



# Workshop agenda

24 May 2018, Rome, Italy

Morning session  
(09.00-12.00)

**09.00-09.15: Welcome and registration**

**09.15-09.30:** Global aquaculture production and trends- *FIAA, FAO*

**09.30-09.45:** MedAid Project and Working Package 6: Economics and business plans- *Jose Manuel Fernandez Polanco, University of Cantabria*

**State of work and main findings from WP 6 tasks:**

**09.45- 10.15:** Task 6.1: Economics of aquaculture production- *Manuel Luna Garcia, University of Cantabria*

**10.15-10.45:** Task 6.2 : Market dynamics and price analysis, *Jose Manuel Fernandez Polanco, University of Cantabria*

**10.45- 11.15 Discussion**

**11.15-11.30 Coffee break**

**11.30-12.00:** Methodologies to estimate the impact of mass media on consumers' perception and purchase behavior in aquaculture, *Angel Herrero Crespo, University of Cantabria*

**12.00-13.00 Lunch break**

Afternoon session  
(13.00-16.45)

**Panel discussions on role of mass media in shaping perception of aquaculture**

**13.00-14.00: Panel 1:** Key concerns of stakeholders with regard to perception of aquaculture

**14.00- 15.00: Panel 2:** Most frequent sources of information and the impact on perceptions about Mediterranean aquaculture

**15.00-15.15 Coffee break**

**15.15- 16.15: Panel 3:** Most effective sources of information and programmes favouring perceptions and image of Mediterranean aquaculture

**16.15-16.45 Final discussions and conclusion**



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