



Pick the Alien

iSea – Environmental Organisation for the
Preservation of the Aquatic Ecosystems

“Pick the alien” project: a national campaign to change the way we see and eat fish in Greece.

Over the last 50 years, the abundance of large predator fish, like tunas and swordfish, has dramatically dropped in the Mediterranean as a result of overexploitation from fisheries, increasing the instability of the marine ecosystems (Piroddi et al., 2017). At the same time, the basin is facing a severe invasion from alien species. About 600 multicellular alien species are currently established in the basin (Zenetos et al., 2017), with their numbers proliferating. Alien species can displace or outcompete native ones, especially those with depletion status. In several areas, mostly of the Eastern Mediterranean, fishers now catch predominately alien species, most of them edible, but the majority have no or low market value. On the other hand, important native species such as tunas and swordfish are seen as prime products and are directly targeted by high intensity fisheries, while conventional fishery practices indirectly affect other species such as turtles and sharks. The societal challenge is how to limit the socioeconomic and biological risks posed by exploited populations and alien organisms. By attracting fishers to alien species, we can release pressure from overfished native ones, and create new sources of income and social capital.

About 15 IAS of fisheries concern can be found in the Aegean Sea, affecting inshore fisheries, practiced by nets, bottom long-lines and purse-seiners fishing. Several of these species are of high commercial value (e.g., *Siganus* spp., *Upeneus* spp. etc.), which consist of important fishery resources in Mediterranean areas that are abundant, however the majority of them are of minor commercial value in Greece. This is happening due to a number of factors, but primarily due to the fact that the Greek consumers and retailers are not familiar with the new species. In other Mediterranean countries, which are severely affected by biological invasions like Lebanon and Cyprus, consumers are adapting to the new conditions and IAS are becoming part of their local cuisines. For example, *Siganus* spp. have high commercial value in the fish markets of Cyprus (e.g. 25 EU per kg), creating value for fishers, retailers and seafood businesses, and concurrently tackling the impact of the IAS.

Overall aim:

The project aims to promote the responsible consumption of seafood and edible non indigenous species by raising awareness to all involved stakeholders on the negative effects of the presence of alien species, and by creating an alliance between small scale fishers, retailers, chefs/restaurants and consumers locally and nationally. This alliance will understand, share and respect the same values and notions of sustainability and acts as a mitigation measure to the increase and expansion of alien species in Greece.

Objectives:

- I. The replacement of high trophic level species with more sustainable seafood products and particularly edible alien species,
- II. The creation of supply chains and pioneer alliance that will benefit the local economies and promote responsible seafood consumption,
- III. The development of sustainable fishery practices targeting alien species with lower bycatch and benthic impact.

Expectations:

- a. More restaurants in Greece will introduce alien species in their menus and progressively start excluding swordfish, tunas, groupers, common dentex, and sharks from their menu;
- b. Communication with seafood processing companies for the introduction of edible alien species in supermarket chains in Greece will continue and novel products of processed alien species (e.g. salted, smoked) will be created.
- c. All fishers, suppliers, restaurant owners will be informed about the environmental issue, and how alien species can provide an alternative source of income;
- d. Alien species targeting will be increased and fishery targeting and mortalities of vulnerable native species will be progressively reduced in specific areas.
- e. Sustainable fishery practices and tools (e.g. traps) will continue to be tested and promoted.
- f. The Greek public will be informed about the devastating impacts of overfishing and will begin to understand the benefits of a more responsible fish and seafood consumption, as well as the role they can play in safeguarding our seas.
- g. An alliance will be established that will pioneer for the promotion of low trophic level native seafood and alien species;

Areas of implementation:

I. Crete: Ierapetra and Agios Nikolaos

The pilot use of lionfish traps will continue until the end of September 2023, with a possible extension, investigating the efficacy of the traps on catching lionfish. All efforts for acquiring a license extension for the use of the experimental fishing tool for the remaining months of 2023 will be made.

II. Rhodes

The pilot use of lionfish traps will continue for 2023 investigating the efficacy of the traps on catching lionfish. The necessary license for the use of the experimental fishing tool, will be extended.

III. Cyclades

Investigate the possibilities for the production of novel products with edible alien species from local processing companies and cooperatives.

Amorgos

The pilot use of lionfish traps will continue for 2023 investigating the efficacy of the traps on catching lionfish. The necessary license for the use of the experimental fishing tool, will be extended.

IV. Thessaloniki

Add value to the blue crab seafood products by establishing its consumption among the local community and promote responsible seafood consumption through awareness info points and a gastronomic event with high impact.

V. Athens

Promote the consumption of edible alien species and responsible consumption of seafood to the local community through the participation in a gastronomic event with high impact.

VI. National

Creation of a MOOC platform in the context of the Alliance.

National communication campaign through collaboration with a well-known chef.

Main activities in each area:

➤ Crete, Rhodes

In the context of the pilot testing of lionfish traps we will visit the areas of Agios Nikolaos and Ierapetra (max 2 times/year) to monitor and record the use of the traps underwater. The visits are implemented in order to note any alterations/modifications needed or possible malfunctions of the traps. Additionally, throughout the year there will be constant communication with the fishers for the collection and reporting of the logbooks. Furthermore, all necessary actions will be taken for the expansion of the experimental fishing license until the end of 2023.

