

Whitefish Strategy Development

Project Outline:

Industry engagement is a key component of this project, and the following phases are anticipated:

- Map the value/supply chain with the industry:
 - Define and prioritise the core issues or barriers to value creation.
 - Seek out attributes that impact on these and define how they may be addressed.
- Engage industry in appropriate forums to validate and align using a client centred approach.
- Produce a sectoral whitefish/demersal strategy and identify implementation plan in line with industry, third-party facilitator and BIM findings.
- Implementation plan agreed with the sector stakeholders, with defined phasing and prioritising of pilot projects.
- Identify external knowledge, skills, capability gaps to facilitate pilot project roll out.

Project Objectives:

- To define engagement strategy with the sector.
- Validate and prioritise barriers or issues impacting value creation with industry stakeholders.
- Assessment of future supply chain potential and a view of future trends.
- Build a BIM strategy and implementation plan for the sector in alignment with industry objectives and priorities to progress value add opportunity by stakeholder and species.
- Focus on product attributes and development to facilitate differentiation and movement away from commodity markets.
- Implementation plan is defined with relevant pilot projects to address these agreed with sectoral stakeholders.

Expected Benefits:

- Strategy for the sector developed in line with deep industry engagement.
- Implementation plan for strategy roll out.
- Roadmap to understand supply chain and clear stakeholder understanding of value creation attributes to progress based on up-to-date market data/requirements.
- External resources identified to assist formation of industry leadership groups to drive pilot projects and roll out of implementation plan.

Projected Cost: €160,000