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Oceans love Mr.Goodfish

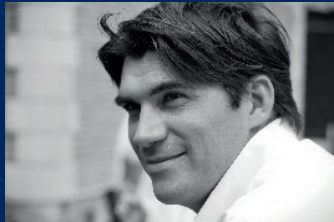
Let's build the future together  
so tomorrow keeps on  
bringing fish



Oceans love Mr.Goodfish



## EDITORIAL



*"Ever since I opened the restaurant 'Auguste' in 2004, as a Breton and former scuba-diver, I have been particularly concerned about something I was new to at the time: the fragility of marine resources. As a chef, I felt I had a responsibility. I wondered how I could best enhance species while observing their breeding cycles. It was no longer only about me selecting high-quality fish; I needed to purchase it wisely. To know which one to favour, where and when. I searched for tools I could rely on. I quickly understood that no such thing existed.*

*I naturally turned to the French Ministry of Agriculture and Fishery. At the time, this body neighbouring my restaurant was collaborating on a programme with Nausicaá - Centre National de la Mer. I got involved in the project until I became ambassador for the Mr. Goodfish programme. A European first. Other restaurateurs and fish professionals have joined the movement since then and gained access to a scientific database, a sort of map of the oceans which is constantly updated because the seas are anything but still. This map indicates for each location the most abundant species, including the lesser known.*

*Mr. Goodfish is the perfect tool. It's simple, logical and clear. All you need to do is look on Internet for the new species list every three months. You also need to be curious. Pout, for instance, is absolutely delicious when it's well prepared and garnished. By constantly repeating it over and over again, the message is starting to make its way in cooks' heads. They've understood the notion of seasonality at more competitive prices. Consumers are also much more attentive to purchasing quality products. Giving priority to seasonal fruits and vegetables has taken a while. It will be the same for fish.*

*Telling a story to customers is essential to remind them that their dishes come from the seas and the ocean."*

Gaël Orieux, Ambassador for Mr. Goodfish

## WHO IS MR.GOODFISH?

world ocean  
network

Mr. Goodfish is a European programme aiming at raising both public and professional awareness on the need for sustainable consumption of seafood, initiated by three of the most important aquaria in Europe: **Acquario di Genova in Italy, Aquarium Finisterrae in Spain and Nausicaa Centre National de la Mer in France.**

All three institutions are part of the **WORLD OCEAN NETWORK** international association ([www.worldoceannetwork.org](http://www.worldoceannetwork.org)). The WON represents more than 450 aquaria, science centres, research organisations and zoos from over 60 countries around the world, welcoming over 250 million visitors every year. Since 1999, the World Ocean Network has initiated actions around public information programmes on seafood consumption, and organised several workshops, both international and European, which lead to a foreshadow study for Mr. Goodfish.

## WHY IS MR.GOODFISH IMPORTANT?

In 2014, an estimated 80% of stocks of sea products were considered in danger or weakened because they were overfished or already fully harnessed. If this situation was to go on, it might compromise the future of an entire economic sector: from fishermen, fishmongers and restaurateurs to consumers. **The main objective of Mr. Goodfish is to raise the awareness of both the entire fishing industry and consumers on this situation and to offer simple and positive solutions.** If we all followed Mr. Goodfish's advice and purchased a species as little as once a year, we could save 18,000 tons of threatened species. "We have chosen the opposite approach to the prevailing pessimistic views and their red lists: we promote a constructive and positive action, and offer solutions to professionals and consumers" as Laurent Debas points out, as CEO and cofounder of Planète Mer, author of the Mr. Goodfish feasibility study made six years ago.

It's only with a joint effort from the fish industry and the consumers that the economy of fishery will be saved and we'll be able to keep on consuming sea products in the future. "Choosing the right fish is good for the sea and good for you."



[www.mrgoodfish.com](http://www.mrgoodfish.com)





## HOW ARE MR.GOODFISH RECOMMENDATIONS MADE?

Mr.Goodfish was built around independent European scientific data drawn from non-market criteria.

"The IFREMER has been playing an essential role since the launching of the programme. We anticipate the consumer's growing awareness which is intended to become the fishing's regulatory power" states Dominique GODEFROY, Head of IFREMER (French Research Institute for Exploitation of the Sea) in Boulogne-sur-Mer.

