-Geertsema, of the locally based De Goede Vissers and Barbara Holierhoek, chair of Fishermen Associations in the North of the Netherlands. In the afternoon, participants engaged during different excursions. The North Sea Fish conference has been mentioned and described or reported upon in many fish related articles in magazines and on websites. Several journalists were present at the network meeting in Harlingen and the Start Conference.

Another event that received particular attention was the Humber Seafood Summit 2013 in Grimsby which was attended by the University of Hull and project manager Roos Galjaard. Roos Galjaard had the opportunity to present first results from the North Sea Fish project to a wide audience of relevant stakeholders. The Humber Seafood Summit is a two day event on UK Seafood, and addressed a lot of issues relevant for the NSF project such as seafood traceability and consumer perceptions of seafood. The North Sea Fish final conference in 2014 will be organised back to back with next years' Humber Seafood Summit.

The project also received considerable attention in the world of internet and social media: the number of tweets and retweets are considerable and also the website is visited frequently, and visitors spend quite some time on the website.

10ci) If you fulfil the following conditions as beneficiary, you should during the implementation of the operation, put up a billboard at the site of each operation.

(a) the total public contribution to the operation exceeds EUR 500 000;

Not relevant during this reporting period

(b) the operation consists in the financing of infrastructure or of construction operations.

Not relevant during this reporting period

If you have answered both questions with yes, please provide details about the infrastructure or construction and the billboard:

10cii) If you fulfil the following conditions as beneficiary you should put up a permanent explanatory plaque that is visible and of significant size no later than six months after completion of an operation:

(a) the total public contribution to the operation exceeds EUR 500 000;

Not relevant during this reporting period

(b) the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

Not relevant during this reporting period

If you have answered both questions with yes, please provide details about the purchase of a physical object, financing of infrastructure or construction operations and the explanatory plaque

10ciii) All information and publicity measures aimed at beneficiaries, potential beneficiaries and the public should include the following (for small promotional objects points (b) and (c) do not apply):	
(a) the emblem of the European Union, in accordance with the appropriate graphic standards, and reference to the European Union	Yes
(b) reference for the ERDF: 'European Regional Development Fund'	Not relevant during this reporting period
(c) The statement investing in the future by working together for a sustainable and competitive future	
Not relevant during this reporting period	
(d) as stated in the guidance, the North Sea Region programme logo and related references should be used	Yes
Please provide details of the information and publicity measures	
The emblem of the European Union and the Interreg North Sea Region programme logo has been used on powerpoint presentations, the website, and flyers.	

14. Communications

Plaque to identify the source of funding
No

11. Indicators

Indicators

Indicators									
14.2i Compulsory Indicators - each of the indicators must be established for the project									
Output/ Result/ Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of Information	Reported previously	Reached in total	Reached this period
Raising awareness / dissemination									
Output	transnational dissemination outputs	exhibitions	number	0	4	NSR and Interreg project exhibitions	0	1	1
Output		own events	number	0	6	3 conferences, 3 network meetings	0	2	2
Output		external events	number	0	4	NSR, EU related	0	7	7
Output		published material	number	0	40	newsletters, reports, studies, leaflets, articles, etc	0	27	27
Output		websites	number	0	1	www.northseafish.eu	0	1	1
Output		TV and radio ap- pearances	number	0	4	average 1 per country	0	0	0
Output		other	number	0	3	social media platforms, webbased video and interactive audiovisualisation	0	1	1
Result	individuals reached by (priority) specific awareness raising activities	exhibitions	number male	0	300	visitors	0	40	40
Result		exhibitions	number female	0	300	visitors	0	25	25
Result		own events	number male	0	300	average of 50 per event	0	60	60
Result		own events	number female	0	120	average of 20 per event	0	40	40
Result		external events	number male	0	200	average of 50 per event	0	202	202
Result		external events	number female	0	80	average of 20 per event	0	107	107

