



SAFI

Support to Aquaculture and the Fishery Industry

Grant Agreement No. 607155

D13.1- Evaluation of the service

Executive Summary

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TABLE OF SIGNATURES

This document has been approved by:

Date	Name, Title, Beneficiary	Signature
21/10/2016	Antoine Mangin, SAFI Coordinator, ACRI-ST	

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Name of the coordinator: Antoine Mangin, ACRI-ST
Mail antoine.mangin@acri-st.fr
Tel +33 4 92 96 75 08
Fax +33 4 92 96 71 17

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1.1 PROJECT SUMMARY

The Objective of SAFI project (SAFI standing for “Service to Aquaculture and Fishery Industry”) is to exploit Earth Observation resources to support fishery and aquaculture industries in marine coastal regions. The service, based on additive value brought by a network of SMEs, is adapted to each category of targeted users, and aims to realize the following objectives by making the best use of emerging EO products:

- 1) Develop a service to assist aquaculture deployment (optimization of cages location w.r.t. to environmental and ecological context) and environmental monitoring during operations,
- 2) Develop a service to support fishery by providing indicators of recruitments, abundances, and shell/fish locations (and its variability due to climate change),
- 3) Set up a network of SMEs at different levels of expertise (and EO awareness) required by the service – and to build a consistent and marketable offer,
- 4) Evaluate the capacity of exportation and acceptance of this service,
- 5) Foster the use of Sentinel 2 and Sentinel 3 data (upcoming ESA satellites).

The project finally leads to the development, deployment and evaluation of an integrated web-GIS, broadcasting SAFI indicators to the various user concerned (industrials, public administrations in charge of fishery/aquaculture planning, EO service providers, great public) fed by a service of EO high level data processing.

1.2 INTRODUCTION TO THE DOCUMENT

The deliverable D13.1 “Evaluation of the service” aims at giving an overview of the directions and potential of the SAFI Services as commercial services.

The deliverables is built around three main sections:

- The evaluation of the SAFI service, which compiles the potential users’ feedback on the SAFI services applications as a commercial service that will support the development of their activities.
- The market assessment, business model and business plan for the commercialisation of the SAFI services, to detail the targeted markets, the strategy to secure these markets in a competitive environment and the management and financial plans for the SAFI company next steps after the end of the research phase supported by the FP7.
- The sustainability analysis, that will assess the technological environment and its potential to allow the SAFI Company to sustain access to relevant EO data in the future and to project its development based on the long term availability of these data.