

PROJECT CEPHS AND CHEFS – OCTOPUS, SQUID, CUTTLEFISH, SUSTAINABLE FISHERIES AND CHEFS

Brief Summary of achievement, results and highlights

WP2 (PROJECT COMMUNICATION)

Action 1

Publicity for launch of project: Press releases for the launch of the project were prepared in four languages (English, French, Portuguese and Spanish) and were launched from University and business press offices to local and national media in all 5 countries. All media interest generated by the press release was followed-up by partners in the appropriate country.

RESULTS AND HIGHLIGHTS

Press release: Preparation of the press release for the launch of the project in four languages (English, French, Portuguese and Spanish). The press releases were launched from University and business press offices to local and national media in all 5 countries.

A file of media uptake: The press releases were published in some main newspapers and sectorial magazines: La Voz de Galicia, Revista Alimentaria, Finanzas, etc. A file of media uptake was prepared and the news in media were uploaded to the project web. The news in media are available at: <https://www.cephsandchefs.com/es/tag/news/>

Action 2

Dedicated Communication Platforms: A project website and 6 social media platforms were created to target different audiences. A project logo was developed to be used across social media platforms.

RESULTS AND HIGHLIGHTS

Project brand name and project logo: ‘Cephs and Chefs’ was registered as a brand name and a project logo was developed which was used across platforms, project documents and website, along with the INTERREG Atlantic Area logo.

Project website: A project website was created to disseminate project actions, results, events, news and other project documents. The link to the project website is: <https://www.cephsandchefs.com/>

Dedicated Communication Platforms: Six dedicated and branded information platforms for multi-lingual news related to the project and cephalopods gastronomy and fisheries have been created and outdated.

Facebook: <https://www.facebook.com/CephsAndChefs>

Instagram: <https://www.instagram.com/CephsAndChefs/>

Twitter: <https://twitter.com/CephsAndChefs>

YouTube: https://www.youtube.com/channel/UC7V91pHJa7Y7KKYPMUpB_xg/playlists

Linkedin: <https://www.linkedin.com/in/cephs-and-chefs-2407a1159/>

Google +: <https://plus.google.com/115918101614686298452> (Google closed Google+ in April 2019).

Metrics: Engagement with platforms was counted and metrics generated for reporting purposes.

Action 3

Quarterly newsfeed: Quarterly project news were created and provided tailored to different target audiences.

RESULTS AND HIGHLIGHTS

Quarterly newsfeed: A series of 12 popular articles, blog entries and industry news articles were created and uploaded to the project website and social media platforms. The quarterly news are available at: <https://www.cephsandchefs.com/tag/noticias-trimestrales/>

Action 4

Project Events: Organization of events and participation in large gastronomic and scientific events targeted at different audiences, from members of the public (including children) to industry (buyers, processors, chefs).

RESULTS AND HIGHLIGHTS

Project events organised: Organization of 7 events targeted at different audiences, from members of the public (including children) to industry (buyers, processors, chefs) as listed below:

- Cookery event as part of the Bay Coast Wild Atlantic Way Food Festival. Galway, Ireland, 12th April 2018.
<https://www.cephsandchefs.com/2018/04/20/cephalopod-cookery-demonstration-bay-coast-wild-atlantic-way-food-festival/>
https://www.ihf.ie/sites/default/files/upload/baycoastwildatlanticwayfoodfestival2018_email.pdf
- A Cephalopod cookery demonstration at Seafest Galway in conjunction with the Galway, West of Ireland 2018 European Region of Gastronomy. Galway, Ireland, 1st July 2018.
<https://www.cephsandchefs.com/2019/02/19/seafest-galway-2018-octopus-cookery/>
<https://www.youtube.com/watch?v=V5Nu9WFunj0&list=PLZ4ik7w56eNmR45FE2toKyZ4VdXkrVTJP&index=12>
- Cephalopod's stand at Vigo Sea Fest 2018. Vigo, Spain, 5-8 July 2018.
<https://www.cephsandchefs.com/2018/09/12/stand-of-cephalopods-in-the-vigo-seafest-2018/>
- Cephalopod workshop was given as part of GMIT Foodie Forum to coincide with the European Young Chef of the Year Final hosted by GMIT. Galway, Ireland, 26th November 2018.
<https://www.gmit.ie/hotel/galway-international-hotel-school-gmit-hosts-2018-european-region-gastronomy-young-chef>
- Child activities at Gastronomic Festival of octopus of Lourinhã. Lourinhã, Portugal, May 2019.
<https://www.cephsandchefs.com/2019/06/05/interreg-cephs-and-chefs-participates-in-the-childrens-day-in-lourinha/>
- Cephalopod's stand at Vigo Sea Fest 2019. Vigo, Spain, 4-7 July 2019.
<https://www.youtube.com/watch?v=0GeWzdV1e6M&list=PLZ4ik7w56eNmR45FE2toKyZ4VdXkrVTJP&index=8>
- Ceph&Chefs exhibit at the Galway Food on The Edge (FOTE). Galway, Ireland, 21st October 2019.
<https://www.cephsandchefs.com/2019/11/15/food-of-the-edge-2019/>

