

CEN Workshop VeriFish

Workshop description form

- PART A – Workshop Summary
- PART B – Project Plan

PART A – Workshop SUMMARY

1	WS details		
1.1.	Organization	<input checked="" type="checkbox"/> CEN <input type="checkbox"/> CENELEC <input type="checkbox"/> Joint with <input type="checkbox"/> CEN lead <input type="checkbox"/> CENELEC lead	
1.2.	Title	CEN Workshop VeriFish	
1.3.	Scope	Good Practice recommendation on how to efficiently communicate to consumers about seafood	
1.4.	Does this WS stem from an EU Research project?	<input checked="" type="checkbox"/> YES Name of the project: VeriFish Grant number: Horizon Europe #101156426 End date 30/04/26 <input type="checkbox"/> NO	
1.5.	Financial support	<input checked="" type="checkbox"/> EU Research project <input type="checkbox"/> EC/EFTA Grant reference: Type here <input type="checkbox"/> Other Specify, if needed: Type here	
1.6.	WS Proposer/Proposed Chair WS proposer	Name: Organization: Postal address: Email: Phone: Webpage: Contact person (name and email):	Petter Olsen Nofima Muninbakken 9-13 Petter.olsen@nofima.no +4790698303 www.nofima.no Petter Olsen, petter.olsen@nofima.no
1.7.	WS Secretariat	Organization: Postal address: Email: Phone: Webpage: WS Secretary name: Email: Phone:	Standard Norge P.O. Box 242, NO-1326 Lysaker, Norway info@standard.no +47 67 83 86 01 https://standard.no/en/ Camilla Haugen chau@standard.no +47 92 26 88 68
1.8.	CEN and CENELEC Management Centre (CCMC) contact	Organization: Postal address: Webpage: CCMC Project Manager name: Email: Phone:	CEN and CENELEC Rue de la Science 23B - 1040 Brussels, Belgium https://www.cencenelec.eu/Pages/default.aspx Claire Van Thielen cwa@cencenelec.eu +3225500831 +32478793545
1.9.	Tentative date and place of the Kick-off Meeting	Date: 2025-06-24	Place: DG Byen, Copenhagen

1.10.	Does the proposed Workshop fall within the scope of existing CEN and/or CENELEC Technical Bodies? ¹	<input type="checkbox"/> YES Specify <input checked="" type="checkbox"/> NO																														
1.11.	Are there other Technical Bodies or Joint Advisory and Coordination Groups potentially interested in the Workshop? ²	<input type="checkbox"/> YES Specify: Type here <input checked="" type="checkbox"/> NO																														
1.12.	Are the following aspects affected?	<table border="1"> <tr> <td>Safety matters</td> <td>YES³</td> <td><input type="checkbox"/></td> <td>NO</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Management system aspects</td> <td>YES⁴</td> <td><input type="checkbox"/></td> <td>7</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Conformity assessment aspects</td> <td>YES⁵</td> <td><input type="checkbox"/></td> <td>NO</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Security matters</td> <td>YES⁶</td> <td><input type="checkbox"/></td> <td>NO</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td></td> <td>NO</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td></td> <td></td> <td></td> <td>8</td> <td></td> </tr> </table>	Safety matters	YES ³	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>	Management system aspects	YES ⁴	<input type="checkbox"/>	7	<input checked="" type="checkbox"/>	Conformity assessment aspects	YES ⁵	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>	Security matters	YES ⁶	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>				NO	<input checked="" type="checkbox"/>				8	
Safety matters	YES ³	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>																												
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			NO	<input checked="" type="checkbox"/>																												
			8																													
		Add information/explanations if Management System aspects and Conformity Assessment aspects are affected: Type here																														
2 WS Deliverables																																
2.1. CWA #1																																
2.1.1	Title	<input type="checkbox"/> Same as WS title (1.2) <input checked="" type="checkbox"/> Other: Good Practice recommendation on how to efficiently communicate to consumers about seafood																														
2.1.2	Scope	Good Practice recommendation on how to efficiently communicate to consumers about seafood																														
2.1.3	Does the proposed CWA conflict with a published EN	<input type="checkbox"/> YES Specify: Type here <input checked="" type="checkbox"/> NO In case the answer is 'yes', the development of the CWA shall be stopped																														

¹ Part A and Part B of this form shall be sent by the WS secretary to the secretary of the Technical Bodies identified in this section to inform them about the creation of the WS and register any possible objection within 30 days (45 during the holiday period).

