

---

# *PLIEGO DE PRESCRIPCIONES TECNICAS PARA LA CONTRATACION DE SERVICIOS POR PROCEDIMIENTO ABIERTO*

---

## **A.OBJETO DEL CONTRATO**

---

Contratación de los servicios necesarios para la realización de actividades de promoción de consumo de cefalópodos enmarcados en el proyecto “CEPHS AN CHEFS” con el objeto de:

- Difundir el proyecto y generar y recopilar noticias en relación con el mismo
- Realizar acciones de promoción del consumo de cefalópodos en el ámbito geográfico del proyecto
- Difundir la gastronomía de los cefalópodos.
- Promocionar eventos en relación con los mismos.

## **B. SERVICIO A DESARROLLAR**

---

Colaborar en los paquetes de trabajo que a continuación se relacionan en los términos de la memoria del proyecto que se adjunta a este pliego:

### **PAQUETE DE TRABAJO 1 COMUNICACIÓN**

---

Participación en todo.

PERIODO: MAYO 2018-MAYO 2020

### **PAQUETE DE TRABAJO 6 OPORTUNIDADES DE MERCADO**

---

Participación en la siguiente subtarea:

- **6.4 MARKETING CON CHEFS**  
PERIODO: MAYO 2018-MAYO 2020

### **PAQUETE DE TRABAJO 7 SINTESIS**

---

Participación en la siguiente subtarea:

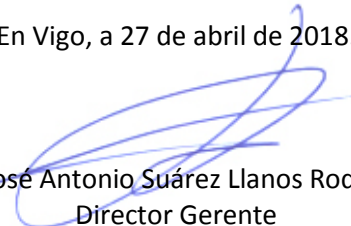
- **7.5 LIBRO DE RECETAS DE CEFALÓPODOS**  
PERIODO: OCTUBRE 2019-MAYO 2020

## **C. COORDINACIÓN**

---

El proceso de desarrollo de los trabajos se coordinará desde ARVI. El licitante deberá entregar trimestralmente los trabajos que se establecen en la memoria del proyecto.

En Vigo, a 27 de abril de 2018.

  
Fdo. José Antonio Suárez Llanos Rodríguez  
Director Gerente

Work page type number	Activity name	Start date	End date
WP Nr. 0 Project Preparation	Preparation	2014-05-01	2017-11-30
WP Nr. 1 Project coordination	Coordination	2017-12-01	2020-11-30
WP Nr. 2 Project Communication	Communication	2017-12-01	2020-11-30
WP Nr. 3 Project Capitalization	Capitalization	2017-12-01	2020-11-30
WP Nr. 4 Integrated ecosystem assessment	Integrated ecosystem assessment	2017-12-01	2020-11-30
WP Nr. 5 Value chain: from producers to consumers	Value chain: from producers to consumers	2017-12-01	2020-11-30
WP Nr. 6 Market opportunities	Market opportunities	2017-12-01	2020-11-30
WP Nr. 7 Synthesis	Synthesis	2017-12-01	2020-11-30

WP Nr. 0	Activity	Duration in months	Activity start year and month	Activity end year and month	Activity budget
	Project Preparation	43	2014-05-01	2017-11-30	16,000.00€
Partners' involvement					
Partner responsible		1			
Partner involved		1,2,3,4,5,6,7,8,9,10,11,12,13,14			

The project co-ordinator at NUIG, together with two members of NUIG academic staff attended meetings with the Irish NCP at NUIG in the early stages of the Atlantic Area programme development (Summer 2014). All three members of NUIG met regularly after this date to discuss the project ideas. The project co-ordinator at NUIG attended at the local government offices (Border, Midlands and West in Roscommon in Ireland) in November 2016 to be provided with information about the INTERREG Atlantic Area programme by the Irish NCP

The co-ordinating partner at NUIG, together with UAVR and USC spent a lot of time gathering the correct mix of partners in the Consortium across the Triple Helix of institutions and across the Atlantic Area during 2015. Skype calls took place between NUIG, UAVR, USC and Producer Organisations to discuss project objectives in early 2016.

Other meetings took place in 2016 on the fringes of fisheries events between SFP, UAVR, USC to discuss the workplan. Meetings between USC and the commercialisation specialists based in Galicia (Quadralla and ARVI) discussed the workplan and gaps to address in the project in October 2016. There were also meetings between local government in Galicia and Quadralla in October 2016.

The NUIG co-ordinator spent several weeks advising and collating information from all partners (14 partners) for both EO1 and stage II application.

The costs involved in terms of staff time at NUIG were: 6 people, i.e. academic staff x 3, finance staff x 1 and research office staff x 2. Staff time was also provided by all partners and their finance staff (where available) for gathering partner information for section 2 of the application form, providing their input to the workplan (section 5) and their budgets (section 6).

A large time commitment was spent by the co-ordinating partner at NUIG to upload the collated information for the various sections onto the online application form, and for validating and checking this information.

WP Nr.1	Activity	Duration in months	Activity start year and month	Activity end year and month	Activity budget
	Project coordination	36	2017-12-01	2020-11-30	381,279.17€
Partners' involvement					
Partner responsible		1			
Partners involved		1,2,3,4,5,6,7,8,9,10,11,12,13,14			

WP1 is led by Lead Partner (LP) NUIG who have ultimate responsibility to ensure all actions are achieved including financial management and reporting. A part-time co-ordinator will be employed at NUIG to handle day-to-day project management, particularly technical enquiries from partners about public procurement and financial reporting. Day-to-day communication between partners will be carried out via email and Skype. Communication with the Joint Secretariat will be via email and online reporting templates. Academic partners in each country will be paired with industry partners to offer liaison and practical supports towards financial and project reporting (e.g. NUIG-SWWFPO, UAVR-Fuseta FPO, ARVI-Atlantic Gate). Three main vehicles to monitor progress against deliverables will be: 6 monthly project reports, project meetings and intermediate review (every 3 months) by a Management Committee (MC). The LP will request that each partner engages with reporting obligations no less than two months before reports are due. During intermediate review, the MC will conduct an inventory of project deliverables (via Skype) to evaluate timely completion. The MC will convene in advance of project meetings, and on an ad-hoc basis, where necessary, to formally evaluate progress and steer the project. Management is not foreseen to be externalised. Project activity is not state aid relevant. Non availability of data will be addressed using expert judgement. Quality assurance of data/procedures is incorporated into workplan. Delays with deliverables, non-engagement, conflict of interest and IPR will be resolved by the MC (Anne Marie Power (NUIG); Cristina Pita (U Aveiro), Oscar Fernandez (ARVI), Jean-Paul Robin (U Caen), Pedro Sousa (SFP), Catherine Longo (MSC). Risk due to insolvency of a partner is low due to dealing with producer organisations rather than individual producers

