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Sailing Towards 2020: Axis 4 in Action

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Authors:

Urszula Budzich-Tabor, Monica Burch, Yves Champetier

Contribution to project descriptions:

Serge Gomes da Silva, Susan Grieve, Sabine Kariger, Enrique Nieto Initial, Lorena van de Kolk, Margot Van Soetendael

Production:

DevNet geie (AEIDL/Grupo Alba)/Kaligram.

Contact:

FARNET Support Unit

Rue de la Loi 38, boîte 2 | B-1040 Brussels

+32 2 613 26 50 | info@farnet.eu | www.farnet.eu

Editor:

European Commission, Directorate-General for Maritime Affairs and Fisheries, Director-General.

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CHAPTER 1

Sailing towards 2020

In 2007 the European Commission launched a new approach aimed at addressing some of the challenges facing fisheries-dependent communities. Between 2007 and 2013, 312 local multi-actor partnerships referred to as Fisheries Local Action Groups (FLAGs) were formed in 21 Member States. These groups were able, for the first time, to use the European Fisheries Fund (EFF) to promote **local development**. The challenge for these groups was to create new opportunities for jobs and growth by launching alternative or complementary activities. This approach is known as Axis 4 of the EFF. For the 2014-2020 period, this approach has been extended to cover all European Structural and Investment Funds under the umbrella of Community-Led Local Development (CLLD).

The 2015 conference “Sailing towards 2020: Community-Led Local Development in coastal communities”, organised by the European Commission’s Directorate General for Fisheries and Maritime Affairs (DG MARE), together with the Fisheries Areas Network (FARNET), involves FLAGs, EFF Managing Authorities and other stakeholders to look back at the achievements of Axis 4 since 2007 and explore the new challenges and opportunities of the 2014-2020 period.

9 500 projects, but also much more

Between 2007 and mid-2014, the FLAGs had supported approximately 9500 projects. These were implemented by a wide range of local promoters, including fishermen, businesses, civil society organisations and local governments. A 2014 study¹ for DG MARE indicates that these FLAG projects produced significant employment results (estimated to include as many as 8000 new jobs created and 12500 existing jobs safeguarded).

Hence, **FLAG work involves much more than just providing financial support to individual projects**. Their activities aim to create new linkages between local actors, in order to provide strategic orientation for the development of the territories that they cover. FLAGs are responsible for reaching out towards potential beneficiaries who may not be able to receive support from mainstream funding sources. Ultimately these efforts of the FLAG are only fully successful if they enable and equip project promoters to deliver innovative **high quality projects** that are coherent with the FLAG’s strategy.

As the EFF implementation period draws to a close, it is timely to review what has been achieved through projects financed by Axis 4 in fisheries areas across the EU. An **exhibition of 42 projects supported by Axis 4** forms a central element of the “Sailing towards 2020” event.

1 http://ec.europa.eu/fisheries/documentation/studies/axis-4/index_en.htm



FLAGs across the EU were been invited to propose their most interesting projects supported by Axis 4 for this exhibition and around 200 projects were submitted. The 42 projects selected for the exhibition provide a taste of the diversity of initiatives across Europe. They have been **grouped into eight clusters**, representing some of the most common types of projects supported by FLAGs from around the EU. These are:

- > Shortening supply chains;
- > Adding value locally to fisheries products;
- > Enhancing the environment;
- > Improving the image of fisheries;
- > Linking fisheries with tourism;
- > Developing new activities from fisheries;
- > Making fisheries areas attractive; and
- > Investing in people.

These projects illustrate many of the positive effects the FLAGs can have locally such as bringing together different actors and helping create jobs and new sources of income. FLAG activities have also helped the voice of fisheries communities to be heard as well as supporting groups that are traditionally hard to reach, such as the long-term unemployed. In the next programming period, FLAGs will benefit from this experience to help generate projects of an even higher quality.

About this brochure

The following chapters present an overview of each of the 42 projects featured in the conference exhibition, followed by an analysis of how these projects have contributed to the development of their fisheries areas. The final chapter presents a reflection on the new challenges and opportunities of the new period and on the types of CLLD projects that may be supported by FLAGs under the EMFF 2014-2020.

This brochure is primarily addressed to participants at the “Sailing towards 2020” event, but it may also be relevant for organisations or individuals interested in the community-led local development. Stakeholders (FLAGs, Managing Authorities, project promoters) may use it as a source of inspiration for future projects; and these EFF project examples could also interest wider audiences, such as researchers, evaluators, NGOs and/or the media.

The FARNET Support Unit would like to express its thanks to all FLAGs and project promoters for their good will and patience in answering questions concerning the projects selected for the exhibition.

CHAPTER 2

Projects examples in the exhibition

■ Shortening Supply Chains

- Stand 1 Fish all days: Fish from the boat and home delivery
- Stand 2 Jammerbugt Boat Shop: fresh fish in the city centre
- Stand 3 Loestamospescando.com: for online sales
- Stand 4 Fish from the auction: commitments from local restaurants
- Stand 5 O melhor peixe do mundo: short circuits and sustainability

■ Adding Value Locally

- Stand 6 Quality fresh shrimp: extending product life span
- Stand 7 Blue crab: new markets for live and processed seafood
- Stand 8 Currican: artisanal canning and processing
- Stand 9 SCIC Arrainetik: cooperative processing plant
- Stand 10 Organic Carp: creating image awareness
- Stand 11 Vianapesca: successful product placement

■ Enhancing the Environment

- Stand 12 Telecapêche: Monitoring captures
- Stand 13 Cap Roux: restricted fishing area
- Stand 14 Nyköping river: managing a shared resource together
- Stand 15 Seal-safe trap-nets: environmentally-friendly fishing gear
- Stand 16 Increasing value, not captures: certifying sustainability
- Stand 17 Aquamar: a new method of water purification

■ Improving the Image of Fisheries

- Stand 18 Visiting Vega Fishing Port: guided tours and education
- Stand 19 Local seafood promotion: festival, campaign and seminars
- Stand 20a Gastronomy for chefs: training in fish dishes, Bulgarian training programme
- Stand 20b Gastronomy for chefs: training in fish dishes, Polish training programme
- Stand 21 Community Seafood Officer: connecting the fisheries sector
- Stand 22 Legends of Kitka: a video game on fishing



■ Linking Fisheries with Tourism

- Stand 23 Pesca-tourism: experiencing fishing and aquaculture
- Stand 24 "Put 'n' Take": a recreational fishery
- Stand 25 Carp tourism: guided tours by carp experts
- Stand 26 Wave Restaurant: set up by a fisherman
- Stand 27 Fisherman's B&B: accommodation in fishing family's home
- Stand 28 The millennium tuna route: packaging tourism assets

■ Developing New Activities from Fisheries

- Stand 29 Fishing Gear Production: diversifying activities and markets
- Stand 30 Diversifying Net-Mending: sport fishing accessories and handcraft shop
- Stand 31 Boat Repair Workshop: supporting fishing and new boating activities
- Stand 32 Sand Extraction and Transport: servicing shellfish production

■ Making Fishing Areas Attractive

- Stand 33 Oiu Harbour renovation: making life and work attractive
- Stand 34 InisLyre Slipway: sustainability of life on a small island
- Stand 35 Home Harbour: a town where fishermen live, work and hope
- Stand 36 Annan Harbour: crowd funding community infrastructure

■ Investing in People

- Stand 37 Master-apprentice programme: supporting fishing start-ups for the young
- Stand 38 Training Courses: getting young people into commercial sea fishing
- Stand 39a Entrepreneurship: women role models
- 39b Entrepreneurship: business mentoring for the unemployed
- Stand 40 J.F. Mexilhães: a new life as aquaculture producer

Shortening Supply Chains



Selling fish to the final consumer with the minimum number of intermediaries is a way for fishing crews and aquaculture producers to retain a larger share of the income derived from

their labour. It can also help reconnect the public with this traditional activity by

building relationships between fisheries businesses and consumers, as well as improve the visibility of the fisheries sector. Supporting shorter supply chains can therefore lay the foundations for more sustainable livelihoods for fishing families in the long term. Realising this potential, many FLAGs across the EU have used Axis 4 to support projects aiming to facilitate sales of locally caught fish, either directly by fishing crews or through the fish auction, depending on the national legal requirements.

The projects in this cluster present a number of options open to fishermen to shorten the existing supply chain. They range from direct sales from a family-run fishing boat, including home delivery, to creating a “fish shop” in a traditional fishing boat in a busy city centre. Other projects have achieved cooperation between neighbouring fishermen’s associations to market their fish on a common online platform. Further interesting examples featured below involve encouraging restaurants and food stores to purchase fish directly from their local auction.

