THE CREATION OF SHARED VALUE BY EXPLOITING SYNERGIES OF MARKETING TOOLS IN SEAFOOD
What is behind the scene in PrimeFish?

What is behind the scene in PrimeFish project? **People!**
However...

Mixing people does not mean a successful meeting!!
We aim to …

… be in a sustainable point…

Industry

Society

Research
PrimeFish: Fisheries and Aquaculture sectors

Policy-making arena

Society

Natural Resources

Business

Feedback loop for adjustments and adaptation

Stakeholder Interactions
Those policies and operating practices that enhance the competitiveness while simultaneously advancing the economic and social conditions in the communities in which it operates, i.e. identifying and expanding the connections between societal and economic progress. (Porter and Kramer, 2011)

Creating Shared Value (CSV)

**HOW?**

<table>
<thead>
<tr>
<th>HOW</th>
<th>To meet societal needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reconceiving products and markets</td>
<td>To improve connections</td>
</tr>
<tr>
<td>Redefining productivity in value chain</td>
<td>To enhance competitive advantages</td>
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<td>Enabling local cluster development</td>
<td>To better operative planning</td>
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<td>Understanding the economic realm</td>
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</table>

- Reconceiving products and markets to meet societal needs
- Redefining productivity in value chain to improve connections
- Enabling local cluster development to enhance competitive advantages
- Understanding the economic realm to better operative planning
Seeking positive impacts on seafood sectors

- **Shared Value**
  - **Corporate Social Responsibility**
  - **Research and development**

**Sector/Societal influence**

**Value Created**

**Long / mid term**
- Sectorial/value chain strengthen
  - (↑ Gross Added Value & employment)

**Mid term**
- Advantages for a brand/chain
  - (↑ price / quality / reputation)

**Short term**
- Increase of profits
  - (↑ Income ↓ Costs)
Shared Value for guiding stakeholders interactions

1. Data collection
2. Explanations on how the needs will be addressed

1. Introductory meeting
2. Identification of needs
3. Addressing through PrimeFish

1. Revision and tune-up
2. Presentation of results
3. Training
4. Feedback

Prototype of the PrimeDSS

National Strategy

Data, insights and overview

Feedback and Validation

1. Data collection
2. Explanations on how the needs will be addressed
Phase 1: Stakeholder identification

- Ocean Choice International
- Icewater Seafood
- Fish Food & Allied Workers U
- Barry Group
- Icelandic Fish Meal Association
- Federation of Icelandic fish processing plants
- Iceland Seafood International
- Sildarvinnslan hf.
- Visir hf.
- Markó

- ESACUA
- APROMAR
- AGARBA
- PESCANOVA
- Isidro de la Cal
- Scanfisk

- Bakkafrost
- RTD
- SME

- Scottish Salmon Producers’ Org.
- British Trout Association
- Scottish Fishermen’s Federation
- Scottish Seafood Association

- Naturland e.V.
- Frosta AG
- Fish-Fair International
- Nordsee
- Bundesverband Aquakultur e. V.
- German Agricultural Society DLG e.V.

- Federcoopesca
  - Associazione Piscicoltori Italiani
  - Cosa Acquacolture
  - Italian Aquaculture Producers Association

- Federcoopesca
- ESACUA
- APROMAR
- AGARBA
- PESCANOVA
- Isidro de la Cal
- Scanfisk

- Hermes AS
- Norges Sildesalgslag
- Norges Råfisklag
- Nordlaks produkter AS

- FF Skagen
- Danish Pelagic Producer Organisation
- The Danish Aquaculture Org.

