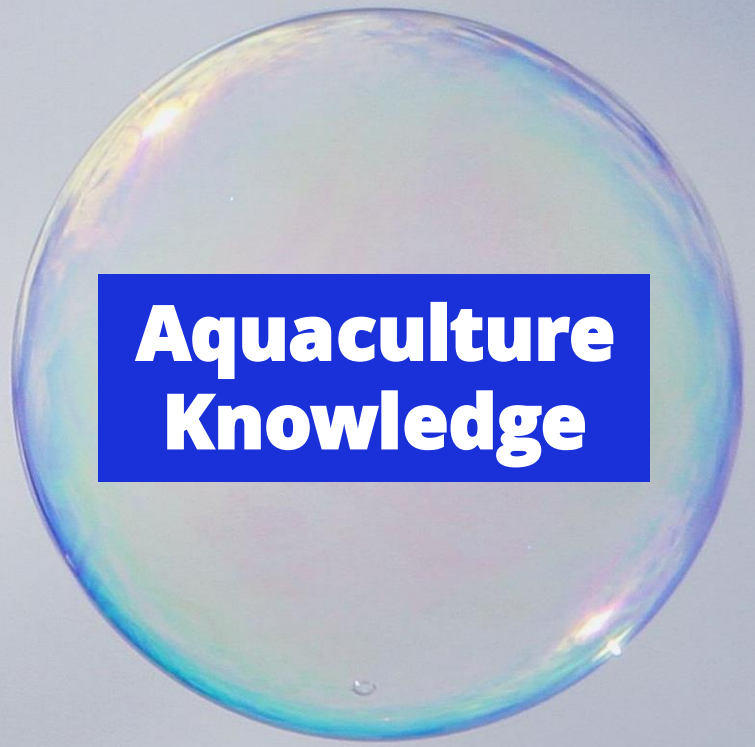
Breaking the bubble

How aquaculture stories travel

Larisa Lewis - Creative Consultant at Lazuli

larisa@lazuli.ooo

The bubble

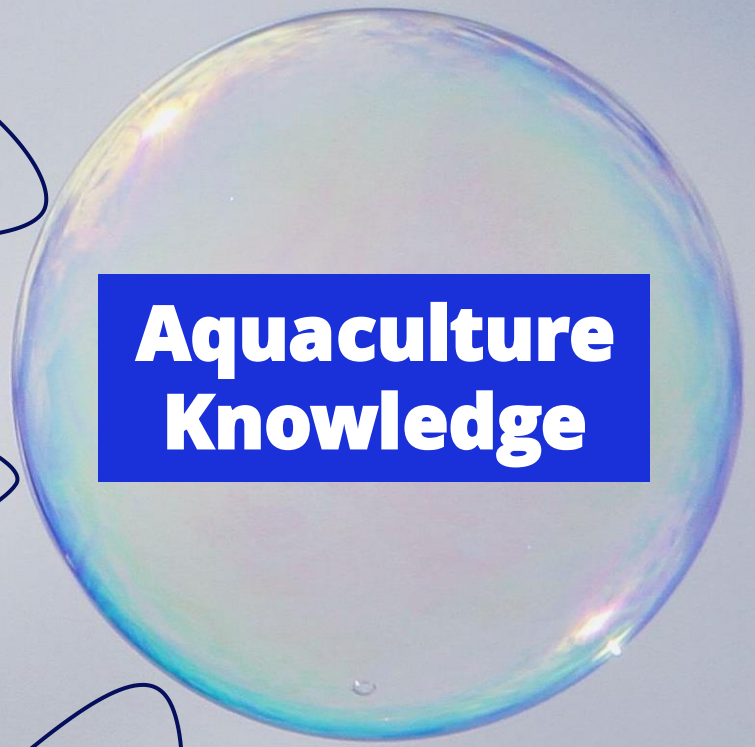


Who knows about aquaculture?

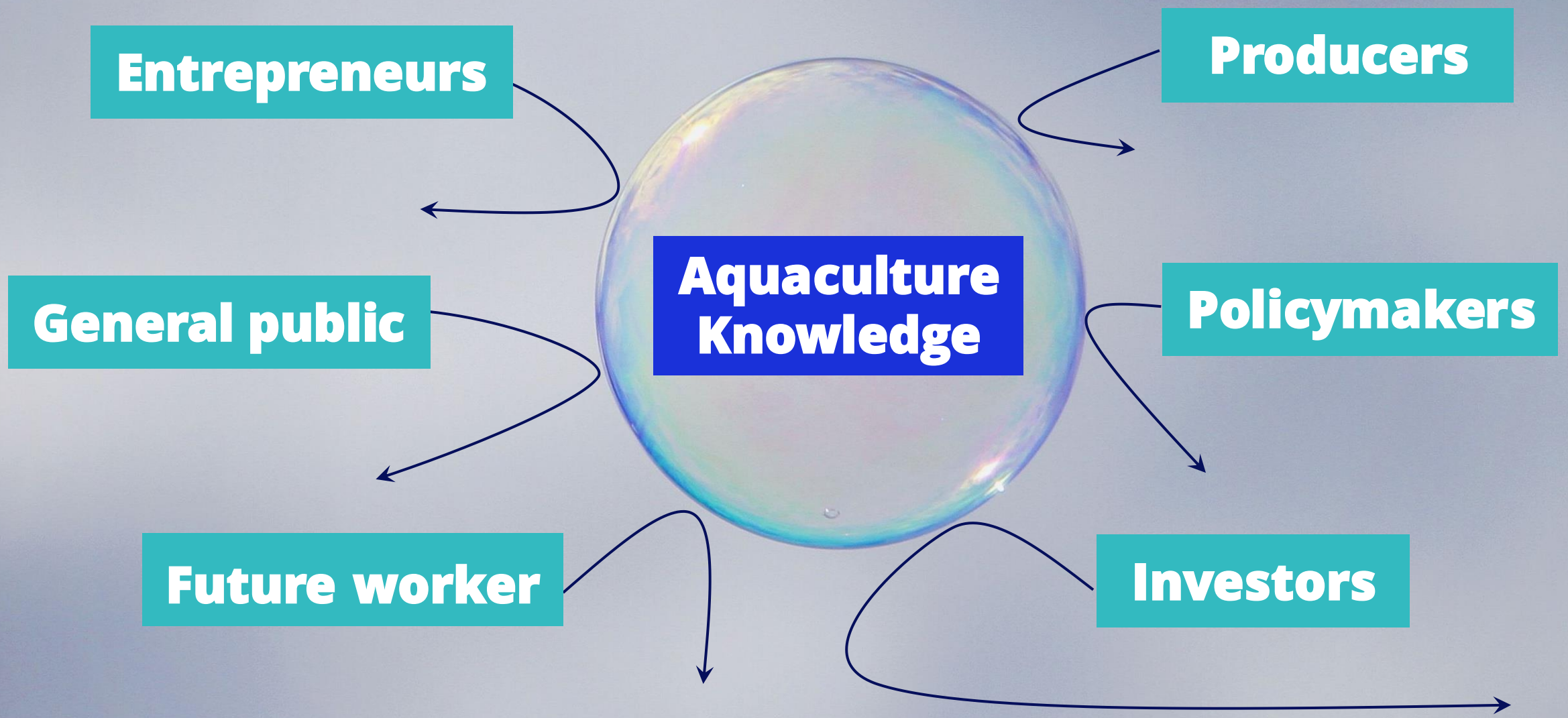
Entrepreneurs

General public

Future worker

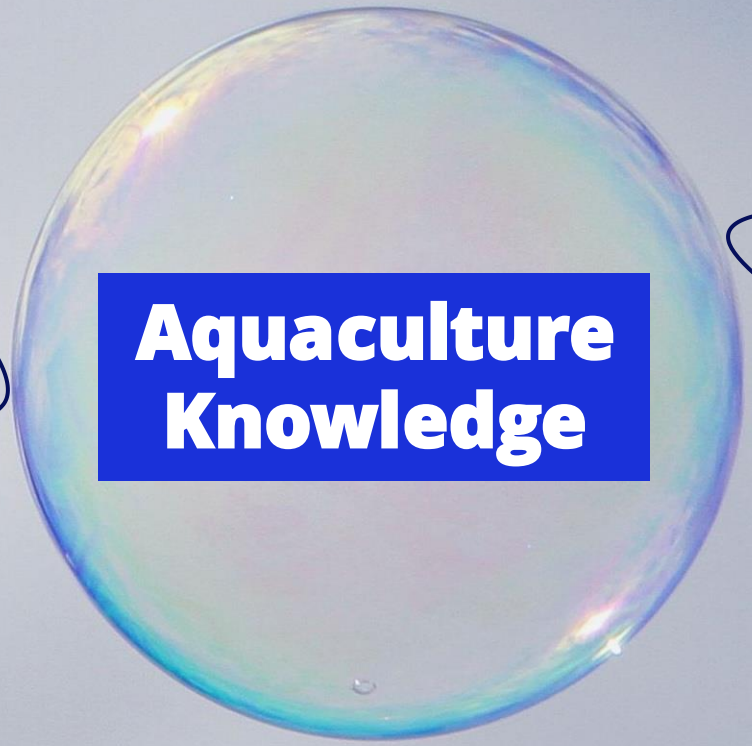


Who can use this knowledge?



