



Interreg
Atlantic Area



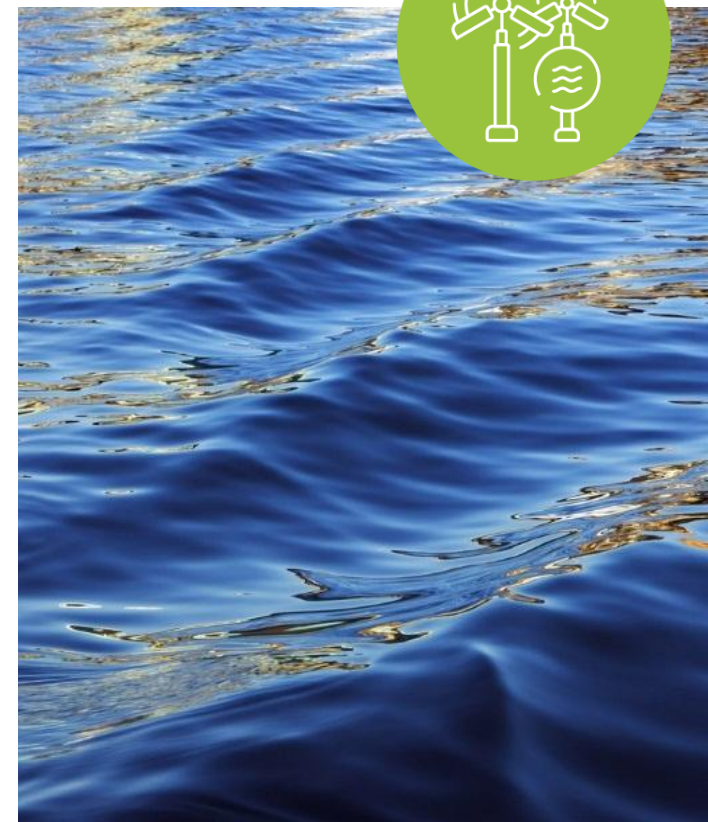
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AQUAFISH

Vers une valorisation durable des produits de la mer

AQUACULTURE & FISHERIES 0.0

16 avril 2026





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From waste to value:
raising awareness and
fostering social acceptance for
new products



Regional Agency
for the Development
of Research, Technology
and Innovation

César Gomes



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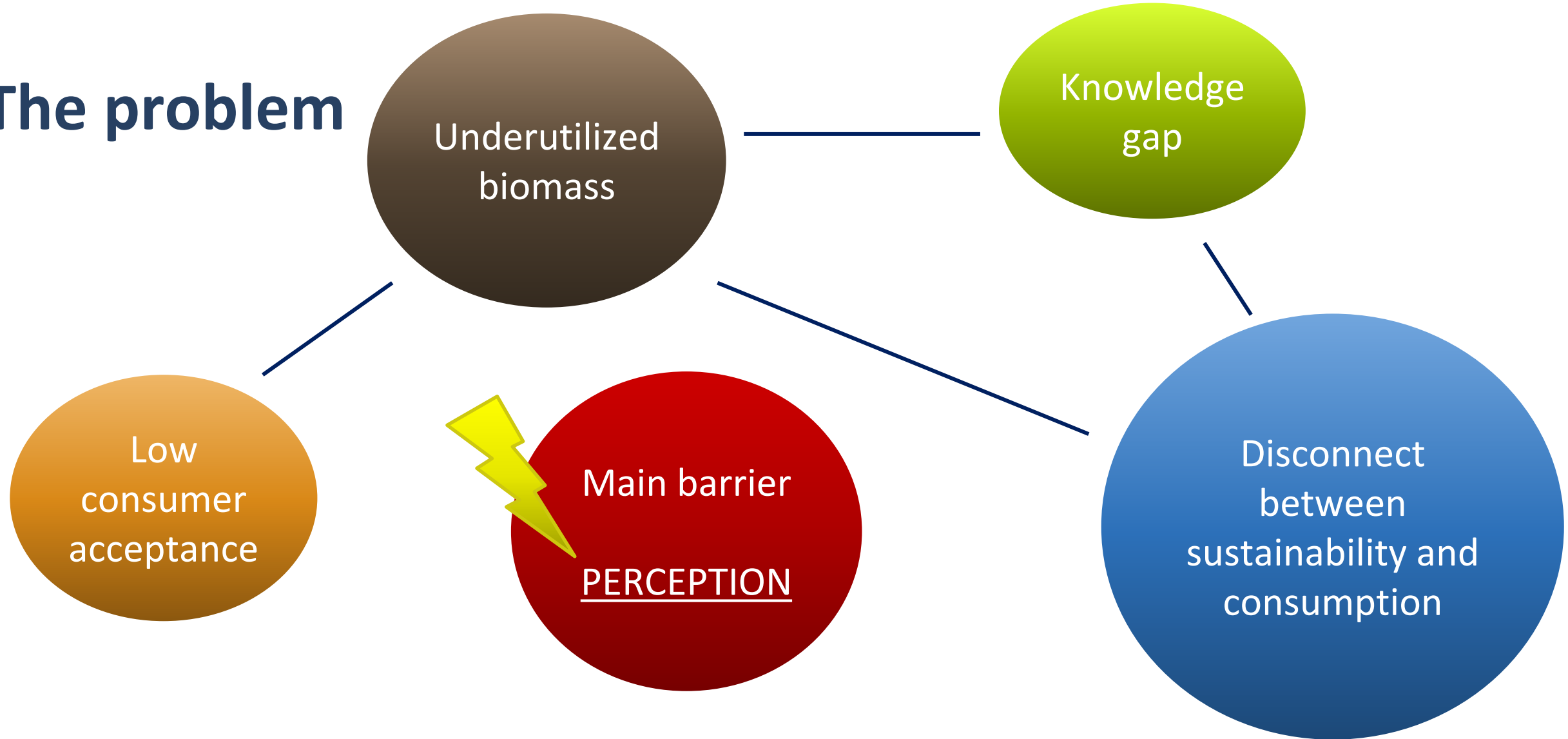
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The problem