Seasonal lists of recommended sea products are published by a Committee of Experts composed of representatives from the fishing industry, an IFREMER scientist, a restaurateur, a fishmonger, a representative from the retail sector and a consumer association.

Recommended seafood lists are drawn for each maritime coastline area: the Channel & North Sea, Brittany & the Atlantic and the Mediterranean.

3 main criteria have been selected:

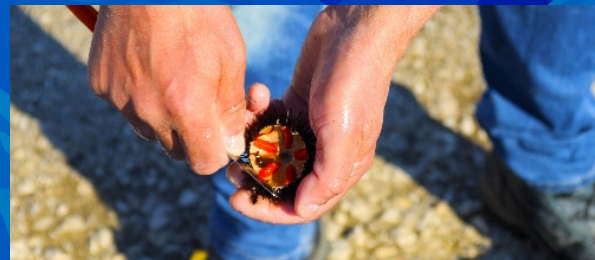
- Status of resources: Mr.Goodfish products must come from healthy stocks and be scientifically monitored.
- Size: the recommended minimum size is that of first sexual maturity.
- Seasons: recommended seasons are in between all specie's peak reproduction periods.

These recommendations are then communicated to members in the form of an illustrated poster and published on the programme's **website [www.mrgoodfish.com](http://www.mrgoodfish.com)**.

Joint standards to the European countries taking part in the programme are broken down by country.

## WHAT IS THE ADDED VALUE OF MR.GOODFISH?

- 1) When you question fish industry professionals, the first thing that comes to their mind is the positive attitude of Mr.Goodfish. The objective isn't to ban but to offer alternatives to professionals and to the wider public so they can each act at their own level. "We appreciate the positive attitude to recommend with a turnkey solution for professionals enabling a complete mobilisation of the sector" answers Lise Brivot, from the Prince Albert II of Monaco Foundation.
- 2) Mr.Goodfish is a practical programme anchored in coastal areas. The lists of recommendations are established locally, on a regional segmentation level. The whole chain, from the sea to the plate, is involved and takes an active part in setting Mr.Goodfish's advice.
- 3) The programme is easy to implement, lightly constraining yet efficient. The professional partners of Mr.Goodfish simply commit to displaying recommended species on their stalls or in their restaurants.
- 4) Mr.Goodfish conveys reliable scientific information reviewed and approved by recognised scientific institutions such as IFREMER. So partners know they can confidently share Mr.Goodfish information. The list drawing process is controlled, using criteria that are consistent in time.
- 5) The programme's actions also have an educational dimension. Materials specifically designed for young audiences have been created and many actions oriented towards school children successfully take place.
- 6) As far as companies are concerned, Mr.Goodfish provides assistance on sustainable development, quality and CSR issues.
- 7) Lastly, this European programme receives support from many representatives such as aquaria, professionals, etc.





## ON-THE-GROUND ACTIONS



The Mr. Goodfish logo is a benchmark for all seafood consumers, today in France, Spain, Monaco and Italy and tomorrow in all countries around the world.

### • FOR PROFESSIONNALS

For five years, Mr. Goodfish has been present on the ground to get professionals to join the programme. As they become members, restaurateurs and fishmongers commit to suggesting a minimum of two species on their menus and five species on their stalls. Wholesale fish merchants, processors and fish industry professionals may also join the programme. All professionals receive a communication kit enabling them to promote sea products recommended by Mr. Goodfish.

Joining the Mr. Goodfish programme is a responsible and wilful act which contributes to a sustainable management of resources. On a daily basis, Mr. Goodfish assists professionals with team training sessions, regular follow-ups through questionnaires and polls, phone calls, newsletters and the development of dedicated communication tools.

### • FOR THE GENERAL PUBLIC

With their commitment, professionals provide a new kind of offer to the public.

As restaurant or fishmongers customers, consumers are given a choice and an alternative. They can decide to act positively on the future, purchase sea products and still allow themselves the possibility to keep on finding some tomorrow.

### • FOR YOUTH

Along with professionals, youth has been a prime target for the Mr. Goodfish programme right from the beginning.

