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Mr.Goodfish3.0 launches a European campaign for responsible seafood

On World Food Day 2025, the EU-funded project Mr.Goodfish3.0 launches a Europe-wide awareness campaign to make responsible seafood the easy choice for citizens, businesses, and educators.

Seafood is central to European culture and diets, yet **37.7% of global fish stocks are overexploited** (FAO 2024). Changing how we catch, farm, sell, and consume aquatic food is vital to protect marine biodiversity, secure livelihoods, and ensure healthy meals for future generations.

About the project

“Mr.Goodfish3.0: Co-creating Solutions for Sustainable Seafood Consumption” builds on the successful French programme, *Mr.Goodfish*, first launched in 2010 through a collaboration among three aquaria in France (Nausicaá – Centre National de la Mer), Italy (Acquario di Genova), and Spain (Aquarium Finisterrae).

The project expands this initiative across Europe, aiming to raise awareness of responsible consumption of products from the sea, freshwater, and aquaculture. A key expected outcome is the **upgraded Mr.Goodfish app**, which will serve as a practical tool for citizens and businesses to engage in responsible seafood consumption and production practices as part of a Europe-wide awareness campaign.

Mr.Goodfish3.0 contributes directly to the [EU Mission “Restore our ocean and waters by 2030”](#), whose goal is to protect and restore Europe’s oceans and freshwaters through research, innovation, citizen engagement, and investment in the blue economy.



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A campaign in three phases

The campaign will roll out from October 2025 to May 2027 in three stages:

- **Phase 1 – Test (Oct 2025–Mar 2026):** New tools and activities will be tested in the project's five pilot and replication sites across France, Cyprus, Norway, Poland and Bulgaria, ensuring they resonate in different cultural and linguistic contexts.
- **Phase 2 – Iterate & Upscale (Mar–May 2026):** Materials will be refined and multipliers recruited across all EU countries. Businesses will be able to pre-register to join the Mr.Goodfish programme and appear on the app.
- **Phase 3 – App Launch (May 2026–May 2027):** The upgraded Mr.Goodfish app goes live, giving citizens and professionals seasonal, science-based recommendations for responsible seafood. An influencer campaign will accompany the launch on Instagram.

Tools for everyone

To reach diverse audiences, the campaign provides:

- **For businesses & restaurants:** flyers and endorsement material to highlight their commitment and appear on the app.
- **For educators & young people:** classroom scenarios (ages 5–11) and *Pillars of the Sea*, a cooperative board game for teenagers and adults.
- **For citizens & communities:** printable flyers, conversation starter cards, and adaptable visual kits for local campaigns.
- **For media & online outreach:** a social media kit, video, and presentation slides to spread consistent messages across Europe.

All materials will be open, adaptable, and designed for easy local use.

A movement for the ocean

At the heart of the campaign is a simple message: choose the right fish at the right season. By working with citizens, businesses, policymakers, and educators, Mr.Goodfish3.0 is building a Europe-wide movement to make sustainable seafood both accessible and attractive.



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"Choose the right fish at the right season!"



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