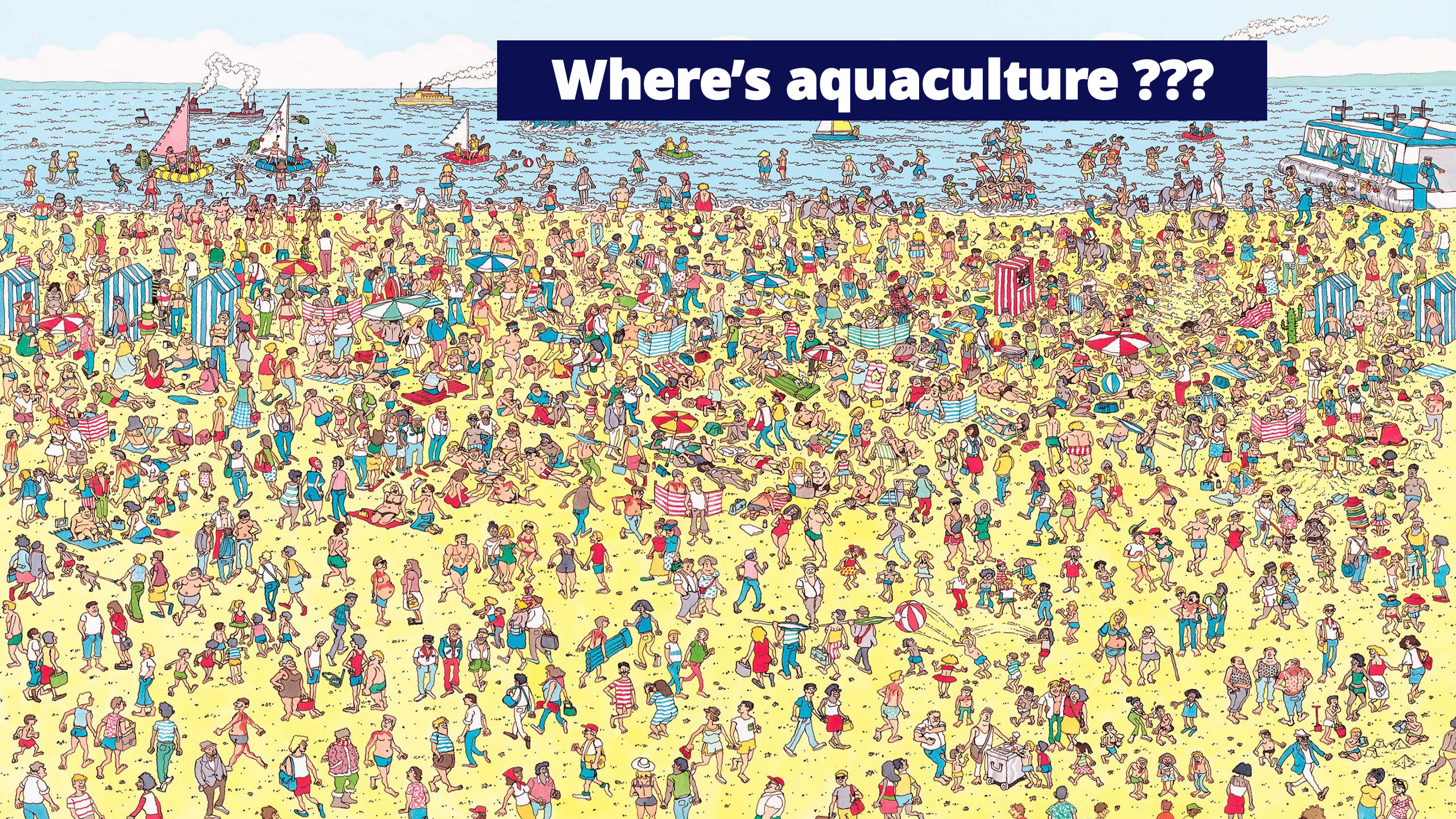
What's the problem?

They didn't encounter it

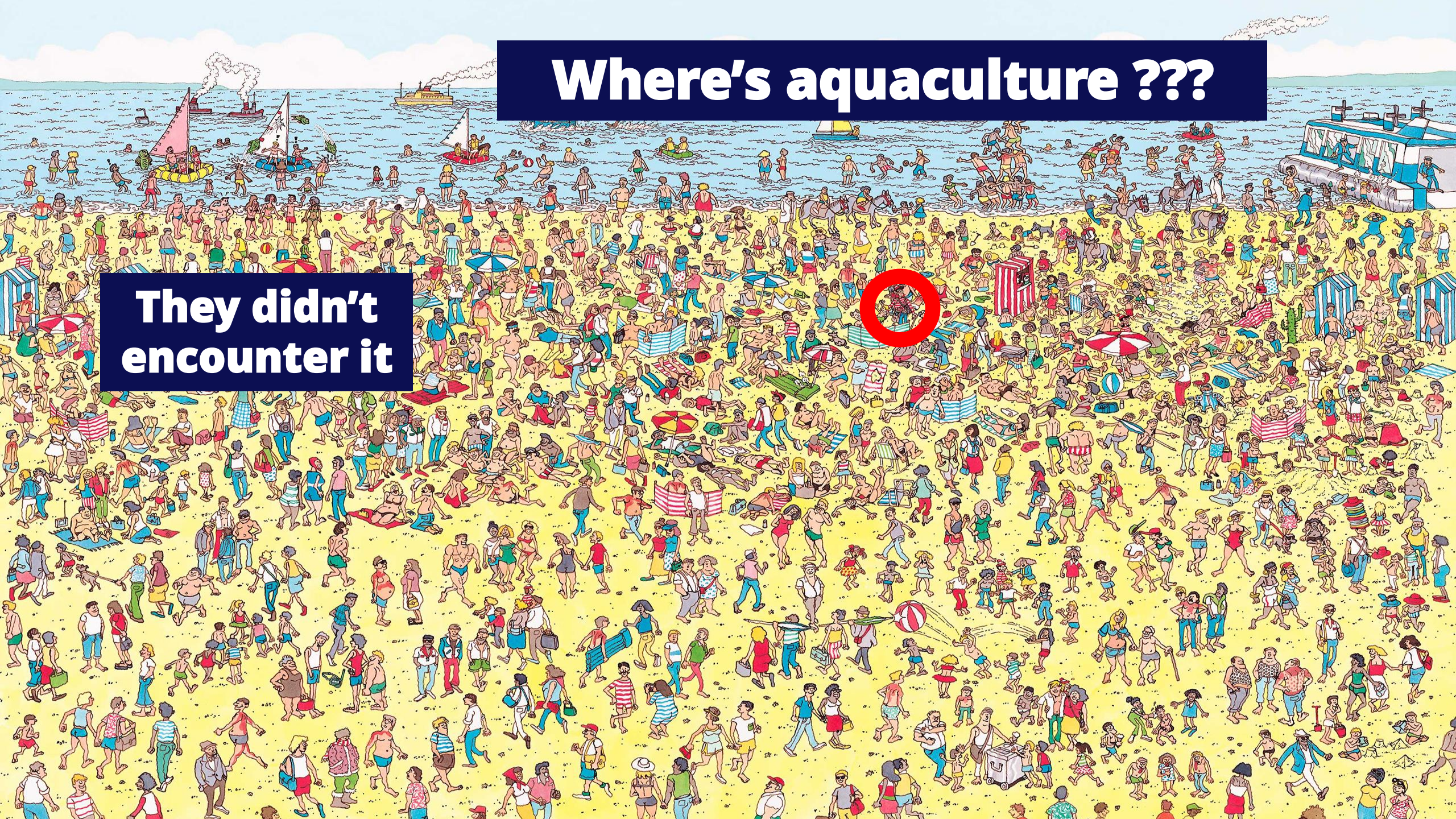


They didn't connect to it

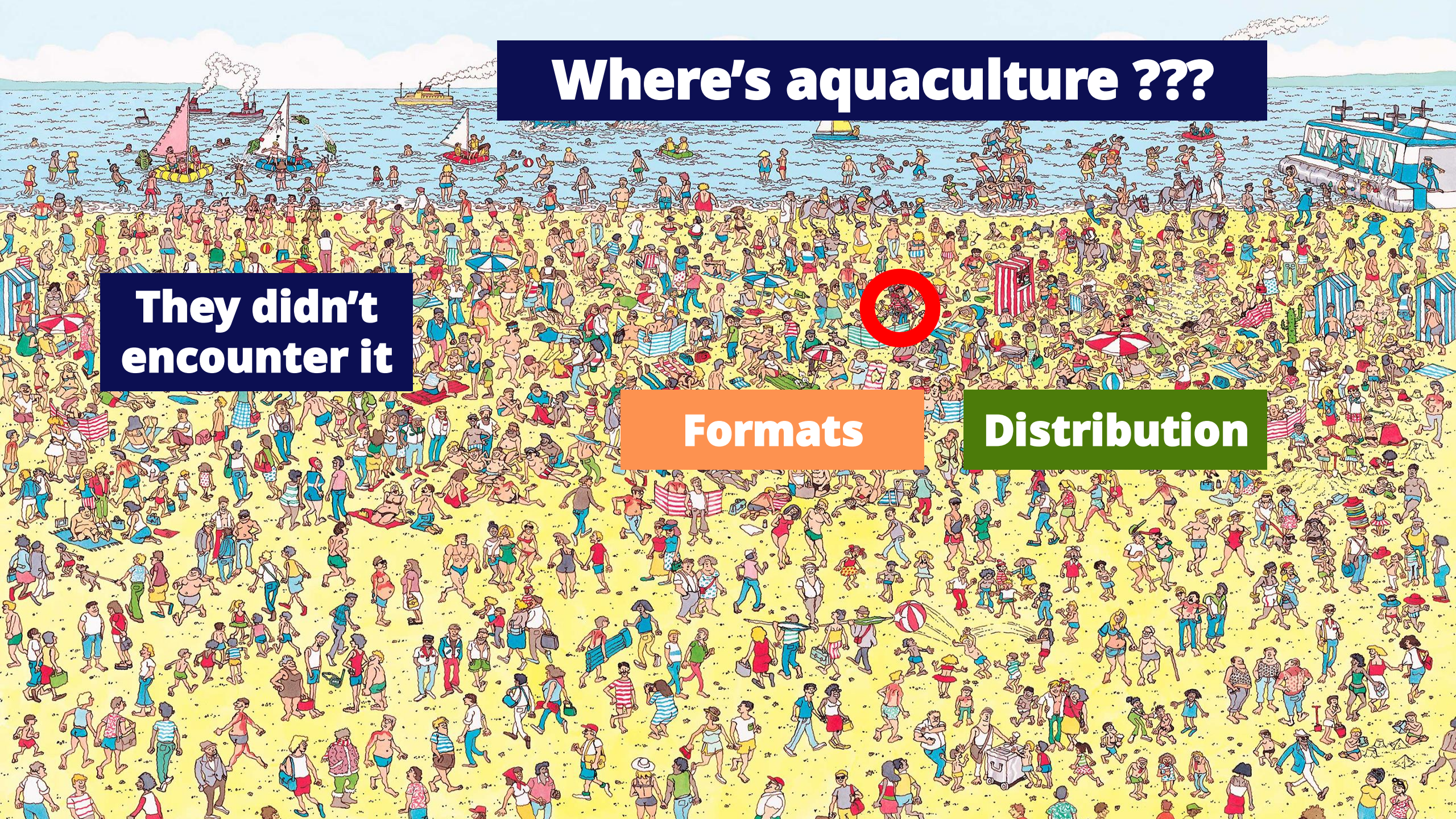
Where's aquaculture ???

