



MUSSELPRO

Grant agreement number. 863681

D6.3 Video

Project Information	
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Content

1	INTRODUCTION	3
2	GENERAL BACKGROUND	3
2.1	DISSEMINATION, COMMUNICATION & VISIBILITY OF EU FUNDING: VIDEO	3
3	Overview of video	3
3.1	VISIBILITY OF EU FUNDING.....	3
3.1.1	<i>Start and end of the video</i>	3
3.2	IMPORTANCE OF THE SECTOR.....	4
3.2.1	<i>Relevance</i>	4
3.3	PROJECT DESCRIPTION.....	6
3.3.1	<i>MUSSELPRO System</i>	6
3.4	DISSEMINATION OF THE VIDEO.....	10
3.4.1	<i>The video is posted on the project's website and is shown to customers at trade fairs such as Seafood Barcelona 2023. Web MUSSELPRO.</i>	10
3.4.2	<i>Trade fairs. Seafood Barcelona 2023 25-27 Apr.</i>	10
4	CONCLUSIONS	11

Executive summary

This deliverable 6.3 video is a summary of the elaboration of the MUSSELPRO project promotional video, where the final result of the project is presented and is available on the project website and published on LinkedIn and Facebook accounts. The video was produced in English and Spanish.

1 INTRODUCTION

This deliverable 6.3 video is a summary of the elaboration of the MUSSELPRO project promotional video, where the final result of the project is presented and which is available on the [project website](#) and published on [LinkedIn](#) and [Facebook](#) accounts. The video was produced in English and Spanish.

2 GENERAL BACKGROUND

2.1 Dissemination, communication & visibility of EU funding: Video

Dissemination and communication activities are included in WP6 "Dissemination and communication". They are mainly aimed at promoting the project results among our target users, in order to gain potential customers and ensure a good market uptake. One of these D&C actions was the elaboration of the promotional project video presenting the importance of the mussel industry and the contribution of the project to its improvement through the incorporation of new technologies and data analysis.

Wherever possible, visibility of EU funding was ensured to acknowledge the support received. The EU emblem and reference to EU funding was shown in the video.

3 Overview of video

3.1 Visibility of EU funding

3.1.1 Start and end of the video

To ensure proper dissemination of the support received from the European Commission, reference is made at the beginning and at the end of the video to the co-financing received from the maritime and fisheries funds, the flag as well as the number of the grant agreement.



Figure 1. Start of the promotional video.



Co-funded by the European
Maritime and Fisheries Fund

The MUSSELPRO projects (GA 863681) counts "with the contribution of the European Maritime and Fisheries Fund of the European Union"

The content of this communication represents the author's point of view only, and is their sole responsibility; it cannot be considered to reflect the opinions of the European Commission and/or the European Climate, Infrastructure and Environment Executive Agency (CINEA) or any other body of the European Union. The European Commission and the Agency accept no responsibility whatsoever for any use that may be made of the information it contains.

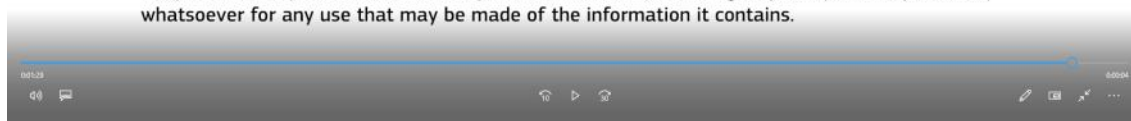


Figure 2. End of the promotional video.

Also included was the sentence: "The contents of this release represent the views of the author alone and are solely the responsibility of the author; they can in no way be taken to reflect the views of the European Commission and/or the European Climate, Infrastructure and Environment Executive Agency (CINEA) or any other body of the European Union. The European Commission and the Agency accept no responsibility or liability whatsoever for any use that may be made of the information contained therein".

3.2 Importance of the sector

3.2.1 Relevance.

EU fish and seafood processing industry is the main economic activity and driving force for the development of coastal communities in the EU:

- EU processing sector: 124,000 jobs (45% of employees are women).
- 3,600 companies.
- €30.3 billion annually.

Growing European and international markets:

- Increasing demand for protein.
- Growing demand for processed/packaged foods.
- Rich in omega-3 fatty acids.

