



EUROPEAN UNION



SeaGoingGreen

Case Study

EU PROJECT C-FAARER

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CONTEXT



C-FAARER, falls under the Mission 'Restore Our Ocean and Waters by 2030'. The EU-funded project, consisting of 6 work packages, aspires to deliver a roadmap and guiding principles; co-designed with stakeholders, to support ocean farmers in the Atlantic and Arctic Sea basin to develop community-driven business models for regenerative ocean farming while simultaneously enabling policymakers to support these initiatives by taking action.

The C-FAARER consortium is led by Trinity College Dublin (TCD) and brings together six organizations and enterprises from three European countries, including Redrose Developments, Norwegian Seaweed Association, Horizon Nua, Nofima and Sea Going Green. Sea Going Green is the leading partner for WP5: 'Coordination, Communication, Exploitation, and Dissemination', providing additional support for other cross-cutting work packages.

THE CHALLENGE

C-FAARER addresses the critical issue of unsustainable aquaculture practices, posing long-term environmental and economic risks. Recognizing the inadequacy of past environmental directives, C-FAARER aims to chart a course toward regenerative, nature-positive outcomes in aquaculture. By guiding ocean farmers in reimagining their business models, the project seeks to harmonize farming activities with conservation and restoration efforts.

Collaboration with local communities and stakeholders is essential for achieving this transformation. Successful implementation of the project relies on effective internal and external communication, which is where Sea Going Green plays a pivotal role. Sea Going Green is responsible for facilitating internal communication among consortia members, aiding them in gathering and exchanging information within and across work packages. Additionally, our external communication efforts aim to engage partners, stakeholders, and the general public, raising awareness of critical issues and potential solutions related to unsustainable aquaculture practices.





OUR SCOPE OF WORK

Our scope of work encompasses a multifaceted approach aimed at effectively disseminating project outcomes, engaging stakeholders, facilitating internal and external communication, and maximizing the impact of the C-FAARER project.

Creation of Outputs

Creation of Output D5.1 Dissemination, Exploitation, and Communication Plan, and D5.2 Communication Strategy and Plan: We have developed comprehensive plans to disseminate project outcomes, action project results, and implement communication strategies.

Website Creation

We designed and developed a user-friendly [website](#) to serve as a central hub for project information, updates, and resources, ensuring accessibility for stakeholders and the general public.

Social Media Management

We created and oversee social media channels to amplify project visibility, engage with audiences, and foster discussions around key project themes and developments.



Newsletter Dissemination

We curate and distribute regular newsletters to keep stakeholders informed about project progress, milestones, and upcoming events, fostering transparency and engagement.

Internal Communication Support

We assist consortia members in enhancing internal communication processes, facilitating the exchange of information and collaboration across work packages to streamline project implementation.

Event Organization

We coordinate and organize events, workshops, and meetings to facilitate knowledge exchange, networking opportunities, and stakeholder engagement, ensuring meaningful participation and impact.

External Outreach to Partners and Stakeholders

We conduct targeted outreach to engage with project partners, stakeholders, and relevant organizations, facilitating collaboration, garnering support, and amplifying project impact.





Content Creation and Dissemination

We generate high-quality content, including articles, reports, infographics, presentations and multimedia materials, to effectively communicate project objectives, findings, and outcomes to diverse audiences, maximizing project visibility and impact.

Creation of Online Communities

We have created three online communities on the Connecting Nature Enterprise platform. These communities include "Regenerative Ocean Farming and Production" for stakeholders along the ocean farming value chain, a community for board members of the Irish Seaweed Association (a spin-off project of C-FAARER), and one for association members. These platforms serve as spaces for collaboration, knowledge exchange, and networking among stakeholders of the project and related initiatives.



OBJECTIVES MET



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Do you have questions that
you'd like to discuss with us? -
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Sea Going Green

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