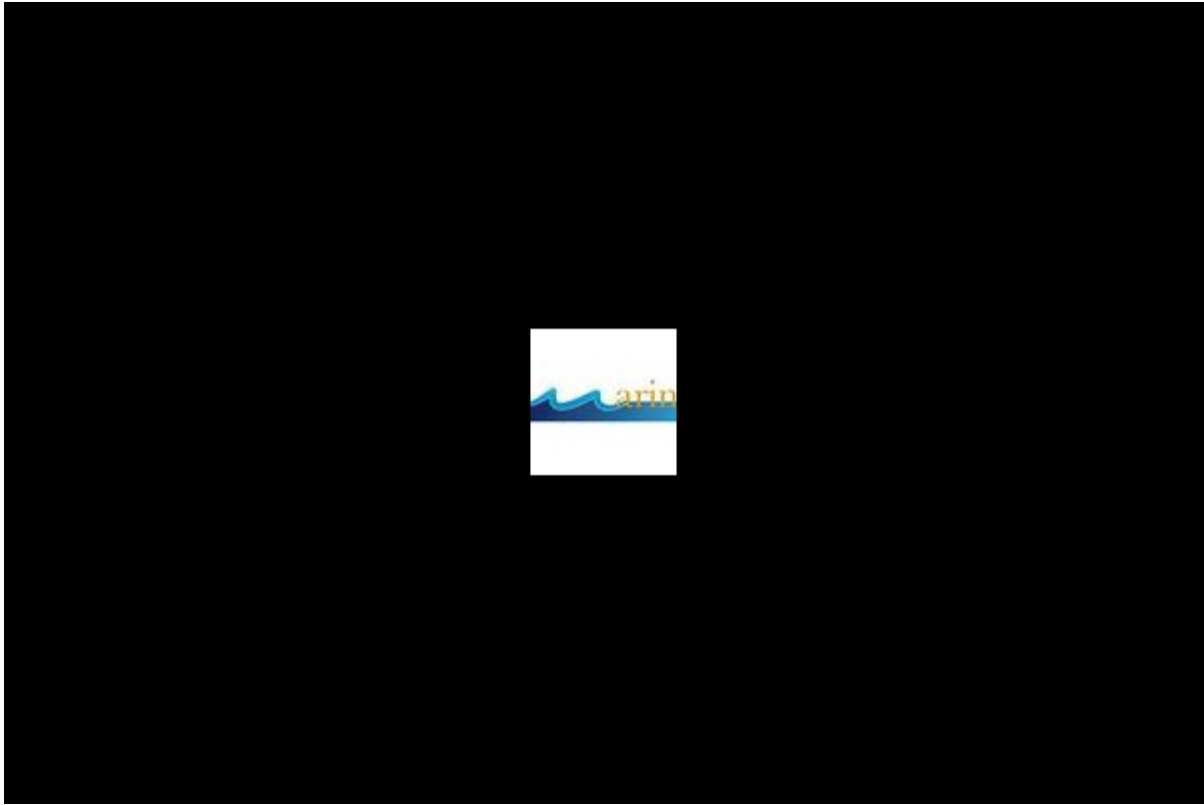


Digital Single Market

AppliFish will tell you what fish you are eating

News Article 04/02/2013

iMarine (www.i-marine.eu) is a pioneering initiative that fosters an ecosystem approach to fisheries management and conservation of living marine resources. It achieves this objective by driving a Community of Practice which brings together practitioners and policy makers. "A single community that shares data and knowledge within iMarine and develops tools and information can collectively advance the adoption of an ecosystem approach based on transparent and well-informed decision-making for the conservation of sustainable use of marine resources", explains Patricio Bernal, coordinator of the IUCN High Seas Initiative and iMarine Advisory Council Member. To increase awareness of these urgent issues, iMarine has come up with a novel new mobile app - AppliFish - opening up marine knowledge to anyone with a mobile device anytime, anywhere. AppliFish is available both for Android <https://play.google.com/store/search?q=applifish> and iOS <https://itunes.apple.com/ca/app/applifish/id593857305?mt=8&ign-mpt=uo%3D2> Learn more about AppliFish from the iMarine press release: <http://www.i-marine.eu/Content/Multimedia.aspx?id=5ffcfcdf-df2e-4960-b09e-810be78fe047>



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