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Collaborating for Responsible Seafood Options: Verifish and Mr.Goodfish3.0 Join Forces Under Horizon Europe

Two Horizon Europe projects, [Verifish](#) and [Mr.Goodfish3.0](#), are spearheading initiatives to guarantee the sustainability and health of Europe's seafood resources in a time when environmental sustainability is crucial. The [EU Mission "Restore our Ocean and Waters by 2030"](#) a comprehensive program under Horizon Europe aimed at preserving and rehabilitating freshwater and marine ecosystems, benefits greatly from both programs. Verifish and Mr.Goodfish3.0 work together to enable stakeholders and customers to make sustainable decisions, promoting progress in the seafood sector.

Verifish: Ensuring Transparency in Seafood Supply Chains

Verifish focuses on **enhancing the traceability and transparency of seafood products**. By leveraging advanced verification technologies and data analytics, the project ensures that seafood sold in the market is sustainably sourced. Verifish addresses the challenges of illegal, unreported, and unregulated (IUU) fishing while promoting ethical practices within the seafood value chain.

The project emphasizes the **importance of transparency**, providing consumers and stakeholders with verifiable data on the origin, sustainability certifications, and supply chain journey of seafood products. Verifish's innovations contribute to building trust among consumers, encouraging responsible consumption, and supporting sustainable fisheries management.

VeriFish will work on the creation of a prototype web application, a series of media products and recommendations for communicating sustainability indicators to various stakeholders including guidelines for retail and the hospitality sectors. The goal is to provide an accessible and dynamic framework for the improvement of communication,

understanding of sustainable seafood production and consumption, and to stimulate increased consumption of sustainable seafood by establishing a framework of verifiable indicators, using these as basis for targeted, accessible, and engaging media products and campaigns, and delivering **European Good Practice** recommendations on how to efficiently organise such campaigns.

Mr.Goodfish3.0: Promoting Responsible Seafood Consumption

Mr.Goodfish3.0 builds on the legacy of **the Mr.Goodfish programme**, initially launched in 2010. This Horizon Europe project takes seafood awareness to the next level, **encouraging responsible seafood consumption patterns across Europe**. By upgrading the Mr.Goodfish app, the project will provide European consumers with actionable insights into responsible seafood choices.

The enhanced app will include features such as:

- **Seasonal seafood recommendations** tailored to local ecosystems.
- **Health benefits** of sustainable seafood options.
- **Practical tips** to reduce food waste at home.
- **Cultural and socio-economic adaptations** to cater to diverse audiences.

Through a large-scale awareness campaign, Mr.Goodfish3.0 will connect with consumers, chefs, retailers, and policymakers across Europe, inspiring a collective effort to protect marine biodiversity and promote the responsible consumption of aquatic resources.

The project takes into account **all major European, sea basins and inland waters**, as well as **aquaculture**, in an effort to promote a holistic approach to responsible aquatic food consumption across Europe. The project will test & co-create its approach in the following areas:

- **Arctic Ocean:** Pilot Site in Tromsø, Norway, coordinated by Nordnorsk vitensenter
- **Atlantic, North Sea and Channel:** Pilot Site in Boulogne-sur-mer, France, coordinated by Nausicaá, Centre National de la Mer
- **Mediterranean Sea:** Pilot Site in Larnaka, Cyprus, coordinated by the Cyprus Marine & Maritime Institute
- **Baltic Sea:** Replication Site in Gdynia, Poland, coordinated by Experiment Science Centre
- **Danube & Black Sea:** Replication site in Sofia, Bulgaria, coordinated by the Center for Research & Analysis

A Collaborative Vision Under the EU Mission Ocean

As part of the EU Mission “Restore our Ocean and Waters by 2030,” both Verifish and Mr.Goodfish3.0 align with the mission’s goals to foster blue economy innovation, and to

restore & protect aquatic ecosystems. Their **complementary objectives** create a unique opportunity for collaboration, potentially amplifying their collective impact on Europe's seafood sustainability. The two projects plan to collaborate on:

1. **Joint Consumer Campaigns:** Coordinated awareness initiatives could educate the public about the importance of traceability and responsible consumption, leveraging the reach of both projects.
2. **Stakeholder Engagement:** Partnering with fisheries, retailers, and certification bodies to encourage an integrated approach that benefits the entire value chain while fostering sustainable practices.
3. **Social Media Awareness Campaign:** The two projects will collaborate on a joint social media campaign, showing the synergies and the common goals and achievements made possible through their collaboration.

Building a Sustainable Future for Oceans and Waters

Verifish and Mr.Goodfish3.0's synergy is **a prime example of the cooperative nature of Horizon Europe initiatives**. These projects may greatly increase their contributions to the EU Mission Ocean by collaborating, protecting marine ecosystems, encouraging responsible seafood consumption & production, and cultivating a more positive relationship between people and the sea.

These partnerships are essential to accomplishing the Mission's objectives and guaranteeing that Europe continues to lead the world in sustainability and innovation in the seafood sector. Our oceans and waters have a better, more sustainable future thanks to Verifish and Mr.Goodfish3.0 engagement.

As this fruitful collaboration starts to gain momentum, don't miss the opportunity to follow us and endorse our mission!

Stay tuned for more updates on our channels and let's work together for our oceans and waters!

For more information:

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