The main producer of mussels in the European Union is Spain (41% of total production). Through this video, we aim to show the economic and social importance of the mussel industry where any improvement that is introduced, will serve to preserve this activity in coastal areas, fix population together with the maintenance and promote job creation. Please see below are a serie of images extracted from our promotional video reflecting this circumstance:



Figure 3. Video extract showing economic and social importance of the mussel industry.

3.3 Project description

3.3.1 MUSSELPRO System

Having shown the importance of the mussel industry, the MUSSELPRO System is presented: an innovative technology-based solution that optimises and controls the cooking and sterilisation conditions of mussels, adjusting processing times and temperature levels to the characteristics of each batch of mussels to be processed. In this sense, the different elements developed in the project and a brief description of its operation are presented thus providing the target audience an idea of the capabilities of the solution developed in the MUSSELPRO project.

Please see below different images of the system extracted from our promotional video:



Figure 4. The MUSSELPRO system in the video. Smart cooker

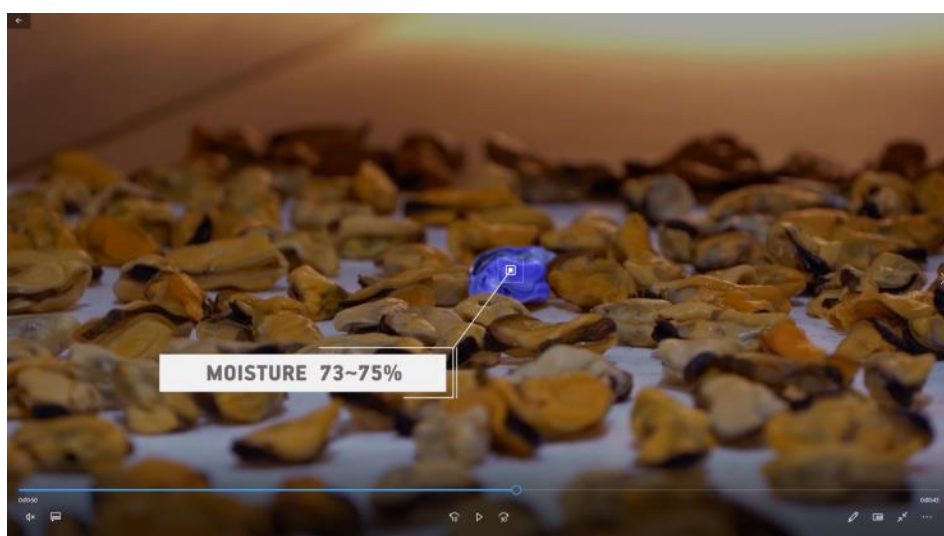
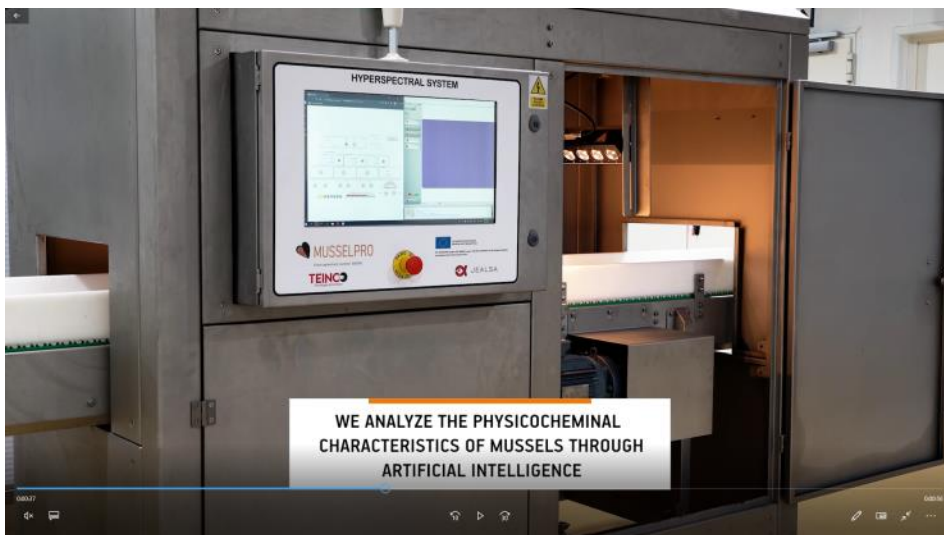


Figure 5. The MUSSELPRO system in the video. Hipsysbru and telemanintenance.

