

BENEFICIARY: **BORD IASCAIGH MHARA**
PROJECT REFERENCE NUMBER: **19/SPIS/STS002.2**
NAME OF PROJECT: **Green Communications and Awareness**
IMPLEMENTATION PERIOD: **1st January to 31st December 2019**

Project Scope

The Green Seafood Business Programme's main function is to assist seafood processing companies with a resource efficiency management support which reduces costs and improves competitiveness. Consistent with Food Wise 2025, the Green Programme is aligned with Bord Bia's Origin Green programme and hence assists seafood companies identify potential target areas for improvement in order to develop their Origin Green Sustainability Charter.

The communication and building awareness of the outputs of the Green Seafood Business Programme with published case-studies and videos showcasing the positive green projects completed by the seafood processing sector will contribute to building the sectors environmental awareness.

Objectives

To communicate the sustainability achievements of the seafood processing sector achieved through the Green Seafood Business Programme and building the credentials of the seafood processing sector on the success of environmental achievements of the sector.

Budget: €20,000

Achievements/Spend

A video was shot and produced to highlight the achievements made by the pilot Water Stewardship programme. Through innovative collaboration, BIM has developed a world-class support programme aimed at improving water stewardship practices and impacts in the Irish seafood sector. This programme aims to provide a holistic and integrated suite of supports to help seafood firms undertake water improvement actions in order to maximise their water usage while protecting the environment. The video promoted the BIM programme and included four companies on-site in their facilities who were involved in the pilot to tell their stories. This video has been launched on social media channels and is available to view on the BIM website.

SUMMARY OF SPEND:

Total Approved	
Total Eligible Expenditure	€15,913.13
Total Drawdown	€15,913.13
EU – 50%	€7,956.56
Exchequer – 50%	€7,956.56

Report by: Sandra Hennessy

Date: May 2020