National University of Ireland Galway	Internal staff	0.40
	Jobs to be created	2.25
	External staff (outsourcing)	0
	Technical resources involved	Molecular laboratories with thermocyclers, gel doc, fume hood, 3 x departmental vehicles for field sampling, technical assistance
Universidade de Aveiro	Internal staff	0.67
	Jobs to be created	2.5
	External staff (outsourcing)	0
	Technical resources involved	UAVR has background knowledge on cephalopods, including that derived from past EU projects (e.g. CEPHSTOCK) and associated databases of biological data on squid. UAVR will provide infrastructure in the form of offices, library, IT services and administrative support for the project
INSTITUTO PORTUGUÊS DO MAR E DA ATMOSFERA	Internal staff	1.80

	Jobs to be created	1.00
	External staff (outsourcing)	3.80
	Technical resources involved	Technical facilities and equipment for applied research in seafood technology and product development as well as several laboratories to run different analyses, such as Molecular Biology, Sensory Testing and Physic-Chemical determinations.
Associação de Armadores de Pesca da Fuzeta	Internal staff	0.40
	Jobs to be created	0.60
	External staff (outsourcing)	0
	Technical resources involved	62 members with fishing vessels
Universidade de Santiago de Compostela	Internal staff	1.46
	Jobs to be created	1.00
	External staff (outsourcing)	0.16
	Technical resources involved	USC has background knowledge on global fisheries economics and will provide infrastructure in the form of offices, library, IT services and administrative support for the project
Instituto Español de Oceanografía	Internal staff	0.60
	Jobs to be created	2.00
	External staff (outsourcing)	0
	Technical resources involved	Government data are collected by IEO on fisheries stocks, including cephalopods and fisheries scientists are routinely based at sea on research cruises. Moreover, the IEO has centres at the outermost regions of the Atlantic Area including Tenerife
Université de Caen Normandie	Internal staff	0.16
	Jobs to be created	0.54
	External staff (outsourcing)	0
	Technical resources involved	The UAVR team includes Graham Pierce, an expert in cephalopod biology and fisheries. Since his contract is 0% at the time of submission we have not costed his time but he will contribute to the project
Irish South and West Fish Producers Organisation CLG	Internal staff	0.03
	Jobs to be created	0
	External staff (outsourcing)	0
	Technical resources involved	65 members with fishing vessels, offices to meet and interview fishermen, or otherwise communicate with the producer sector
Galway Mayo Institute of Technology	Internal staff	0.05
	Jobs to be created	0
	External staff (outsourcing)	0
	Technical resources involved	Industrial kitchens, 110 seat capacity cookery demonstration theatre, 20 seater food/wine tasting lab
Sustainable Fisheries Partnership Foundation	Internal staff	0.23
	Jobs to be created	0
	External staff (outsourcing)	0
	Technical resources involved	SFP has developed and maintains an open access database FishSource [ <a href="https://www.fishsource.org/">https://www.fishsource.org/</a> ], that holds sustainability indicators for fisheries and seafood stocks. SFP also maintains a restricted access database used to inform our partners (suppliers and retailers) on the sustainability status of their seafood sources and facilitate the onset of FIPs, when sources are unsustainable. SFP advises large retail chains such as Walmart and Sainsburys
QUADRALIA	Internal staff	0.35
	Jobs to be created	0
	External staff (outsourcing)	0.10
	Technical resources involved	Technical resources owned by partner foreseen for the project implementation include GIS software, computing and IT systems knowledge
COOPERATIVA DE ARMADORES DE PESCA DEL PUERTO DE VIGO S.C.G.	Internal staff	0.09
	Jobs to be created	0
	External staff (outsourcing)	2.00
	Technical resources involved	ARVI is the Fishing Ship-owners' Co-operative of the Port of Vigo, one of the busiest EU fishing ports. Main building/offices available to meet and interview vessel owners, send out communications, etc.
Marine Stewardship Council	Internal staff	0.15
	Jobs to be created	0
	External staff (outsourcing)	0.20
	Technical resources involved	MSC assessment and scoring databases, list of commercial contacts, fisheries Capacity Building Toolkit, Benchmarking and Tracking Tool, Fishery standard certification requirement and corresponding guidance, communication materials
Atlantic Gate Ltd	Internal staff	0
	Jobs to be created	0
	External staff (outsourcing)	0.32
	Technical resources involved	Fishing vessel

**Please describe actions (max. 6) and deliverables within the Activity (the system must allow create a maximum of 6 actions).**

Action nr. 1	Action title: Partnership Agreement	Start date: 12-2017	End date: 12-2017
	Action description: The consortium is comprised of 14 partners. To make clear the roles and responsibilities of each partner, a Partnership Agreement (PA) will be drawn up at the beginning of the project. The PA will make clear the separate and mutual responsibilities of partners as well as making the necessary provisions for questions on ownership and intellectual property rights (if any). Responsibility to deliver the PA lies with Lead Partner (NUIG), with input from all partners		

Please describe actions (max. 6) and deliverables within the Activity (the system must allow create a maximum of 6 actions).				
Deliverables	Outputs title: Partnership Agreement	Outputs description: The PA is defined as a contract between the Lead Partner and other partners that defines the rights and obligations of each partner in the context of the project	Indicators: OA2#1	Target:
	Expected results title: Partnership Agreement	Expected results description: A Partnership Agreement document, unambiguously laying-out partner roles and responsibilities and contingency plans; a contract to help ensure project delivery of 'Cephs and Chefs'		
Action nr. 2	Action title: Project Meetings		Start date: 12-2017	End date: 09-2020
	Action description: 2-day project meetings (entire Consortium) x 4, including a kick-off meeting at the start of the project, a final meeting, plus 2 interim meetings. At least one person per partner will participate wherever possible –with flexibility for producers. At least two additional meetings of sub-groups within the consortium will occur at major trade and dissemination events (see 'expected results' for suggested events). Meeting planning will be by the host University in each location			
Deliverables	Outputs title: Project Meetings	Outputs description: Meeting 1 Galway, Ireland (Q4, 2017) Meeting 2 Aveiro, Portugal (Q2, 2018) Ad-hoc meeting 1 'Sea Fest' Vigo (Q4, 2018) Meeting 3 Vigo Spain (Q2, 2019 ) Ad-hoc meeting 2 City of Culture 2020, Galway Ireland Meeting 4 France/UK (Q3, 2020 -Final meeting)	Indicators: OA1#6	Target:
	Expected results title: Project Meetings	Expected results description: A series of meetings of the entire Consortium or special interest working groups. The former are intended to obtain progress updates from all partners and the latter are intended for special aims or networking e.g. round table discussion with buyers		
Action nr. 3	Action title: Progress Reporting		Start date: 05-2018	End date: 11-2020
	Action description: The lead partner (NUIG) will be responsible for delivering timely Project Reports to the Joint Secretariat. All reporting will include progress against deliverables according to the official template provided by the Joint Secretariat. Prior to reporting, evaluation of progress relative to outputs will be carried out quarterly by the MC. Progress (broken down by workpackage) will also be tabled for formal discussion at Project Meetings			
Deliverables	Outputs title: Project Reports	Outputs description: Two project reports (an interim and annual report) will be provided per year. Six-monthly progress against deliverables will be provided in each report. This activity will be spread over three project years, for a total of 6 project reports in all	Indicators: OA2#6	Target:
	Expected results title: Project Reports	Expected results description: 6 Project Reports to be delivered at 6 monthly intervals which will report on progress against deliverables in the 'Cephs and Chefs' project		
Action nr. 4	Action title: Financial Reports		Start date: 05-2018	End date: 11-2020
	Action description: The lead partner (LP) will co-ordinate the preparation of financial reports in a timely manner (2 per year). To expedite timely reporting, the LP will advise on public procurement rules, eligible costs and will organise that financial claims are submitted on time (although, strictly-speaking, the timely submission and accuracy will ultimately be the responsibility of each partner). The LP has experience with financial reporting for INTERREG which will minimise risk associated with this activity			
Deliverables	Outputs title: Financial Reports	Outputs description: Financial Reports	Indicators: OA2#6	Target:
	Expected results title: Financial Reports	Expected results description: Lead Partner will give advice to partners on all aspects of financial procurement and claims for eligible costs from all partners and will co-ordinate timely submission of financial reports		
Action nr. 5	Action title: Legal and ethical monitoring and compliance (IPR, health and safety, ethical and other legal aspects)		Start date: 12-2017	End date: 11-2020
	Action description: Led by NUIG and involving all partners, this action will ensure that the project follows best practice and legal requirements in its day-to-day activities. It will oversee and monitor compliance with health and safety regulations, legal and ethical aspects of research (e.g. for surveys of public and stakeholders), non-discrimination and gender balance. It will also ensure that intellectual property rights (in relation to background and foreground knowledge) are respected.			
Deliverables	Outputs title: Monitoring of legal and ethical compliance	Outputs description: The project will produce annual reports on implementation of best practice in relation to legal and ethical and ethical aspects of project work (e.g. health and safety, research ethics, non-discrimination, gender balance, IPR)	Indicators: OA1#3	Target:
	Expected results title: Achievement of best practice in research	Expected results description: The monitoring and reporting of compliance with legal and ethical requirements will ensure that the project's research follows best practice and is seen to follow best practice.		
Action nr. 6	Action title: Risk Management		Start date: 12-2017	End date: 11-2020
	Action description: Risk Management			
Deliverables	Outputs title: List of categorised risks associated with workpackages 1-6	Outputs description: Risks will be listed by WP and categorised according to the severity and the likelihood of risk. New risks will be audited quarterly by the Management Committee. Minimisation of risks / corrective	Indicators: OA2#12	Target:

Please describe actions (max. 6) and deliverables within the Activity (the system must allow create a maximum of 6 actions).			
		action is planned as per Partnership Agreement.	
	Expected results title: Risk Management	Expected results description: The audit will identify risks including emerging ones. The Partnership Agreement will specify respective responsibility within the consortium for risk minimisation / corrective action.	

WP Nr.2	Activity	No	Duration in months	Activity start year and month	Activity end year and month	Activity budget
	Project Communication		36	2017-12-01	2020-11-30	303,499.39€
Partners' involvement						
Partner responsible		12				
Partners involved		1,2,3,4,5,6,7,8,9,10,11,12,13,14				

ARVI will lead this WP, co-ordinating press releases across regions to launch the project. Quadralia will create dedicated communication platforms, i.e. website and social media, provided in 4 languages for maximum public engagement. ARVI will keep material on all platforms updated. Communications aimed at producers, chefs, retailers, regulators, processors and members of the public will be sourced from all partners. Quarterly newsfeeds will be crafted according to audience, i.e. articles in trade press for industry and blogged recipes, trends in retail and YouTube feeds (linked via Twitter and Facebook) for consumers. The 'main achievements' of the project will be signposted on social media and hosted on project webpages. To engage chefs and members of the public, major European events will be attended e.g. Vigo Sea Fest (2018), European Region of Gastronomy events in Galway (2018), 'Octopus Week', a gastronomy competition in the Algarve targeting chefs and consumers (in the village of Quarteira alone, 28 restaurants entered Octopus Week 2016). Industry-focussed fora in France e.g. "France Filière Pêche" (FFP) will present new market opportunity to producers, as will Conxemar (frozen seafood) events in Galicia. All outputs will be branded using the 'Cephs and Chefs' and INTERREG Atlantic Area logos. Risks that partners will not provide outputs to ARVI/Quadralia for dissemination are low, given the priority of outreach as a Key Performance Indicator in their own institutions

Please describe actions (max. 6) and deliverables within the Activity (the system must allow create a maximum of 6 actions).				
Action nr. 1	Action title: Publicity for launch of project		Start date: 12-2017	End date: 12-2017
	Action description: A press release will be prepared and launched from University and business press offices to local and national media in all 5 countries as well as other media including trade press (e.g. Irish Skipper, Inshore Ireland, Fishing News, La Pêche Maritime, Pesca Internacional). All media interest generated by the press release will be followed-up by partners in the appropriate country e.g. by doing interviews. A file of media uptake will be kept for reporting (ARVI).			
Deliverables	Outputs title: Publicity for launch of project	Outputs description: Publicity for the launch of project, including press release prepared in 4 languages, and follow-up on press uptake of the launched material on behalf of investigator and business partners in each region.	Indicators: OA3#1	Target:
	Expected results title: Publicity for launch of project	Expected results description: Ensure the project launch and press release is picked up by high-profile media outlets in each region using University and business partner's press offices and their extensive networks. Widespread use of social media will be used for maximum reach		
Action nr. 2	Action title: Dedicated Communication Platforms		Start date: 12-2017	End date: 11-2020
	Action description: Dedicated communication platforms (website) plus 4 social media platforms (Facebook, Twitter, Google+ and LinkedIn) will be created to target different audiences. 'Cephs and Chefs' will be registered as a brandname and a logo will be developed which will be used across platforms, along with the INTERREG Atlantic Area logo. Creation and management of platforms will be carried out by Quadralia. ARVI will co-ordinate the creation and upkeep of social media platforms, including metrics of activity.			
Deliverables	Outputs title: Dedicated Communication Platforms	Outputs description: 5 dedicated and branded information platforms for multi-lingual news updates and dissemination of results. Engagement with platforms will be counted and metrics generated for reporting purposes.	Indicators: PI05#1000	Target:
	Expected results title: Dedicated Communication Platforms	Expected results description: 5 dedicated and branded information platforms designed to be vibrant, engaging and targeting different audiences (public, industry, etc.). Maximum public reach to be ensured via multi-lingual material postings and metrics to be measured and reported		
Action nr. 3	Action title: Quarterly newsfeed		Start date: 12-2017	End date: 08-2020
	Action description: Quarterly project news will be provided tailored to different target audiences. Where this might involve weblog recipes posted to a project blog in one quarter, it might be a value chain Atlas (WP5) or trade press article on a specialised market niche (WP6) in another. GMIT will use their gastronomy network to ensure maximum reach for culinary outputs; ARVI will use an extensive industry network e.g. Cepesca, Europêche and Bluefish, to ensure fishing industry awareness of project outputs			
Deliverables	Outputs title: Quarterly newsfeed	Outputs description: 12 'newsfeed' articles or blogs	Indicators: PI04#12	Target:
	Expected results title: Quarterly newsfeed	Expected results description: A series of 12 popular articles, blog entries, or industry news articles targeted at different audiences on the theme of new sustainable cephalopod products, to be communicated via social media links back to the project website		
Action nr. 4	Action title: Project Events		Start date: 12-2017	End date: 10-2020
	Action description: Cephalopod-oriented activities at large events (at least 5), led by local partners who will measure metrics for public engagement. High-profile events drawing large crowds will be targeted including activities organised around Galway European Region of Gastronomy (2018), Galway European City of Culture (2020), Conxemar frozen seafood event (2018), Bueu Octopus Fest (2018), Vigo Sea Fest (2018), 'Octopus Week' Algarve, and industry-focussed events organised via fora such as "France Filière Pêche"			
Deliverables	Outputs title: Project Events	Outputs description: Participation in large gastronomy-focussed events targeted at different audiences, from members of the public (including children)	Indicators: PI05#10000	Target:

Please describe actions (max. 6) and deliverables within the Activity (the system must allow create a maximum of 6 actions).			
		to industry (buyers, processors, chefs), etc. Events will be organised locally and balanced across different regions	
	Expected results title: Project Events	Expected results description: Thousands of people outside the Consortium will potentially be reached across the series of planned events to highlight gastronomy centred on squid, octopus and cuttlefish	
Action nr. 5	Action title: Main achievements	Start date: 06-2020	End date: 11-2020
	Action description: A series of pdf documents published on a dedicated website page to summarise the main achievements of the project. The achievements will be broken down by workpackage and provided in all regional languages. The responsible partner for producing and posting achievement pdfs is ARVI, with help from Lead Partner (NUIG).		
Deliverables	Outputs title: Main achievements	Outputs description: Brief summaries of activities, results and highlights associated with each project workpackage.	Indicators: PI04#7 Target:
	Expected results title: Main achievements	Expected results description: The 'main achievements' of the project to be published at the end of the project in easily digestible form as a series of brief activity summaries and 'highlights' (pdfs) from the different workpackages. To be provided in multi-lingual formats	

WP Nr.3	Activity	No	Duration in months	Activity start year and month	Activity start end and month	Activity budget
	Capitalization		36	2017-12-01	2020-11-30	318,548.20€
Partners' involvement						
Partner responsible		3				
Partners involved		1,2,3,4,5,6,7,8,9,10,11,12,13,14				

**Describe how the capitalization strategy will be implemented during the project life-time including an explanation of how partners will be involved (who will do what).**

Led by IPMA, capitalisation of project results and legacy will be assured by i) creating a webtool (Quadralia) to be hosted beyond the project lifetime, to act as a catalogue for value chain players to advertise and access cephalopod products, ii) creating capacity in chef's skills in Culinary Arts at GMIT by creating a library of cephalopod-related YouTube videos, weblog recipes and other gastronomy resources (including food safety) for incorporation into the syllabus and sharing these with Catering Schools in northern countries iii) advertising 'case study' success stories (e.g. from WP6) across various platforms to inspire new stakeholders to capitalise on project successes, iv) scoping and writing funding proposals to support sustainability assessments and related research, v) fishery biology and management specialists (IEO, NUIG, UCaen, UAVR, IPMA), sustainability specialists (MSC, SFP) will work to assure sustainability of cephalopod fisheries across the EU, through fishery certification and engagement with the authorities including International Council for Exploration of the Sea (ICES) (WP4 and WP7), vi) producing academic journal articles on improved data collection, sustainable management and policy for data-limited species, and vii) engaging the public at events and by producing a recipe book (WP7). Risks that other WPs do not deliver (WP4,6,7), thus compromising WP3, will be addressed during quarterly progress monitoring by the MC.

Led by IPMA, capitalisation of project results and legacy will be assured by i) creating a webtool (Quadralia) to be hosted beyond the project lifetime, to act as a catalogue for value chain players to advertise and access cephalopod products, ii) creating capacity in chef's skills in Culinary Arts at GMIT by creating a library of cephalopod-related YouTube videos, weblog recipes and other gastronomy resources (including food safety) for incorporation into the syllabus and sharing these with Catering Schools in northern countries iii) advertising 'case study' success stories (e.g. from WP6) across various platforms to inspire new stakeholders to capitalise on project successes, iv) scoping and writing funding proposals to support sustainability assessments and related research, v) fishery biology and management specialists (IEO, NUIG, UCaen, UAVR, IPMA), sustainability specialists (MSC, SFP) will work to assure sustainability of cephalopod fisheries across the EU, through fishery certification and engagement with the authorities including International Council for Exploration of the Sea (ICES) (WP4 and WP7), vi) producing academic journal articles on improved data collection, sustainable management and policy for data-limited species, and vii) engaging the public at events and by producing a recipe book (WP7). Risks that other WPs do not deliver (WP4,6,7), thus compromising WP3, will be addressed during quarterly progress monitoring by the MC

Please describe actions (max. 6) and deliverables within the Activity (the system must allow create a maximum of 6 actions).			
Action nr. 1	Action title: Ceph's and Chefs Webtool	Start date: 12-2017	End date: 11-2020
	Action description: A marketing webtool will be created by Quadralia to engage value chain players and to: provide information to consumers about sustainable options (linking to SFP FishSource and MSC webpages or FIPs) and new products; to allow producers to advertise/trade their produce; and, potentially, for retailers to advertise products (linking to private websites). This will be hosted beyond project's end on Quadralia's website (5 years), thus suppliers-buyer engagement will be enabled post-project.		
Deliverables	Outputs title: Ceph's and Chefs webtool	Outputs description: Ceph's and Chefs webtool for marketing new products (linking to WP6.1), to new markets (WP6.2) with new initiatives (WP6.3)	Indicators: PI03#1 Target:
	Expected results title: Ceph's & Chefs webtool	Expected results description: Capitalise on WP6 results by developing a 'Ceph's & Chefs' webtool, providing information about available products, particularly those created by the project. Hosted by Quadralia initially, this will ultimately be taken over by industry	
Action nr. 2	Action title: Chefs capacity building	Start date: 01-2018	End date: 11-2020
	Action description: GMIT Catering School will engage with syllabus development across Institute of Technology (IoT) sector to raise the profile of cooking with cephalopods and cephalopod gastronomy. Linking to outputs from WP6.4, training materials for cephalopods including recipes, preparation tips and food safety advice will be incorporated into IoT Catering School curricula in project partner (GMIT) and beyond to national IoTs in northern countries. GMIT will count metrics of students engaged for reporting		
Deliverables	Outputs title: Chefs capacity building	Outputs description: Ensuring capacity relevant to cephalopod	Indicators: PI05#100 Target:

Please describe actions (max. 6) and deliverables within the Activity (the system must allow create a maximum of 6 actions).				
		gastronomy and preparation is disseminated to 'chefs of the future' in northern countries as well as to Catering Schools beyond the Consortium		
	Expected results title: Embedding chefs training for cephalopod gastronomy in curricula	Expected results description: To embed training materials associated with cephalopod gastronomy in Catering School curricula in northern countries		
Action nr. 3	Action title: Case studies		Start date: 05-2018	End date: 08-2020
	Action description: Case study 'successes' such as new products or fisheries which have been supported to reach a new market or which have begun the process of sustainability certification will be advertised on the project website and in newsfeeds (linking to WP2.3). Web and social media will ensure maximum reach to stakeholders. IPMA will co-ordinate case study information and send to Quadralia for the website and social media			
Deliverables	Outputs title: Case studies	Outputs description: Case studies in the form of businesses supported to develop new sustainable products or to reach new markets will be published on web platforms and linked to social media using hashtags such as #eatmorefish	Indicators: PI01#4	Target:
	Expected results title: Case studies	Expected results description: Provide inspiration to industry outside the Consortium via Case study 'success stories' which will serve as inspiration to those who may wish to emulate the strategy adopted by businesses supported in the project		
Action nr. 4	Action title: Fundraising		Start date: 11-2018	End date: 11-2020
	Action description: Led by Universities and Institutes and linking to 'gaps analysis' (WP5.4) this action will scope funding opportunities for sustainability certification in which fisheries selected based on market receptiveness to sustainability (WP5.3) would seek additional financing to meet certification standards; targeting SME instruments (H2020), 'innovation-voucher' programmes and basic research calls e.g. SFS-21-2016-2017. National financial support for stock assessments will be another priority (WP7.4)			
Deliverables	Outputs title: Fundraising	Outputs description: Scope funding opportunities for a range of activities following on from this Ceph and Chefs	Indicators: C001#2	Target:
	Expected results title: Fundraising	Expected results description: Explore a series of possible future funding routes and write applications, where appropriate, to include funding for advancing particular business development plans as well as basic fisheries research		
Action nr. 5	Action title: Management liaison		Start date: 12-2017	End date: 11-2020
	Action description: To implement more accurate assessment of cephalopods, project results linked with WP4 and WP7 will be presented at ICES WG-CEPH as well as to ICES Conferences. Recommendations about monitoring, assessment and management advice will be made to ICES Advisory Committee (ACOM) and Science Committee (SCICOM), noting that cephalopods are poorly measured and not formally managed at present, as these are 'non quota' species. Lead by UAVR, UCaen and NUIG representatives at ICES			
Deliverables	Outputs title: Management liaison	Outputs description: Annual submissions to Reports of ICES WG CEPH about sustainability data from WP4 (3 x annual reports or via attendance at ICES Conferences). These reports are made public via ICES' website. Present recommendations from WP7 to ACOM / SCICOM at ICES	Indicators: PI02#6	Target:
	Expected results title: Management liaison	Expected results description: Present cephalopod sustainability outputs at ICES WG-CEPHS and make submissions to annual reports. Present outputs at ICES Conferences. Present synthesis recommendations including policy goals to high-level ICES Committees		
Action nr. 6	Action title: Academic articles		Start date: 05-2018	End date: 11-2020
	Action description: At least 6 articles to be produced on i) species composition of different products as indicated by genetic barcoding (mainly relating to squid) ii) sustainable biology iii) sustainable management iv) policy for data-poor fisheries v) socio-economics and vi) value chain in cephalopod fisheries. Although writing articles will begin at the beginning of the project, academic manuscripts will continue to be produced after the project end date. To be led by University / Research Institute partners			
Deliverables	Outputs title: Academic articles	Outputs description: At least 6 scientific articles in marine	Indicators: PI02#6	Target:

**Please describe actions (max. 6) and deliverables within the Activity (the system must allow create a maximum of 6 actions).**

		science, socio-economics and policy journals (English language). Articles will be published in open access journals or access will be provided via open access repositories		
	Expected results title: Academic articles	Expected results description: Production of at least 6 scientific articles (english language) relating to various aspects of cephalopod exploitation, socio-economics, market factors and management, to be published in open-access marine science, socio-economic and policy journals.		

WP Nr. 4	Activity	No	Duration in months	Activity start year and month	Activity end year and month	Activity budget
	Integrated ecosystem assessment		36	2017-12-01	2020-11-30	554,573.87€
Partners' involvement						
Partner responsible		7				
Partners involved		1,2,3,4,5,6,7,8,10,11,12,13,14				

"Integrated Ecosystem Assessment" (IEA) will be led by UCaen, supported by IPMA, IEO, UAVR and NUIG. A combination of indicators and analytical tools will assess the biological, environmental, social and economic sustainability of key cephalopod fisheries of the Atlantic Area. Fisheries biologists will examine the species captured and quantify their status and trends (considering distribution, critical habitats, abundance, recruitment, fishing mortality and identifying data poor fisheries). Sustainability specialists will characterize fisheries in terms of environmental footprint (e.g. by-catch of other species, impact of gear on the environment) and producers and commercial players will quantify the ecosystem 'services' (e.g. food supply and other social and economic benefits) delivered. We will use data from national fishery data collection programmes and fish abundance surveys and various indicators of environmental status as developed for the Marine Strategy Framework Directive or used for Marine Stewardship Council (MSC) certification. IEA will build on previous stock assessments, recognising the unique and differing biological characteristics of squid, octopus and cuttlefish. It will work with fishers, producer organisations, fishery researchers and management and advisory bodies (e.g. International Council for the Exploration of the Sea –ICES, MSC) to gather and analyse information. The risk of missing data will be addressed using indicator data and expert judgement.

**Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).**

Action nr. 1	Action title: Genetic barcoding		Start date: 12-2017	End date: 11-2020
	Action description: Genetic barcoding and morphological identification for species in catches, at markets and in lightly processed products will be carried out by IPMA and NUIG since accurate identification is often missing and landings sometimes contain a mixture of cephalopod species. This will allow us to verify which species are being caught and consumed in the project area as well as contributing to traceability (although full development of the latter application is beyond the scope of our project)			
Deliverables	Outputs title: Genetic barcoding	Outputs description: Genetic and morphological species specific identification of cephalopod fishery products from European waters	Indicators: PI02#1	Target:
	Expected results: Accurate species identification of fished cephalopods	Expected results description: Report providing the first comprehensive identification of species of cephalopods in European landings; also analysis of mixed catches and processed products.		
Action nr. 2	Action title: Fishery, stock and socioeconomic assessment		Start date: 12-2017	End date: 11-2020
	Action description: UCaen, IEO, UVAR will characterize key cephalopod fished stocks and fishing activities (status and trends), including analysis of abundance, mortality, discarding, by-catch and optimal biological reference points. Socioeconomic indicators of the fisheries will be sought, with catches in volume and revenue generated (€) and the employment of men and women involved (linked to WP5.1). Data collection protocols will be reviewed to provide a framework for the application to other data-poor fisheries			
Deliverables	Outputs title: Fishery summaries	Outputs description: Review key cephalopod fisheries in the Atlantic Area. Apply assessment methodologies (including scoring methodology) to analyse and integrate indicators for stock, fishery and environment (potentially applicable in other data-poor fisheries).	Indicators: PI03#1	Target:
	Expected results: Status and trends of key cephalopod fisheries	Expected results description: Assessments to reveal sustainability issues in the main cephalopod stocks and in fishing fleets of the Atlantic Area. Summaries of data requirements for each tool will help anticipate issues for the application to other fisheries.		
Action nr. 3	Action title: Ecosystem assessment		Start date: 05-2018	End date: 11-2020
	Action description: UCaen, IEO and UAVR will develop assessments of ecosystem health using data and cephalopod-based indicators developed under the MSFD and indicators recommended by MSC. We will build or adapt ecosystem (Ecopath with Ecosim) models for cephalopod fishing areas, incorporating accurate and up to date information about cephalopods and investigating the consequences of cephalopod harvest. The modelling approach will include scoring tools suitable for the integration of results at different scales			
Deliverables	Outputs title: Cephalopod fisheries within ecosystem models	Outputs description: Assessment of ecological status of ecosystems hosting cephalopod fisheries (control panel based on a series of indicators). Reciprocal scenario analysis of consequences of	Indicators: PI03#1	Target:



Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).				
		trends in cephalopod exploitation and/or ecosystem changes.		
	Expected results: Cephalopod fisheries in a sustainable environment	Expected results description: Diagnostic of the environmental context of cephalopod fisheries in the Atlantic Area. Identification of ecosystem carrying capacity and its variability, anthropogenic threats and ecosystem effects of fishing.		
Action nr. 4	Action title: Environmental effects of cephalopod fishing techniques	Start date: 05-2018	End date: 11-2020	
	Action description: UCaen, UAVR, IEO will conduct analysis of fishing gear and operating techniques applied in cephalopod fisheries and their effect on the stock (eggs, juvenile) and on nearby communities (benthos, nekton). Comparison of gear used in the Atlantic Area and in other fisheries and conditions required for the implementation of a specific gear			
Deliverables	Outputs title: Reviews of cephalopod fishing techniques and their impact	Outputs description: Catalogue of fishing gear with indication of targeted species, share of the catch, unwanted effects of its use and reason why fishermen choose it (or should choose it if they don't).	Indicators: PI03#1	Target:
	Expected results: Safe cephalopod fishing techniques	Expected results description: Identification of fishing techniques with the lowest environmental footprint and analysis of the difficulties for their implementation.		
Action nr. 5	Action title: Integrated assessment	Start date: 11-2018	End date: 11-2020	
	Action description: Led by UCaen and UAVR with IEO - integration of stock, environment and socio-economic drivers of fisheries. Diagnostics will include all aspects of integrated assessment. Results from 4.1, 4.2, 4.3 and 4.4 will be synthesised to evaluate the sustainability of the fisheries in terms of species harvested, ecosystem impacted and human communities concerned. Studied fisheries will show a range of situations which will require specific advice about monitoring and management options to be delivered			
Deliverables	Outputs title: Integrated diagnostics	Outputs description: Environmental, social and economic sustainability assessments for each fishery, focussing on the most relevant tools applied to date at each scale (stock, ecosystem, sector) and including recommendations about data collection and monitoring.	Indicators: PI03#1	Target:
	Expected results: Integrated diagnostics of assessed fisheries	Expected results description: State of the art for the main cephalopod resources in the Atlantic Area. The overall assessment will provide clear information of opportunities and threats. The assessment process will be a guideline for the application to other situations.		

WP Nr. 5	Activity	No	Duration in months	Activity start year and month	Activity end year and month	Activity budget
	Value chain: from producers to consumers		36	2017-12-01	2020-11-30	263,966.07€
Partners' involvement						
	Partner responsible	5				
	Partners involved	2,4,5,8,10,11,12,13,14				

The cephalopod value chain is largely unknown. The objective of this WP is to characterise the value chain of cephalopod fisheries across Europe, from sea to plate, identifying key actors such as fishers, processors, retailers, supermarkets and restaurants.

Led by USC and supported by UAVR, producers and fisheries biologists, this WP will conduct market research to improve our knowledge of institutional, market and socioeconomic drivers underpinning the profitability and sustainability of these fisheries. Economists and fisheries scientists will analyse how fisheries management tools, low prices, scope for sustainability labelling, illegal, unreported and unregulated fishing activity (IUU), bycatches, discarding and imports affect the sustainability of cephalopods. For example, potentially marketable catches of cephalopods are being discarded in the north, but equally, where cephalopods are caught by trawling, bycatches of other quota species may inhibit targeting cephalopods, causing an economic impediment to the development of these fisheries.

Economists with sustainability and commercialization specialists will use consumer survey to understand attitudes towards cephalopod consumption, including the willingness of consumers in different regions to pay for certified sustainable products. A risk of necessary data being unavailable is low due to good access to producers and restaurant end-users; early engagement will be made with processors and other actors.

Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).				
Action nr. 1	Action title: Describe value chain	Start date: 12-2017	End date: 11-2018	
	Action description: USC (with UAVR and producers) will conduct a value chain analysis to identify the range of actors involved in the commercialization of cephalopods in Europe. Characterisation will include number and type of enterprises, intermediaries, employment data, distribution of revenues and estimates (in volume) of commercialized cephalopods through different channels; also an analysis of how this affects the sustainability of the fisheries, and a protocol for cephalopod value chain analysis.			
Deliverables	Outputs title: Atlas of value chain in northern/southern European markets	Outputs description: An Atlas of the European Atlantic value chain, identifying actors involved in the value chain and characterising these. Also, development of guidelines and a protocol to carry out value chain analysis for cephalopods.	Indicators: PI03#1	Target:
	Expected results: Online Atlas of the European Atlantic value chain	Expected results description: Downloadable pdf Atlas which characterises all aspects of the value chain relating to cephalopods in different regions of Europe.		
Action nr. 2	Action title: Assessment of seafood market drivers	Start date: 11-2018	End date: 11-2020	
	Action description: Led by USC, with UAVR and producers and linked with WP6, an analysis of key different institutional (regulations), market (seafood demand) and economic (IUU catches, bycatches and discards, cheap imports from outside EU) factors as these relate to cephalopod fisheries. This activity will provide data which are crucial to better manage cephalopod fisheries development. Data collection protocols will be developed specifically for cephalopods.			
Deliverables	Outputs title: Dataset of seafood market drivers	Outputs description: Dataset and analysis of multiple drivers affecting the commercialization of cephalopods in and outside the Atlantic area; identification of	Indicators: PI03#1	Target:

Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).					
		enabling factors which facilitate the sustainable exploitation and consumption.			
	Expected results: Social-ecological market drivers	Expected results description: Local, regional and international drivers affecting the commercialization of cephalopod fisheries, enabling scientists, managers and enterprises to plan development actions which help to avoid economic and social costs.			
Action nr. 3	Action title: Retailer and consumer survey	Start date: 11-2018	End date: 11-2020		
	Action description: Led by USC with UAVR, retailer and consumer survey will be used to determine frequency of cephalopod consumption and improve knowledge about consumer trends (e.g. ready meals, processed foods) and the willingness of consumers to pay for certified products in the different regions of the Atlantic Area, to ultimately increase the consumption of sustainable cephalopods. These results will feed into international Trade events (WP6.2) and marketing development strategies (WP7.1).				
Deliverables	Outputs title: Retailer and consumer attitude survey	Outputs description: Survey to identify most consumed cephalopods products, consumption opportunities, openness to new products, etc.	Indicators: PI03#1	Target:	
	Expected results: Consumer preferences and attitudes	Expected results description: Report of consumers' preferences and the socioeconomic factors underlying cephalopod consumption patterns and willingness to accept new products and to pay for sustainable products.			
Action nr. 4	Action title: Identification of gaps for strategic development of cephalopod fisheries	Start date: 11-2019	End date: 11-2020		
	Action description: Led by USC, with input from previous actions in WP5 and linking to WP7 and WP3.4, identification of data gaps for strategic development to increase the consumption of cephalopods in different regions; including identification of barriers to commercialize or certify sustainable catches in the Atlantic area such as funding gaps for development (linking to WP3.4).				
Deliverables	Outputs title: Identification of gaps in strategic development of cephalopod fisheries	Outputs description: Identification of critical gaps through the different channels of the value chain as this relates to sustainable development of cephalopod fisheries, along with development of protocols to analyse these gaps.	Indicators: PI03#1	Target:	
	Expected results: Incorporating gaps into value chain analysis	Expected results description: This action will identify critical gaps preventing capitalization of cephalopod fisheries and help recognise actions to address these.			

WP Nr. 6	Activity	No	Duration in months	Activity start year and month	Activity end year and month	Activity budget
	Market opportunities		36	2017-12-01	2020-11-30	502,938.49€
Partners' involvement						
	Partner responsible	2				
	Partners involved	2,3,4,5,7,8,9,10,11,12,13,14				

This WP will use a unique network of institutions and businesses to bring new cephalopod products to markets and expand existing markets. The actions are: i) creating new products and diversifying existing products made from cephalopods, accounting for consumer preferences or market conditions in different regions (data collected in WP5.3) ii) expansion to new markets, in Europe and beyond iii) new marketing initiatives for selling cephalopod products iv) chef's marketing, engaging chefs who wish to use non-traditional fish in Northern countries.

WP6 is led by UAVR who has ultimate responsibility for ensuring all actions are achieved and reported to WP1. IPMA will be involved in developing new products, and UCaen will control food safety (WP6.1). ARVI, Quadralia and SFP will be strongly involved in commercialization and expansion to new markets (WP6.2). The same group, together with MSC will be involved in developing new market initiatives (WP6.3). Fish Producer Organisations (Ireland, Portugal, Spain, UK) will be involved in WP6.2 and 6.3 and UAVR and USC will evaluate the outcomes of these two actions. Chefs training specialists from the School of Culinary Arts GMIT will develop work under WP6.4, and demonstration events in Ireland, Spain and Portugal will also take place under this action. The risk that industry does not respond to opportunities will be addressed with a pro-active approach by Consortium business partners who are well-networked, representing 130 members.

Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).					
Action nr. 1	Action title: New products	Start date: 12-2017	End date: 05-2020		
	Action description: Developing new products or diversifying existing products made from cephalopods, accounting for consumer preferences or market conditions in different regions (drawing on results from WP5.3). Example of products include, ready to cook/eat meals, smoked produce, etc. This action will also include food safety (e.g. on-board handling, preservation, effective packaging, etc.) and anti-fraud strategies (detection of water or 'filler' in produce). Responsible partners will be IPMA, UAVR and UCaen.				
Deliverables	Outputs title: New products	Outputs description: New cephalopod products, targeted to consumer trends and preferences in each region; outputs will include a list of potential products in development.	Indicators: CO29#2 CO28#1	Target:	
	Expected results: New cephalopod products	Expected results description: A range of new products and potential new products from cephalopods, targeted to market conditions and trends in each region.			
Action nr. 2	Action title: New markets	Start date: 05-2018	End date: 11-2020		
	Action description: Expansion to new markets, including identifying export opportunities (in- and outside the EU), and identifying what needs to be done to access new markets. We will attend tradeshows directed at the seafood industry. For instance, cephalopod fisheries moving towards sustainability is of great interest at the 2017 Boston Tradeshow (world's largest seafood tradeshow). A roundtable will be convened by SFP to discuss cephalopods at the Boston Tradeshow, with support from UAVR, ARVI and Quadralia.				
Deliverables	Outputs title: New markets for cephalopods	Outputs description: These include a list of options for new markets for cephalopod products, strategies to enter these markets and dissemination and communication	Indicators: CO29#2 CO28#1	Target:	

Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).					
		of project results to retailers and buyers in seafood tradeshows, including the Boston Tradeshow.			
	Expected results: Market access for cephalopods	Expected results description: A new network connecting the region's cephalopod fisheries and new local and international markets, putting the fishing industry in touch with potential buyers and influencing the supply chain towards supporting fisheries that pursue sustainability.			
Action nr. 3	Action title: New initiatives		Start date: 12-2017		End date: 11-2020
	Action description: Fisheries pursuing sustainability through Fishery Improvement Projects (FIP <a href="http://fisheryimprovementprojects.org/">http://fisheryimprovementprojects.org/</a> ) or International certification standards (e.g., MSC certification), attracts attention from large retailers and international markets. This action will help cephalopod fisheries enter improvement initiatives and tailor assessment frameworks (pre, during and after FIPs) specifically to cephalopod fisheries. It will test the tools with case studies (with MSC, UAVR and industry).				
Deliverables	Outputs title: Framework towards sustainability initiatives	Outputs description: Materials, tools and activities to aid fisheries develop plans to achieve sustainability goals, a framework to track cephalopod fisheries' progress towards sustainability, using MSC standards as benchmark; candidate cephalopod fisheries for FIPs.	Indicators: CO29#1 CO28#1		Target:
	Expected results: Framework towards sustainability initiatives	Expected results description: Provide the fishing sector with a framework to implement FIPs towards sustainable cephalopod products that are new to the firm/new to the market and test this framework with MSC and SFP guidance; to aim for 2 fisheries in the first instance.			
Action nr. 4	Action title: Chefs' marketing		Start date: 12-2017		End date: 11-2020
	Action description: This action is aimed at chefs in northern Europe who are open to working with non-traditional fish, to transfer traditional cultural knowledge about the food preparation and safety, etc., from South to North; broaden the base of cephalopod species used by established chefs, and change consumer attitudes in the north via large gastronomy events (such as European Region of Gastronomy events in Galway, Ireland during 2018). To be closely linked with WP7.6, WP3.2 and WP2.4 and led by GMIT and ARVI.				
Deliverables	Outputs title: Gastronomy	Outputs description: Chefs' education (e.g. workshops and training at Catering Colleges), online materials (weblogs, Youtube videos) with demonstration cooking, promotional events (e.g. 'Food on The Edge' conference Galway, European Region of Gastronomy events, etc.).	Indicators: PI04#5		Target:
	Expected results: Gastronomy	Expected results description: Drawing on outputs of other workpackages, to provide chefs training and gastronomy materials for cephalopods and to conduct demonstration cooking related to cephalopod gastronomy.			