Result		published material	number male	0	4,000	average of 100 per publication	0	2,700	2,700
Result		published material	number female	0	4,000	average of 100 per publication	0	2,700	2,700
Result		websites	number male	0	5,000	estimate	0	1,519	1,519
Result		websites	number female	0	5,000	estimate	0	380	380
Result		TV and radio appearances	number male	0	2,000	% of broadcast	0	0	0
Result		TV and radio appearances	number female	0	2,000	% of broadcast	0	0	0
Result		other	number male	0	250	social media, interactive audiovisualisation etc	0	178	178
Result		other	number female	0	150	social media, interactive audiovisualisation etc	0	100	100
Result	organisations in target groups reached by (priority) specific awareness raising activities	exhibitions	number	0	50		0	40	40
Result		own events	number	0	60		0	27	27
Result		external events	number	0	50		0	40	40
Result		published material	number	0	90	15 per partner, including businesses	0	65	65
Result		websites	number	0	90	15 per partner, including businesses	0	100	100
Result		TV and radio appearances	number	0	20		0	0	0
Result		other	number	0	50		0	0	0
Strengthening transnational co-operation									
Result	Organisations within and outside the official core partnership involved in the project (i.e. as contributor to activity or output)	activity	number	7	21	average 3 per (sub) partner	0	19	19
Result		output	number	7	21	average 3 per partner	0	27	27
Result	Individuals within and outside the official core partnership involved in the project (i.e. as contributor to activity or output)	activity	number	28	84	average of 4 persons per organisation	0	76	76
Result		output	number	28	84	average of 4 persons per organisation	0	108	108
Output	project administration outputs (I): transnational partner management meetings		number	0	6	project team meetings	0	5	5
Territorial coverage									
Result	Countries covered by project activities		number (NUTS1)	4	4	NL, BE, UK, DE excl dissemination initiatives	0	4	4
Result	Regions covered by project activities		number (NUTS3)	6	6	NL (3), BE (1), UK (1), DE (1) excl dissemination initiatives	0	6	6
14.2II Generic Indicators - Indicators must be chosen which are relevant for the project									
Output/Result/Impact	Priority/Programme/Indicator description	Description	Unit	Baseline	Project target	Source of information	Reported previously	Reached in total	Reached this period
Core activities									
Output	developed:	transnational training	number	0	2	Sluis, ILVO	0	0	0
Output		staff exchange programmes	number	0	2	Harlingen	0	0	0
Result	Individuals in different social	male 25-54	number	0	10	Sluis, ILVO project records	0	0	0

Result	and age groups undertaken transnational training	female 25-54	number	0	8	Sluis, ILVO records	0	0	0
		male 25-54	number	0	3	Harlingen	0	0	0
Result	individuals in different social and age groups undertaken staff exchange	female 25-54	number	0	2	Harlingen	0	0	0
Output	initiatives that provide or help find investment resources		number	0	0		0	1	1
Output	transnational demonstration projects		number	0	1	interactive audiovisualisation project	0	0	0
Output	pilot schemes		number	0	6		0	1	1
Output	feasibility studies		number	0	2		0	1	1
Output	transnational knowledge bases		number	0	1		0	1	1
Output	schemes		number	0	6		0	0	0
Output	know-how exchange platforms		number	0	1		0	1	1
Raising awareness / dissemination									
Impact	individuals within and outside the NSR with greater awareness of project outputs	male	number	0	3,500		0	1,750	1,750
Impact		female	number	0	2,500		0	1,250	1,250
Impact	organisations within and outside the NSR with greater awareness of project outputs		number	0	200		0	100	100
Strengthening transnational co-operation									
Output	project administration outputs (II): shared IT systems		number	0	4	social media platforms + project website	0	2	2
14.2 III. Priority Indicators - chose at least 1 output and 1 result indicator									
Output/ Result/ Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of Information	Reported previously	Reached in total	Reached this period
Priority 3 Improving the accessibility of places in the NSR									
Result	land area subject to	action plans	ha	0	30	estimated 3 ports each 10 ha	0	30	30
Result		logistics solutions	ha	0	60	estimated 6 ports each 10 ha	0	20	20
Result	sea area subject to	action plans	ha	0	0		0	20	20
Result		agreements	ha	0	0		0	20	20
Result		logistics solutions	ha	0	5,750,000	North Sea taken as fishing grounds	0	5,750,000	5,750,000
Result	new logistics or multimodal technologies / pilots transferred transnationally and implemented		number	0	6	estimated 1 per partner	0	2	2
Result	technology centres helping transnational exchange		number	0	2	ILVO and University of Hull	0	2	2
Result	transnational databases helping transnational exchange		number	0	0		0	1	1
Environmental Indicators									
Output/ Result/ Impact	Priority/Programme Indicator description	Description	Unit	Baseline	Project target	Source of information	Reported previously	Reached in total	Reached this period
Environmental issues									
	Biodiversity, flora and fauna	Natura 2000 areas affected	number	0	10	National competent authorities within member states	0	1	1
				0	1	Project indicator monitoring	0	0	0

Air and climatic factors		0	1	Project indicator monitoring	0	0	0
Cultural heritage, including architectural & archaeological heritage		0	6	Local/regional competent authorities	0	1	1
Landscape	Area subject of change ha	0	60	Landscape assessment within project implementation	0	20	20
Use of renewable and non-renewable resources		0	1	Project indicator monitoring	0	0	0
Adaptation to climate change		0	6	Local/regional competent authorities	0	0	0

