



# *fishi* **PEDIA**.fr

THE ONLINE ENCYCLOPEDIA OF AQUATIC BIODIVERSITY

Press release 2023



# FISHIPEDIA PROJECT

*Fishipedia* is an interactive encyclopedia dedicated to **aquatic biodiversity**.

Organized between **species descriptions**, medias and features for curious and passionate people, our **online** encyclopedia invites you to dive into the aquatic worlds.

With nearly **5 000 000 visitors** since its release, *Fishipedia* is one of the most popular French-speaking websites dedicated to **aquatic fauna**.



## KEY FIGURES

**2013**

Release  
of fishipedia.fr

**7 500 000**

Pages visited  
in 2022

**140 000**

Unique visitors  
per month

**3 000**

Species descriptions

**15 000**

Photographs



# A PROJECT FOR THE PLANET

*Fishipedia*'s ambition is to **share information on living organisms** to the public.

With **free access** to knowledge and an **intuitive interface**, we want to raise **awareness** of issues related to **freshwater and marine environment**.

We also hope to arouse **curiosity** and **make people dream** to **explore the world** and **discover the riches of Nature**.

## KEYWORDS

- Biodiversity ·
- Awareness ·
- Ecology ·
- Education ·
- Research ·
- Discovery ·
- Immersion ·

## AUDIENCE

- Curious people ·
- Divers ·
- Aquarists ·
- Ecologists ·
- Fishermen ·
- Naturalists ·
- Schoolchildren ·
- Children ·

# OUR OBJECTIVES

**RAISING AWARENESS** by providing free and intuitive access to information on aquatic biodiversity and associated human activities

**CONNECTING** the public who share a passion related to aquatic fauna such as divers, aquarists and scientists

**INNOVATING** by developing new tools for learning and citizen science

**PROTECTING** species and ecosystems by publishing independent surveys and participating in conservation projects



# WHO WE ARE

*Fishipedia* was launched in **2013** by **Benoit Chartrer** and **Yuhei Nakata**, two engineers trying to put their web skills to an **educational project dedicated to the widest audience**.

The **encyclopedic project** was born from the **need** for **technologies and innovations** in animals dedicated websites. From the outset, the team focused on the **theme of fish**, and began to build a bridge between the different thematics related to these organisms. In **2018**, **Adrien Falzon**, **aquarist and scientific mediator** joined the team as a biologist point of contact.



**Benoit Chartrer**

Web engineer and wildlife photographer, Benoit created *Fishipedia* in tandem with Yuhei in 2013.

Passionate about wildlife and explorations, he coordinates the different poles of the project in order to reach one major objective: raising the awareness of aquatic biodiversity and conservation.



**Yuhei Nakata**

Founding member and technical expert, Yuhei is CTO of *Fishipedia*.

He designs, supervises and guides the team on web topics all the way through , from conception to realization.



**Adrien Falzon**

Responsible for the 'Cité des sciences' living environment, Adrien studied as an aquariologist. He's now biologist specialist of the project.

# OUR TEAM

Driven by the desire to carry out a **project committed to living things and knowledge transmission**, many talents have progressively joined the project, each bringing his own **expertise and knowledge**.

Today, the team includes a **variety of profiles**, passionate about **biodiversity** and motivated by the **challenge of growing *Fishipedia* on an international scale**.



**Aurélien Calas**

Creation of encyclopedic content



**Silvia Gomez**

Spanish translation



**Théo Guillaume**

Creation of encyclopedic content



**Marc Raggi**

Content & development



**Thomas Guyennot**

SEO strategy



**Nans Gourgousse**

Rédaction d'articles et réseaux sociaux



**Hugo Miranda**

Web development



**Pauline Gely**

Creation of encyclopedic content

**+ 40 occasional contributors**  
**+ 100 partner photographers**



# OUR ORGANIZATION

*Fishipedia* is an **independent start-up** with a **multidisciplinary team** mixing **web**, **biology** and **communication skills**.