² Part A and Part B of this form should be sent by the WS secretary to the Bodies identified in this section to inform them about the creation of the WS.

³ Work on the proposed CEN and/or CENELEC Workshop shall not be initiated.

⁴ The CEN and/or CENELEC Workshop proposal shall be submitted to the CEN/CENELEC BT(s) for decision.

⁵ CEN-CENELEC Internal Regulations - Part 3, Clause 33 applies.

⁶ For projects dealing with security matters the security risk analysis provided in Annex I shall be carried out.

⁷ See Note 2 in CEN-CENELEC Guide 29, Clause 3.

⁸ See Note 2 in CEN-CENELEC Guide 29, Clause 3.

PART B – Project Plan

Abstract

1 The VeriFish CWA is a low-level, voluntary European standard (a CEN Workshop Agreement or CWA) containing “Good Practice” recommendations on how to efficiently engage and influence various types of consumers to encourage consumption of local, seasonal, nutritious, healthy, and sustainable seafood. The target group for this recommendation is any public or private organization who is in the process of launching a “eat more seafood” campaign, and who wants to get advice on what to focus on, given the seafood and the consumer group in question.

2 Status of the project plan

Draft project plan for public commenting (Version 1.0)

This draft project plan is intended to inform the public of a new Workshop. Any interested party can take part in this Workshop and/or comment on this draft project plan by sending an email to the WS secretary.

All those who have applied for participation or have commented on the project plan by the deadline will be invited to the kick-off meeting of the Workshop on 2025-06-24.

3 Workshop proposer and potential Workshop participants

3.1 Workshop proposer

Person (and organization): Petter Olsen, Nofima

Short description and interest in the subject:

Petter Olsen has a Dr.philos in food traceability from University of Tromsø, Norway, 2017 and has worked at Nofima since 1993, currently as Senior Scientist at the department for Industrial Economics. Works with applications of ICT in the food industry, especially related to information logistics, traceability, IoT, blockchain technology, authenticity, fraud, production management, simulation, sustainability and decision support systems. Adjunct professor at UiT, the Arctic University of Norway, teaching courses on traceability, information logistics, and proposal writing. Serves as an adviser to FAO, EFSA, WWF, the EC, and several EU-funded projects on these subjects. Coordinator of the EU projects TraceFish (5FP), WhiteFish (7FP), and OCCAM (HE), and WP leader in several dozen other European, Nordic, and national projects. Author or co-author of 7 European standards (EN 17972 and 6 CWAs), 2 ISO standards (ISO 12875 and 12877) and more than 25 peer-refereed scientific publications. <https://orcid.org/0000-0001-9411-6271>.

3.2 Potential participants

This CWA will be developed in a Workshop (temporary body) that is open to any interested party. The participation of the following persons/organizations would be helpful and is desired. It is recommended that:

- Seafood producing companies, especially SMEs
- Seafood industry organizations
- Seafood traders and retailers
- Scientists working with seafood marketing and consumer behaviour

- Scientists in international research projects focusing on increasing consumption of seafood, in particular the Horizon Europe projects Mr.Goodfish3.0: “Co-creating solutions for sustainable seafood consumption” and VeriFish “The sustainability indicator framework to communicate responsible aquafood production and consumption patterns”.

take part in the development of this CWA.

4 Workshop objectives and scope

4.1 Workshop background

The VeriFish CWA will contain “Good Practice” recommendations on how to efficiently engage and influence various types of consumers to encourage consumption of local, seasonal, nutritious, healthy, and sustainable seafood. The target group for this recommendation is any public or private organization who is in the process of launching a “eat more seafood” campaign, and who wants to get advice on what to focus on, given the seafood and the consumer group in question. Seafood stakeholders and communicators have expressed a need for a Good Practice recommendation in this field, and this initiative is connected to a large variety of European organizations and initiatives that communicate about seafood. The immediate goal is for seafood marketing campaigns to be more efficient, and to reach more consumers with messages that will influence buying behaviour. This means that for a given budget, campaigns can cast a wider net, target more consumer groups and cultures, and be more specific with the message communicated to the target groups. The long-term goal is for consumers to eat more sustainable seafood, and for producers and retailers to sell more sustainable seafood.

5 Workshop programme

5.1 General

The kick-off meeting is planned to take place on 2025-06-24 at location DG Byen in Copenhagen. A draft for public commenting will be distributed to those who register for the meeting.

A total of 2 physical meetings and 3 virtual meetings will be held, during which the content of the CWA(s) will be presented, discussed and approved.

The working language (language of meetings, minutes, etc.) of the WS will be **English**. The CWA will be written in **English**.

5.2 Workshop schedule

Table 1: Workshop schedule

CEN/CENELEC Workshop	May25	Jun25	Jul25	Aug25	Sep25	Oct25	Nov25	Dec25	Jan26	Feb26	Mar26	Apr26
Initiation												
1. Workshop description form submission and TC response												
2. Open commenting period on draft project plan (mandatory)												
Operation												
3. Kick-off meeting – Consensus meeting												
4. CWA(s) development												
5. Open commenting period on draft CWA(s) (optional)												
6. CWA(s) finalized and approved by Workshop participants												
Publication												
7. CWA(s) publication												
Dissemination (see 6)												
Milestones												

Legend

K: Kick-off, **M:** Workshop meeting, **V:** Virtual Workshop meeting, **A:** Adoption of CWA, **P:** Publication of CWA, **D:** Online distribution of CWA

6 Resource planning

All costs related to the participation of interested parties in the Workshop's activities have to be borne by themselves.

7 Workshop structure and rules of cooperation

7.1 Participation in the Workshop

The Workshop will be constituted during the kick-off meeting. By approving this project plan, the interested parties declare their willingness to participate in the Workshop and will be formally named as Workshop participants, with the associated rights and duties. Participants at the kick-off meeting who do not approve the project plan are not given the status of a Workshop participant and are thus excluded from further decisions made during the kick-off meeting and from any other decisions regarding the Workshop.

As a rule, the request to participate in the Workshop is closed once it is constituted. The current Workshop participants shall decide whether any additional members will be accepted or not.

Any new participant in the Workshop at a later date is decided on by the participants making up the Workshop at that time.

All Workshop participants who approved the publication of the CWA or its draft will be named as authors in the European Foreword, including the organizations which they represent. All Workshop participants who did not approve the publication of the CWA will not be named in the European Foreword.

7.2 Workshop responsibilities

The Workshop Chair is responsible for content management and consensus building. The Workshop Chair is supported by the Workshop Vice-Chair (if any) and the responsible Workshop secretariat, whereby the Workshop secretariat will always remain neutral regarding the content of the CWA(s). Furthermore, the Workshop secretariat shall ensure that CEN-CENELEC's rules of procedure, rules of presentation, and the principles governing the publication of CWA(s) have been observed. Should a Workshop Chair no longer be able to carry out her/his duties, the Workshop secretariat shall initiate the election of a new Workshop Chair. The list below covers the main tasks of the Workshop Chair. It is not intended to be exhaustive.

- Content related contact point for the Workshop
- Presides at Workshop meetings
- Ensures that the development of the CWA respects the principles and content of the adopted project plan
- Manages the consensus building process, assesses when the Workshop participants have reached agreement on the final CWA, on the basis of the comments received
- Ensures due information exchange with the Workshop secretariat
- Represents the Workshop and its results to exterior

The Workshop secretariat, provided by a CEN and/or CENELEC Member, is responsible for organizing and leading the kick-off meeting, in consultation with the Workshop proposer. Further Workshop meetings and/or web conferences shall be organized by the Workshop secretariat in consultation with the Workshop Chair. The list below covers the main tasks of the Workshop secretariat. It is not intended to be exhaustive.

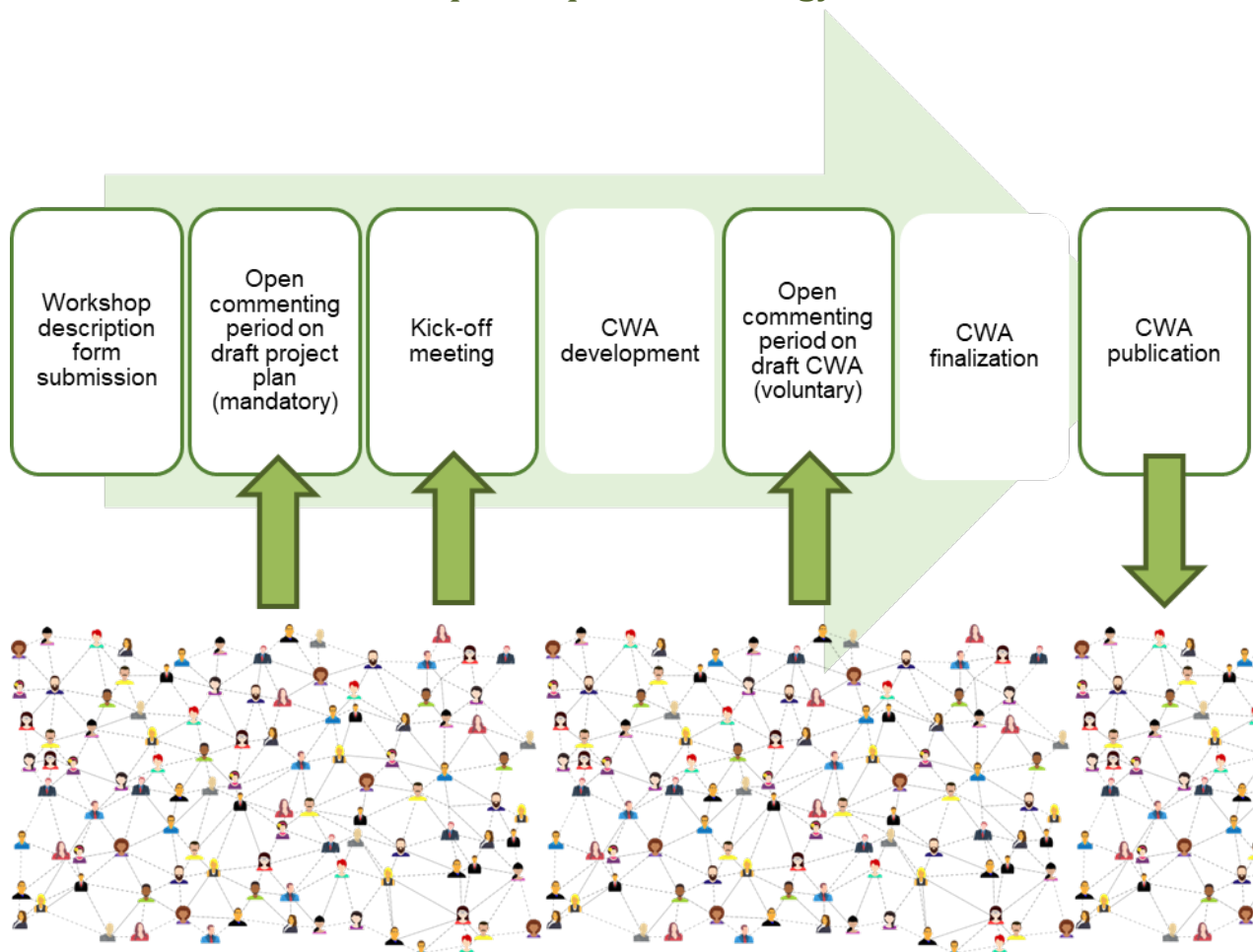
- Administrative and organizational contact point for the Workshop
- Ensures that the development of the CWA respects the principles and content of the adopted project plan and of the requirements of the CEN-CENELEC Guide 29
- Formally registers Workshop participants and maintains record of participating organizations and individuals
- Offers infrastructure and manages documents and their distribution through an electronic platform
- Prepares agenda and distributes information on meetings and meeting minutes as well as follow-up actions of the Workshop
- Initiates and manages CWA approval process upon decision by the Workshop Chair
- Interfaces with CEN-CENELEC Management Centre (CCMC) and Workshop Chair regarding strategic directions, problems arising, and external relationships
- Advises on CEN-CENELEC rules and brings any major problems encountered (if any) in the development of the CWA to the attention of CEN-CENELEC Management Centre (CCMC)
- Administrates the connection with relevant CEN or CENELEC/TCs

7.3 Decision making process

The CEN and/or CENELEC Workshop Chair is responsible for ensuring that the development of the CWA follows the principles and content of the project plan described in this document and the requirements of CEN-CENELEC Guide 29. The CEN and/or CENELEC Workshop Chair may take decisions on the conduct of the CEN and/or CENELEC Workshop on the basis of the comments expressed by the participants and of CEN-CENELEC Guide 29.

Decisions shall be taken based on consensus of the WS participants.

8 Dissemination and participation strategy



Potential participants identified in section 2.2 and potential interested stakeholders identified in Part A will be informed of the open commenting phase, if any, and of the publication of the CWA.

In addition to the CCMC website, the final CWA will be advertised in sector-specific channels (EuroFish) and by through the wide networks established by the projects Mr.Goodfish3.0 and VeriFish. In addition, the organizations involved in these projects will advertise the CWA process and the existence of the final Good Practice recommendation on their websites, to their respective networks, and through social media. A LinkedIn group has already been set up.