



**ECO-INNOVATION**  
WHEN BUSINESS MEETS THE ENVIRONMENT

**CIP Eco-innovation  
Pilot and market replication projects  
Call 2012**

**Call Identifier: CIP-EIP-Eco-Innovation-2012**

**Report on solutions to market barriers  
D5.2**

**Ecoponics  
Contract ECO/12/332783/SI2.656985**

**Reporting Date  
30/07/2016**

**Project coordinator: Dr. Ragnheidur Thorarinsdottir**

**WP5-leader: Fernando Sustaeta**

**Project website: <http://aquaponics.is/ecoponics/>**



## **Introduction**

The main aim of the EcoPonics project is to provide large scale aquaponics demonstration plants to avoid the market barriers towards aquaponics. During the project period the participating SMEs in Denmark, Iceland and Spain have opened their pilot plants to the industries, researchers, government institutes and people in general to increase the knowledge about aquaponics and eliminate the market barriers.

## **Market barriers**

The market barriers have been defined as the following:

- 1-Administrative barriers: As there is no legislation about combined production of fish and vegetables the procedures of obtaining permissions for constructions, production activities etc. is more complicated.
- 2- Specifications and specific material for aquaponics installations, monitoring solutions etc. are non-existing on the market.
- 3-There are not trained people to design, maintain and manage this type of systems.
- 4-There are no large scale pilot plants or demonstration plants in Europe at present except for the developed systems in EcoPonics.
- 5-The products from aquaponics are not known to the market and there are no ecological, sustainable certifications, or food safety standards, applicable to these products.
- 6-As it is a new system with limited knowledge about production capacity, standards and market issues the investors are reluctant to invest in them.

## **Solutions**

The EcoPonics group has worked on the following solutions to market barriers:

- 1-Contact and work with the administration of the national government, promotion and dissemination, information, training, and so on, about the aquaponic system and the secure healthy food that it produces.
- 2-Production and marketing of aquaponics products.
- 3-Work towards developing distinctive or eco-labels for “aquaponics” products or modifying existing to integrate these.
- 4-Creating training courses.
- 5-Providing specific material and technical solutions for aquaponics facilities.

6-Contact to businesses, investors, business associations, clusters, development agencies etc. Throughout the project period the EcoPonics group has been actively making contacts and offering visits to their aquaponics modules and in all the countries increased interest and knowledge about aquaponics have been clearly noticed. A European questionnaire was made in collaboration with colleagues in the COST aquaponics network and people in general welcome aquaponics as a healthy and sustainable food production system.

*This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of Svinna, Breen, IGFF and HI and can in no way be taken to reflect the views of the European Union.*



Co-funded by the Eco-innovation  
Initiative of the European Union