

Business Model Canvas for fisheries, aquaculture sectors

Main results / outcomes

As part of the **SEA2LAND project**, a tailored **Business Model Canvas (BMC)** was developed for the **fisheries and aquaculture sectors** using a comprehensive approach. It integrated project outcomes, dissemination activities, and extensive stakeholder input from surveys, workshops, and interviews. The model focuses on transforming fishery by-products into bio-based fertilizers (BBFs), creating new value chains while supporting a circular economy. Key channels include B2B supply to fertilizer producers, partnerships with cooperatives and institutions, direct sales to farmers, and digital outreach. Core resources identified include recovered nutrients from fish side streams and brine, advanced processing technologies, skilled R&D personnel, and regulatory expertise. These elements ensure BBF innovation, regulatory compliance, and environmental benefits.

Practical recommendations

To ensure successful adoption, the fisheries and aquaculture sectors should strengthen B2B networks, focusing on partnerships with fertilizer producers, wholesalers, and industry stakeholders. Collaboration with farming cooperatives and research institutions is essential to foster large-scale implementation and access to funding. Investment in biorefinery and biostimulant technologies will improve BBF quality, efficiency, and performance. Digital platforms and industry events should be leveraged to raise awareness and educate both farmers and stakeholders about the benefits of BBFs. Offering technical guidance, training workshops, and regulatory support will encourage farmers to integrate BBFs into their practices. Finally, collaboration with policymakers will help align regulations and secure financial incentives to drive the widespread adoption of BBFs.

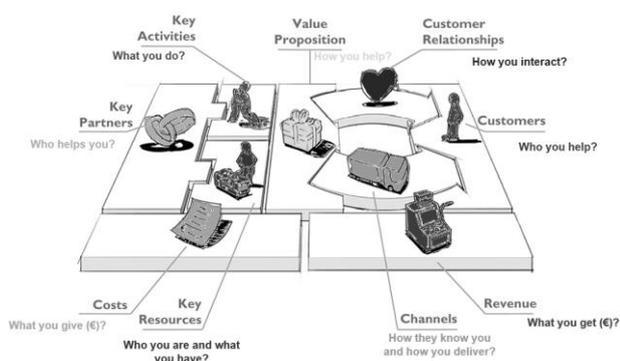


Figure 1: Elements of Business Model Canvas



Figure 2: Business Model Canvas for fisheries, aquaculture sectors

Further information

SEA2LAND project website - <https://sea2landproject.eu/>

About this abstract

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SEA2LAND project is a collaborative Innovation Action (IA) funded by the EU in the frame of the Horizon 2020 programme. The project aims to provide solutions to help overcome challenges related to food production, climate change and waste reuse. Based on the circular economy model, SEA2LAND promotes the production of large-scale fertilisers in the EU from own raw materials. This solution is expected to reduce the soil nutrient imbalance in Europe. The project is running from January 2021 to June 2025.

Website: www.sea2landproject.eu



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