

# THE MEDAID H2020 PROJECT: MEDITERRANEAN AQUACULTURE INTEGRATED DEVELOPMENT

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## Abstract

The MedAID project (Mediterranean Aquaculture Integrated Development, [www.medaid-h2020.eu](http://www.medaid-h2020.eu)) is a four-year project (starting May 2017) funded by the H2020 Program of the EU, with the aim of increasing the competitiveness and sustainability of the Mediterranean marine fish aquaculture sector along its value chain, by improving its technical productivity and economic performance with a market and consumer oriented approach and a higher social acceptability and better governance. The project, coordinated by the Mediterranean Agronomic Institute of Zaragoza (IAMZ-CIHEAM) with the collaboration of IRTA Aquaculture Centre of Sant Carles de la Ràpita, brings together 34 R&D organizations from Europe and some non-European Mediterranean countries.

## Justification

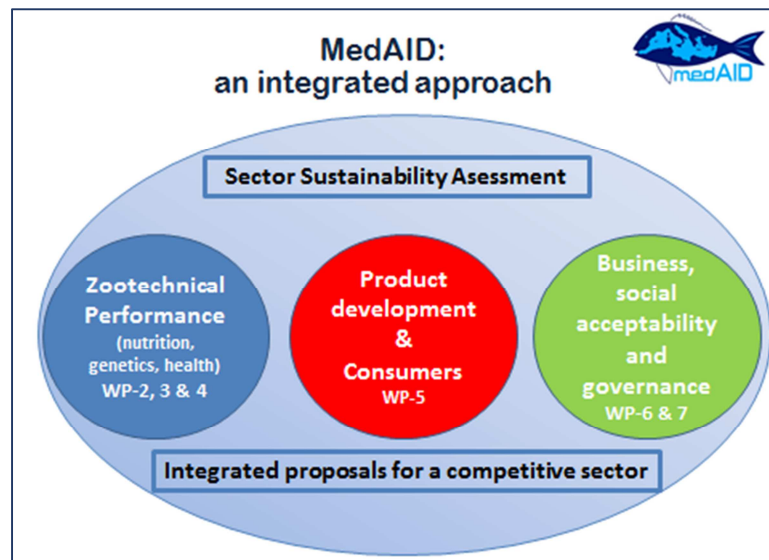
The stagnated production of marine fish aquaculture in the European Mediterranean contrasts with the development observed in neighboring countries (i.e. Egypt, Tunisia and Turkey). There are many factors that could have caused this situation, resulting in a limited competitiveness that seems to be linked to multiple components throughout the production cycle and the value chain. Doubts remain as to whether low zootechnical productivity is caused by a lack of genetically improved fish, poor feed performance, inadequate health management, or a combination of these and other environmental factors. There has also been questioned the lack of market strategies and an insufficient knowledge of consumer preferences. On the other hand, companies develop their business in a complex economic environment. All these factors, together with the increased competition for coastal uses, a low public perception about aquaculture and a complex administrative framework, constitute a major challenge, which will be addressed by MedAID.

## Objectives

MedAID's main objective is to increase the competitiveness and sustainability of the Mediterranean marine fish aquaculture sector along its value chain by improving its technical productivity and economic performance; with a focus on a more sustainability market and gaining a greater social reputation. The project will focus its zootechnical objectives on two main species produced (sea bream and sea bass). For the rest of the objectives, such as business evaluation, development of new products and proposals for better governance, it will not be forgotten that the industry already produces other species such as meagre.

The objectives of the project will be addressed through:

- a comprehensive assessment to identify the main technical, environmental, economic and social challenges that may affect the sustainability of the sector,
- an analysis of the technical, environmental, economic and social challenges that the sector faces,
- the development of innovative knowledge and tools to improve the performance of production systems, as well as creating value-added products and social acceptable business plans.



**Figure 1.** Structure of MedAID project

### **Work plan and Consortium**

The MedAID project, which will last four years, beginning in May 2017, is structured (Figure 1) following a multidisciplinary and integrative approach, in 10 Work packages:

- WP-1: Holistic assessment of the sustainability of Med. marine fish farming. IRTA
- WP-2: Zootechnical improvement of productivity. IRTA
- WP-3: Genetics and breeding. NOFIMA
- WP-4: Health management, diseases and well-being. NIV
- WP-5: Product development and consumer market analysis. AZTI
- WP-6: Business development and strategic marketing plans. U.Cantabria
- WP-7: Governance and social acceptability. IFREMER
- WP-8: Inclusive proposals for an innovative and competitive sector. IRTA.
- WP-9: Participatory consultations, communication, and training. IAMZ-CIHEAM
- WP-10: Coordination and management of the project. IAMZ-CIHEAM

MedAID is a consortium of 34 partners from 13 countries, composed by experienced R&D groups, companies and institutions that will interact to face the sector's constraints to provide state-of-the-art and applied knowledge, guidelines for improving zootechnical performance, business plans, and integrated recommendations for governance.

### **Impacts**

The project will provide integrated solutions aimed at solving the main industrial bottlenecks of a technical nature along the entire value chain. MedAID will combine applied and socio-economic biological sciences to enhance the industry's competitiveness by providing strategies to optimize production processes, marketing, business, management and image and governance. The guidelines and recommendations produced by MedAID will broaden the range of tools available and will enable harmonization, networking and information exchange for a better analysis of the sector at regional level.

For more information of the project, visit our website: [www.medaaid-h2020.eu](http://www.medaaid-h2020.eu) , and follow us on social networks (Twitter: @MedAID; Facebook: /MedAID).

### **Acknowledgment**

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