



Raising public awareness of aquaculture

Franziska Stoll, Nardine Stybel & Anke Vorlauf

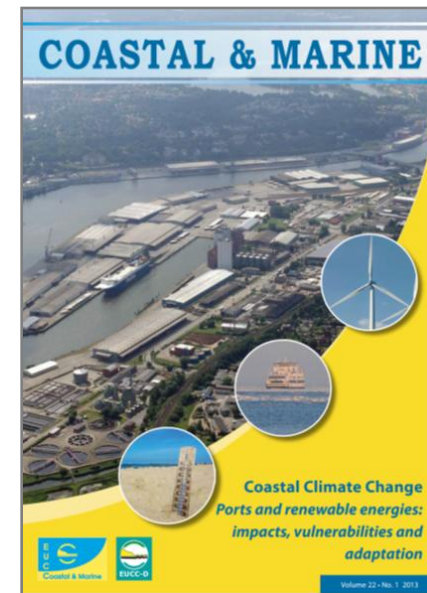
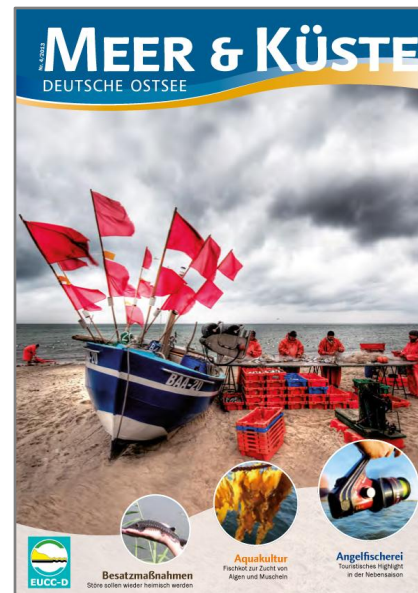
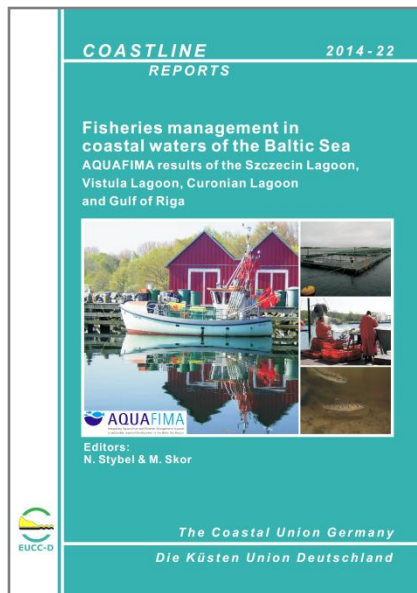
EUCC – The Coastal Union Germany

Mariehamn, 06. February 2014

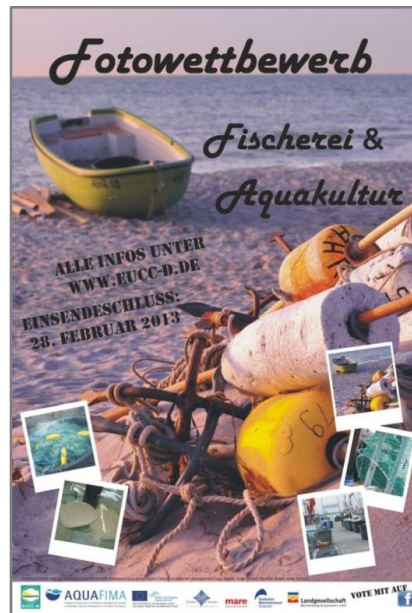


Part-financed by the European Union
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- **EUCC – The Coastal Union Germany (EUCC-D)**
 - provides & communicates relevant information
 - e.g. by publishing different magazines for different target groups



- Another possibility to raise public awareness of their environment: photo competitions
- EUCC-D, the German Maritime Museum and the State Development Corporation MV organised the photo competition "Fisheries & Aquaculture"