## Our activity fields

- R&D ·
- Web development ·
- Content ·
- Business ·

## Our website spaces on fishipedia.com

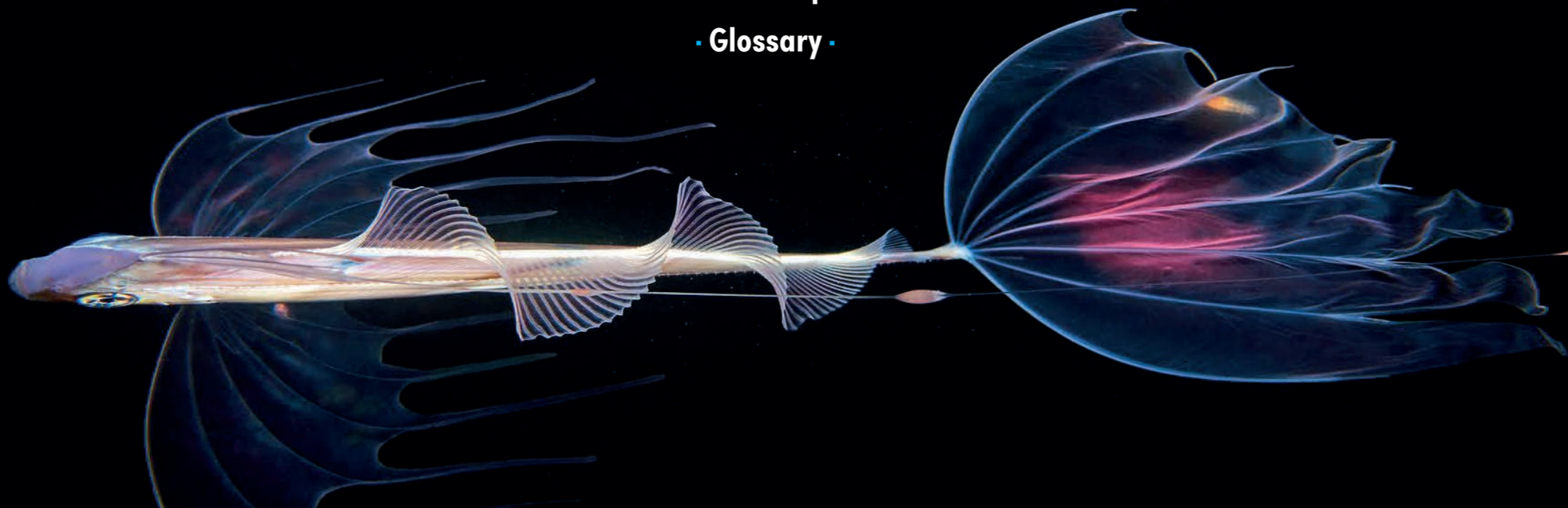
- Encyclopedia ·
- Public Aquariums ·
- News & Media ·
- Thematic tutorials ·
- Member area ·
- FishiShop ·
- Glossary ·

## Our Skills

- Web expertise ·
- SEO referencing ·
- Scientific mediation ·
  - Research ·
  - Writing ·
  - Translation ·
- Photographs ·

## Our sectors of activity

- Public aquariums ·
  - Aquariums ·
  - Ecotourism ·
  - Snorkeling ·
  - Diving ·