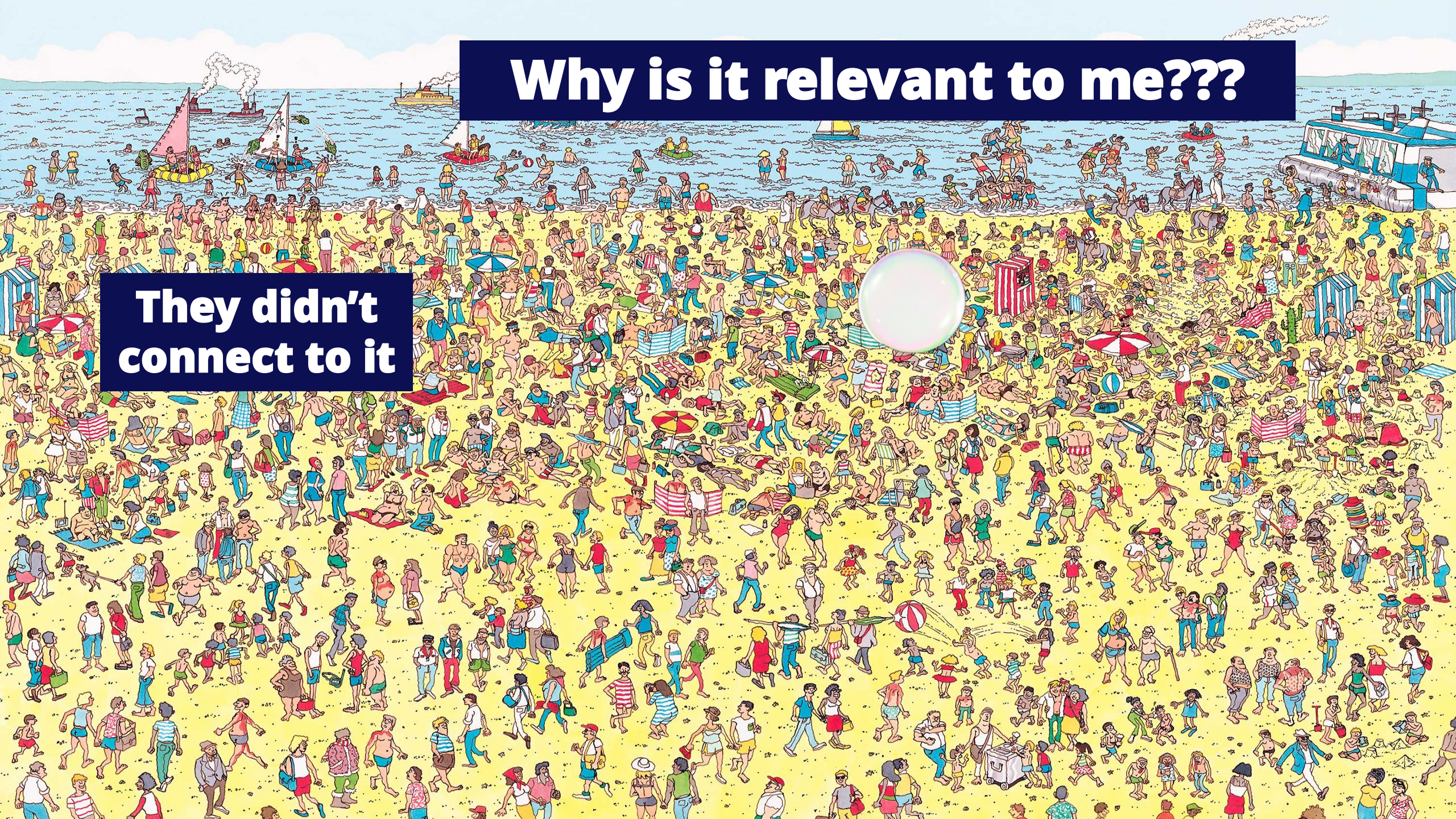


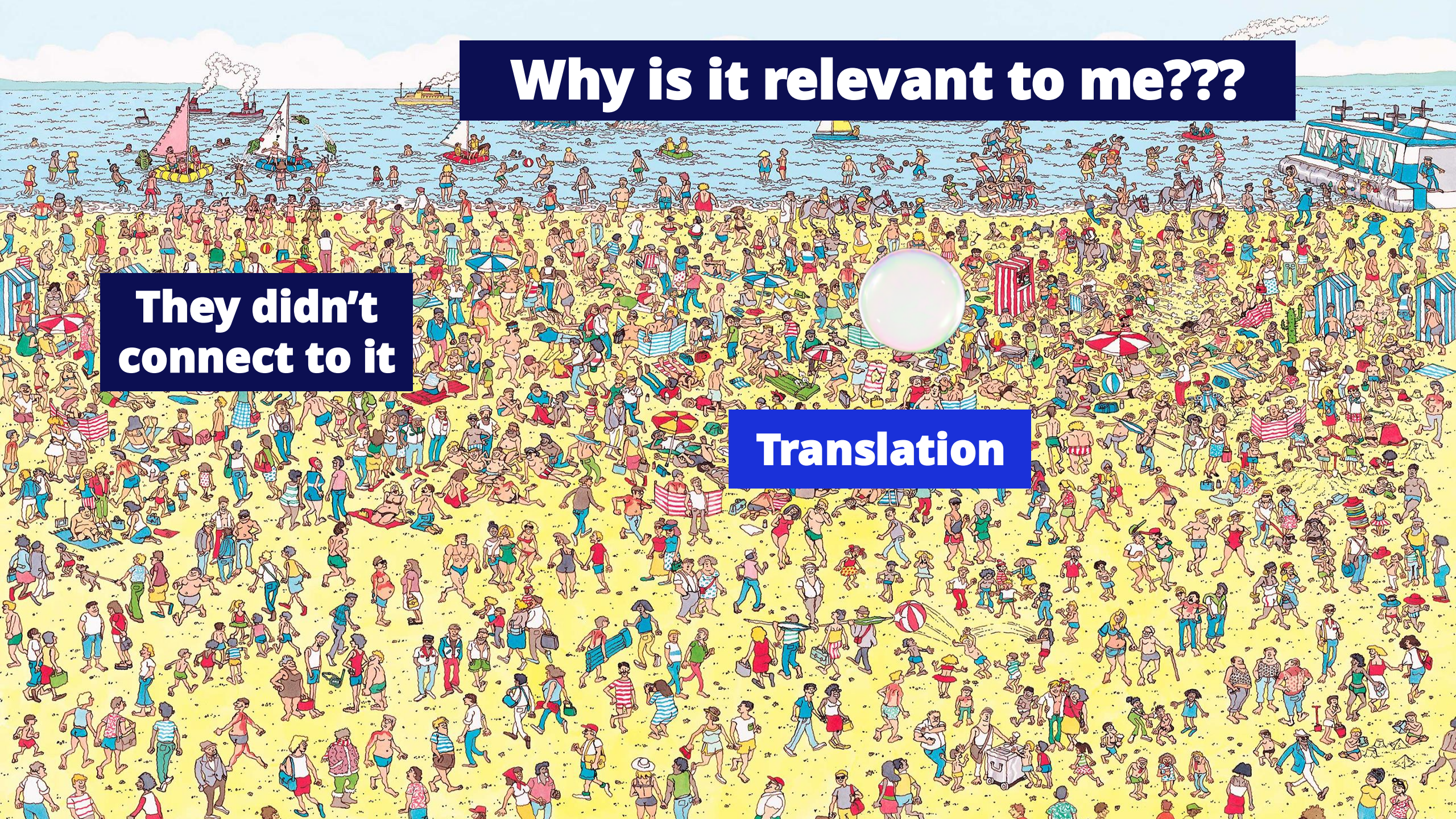
Where's aquaculture ???



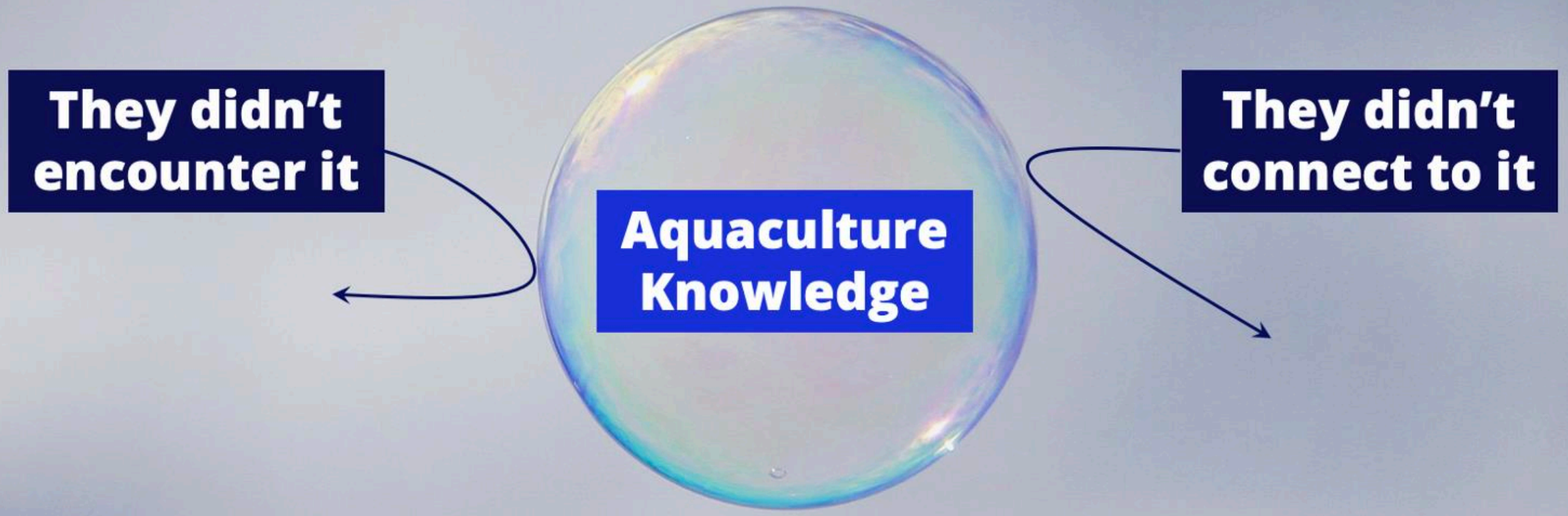
They didn't encounter it


Where's aquaculture ???
They didn't encounter it
Formats
Distribution


Why is it relevant to me???
They didn't connect to it


Why is it relevant to me???
They didn't connect to it
Translation

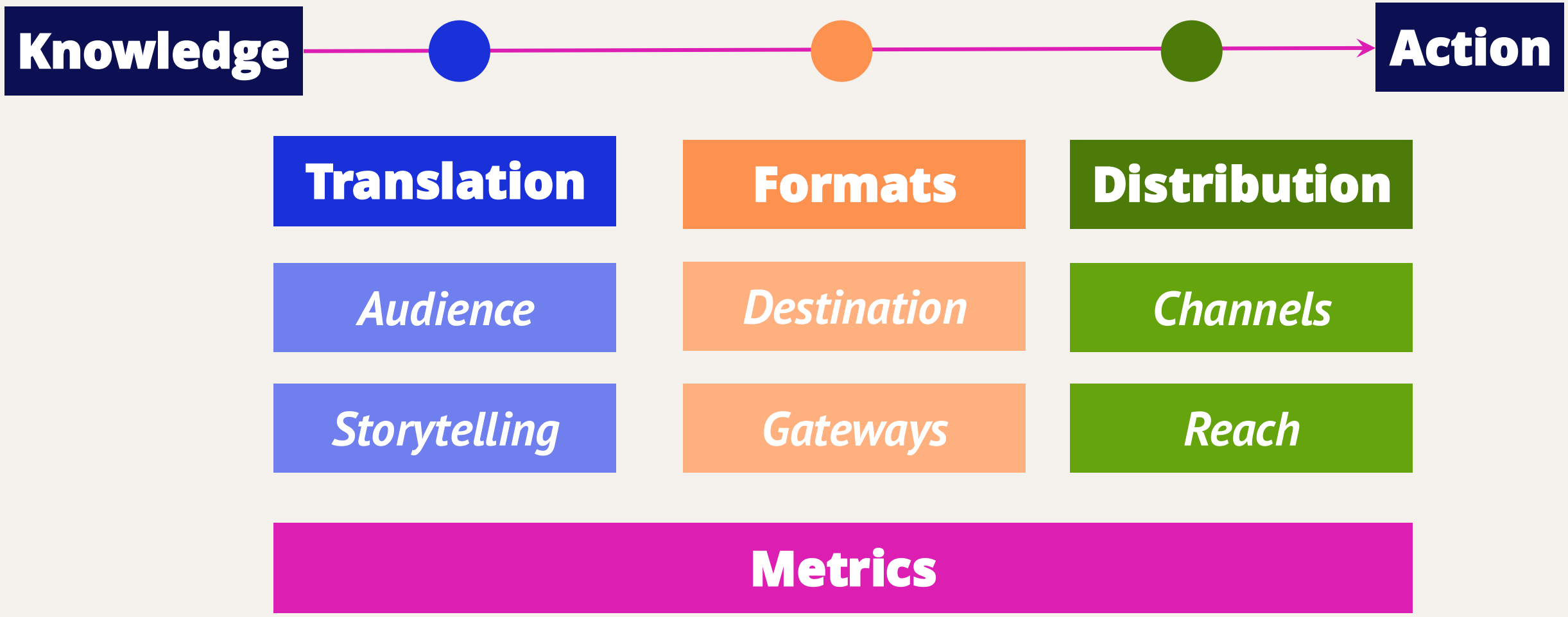
What's the problem?