- **Result: 435 submitted photos (430 about fisheries)**
- **Aquaculture doesn't seem to be a big issue in the public**
- **One reason might be a lack of awareness and information**
- **To close this gap and inform a wider public about the connection between fisheries and aquaculture and the importance of aquaculture for regional fisheries EUCC-D in cooperation with AQUAFIMA project partners, used various channels of information**





- **Touring photo exhibition**
- **September/October 2013 in the German Maritime Museum in Stralsund (26,000 visitors)**
- **Currently in the State Office for Agriculture, Food Safety and Fisheries MV**



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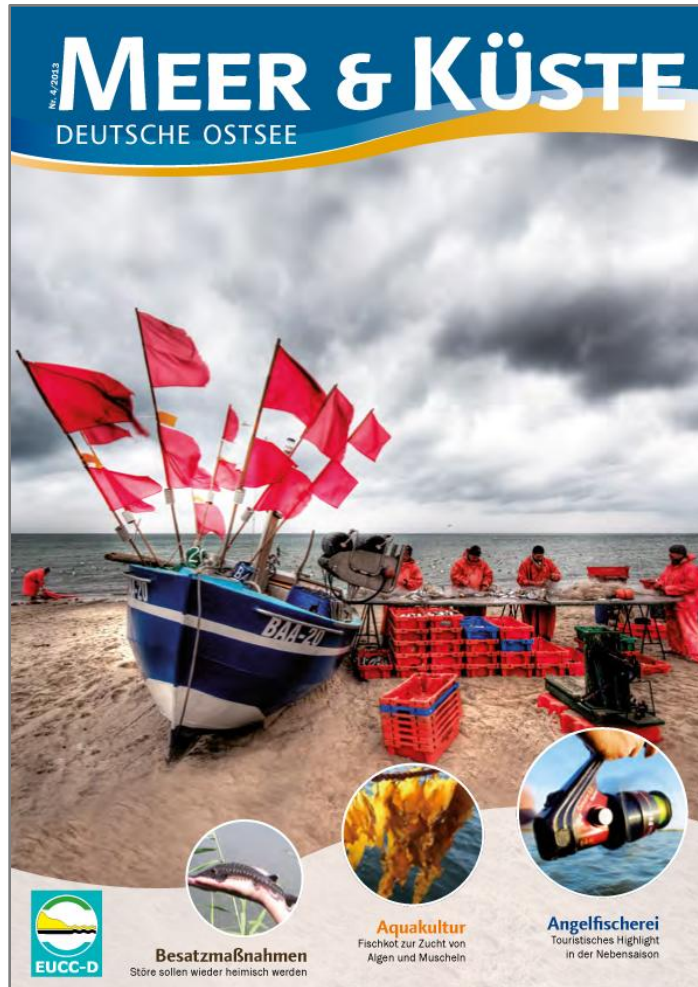
- **Around 40 pictures, complemented by roll-ups**
- **Photos from aquaculture added**



**4th September 2013:
Dialogue Forum in
Stralsund, organised by
EUCC-D, the German
Maritime Museum &
the State Development
Corporation MV**