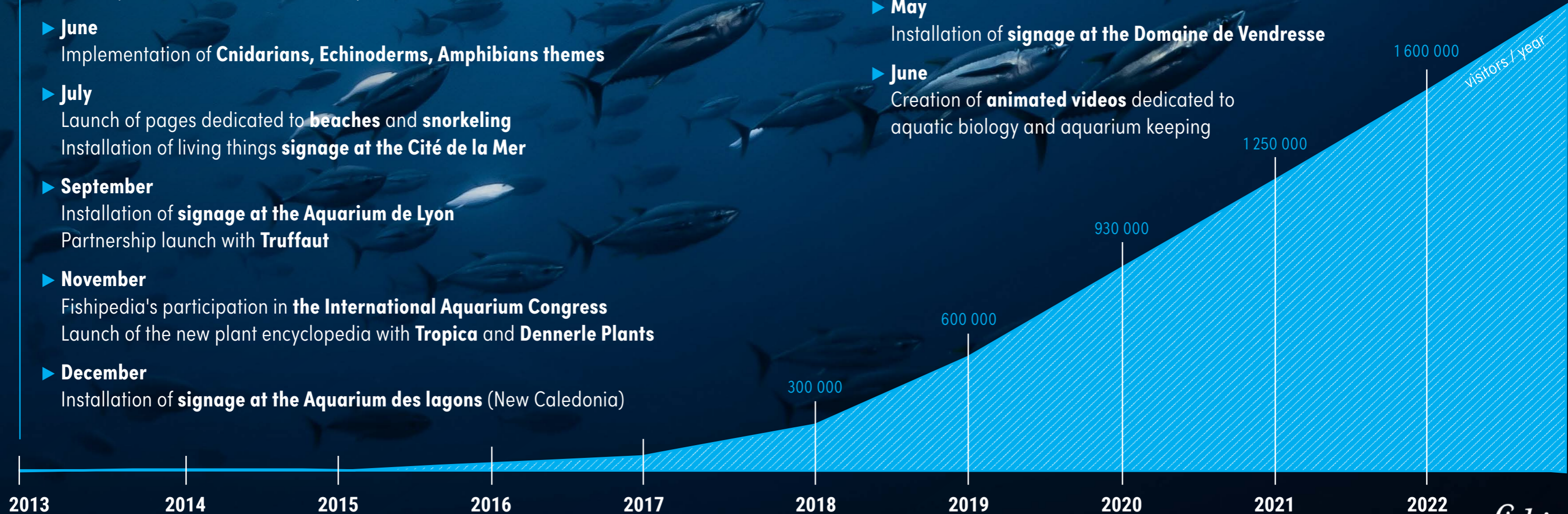
# AUDIENCE & NEWS

## 2022

- ▶ **January**  
Launch of the **Spanish version**
- ▶ **February**  
Installation of signage at the **Aquarium-Muséum de Liège**  
Launch of the online store **FishiShop**
- ▶ **March**  
Installation of **signage at the Aquarium de Limoges**
- ▶ **May**  
Development of in-store **labels** for specialized stores
- ▶ **June**  
Implementation of **Cnidarians, Echinoderms, Amphibians themes**
- ▶ **July**  
Launch of pages dedicated to **beaches** and **snorkeling**  
Installation of living things **signage at the Cité de la Mer**
- ▶ **September**  
Installation of **signage at the Aquarium de Lyon**  
Partnership launch with **Truffaut**
- ▶ **November**  
Fishipedia's participation in **the International Aquarium Congress**  
Launch of the new plant encyclopedia with **Tropica** and **Dennerle Plants**
- ▶ **December**  
Installation of **signage at the Aquarium des lagons (New Caledonia)**

## 2023

- ▶ **January**  
Implementation of the **Biotope Aquarium Project with Truffaut**  
Launch of the **English version**  
New partnership with **Bioobs** and **Terranimo**
- ▶ **February**  
Partnership with **JBL on fish feed**
- ▶ **March**  
**New design** of species lists
- ▶ **April**  
Participation in the Congress of the **UCA (Aquarium Curators Union)**  
Installation of web applications: **Planet Océan & Oniria**
- ▶ **May**  
Installation of **signage at the Domaine de Vendresse**
- ▶ **June**  
Creation of **animated videos** dedicated to aquatic biology and aquarium keeping



