

ECsafeSEAFOOD

Priority environmental contaminants in seafood: safety assessment, impact and public perception

Grant agreement no: 311820

Deliverable D7.2

ECsafeSEAFOOD project Brand

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Actual submission date: M4

Start date of the project: 02/2013

Duration: 48 months

Organisation name of lead contractor:

Revision: V1

Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)	
Dissemination Level	
PU Public	x
PP Restricted to other programme participants (including the Commission Services)	
RE Restricted to a group specified by the consortium (including the Commission Services)	
CO Confidential, only for members of the consortium (including the Commission Services)	

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1. Summary

The recognition and perception of a brand is highly influenced by its visual presentation. A brand's visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction, such as specific fonts, colors, and graphic elements.

Objectives: *Make stakeholders or any other person/parties to recall and recognize the project under different conditions.*



Rationale: *The ECsafeSEAFOOD brand includes the name of the project, the logo, the powerpoint templates to be used when presenting work or the results related to the project and a project factsheet, which includes some information about the project.*

Teams involved: *AquaTT*

2. Project Logo

A specific project logo has been developed for project identity. The logo will be included in all project promotional material including the factsheet, website, etc. The logo reflects the central concept of the project by incorporating the quality-assured tick mark into the spine of an abstract representation of a fish. The use of green in the logo represents health, sustainability and the environment.

There are two versions of the logo:

1. Full colour	
2. Black and white	

3. Powerpoint templates

An ECsafeSEAFOOD Powerpoint (Annex I) template has been developed to use at internal and external events when presenting the ECsafeSEAFOOD project and/or its outcomes. The template includes one cover slide where to include the title of the presentation and two different body slides.

4. Project Factsheet

The factsheet (Annex II) is designed for double-sided printing on A4 paper. To achieve best quality, print the factsheet full colour on at least 160gsm paper (200gsm is ideal). Partners are encouraged to distribute the factsheet through their networks and at relevant events.

The factsheet describes the project, its main objectives, methodology, partnership, funding and expected

results, and will be used as a way to raise general awareness of the project.

Annex I

Print screen / Cover Slide



Print screen / Body Slides



The research leading to these results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement no 311820.

www.ecsafeseafood.eu



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Annex II – Project Factsheet



FACTSHEET





AT A GLANCE



<p>TITLE: ECsafeSEAFOOD – Priority environmental contaminants in seafood: safety assessment, impact and public perception</p> <p>PROGRAMME: FP7, Cooperation, Food, Agriculture and Fisheries, and Biotechnology (KBBE)</p> <p>TOTAL BUDGET: €5,089,558</p>	<p>EC CONTRIBUTION: €3,999,874</p> <p>DURATION: February 2013 – January 2017</p> <p>COORDINATOR: IPMA – Portuguese Institute of Sea and Atmosphere, Portugal</p> <p>CONSORTIUM: 18 partners from 10 countries</p> <p>WEB: www.ecsafeseafood.eu</p>
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THE CHALLENGE

Seafood is recognised as a high-quality, healthy and safe food and is one of the most important commodities consumed worldwide. However, seafood, like other types of food, can also be a source of harmful environmental contaminants with potential to impact on human health. Availability of safe and high-quality food is a growing public concern and research plays a very important role in ensuring consumer confidence in this sector. The challenge for the ECsafeSEAFOOD project is to assess food safety issues mainly relating to non-regulated priority contaminants and evaluate their impact on public health in order to increase seafood safety and reduce human health risks.

PROJECT OBJECTIVES

The overall objective of ECsafeSEAFOOD is to assess safety issues related mostly to priority contaminants present in seafood as a result of environmental contamination (including those originating from harmful algal blooms and those associated with marine litter) and evaluate their impact on public health. ECsafeSEAFOOD will directly address several aspects of the Marine Strategy Framework Directive (MSFD) and will support the provision of safe seafood to consumers and reduce human health risks. In the long term, the project will deliver several societal benefits, such as improving consumer education, increasing employment, improving nutrition and increasing the sustainability of an important food sector.

METHODOLOGY

The first step of the ECsafeSEAFOOD project is the creation of a database of environmental contaminants in seafood. This database will facilitate the monitoring of some contaminants and assess the effect of preparation for consumption on contaminant content. At the same time, the development of fast screening detection methods for relevant priority contaminants; and the use of innovative toxicological tools to test environmental contaminants in realistic conditions, together with the monitoring of


contaminants, will facilitate the development of seafood risk assessment and mitigation strategies. Some of these mitigation strategies will be complemented by establishing the links between the level of relevant priority contaminants in the environment and that in seafood. Finally, ECsafeSEAFOOD will increase the consumer confidence through clear and practical communication and information spread in close collaboration with food safety authorities.

RESULTS

- New and effective tools to perform more effective seafood risk analysis and a more accurate risk assessment.
- Fast screening detection methods of contaminants in seafood.

- Development of common food safety, public health and environmental policies and measures.
- Increase in the knowledge of priority contaminants in marine organisms, and assessment on the potential impacts of these pollutants in the environment.

PROJECT PARTNERS



BELGIUM
Eigen Vermogen Van Het Instituut Voor Landbouw en Visserijonderzoek (ILVO)
Universiteit Gent (UGent)

DENMARK
Danmarks Tekniske Universitet (DTU)
Dan Salmon A/S (Dan Salmon)

FRANCE
Agence Pour la Recherche et la Valorisation Marine (ARVAM)
Polyintel SAS (Polyintel)

IRELAND
AquaTT UETP Ltd (AquaTT)

ITALY
Aeiforia SRL (AEIFORIA)

NETHERLANDS
Hortimare Projects & Consultancy BV (Hortimare)
Stichting Dienst Landbouwkundig Onderzoek (IMARES)

NORWAY
Veterinaerinstittuttet (NVI)

PORTUGAL
Instituto de Ciências e Tecnologias Agrárias e Agro-alimentares (ICETA)
Instituto Português do Mar e da Atmosfera (IPMA)

SPAIN
Fundación AZTI (AZTI-Tecnalia)
Institut Català de Recerca de l'Aigua (ICRA)
Fundació Privada (ICRA)
Institut de Recerca i Tecnologia Agroalimentaries (IRTA)
Universitat Rovira i Virgili (URV)

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Designed and developed by AquaTT



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