Cooperation between fishing businesses emerges from many of these examples as a key success factor for shortening the supply chain. Together, the projects illustrate how investing in short circuit marketing can increase fishermen’s incomes and volume of sales, as well as developing new and more solid customer bases.



Fish All Days: Fish from the boat and home delivery

Fish All Days allows customers to buy fresh fish directly from the boat – or have it delivered to their doorstep. By combining more traditional educational and promotional campaigns with the use of new technology and social media, a trawler from Molfetta in Italy has developed a loyal network of customers.



TERRE DI MARE FLAG, ITALY

Results (after 10 months):

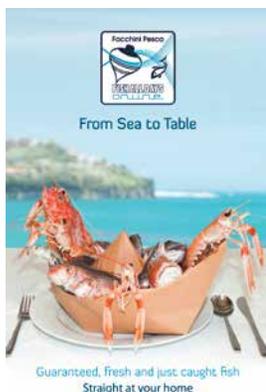
- > 60 households as regular customers
- > 4 restaurants as regular customers
- > 30-35% increase in sales revenues

Total project cost: €42 000

EFF Axis 4: animation and project development support

Project Promoter:

Facchini Pesca fishing company
[www.facebook.com/FishallDays?](http://www.facebook.com/FishallDays?fref=nf)
 fref=nf



The family fishing company, Facchini Pesca, was suffering from poor prices for its catch at the local wholesale auction. The project consisted of equipping the family boat to be able to sell their fish directly to the consumer. Health and safety rules were prioritised by the project, which also involved equipping the company van to transport fish in refrigerated conditions. This was followed by substantial work to promote the company's direct sales service and raise awareness among the local population of the health benefits of eating traceable and quality, local fish. Actions included the development of flyers and place mats for local restaurants; a website with information and prices of fish caught by Facchini Pesca and the use social media to promote the product.

STAND 1



Jammerbugt Boat Shop: fresh fish in the city centre

The Thorup beach fishermen's guild (Thorupstrand Kystfiskerlaug) has converted a traditional fishing boat into a floating fish shop and obtained authorisation to moor it in the heart of Copenhagen. This is giving the fishing guild's products a special entry point to the Danish capital's affluent market.



NORTH JUTLAND FLAG, DENMARK

Results (after 10 months):

- > Daily fish sales of approximately €1 500 per day (sales figures are growing)
- > 7 new jobs in the storehouse and the boat shop
- > Additional activity for the guild's processing plant

Total project cost: €268 000

EFF Axis 4: € 65 000

Project Promoter:

Thorupstrand Kystfiskerlaug
(fishing association)

ole@thorupstrandkystfiskerlaug.dk

www.thorupstrandkystfiskerlaug.dk



After setting up a guild to buy up privatised fish quotas to ensure that fishing opportunities would remain in the hands of its local community, the Thorupstrand fishermen improved the marketing of their catch by selling their fish directly using one of their reconvered boats as a unique selling place.

They moor this boat in the heart of Copenhagen, offering an amazing showcase for the Thorupstrand products. The fish is brought directly by truck to Copenhagen and is some of the freshest you can find in the capital, as Thorupstrand boats only work daily trips. The guild has hired a chef to manage the shop, which in addition to whole fresh fish also offers fillets, fresh fish burgers and other small dishes prepared in the guild's processing plant.

STAND 2

Loestamospescando.com: for online sales

The Costa da Morte FLAG from Spain brought together nine *Cofradías* (fishermen's associations), involving more than 500 Galician fishermen and shellfish producers, to develop and pilot an online sales platform.



Rivalry and competition between the numerous *cofradías* in Galicia is common place. However, a lack of cooperation within the fisheries sector severely undermines the competitiveness of their operations. This project piloted a “shop window” of Galician seafood and aimed to strengthen the bargaining position of local fishermen thanks to increased critical mass, achieved through cooperation. Such collaboration allowed direct market-

ing of their collective catch to a range of new customers all across Spain. Customers (individuals or professionals, such as restaurants) can place orders by phone or on-line and depend on a fixed price for the local products. The platform groups the orders and commissions one of the participating *Cofradías* to buy back some of its fishermen's catch within the limit of the maximum price agreed. Shipment is then handled by the sales platform. Loestamospescando.com provides its customers with a “buyer's seat” at the auction, ensuring a fairer price to the fishermen and a diversified customer base. The project was successfully trialled for one year, under the management of the FLAG, before responsibility for operations was transferred to the *cofradías* themselves.



COSTA DA MORTE FLAG, SPAIN

Results (after 2.5 years):

- > Online sales platform developed and piloted
- > 15% increase in prices of certain species
- > 8 tonnes of fish sold in the first year, generating €25 000

Total cost: €59 171

EFF Axis 4: €40 828

Project Promoter:

Costa da Morte FLAG
www.loestamospescando.com

STAND 3

Fish from the auction: commitments from local restaurants

“Peix de llotja”, translated literally as “fish from the auction”, has brought local fishing organisations together in Spain to promote their production to local restaurants. The project developed a brand and awards stars to restaurants that commit to buying their fish directly from their local auction.



In many coastal areas, restaurants tend to purchase their fish from wholesalers, prioritising price and convenience rather than whether fish is sourced locally. In order to increase the consumption of fresh local fish in the area’s restaurants, the Association of Fishing Guilds from the Ebro Delta coordinated an initiative to encourage restaurants to register as buyers at the fish auction of their local guild.

Results have diversified the Association’s buyer base and increased the amount of their fish being purchased directly. Project actions introduced a certification system to guarantee the origin of local fish. Restaurants were also awarded one, two or three stars, depending on the quantity of fish purchased directly from the local auction.



DELTA DEL EBRO FLAG, SPAIN

Results (after 22 months):

- > Cooperation developed within the fisheries sector and between the fisheries, tourism and catering sectors
- > 13 restaurants buying directly at local fish auctions
- > 10-15% increase in auction prices of those species typically purchased by restaurants

Total project cost: €23 925

EFF Axis 4: €8 155

Project Promoter:

Association of Fishing Guilds of the Ebro Delta
www.peixdellotja.com

STAND 4



O melhor peixe do mundo: short circuits and sustainability

Through the development of an innovative short supply chain delivery system of local seafood, Axis 4 has helped a Portuguese company to bridge the gap between customers and small-scale fishermen, whilst also encouraging sustainable fishing practices in the Sesimbra area.



ALEM TEJO FLAG, PORTUGAL

Results (after 3 years):

- > 40 fishermen involved, 3 working exclusively for the scheme
- > Tripled volume of fish sold by the company (40 tonnes sold in 2013)
- > 3 jobs created in Sesimbra harbour

Total project cost: € 25 110

EFF Axis 4: €5 022

Project promoter:

Fixe em casa Ltd.
<http://loja.peixefresco.com.pt>



The Portuguese SME, *Fixe em Casa*, has developed a marketing scheme that combines a range of short supply chain selling techniques to market the catch of selected fishermen who comply with specific sustainability criteria. Axis 4 support enabled the company to scale up its online sales, acquire a sustainability label and develop innovative packaging to preserve and promote the quality of its fish. Households can order local fish

online at a specially designed website and *Fixe em Casa* will collect orders, liaise with the fishermen to purchase the fish in the Sesimbra auction (all fish sales in Portugal must go through auction) and deliver it directly to the consumer's home. They have also built relationships with local organic stores and these outlets are now offering certified local fish to the community.

STAND 5

Adding Value Locally



Fishing communities can increase the value of their local catch in a number of ways. Options include using new handling techniques to improve product quality, or processing the raw material into more convenient or gourmet products. Further opportunities can be found by focusing on marketing fisheries products through innovative packaging and promotion.

FLAGs' support for adding value activities can ensure that communities retain a larger share of the economic benefits that can be generated from their local resource. Modern consumer habits, such as the popularity of ready-to-eat products and new culinary experiences (as well as growing trends towards quality and traditional local products), mean that there is considerable potential in supporting projects that add value to local fish.

Projects in this cluster illustrate a diverse collection of activities that FLAGs have supported. These range from preparation of live crabs supplying Asian communities resident in Europe, to improved cooking and cooling technologies for extending product shelf-lives. Such reaching out to new local markets also sits at the heart of a newly set-up cooperative that fillets and freezes local fish for public canteens. This is followed by an example of an artisanal processing enterprise that has revived the local canning tradition to develop a series of hand-made gourmet products. Other projects in the cluster promote new fresh and smoked organic carp products. A marketing campaigns launched by a producer organisation to rebrand and promote traditional seafood products is also featured. Innovation, quality and direct access to locally caught fish are key elements of these projects.



