AQUA-TNET3

Promoting innovation and a European dimension through Lifelong learning in the field of Aquaculture, Fisheries and Aquatic Resource Management – Thematic Network

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Fine-tuning of student dissemination networks

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Dissemination level: XXX

PU Public	**x**
RE Restricted to other programme participants (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	

Indicate any document related to this deliverable (report, website, ppt etc and give file name)*
Attached documents:

SUMMARY:

Objectives:

Review of Aqua-tnet I-III deliverables with stakeholder involvement and relevance for LLL (Lifelong learning) in industry. Once flagship deliverables are identified the deliverables are prepared and updated if necessary for outreach to promote LLL in industry. Following the categories used in the Aqua-tnet webportal, aquaculture industries are divided in the following groups:

- Producers
- Processors
- Feed companies
- Pharmaceutical companies
- Equipment suppliers
- Service Sector (e.g. aquaculture engineering / insurance / environmental modelling)

The deliverables were assessed on the relevance for the groups mentioned above.

Rationale:

Identified deliverables with relevance for LLL in industry do not need any revision as such, but rather a continuous update of data and maintenance of the web portals. The deliverables mainly aim at realizing LLL in industry through communication with the stakeholders involved (students, teachers and researchers).

Results:

Preliminary remarks:

The following discussed deliverables with relevance for LLL in industry can be subdivided into two categories:

1. Deliverables produced by Aqua-tnet
2. Deliverables of other web portals with relevance for LLL in industry and linkage to Aqua-tnet

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Because in some cases, the products in the different categories stem have a common background of origin and/or were generated by active members of the Aquatnet community, these two categories will be discussed together.

Aqua-tnet.com - INDUSTRY (Aqua-tnet; D15.1)

The Aqua-tnet portal is the first contact point for the industry (www.aquatnet.com/index.php/73/industry) and therefore should optimally address the industry to arouse interest. In general the portal provides a lot of information. Unfortunately, looking at the industry section, only a little number of deliverables address the industry compared to the other sections (students, teachers, researchers).

Deliverables facilitating LLL in industry are shortly described and rated in the following passage. Each of them can be stated as a flagship deliverable with relevance to industry.

1. "HIRE AN INTERN"

To offer the industry a possibility to hire young and motivated scientists Aqua-tnet offers a "HIRE AN INTERN" section. The weblink leads the website visitor to an internship section (*Internship Opportunities)* of Aqua-tnet. The number of 32 internship candidates in a time period from April 2012 to June 2014 unfortunately indicates that the internship section of Aqua-tnet is not well known neither by internship candidates nor industry. Here further marketing work is needed to reach the full potential of this portal.

2. "POST A JOB!"

The option for the industry to offer a job is called "POST A JOB!" section, which leads to piscesjobs (www.piscesttjobs.com). The webpage is a promising tool for employers of industrial businesses and students to get directly in contact with each other through a job market. Here as well, the absolute number of currently posted employment opportunities is rather low, even though it is difficult to assess the turn-over rate of postings. Comparable other portals with relevance for the aquaculture sector (e.g. www.aquaculturejobs.com; www.was.org/wases/Jobs; www.intrafish.com/recruitment) have higher absolute number of job postings, but also

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fall short in the geographic representation of the Aquatnet domain or even EU-28. It is therefore assumed that job recruitment, e.g. for technical personal and management, takes place on other platforms and routes, e.g. via head-hunting and advertisement on national level.

4. "Share your experience & expertise"

A big potential for the industry to get early in contact with students provides the "Share your experience & expertise" section. Representatives of the industry have the chance to present their company to a new generation of scientists and recruit possible employees. In some *case studies* (Aqua-tnet 2; D5.7) (www.aquatnet.com/index.php/140/examples), which could be stated as flagship deliverables concerning LLL in industry, examples of innovative teaching are demonstrated. Many people from industry (producers, feed company or processors) have existing links to universities and offer lectures, host visits and internship to students. These links between industry and universities are common and various. It would be a huge information gain if these connections could be documented on the Aqua-tnet portal.