Finally, old and possibly new collaborators will be contacted for the promotion of the MOOC platform and their participation in the Alliance.

The license for the pilot use of lionfish traps was extended until the 31st December 2023. However, the fishers participating in the project are not using the traps in regular intervals as they already catch lionfish with their nets, as bycatch and sell them. During our visits to the islands where the traps are being tested and while diving in the areas where the traps have been deployed, we didn't observe any lionfish entering or swimming near the traps, although there was a medium population density in the area, especially in Crete. Some of our observations were:

- A) *The traps while deployed, didn't successfully open, most of the times due to currents and waves. To overcome this malfunction the two buoys that were on top of the construction of the trap were removed, in order to minimize the resistance and buoyancy.*
- B) *Due to the light construction of the traps, they are highly vulnerable to currents and waves. When there were currents or waves on the surface, the traps either didn't open, or they were leaning on the side, depending on the direction of the waves/currents (this was due to the surface buoy that is necessary for the fisher to track and retrieve the trap).*
- C) *For our visits, the traps were deployed in shallow depths (max 15 meters) in order to be easier for the divers to observe them and make any underwater adjustments. Our observations showed that lionfish tend to stay in shadowy places, like holes and crevices in the rocks, during the daylight. Even though the traps have a steady construction in the middle, it doesn't offer any shaded place for the lionfish to glide. It might be possible that in deeper depths, (more than 40 meters), where light is less, lionfish could be attracted by the steady structure of the trap.*

More adjustments could provide easier opening, such as thinner rope and a grommet where the ropes meet, in order for the rope to "roll" easier and the trap to open easier.

During discussions with the fishers, they were positive in deploying them deeper and making some adjustments (removing the buoys) to check if the lionfish trap will be successful. However, they informed us that they wouldn't prefer the traps over their regular fishing gear (i.e., nets) in order to catch lionfish in the future, since they catch higher quantities in their nets than the traps would. Additionally, we were informed that some lionfish enter the traps they are using for shrimps.



Picture 1 The diver of iSea noting down modifications that need to be done in the traps

Regarding the promotion of the MOOC platform and the enrichment of the interactive map of the project, we came in contact with 2 restaurants that has included lionfish in their menu ([Karnagio](#) in Agios Nikolaos and [Pelagos Seaside Restaurant](#) in Ierapetra), 3 hotels in Ierapetra that include lionfish in their menus ([NUMO Hotel](#), [Ostria Resort and Spa Hotel](#) and [Robinson Ierapetra Hotel](#)), 1 fishmonger that sells but also fillets lionfish ([Odys Fish Market](#)) and the fisher that supplies the fishmonger with lionfish.

In Rhodes the majority of fishers sell spinefoots (*Siganus luridus*, *Siganus rivulatus*), red sea goatfish (*Parupeneus forsskali*) and lionfish (*Pterois miles*), while these species can also be found in the local flea markets and fishmongers. Consumption of these species however is primarily by locals.

➤ Cyclades

- Mapping of interested seafood processing companies and local food cooperatives (e.g. NAIAS Paros) (CPF & iSea)
- Supply of edible alien species (especially spinefoots) caught in Cyclades islands to the selected processing companies and cooperatives for the preparation of novel products with edible alien species such as smoked, salted or sundried products (CPF & iSea)

- Participation in at least one local food festival (e.g. sardine festival in Amorgos, fishers celebration in Koufonissia) with the abovementioned products and cooperatives (CPF & iSea)

In collaboration with [Cyclades Preservation Fund](#) and the [Amorgos Gastronomy Club](#) a novel product of salted spinefoot was created and served for the first time during the "Fishers Celebration" in Amorgos. To increase the value of the commonly fished spinefoot in Amorgos, iSea in collaboration with CPF and Amorgos Gastronomy Club promoted the product of salty spinefoot in the local community. It was based on a simple, traditional, local recipe that anyone can follow and implement. During the celebration, the salted spinefoot, caught from local fishers, was given for free to the attendees of the event. In that way the locals could taste and see that a commonly caught fish, but not famous for its taste in Cyclades, can become tasty with an easy recipe. During the "Fishers celebration" more than 200 people have tasted salted spinefoot and were informed.



Picture 2 In "Fishers Celebration" in Amorgos while presenting the salted spinefoot that the Gastronomy Club of Amorgos prepared.

Amorgos

In the context of the pilot testing of lionfish traps iSea will visit the island (max 2 times/year) to monitor and record the use of the traps underwater. The visits are implemented in order to note any alterations/modifications needed or possible malfunctions of the traps. Additionally, throughout the year there will be constant communication from iSea with the fishers for the collection and reporting

of the logbooks. Furthermore, all necessary actions will be taken from iSea for the expansion of the experimental fishing license until the end of 2023.

Finally, old and possibly new collaborators will be contacted for the promotion of the MOOC platform and their participation in the Alliance (iSea & CPF)

Possible participation in a fisheries exchange workshop from Italy and Turkey, organized by Blue Marine Foundation and Cyclades Preservation Fund.