Quality fresh shrimp: extending product life span

Local shrimp from Belgium can be offered fresh for a longer period, and without using preservatives, through the use of a newly developed fresh value chain. By improving cooking and cooling procedures, Flemish fishermen have enhanced shelf life significantly, increasing the competitiveness of their small-scale coastal fisheries.



WEST FLANDERS FLAG, BELGIUM



Often hand-peeled abroad, most Belgian shrimps have undergone a long trip before returning to be sold on the local market. This requires extensive use of preservatives and sometimes freezing. Fresh, locally caught shrimps are available to consumers, but mostly in their unpeeled form and with a shelf life of just 4 days as they are traditionally cooked and cooled on-board using untreated sea water.

Results (after 2 years):

- > A prototype of a boiling and cooling plant developed and installed on land
- > Life cycle of fresh shrimp increased from 4 days to 14 days without using preservatives
- > New marketing possibilities, further from the coast

In Flanders, the FLAG supported a project to develop an optimised boiling and cooling process (with close control of temperature, water quality...) based on research funded under Axis 3 of the EFF. A prototype plant was built and installed on land and the new process has significantly increased the natural shelf life of fresh local shrimp. This adds value and makes them more competitive without using preservatives. In parallel, a new method of peeling shrimps, using an air blaster machine, is allowing this to be done locally, thus keeping the value chain in the community.

Total project cost: €231 250

EFF Axis 4: €84 406

Project promoter:

Vlaamse Visserij Vereniging
(Flemish Fisheries Association)
Brevisco BVBA
Willy Versluys
willy@versluys.net
www.vlaamsegarnalen.be

STAND 6



Blue crab: new markets for live and processed seafood

FLAG financial support in Greece facilitated the creation of Blue Crab P.C., a seafood conditioning and processing enterprise which processes a variety of fish, crustaceans and shellfish on a newly constructed and equipped site in the town of Chalastra.



Two local specialists in aquaculture and fish pathology spotted an opportunity to develop a new business following the expansion of blue crabs in their area. Although there were some local fishermen who would catch and sell the species, the market for blue crab was poorly developed. With Axis 4 support, Blue Crab P.C. was set up and premises equipped in an old fish tavern in the town of Chalastra. The site itself is comprised of

three departments: a fish, crustaceans and shellfish conditioning department; a deep freeze department for octopus, cuttlefish and crabs; and a preparation unit for sauces and light seafood dishes. Their flagship product is live blue crab which is caught using traditional methods and supplied to Asian communities in 6 different EU countries. Blue Crab P.C. works with approximately 25 fishermen who are now catching this local sea-species, as well as fish and other shellfish, which they bring to be conditioned and processed. In a second phase, Blue Crab P.C. is developing sauces and ready-made seafood dishes, largely for the Greek market.

THESSALONIKI FLAG, GREECE

Results (after 18 months):

- > Market for live blue crabs developed in 7 countries (GR, ES, IT, FR, BE, DE and CZ)
- > 3 jobs created
- > Turnover of approximately €250 000 in the first full year of operations

Total project cost: €451 776

EFF Axis 4: €203 299

Project Promoter:

Blue Crab P.C.
www.bluecrab.gr

STAND 7



Currican: artisanal canning and processing

Three women from Spain set up their own company in Galicia selling local fish and seafood in artisanal canning.



Axis 4 supported three women to set up their own company in Galicia, helping to preserve the tradition of canning fish products in glass jars particular to the area. Nuria and Nieves were two unemployed women when they first heard about Axis 4 financing. They got in contact with the local FLAG to help them turn their idea of canning local fisheries products by hand into an innovative and profitable business.

With a third partner, specialised in marketing, they developed 15 hand-made products, 8 in the first year, including tuna in olive oil and 7 different products in the second year, such as octopus in olive oil. Their artisanal canning enterprise, Currican, is now commercialised in gourmet shops all over Galicia and in specialised shops in other parts of Spain such as Madrid, Asturias and Huelva.



MARIÑA - ORTEGAL FLAG, SPAIN

Results (after 2 years):

- > New company set up by 3 women over 45 years old, 2 of which were unemployed
- > 2.5 new jobs created
- > Turnover obtained in first full operational year: €65 000
- > New contract signed to export their canned products to Mexico

Total cost: €53 124

EFF Axis 4: €23 909

Project Promoter:

Currican

www.conservascurrican.es

STAND 8



SCIC Arrainetik: cooperative processing plant, “from ocean to plate”

A French Axis 4 study led to a €700 000 investment to set up a cooperative processing plant in the fishing port of St Jean de Luz / Ciboure. The plant is now supplying school canteens with previously underused local fish species.



The FLAG-led feasibility study identified opportunities to process (fillet and freeze) and market the area’s fisheries products, in particular those landed in Bayonne. The study involved producers, processors, collective caterers and public bodies in this analysis and helped to develop an action plan that connects local fisheries products with new local markets.

The study’s results led to investments in a new cooperative processing centre supplying school, hospital and other canteens in the area with local fish fillets. The local producer organisation, fishing committee and federation of municipalities all co-funded the cooperative, along with private sector stakeholders.

CÔTE BASQUE FLAG, FRANCE

Results (after 3 years):

- > A thorough study on the supply and processing of local fish
- > A €700 000 cooperative processing plant launched
- > 5 jobs (FTEs) created, with 2 more expected after 6 months
- > An expected 100 tonnes of fish fillets processed in year 1; 130 tonnes for year 2

Total project cost (feasibility study): €72000

EFF Axis 4: €12 240

Project Promoter:

Agglomération Sud Pays Basque
www.agglospb.fr

STAND 9



Organic Carp: creating image awareness

By focusing on organic aquaculture and jazzing up the image of carp, the German region of Upper Lusatia is changing consumption habits and improving awareness of carp products among younger generations.



Local producers of carp in Upper Lusatia have moved to organic practices and, in cooperation with a modern Saxon processing plant, developed a range of new fresh and smoked products. This has been accompanied by work to create a common identity for their organic carp products.

Marketing of the products has been carried out jointly, and a small group of local fish farmers oversee the quality of the fish.

The project also involved the design and production of consumer brochures and equipment to participate in relevant trade fairs to enable the producers to promote their products. The project has led to organic self-service food shops being supplied with this organic carp product for the first time in Germany.

OBERLAUSITZ FLAG, SAXONY, GERMANY

Results (after 22 months):

- > Carp producers moved from conventional to organic carp production
- > 1 job created
- > Organic carp products now stocked in German organic food shops

Total project cost: €165 628

EFF Axis 4: € 124 221

Project promoter:

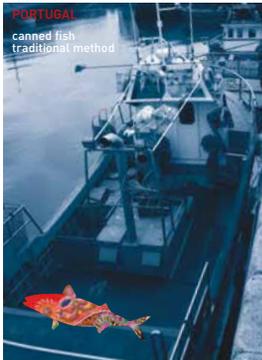
Oberlausitzer Biokarpfen
www.oberlausitzer-biokarpfen.de

STAND 10



Vianapesca: successful product placement

Thanks to Axis 4, Vianapesca, a Producer Organisation of small-scale and medium-sized fleet operators from Northern Portugal, developed a marketing campaign to promote traditional seafood at national and European level.



Vianapesca’s members had previously experienced challenges linked to low profitability of fishing caused by product distribution difficulties and low sales value. In response, the Producer Organisation (PO) developed a commercial strategy to boost sales of marketable fish products and consolidate a commercial network at national level. The core component of the marketing campaign involved explaining the nutritional and heritage value of traditional canned products through re-designed packaging and promotional material. In 2013, the project leveraged enough

visibility that, in partnership with other Portuguese POs, Vianapesca could open “loja das conservas”, a traditional canned fish store selling a range of local products in Lisbon. The following year, their marketing campaign led to a dedicated “Portuguese canned fish” aisle being opened in a gourmet grocery in Paris. These successes are helping to increase incomes and improve living conditions in Portugal’s traditional fisheries communities.