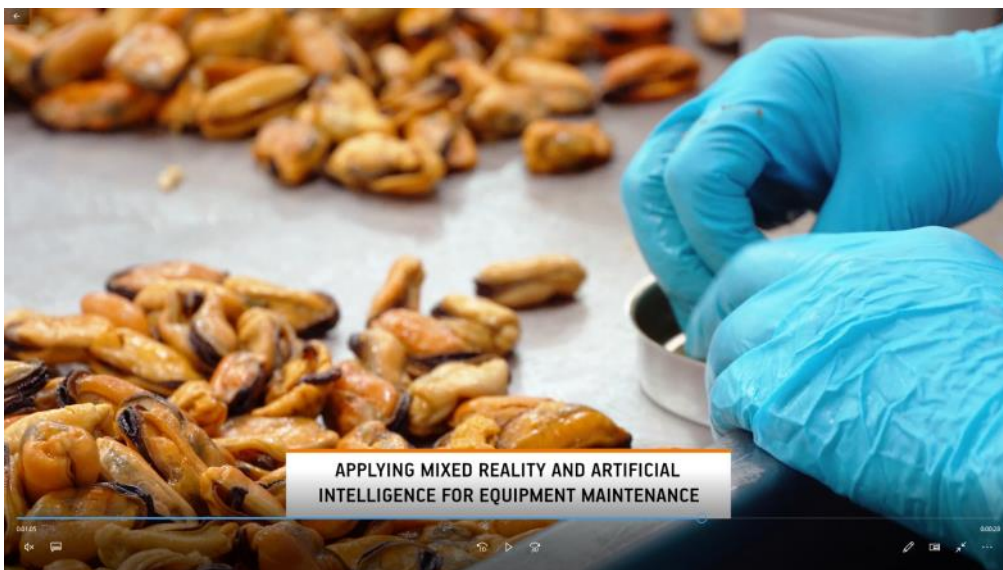


Figure 6. The MUSSELPRO system in the video. Mussels.

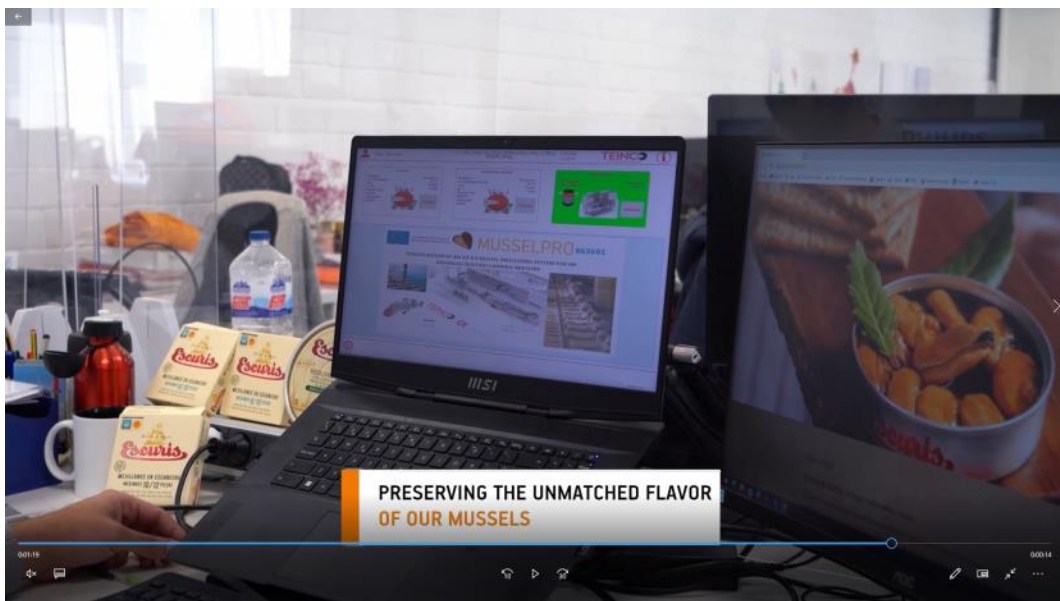


Figure 7. The MUSSELPRO system in the video. Smart autoclave and IoT 4.0 Platform.

3.4 Dissemination of the video

3.4.1 The video is posted on the project's website and is shown to customers at trade fairs such as Seafood Barcelona 2023. Web MUSSELPRO.