The project on Amorgos will be implemented in two phases:

1. Effective date until June 2023

- Communication with the Gastronomic Association of Amorgos for the processing of invasive fish (spinefoots) and trying new recipes
- Culinary event in June: The fisher's celebration in Amorgos
- Initial contact with restaurants in Amorgos for the inclusion of processed products in the menu
- Investigation of the quantities, sizes and price of fresh fish (Amorgos and Koufonisia)

2. July until December 2023

- Investigation of all possible needs for the storage/transportation of fish (freezers, etc.)
- Restaurant needs (desired quantity, format, etc.)
- Standardization of processed products (jars, labels, certification, etc.)

During our visit in Amorgos to monitor and record the use of the traps by the collaborating fisher, we found out that like in Crete and Rhodes, the traps didn't attract any lionfish. Although during the first trials of the trap in Amorgos, 2 lionfish were caught during December of 2022, there were no lionfish caught during the next trials.

In general, the fishers in Crete, Rhodes and Amorgos, either couldn't deploy the traps, due to bad weather during the winter of 2022 and the spring of 2023, or didn't when the weather was appropriate for fishing, as they were trying to make up for the lost time due to bad weather and get a higher income from the regular commercial species (and have the lionfish as bycatch to sell) rather than deploying the traps.

Regarding the project in Amorgos Island, the [Amorgos Gastronomy Club](#) is positive at preparing salted spinefoots and also getting more creative with different salted recipes. Most of the seafood restaurants in Amorgos are positive in adding the salted spinefoot in their menus. Unfortunately, as the fishers informed us, the quantities of spinefoots until May weren't enough, mainly due to adverse weather conditions, and we only had 6 kilos of fish that were prepared into 3 large jars of salted spinefoot, while the size of the species are small, something that also the fishers in Crete and Rhodes are confirming. The price of the spinefoots is still low and they are sold along with other species at the price of 6 to 8 €. For our future steps, we need to see on which period the spinefoots are getting caught in larger quantities, in order to investigate the possible needs for the restaurants and for the standardization of the processed products.



Although the first phase of the project was implemented with success the second phase faced difficulties. Despite all efforts for maintaining the momentum and will to establish and expand the production of salted spinefoot, in order to make it a trade mark for Amorgos, the venture was hindered. Miscommunication between the relevant parties, i.e. fishers and chef, and lack of time, especially during the touristic season, were the main reasons for the stall. In addition, the departure from the island for the winter months of the chef that was managing the preparation of salted spinefoot was another major drawback to this endeavor.

However, as communication with our collaborators from Amorgos will continue in the context of other activities this year, we will aim to resurge the interest of fishers and chefs of the island to cooperate for the production of salted spinefoot. Timing of the actions is of outmost importance, as delays in the implementation and cooperation will result in lack of time for all parties involved in the process.

➤ Thessaloniki

Implementation of the blue crab festival in Thessaloniki for the 2nd year. After the successful implementation of the blue crab festival in the beachfront of Thessaloniki city, in collaboration with the municipality, the festival will try to establish its presence in the city and invite local restaurants and chefs to join in and create recipes with Atlantic blue crab.

*The Blue Crab Festival was implemented for the second year on 18th of June, World [Sustainable Gastronomy Day](#). This year the festival expanded and had two food trucks and two new recipes with Atlantic blue crab (*Callinectes sapidus*). For the implementation of the festival, iSea collaborated with the chefs of the "[Feed the Need](#)" catering and the project's ambassador Jonathan Harnett – "[Jonathan the cook](#)". The chefs cooked live in front of the passerby's and attendees which added extra value and show to the event.*

The two food trucks where the chefs were cooking were granted for the event, by the [Union of Street Foods in Greece](#). The festival was implemented under the auspices of the [Region of Central Macedonia](#) and the [Municipality of Thessaloniki](#). For the communication of the festival, 3 posts were created and shared in iSea's social media (Facebook, Instagram and Twitter) before the festival, with a total reach of more than 18.000. Furthermore, a radio spot was created and aired in two local radio stations ([1055Rock](#) and [WE radio](#)) for 13 days before the festival. Additionally, 50 printed posters, inviting the public to the festival, were posted in local restaurants, cafes and shops in Thessaloniki. Finally, a press release was sent to the local news agencies with the invitation to the festival. The press release was communicated by [biscotto Thessaloniki](#) and [Parallaxi](#), two of the biggest sites for events in Thessaloniki, while [ERT News](#) also shared the press release.

In total, more than 1.500 citizens and tourists tasted the recipes prepared, while more than 1.800 were informed about the impact of the marine alien species to the ecosystem, the local economy and human health. For the preparation of the recipes, it is calculated that a total of 1.000 kilos of Atlantic blue crabs were used to produce the needed amount of crab meat. During the festival the Deputy Major of Culture and Tourism was present, and we discussed about the sustainability of the festival for the years to come and for future collaboration and more actions regarding the promotion of traditional local food, sustainable gastronomy and zerowaste in the food catering section.



