

**BENEFICIARY:** BORD IASCAIGH MHARA  
**PROJECT REFERENCE NUMBER:** 19/SFS/ESS007  
**NAME OF PROJECT:** Developing Insight Support to the Seafood Sector  
**IMPLEMENTATION PERIOD:** 1<sup>st</sup> JANUARY -31<sup>st</sup> DECEMBER 2019

### Project Scope

The rationale for this project is to use the expertise within BIM and the data available to provide valuable commercial expertise to the seafood sector. This will be achieved by defining and developing capability to share insight and guidance to give effective guidance to the sector as it faces new trends and challenges. The services provided will facilitate dissemination of data and information to BIM and external stakeholders. The outputs will be in the form of interactive dashboards for Fleet and Aquaculture operational efficiency and regulatory guidance; quarterly “business intelligence” publication; monthly reports on legislation issues supplemented with annual workshops providing an overview of marine policy initiatives; and the production of the annual Fisheries Management Chart. Other services may be developed depending on demand and industry needs.

### Objectives

The main objective of this project is to assist the seafood sector to be more competitive, both operationally and in the marketplace through the provision of real-time, segmented, analysed information. Such insights will assist the seafood sector in areas such as pricing (real time), value maps, business performance improvement insights and addressing industry issues such as understanding and complying with complex regulations.

The project should also help to identify market growth opportunities of scale, so that the industry can forward plan and invest appropriately with a degree of confidence. Ongoing analysis of international markets and facilitating the industry's understanding of consumers both local and international is key here. BIM should identify the future talent needs of the industry and influence the attractiveness of the industry and the direction of education and skillset development that will ensure the industry has the talent it needs in the future.

### Budget

The projected budget for this project was €120,000. The total budget was drawdown.

### Achievements / Spend

BIM worked on a range of tools to give industry better access to data and information during 2019. These include the development of interactive dashboards, user friendly guides, regular reports and information notes.

The first of these insight tools developed during 2019, was the production of a Fisheries Management Web-based App (FMCO), which details European and national fisheries legislation relevant to Irish fishermen. This app complements the paper-based Fisheries Management Chart BIM has published annually since 2006.

It provides the seafood sector with an interactive guide to fisheries legislation, including information relating to quotas, fishing gear, restrictions on fishing areas and minimum fish sizes.

Additionally, BIM has continued to supply a provide a bespoke, independent, and neutral information service to the seafood sector and internally within BIM. Information on political and legislative developments relating to EU and international fisheries policy, the Integrated Maritime Policy (IMP) and environmental policies, which have a primary focus on marine and fisheries issues. The information collected is relevant to the catching and aquaculture sectors to inform on proposals and enacted legislation that may impact their operations.

#### SUMMARY OF SPEND:

Total Approved	
<b>Total Eligible Expenditure</b>	€120,000
<b>Total Drawdown</b>	€120,000
<b>EU – 50%</b>	€60,000
<b>Exchequer – 50%</b>	€60,000

Report: Ben Dallaghan

Date: February 2020