

Iceland
Liechtenstein
Norway grants



Blue Project

Patrocinador:



O MAR À SUA MESA

Parceiros:



TINTEX



Operador do programa:

For a Blue Economy of Excellence

Guimarpeixe was born within the industrial culture of Guimarães, founded on strong foundations and dedicated to the industry and commercialization of deep-frozen products, among which the most varied species of fish stand out. It meets the highest market demands, both in terms of installations and equipment, with the best industrial units in the country in this field. Taking into account the quality of its products and the ability to respond to its customers, it was natural that Guimarpeixe felt the need to expand its area of activity, covering the entire northern region of the country and starting its adventure in the international markets. In this context, it was with great satisfaction that, faced with the challenge launched by the Municipality of Esposende, and recognizing the differentiating potential of the Blue Project project, we joined this consortium. As Guimarpeixe is a dynamic company, with a sense of continuous improvement and aimed at the customer, our strategy includes recognizing and guaranteeing the quality of our products before the customer, which is why we have, over time, through various certification mechanisms, of which we highlight the certification

of its Quality Management System in accordance with the NP EN ISO 9001 standard, the strict food safety requirements, also obtaining certification of its Food Safety Management System, as well as by BRC Global Standards for Food : recognition at the highest level as an entity that complies with the highest food safety standards Recently and in a new chapter for the company in terms of certification with recognition by the IFS Food standard (International Featured Standard). We are an environmentally responsible company that seeks to source fish from sustainable fishing, so faced with the challenge of the Blue Project, based on the principles of sustainability, the circular economy, the blue economy and the promotion of differentiating food technology systems, leveraging In a direct way to transfer scientific knowledge to our industry, we have had high expectations from the outset regarding the final results of this project and how different they could be in current fish consumption models. We are proud of this, for promoting this project and being part of this consortium.

João Ribeiro, Guimarpeixe





Based on the principles of **Circular Economy**, the Blue Project aims to increase **fish consumption** in school contexts and transform its surplus into **new textile** and consumer products.

The objectives of this initiative include the creation of **innovative products** resulting from scientific work and the development of more **sustainable** food **conservation processes**.

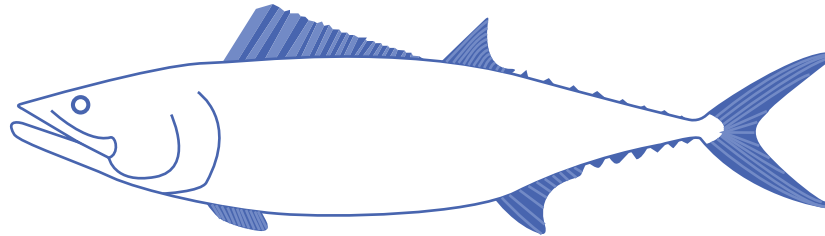
Learn about the Opportunity, Process and Expected Results of this project.

Opportunity

The Blue Project aims to build a strategic line of action, which has as its starting point the promotion of the consumption of **local fish**, ensuring **catch quotas**, promoting the **reuse of surplus** from the Portuguese coast and reducing **food waste**.

The **sarrajão** (*Sarda sarda*) is one of the species that needs to be better known and consumed by the population. This fish exists in abundance, has a flavor similar to tuna and, by comparison, is more economically viable.