Picture 3 Some of the moments during the Blue Crab Festival on 18th of June, in the beachfront of Thessaloniki

➤ Athens

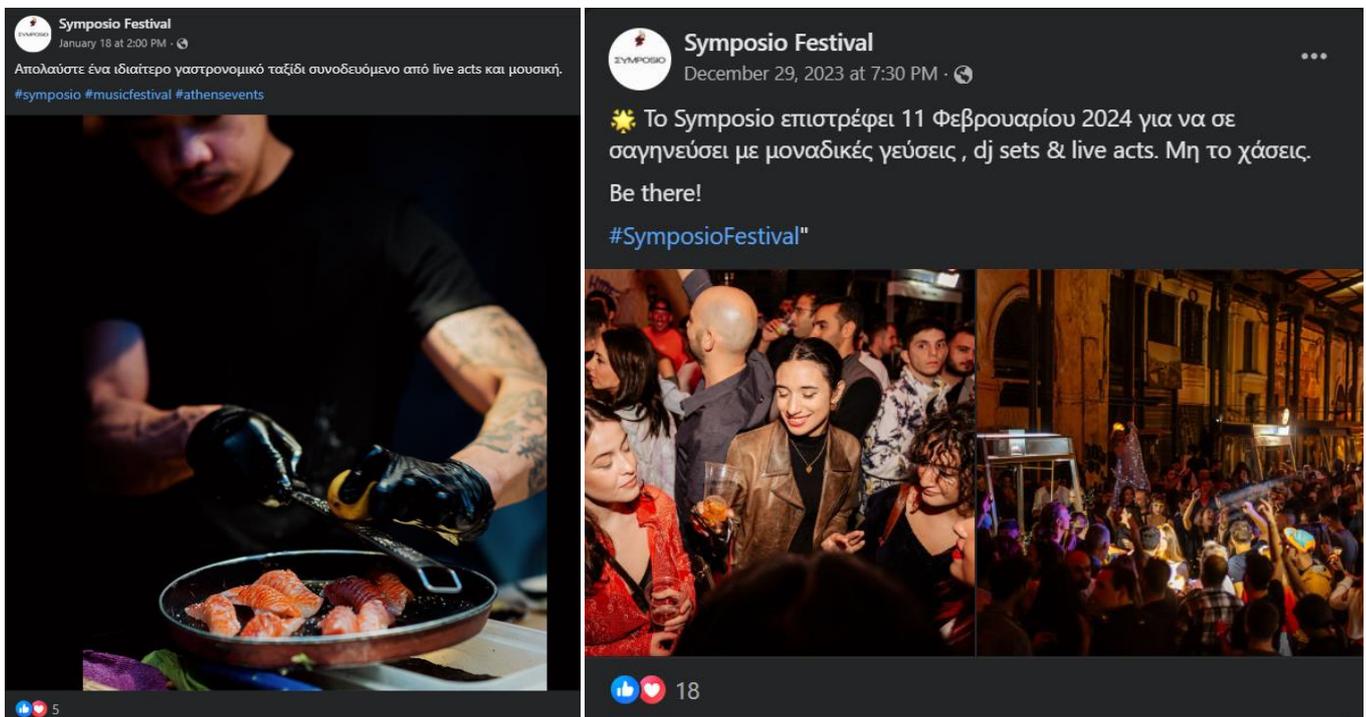
Participation of the project in a major food festival in Athens. At the festival, the attendees will have the chance to taste recipes with edible alien species while representatives of iSea will inform them about the goals of the project and while promoting responsible consumption of seafood.

Concerning the actions that are going to be implemented in Athens there were two possible solutions. Firstly, we made a contact with the "[Athens Street Food Festival](#)" that is implemented during all the weekends in May, in order to participate, either with a participating restaurant or just

by informing the visitors about edible alien species and responsible seafood consumption. After some discussions with the responsible of the festival, they suggested that due to the majority of the restaurants that are going to be selling meat products, it wouldn't be relevant to inform the people about seafood consumption resulting in non – cooperation. However, they were very interested and keen for future collaboration.

The second choice in order to implement a gastronomy event in Athens, was the *Symposio Festival* that is implemented monthly in Varvakios market, the central meat and fish market of Athens. The festival is organized by the restaurants that are located within the market. We have been discussing with the restaurant "Hasapika" a sushi restaurant that, when available, serves lionfish, spinefoots and blue crabs and co-organizes the festival, in order to participate under the project. *Symposio festival* has become an event that attracts thousands of people, usually from Athens, focusing on gastronomy, culture and artistic performances that address to a wide range of ages.

Our participation will be at the event organized for the 11th of February. A specific stand will be placed in the region of Hasapika restaurant which will serve bao buns with Atlantic blue crab. The blue crab meat will be provided by us while all other ingredients for the recipe, the chef and preparation of the food will be covered by the owners of the restaurant. The chef will be cooking/preparing the bao buns live. In the duration of the festival from 12:00 until 23:00 we will be raising awareness and disseminating informative material to the attendees of the festival.



