



BUSINESS PROFILE



BLUE SHELL PRODUCTIONS
BARBADOS

ABOUT BLUE SHELL PRODUCTIONS

- **Company status :** Private.
- **Year of registration :** 2017.
- **Number of employees :** 3 women.

Management Team

Dr. Shelly-Ann Cox is the Founder and Chief Executive Officer of Blue Shell Productions. She brings over a decade of experience in fisheries management and interdisciplinary climate-related research.

Ms. Richéda Speede, Managing Director, is an ocean professional with more than seven years of experience in coastal and marine resource management.

Dr. Kristie Alleyne, Research Director, is an environmental professional with over seven years of expertise in coral reef ecology, as well as fisheries and sargassum management and governance.



Funded by
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CONTEXT

Background

Blue Shell Productions is a consulting firm based in Barbados, specializing in fisheries management and blue economy development. With nearly a decade of experience in the Caribbean, Blue Shell Productions is dedicated to providing sustainable development solutions that are tailored to the region's unique environmental and economic conditions. Through participatory research and stakeholder engagement, Blue Shell Productions ensures that its initiatives are community-driven, inclusive, and impactful—fostering collaboration among fishers, policymakers, researchers, and industry leaders to create practical, science-based solutions for a resilient and thriving blue economy.

Mission: To deliver innovative, inclusive, and data-driven solutions that promote sustainable use of marine resources and blue economy development.

Vision: A resilient blue economy in the Caribbean where small-scale fisheries thrive through digital

transformation, stakeholder empowerment, and science-based decision-making.

Position in the market

Blue Shell Productions holds a unique position in the Caribbean market by integrating scientific research, policy development, and digital innovation to support sustainable fisheries. Their DigiFish initiative exemplifies this approach, aiming to enhance fisheries management through digital technologies and data analytics.

Relationships

Blue Shell Productions actively collaborates with a diverse network of stakeholders to support sustainable fisheries development and community resilience. The firm maintains close working relationships with the Barbados fisherfolk community and the Barbados Fisheries Division, engaging in participatory processes to co-design solutions that are community-driven, inclusive, and effective.



Photo credits: Adriel Blackman

PRODUCTS AND MARKET

Through a collaborative effort between, Pelagic Data Systems, Remora Fishing Traceability and Mr. Fish Inc., Project DigiFish was conceptualised and offers a suite of innovative, user-friendly products designed to support sustainable and technology-driven fisheries management. These include vessel monitoring systems that provide real-time location tracking and

trip analytics and smart scales for digital catch recording and reporting.

Phase 1: Vessel Tracking Pilot

The first phase of DigiFish was launched in Barbados in partnership with BARNUFO, the Barbados Environmental Conservation Trust, and Pelagic Data Systems. The project installed 36 cellular monitoring

devices on small-scale fishing vessels to monitor fishing activity in real time. The data helped assess fishing effort and supported better decision-making for both fishers and policymakers. Following the success of this pilot, the system was expanded to Saint Vincent and the Grenadines.

Phase 2: Traceability and Compliance Tools

The second phase addressed gaps in seafood traceability and regulatory oversight. Key elements included:

- The installation of 83 satellite **Remora Vessel Monitoring Devices** (to date) on longline vessels and ice boats to monitor fleet behaviour.
- The installation of 2 **Smart Scales** at the Bridgetown Fisheries Complex and Pile Bay

landing site to record the length and weight of fish and generate a traceability tag that will encompass the weight and dimensions of the fish, the fisherman, the boat and the fishing path through a correlation with the vessel monitoring system.

Together, these tools make up a modular and scalable system for fisheries management. DigiFish enables better governance and improves access to markets that demand transparency and sustainability.

In addition to DigiFish, the company offers consulting services in environmental policy, sargassum management, climate adaptation, and fisheries governance. Clients include governments, NGOs, regional organizations, and development partners.



Photo credits: Richéda Speede

INNOVATIONS: MILESTONES AND EXPANSION PLANS

Blue Shell Productions works with private technology companies such as Pelagic Data Systems and Remora Fishing Traceability, as well as industry professionals like Mr. Fish Inc., to implement cutting-edge digital tools. These include vessel monitoring systems and smart scales, which improve data collection, enable real-time analytics, and strengthen traceability from catch to consumer.

These innovations have been supported by partnerships with the Barbados Environmental

Conservation Trust, Export Barbados and the Compete Caribbean Partnership Facility.

Through these strategic collaborations, Blue Shell Productions enhances the use of digital innovation and data-driven approaches in support of the Ecosystem Approach to Fisheries (EAF)—advancing sustainable resource management and building adaptive capacity within the Barbados fisheries sector.

Project DigiFish continues to refine their hardware and software prototypes to ensure robust, reliable, and efficient solutions that have been rigorously tested. The project aims to start commercialization under an improved value-chain due to new traceability scheme. It intends to create a roadmap to scale the suit of technologies to other landing sites in Barbados and the Caribbean region.

Financially, the company seeks investment and funding to scale its services, incorporate new technologies, expand traceability and enter new markets. On the policy front, it continues to advocate for more inclusive and tech-forward fisheries regulations in the Caribbean.

SUCCESS FACTORS AND LESSONS LEARNED

Blue Shell Production's growth is underpinned by its commitment to community engagement, ensuring that solutions are context-specific and widely adopted. The strategic integration of digital technologies into traditionally low-tech sectors has proven transformative. The team's adaptability and dedication to co-creation with stakeholders have allowed it to respond effectively to emerging challenges and continuously refine its offerings.

A notable milestone for the company was its recognition during the 2022 Compete Caribbean Partnership Facility (CCPF) and Export Barbados'

Ocean Challenge. Project DigiFish was among three local projects awarded up to USD \$100,000 each to pilot their innovations, highlighting its role in advancing sustainable solutions within the blue economy.

This acknowledgment underscores Blue Shell Productions' position as a key contributor to the Caribbean's sustainable development, leveraging scientific expertise, technological innovation, and inclusive stakeholder engagement to promote the sustainable development of small-scale fisheries across the region



Photo credits: Compete Caribbean



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