We aren't creating the conditions for knowledge to be:

Discovered → Understood → Used → Impact

Creating conditions for impact



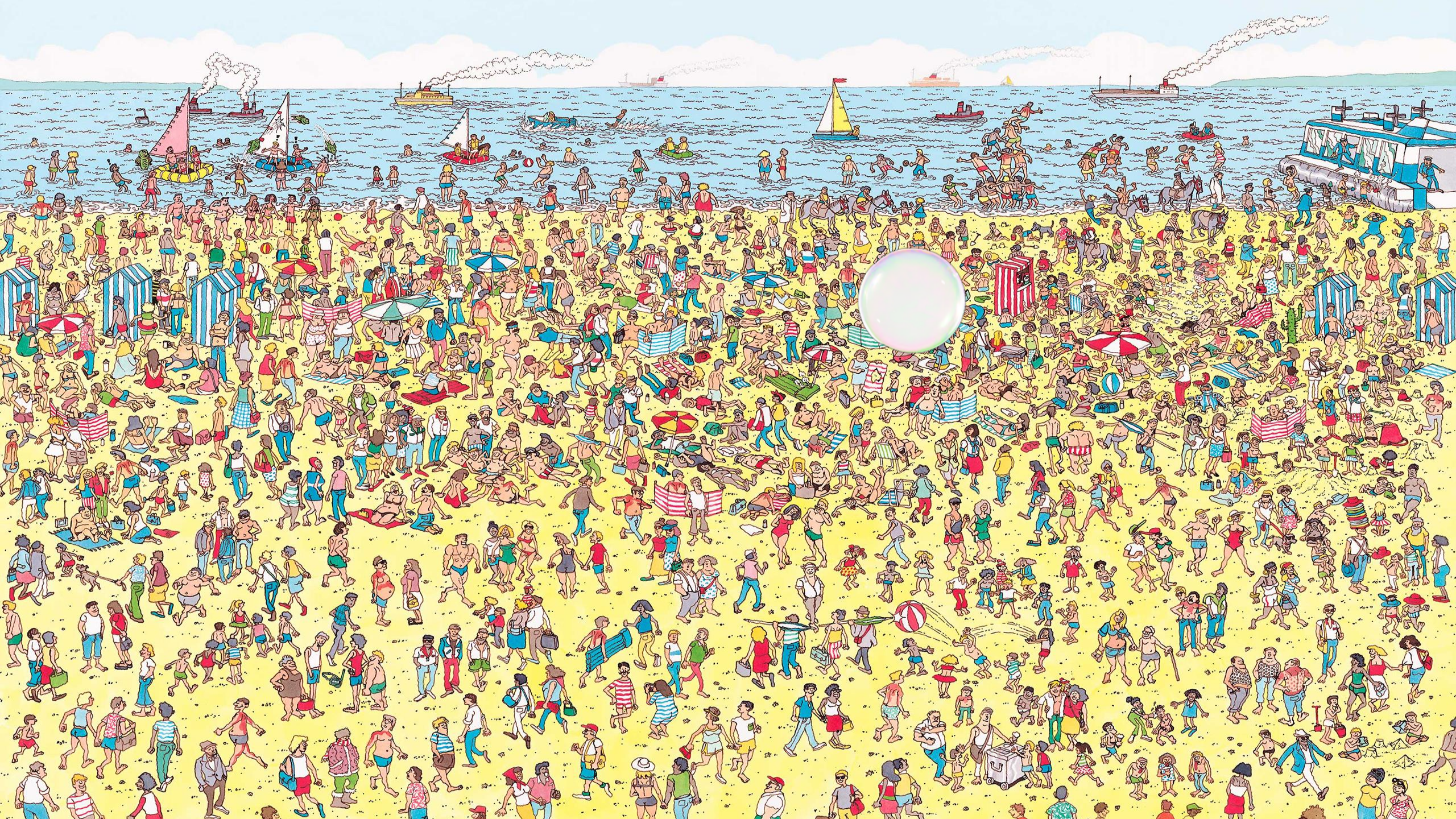
Give them something to connect with

Translation = *Audience* X *Storytelling*

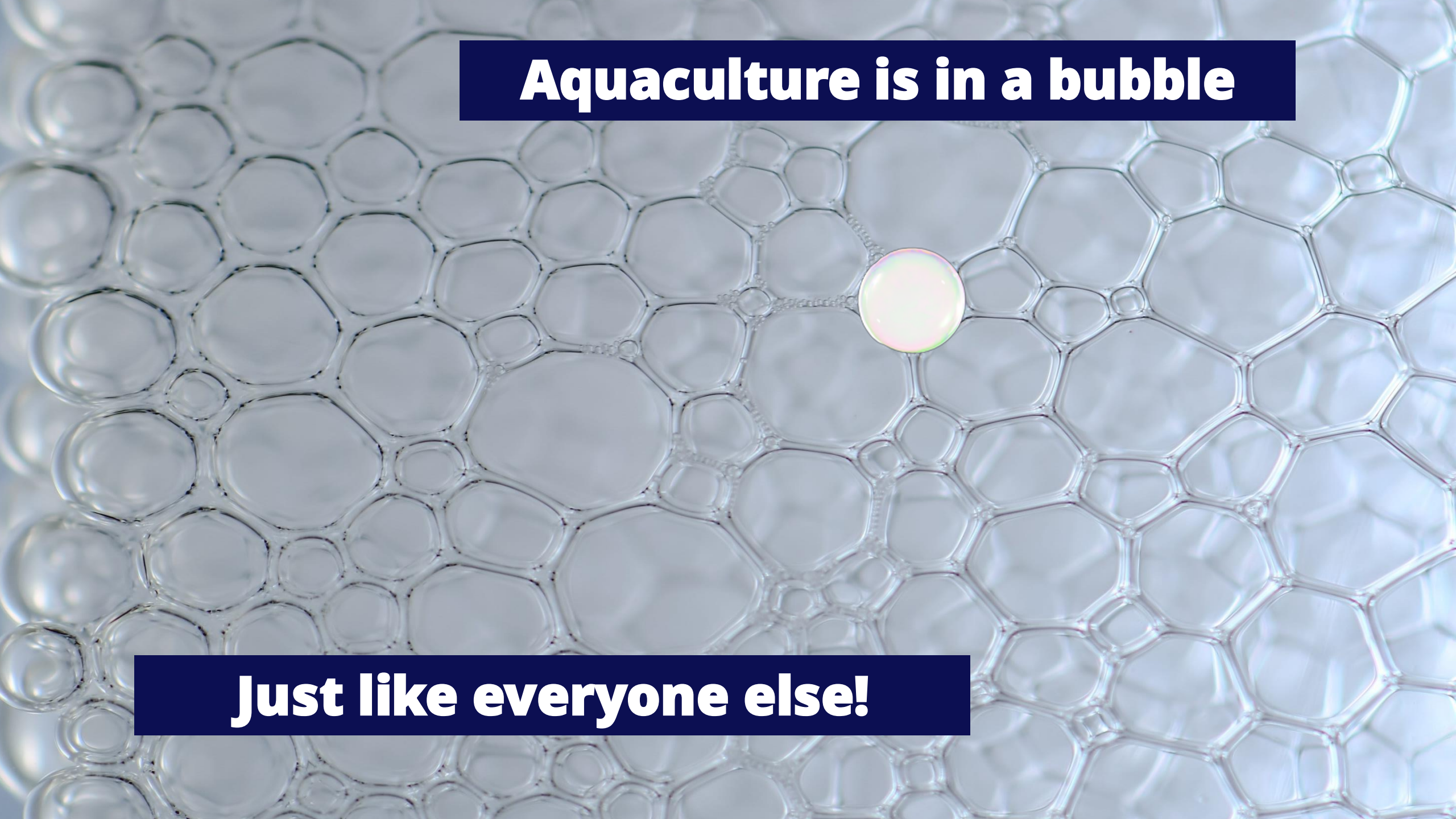
Create relevance ➡ **Create connection**

- Producers
- Entrepreneurs
- General public
- Future worker
- Policymakers
- Investors

What do they already care about?






Aquaculture is in a bubble
Just like everyone else!

What do they already care about?



What do they already care about?

Everyday life	Values	People & place	Security	Opportunity	Planet
Health	Animal welfare	Local food	Food security	Cost & profit	Climate
Taste & quality	Trust	Jobs	Resilience	Innovation	Biodiversity
Price	Ethics	Communities	Disease & risk	Careers	Resources
Convenience	Transparency	Identity & culture	Supply chains	Technology	Waste & pollution

Somewhere worth arriving

Formats = *Destination* X *Gateways*

Where knowledge can live, grow and be found again

- Website / knowledge platform
- Journal / repository
- Youtube / video library

How people find their way in

- Social platforms
- Email / newsletters
- Press / articles
- Events

Gateway content creates the doors; the destination holds the depth

A well-designed destination



An interactive knowledge platform

Designed for:

- **Producers**
- **Entrepreneurs**
- **Investors**
- **Researchers**

A gateway can be a link



npj | sustainable agriculture Article

https://doi.org/10.1038/s44264-025-00065-1

Oysters, a sustainable bluefood?