The aquaria involved in the programme offer educational activities inside their establishments or in schools. Chefs can also get involved by suggesting seasonal and sustainable products from the sea to their students.



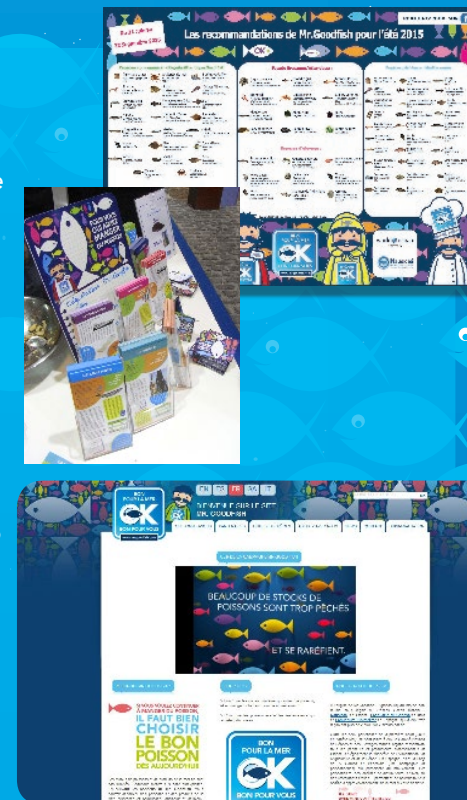
## COMMUNICATION TOOLS

Professionals have access to an array of communication tools to help them promote their commitment and the species they favour in their establishments:

- A 'Partner Establishment' window sticker,
  - Leaflets presenting the programme and providing advice to 'choose the right fish'.
  - Posters presenting the programme or bringing forward each season's species.
  - A quarterly newsletter
  - Recipe booklets and several books explaining the programme
- But also a variety of products for the younger: educational booklets, goodies such as magnets, rulers and pens.

And finally, Mr. Goodfish reaches out to a very large number of consumers thanks to its **website [www.mrgoodfish.com](http://www.mrgoodfish.com)**.

Every consumer, restaurateur or retail store thus gets access to the list of products to get according to their area and the season. A simple click and you will know how to choose your fish and enjoy it. Recipe suggestions are available to prepare a selection of recommended fish with a list of ingredients, directions and photos.



## 2015, 5 YEARS ALREADY AND IT'S ONLY THE BEGINNING!

**The Mr. Goodfish programme celebrated its fifth birthday in 2015.**

In 5 years of existence, Mr. Goodfish has been joined by over a thousand members (professional fishermen, food processors, fishmongers, wholesale fish merchants, caterers, food chain retailers, chefs and restaurateurs) and mobilised many sponsors.

Having acquired European recognition, the programme was awarded on many occasions for its approach and role in resource preservation:

- 2012 and 2015 ECORISMO Laurel awards
- 2013 ADEME 'Companies & Environment' Prize
- 2014 ESSEC Prize for Responsible Distribution
- 2014 Regional award from the Crédit Coopératif Foundation

Documentaries, including one for the French television programme THALASSA, made the Mr. Goodfish programme known to the wide public.

Mr. Goodfish is particularly present during major international events such as **the 2015 MILAN Universal Exhibition**

After this successful start, Mr. Goodfish is increasing its presence on world, national or regional events to keep on changing consumer habits.





## A NETWORK OF ACTIVE AND COMMITTED MEMBERS: Hundreds of committed professionals on the field

Many partners contribute to promoting the Mr.Goodfish programme toward professionals and the general public.

**METRO Cash & Carry France**, the number one self-service wholesaler, was the first food wholesaler to sign a cooperative partnership with Nausicaa to communicate and deploy the Mr.Goodfish approach for sustainable fishing in its warehouses. "As part of our corporate social responsibility, the METRO Group immediately welcomed this responsible initiative [...] We were attracted by the fact the programme focuses on the industry and professionals with scientific approval and a practical and positive, guilt-free approach" explained Marie GARNIER, Quality Manager at METRO Group.

Since 2012, all 93 French warehouses offer Mr.Goodfish recommended species to their customers, encouraging them to join the programme.