LITORAL NORTE FLAG, PORTUGAL

Results (after 2 years):

- > 13 canned fish products rebranded
- > 1 new company created in Lisbon
- > 4 permanent and approximately 20 seasonal jobs created
- > Additional income of €30 000 in year 1 of operations, estimated to double in year 2

Total project cost: €199 260

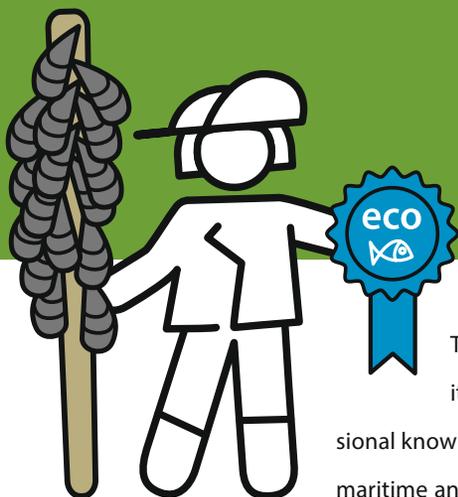
EFF Axis 4: €104 612

Project promoter:

Vianapesca (Producer Organisation)

Facebook page: Vianapesca OP

Enhancing the Environment



The fisheries sector has been criticised for the negative impact of its activities on the environment. However, thanks to their professional knowledge, fishermen can also play an important role as stewards of the maritime and inland water environment and many FLAGs have supported the

sector to undertake this task, often with the involvement of scientists and other relevant experts. Moreover, FLAGs, as local partnerships, are often uniquely positioned to foster cooperation between local stakeholders and thus help overcome conflicts of interests linked to the use of coastal ecosystems.

Most of the projects in this cluster show how fishermen have been supported in their efforts to manage the environment and fish resource in a sustainable way. This includes projects facilitating the reporting of catches, monitoring a conservation area to prevent illegal fishing, bringing local actors together to develop a common river management plan, as well as designing and testing seal-safe fishing gear. The cluster also involves a project to certify sustainably caught fish, as well as the development of new, environmentally-friendly technology to improve the quality of lake water. All of these projects highlight the important role that FLAGs can play in enhancing the environment through promoting sustainable practices, raising awareness and encouraging joint action.



Telecapêche: Monitoring captures

TELECAPECHE is an e-technology system from France that simplifies the reporting of local shellfish catches and help local fisheries and aquaculture committees to adopt suitable management measures by providing them with real-time data on the state of stocks.



French shellfish harvesters must declare their catches on a monthly basis to the government office in charge of maritime affairs. However, inefficient procedures meant that data was not processed and available for local fisheries and aquaculture committees in a timely manner. This complicated the management of stocks in the context of dwindling resources.

Axis 4 supported the development and trial of an electronic system whereby shellfish harvesters can input their captures directly online or report them by SMS. As well as being a real time-saver for fishermen, the project gives the fisheries and aquaculture committees up-to-date knowledge about fish stocks. This means that they can detect problems with stocks quickly and introduce relevant measures, such as closing or repopulating certain areas, much quicker than in the past.

AURAY FLAG, FRANCE

Results (after 9 months):

- > Successful development and trial of e-reporting system
- > Fishermen have access in real-time to their declaration and individual statistics of catches
- > Now used by all 300 shellfish harvesters in the Morbihan province.
- > Subsequently being up-scaled to regional level and introduced to other regions in France

Total cost: €35 179

EFF Axis 4: €17 590

Project promoter:

CRPEMB (Regional Fishing and Aquaculture Committee, Brittany)
www.cdpmem56.fr

STAND 12

Cap Roux: restricted fishing area

Fishermen, local authorities and scientists have been brought together by a local NGO to build the first steps of a future effective and sustainable management plan to enforce conservation measures in a restricted fishing area on France's Côte d'Azur.



In an area where pressure from urbanisation and tourism activities is high, the 445 ha restricted fishing area of Cap Roux was set up in 2004 by the local *Prud'homie* (fishing organisation). However, a lack of visibility and insufficient capacity to enforce the rules meant that the impacts on this protected area and its marine resources were limited.

An Axis 4 project has supported fishermen to carry out surveillance activities to combat illegal fishing and explore avenues for developing a sustainable management plan. Scientific studies and data collection are helping to monitor the impacts of conservation measures while cooperation with other users of the marine space is raising awareness of the area's assets and the importance of preserving them.

VAR FLAG, FRANCE

Results (after 2 years):

- > Over 112 surveillance operations carried out
- > 7 fishermen mobilised and compensated financially for surveillance activities (a total of 1 FTE)
- > Improved status of the local environmental resource
- > Strengthened role of the *Prud'homie* in managing the local fisheries resource

Total cost: €142 072

EFF Axis 4: €52 856

Project promoter:

Planète Mer
www.planetemer.org

STAND 13



Nyköping river: managing a shared resource together

All EU Member States now use river basin management plans to protect and improve water in rivers, lakes, estuaries, coasts, and groundwater. A Swedish FLAG project has successfully demonstrated how effective partnership approaches can be used to implement such territorial planning tools.



KUSTLINJEN FLAG, SWEDEN

Results (after 1 year):

- > Establishment of a partnership between 9 organisations
- > Development of a shared river management plan
- > Fewer conflicting interests

Total project cost: €54 035

Axis 4: €27 017

Project Promoter:

Nyköpingsåarnas vattenvårdsförbund



Prior to the FLAG project, no coherent management plan was in place for the Nyköping River from South East Sweden. Furthermore, there was a lack of consensus among different interests groups (fisheries and tourism operators) about how to manage the river resource in a mutually beneficial and sustainable manner. The local FLAG was able to address these issues by bringing together public and private sector stakeholders to

establish a common agreement. An environmental consultancy firm facilitated the work which used communication tools effectively to secure a balance between socio-economic and environmental interests. Positive outcomes have improved working relations between key players and led to a comprehensive framework of solutions for managing the Nyköping river, whilst also laying the groundwork for future FLAG activities.

STAND 14



Seal-safe trap-nets: environmentally friendly fishing gear

Fishermen in East Finland worked with conservationists and scientists to develop trap-nets that protect their catch from preying Saimaa ringed seals, without harming this endangered species.



EAST FINLAND FLAG, FINLAND

Results (after 4 years):

- > New seal-safe trap net designed and tested successfully
- > National legislations under revision to allow trap net fishing
- > €5 million LIFE project secured to build on this EFF work to improve the conservation status of the Saimaa ringed seal and further develop fishing selectivity and diversification

Total cost: €239 000

Axis 4: Animation and coordination by FLAG Manager

Project Promoter:

East Finland FLAG
www.kalatalous.wordpress.com



Conservation measures to protect the freshwater Saimaa ringed seal, including the banning of trap nets, significantly affect commercial fishing conditions in the area. Local fishermen made a joint proposal to the East Finland FLAG to develop and trial seal-safe pontoon trap-nets based on the Baltic Sea experience, but adapted for inland conditions. The FLAG brought together fishermen, conservationists and scientists (as well as

securing funding from Axis 3 of the EFF) to develop and trial a trap-net for perch, pike-perch and vendace which Saimaa ringed seals cannot enter. A coordinator was hired to organise the project and 6 commercial fishermen tested the trap-nets for over three years.



Increasing value, not captures: certifying sustainability

“Increasing value without increasing captures” has been the motto of Sweden’s Blekinge FLAG. To achieve this goal, it worked on a comprehensive package of activities for local fishermen, including support to gain certification for the sustainability of their fish.



More than a motto, this has become a guiding principle for the area and its fishermen across the whole fisheries supply chain. FLAG support has helped fishermen to improve the quality and value of their catch through an integrated package of actions, ranging from improving the environmental sustainability of their fishing activity to improving handling practices and sales.

Getting local fish certified by Sweden’s most renowned sustainability label, KRAV, was a central part of this work. This is a lengthy process requiring significant research to collect data on the fish stocks in question. Action was also needed to ensure compliance of fishing gear and vessels used, as well as fish handling processes. A project coordinator worked with fishermen and the relevant fisheries authorities to prepare the necessary application to have local fish certified. A first fisherman has achieved certification and this success has now paved the way for fellow fishermen to follow suit.

BLEKINGE FLAG, SWEDEN

Results (after 2.5 years):

- > 1 fisherman certified for KRAV sustainability scheme for cod.
- > KRAV application submitted for pike and perch.
- > 20-25% increase in profitability for KRAV certified catch.

Total project cost (KRAV certification): €72 610.39

EFF Axis 4: €36 305.34

Project Promoter:
Blekinge FLAG
www.leaderblekinge.se

STAND 16



Aquamar: a new method of water purification

FLAG technical assistance and financial support helped a creative project holder in Poland turn his idea into an innovative and profitable eco-business offering water purification services to fishermen and aquaculture farms.