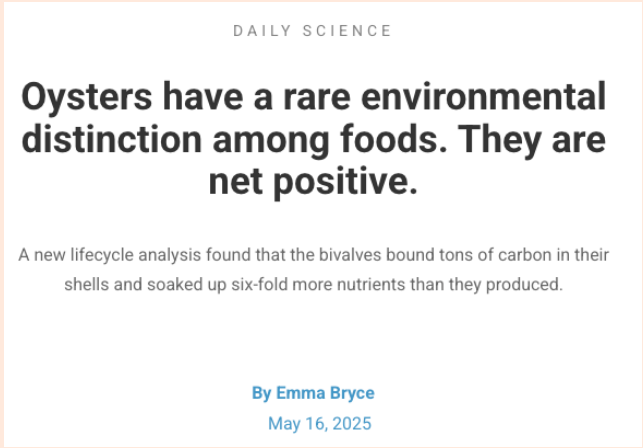
Check for updates

Paula Costa Domech[1,2,3,5], Ronan Cooney[1,2,4,5], Alexandre Tahar[1,2,5], Alan Kennedy[1,2], Alex H. L. Wan[2,3] & Eoghan Clifford[1,2]

Sustainable food production that meets consumer demands while reducing environmental impact is a critical societal challenge. The seafood industry is a key segment for the future protein supply, yet it presents environmental impacts to consider. The present study demonstrated that Irish Pacific oyster (*Magallana gigas*) farming has relatively low environmental impacts (i.e., 373.86 kg CO_2 eq. tonne^{-1}; 1.33 kg SO_2 eq. tonne^{-1}; and 0.39 kg PO_4 eq. tonne^{-1}) compared to other seafood and terrestrial animal sectors. Using ecosystem services metrics, one tonne of harvested oysters can remove, on average, 3.05 kg of nitrogen, 0.35 kg of phosphorus and sequester 70.52 kg of carbon from the environment, thus potentially acting as a nutrient remediator and a short-term carbon sink. These findings show how oysters can be a sustainable food source with local environmental benefits. The study also points to future work to improve the modelling of ecosystem services for bivalve production.

Research paper

technical evidence



DAILY SCIENCE

Oysters have a rare environmental distinction among foods. They are net positive.

A new lifecycle analysis found that the bivalves bound tons of carbon in their shells and soaked up six-fold more nutrients than they produced.

By Emma Bryce

May 16, 2025

Magazine article

accessible interpretation

Destination ← *Gateway*

A gateway can be a link, or a chain


npj | sustainable agriculture

Article

https://doi.org/10.1038/s44264-025-00065-1

Oysters, a sustainable bluefood?

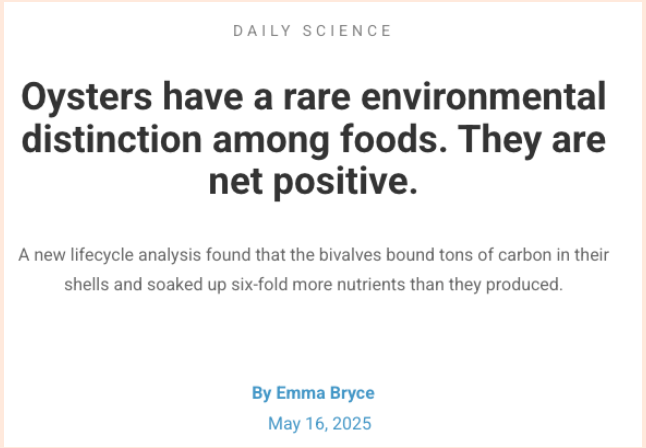
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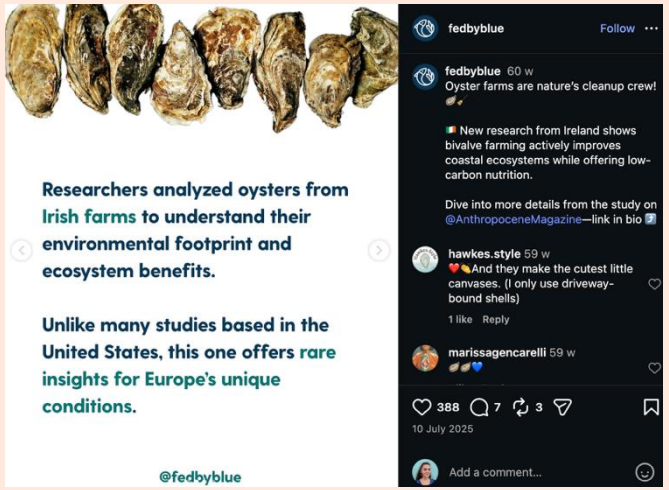
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May 16, 2025

Magazine article

accessible interpretation



Social post

attention + discovery

Destination ← ***Gateway*** ← ***Gateway***

Borrow reach, don't build it

Distribution = *Channels* X *Reach*



Where does this audience already spend its attention?

Can this channel *reach* enough of the right people?

Relevant reach = The right audience matters more than a big/generic one

Metrics aren't impact, they're clues

Metrics help us understand whether the communication journey is working

Translation

Did it land?

- Likes / reactions
- Shares
- Saves
- Questions
- Comments

Formats

Did they go deeper?

- Clicks
- Watch/read time
- Downloads

Distribution

Did it reach the right people?