Picture 4 Moments from the *Symposio festival*

➤ National

The creation of informative material specialized for each group of stakeholders that will constitute the Alliance (professional fishers, recreational fishers, restaurant owners/chefs, fishmongers, fishing equipment stores, seafood processing companies). The above-mentioned material will be

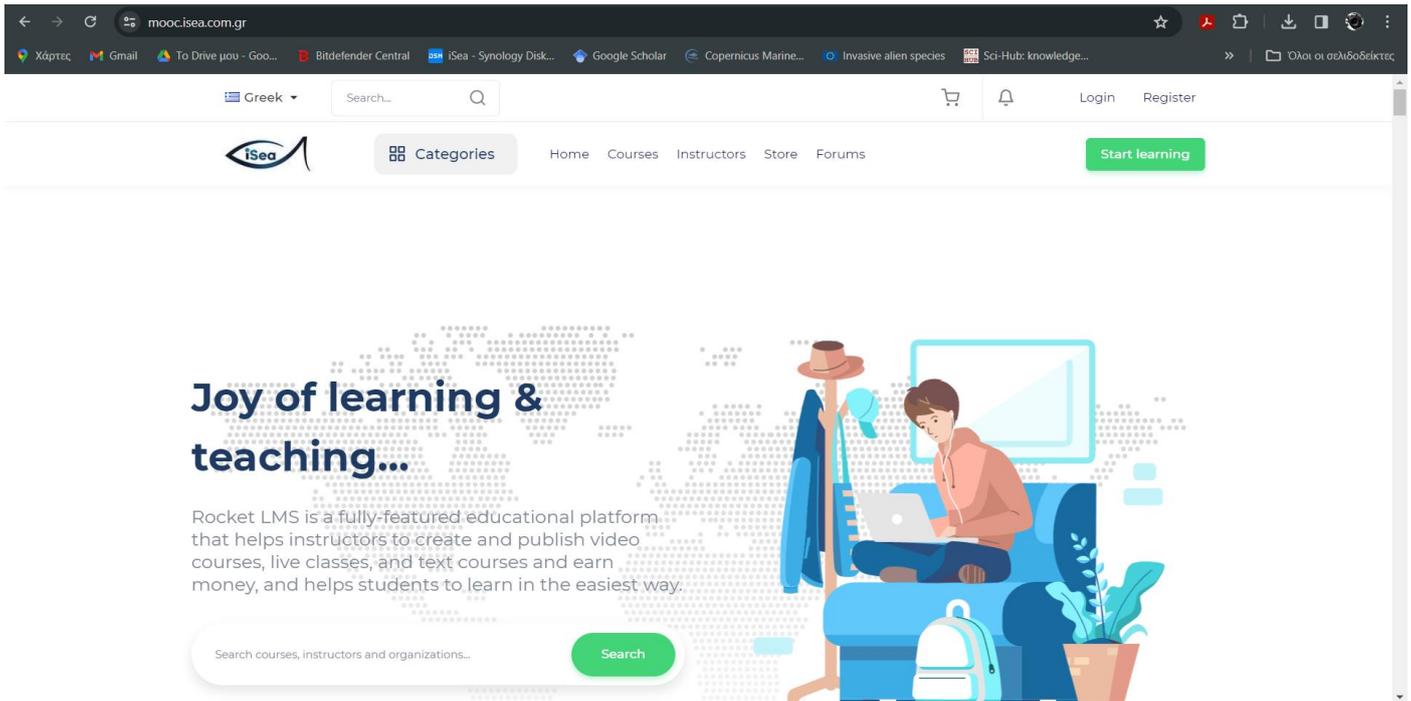
uploaded in a specialized MOOC (Massive Open Online Courses) platform where participants can enter and take tailored courses independently in their desired time. Upon the completion of the courses, the participant will have to succeed in a series of multiple-choice questions in order to get a certificate of completion and join the Alliance. Those who will successfully join the Alliance will automatically be included in the interactive map that is uploaded in iSeas' webpage.

To create the MOOC platform there are many possible ways, as explained by our IT support. At the moment the platform is designed by the IT support. There will be a tab in the projects site that will lead to a separate website where the platform will be hosted. From that site, the user can create his profile and choose his "category" (professional / recreational fisher, chef / restaurant owner, fishmonger, consumer etc). During our visits in the regions where the project is implemented and with our discussions with possible users, we came up with the decision that the user can take all the lessons and tests, since many users might have double "identity" (some professional fishers are also restaurant owners or fishmonger, or some chefs are recreational fishers etc). In that way, the user can gain knowledge from more than one "category".

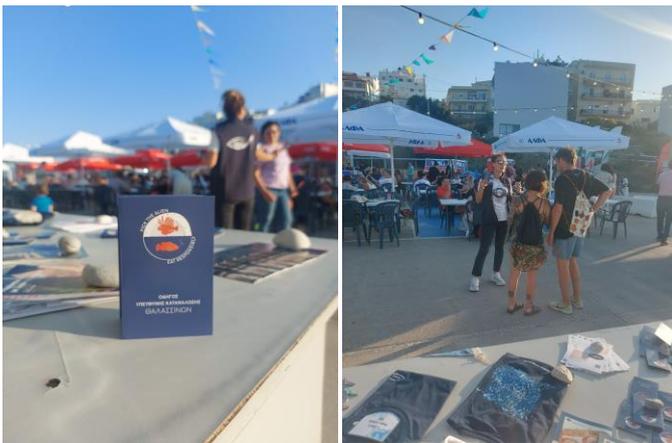
The new webpage has just been created and the next step is to finetune the platform and for the courses to be integrated.