**Transgourmet Seafood**, also came into the Mr.Goodfish programme in 2015. This sea product distribution expert for restaurants takes an active part in getting its clients to change their purchasing and consuming behaviours, advocating them to favour and promote responsible consumer products.

**La Scapêche** – Société Centrale des Armements Mousquetaires à la pêche is the number one French fresh fish ship-owner. Capitaine Houat is in charge of fresh fish and prawns trade. They offer Mr.Goodfish species identification for their out-of-home customers on sustainable seafood consumption.

Mr.Goodfish has also been joined by hundreds of independent professionals who commit to preserving marine resources by providing their customers with the most sustainable and seasonal species:

- Partnering restaurants including Amarine
- Schools
- Caterers
- Fishmongers
- Wholesale fish merchants
- Seafood processors
- Distributors
- Catering service companies



**METRO**  
Cash & Carry France

**TRANS**GOURMET  
seafood

Capitaine **HOUAT**



Journée Mondiale de l'Océan



Salon nautique

## A PRESENCE DURING KEY EVENTS

Every year, thousands of people are concerned by events in which Mr.Goodfish takes part. Whether they are educational actions or regional and national animations, these events bring together crowds who grow aware of marine resources.

### IN CONJUNCTION WITH PROFESSIONALS

Mr.Goodfish partners up with professionals from the entire seafood production chain, thus ensuring the programme's visibility to increase and the promotion of its members' commitment.

Cooking contests: **Assiette Gourm'Hand**, **Graine de P'tit Chef**, Recipe contests organised by METRO

**Awareness days for company work councils:** SNCF, AIRBUS, etc.  
Mr.Goodfish is present in company and institutional restaurants to build awareness of the programme and offer customers meals specially prepared with recommended species.

### PROFESSIONAL EXHIBITIONS:

Mr.Goodfish is committed towards all links of the seafood chain, for example alongside METRO Cash & Carry during the World Hospitality & Food Service Event SIRHA, with EUROTOQUES at the Equip'Hôtel and also during product development trade fairs such as the Saveurs et Terroirs (Land & Flavours) exhibition in the Pas-de-Calais region in France.

### NATIONAL THEME WEEKS:

From the start, Mr.Goodfish has participated in the **Sustainable Development Week**, the **French Cuisine Festival** and **La Semaine du Goût week**, during which theme menus were offered and animations were organised in member establishments. .

### PRESENCE AND ANIMATION FOR THE GENERAL PUBLIC

Present in a number of events like the Sea Festival, the **International Agriculture Show** and the **World Oceans Day**, Mr.Goodfish has become an integral part of the protection of fished species scenery over the years. Its presence within the French and Monaco pavilions during the **MILAN 2015 Universal Exhibition** shows that Mr.Goodfish is becoming more and more important and its message echoes wider and wider





## 5 YEARS OF MR.GOODFISH IN KEY NUMBERS:

- Nearly 4 million visitors with their awareness raised in the 3 aquaria which founded the programme
- Over 1,000 members working for sustainable seafood consumption in France, Italy and Spain
- 4 awards received
- 770,000 pages read on the website [www.mrgoodfish.com](http://www.mrgoodfish.com)
- Over 150,000 school children reached during educational animations in France, Italy and Spain.
- Events open to the public or to professionals which welcomed over 100,000 people in France, Italy and Spain
- An ongoing development in 4 European countries: The United Kingdom, Belgium, the Netherlands and Portugal

## PRESS REVIEW IN FRANCE

- Television: 34 broadcasts including 17 on a national level
- Radio: 96 broadcasts including 25 on a national level
- Written press: 403 articles including 224 nation-wide
- Internet: 291 articles including 11 for foreign websites



## DEVELOPMENT PROSPECTS: TOWARDS A BRIGHTER TOMORROW?

Mr.Goodfish contributes to a better stewardship of marine ecosystems and resource sustainability in order to guarantee present and future generations with sustainable development.

Mr.Goodfish protects weakened stocks of fishes by promoting the consumption of unthreatened, seasonal stocks of species fished at the right size and in a sustainable way. Mr.Goodfish encourages consumers to vary their selection of sea products.

