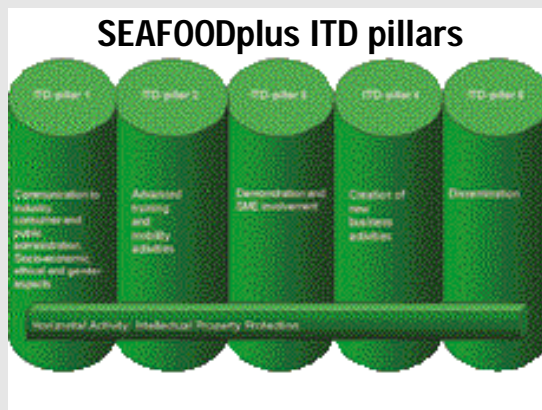


The ITD Pillars in SEAFOODplus

Exploitation of findings, dissemination of knowledge

At a cost of 26 million euros, SEAFOODplus is the biggest research project that the EU has ever financed in the seafood sector. About 70 partners from 17 states are participating. The project has two major structural elements. Firstly, the RTD Pillars (Research and Technology Development Pillars), strategic clusters into which the different research sections have been divided. And secondly, the ITD Pillars, standing for Industry, Training and Dissemination. Like RTD, the ITD activities are divided into six topic blocks. Their main objective is rapid implementation of the results and findings gained during the research, particularly by involving SMEs in the project. EUROFISH Magazine will be introducing the ITD Pillars in the coming issues.

In a lot of ways, SEAFOODplus is a unique research project, both with regard to the content and complexity of the topic under examination and in relation to the partners who are participating in the individual projects. It is not unusual for scientists from various disciplines – biologists, food chemists, process technologists, physicians, and market researchers, to name just a few – to work together in international teams. What is special here is the fact that small and medium-sized enterprises (SMEs) are included in the research, too... not only as 'objects of study' but as active, equal partners. The strong participation of companies from the seafood industry shows, on the one hand, how highly the industry rates SEAFOODplus and, on the other hand, what high expectations they have of this joint project. Understandably, they are hopeful that it will be possible to turn the research results into profit.



Focus on practical exploitation of results right from the start

Whereas the results of research projects are usually not made available for use until after the research has been fully completed, any useful findings from the SEAFOODplus project are to be made available to industry already during the project's course. This applies in particular to new, more effective technologies that can increase efficiency, but also to products that can be made

safer, healthier, and generally more valuable to the consumer... In other words, seafood products that are tailor made to meet consumer requirements and desires. The topics covered in some of the RTD Pillars of SEAFOODplus give justifiable cause for hopes that the results may lead to the founding of new companies and might thus create new jobs. This would be of great significance not only to industry but also to the scientists involved in the project, for the faster and more efficient the implementation of the



For regular updates on SEAFOODplus readers can sign up to the newsletter at www.eurofish.dk or www.seafodplus.org. The newsletter contains links to the latest information, news and results from the project.

results within industry, the easier it will be to justify the high personnel and financial costs of SEAFOODplus.

Close co-operation between researchers and industry

Co-operation between scientists and industry opens up additional opportunities within the research project. At the same time, however, it causes some problems, too, problems with which hardly any of the participants have so far been confronted. The approach taken by a researcher to solve a problem is often completely different from that taken by a company that has to react quickly and often pragmatically to the changing requirements of the markets. In order to be able to communicate with one another on an equal basis, the two sections have first to find a common language, for the technical jargon used in some scientific disciplines often fails to disclose itself to non-scientists. Numerous details, both big and small, that influence how participants deal with one another practically within the individual research teams or between different teams have to be regulated. How, for example,

[PROJECTS]

should new findings be handled that are gained during the course of scientific research? What is 'common property', as it were, that is necessary for work progress and so has to be made accessible to all participants, and who has a claim to protection by patents? The economic interests of small and medium-sized enterprises have to be considered carefully because, after all, their participation in the project is also linked to personal financial contributions.

The six ITD Pillars will be concerned with these and similar issues, in short, with the protection of the integrated companies (and particularly small and medium-sized enterprises) as regards content and legal issues. There will be special training programmes for participants, and knowledge will be disseminated via various suitable measures under consideration of Intellectual Property Rights. The SEAFOODplus concept intends to use the whole spectrum of modern communication media for the dissemination of the research results: trade journals, the Internet, brochures, conferences and trade fairs, interviews and press releases. For the aim is to address not only other scientists and colleagues from the

Intellectual property rights

The Commission's model contract for research and technological development (RTD) projects addresses in detail questions relating to intellectual property rights (IPR). The basic principle is that intellectual property must belong to the partner who generated the new knowledge.

The Commission set up an Intellectual Property Rights Helpdesk in September 1998 as a three-year pilot action by the Directorate-General for Enterprise. Following its success as a Europe-wide IPR support service, a new operational phase was launched at the beginning of 2002. The role of the Helpdesk is to inform and assist participants in RTD projects funded by the EU on any questions relating to intellectual property (patents, copyright, trade marks, designs and models, etc.) and to raise public awareness of the importance of intellectual property in Europe.

More Information ipr-helpdesk@ua.es
<http://www.ipr-helpdesk.org/>

fish and seafood industry but also decision-makers from the political and economic sectors and, above all, consumers. A particularly important target group will thus be the retailers who sell seafood for they have direct daily contact to customers and thus constitute the point of intersection at which information can be passed on to consumers.

The most important target group apart from consumers is, of course, the seafood industry. European seafood processors' associations will be addressed as a platform from which it is possible to reach processing and aquacul-

ture companies. Nearly all of them have their own networks which enable fast, widespread distribution of information.

ITD-Pillar 1 Communication to Industry, Consumer and Public Administration; Socio-economic, Gender and Ethical aspects

The objective of this activity is to ensure, through the effective cooperation of the end-users' organisations, that the results produced in the consortium will be exploited and the knowledge adequately disseminated beyond the consortium. During the first 18 months period a framework will be set up for es-

tablishing efficient communication with major industry and consumers' associations in order to plan dissemination of project results and to get feedback and thus an extended dialogue with such associations.

This will be done on a European basis involving associations acting as umbrella organisations for national organisations in member states, as well as on a regional and national basis.

The objective of the activities in the first period is to prepare the ground for dissemination and other activities specifically directed against this target group, such that the results from the consortium can be communicated as soon as they appear. The activity will constitute a part of the total dissemination plan. A similar network will be established with the bodies involved in public administration on European, regional and national level. An overview of how SEAFOODplus meets the requirements for socio-economic, gender and ethical aspects will also be performed by the activities of this ITD pillar. A suitable management platform for doing so will be established in the first 18 months period. ■

The second SEAFOODplus Conference

3-5 October 2005 in Granville, France

The Conference will be held back to back with the Health Sea International Symposium 6-7 October 2005. The meeting of the General Assembly and the meeting of the External Advisory Board will be held on 4 October at the Chamber of Commerce and Industry. The Open Conference will be held 5 October

Price for lunch, coffee breaks, and conference material on all three days is tentatively set at EUR100



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