Eutrophication can seriously affect water quality, thus reducing incomes of fishermen and fish farmers. A local aquaculture company had tested many water purification methods but found them all too expensive and too invasive. Through years of experiments the company's staff developed a new biological method based on instilling selected species of bacteria into water that absorbed and processed organic substances. Axis 4 supported equipment costs for a mobile laboratory (that can be mounted in a van or a small motorboat) to provide on-site measurements and analysis used for planning and/or monitoring water purification processes.

BYTOW LAKE DISTRICT FLAG, POLAND

Results (after 11 months):

- > New environmentally friendly method to purify water (5-6 times cheaper than chemical methods)
- > New economic activity, with 5 water purification contracts already secured

Total cost: €71 700

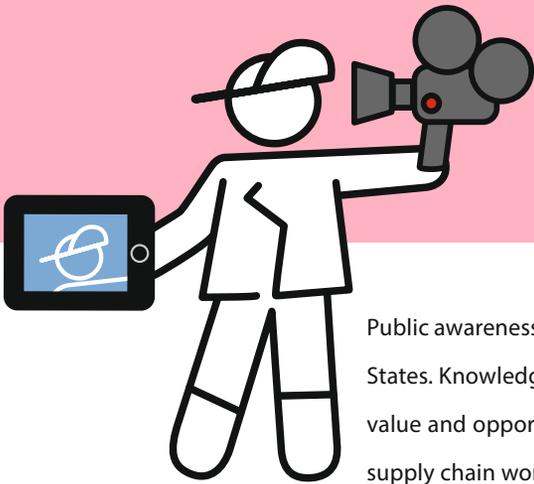
EFF Axis 4: €26 250

Project Promoter:

Andrzej Marczyński
www.aquamar.com.pl

STAND 17

Improving the Image of Fisheries



Public awareness about the fisheries profession can be poor in many Member States. Knowledge gaps remain about the challenges faced by the sector, the value and opportunities it represents, or simply the way that fishing and the supply chain works. Indeed, the image of fisheries is often associated primarily with negative impacts on the environment. Nevertheless, public interest in where our food comes from, and how it is produced, is increasing. Improving the image of fisheries is, therefore, a priority for many FLAGs, which seek to reconnect fisheries professionals and citizens.

The examples in this cluster aim to give visibility to the fisheries sector and promote the value of fish as a quality product. Some of the featured projects have also contributed to creating jobs and opening new markets for fisheries products. They include projects such as making landing points and fish auctions physically more accessible and attractive to visitors, as well as promotional campaigns of the fisheries sector, through media, education and festivals. Further examples highlight the importance of facilitating contacts between the fisheries sector and other business sectors, as well as investing in training future chefs who can be influential in making fish more attractive. Finally, one innovative project has used a specially designed video game to raise awareness about the challenges faced by fisheries sector professionals among the young and tech-savvy. With aging fishermen a concern in many FLAG areas, and a younger generation increasingly exposed to convenience foods, it is not surprising that many projects in this theme target young people for a long-term impact.



Visiting Vega Fishing Port: guided tours and education

A *cofradía* (fishermen's organisation) from Spain's Asturias has worked to increase the touristic and cultural value of the local fisheries sector by equipping the local auction house for guided tours and educational activities.



The project has developed an interactive route around the local auction house allowing visitors to experience and learn about the daily work of local fishermen. For €3 per adult (free entrance for children up to 12 years old), visitors are offered a guided tour by an employee of the *Cofradía*, experienced in local fisheries activities. A didactic room was also constructed and equipped to illustrate features and practices of local fisheries,

using audio-visual material to make the tour more attractive to visitors, especially families with children and local schools. The project has gained wide coverage in the national media and become an important tourism attraction in the area. Even local hotels purchase tickets in bulk to offer the tour to their clients for free. In the future, the *Cofradía* expects to expand this guided tour by also organising excursions on fishing boats for tourists.

NAVIA-PORCÍA FLAG, SPAIN

Results (after 6 months):

- > A total of 600 visitors during summer (July-August)
- > €4 000 of income generated
- > Around 25% of the visitors are children.

Total cost: €135 400

EFF Axis 4: €101 550

Project promoter:

Fishermen's organisation
'Nuestra Señora de la Atalaya'
www.naviaporcia.com

STAND 18



Fresh seafood promotion: festival, campaign and seminars

The Larnaca and Famagusta FLAG in Cyprus wanted to promote fresh seafood and so embarked upon a series of events and promotional activities, reaching thousands of people and encouraging them to buy and eat products from local fisheries and aquaculture.



The project objective was to get people to learn more about the availability and nutritional value of locally-caught seafood. It began with the first fish festival in Protaras. The large turnout helped boost the image of seafood and local fishing and activities. This was consolidated by a second initiative, a promotional campaign dedicated to fisheries and aquaculture.

The campaign included sign posting on highways as well as a multitude of media and online advertising. The final promotional activity involved a set of targeted seminars on fisheries, focusing on topics such as fish biology, fisheries and aquaculture in Cyprus and the criteria defining nutritional value and freshness of seafood. The seminars targeted secondary school students and attendance exceeded 400 people.

LARNACA AND FAMAGUSTA FLAG, CYPRUS

Results (after 18 months):

- > 7 000 visitors attended the Protaras Fish festival
- > 400 people took part to the fisheries and aquaculture seminars
- > 2 new fish markets opened in the area

Total project cost: €110 000

EFF Axis 4: €50 000

Project promoter:

Larnaca and Famagusta FLAG
www.anetel.com

STAND 19



Gastronomy for chefs: training in fish dishes

Bulgarian FLAG support for better qualified chefs has contributed to increased consumption of local fish and more tourists in the high mountain fisheries area, “The kingdom of trout – Dospat”.



Dospat is situated in the High Western Rhodopi Mountains and is known for its fresh water lakes and wild Balkan trout. Trout aquaculture is also well developed. Teachers from the regional professional culinary school “Vasil Levski” noticed that consumption of fish was not popular in the area. They believed that a wider variety of healthy and attractively presented fish dishes would help change local attitudes. By training local chefs

they aimed to make a difference for local people, trout producers and restaurants as well as for tourists.

Actions included a professional qualification in fish cooking, collecting recipes from national and foreign cuisines and printing a cookery book. An exhibition of fish meals, cooked by the trainees, was also organised for the local community.



HWR BATAK-DEVIN-DOSPAT FLAG, BULGARIA

Results (after 10 months):

- > 30 trained professionals in preparing healthy fish dishes
- > 5 permanent jobs sustained and 10 new seasonal jobs created in local restaurants
- > Distribution of a book with local fish recipes

Total project cost: €14 192

EFF Axis 4: €10 644

Project Promoter:

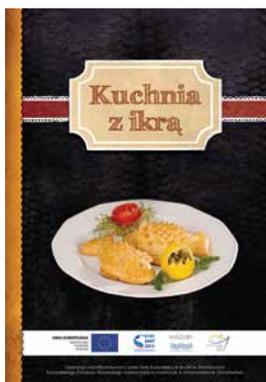
Vasil Levski culinary school
www.pgdospat.com

STAND 20a



Gastronomy for chefs: training in fish dishes

Training on how fish is caught and processed and on preparing regional fish dishes helped 60 students and teachers from Polish gastronomy schools to understand the potential of fish as valuable food.



Fish consumption in Poland is one of the lowest in Europe, one of the barriers is that fish, especially local species, is considered unattractive and difficult to cook. Two FLAGs in cooperation with 6 gastronomy schools organised training for students and teachers to explain the process of catching and processing fish.

The project included a field visit to a fish processing plant as well as an intensive 72-hour training course by chefs with long experience in making fish into attractive food.

KASZUBY FLAG AND NORTH KASZUBY FLAG, POLAND

Results (after 6 months):

- > 60 gastronomy students went through intensive training and received certificates
- > Students and teachers who took part in the training changed their attitude to fish dishes
- > A book with imaginative recipes based on locally caught fish and regional culinary traditions was produced

Total project cost: €37 730

EFF Axis 4: €28 302

Project Promoter:

Kaszuby FLAG and
North Kaszuby FLAG
<http://www.lgrkaszuby.pl>
<http://www.plgr.pl>

STAND 20b



Community Seafood Officer: connecting the fisheries sector

A combination of one-to-one engagement with local businesses and English fisheries, networking them with each other and the provision of business mentoring support has increased the supply of local fish into the Northern Devon market.