WP Nr. 7	Activity	No	Duration in months	Activity start year and month	Activity end year and month	Activity budget
	Synthesis		36	2017-12-01	2020-11-30	241,477.91€
Partners' involvement						
Partner responsible		2				
Partners involved		1,2,5,7,10,11,12,13				

This activity will provide the opportunity for capitalization of results in both development and policy areas. Led by UAVR, with direct input from leaders of WP4, 5, 6, it will synthesise data from previous WPs into information packages designed for use by stakeholders, authorities and consumers. This WP will provide synthesis on policy and business recommendations, on potential markets and scope for development, on the state of the resources and the ecosystems, on fishery management, and on how to balance competing interests. It will develop a marketing strategy and a "Sustainability toolkit", which will summarise best practice for sustainable fishing and marketing of cephalopods, answering questions, such as 'What is the resource?', 'How much should be taken and from where?', 'How can we ensure a safe product?' and 'Where is growth potential?' The review phase will commence at the start of the project, integrating synthesis of project results as they are delivered. Outputs will be scrutinised by all partners, including industry partners and the MSC to ensure that they accurately capture the findings of the project and are fit for purpose. Risk of non- or late delivery of input from other project activities, will be addressed by relying more on existing information and expert opinion to formulate deliverables. Successful implementation requires buy-in from stakeholders and authorities, which we aim to achieve through pro-active business partners, their members and contacts.

Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).					
Action nr. 1	Action title: Strategic development of market options		Start date: 12-2017		End date: 11-2020
	Action description: Led by UAVR, a synthesis of market options derived from findings of WP5 and 6 on the value chain, market drivers, consumer attitudes, access to markets and market opportunities (current, near and in the medium-term). Also, implementing these options, with a focus in the north on developing local markets and exports, including those to southern Europe, and making use of species currently discarded. In the south, the focus will be more on adding value, including new species and new products.				
Deliverables	Outputs title: Strategic development of market options	Outputs description: The project will work with producers, merchants, processors, wholesalers and retailers to develop market options, along with mechanisms to implement market recommendations tailored to regional context.	Indicators: PI03#1		Target:
	Expected result: Strategic development of market options	Expected result description: Recommendations and implementation of marketing options for Atlantic European cephalopod fishery products including strategies for market recognition and improvement and identifying areas with growth potential in different regional contexts.			
Action nr. 2	Action title: Sustainable cephalopod commercialization and consumption		Start date: 12-2017		End date: 11-2020
	Action description: Led by UAVR and drawing on review and WP5 and 6 results, this action will summarise best practice for each stage in the cephalopod value chain, from sea to plate, considering quality, nutrition, food safety, and anti-fraud aspects. It will include recommendations				

Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).				
	for capture methods (e.g. to minimise damage), on-board handling and storage, transport and processing (cephalopods lose freshness quickly). It will also summarise the range of products that can be derived from cephalopods.			
Deliverables	Outputs title: Quality and food safety in the cephalopod value chain	Outputs description: A summary report of the best options to ensure product quality and safety for the consumer through working with stakeholders in the value chain and relevant authorities; summarising this for a range of cephalopod products	Indicators: PI03#1	Target:
	Expected result: Quality and food safety in the cephalopod value chain	Expected result description: A report on best practice in handling cephalopod fishery products, from sea to plate, aiming to ensure a diverse range of safe, high quality products for the consumer and to maximise profitability of the value chain.		
Action nr. 3	Action title: Assembly of sustainability toolkit	Start date: 05-2019	End date: 11-2020	
	Action description: Led by UAVR and drawing on previous actions in this WP as well as WP4, 5, 6, with guidance from MSC, this action will develop a roadmap and toolkit for Fisheries Improvement Projects (FIPs) and certification of cephalopod fisheries, describing how certification conditions can be achieved, considering the unique characteristics of cephalopods and cephalopod fisheries (i.e. short-lived species which show wide natural fluctuations in abundance).			
Deliverables	Outputs title: Sustainability tool-kit	Outputs description: Develop a roadmap and toolkit for Fisheries Improvement Projects (FIPs) and certification of fisheries, working with authorities and stakeholders and in the production sector and gathering support from actors in the value chain to implement same.	Indicators: PI03#1	Target:
	Expected result: Sustainability tool-kit	Expected result description: Information in the form of a tool-kit for stakeholders in the fishing industry and value chain as well as for scientists, managers, regulatory authorities and governments, on how to achieve certification and implement sustainable cephalopod fisheries		
Action nr. 4	Action title: Policy brief	Start date: 01-2020	End date: 11-2020	
	Action description: Led by UAVR with UCaen, this action will package the outputs of prior actions in the form of a policy brief, informing authorities of the value of sustainable cephalopod fishing for the environment, the associated industries and consumers, and highlighting actions which could be taken to support such sustainable enterprises. Seeking financial support for better regulation of the cephalopod fishing sector (which currently falls outside the quota system), will be a policy objective (link to WP3.4)			
Deliverables	Outputs title: Policy brief	Outputs description: Develop a policy brief and, through a launch event and follow-up communications, aim to ensure that this policy brief is considered by national and regional governments in partner countries when managing cephalopods.	Indicators: PI03#1	Target:
	Expected result: Policy brief	Expected result description: A policy brief summarising the benefits of a sustainable cephalopod fishing sector and value chain and highlighting actions needed to support this, especially in relation to regulating the fisheries; to be accompanied by a public launch and follow-up		
Action nr. 5	Action title: Cephalopod recipe book	Start date: 12-2017	End date: 11-2020	
	Action description: Over the course of the project we will assemble recipes provided by the public, chefs, and colleagues. These recipes will be freely available from the project website. With author permissions, the best ones will be translated into all project languages and assembled into book form. The book will be made available as a free download (full-colour pdf) and if sufficient advance orders can be obtained, a small run of printed copies will be sold at cost price plus postage.			
Deliverables	Outputs title: Cephalopod recipe book	Outputs description: A recipe book in English, French, Portuguese and Spanish describing popular recipes for squid, octopus and cuttlefish.	Indicators: OA3#1	Target:
	Expected result: Cephalopod recipe book	Expected result description: A multi-lingual cephalopod recipe book, aimed at the general public to encourage consumption of cephalopod products and to promote cultural exchange of gastronomy using squid, octopus and cuttlefish.		
Action nr. 6	Action title: External Evaluation	Start date: 06-2020	End date: 11-2020	
	Action description: An external evaluation by independent consultants will be carried out in the final quarter of the Ceph and Chefs project to determine what worked well over the course of the project, what actions struggled and what can be learned for the future, all broken down and specified according to the main work package activities. We will request input about suitable reviewers from the Borders, Midlands and Western regional government offices (Ireland) and the Irish NCP for INTERREG Atlantic Area.			
Deliverables	Outputs title: External Evaluation of Ceph and Chefs	Outputs description: An independent external evaluation of Ceph and Chefs	Indicators: OA3#1	Target:
	Expected result: External Evaluation of Ceph and Chefs	Expected result description: An evaluation of what worked well, what actions struggled in the project and what are the lessons for the future		
Please describe actions (max. 4) and deliverables within the Activity (the system must allow create a maximum of 4 actions).				