5. Social media

Concerning the linkage of all stakeholders (teachers, students, researchers and industry) by using social media is improvable. The recommended portals on Aqua-tnet are Facebook (140 members), LinkedIn (371 members), a Flickr group (38 members) and a YouTube channel.

Both groups on Facebook and LinkedIn have a rather small number of members and consist only of closed groups (only visible to members of the respective social media platform). This makes it very difficult for stakeholders of the industry to get a view on Aqua-tnet without being already a member of Aqua-tnet (or a member of one of the groups). The social media groups of Aqua-tnet seemingly address already existing members rather than interested new parties. A better way to address new parties could be to offer an open "Facebook-Fanpage".

The remaining social media groups are similarly poorly attended. The Flickr group for instance exists since January 2010 and has only 38 members with 2 discussions on

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the portal. The YouTube channel exists since March 2010 and has 10 subscribers. Both play rather a minor role in the field of social media.

The social media groups should be up to date to address the stakeholders in the first instance, but in reality some of them are outdated and not maintained. Social media lives through a big community which is not given in the social media groups of Aqua-tnet. Therefore they will unlikely attract further stakeholders especially from industry if the web portals are not "up to date".

6. Interactive members map / mobility portal (Aqua-tnet 3; D3.12)

The first visual appearance of the *Interactive members map* (Aqua-tnet Education Gate) is very good and gives promising possibilities for the industry and therefore should be declared as a flagship deliverable. Even though the name "interactive members map" is misleading for this webpage, because it is indicating that this webpage is for members of Aqua-tnet and not for every kind of stakeholder. Nevertheless the web portal is in most cases self-explaining and easy to use. The tool *google maps* is well known and facilitates the use of the portal. Looking on the portal from the view of the industry the possibilities of the web portal seem to be rather limited. Only a very low number of industrial places, in fact only two representatives of the industry (BIOMIN Holding GmbH and AquaBioTech Group), are located on the map. The far higher amount of academic institutions furthers the impression that the possibilities on the web portal are limited for the industry. As a basis much more industrial places should be included into the map, beginning with national aquaculture industries. Furthermore the build-up of a section for industry placements and vocational courses could increase the collaboration between industry and education/research.

Additionally the documentation of aquaculture producers and industry across Europe independent on the collaboration with Aqua-tnet could create a huge contact database and level future cooperation. Valuable information would also be the companies that collaborate with universities to train students or offer lectures, visits and internship to students.

Generally the portal has a high potential to develop a good database of interest and usability once the lack of information on industrial places has been solved. The regular update of the portal is of course a requirement. Furthermore the portal is

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widespread within networks working on aquatic issues but not well known among the industry. Further marketing action should be performed.

7. Aqua-tnet publications

Numbers of Aqua-tnet publications are increasing and thus contributing to the publicity of the whole Aqua-tnet project. Among others, these publications include the free Aqua-tnet newsletter (Aqua-tnet 3; D7.3), the Aqua-tnet brochure (Aqua-tnet 3; D7.4), the Aqua-tnet Education Gate leaflet, the Aqua-tnet map (Aqua-tnet 3; D3.12). Unfortunately the huge input of information could make it difficult for stakeholders of the industry to distinguish between relevant and irrelevant information and therefore decrease the interest on newsletters and others. Such publications could increase the willingness to follow Aqua-tnet if the information would be filtered for the interest of the industry e.g. newsletter especially for industry.

8. Aquacase 3.0 (Aqua-tnet 3; D1.1)

Aquacase describes itself as "an innovative way to create interaction between academia and the industry" and this is truly the case.

The web portal provides multimedia information concerning aquaculture and offers appropriate material to interested parties. In general the web portal offers a virtual tour on various aquaculture facilities and provides much of information on structure, field of work, duties, etc. Information is presented through text, pictures, videos and links to related web portals. Each facility is structured into sub-sections where detailed information is provided about the facility, equipment, planning operation, local community and other. Aquacase cooperates with industrial partners (owner of the presented facility) and rises in quality and level of information with proper facility involvement.

