

HOW TO ORGANIZE A WEBINAR TO SHARE INFORMATION AND TO ATTRACT NEW TALENTS TO THE FIELD

Sustainability and green skills are crucial part of the sustainable aquaculture philosophy. Public concerns regarding the sustainability of intensive fish production have been growing, and 'green' practices are necessary to safeguard the industry's social license and consumer confidence.

We are the largest producer of rainbow trout in Sweden and Finland and biggest fish processor in Finland. We have a close network with the

many stakeholders in Finland and in Sweden, whereby we may use this position to directly influence.

The idea in the webinar was to spread the information concerning the sustainability in the fish industry and develop best practices for our industry – together with various operators, partners and future employees.



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BACKGROUND

Especially in Finland, we have difficulties in getting students into the industry in general and schools in the field don't get the students to specialize in fish farming. We have also noticed that many of the fish farming sustainability assumptions and impressions in Finland are from the 90' and it seems like that we haven't been able to communicate how sustainable industry we have and attract young employees into the field.

In the SFÅ-ASFF workshop (Åland, March 2022) of the Bridges project, we launched the idea of a "green collar". The idea was to promote:

- Opportunity to work in nature
- Fish – opportunity to work with and care for these amazing living creatures
- A job for a Sustainable Future – “green-collar job” possibilities
- Autonomy – opportunity for responsibility & freedom

Young people are more and more interested in sustainability so that was the reason why we selected this view for this webinar. We wanted to share information and highlight the facts since we have noticed that the general impression concerning the field might not be so positive. We wanted to share the facts and have “objective” speakers outside from the field to share science-based views.

We shared the webinar invitation to all fish industry schools in Finland.

Project Management

Project Management

- Select a Project Manager and a tool for the project management. We used the separate Trello system but there are similar ones in Teams.

Budget

- We utilized the external studio for the webinar, we had external host to run the webinar and also external speakers in the webinar. We also spent some money for the advertising before and after the event.

Goals and targeting audience

- Our goal was to spread information and try to highlight how sustainable field fish industry is. We also wanted to reach the future employees and to attract them to select the fish farming studies.

Event type and format

- We created the webinar since we thought that this way it would be easy to participate and we would get the audience all around the country.
- We filmed the webinar and shared the video for example in our webpage and in LinkedIn.

Date of the event

- If possible, select a meaningful date for the event. We had our webinar in the "Finnish food day".

Timetable

- Since the meeting was online, we tried to keep it short. All presenters had 20min slots and that was a good time. If the meeting lasts too long, then people might start to do other tasks behind the computer.

Invitation and program

- Send invitation well in advance and if possible, utilize some proper tool for this. Teams is a good option but we utilized the Lyyti system.
- We had both internal and external speakers. Internal speakers tried to share best practices for the field and the external speakers target was to be a bit eye openers based to studied facts.

Advertisement before and after the event

- Advertise beforehand and send 2 reminders to participate.
- Record and utilize this also after the webinar for future educations, advertisement, etc.

Feedback and learnings

- Feedback is an important tool for constant improvements.

INVIATION

KUTSU VASTUULLISUUSWEBINAARIIN

Hyvän jäljillä – vastuullisuus kala-alalla Ke 4.9.2024 klo 10

ILMOITTAUDU NYT!



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EVENT PROGRAM

We invited all our stakeholders to the sustainability webinar, where we discussed how we have started to build sustainability and how sustainability is reflected in our values, strategy and operations.

In addition, we had speeches from visiting sustainability and fish industry professionals. The host was Mikko "Peltsi" Peltola who is a journalist and very well known social media influencer in Finland

Length: 1h 15 min.

PROGRAM

Nordic Fish Group's vision for building a sustainable fish industry: Toni Hukkanen, CEO, Nordic Fish Group

Nordic Fish Group's way of implementing sustainability in cooperation with stakeholders: Hanna Peltokangas, HR and Sustainability Director, Nordic Fish Group

Electronic CFP traceability: Marko Knuutinen, ERP Specialist, Nordic Fish

Environmental impact of rainbow trout farming: Mari Saario, Director, Biodiversity, Natural Resources and Circular Economy, Gaia Consulting

The global freshwater crisis and its consequences: Miina Porkka, Specialist in Sustainable Water Resources and Global Change, Assistant Professor, University of Eastern Finland

The importance of responsible fish food for consumers: Mikko "Peltsi" Peltola



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FEEDBACK SUMMARY

We had totally 118 participants. However, there were some that opened the line for example in the class for many people, so the total amount is much bigger.

FEEDBACK SUMMARY

The participants liked the whole and the topicality.

The most important thing for many is to hear the basics, i.e. the fishing industry sustainability.

New perspectives were brought by external experts.

All respondents would recommend the webinar.

External experts and environmental perspective was praised as part of the whole.

Short and concise speeches without self-praise were functional.

There is nothing particularly to be raised in the development proposals than the clarity of the membranes.

FUTURE PROPOSALS

The participants wished:

- More this kind of webinar that handles wide-ranging current affairs
- Joint events with companies in the sector
- Continuity, once a year similar webinar.
- Sharing information, highlighting concrete actions on sustainability
- Ways to increase fish consumption

ADVERTIZING AND UTILIZING THE MATERIAL IN THE MARKETING

Utilize the material for advertizement, education or other purposes.

We did record the whole webinar and you can find it from our webpages.

<https://nordictrout.com/vastuullisuus/vastuullisuusraportti/>

We have also done some editing and utilized the short videos for social media ads, for example in LinkedIn and in Instagram.

Aloitus Tietoja **Julkaisut** Työpaikat Ihmi...

Nordic Trout 467 seuraajaa
1 kk · 🌐

Globaali makean veden kriisi, kestävä kirjolohen kasvatus ja vastuullinen kalaruoka. ...katso lisää

TERVETULOA VASTUULLISUUSWEBINAARIIN
Hyvän jäljillä - vastuullisuus kala-alalla

Sinä ja 19 muuta 1 uudelleenjulkaisu

Juhli Kommentoi Julkai...delleen Lähetä



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