- Reach
- Impressions
- Audience mix

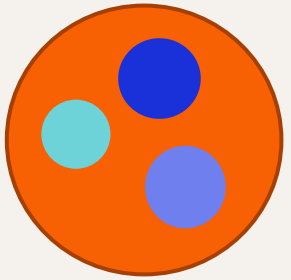
Translation

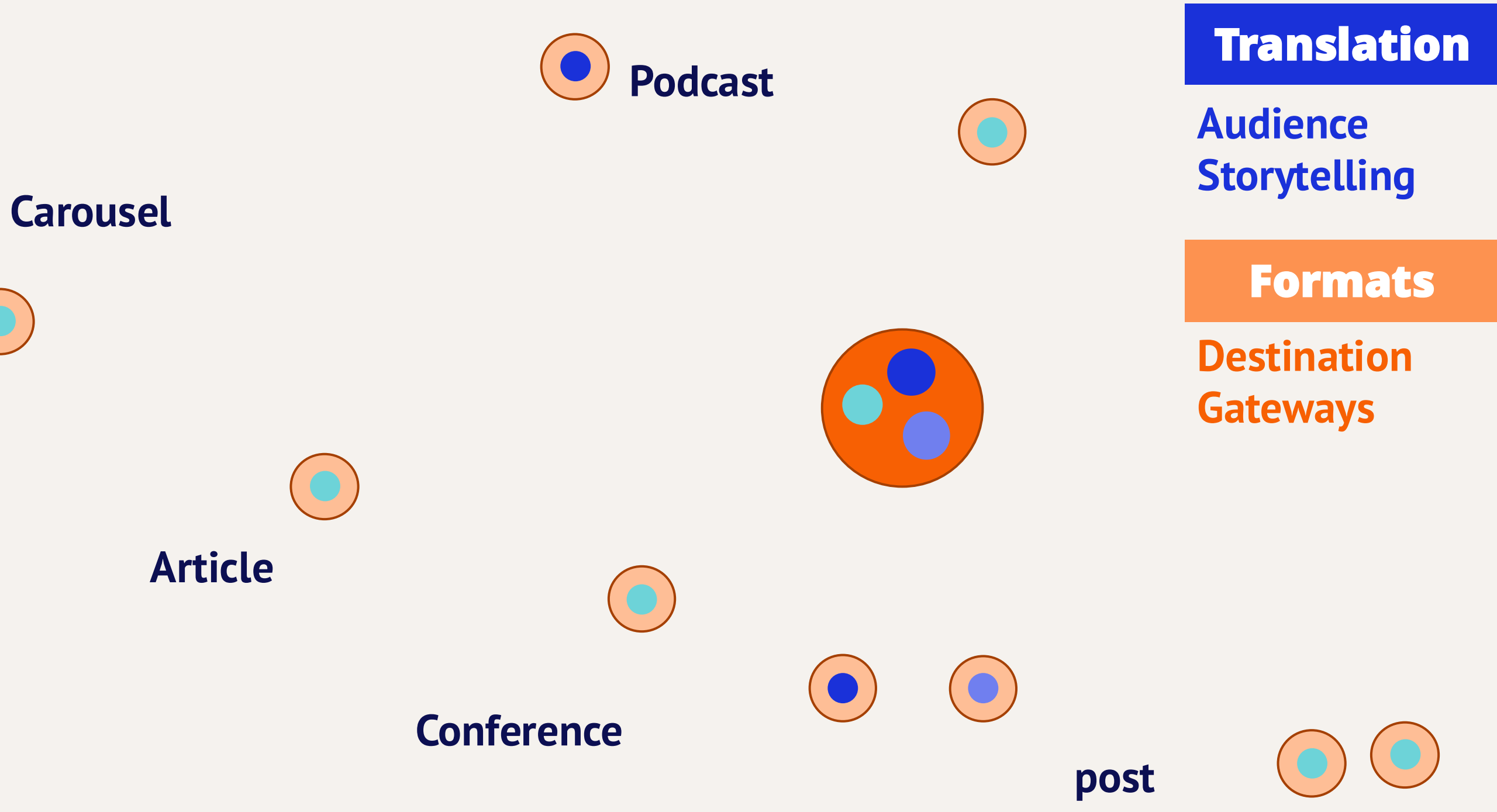
Audience
Storytelling

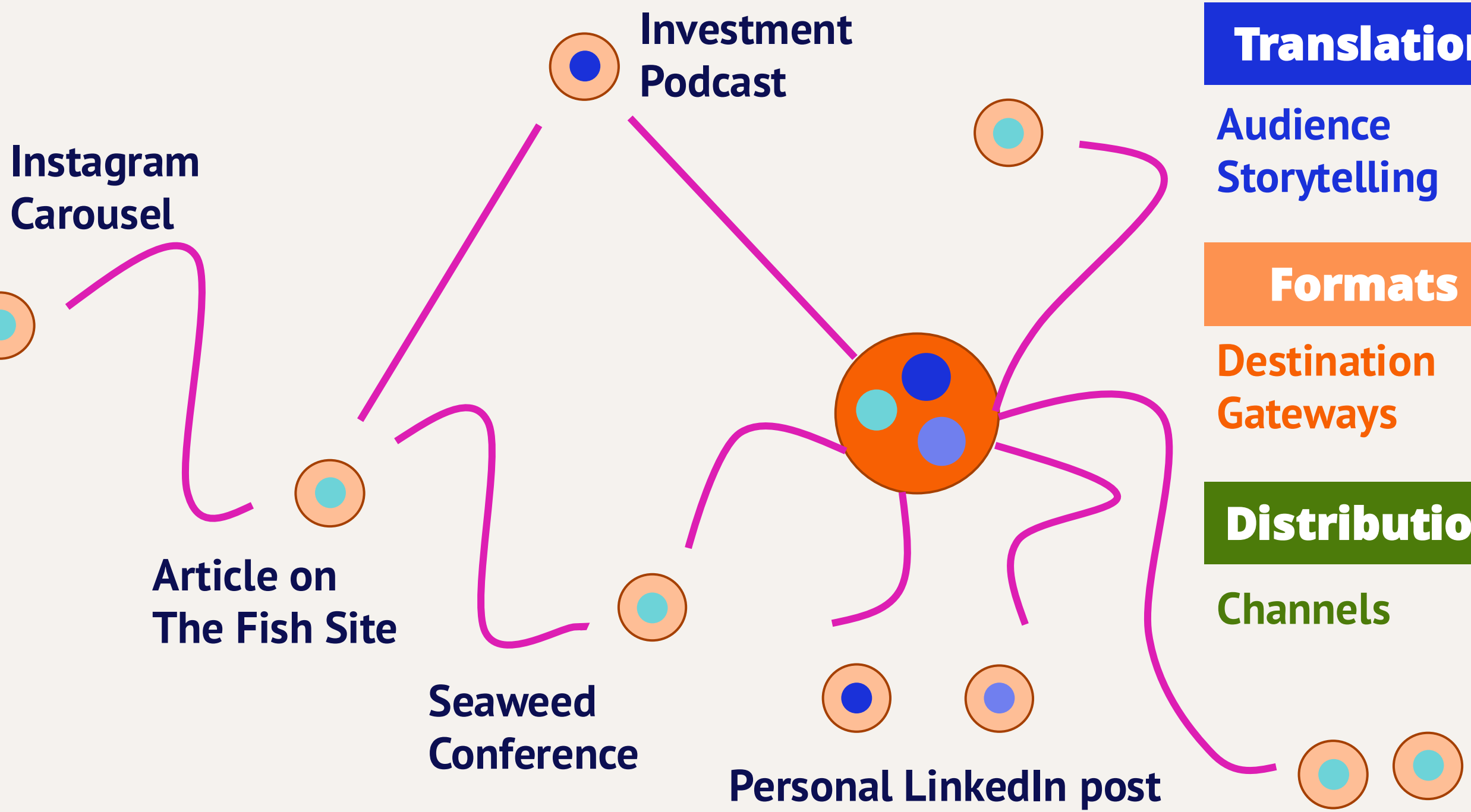
Formats

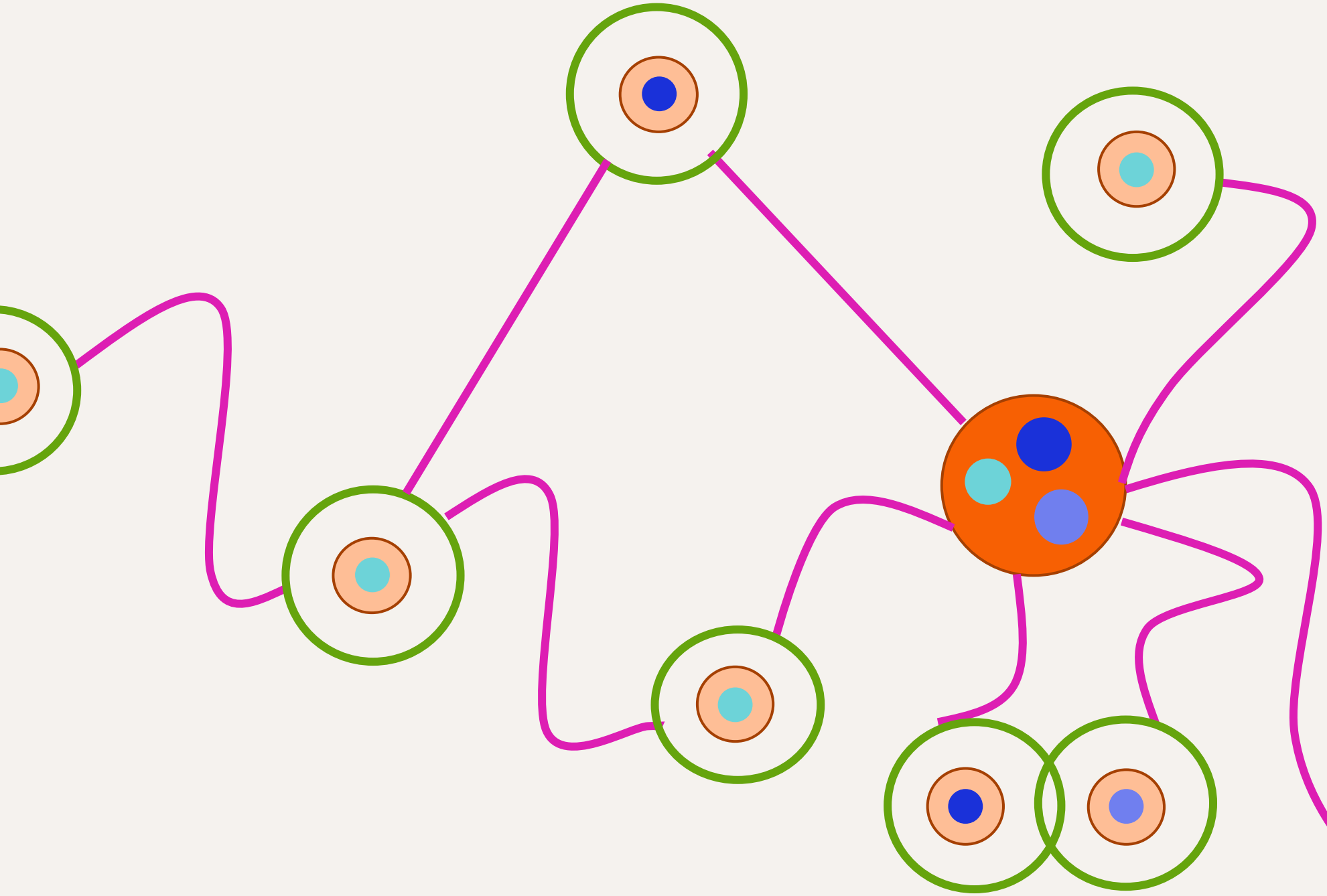
Destination

A knowledge platform




Podcast
Translation
Audience
Storytelling
Carousel
Formats
Destination
Gateways
Article
Conference
post


Investment
Podcast
Instagram
Carousel
Article on
The Fish Site
Seaweed
Conference
Personal LinkedIn post
Translation
Audience
Storytelling
Formats
Destination
Gateways
Distribution
Channels