This 3 year project has provided a dedicated support officer on the ground to animate, network and inspire connections between the fishing sector, restaurants, retailers and local community. By linking interested businesses together and forming new connections, this work has helped develop the local supply chain, increasing the presence of locally-landed fish on the local market.

New events focusing on fish, seafood, the marine environment and heritage have also been developed. The project includes marketing and sponsorship support to promote the local catch and celebrate local seafood and fishing heritage. Finally, it involves an important training and business support element to put ideas into action. Some examples of new initiatives resulting from the project include: the creation of "The Glorious Oyster" seafood shack; the street vendor Seadog Foods; and Sunfish Cuisine, offering gourmet seafood hampers and barbecue fish boxes.

NORTHERN DEVON FLAG, UK

Results (after 16 months):

- > 2 part-time jobs (1 FTE) and 2 seasonal jobs created
- > 2 full-time jobs maintained
- > 3 new companies created
- > 4 new products developed

Total cost: €152 280

EFF Axis 4: €57 100

Project promoter:

North Devon+
www.ndflag.co.uk

STAND 21

Click to play!



Legends of Kitka: a video game on fishing

In 2013, the Kitkan Viisas vendace was added to the EU scheme of food products with protected designation of origin (PDO). This very special little fish has become a valued and sought after delicacy. It is now also the key character in a web and mobile video game.



Connected with a wider communication and product development campaign to promote this PDO fish, the FLAG teamed up with local fishermen and a young local game company to develop a multiplatform and multilingual game. The "Legend of Kitkan viisas" (available on android devices and online) puts players in the waders of a Finnish fisherman, exploring the lakes of the Kainuu Koillismaa FLAG area. You learn about local species, how to sell your catch and how to find new fishing grounds.

The game works as an interactive promotional campaign for the "flagship" fish delicacy of the area, the Kitkan Viisas. Very user friendly and with attractive graphics, it is a fun awareness-raiser for kids and their parents. It is also available in English and Russian as the game is promoted in tourism offices and hotels in the area, which attracts 1 million tourists annually, many of which for angling.

KAINUU KOILLISMAA FLAG, FINLAND

Results (after 12 months):

- > Development and launch of new multi-lingual fisheries video game
- > Approximately 1 300 downloads on Android, in the first month
- > Approximately 800 players (in 3 languages) on the game's web version in the first month

Total project cost: €22 225 (for the game)

EFF Axis 4: €9 200

Project Promoter:

Naturpolis

www.naturpolis.fi

STAND 22

Linking Fisheries with Tourism



Many FLAGs are situated in attractive coastal areas and tourism is often among the first options to be considered when looking for additional sources of income and jobs. It is also a way of developing new markets for local fisheries products and strengthening the visibility and recognition of the sector's role

in the local area. Moreover, a growing trend for new and "authentic" experiences and gastronomy has allowed many FLAGs to create linkages between fisheries and the tourism industry, by capitalising on and promoting the fisheries-related assets of their area. In many cases, fishermen are directly involved in offering services and products to tourists, in other cases they may benefit indirectly.

Projects in this cluster illustrate the key elements necessary to develop successful fisheries-related tourism. Activities include: pesca-tourism trips to watch fishermen and aquaculture producers at work; a coastal angling site stocked with live fish caught by local fishermen; and guided tours of carp farming facilities. Other projects feature a fish restaurant set up by a local fisherman and bed-and-breakfast accommodation in a fishing family's home. There is also an example of how the fisheries assets of an area can be brought together and combined with other local features to produce a coherent and attractive package for visitors. Direct involvement of fishermen, training, coordination with local tourist professionals, and effective promotion are some of the key success factors.



Pesca-tourism: experiencing fishing and aquaculture

An inter-municipal body has brought fishermen, shellfish farmers and tourist operators together in the Arcachon basin to valorise and promote fisheries and aquaculture activities and products as a package of new eco-tourism offers that are also being used to help brand the area's identity.



ARCACHON FLAG, FRANCE

Results (after 5 years):

- > Quality charter developed for pesca-tourism
- > 11 fishermen and 14 oyster producers have diversified their activity into tourism
- > 1 400 tourists undertook pesca-tourism from 2010 to 2013 and 1 159 in 2014

Total project cost: €39 564

EFF Axis 4: €17 715

Project promoter:

Syndicat Intercommunal du Bassin d'Arcachon (SIBA)
www.bassin-arcachon.com/route-huitre-et-patrimoine-maritime



This project has placed local fisheries and aquaculture activities at the heart of a responsible tourism offer, affording the sector complementary sources of income and recognition for the vital contribution it makes to the territory. Through a series of working groups between the fishing and shell-fishing committees and public administrations, the project has supported the development and launch of pesca-tourism activities.

Actions also involve a quality charter for ensuring a coherent and quality offer for the whole area. This work was accompanied by the production and dissemination of promotional material with a common visual identity. Direct support, including training, was also provided to fishermen and aquaculture producers to start accepting tourists on board their boats.

STAND 23



“Put ‘n’ Take”: a recreational fishery

This “put and take” fishery offers an easy way for families and friends to experience Danish sea fishing in a safe and accessible environment where, in addition, the catch is guaranteed. This innovative activity has improved the area’s tourist offers while creating a new market for local fish via a unique collaboration between a local aquarium, a fishmonger and local fishermen.



WEST JUTLAND FLAG: DENMARK

Results (after 6 months):

- > Approximately 1 000 visitors between August and December 2013
- > New sales channel for professional local fishermen (who supply live fish)
- > New customers attracted to the local fishmonger

Total project cost: €26 000

EFF Axis 4: €5 000

Project promoter:

Michael Madsen
www.saltvandspnttake.dk



Part of the coast in this project has been closed off and continuously stocked with locally caught live fish, such as plaice, turbot and cod, for recreational fishing. The three different project partners – a tourist operator, local fishermen (who supply the live fish) and a fishmonger – have diversified their income by selling fishing tickets, fishing tackle and bait as well as refreshments and light snacks. Amenities on the beach include a small cottage,

tables, waste bins and benches where visitors can take shelter and rest. And, when catches are disappointing, families are still guaranteed fish on their table in the evening because if they don’t catch anything they can still go to the local fishmonger and get one free plaice per angler.

STAND 24



Carp tourism: guided tours by carp experts

The Aischgrund Carp Region in Germany used Axis 4 to bring together around 1 000 carp producers in a concerted effort to develop and promote carp tourism in the area. An info point was set up, packages of activities organised and 50 “carp guides” trained.



Germany’s Karpfenland Aischgrund Region has a rich tradition of carp fish farming. About a thousand pond farmers grow the well-known Aischgrund carp using traditional methods in more than 7 000 ponds spread throughout the region. In January 2013, a local mayor and chairman of the regional association “Karpfenland Aischgrund E.V.,” and a local mayor developed the idea to set up a tourist office to promote carp tourism.

“Karpfenland Travel” was set up and local carp farmers were specially trained to accompany tourists on guided walks through the long belts of ponds, on bus excursions and on visits to the local carp museum.

These activities are offered alongside broader tourism activities such as bicycle tours and city sightseeing tours. Promotional material was also produced, including brochures, a multi-lingual website, a Facebook page and a Youtube channel, helping carp tourism to become one of the key tourism elements in the region. Many carp farmers have now diversified and increased their income as carp guides.

AISCHGRÜNDER KARPFFEN FLAG, GERMANY

Results (after 4 months):

- > Info point set up to promote carp tourism (creating 2 full-time jobs)
- > 50 carp guides trained, including carp farmers
- > Increased carp tourism in the area and consumer awareness of the “Aischgründer Carp” as a registered PGI trademark
- > Increased revenue in the restaurants with the quality label “Aischgründer Carp Kitchen”

Total project cost: €205 020

EFF Axis 4: €82 008

Project promoter:

Karpfenland Travel
www.karpfenland-travel.com



Wave Restaurant: set up by a fisherman

A small-scale Greek fisherman set up a restaurant to complement his revenue during the summer months and serve his freshly caught fish.



In order to allow for fish reproduction, many of the fishing grounds of Kalymnos Island are closed in summer months. It is therefore a period of reduced fishing and low income for local fishermen. Kostas Pizanias decided to seize an opportunity by seeking support from Axis 4 to develop a new activity to complement his fishing income during the summer. He developed a seafront building he owned in the small fishing village of Emporeios

into a fully equipped seafood restaurant, following this up with a series of promotional and advertising activities.