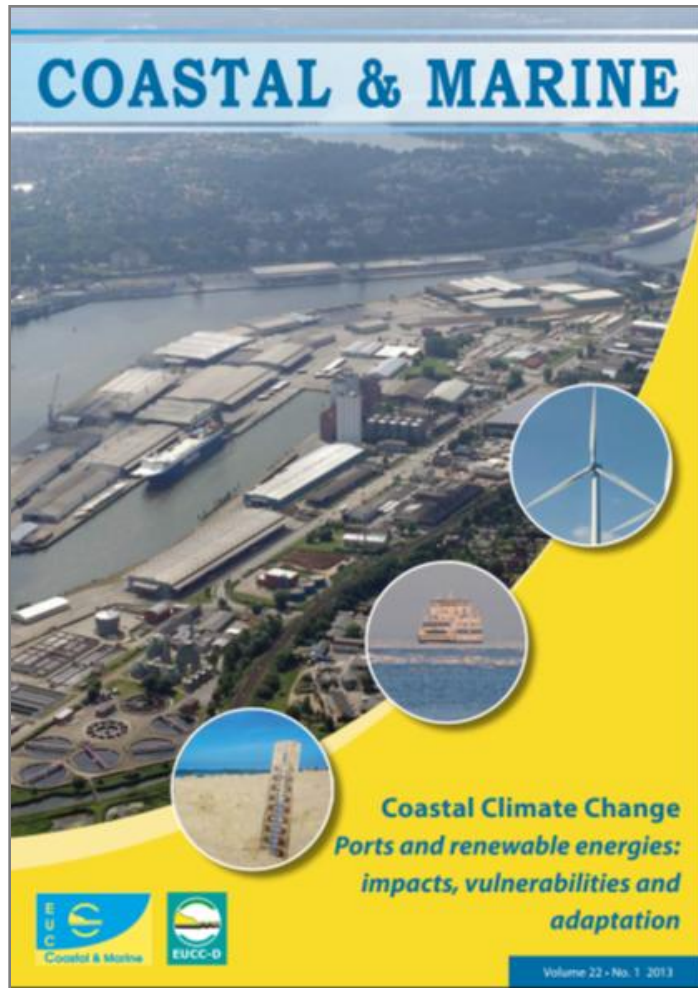
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- **Topic “Fisheries and aquaculture”**
- **Published in 2013**
- **Circulation of 50,000 copies**
- **Distributed regularly to e.g. tourist information centres, museums, schools, institutions and events**



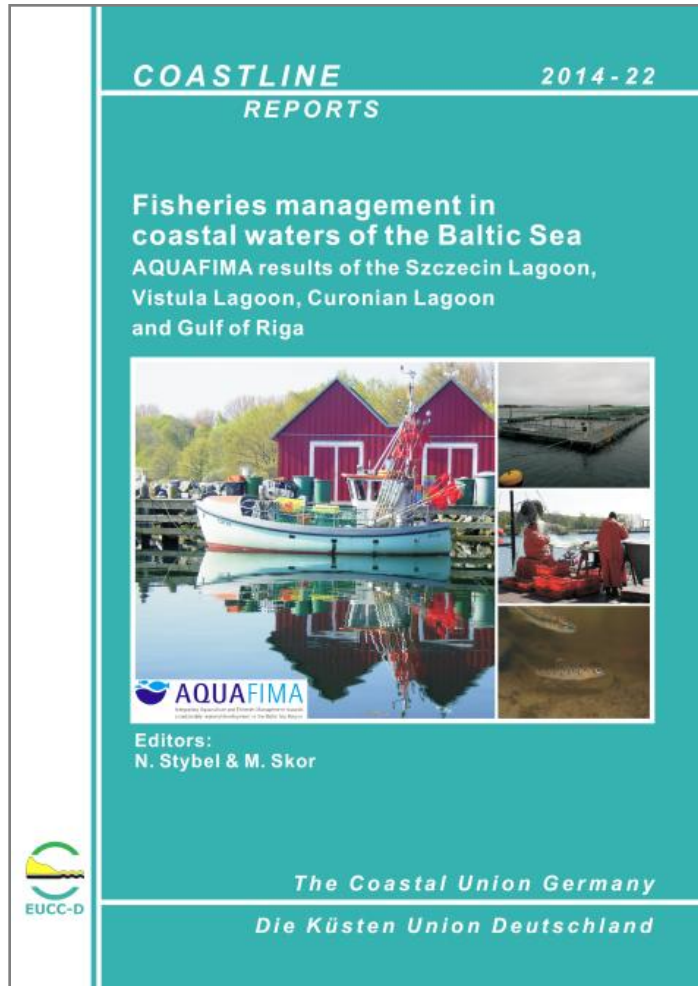
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- **Special issue**
“Aquaculture in the BSR”
- **To be published in early
spring 2014**



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- **Current issue contains AQUAFIMA results**
- **Compilation of case study analyses for a sustainable fisheries management in 4 cross-border coastal areas in the BSR**
- **To order the print version, mail to: eucc@eucc-d.de**
- **PDF available under: <http://eucc-d.de/coastline-reports-22-2014.html>**



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