The courses will focus on the current fisheries legislation and the promotion of the responsible consumption and gastronomy, but will be updated with future legislations.

As a next step and as soon as the MOOC platform is up and running, we will have personal communication with professional and recreational fishers associations, collaborating professional and recreational fishers, fishmongers, the fishing tourism industry, consumers institutes of Greece, restaurant and hotel owners etc. in order to promote the platform and motivate them to complete the courses.



Picture 5. The new webpage of the MOOC platform



In the context of the National campaign, the project participated in the Street Food Festival Crete, in Agios Nikolaos. The festival was scheduled to last 3 days, however due to bad weather conditions one of the days was cancelled. Two representatives of iSea were present in the festival in order to raise awareness to the visitors about marine alien species that can be found in Crete, which are edible, where to taste them and about the choices that can be made in order to consume seafood responsibly, while more than 300 visitors were informed.

As future steps we would like to empower the certificate of the Alliance, by having local municipalities and local associations (chefs and restaurants associations, market associations etc) to support it by adding their logo and promoting the Alliance to their communication channels.

For the second year, with the support of the Argolic Environment Foundation, Pick the Alien travelled in Spetses and Hydra islands where 2 gastronomic events were implemented. More than 250 people attended the events and were informed about alien species while tasting recipes created by local chefs in Spetses and one of our collaborating fishers in Hydra.



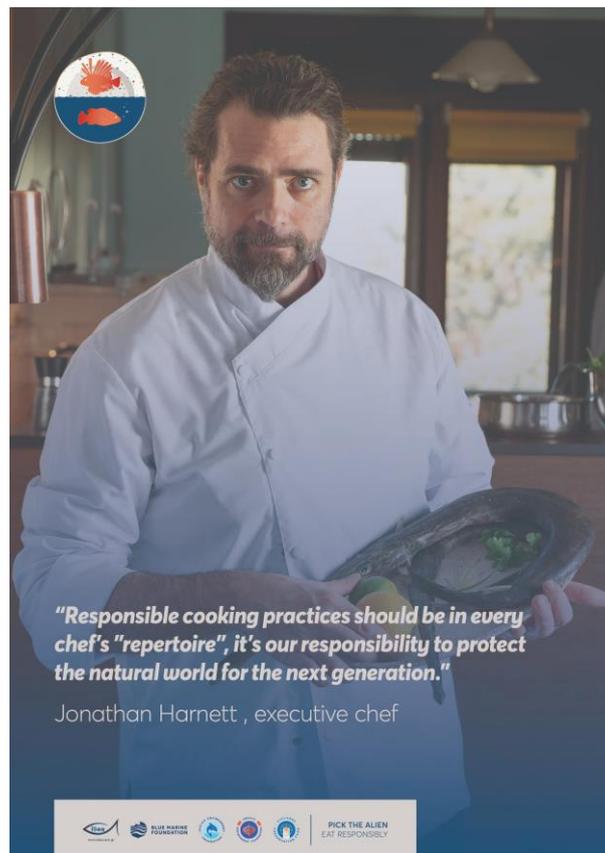
Picture 6. Gastronomic events in Spetses and Hydra islands, Argolic Gulf

➤ Communication Campaign

Involvement of a nationally recognizable chef in the project (e.g. Akis Petretzikis) that will create new recipes with edible alien species and promote responsible seafood consumption. In order to attract a wide range of consumers the chef ideally will have his own TV cooking show, YouTube channel and recipes webpage.

The involvement of a nationally recognized chef in the project was one of the most challenging tasks. Unfortunately, the communication with the manager of Akis Petretzikis didn't bring any positive results. First, because in order for a product to be advertised in Mr. Petretzikis TV show it needs to be commercial (i.e. known brands that can be easily found in supermarket chains, meat and fish that can be also bought from supermarkets etc.) and second, the chef wants at least a yearly collaboration, resulting in a much higher budget. Furthermore, we tried to get in contact with famous cooking shows and recreational fishing show in popular TV channels (Mega channel, Star channel). But unfortunately, we didn't get any reply. On the other hand, a journalist from the Hellenic Broadcasting Corporation "ERT", got in contact with due to the Blue Crab Festival and she is positive in a discussion about hosting the project in a cooking TV show.

At the moment we are collaborating with the chef, Jonathan Harnett, that participated in the cooking contest "Master Chef 6" and had really great appreciation from the public. Jonathan also became an ambassador of the project and has already cooked in the Blue Crab Festival and in a private dinner for external collaborators of iSea.



Picture 4 Jonathan Harnett aka Jonathan the Cook in the project's ambassador's campaign

Also, in the context of the communication campaign, the project participated in the events organized by CPF and the Green Volunteers Cyclades with the support of the British Embassy Athens by presenting its results. The event was held in two rounds, one for the local people, implemented in Greek and one for foreign people, implemented in English.

The project managers, Nikoletta Sidiropoulou and Nikos Doumpas gave in total 4 radio and 1 TV interview in the context of the project. Find one of the radio interviews in Radio – Me [here](#), the TV interview in ERT [here](#).