His restaurant is now employing him and 2 employees over the summer and allowing him to sell his reduced summer catch directly to diners in the restaurant, while offering sea views and the touch of the waves. 100% of fish served in the restaurant is local, and 80% of which is caught by Kostas.

DODECANESE FLAG, GREECE

Results (after 12 months):

- > New "0 km" restaurant and economic activity created
- > 35% increase in annual revenue (70% increase during summer months)
- > 3 seasonal jobs (FTE) created

Total project cost: €60 941

EFF Axis 4: €26 327

Project promoter:

Kostas Pizanias (fisherman)
www.tokyma-kalymnos.gr

STAND 26



Fisherman's B&B: accommodation in fishing family's home

Ecaterina Epifan, a fisherman's wife, set up accommodation facilities to complement her revenue and to attract more tourists to the Romanian fishing village of Mila 23.



To diversify her family's economic activities Ecaterina, a fisherman's wife, started to offer tourist accommodation in her home and serve her husband's freshly caught fish in the village of Mila 23 on the Danube Delta. It all began as hospitality for family and close friends but as they returned every year and encouraged others to come too, their home was unable to meet the high demand anymore. Ecaterina grasped the opportunity to

develop a fully-fledged business by harnessing the potential that increasing local tourism offered. She asked the FLAG for help in order to expand her activity and meet the demand of visitors in the Danube Delta. The project itself involved the development of facilities to host tourists professionally, including 7 bedrooms, an open terrace and a dining room with capacity for 20 people.



TULCEA FLAG, ROMANIA

Results (expected in the 1st year):

- > 2 new jobs created
- > 1 000-1 500 clients a year

Total cost: €215 021

EFF Axis 4: €96 759

Project Promoter:

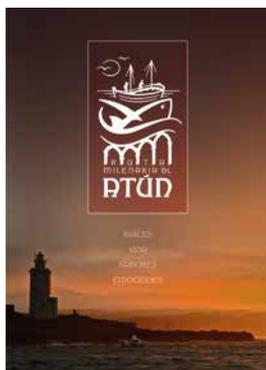
P.F.A. Epifan Ecaterina

STAND 27



The millennium tuna route: packaging tourism assets

Over 100 local companies (fishing and processing companies, restaurants, tourist operators...) as well as two natural parks have been brought together to build a series of different tourist packages along the coast of the Cadiz Straights in Spain



With high unemployment in the area and a struggling fishing sector, Cádiz Estrecho FLAG has invested in promoting its fishing heritage – and in particular its traditional “almadraba” tuna fishing activity – as a unique selling point to attract quality tourism beyond the peak season. It has worked with local fishing organisations, fish auctions and processing companies to develop different guided tours and workshops of these traditional activities and package and promote them as part of a comprehensive offer of tourist activities, nature sites and cultural and gastronomic experiences. A

website has been developed to present this diverse tourism offer of the Cadiz Straights and both local and international tourist operators mobilised to discover and promote the so called “millennium tuna route”.

CÁDIZ ESTRECHO FLAG, SPAIN

Results (after 2 years):

- > 100 companies mobilised
- > 5 new products created
- > 4 jobs created
- > €200 000 generated

Total project cost: €389 240

EFF Axis 4: €291 930

Project promoter:

Cádiz Estrecho FLAG
www.rutamilenariadelatun.com

STAND 28

Developing New Activities from Fisheries



The challenge of creating jobs and finding new sources of sustainable income for fisheries communities cannot be addressed by fishing activities alone. While many fisheries areas have decided to take advantage of blue growth opportunities such as the tourism potential in their areas (see Cluster 5 on Linking

Fisheries with Tourism), some FLAGs have found other opportunities to create additional sources of income in fisheries communities and maintain the viability of their local economy.

Innovation is an important local development tool that Europe's fishing and coastal communities can make good use of via support from the FLAGs' expertise and funding incentives. Results of such projects can not only create and safeguard jobs but they can also inspire others to venture into innovative areas, thereby further helping to reinforce the long-term economic viability and sustainability of coastal communities.

FLAG-funded diversification activities can be initiated by representatives of the fisheries sector, as well as by other actors, such as local SMEs. The key challenge is to ensure that the fisheries community can benefit from the investment. The projects supported by FLAGs often link traditional skills with modern industries targeting new markets. The projects in this cluster range from the production and mending of fishing nets (which can be a starting point for a wider range of products using similar skills) to a boat repair workshop and sand extraction for shellfish production. These projects have generated employment benefits and secured new market opportunities. They have also facilitated the work of professional fishermen and strengthened local linkages.



Fishing Gear Production: diversifying activities and markets

Axis 4 financial support helped a fisherman on the Estonian island of Hiiumaa to diversify his activities outside of the fishing season into the production of fishing gear and multi-purpose nets.



Imre Kivi, a fisherman on the small island of Hiiumaa, decided to diversify his activities and increase his income through an innovative new business making a range of net products. The project idea also involved providing professional and leisure fishing gear services. Axis 4 co-funded, the renovation and equipping of an old shed into a modern facility with low cost energy adequate for fishing gear production. Besides trap

nets, gillnets, trawls, aquaculture equipment and sign flags for fishing, the company is also producing other net products such as playground climbing nets, football net gates and tow ropes. This investment has led to the development of a new year-round activity and the creation of 4,5 full-time jobs for local people on the island.

HIUKALA FLAG, ESTONIA

Results (after 3 years):

- > New economic activity launched with products sold on the national market and in Finland
- > 4,5 new jobs created

Total cost: €90 474

EFF Axis 4: €47 500

Project Promoter:

FIE Imre Kivi
www.stonefish.ee

STAND 29



Diversifying Net-Mending: sport fishing accessories and handcraft shop

FLAG technical assistance and financial support from Spain helped two net menders in Asturias to diversify their traditional activities of net mending and tap into new markets (training and tourism).



LA SIDRA FLAG, SPAIN

Results (after 7 months):

- > 300 clients over the summer and a further 120 for the remaining 4 months
- > 400 tourists for the guided tours
- > 17 people attending the net mending training

Total cost: €17 485

EFF Axis 4: €6 701.43

Project Promoter:

Equipo A.T., C.B.
www.mancosi.es



Teté and Margarita, experienced local net menders, were carrying out their activities in old facilities and poor conditions. Moreover income from this profession was decreasing over time. With the support of the FLAG they have renovated their facilities and found a novel source of income to diversify their revenue by opening a handcraft shop to sell souvenirs and sport fishing items to tourists. The two women also hand-

make and sell various artisanal products, including rugs, brooches, football nets and placemats.

Moreover, in order to preserve the activity of net mending, they have organised training courses aimed at attracting young people towards the secrets and techniques behind this traditional activity. Besides the training, visits are organised for tourists around the shop explaining their work.

STAND 30



Boat Repair Workshop: supporting fishing and new boating activities

FLAG support to a local entrepreneur in the Polish fishing town of Ustka has created jobs, facilitated the work of local fishermen and helped them diversify their activities into tourism.



A local SME received support to purchase equipment that would allow it to renovate fishing boats in an area which had 3 fishing ports but no repair facilities. In addition to renovating old fishing boats, the enterprise is also equipped to adapt them for tourist activities, as well as designing and building new, special purpose boats for leisure and tourism.

These innovative activities in the area have reduced costs and improved the quality of life for local fishermen, who no longer have to transport their boats to a distant workshop. They have also enabled fishermen to undertake new activities on their boats, such as guided tours and angling trips.

SLOWINSKA FLAG, POLAND

Results (after approximately 8 months):

- > 6 jobs safeguarded in the existing SME
- > 3 new jobs created, including 1 for a former fisherman
- > 8 customers serviced in the boat repair workshop

Total project cost: €150 110

EFF Axis 4: €64 770

Project promoter:

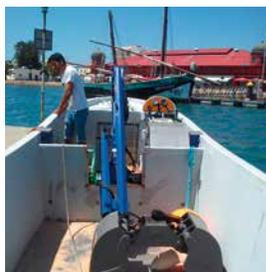
Arkadiusz Siekierzycki
www.sgr.org.pl

STAND 31



Sand Extraction and Transport: servicing shellfish production

Nuno Russo comes from a family of Portuguese shellfish producers in Ria Formosa, Algarve. Axis 4 has enabled him and his family to diversify their business and develop a new service for their fellow producers.