Translation

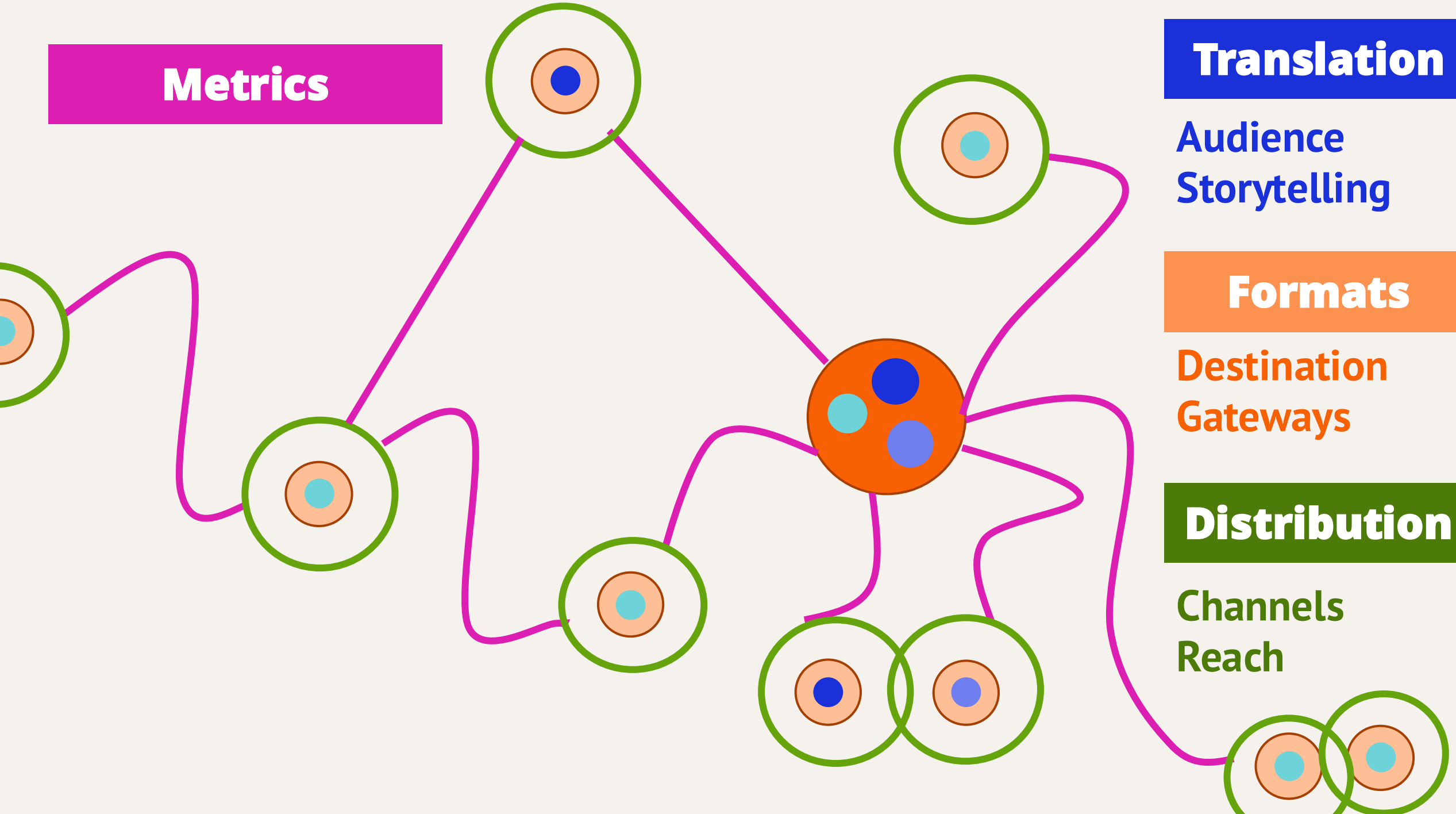
Audience
Storytelling

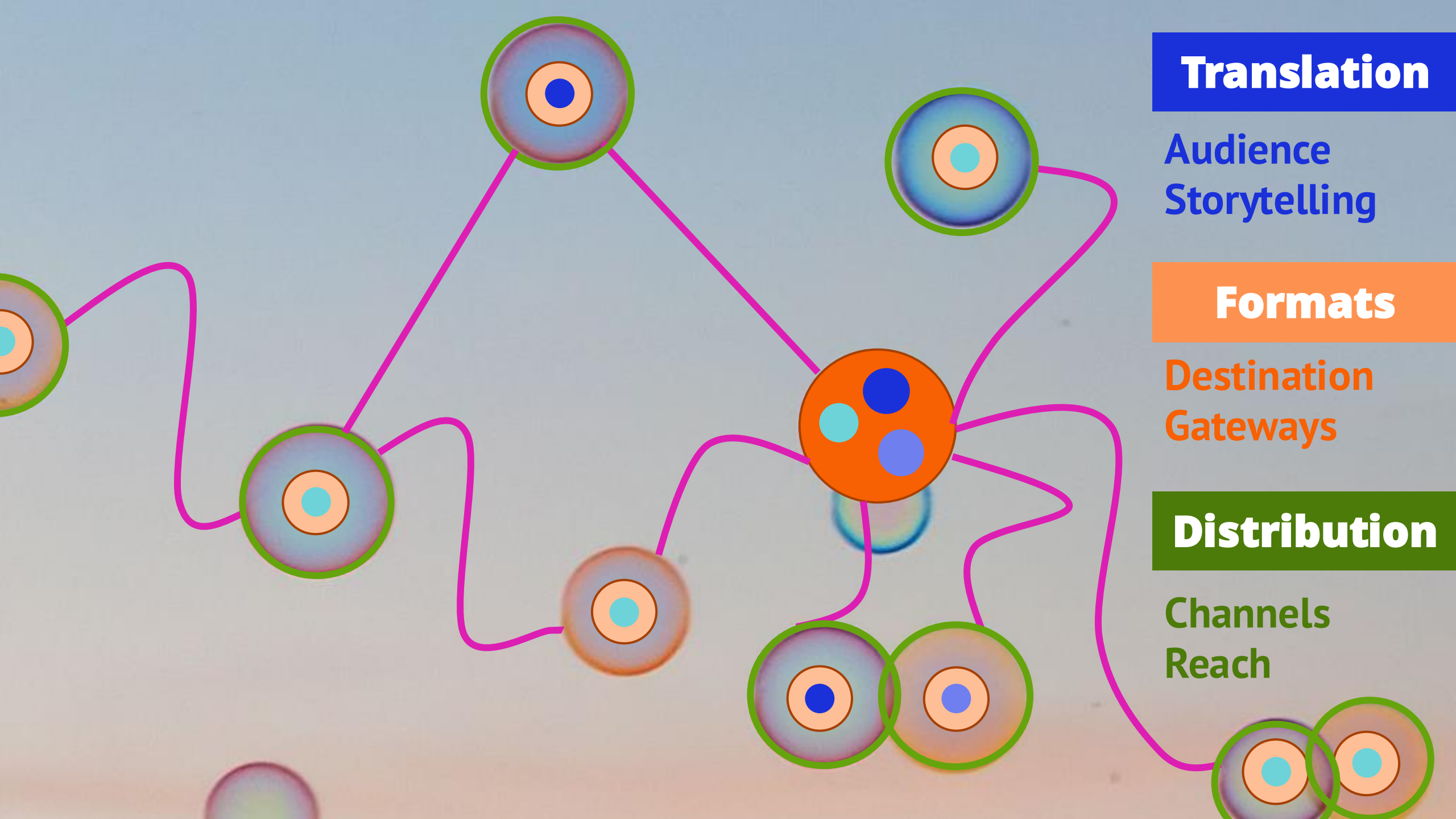
Formats

Destination
Gateways

Distribution

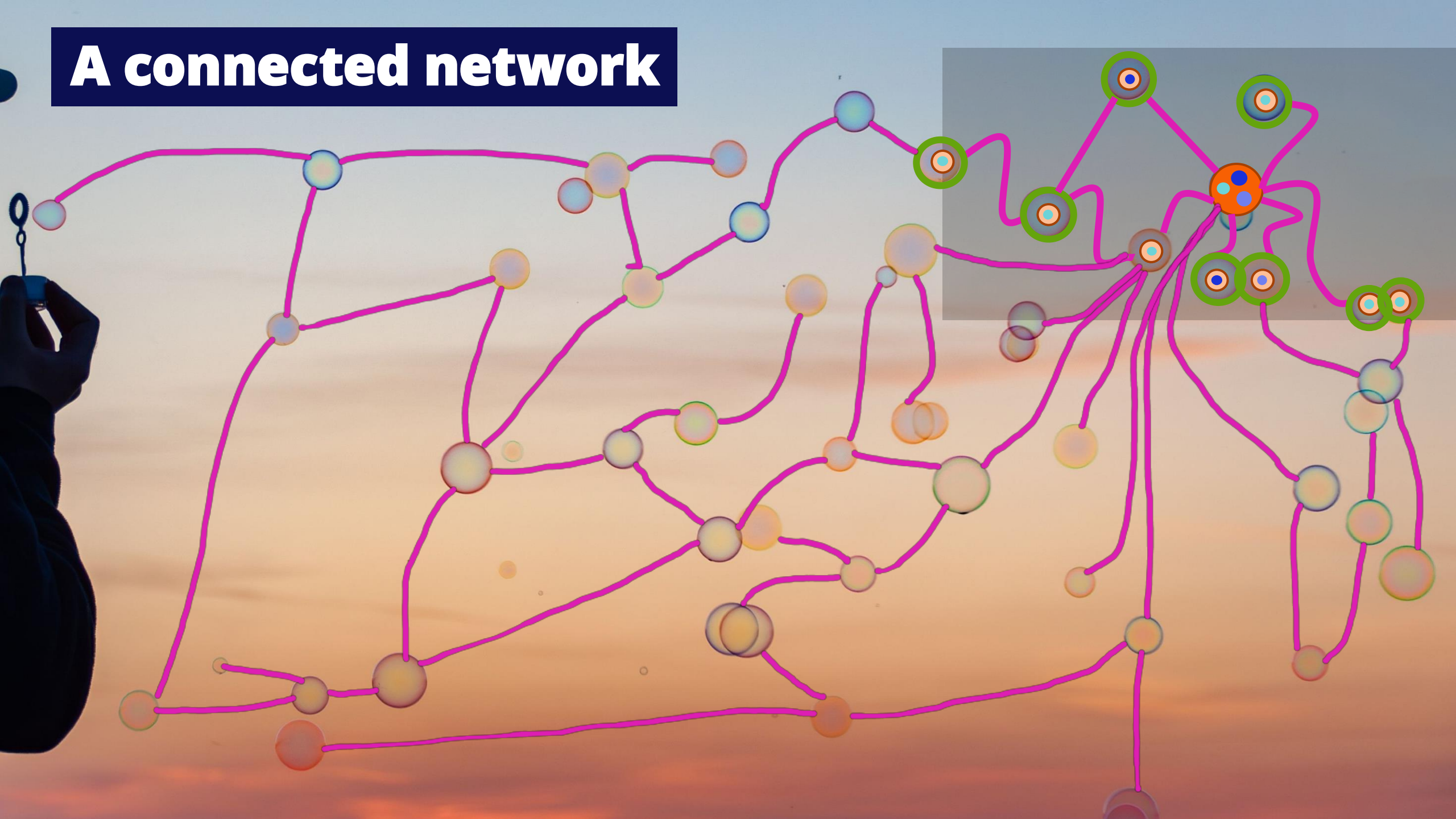
Channels
Reach


Metrics
Translation
Audience
Storytelling
Formats
Destination
Gateways
Distribution
Channels
Reach

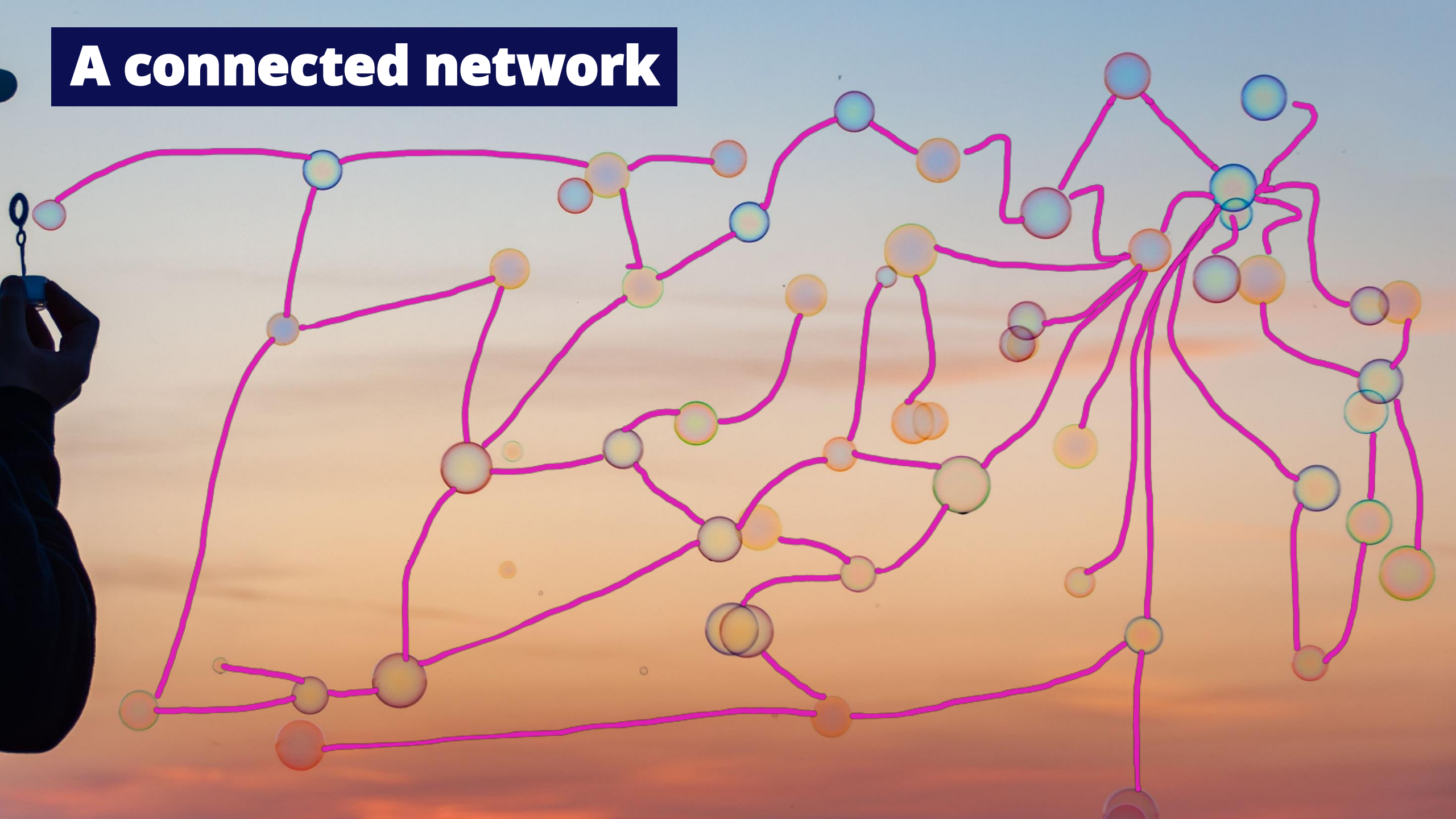

Translation
Audience
Storytelling
Formats
Destination
Gateways
Distribution
Channels
Reach