2013

2014

2015

2016

2017

2018

2019

2020

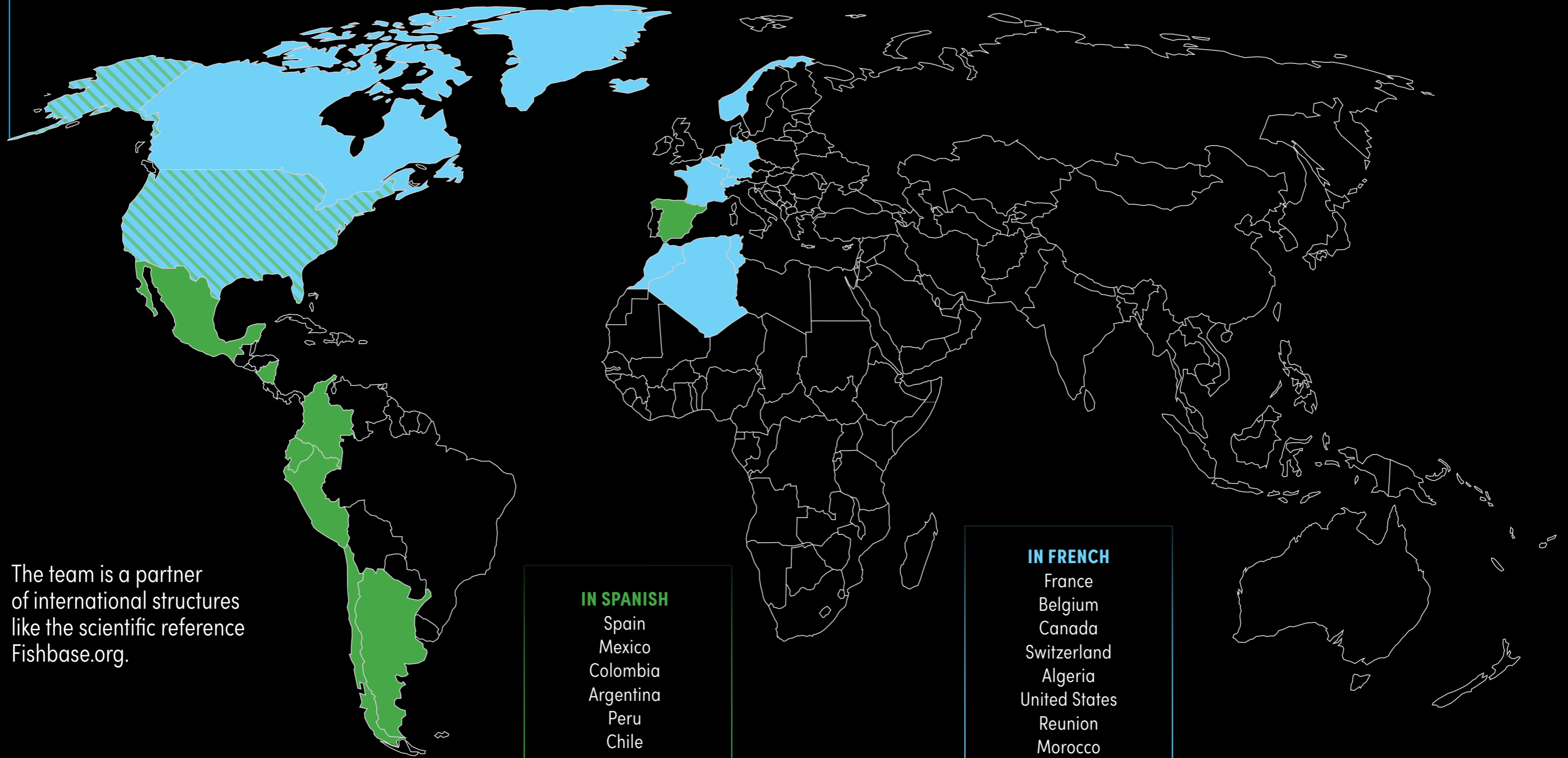
2021

2022



# AN INTERNATIONAL PROJECT

Audience by country for colorization of the map (statistics over one month)



The team is a partner of international structures like the scientific reference Fishbase.org.

## IN SPANISH

Spain  
Mexico  
Colombia  
Argentina  
Peru  
Chile  
United States  
Ecuador  
France  
Guatemala

## IN FRENCH

France  
Belgium  
Canada  
Switzerland  
Algeria  
United States  
Reunion  
Morocco  
Norway  
Germany  
Spain  
Tunisia

# ACTIVITIES WITH PROFESSIONALS

In addition to the **public website**, *Fishipedia* works with the **professionals** by bringing its **technological expertise** and its **skills in aquatic biology**. We are developing a **network of partners** to enhance the value of **biodiversity in all water-related sectors**.

## For specialized stores and pet care departments

The emphasis of structures in the context of "**aquaristics**", advice for the **aquarium departments** in the respect of **animal welfare**, display of **legal and scientific information** with **QR codes** or **Print**.

**Creation** of aquariums that **simulate natural ecosystems**. Highlighting of **specialized products** related to **aquarium hobby**.



## Local authorities and tourist offices

Promotion of **biodiversity in bathing areas**, production of **physical and web supports** for **environmental awareness related to the sea and rivers**.

## For brands committed environmentally and linked to the aquatic world

Sale of **eco-responsible products** promoting **aquatic biodiversity**, **communication operations** and **contests**



# ACTIVITIES WITH PROFESSIONALS

## *Fishipedia*, digital partner of aquariums

Presentation of the living things **online**, implementation of **signage**, development of **mediation tools** within the context of a partner network.



Cartel for the Liège aquarium

A network of partner aquariums sharing content and technology

Signage systems: **Labels** / **web app** / **tablet**

**Automated monitoring** for outreach teams and biologists

**Visitor circuit** development

**Multilingual solutions** suitable for various audiences



Aquarium de Lyon



# FISHIPEDIA & THE SCIENTIFIC COMMUNITY

To ensure **high quality information**, the *Fishipedia* team actively exchanges and collaborates with **scientists** and sets up **partnerships** with **several renowned institutions**.

*Fishipedia highlights the incredible diversity of fish and provides access to precise, reliable, and comprehensive information to a wide audience... and we protect what we know well. It is an indispensable tool for the public.”*

**Pr. Vincent LAUDET**

Biologist, Okinawa Institute of Science and Technology (OIST)  
Former director of the Oceanographic Observatory of Banyuls-sur-Mer

*Fishipedia is an incredible sharing tool that bridges the gap between scientific knowledge and the general public, transmitting the latest discoveries about aquatic fauna to everyone.*

**Bill FRANÇOIS**

Biophysicist, naturalist, and writer  
Author of *L'Éloquence de la sardine*

*The Fishipedia team is passionate and committed to the preservation of marine life, and their living encyclopedia is constantly evolving with new features and educational tools.*

*We are proud to collaborate with Fishipedia to provide easy and educational access to aquatic life.*

*We hope this collaboration will inspire aquarium visitors to become advocates for aquatic biodiversity.*

**Michael SCHOLL**

Director, University Aquarium-Museum of Liège  
IUCN Shark Specialist Group (SSG)

Connected with GBIF & IUCN

Partnerships with Fishbase & BioObs

# CONTACT

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