- Hung Ca Co. Ltd.
- Vinh Hoan Corp
- Vietnam Association of Seafood Exporters and Producers

- Federation of Greek Mariculture
- Cosa Acquacolture
- Italian Aquaculture Producers Association

- ESACUA
- APROMAR
- AGARBA
- PESCANOVA
- Isidro de la Cal
- Scanfisk
Phase 1: Identification of needs and interests

**NEEDs**

- Production costs of fish supply chain in Italy (trout, seabream and seabass)
- Monopoly of supplies (feed and fry).
- Difficulties to plan with the large retail.
- Competitiveness with some extra-EU producers (Turkey).
- Barriers to obtain a concession to open a business (e.g. long time)

**INTERESTs**

- Interest in forecasting figures (e.g. price, share, ..) on Trout, Seabream and Seabass in foreign market (especially Turkey)
- Importance to plan the production in order to avoid over-production and low prices
- Clear legislative framework to obtain a concession (especially in aquaculture)
Phase 2: example on data collection, product innovation

<table>
<thead>
<tr>
<th>Innovation process of the Spanish market leader</th>
<th>Sushi products: Δ market share and Δ value (21% in the last 5 years!)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business connections</td>
<td>Private agreement between 2 firms for sharing know-how</td>
</tr>
<tr>
<td>Successful products</td>
<td>• Fashion and convenience products</td>
</tr>
<tr>
<td></td>
<td>• Achieving different consumer niches through several distribution channels</td>
</tr>
<tr>
<td>Innovation factors</td>
<td>Production processes for extending product lifetime with the same quality</td>
</tr>
<tr>
<td></td>
<td>Exploration and training the distribution channels</td>
</tr>
<tr>
<td></td>
<td>Market desires</td>
</tr>
</tbody>
</table>

**PESCANOVA**

- Nordic production AS
- ESACUA
- APROMAR
- AGARBA
- PESCANOVA
- Isidro de la Cal
- Scanfisk
Complementary activities to stakeholder interaction

- Presence on Social Media and off-line media
- Website and e-Newsletters
- Leaflets & posters

- Attendance on academia and sectorial events
- Ad-hoc publications
- Tailor-made activities

DISSEMINATION

COMMUNICATION

ACTIVITIES

PrimeFish Project
Creating Shared Value

PrimeFish SCOTLAND Horizon 2020 Programme
A few preliminary conclusions

- The management of natural resources is the management of people
- Shared value objectives guide the stakeholder interaction to achieve economic sustainability
- Close collaboration and communication with the stakeholders for enhancing connections and interrelations
- Improve simultaneously current conditions for society, business and, implicitly, for decision-makers
Thank you for your attention!

Triggering positive feedback on the people involved in seafood!

Further info at PRIMEFISH.EU
# Shared Value for guiding stakeholders interactions

<table>
<thead>
<tr>
<th>Why Stakeholders engagement? They are…</th>
<th>HOW!</th>
<th>EXPECTED RESULT</th>
</tr>
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<tbody>
<tr>
<td><strong>Data holders</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sharing relevant info/data to the project: Developing RTD products</td>
<td>Accurate research achievements</td>
<td></td>
</tr>
<tr>
<td>Expertise judgement to validate the outputs</td>
<td>Ready-to-use material</td>
<td></td>
</tr>
<tr>
<td><strong>Market holders</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trends of markets and needs of consumers!</td>
<td>Market-based strategies</td>
<td></td>
</tr>
<tr>
<td>Experience in new product development</td>
<td>Tailor-made products/services</td>
<td></td>
</tr>
<tr>
<td><strong>Target holders</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target audience (relations within value chain)</td>
<td>Wide impact of project results</td>
<td></td>
</tr>
<tr>
<td>Prescriptive and the main interested and responsible to transmit the message</td>
<td>Corporate relationships</td>
<td></td>
</tr>
</tbody>
</table>
There are numerous ways in which addressing societal concerns can yield productivity benefits to a sector.

“Blue circle economy” re-examination of energy utilization through better technology, recycling, cogeneration, etc.

By analysing the positive effects of training, safety, and opportunities for advancement for employees have on productivity

More environmental-friendly fishing gears, raw materials re-use, as well as expanding recycling and reuse for aquaculture producers.

Economies develop: markets-based strategies for emergence economies, e.g. increase of fish products consumption in Eastern Europe.