With Aquacase both academia and the industry profit from each other. Students for example profit from the openness of the industry, reporting about their facility and giving information on working procedures, gaining high valuable knowledge. Industry members stay in public awareness and can help to form a new generation of scientists.

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9. Other web portals and "interesting links"

Some other mentionable deliverables with relevance for LLL in industry and linkage to Aqua-tnet are the web portals of *europass* (https://europass.cedefop.europa.eu), *PESCALEX* (http://www.pescalex.org), WAVE (http://www.waveproject.com) and VALLA (http://www.vallaproject.com)*.*

The *europass* project consists of five documents to make skills and qualifications clear and easily understood in Europe. These five documents are Curriculum Vitae, Language Passport, Europass Mobility, Certificate Supplement and Diploma Supplement. Including this five documents the europass can on the one hand help citizens to communicate their skills and qualifications effectively when looking for a job inside the European Union and on the other hand help employers understand the skills and qualifications of the workforce. All in all *europass* makes it much easier for the industry to hire workers from all over Europe.

The PESCALEX project offers an open source Fish Health Toolset with educational units in many languages (EL, EN, ES, FR, GL, HU, NO, PL, PT, SW, TU) on fish health and selected fish diseases. Furthermore the PESCALEX diagnostic tool (designed and developed by AQUARK) assists in the process of diagnosis of fish diseases. The industry, especially the producers can benefit from early diagnostics and the recognition of disease outbreaks. Mass mortalities in fish farms can cause business failure and a high economic loss. Fish farmers in general should be able to recognize and communicate symptoms to make a fast and accurate diagnosis easier for experts.

Furthermore the "interesting links" package provides a stack of useful web portals facilitating LLL in industry such as the WAVE (Working in Aquaculture-Validation of Experience) and the VALLA (Validation of all Lifelong Learning in Aquaculture) projects. Due to the fact that the links are not a product of Aqua-tnet itself the web pages are not further discussed.

All portals are a good example how LLL and the communication of skills can be facilitated in industry.

Conclusion

The deliverables produced under the auspices of Aqua-tnet 3 and preceding projects reviewed above carry a high potential for promotion of LLL in the industry sectors of

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the Aqua-tnet domain. The deliverables cover a broad range of services, media and tools with substantial potential for their meaningful use and exploitation beyond the life-time of the project. It has to be realized though that the long-term operation of these services will require some resource input, either directly or in kind by commitment of individuals from the community. The former is beyond scope to be discussed in this deliverable and the latter is in line with community-based approaches of social media and open-access online platform. Community-based longevity of the above mentioned services is presumably the most resource efficient way of ascertaining their future utilization, but it will largely depend on two factors: 1) quality of the content and 2) awareness of the community. Both factors will strongly affect the responsiveness of the community, i.e. the frequency and absolute number of hits/inputs into the portals and the rate of interaction achieved in the respective fora.

It is therefore recommended, that the currently existing project consortium, which will form the seeding core of the community, is invited to communicate and advertise the services mentioned above. The Aqua-tnet email-list and newsletters will be adequate ways to address this subject. Moderation of social media groups would be required to steer discussion and to generate quality input, but it has to realized that a self-sustained, community-driven moderation is beyond scope at this stage.

With special reference to industrial stakeholders, it has to be clear that an incentive-based commitment to the deliverables will require a strong emphasis on quality and stakeholder-relevance. The pescalex tool as well as other industry-topic-related portals are good examples of the synergy between quality and relevance that yield in a self-sustaining longevity supported by community-input. In this respect, it is strongly recommended to find adequate means of maintaining the mobility platform and the job section.

The Aquacases are a special case in the way that they represent a fully operational and conclusive entity at this stage that can be continued with little effort. Further update of cases and the introduction of new cases will require direct resource input though. It is strongly recommended and justified to seek public funding from respective agencies to support this.

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