Additionally, we participated in a documentary that will be released in 2024 (National Geographic Society Level I Grant - Storytelling - EC-95504S-22, Title: An alien at my table - local bottom-up solutions to turn an alien into an ally) created by Elisabetta Zavoli. Ms. Zavoli is a 2022 National Geographic Explorer, that addresses the issue of blue crab invasion in the marine ecosystems of the Eastern Mediterranean Sea (Italy, Greece and Croatia) with a focus on local bottom-up solutions that communities are developing to turn it into economic opportunity for sustainable fisheries and livelihood.

Moreover, the project's ambassador Giorgos Tyrikos Ergas, hand painted fishing lures with the patterns of spinefoots in order to raise awareness among recreational fishers about the existence of these species and their negative impact.



Picture 5 The hand painted lures of Mr. Tyrikos - Ergas in the pattern of spinesofts.

Furthermore, we participated in a story-telling video for Deutsche Welle, regarding alien species and lionfish invasion in Greek waters. The shooting of the video was in Agios Nikolaos, Crete by the reporter Andrea Kasiske and collaborators of the project participated. You can find the video [here](#). In addition, we were invited at the XIXth Tunisian Days of Marine Science Conference on the 15th-17th in Hammamet, Tunisia, where we participated with an oral and poster presentation regarding the perception of Greek consumers on edible alien species consumption, namely lionfish and blue crabs, and the project Pick the Alien, respectively.

On February 15th we will also participate in the LIFE ATIAS conference "Addressing threats from invasive alien species and mitigating potential conflicts from their management" which will be held in Thessaloniki on the 14th-15th February.



Figure 6. Oral presentation and poster in the XIXth Tunisian Days of Marine Science Conference, Hammamet

Finally, since September we are in contact with the production company and F&B manager of the Greek cooking show MasterChef 8. Our discussions were successful and they are very keen for our future collaboration. By now we have arranged for the shooting of the episode to occur in the beginning of April. The episode will be in the context of the "Green Week" which will address the issues of climate change, the alteration of ecosystems, increasing temperatures etc. Cooking of alien species, specifically lionfish, spinefoots and blue crabs, will be implemented through a "creativity test" competition where one of the players will choose which of the aforementioned species will each of the remaining players cook. Before cooking starts one representative of iSea will be there and discuss with the judges and participants about alien species, the problems they cause, mitigation measures and responsible consumption of seafood.

Our participation in MasterChef 8 is one of the major successes of the project, as it's not only the highest rating cooking show but also the highest rating show in the dynamic range audience (ages 18-54) in Greece.

Our collaboration with the standup comedians, Michalis Mathioudakis, Byron Theodoropoulos and Ilias Fountoulis has concluded with the production of a video, promoting the consumption of edible alien species, namely lionfish, spinefoots and Atlantic blue crabs. The video will be edited to include

English subtitles and will be communicated in all iSeas social media platforms. You can watch the video [here](#).

Our next step is to create an advertorial for the video that will be communicated in an appropriate day (e.g. Clean Monday on the 18th of March when fasting begins).

During the period of January 2023– January 2024, 29 posts were created and shared in the social media of iSea.

Bellow you can see the number of posts, the dates and the reach number of each post. (Overall Reach 280.252)

Table 1 Facebook

Post code	Date	Reach
Post 1	18/1/2023	4.600
Post 2	24/1/2023	16.500
Post 3	30/1/2023	6.400
Post 4	9/2/2023	2.400
Post 5	15/2/2023	723
Post 6	20/2/2023	635
Post 7	23/2/2023	8900
Post 8	10/3/2023	49100
Post 9	15/3/2023	4.300
Post 10	30/3/2023	909
Post 11	6/4/2023	2.500
Post 12	12/4/2023	2.000
Post 13	24/5/2023	6.400
Post 14	1/6/2023	2.200
Post 15	9/6/2023	14.600
Post 16	18/6/2023	2.300
Post 17	27/6/2023	5.500
Post 18	5/7/2023	20.000
Post 19	24/7/2023	6.000
Post 20	1/8/2023	2.900
Post 21	8/8/2023	8.600
Post 22	28/8/2023	5.700
Post 23	28/9/2023	6.600
Post 24	13/10/2023	2.400
Post 25	19/10/2023	5.200
Post 26	22/10/2023	27.700
Post 27	25/10/2023	16.700
Post 28	7/11/2023	4.200
Post 29	4/12/2023	723
Total		236.690

Table 2. Instagram

Post code	Date	Reach
Post 1	18/1/2023	404
Post 2	24/1/2023	444
Post 3	30/1/2023	450
Post 4	9/2/2023	420
Post 5	15/2/2023	797
Post 6	20/2/2023	657
Post 7	23/2/2023	651
Post 8	10/3/2023	1.107
Post 9	15/3/2023	704
Post 10	30/3/2023	1.512
Post 11	6/4/2023	782
Post 12	12/4/2023	516
Post 13	24/5/2023	697
Post 14	1/6/2023	683
Post 15	9/6/2023	785
Post 16	27/6/2023	703
Post 17	5/7/2023	797
Post 18	24/7/2023	886
Post 19	1/8/2023	559
Post 20	8/8/2023	704
Post 21	28/8/2023	687
Post 22	28/9/2023	485
Post 23	13/10/2023	409
Post 24	19/10/2023	584
Post 25	22/10/2023	682
Post 26	25/10/2023	459
Post 27	7/11/2023	398
Post 28	4/12/2023	3.439
Total		21.399