"Significant progress was made in community areas where 30% of fish stocks are at their MSY (maximum sustainable yield) – meaning in sustainable fishing conditions. Mr.Goodfish contributes to increase the number of stocks reaching their MSY" outlines Philippe VALLETTE, General Manager of Nausicaá, cofounder of the Mr.Goodfish programme..



## FUNDING

The programme is funded through multiple sources of financing.

- Concerning everything that relates to programme development, definition of the action plan, designing of communication supports, coordination between countries, press and media relations and the listing of recommendations, the existence of Mr.Goodfish was made possible thanks to: - The commitment of member aquaria, - The commitment of member aquaria, - The support of foundations such as the Prince Albert II of Monaco Foundation since 2013 and the Oak foundation, - Public funding such as the ERDF - European Regional Development Fund - in 2011 and 2012 as well as different projects funded by Interreg des 2 Mers from 2013 to 2015.
- Members partly finance the production and dispatch of communication materials through their annual contribution.

## TESTIMONIES

*"We appreciate the positive aspect of recommendations and turnkey solution along with a mobilisation of the entire chain, all easily understandable and inexpensive."* **Lise Brivot from the Prince Albert II of Monaco Foundation**

*"It will be major if Mr.Goodfish succeeds in helping to accelerate the consumption switch from products of undifferentiated fishing processes to more sustainable fishing methods."* **Michel Hignette, Head of the Aquarium de la Porte Dorée**

*"At first, Mr.Goodfish only involved a small number of devotees. Now it has developed and the programme keeps on spreading."* **Didier Le Tetour, UNIMA Frais**

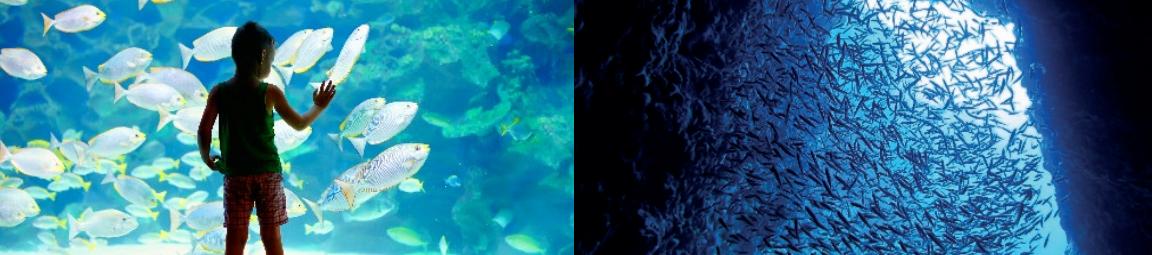
*"It's a positive and practical approach with scientific approval. One mustn't just talk about species because several areas and different stocks exist... For example, the Bay of Biscay sole shouldn't be confused with the Eastern Channel sole".* **Hubert Carré, from the French National Committee for sea fishing and sea farms**

*"I got involved in the movement 4 or 5 years ago. I liked the concept; the requirements were quite simple with a list of forty species."* **Jean Luc Vianey, owner of Poissonnerie Vianey in Lyon**

*"It's important for retailers to be present as partners of Mr.Goodfish because they are altogether distributors, fisheries and processors".* **Patrick Cousin, Payote conseil**

*"We are committed in the Mr.Goodfish programme since its conception stage and we still use the tools created for the programme's animation. Once again, this year, we've organised events around Mr.Goodfish in association with the Sea for Society campaign, in which Nausicaá and Acquario di Genova are involved".* **Stefano Angelini, Acquario di Genova**





## THE PROGRAMME'S INSTITUTIONAL PARTNERS

### The founding aquaria:

**NAUSICAÁ**, CENTRE NATIONAL DE LA MER in BOULOGNE SUR MER, is not only an aquarium. It's also an educational and cultural centre dedicated to the Ocean, a platform of initiatives in favour of the sea, a meeting point for professionals, scientists, spokespeople for Ocean-related issues, film producers and for the general public, and particularly school children. Six hundred thousand people visit NAUSICAÁ every year.