12. Enclosures

Enclosures		
Format e.g. book, CD, DVD etc	Description	No. of pages/photographs
Invitation	4.2. Sluis Invitation NSF Network meeting Breskens 25 October 2013	1
News item	4.1. Sluis www.westzeeuwsvlaanderen.eu.breskens	9
Newsletter	T 18 Second Newsletter of NSF	3
News Item	T 17 Article NSF on website of Visserij Nieuws	1
News Item	--T 16 Visserijnieuws.nl	1
News Item	T 16a Visserijnieuws.nl	1
News Item	T 15 Article NSF website about Humber Seafood Summit	1
Photo	T 14 Photograph of Roos Galjaard at Humber Seafood Summit	1
Presentation	T 13 North Sea Fish Humber Seafood Seafood	23
Programme	T 12 Programme Humber Seafood Summit	1
News Item	T 11a North Sea Fish in Hanstholm	2
Report	T 11 Notes NSF projectteam meeting Hanstholm	5
Presentation	T10 PPT NSF project team meeting Hanstholm	27
Agenda	T9 Agenda NSF projectteam meeting Hanstholm	2
Website	T8 NSF website analyticus	1
Programme	T 7 Update programme network meeting	2
Agenda	T 5 Agenda NSF projectteam meeting Harlinge	1
News Item	T4 Article in VIS magazine	1
Participation List	T3 Participants list NSF Start Conference	2
Invitation	T2 Invitation Start Conference NSF 18-04-2013	2
Social Media	T 1 Screenshot North Sea Fish twitter account	1
Report	1.15 De Marne werkplan Lauwersoog 2013	1
News Item	1.14 De Marne newsitem fishery contac person	1
Presentation	1.13 De Marne Speech Wiersma	1
Presentation	6.6. Hanstholm PP from NSF Hanstholm regarding LO-pinod results	18
Photos	6.5. Hanstholm Photos from NSF meeting Hanstholm September 2013	8
Presentation	6.4. Hanstholm PP from GA Norway Seaports	32
Flyer	6.3. Hanstholm Flyer from GEMBA regarding Economic Impact	4
Report	6.2. Hanstholm Action plan WP 4 - version 07 09 13	14
Presentation	6.1. Hanstholm PP from NSF workshop in Hanstholm	28
Report	5.7. ILVO 2013 09 05 NSF Verslag Bezoek Denemarken	8
Report	5.6. ILVO 2013 07 04 NSF Bezoek Den Oever final	16
Report	5.5. ILVO 2013 07 04 NSF Bezoek veiling Den Helder final	11
Report	5.4. ILVO 2013-04-19 NSF VerslagBezoekUrk_final	8
Report	5.3. ILVO 2013-04-10_NSF_VerslagBezoekBoulogne_final	5
Presentation	5.2. ILVO Presentation on FISS	14
Presentation	5.1. ILVO 2013-04-17-Presentation_Harlingen17april2013_ILVO	20
News Article	3.7. UofHull Project session at Humber Seafood Summit	1
Report	3.6. UofHull Report on Hull/ILVO meeting 7th August 2013	6

Presentation	3.5. UofHull Planning for WP 3	9
Publicity	3.4. UofHull University of Hull Bulletin	3
Report	3.3. UofHull Final report on 3.1.	91
Press release	3.2. UofHull University of Hull press release	3
Presentation	3.1. UofHull Presented WP 3.1. on 12th April 2013	8
Presentation	2.6. Harlingen Prezi for municipal council	3
Report	2.5. Harlingen action plan Harlingen	3
News Article	2.4. Harlingen news article Harlingen Online	2
Presentation	2.3. Harlingen ppt of Harlingen for Harlingen meeting	8
Presentation	2.2. Harlingen ppt of Harlingen for Hanstholm meeting	12
Report	2.1. Harlingen Report network meeting Harlingen	2
Invitation	1.12. De Marne invitation network dinner prior to start conference	1
Invitation	1.11. De Marne invitation start conference	2
Presentation	1.10 De Marne ppt de Marne for meeting Hanstholm	16
Memo	1.9. De Marne memo NSF partners for elderman	2
Memo	1.8. De Marne memo North Sea Commision for elderman	2
Press release	1.7. De Marne press release Province about future investments for port adaptation	1
Report	1.6. De Marne concept case tourism for network meering Sluis	1
News Article	1.5. De Marne article shrimp fisheries contact person	2
Report	1.4. De Marne port vision	5
Report	1.3. De Marne overview activities fishery contact person	7
Report	1.2. De Marne WP 3.1. report contribution de Marne	20
News Article	1.1. De Marne news article forse impulsen in haven Lauwersoog	2

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