Table 3. Twitter

Post code	Date	Impressions
Post 1	18/1/2023	1.434
Post 2	24/1/2023	421
Post 3	30/1/2023	1.049
Post 4	9/2/2023	367
Post 5	15/2/2023	550
Post 6	20/2/2023	300
Post 7	23/2/2023	310
Post 8	10/3/2023	602
Post 9	15/3/2023	411
Post 10	30/3/2023	315
Post 11	6/4/2023	535
Post 12	12/4/2023	437
Post 13	24/5/2023	523
Post 14	1/6/2023	562
Post 15	9/6/2023	329
Post 16	18/6/2023	493
Post 17	27/6/2023	253
Post 18	5/7/2023	707
Post 19	24/7/2023	356
Post 20	1/8/2023	334
Post 21	8/8/2023	834
Post 22	13/9/2023	230
Post 23	22/9/2023	343
Post 24	28/9/2023	217
Post 25	25/10/2023	606
Post 26	7/11/2023	314
Post 27	5/12/2023	195
Total		13.027

Table 4. LinkedIn

Post code	Date	Impressions
Post 1	18/1/2023	231
Post 2	24/1/2023	297
Post 3	30/1/2023	262
Post 4	9/2/2023	219
Post 5	15/2/2023	251
Post 6	20/2/2023	342
Post 7	23/2/2023	422
Post 8	10/3/2023	194
Post 9	15/3/2023	220
Post 10	30/3/2023	703
Post 11	6/4/2023	163
Post 12	12/4/2023	211
Post 13	24/5/2023	337
Post 14	1/6/2023	248
Post 15	9/6/2023	274
Post 16	18/6/2023	400
Post 17	27/6/2023	429
Post 18	5/7/2023	517
Post 19	24/7/2023	337
Post 20	1/8/2023	287
Post 21	8/8/2023	261
Post 22	13/9/2023	563
Post 23	22/9/2023	305
Post 24	28/9/2023	533
Post 25	25/10/2023	321
Post 26	7/11/2023	307
Post 27	5/12/2023	502
Total		9.136

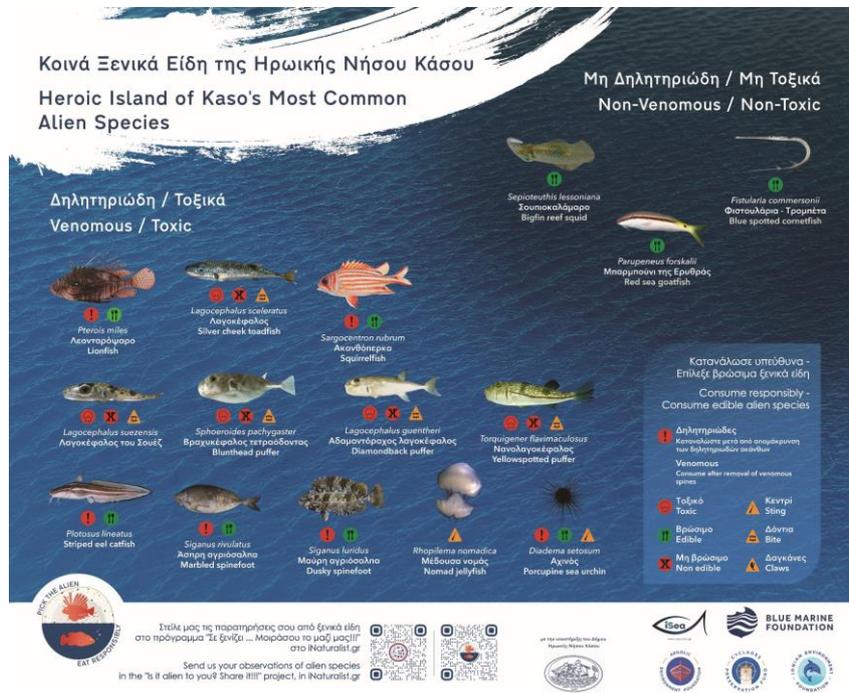
➤ Informative material

The informative material that was created in the context of the project is updated and reprinted. In the context of the ambassador's campaign, Jonathan Harnett was added, while the project's site was renewed and the total numbers of events, collaborations, consumers etc. updated. Additionally, the interactive map was updated with more restaurants and fishmongers.

In total, the interactive map includes 16 restaurants, 3 hotels, 6 fishmongers, 2 central markets and 4 fishers that supply or serve alien species throughout Greece.

Furthermore, 4 more informative signs were created and placed in Ierapetra (Crete), Kasos island (Dodecanese islands) and Spetses and Hydra islands (Argolic Gulf). Finally, the recipe e-book was

recreated from scratch containing 37 recipes from all the chefs that participated in the events from 2019 until now.



Picture 6 The informative sign that will be placed in the Heroic Island of Kasos



Picture 7 The cover page and an example of a recipe in the Recipe e-book "Invading your kitchen."



iSea, 2023