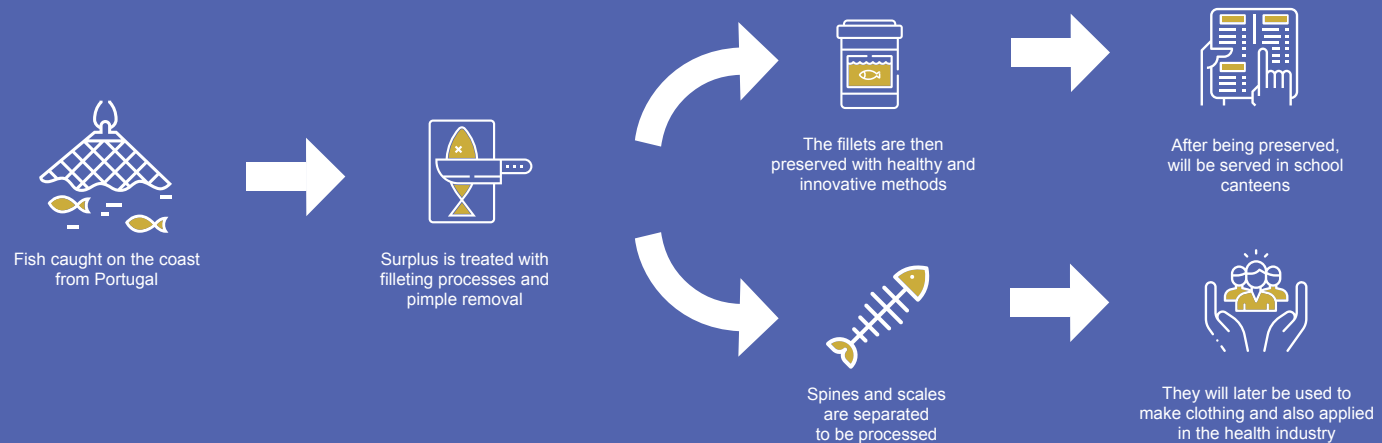
Sarrajão



Process

Through close collaboration with partners in the Research and Development (R&D) sector, the aim is to achieve two specific objectives: delivering a **tasty, healthy** product with

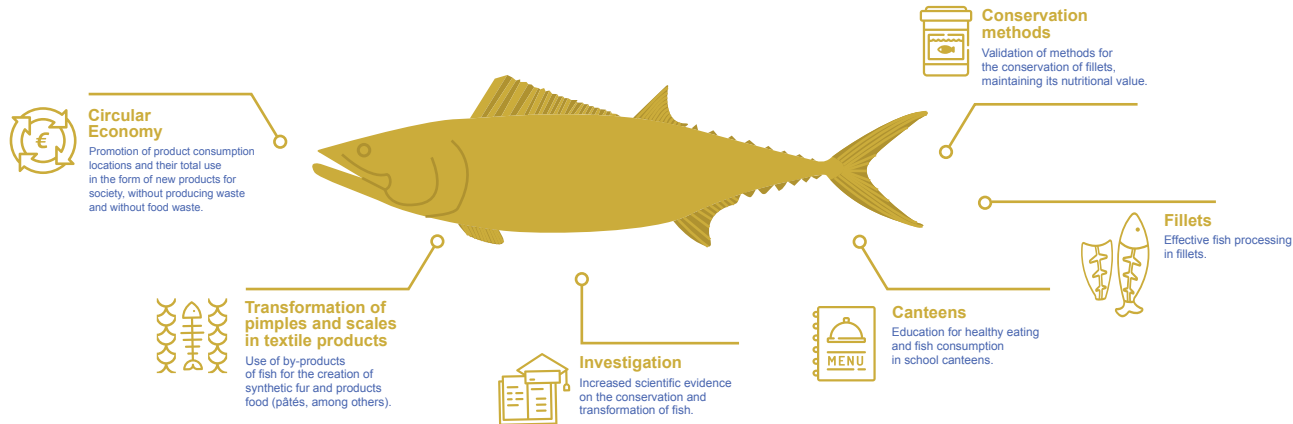
high nutritional value to schools, promoting the **consumption** of fish fillets by students; and enhance the use of all fish leftovers after filleting **surplus** fish.



Expected results

Promote changes in attitudes and behaviors in the face of current global problems, educating consumers to make a **conscious**, **informed** and **sustainable** choice. By valuing local fishing activity, the aim is to involve the scientific community, industry and society in a bold and highly

necessary project. It is expected to actively contribute to the advancement of the following areas and activities: (1) Promote the consumption of local fish (2) Ensure catch quotas (3) Promote the reuse of surplus from the Portuguese coast (4) Reduce food waste.