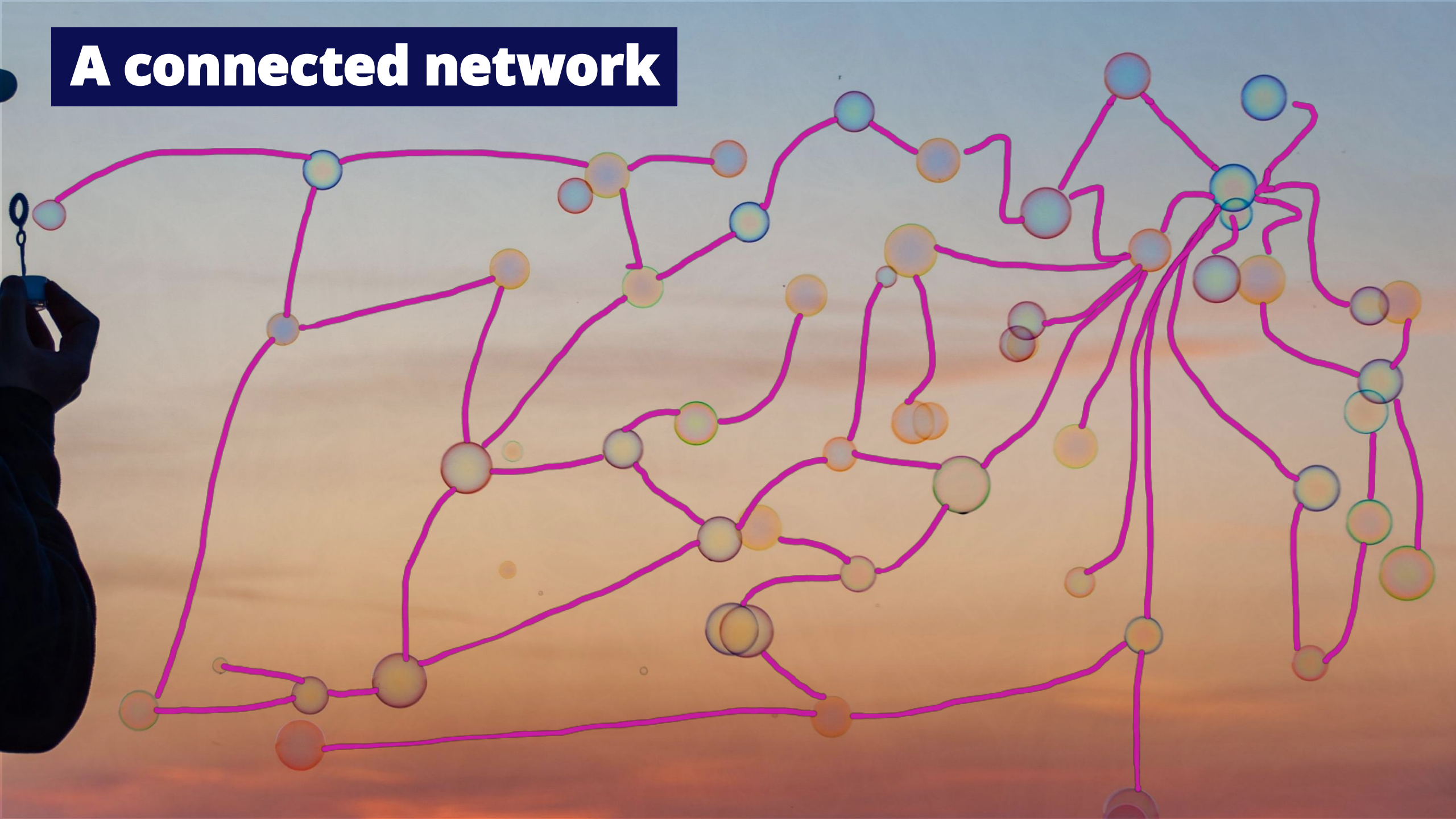
A connected network



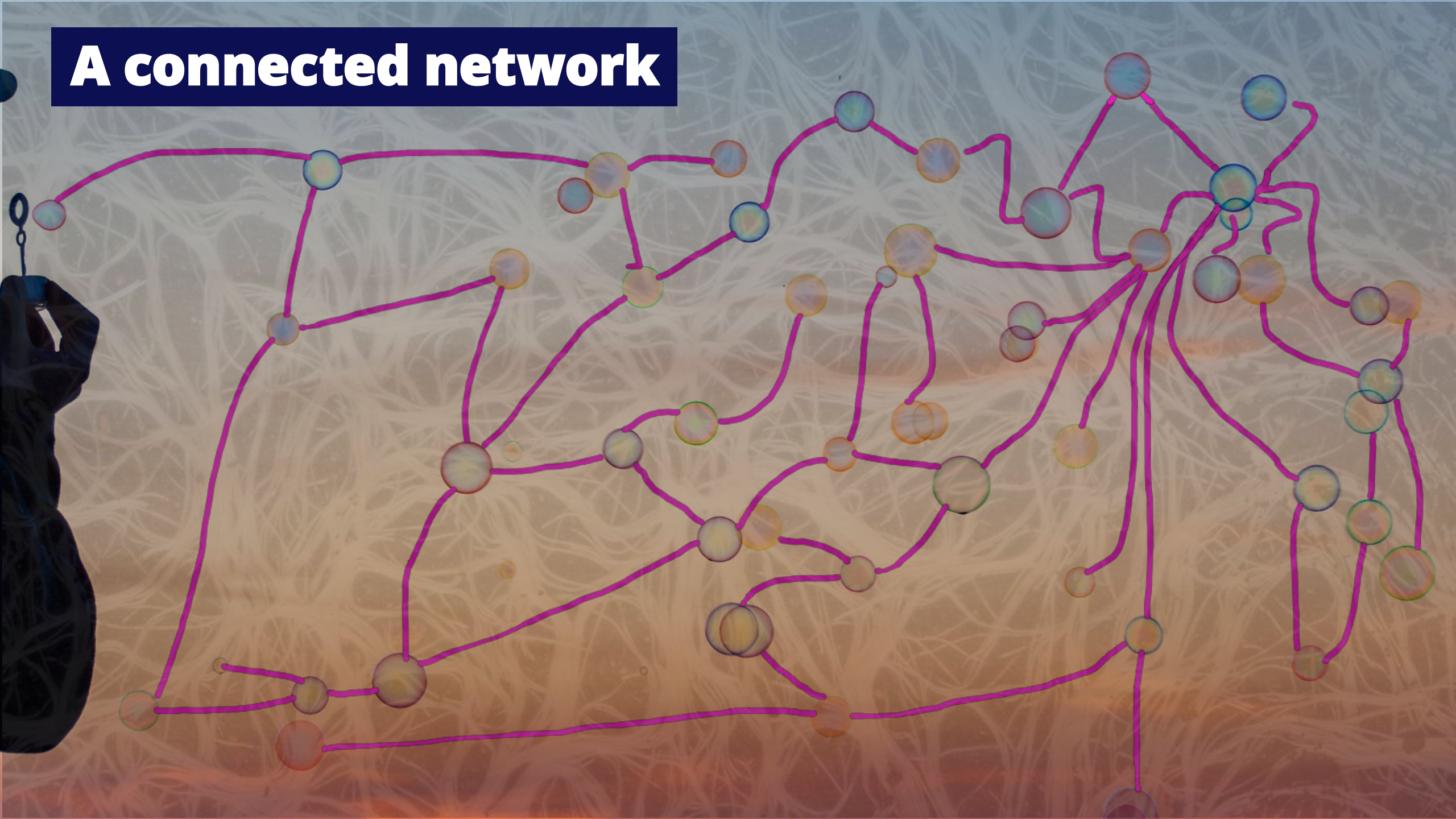
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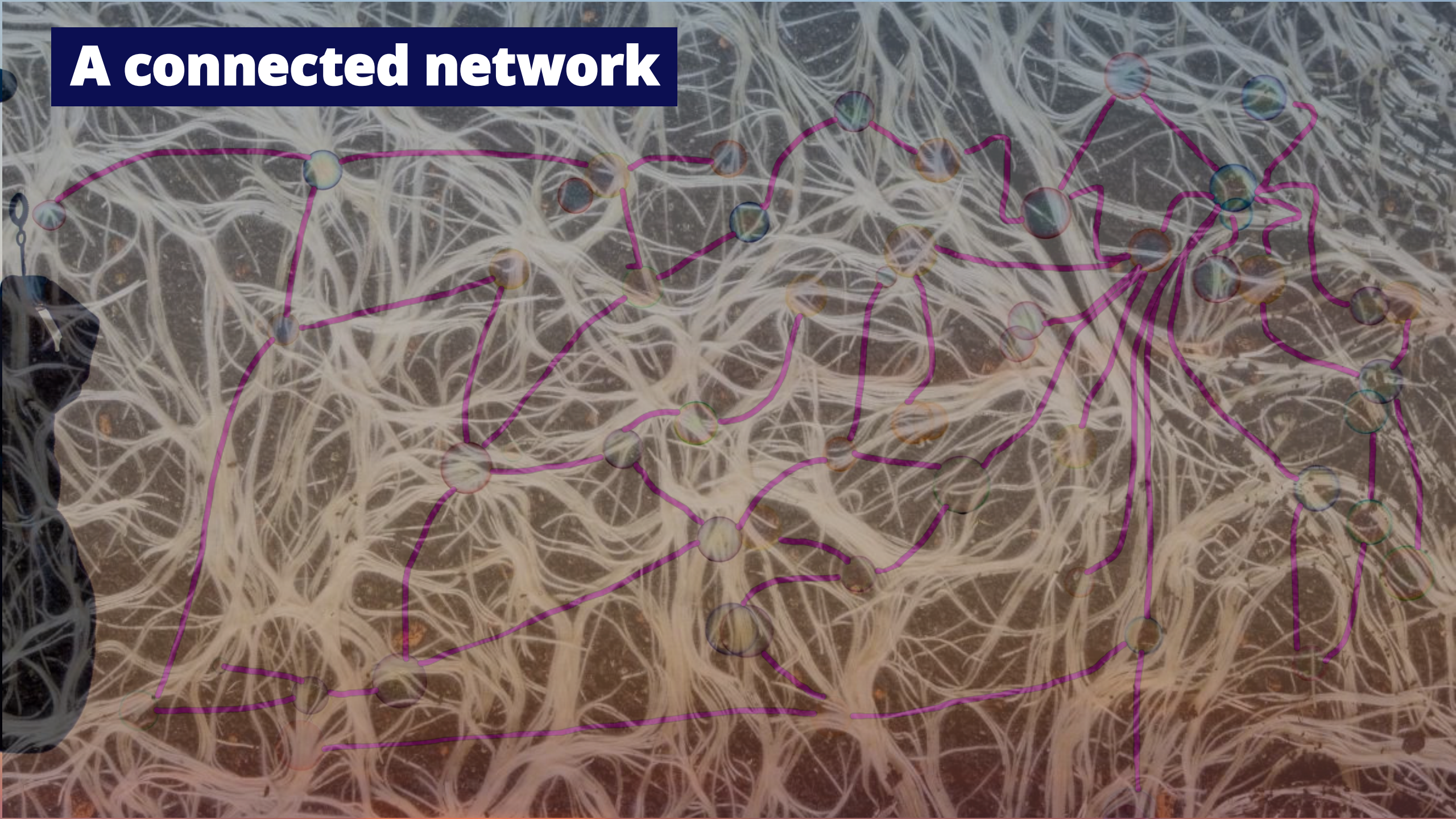
A connected network



A connected network



A connected network



A connected network



How to break the bubble

- Start with the change, audience and reason to care
- Build engaging destinations
- Create multiple gateways in
- Borrow reach from trusted channels and networks
- Use data to learn what works
- Budget for professional communicators from the start ☺





What is one aquaculture story you know that should travel further?

Who needs to hear it?

What connections can you make to help it reach them?

Thanks for listening!

Larisa Lewis

larisa@lazuli.ooo