Three Pillar Strategy



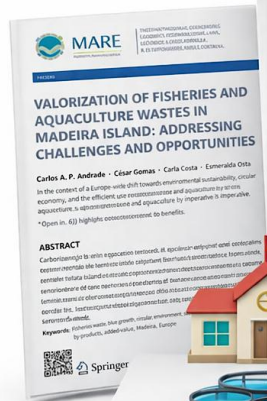
Presentation



VR session

Awareness

- Schools
- Podcast
- Fish farm visits



Podcast



Fish farm visit



Quiz



Showcooking

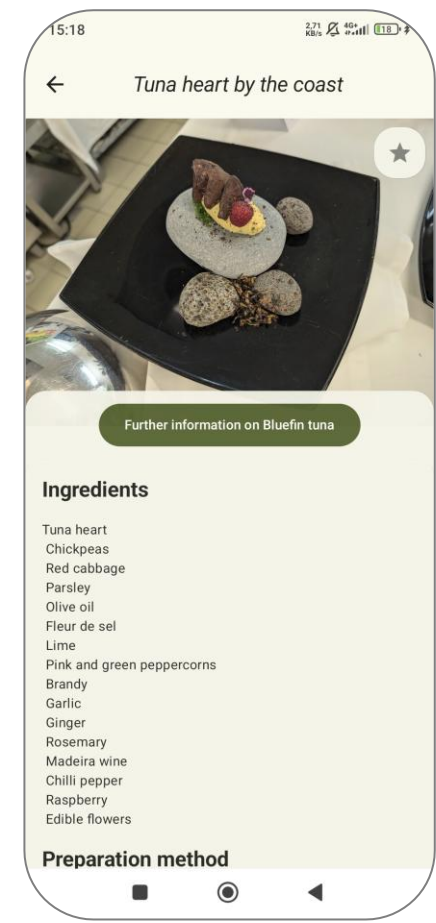
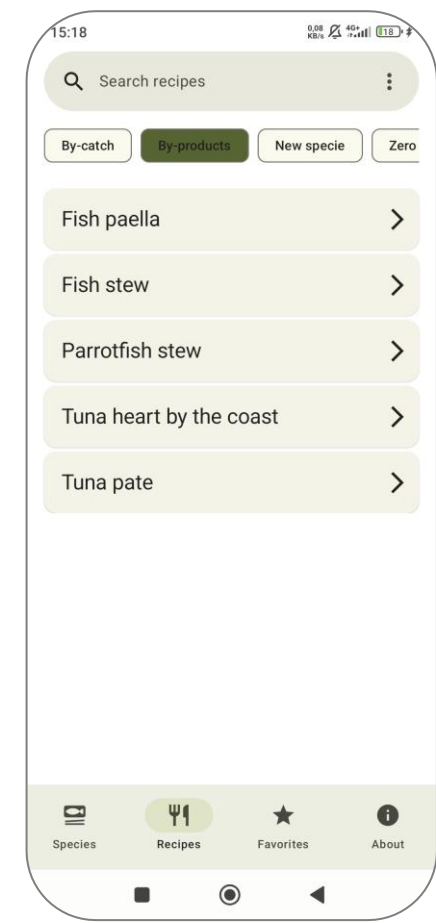
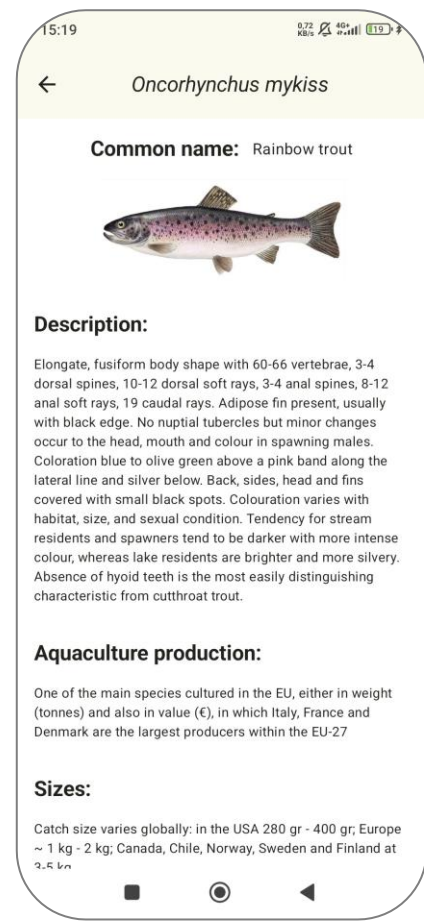


Conference



Cooking contest

Tools for Adoption



Android: <https://play.google.com/store/apps/details?id=com.arditimadeira.aquafishchef>

iOS: <https://apps.apple.com/pt/app/aquafish-chef/id6752297104>

Activities

~ 400 participants
(across all age groups
and levels of expertise)

All audiences: children and teenagers → adults → senior citizens

Cross-sector: education, industry, governance, general population

Effective knowledge transfer: science → accessible formats

Structured pathway: awareness → engagement → adoption

Beyond Madeira: regional impact with scalable potential to other regions

Key insights /recommendations



Integrate by-products into familiar and appealing formats



Education in multiple fronts



**Isolated initiatives have limited impact
Continuous engagement for long-term effect**

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Thank you
Obrigada
Go raibh maith agat
Merci
Gracias