The Blue Project Consortium

The consortium presents a joint governance model with a clear definition of roles and responsibilities from a perspective of complementarities between all partners. The Blue Project is coordinated by Guimarpeixe, a company with long experience in processing and supplying quality sustainable frozen fish. The consortium is made up of enti-

ties with complementary skills for generating scientific and technological knowledge, with the participation of a research and development leader focused on serving the food and biotechnology sectors, a tissue company, a polytechnic, a municipality, a university, a business association and a technology company.

Partners Guimarpeixe



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Main activities in the project

- Project coordination, management and evaluation
- Fish cleaning
- Removal of skin for later use in the textile industry and the remaining remains for other food products
- Filleting, conservation, packaging and storage for subsequent transport of fish fillets to the canteens in Esposende

Partners

Município de Esposende



It is the municipality's municipal body and its mission is to define and execute policies with a view to defending the interests and meeting the needs of the local population. In this sense, it is up to you to promote the development of the municipality in all areas of life, such as health, education, social action and housing, the environment and basic sanitation, spatial planning and urbanism, transport and communications, public supply, sport and culture, consumer protection and civil protection.

Main activities in the project

- Transport of fish/raw material for the project
- Allocation of human resources
- Intermediation with schools in the municipality

Partners

Matís



Located in Iceland, the project's donor country, it is an independent, non-profit government research entity. It is a leading research and development organization focused on topics related to the food and biotechnology sectors.

Main activities in the project

- Creation of a new food literacy with the school community as the target audience
- Sharing knowledge and experience already acquired with Portuguese stakeholders to better communicate and make children aware, informed and passionate about healthy foods
- Active participation in Blue Project conferences and workshops

Partners TINTEX

T I N T E X NATURALLY
ADVANCED

Based in Vila Nova de Cerveira, TINTEX uses technology as a means to achieve better quality, results and sustainable objectives. With almost 25 years of experience, it operates in the textile sector manufacturing knitted fabrics for the fashion, sports, underwear, footwear, leather goods and home textiles segments, based on sustainable strategies throughout the entire production process.

Main activities in the project

- R&D activities
- Application of innovative, natural-based functional finishes with therapeutic properties
- Development and optimization of new products with new fabric coating solutions

Partners

IPVC - Instituto Politécnico de Viana do Castelo



Escola Superior
de Tecnologia e Gestão

It is a public higher education institution made up of six schools focused on human, cultural, scientific, technical and qualified professional training, with strong cooperation with the regional community of Alto-Minho.

Main activities in the project

- R&D activities
- Creation of new products from leftover raw materials
- Consumer testing

Partners

Universidade do Minho



Universidade do Minho
Escola de Engenharia

It is a research university focused on the regional, national and international socioeconomic environment, which invests heavily in knowledge and R&D through the management of intellectual property, positioning itself as one of the PT HEIs with the most registered patents.

Main activities in the project

- List of potential components to be used in product formulations
- Formulation and characterization of new products
- Quality control
- Techniques for processing, preserving and stabilizing products
- Consumer testing

Partners

AEP - Associação Empresarial de Portugal, Câmara de Comércio e Indústria



It is a national, multi-sectoral association, based in Porto, run by businesspeople for businesspeople, which aims to increase business potential and contribute to a business culture in which management and innovation processes are an intrinsic part of the business.

Main activities in the project

- Transversal support in project management and in the development and optimization of all its phases
- Communication and dissemination: (1) Production of content such as e-books, video, among others (2) Organization of conferences and workshops
- Project evaluation analysis reports and their socioeconomic impact

Partners

Visual Thinking



It is a technology company with strong skills in developing business intelligence and analytics solutions.

Main activities in the project

- Communication and dissemination
- Creation of the Blue Project website
- Development of a platform for sharing educational content and registering interest from potential stakeholders
- Support in the evaluation analysis of the project and its socioeconomic impact

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Blue Project

Sponsor:



Partners:



TINTEX



Program operator:

