

What is e-FishNet?

Fish retailer sector has a great economic weight in Europe, especially in countries such Spain, Portugal and Iceland, where the average annual fish consumption exceeds 23,9Kg/pers.

Fishmongers play an important role in society, thus they inform customers about fisheries products, encouraging healthy habits amongst population. Nevertheless this sector has many difficulties related with training issues, aggravated by the great inequality in the imparted and required professional training amongst different countries, the lack of training culture, professional ageing and long working days, that hinders professional retraining.

E-fishNet Project aims at addressing this problem, by creating a **European partner network**, that supports training harmonization, knowledge acquisition and raises the prestige of Fish Retailer Sector.

Background

E-fishNet Project is addressed to fish retailer sector because it is a traditional sector and economically satisfactory, mainly in countries like Spain, Portugal and Iceland due to fish consumption.

Nevertheless, several disadvantages are founded in order to achieve fishmongers. For instance, in Spain there are a clear disadvantage in fishmonger training programs due to the lack of rules and regulations for this profession concluding that most of them do not have training experience. However, there are countries where fishmongers have training programs and they have its own regulation.

Furthermore, fishmongers also have difficulties to find available training programs due to their long working days. In these terms, e-learning training programs are suitable for fishmonger trainings. Nevertheless, they do not have enough knowledge about new technologies and they are not used to manage new technics to be closer to customers, such as marketing tools. The lack of these tools attains serious disadvantages for the sector, leaving the fishmonger profession discredited.

E-fishNet goals

E-fishNet Project will tackle the following goals:

Establishment of a transnational collaboration network according to the formation of the group.

Analysis of the real situation of training programs in the sector over the 6 countries involved in the consortium, detecting gaps and suggesting training solutions.

Create a training strategy to tackle improvements in customer services to manage new technics throughout marketing, digital tools, new selling methods, etc.

Implementation of ICTs to approach the knowledge through available digital tools (media, podcast, Moocs, etc.) in e-learning platform.

Some Results...

Surveys addressed to fishmongers and to customers have been carried. Some results of the customer's survey (Respondents in 7 countries) are:

- Across all nations 42% buy their fishery products in the traditional Fish Shop and 52% in Supermarkets.
- Those who buy from Traditional fishmongers said that they had "confidence in the seller"

- 45% of respondents would improve their perception of this profession if they knew there was a compulsory training for them.

What customers would like to include in fishmonger's training is:

- Customer Service
- Product Presentation
- Nutritional Issues
- Sustainability and Added Value
- Fish Preparation

Some of the problems spotted are:

- Lack of generational replacement in this profession.

e-FishNet Intellectual Output 1 Expected Release with the results of the surveys and other interesting information: OCTOBER 2017

<http://e-fishnet.org/index.php/es/>