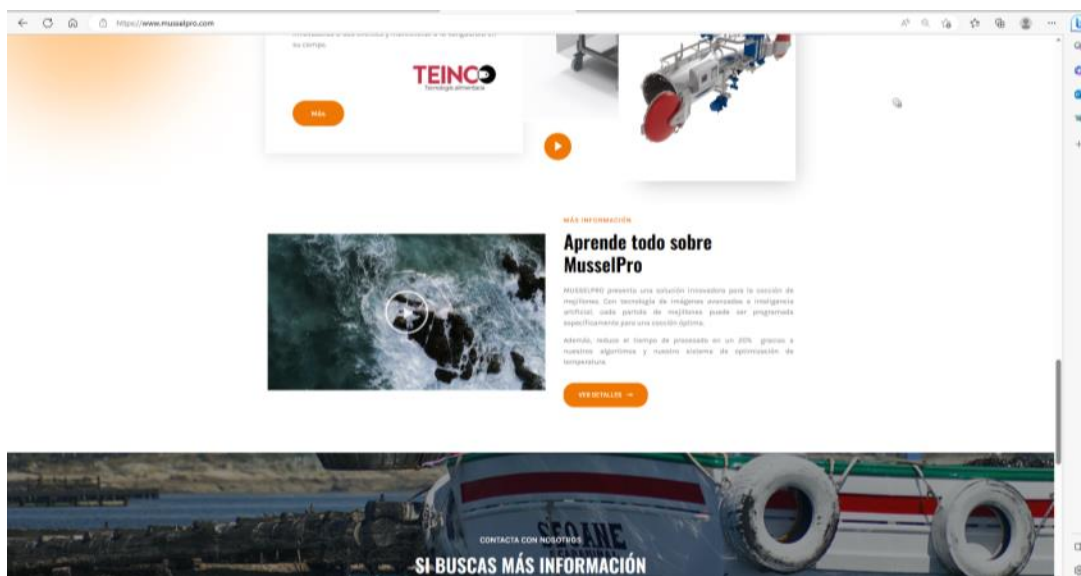


Figure 8. The MUSSELPRO system in the video. Web.

Link: <https://www.musselpro.com/wp-content/uploads/2023/04/MusselPro-es.mp4#t=10,20>

3.4.2 Trade fairs. Seafood Barcelona 2023 25-27 Apr.



Figure 9. The MUSSELPRO system in the video. Seafood Barcelona 2023 25-27 Apr.

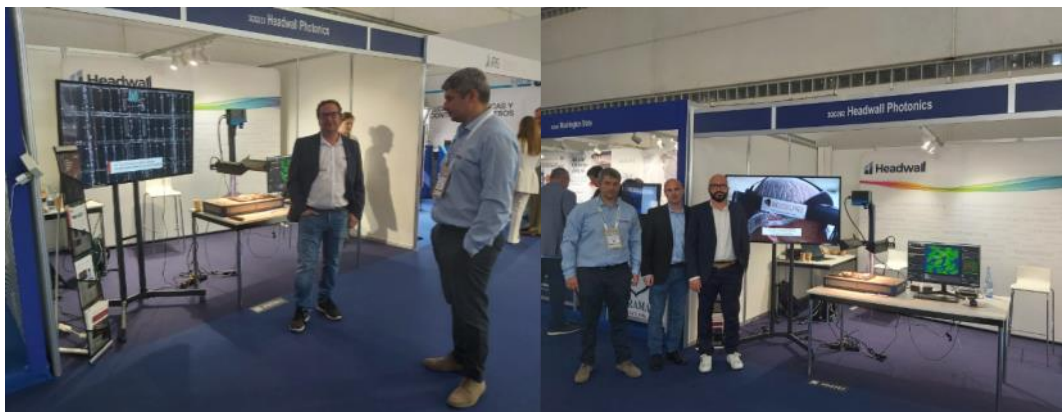


Figure 10. The MUSSELPRO system in the video. Seafood Barcelona 2023 25-27 Apr.

4 CONCLUSIONS

This document contains the overview of the development of the MUSSELPRO project video. The adequate dissemination of the co-financing of the project by the maritime and fisheries funds of the Commission was contemplated together with the fundamental aspects of the project, which was successfully completed, resulting in the video of the MUSSELPRO demonstration unit.