Events attended: participation in 17 events related to cephalopods or seafood as listed below:

- Peixe em Lisboa. Lisboa, Portugal. 5-15 April 2018.
<https://www.cephsandchefs.com/gastronomic-events/>
- Octopus fest in Bueu. Bueu, Spain. 10-12 August 2018.
<https://www.cephsandchefs.com/2018/08/13/xix-festa-do-polbo-de-bueu/>
- CONXEMAR 2018. Vigo, Spain. 2-4 October 2018.
Marine Stewardship Council Workshop at Conxemar 2018: Octopus fisheries MSC initiatives in Africa and other regions of the World.
<https://www.msc.com/esp/news/2018-october/msc-brings-together-around-a-hundred-clients-and-c?lang=en-gb>
- CONXEMAR 2018. Vigo, Spain. 2-4 October 2018.
INTERNATIONAL CONGRESS ON WORLD FISHERIES PRODUCTION. Presentation: "Global cephalopods production". October 2018.
<https://conxemar.com/es/ponencias-2018>
- Gastronomic days in Vigo, 16-18 November 2018.
<https://www.cephsandchefs.com/2018/11/13/gastronomic-days-vigo-sea-chefs/>
- Seafood Expo North America 2019. Boston, USA. 17-19 March 2019.
<https://www.cephsandchefs.com/2019/05/23/participation-in-the-seafood-expo-north-america-2019/>
- Seafood Expo Global 2019. Brussels, Belgium. 7 – 9 May 2019.
<https://www.cephsandchefs.com/2019/05/23/participation-in-the-seafood-expo-global-2019/>
- XXIII festival of Cuttlefish on Redondela. Redondela, Spain. 10-12 May 2019.
<https://www.youtube.com/watch?v=7HbJ2kn6a4U&list=PLZ4ik7w56eNmR45FE2toKyZ4VdXkrVTJP&index=7>
- 11ª Quinzena Gastronómica do Polvo da Lourinhã. Lourinhã, Portugal. 16th May 2019.
<https://www.cephsandchefs.com/2019/05/23/participation-in-the-opening-even-of-the-11a-quinzena-gastronomica-do-polvo-da-lourinha/>
- 4º Festival do Polvo da Ericeira. Ericeira, Portugal. 17 to 26nd May 2019.
<https://www.cephsandchefs.com/2019/05/23/4o-festival-do-polvo-da-ericeira/>
- CESAM DAY 2019. Aveiro, Portugal.
<https://www.cephsandchefs.com/2019/07/17/new-cephalopod-products-tasting-at-cesam-day-2019/>
<https://www.youtube.com/watch?v=Wm6JHFzbvbc>

- Octopus Fest in Carballiño (Spain), 6 August 2019.
<https://www.youtube.com/watch?v=c5UOiwoLNNI&list=PLZ4ik7w56eNmR45FE2toKyZ4VdXkrVTJP&index=5>
<https://www.youtube.com/watch?v=W6Cv5U2Yjxg&list=PLZ4ik7w56eNmR45FE2toKyZ4VdXkrVTJP&index=6>
- Octopus Fest in Bueu, 9-11 August 2019.
<https://www.youtube.com/watch?v=qlt0UOle8ac&list=PLZ4ik7w56eNmR45FE2toKyZ4VdXkrVTJP&index=3>
- ICES Annual Science Conference 2019. Gothenburg, Sweden. 9-12 September 2019.
<https://www.cephsandchefs.com/other-events/>
- 3rd Edition of Octopus Week in Quarteira (Algarve, Portugal). 14th September 2019.
<https://www.cephsandchefs.com/2018/09/16/semana-do-polvo-da-quarteira-3rd-edition/>
- CONXEMAR 2019. Vigo, Spain. October 2019.
<https://www.youtube.com/watch?v=GnwmZjmYtXo&list=PLZ4ik7w56eNmR45FE2toKyZ4VdXkrVTJP&index=2>
- Galway Science and Technology Festival. 11-24 November 2019.
<https://www.cephsandchefs.com/2019/11/26/record-crowds-attend-galway-science-and-technology-festival/>

Information of events uploaded to the Ceph and Chefs webpage: The information of the events is available at <https://www.cephsandchefs.com/gastronomic-events/> and <https://www.cephsandchefs.com/other-events/> .

Videos of events: videos of some events were produced and uploaded to the project YouTube channel and shared on the project social media platforms. The videos are available at <https://www.youtube.com/playlist?list=PLZ4ik7w56eNmR45FE2toKyZ4VdXkrVTJP> .

Action 5

Main achievements: A series of pdf documents were published on the project website page to summarise the main achievements of the project. The achievements were broken down by work package.

RESULTS AND HIGHLIGHTS

Main achievements: Brief summaries of activities, results and highlights associated with each project work package were created and uploaded to the project website. The main

achievements document for each work package is available at:
<https://www.cephsandchefs.com/outcomes/>