**ACQUARIO DI GENOVA** is an educational, science and cultural centre which aims at developing and strengthening the awareness that a sustainable relationship between man and sea is essential. The aquarium welcomes 1.3 million visitors every year.

**AQUARIUM FINISTERRAE** is more of an educational centre for marine environment rather than a basic exhibition centre. Its objective is to educate the public to discover the sea and the life it houses and alert them of its reality and complexity. Every year, 330,000 people come to visit the Aquarium Finisterrae.

### Scientific partners:

Mr.Goodfish benefits from a scientific and technical backup from several institutions:

**IFREMER**: The French Research Institute for Ocean Development is an organisation under the authority of the Ministry of Ecology, Energy and Sustainable Development and the Ministry of Agriculture, Food and Forestry. Its mission is to determine, assess and enhance ocean resources and enable their sustainable development.

#### PLANÈTE MER

Planète Mer is a non-profit association. Its objective is to support projects in favour of protection of both maritime life and human activities that depend on it. Its missions are to maintain both resource and employment through a sustainable use of maritime environment, to rethink human activities in order to protect, manage or repair the ecosystems that feed mankind.

#### UICN

International Union for Conservation of Nature: the world's greatest and oldest global environmental organisation. Its role is to influence companies worldwide, to encourage them and help them so they maintain nature's integrity and diversity and make sure that all natural resources are used in all equity and ecological sustainability.

### Professional partners:

THE COMITÉ NATIONAL DES PÊCHES MARITIMES (CNPMEM) was one of the first partners of the programme. The various regional committees are also implicated and support Mr.Goodfish.

## Regional coordinators:

In order to expand on a national level, Mr.Goodfish relies on regional coordinators. Their mission is to strengthen the programme's presence locally and involve the regional fishery industry in the listing of recommended species.

### THE CHANNEL & NORTH SEA COASTLINE

NAUSICAÁ CENTRE NATIONAL DE LA MER coordinates the programme for the coastline from Dunkerque to Cherbourg.

### THE BRITTANY & ATLANTIC COASTLINE

**Patrick Cousin, from Payote conseil, is a consultant in fishery engines technology, and former General Manager of the Lorient cooperative.** "Through its programme and actions, the goal of Mr.Goodfish is to reach two main objectives:

- 1) Objectively raise the public's awareness to resources preservation by observing the retail size and seasonality of products.
- 2) Favour and develop exchanges between producers, processors and consumers as part of the implementation and respect of sustainable and responsible fishing, integrating three long-term key factors : environment, economy and social affairs".

### THE MEDITERRANEAN COASTLINE:

#### THE PRINCE ALBERT II OF MONACO FOUNDATION

Implementing a partnership between the Prince Albert II of Monaco Foundation and the Mr.Goodfish programme in 2013 allowed the foundation to become the South-East regional coordinator of Mr.Goodfish. As part of this initiative, the Foundation cooperates with Mr.Goodfish during national events, allowing for new professionals to commit.

"We appreciate the programme's positive approach, its easy implementation and its capacity to fully mobilise the entire sector" witnesses Lise Brivot, in charge of marine projects for the Prince Albert II of Monaco Foundation.

## Educational partners:

Several aquaria and science centres present the Mr.Goodfish programme to their visitors, such as:

NAUSICAÁ, the Paris AQUARIUM DE LA PORTE DORÉE, MARÉIS in Etaples, the AQUARIUM DE SAINT MALO, LA CITÉ DE LA MER in Cherbourg, L'AQUARIUM DU LIMOUSIN ...

## Supports:

Mr.Goodfish also benefits from technical support provided by the Ministry of Energy, Ecology and Sustainable Development, the Ministry of Research and Higher Education and the French Fisheries and Aquaculture Directorate (DPMA).

The Mr.Goodfish programme has also partnered with the EUROTOQUES association. As the largest European restaurateurs association, it is permanently located in Brussels, which provides a better visibility for Mr.Goodfish to communicate on this information since it may be present on different events.



# JOIN THE MR.GOODFISH CIRCLE OF PATRONS AND SPONSORS!

There are several ways of supporting the Mr.Goodfish programme:

- become a founding patron and support the programme globally
- become a patron of one of the programme's projects
- become a technical sponsor or partner

**Mr.Goodfish currently has seven ongoing dedicated projects** for which the programme is seeking for support and will offer counterparts according to the level of patronage.

## PROJECT 1: FISH AUCTIONS IN FRANCE

Expanding memberships of French fish auctions like the one of Boulogne sur Mer since 2014. This will give local or distant wholesale fish merchants and purchasers an opportunity to identify Mr.Goodfish sea products and thus participate in the preservation of marine resources. Budget for project launching: 30,000 €

## PROJECT 2: NETWORK +: TRAINED AND MOBILISED MEMBERS

Enriching and supporting accompanying measures for actors through the organisation of visits, follow ups and an active network of members. Annual budget: 50,000 €

## PROJECTS 3A AND 3B: MR.GOODFISH AT SCHOOL

Nausicaá and the Ministry of Education have signed a framework cooperation agreement placing the Ocean at the heart of key sustainable development issues and young children education.

- Dispatching Mr.Goodfish educational tools within the school programme. Annual budget: 20,000 €
- Organising animations from different partner aquaria in schools. Annual budget: 40,000 €

## PROJECT 4: MR.GOODFISH IN HOUSEHOLDS

Implementing a communications effort - digital campaign - on a wide national scale: recipe/cooking contests for families. This device will create an Internet buzz to raise awareness of Internet users about sustainable consumption of sea products. Cost of the operation: 60,000 € (skill-based sponsorship possible)

## PROJECT 5: MR.GOODFISH IN YOUR NEIGHBOURHOOD

The development of a smartphone application will help increase the reputation of the Mr.Goodfish programme, create a link between consumers and promote programme members. Application development cost: 40,000 € (application development and its launching communication campaign: 25,000 €)

## PROJECT 6: BRINGING MR.GOODFISH TO NEW REGIONS AND IN EUROPE

European development of the programme via thousands of potential members from schools to traditional restaurants and independent fishmongers. Spreading of communication tools. Budget: 40,000 €

Contact us if you wish to take part in the programme from a new country.

## PROJECT 7: MR.GOODFISH IN SUPERMARKETS

In order to catch the attention of a large number of consumers, it's necessary to help partners signal our presence in supermarkets so consumers may identify and spot more easily the Mr.Goodfish logo. Supermarket animations and development of new tools (submitted to the shop's agreement). Budget: To be determined according to the number of stalls or stores and the length of the animation.

## COUNTERPARTS FOUNDING PATRONS

Several types of counterparts are offered to corporations that support Mr.Goodfish. A distinction is indeed made according to the nature of their support, between tax counterparts in compliance with applicable laws and benefits in kind or in visibility authorised by the Ministry of Economy and Finances in compliance with this Law.

### Founding patrons

They are the major benefactors or partners of Mr.Goodfish, who devote the largest amounts to its development (20,000 € or more).

Such patrons will receive the following counterparts:

- 2 (or 3) conferences organised in the office of the corporate patronage,
- 50 posters, etc.
- 15 complete communication kits about the programme
- 200 copies of the "Youth" booklet
- 200 copies of recipe cards
- Preferential conditions to visit one of the partner aquaria, to host an event or a seminar organised by one of the partner aquaria
- Company promotion during a Mr.Goodfish event, invitations to Mr.Goodfish events

The founding patron will also benefit from numerous counterparts in terms of visibility like the presence of the corporate logo on:

- The new Mr.Goodfish website
- The programme's informational and educational materials

### Friend patrons

These patrons can contribute from: 2,000 to 20,000 €.

They will receive the following counterparts: :

- Communication tools concerning the programme
- Preferential conditions to visit partner aquaria
- Invitations to Mr.Goodfish events

For sponsoring companies and technical partners, counterparts will be evaluated individually, according to the amount.

**All Mr.Goodfish patrons may at will join the Circle of Patrons. Get-togethers will be organised three to four times a year for all patrons of the museum to get a chance to meet (on unique occasions).**

The Circle of Patrons is an informal group - it is not governed by any independent legal structure such as a foundation or an association - that allows philanthropists and corporate patrons in connection with Nausicaá to help support its actions in a sustainable way. The Circle is also a place for its members to exchange on a common cause.