Much like land farming, the traditional way of producing cockles in the Ria Formosa involves patient and precise soil restoring processes. These are required in order to provide a substrate of ideal structure and composition for the cockles to grow. To achieve this, shellfish farmers need to mix sand and gravel in ideal proportions and frequently need to add one or another, which requires lengthy and heavy extraction and transport operations.

To transform this challenge into an opportunity, Nuno Russo decided to design a specially adapted boat, fitted with a crane and a transport barge, which eases production operations. This has enabled him to launch a new business to extract and transport sand for other producers in the area, whom are now benefiting from this new service that represents an innovative revenue stream for Nuno.

SOTAVENTO FLAG, PORTUGAL

Results (after 5 months):

- > 1 new service created and operational
- > 2 full-time jobs maintained
- > 6 clients acquired

Total project cost: € 62 263

EFF Axis 4: €37 358

Project promoter:

Nuno Russo (shellfish producer)
www.gacsotavento.com

STAND 32

Making Fishing Areas Attractive



Increasing the attractiveness of fisheries areas (for work, leisure and tourism) as well as and improving quality of life in these communities is a priority for many FLAGs. This is especially the case in more remote and less developed areas which can struggle to ensure their products and services are competitive, and that their communities remain viable. In other areas which have undergone strong development, fishing ports and infrastructure have sometimes become run down and the inhabitants dependent on them cut off from the economic development around them. Addressing these issues often involves considerable investments in physical or social infrastructure. However, combined with well-designed support to business development and job creation, these types of investments can boost the attractiveness of fisheries areas, helping to avoid population decline and safeguard a viable future locally.

Projects in this cluster range from investments to restore a slipway (thus maintaining the economic viability of life on a small island) to modernising a fishing harbour (in order to improve facilities for fishermen and water based activities). Other projects include the development of regular events to bring a town's fishing tradition back to the heart of the local harbour. An innovative method of raising funds for local infrastructure is also featured. The success of these projects depends primarily on the strong support of the local community and the focus on an investment which is not an end in itself, but which can kick-start further development processes.



Oiu Harbour renovation: making life and work attractive

Axis 4 funding in Estonia has contributed to the development of the port of Oiu which has become the first harbour on lake Võrtsjärv equipped with all necessary services for fisheries. It is also set to become more attractive for other sectors.



Oiu is a small fishing village on the north shore of Lake Võrtsjärv with around 20 nearby professional fishermen. Due to lack of infrastructure and amenities on the lake, conditions for fishermen operating here were once very difficult. Upgrading and installing the necessary infrastructure seemed the obvious choice to support professional fishermen and the local community.

This project was proposed by the fishermen themselves, and the modernised facilities have improved their quality of life as well that for the surrounding community. A new gas station funded by the project for example, means fishermen and other boat users no longer need to travel to the nearest town to buy fuel in canisters. The development of the port into a modern facility is also attracting new activities, benefiting both the tourism and service sector.

LAKE VÕRTSJÄRV FLAG, ESTONIA

Results (after 7 months):

- > 50 fisherman from all around the lake are now using the infrastructure at this port
- > 4 new businesses created around the harbour: restaurant, boat construction and fish products workshop, accommodation, sale and rent of boats

Total cost: €128 900

EFF Axis 4: €77 340

Project promoter:

Oiu Yacht Club

www.oiusadam.ee

STAND 33



InisLyre Slipway: sustainability of life on a small island

FLAG investment in reinstating a slipway has helped enable the owner to remain on his Irish island base in Clew Bay and make his way of life more sustainable for him and his family.



Bringing the slipway back to use on the 3 inhabitants island of Inislyre has provided additional capacity in a remote area. The nearest alternative slipway at Rosmoney had a capacity limited to only one vessel and so could easily become overcrowded.

The reinstatement of the privately owned slipway in this project allows it to be hired out to up to 3 vessels at a time. Boat owners can use the facility to carry out vessel hull surveys, maintenance and repairs. This avoids both commercial and marine leisure vessels travelling long distances to find alternatives of similar quality and has allowed new economic activities to be developed.

NORTH WEST FLAG, IRELAND

Results (after 12 months):

- > 1 full-time job maintained
- > 3 new services developed – repairs, repainting and hull cleaning
- > 6 vessels used the service developed in 2014
- > Additional revenue of €4950 has been generated as a result of the project in first full operational year

Total cost: €7586

EFF Axis 4: €1517

Project promoter:

Joachim Gibbons

STAND 34



Home Harbour: a town where fishermen live, work and hope

Simrishamn is a picturesque coastal town in southern Sweden with a rich fishing past. However, the local fishing sector had dwindled since the 1980s following several crises. Fishermen had lost their voice and visibility in the area but Axis 4 has helped to reinstate their civic position and, attract visitors to the town.



SOUTH BALTIC FLAG, SWEDEN

Results (after 3 annual events):

- > An estimated 14 000 people attracted to the Home Harbour event
- > Increased income for participating fishermen during the festival (approximately €165 per day)
- > Increased public interest and NGO involvement in local fishing sector
- > An identified potential market for traditionally "non-marketable" species (value change from €0 to €4/kg)

Total project cost (2013): €75 000

EFF Axis 4: €37 500

Project Promoter:

South Baltic FLAG
www.southbalticflag.se



To break the vicious cycle of "fewer boats attracting less attention" local fishermen decided to seek "more visibility to trigger more interest". Axis 4 was used to design and pilot a harbour-side festival, bringing local actors together around the community's fisheries assets. The event included direct sales of local fish (including previously undervalued species), public cooking classes, activities for kids and "open hull" sessions for the

public to board and visit the local fishing boats.

The pilot event was so successful that it was up-scaled the following year and has become a regular annual event lasting 2 weeks. It is attracting broad public attention, helping to reconnect residents and visitors with the area's fisheries tradition and making working in the sector attractive again for Simrishamn fishermen. It has even convinced the town to reconsider its plans to convert the historic harbour-side fish market into a hotel and instead restore it into an active fish market.



Annan Harbour: Crowd funding community infrastructure

Annan Harbour Action Group in Scotland have successfully used 'crowd funding' to provide vital private sector co-finance for a FLAG supported restoration project.



Annan Harbour Action Group's aim is to develop Annan Harbour as a community asset and promote water- and shore-based activities linked to the maritime environment. This project is part of a series of activities to increase economic activity by restoring the potential that an active and dynamic harbour could bring to the area. Particular attention is paid to high-value opportunities from boat tourism. An important initial activity

involves removing silt from the harbour which has built up over 50 years, preventing easy access of fishing and leisure boats alike. The Action Group is using web-based crowd funding as an innovative way of raising money from a wide range of private individuals, known as the 'crowd'. It works by asking for small donations in return for 'rewards' and has key benefits of demonstrating wide community support for the project and encouraging them to think creatively about how they communicate and engage locally.

DUMFRIES AND GALLOWAY FLAG, UK

Results (after 3 months):

- > €7 624 raised through the crowd in 56 days
- > Contributions from 45 backers.

Total cost: €55 007

EFF Axis 4: €14 290

Project promoter:

Annan Harbour Action Group
www.annanlive.co.uk

STAND 36

Investing in People



Building the capacities and skills of members of a local community and supporting them to implement their ideas is an important success factor of many projects supported by Axis 4 across the EU. A number of FLAG projects are specifically focused on people. Such actions recognise that people are a key asset of any bottom-up, community-led development and for a successful fisheries sector, equipped for future challenges.

Each example in this cluster shows the personal story of an individual, or a group of individuals, whose life has been changed as a result of FLAG support. Projects range from a fisherman's daughter learning to run her father's business to a group of unemployed youth who learn new skills and find opportunities for work in the fisheries sector. Other projects highlight how the EFF has helped members of the fishing community (particularly women) by encouraging and supporting them to create their own businesses. There is also an example of how trust and targeted support from the FLAG has enabled an unemployed civil servant to change career and fulfil his vocation in aquaculture. Key elements of success from these project stories point to the importance of combining different forms of support (off- and on-the-job training and advice; the use of role models and networking; investment funding to put ideas into action...) and tailoring such support package to the specific needs of individuals.



Master-apprentice programme: supporting fishing start-ups for the young

Thanks to the combination of an apprenticeship for young fishers and financial support to improve a local fishing business, 33 year old Tanja from Finland is now a successful fisherwoman, selling her fresh and processed produce directly to consumers.



SOUTH FINLAND FLAG, FINLAND

Results for one participant (after 18 months):

- > 1 fishing business maintained and run by a young person
- > Processing and direct sales activities developed, increasing company turnover by 50%
- > 2 FTEs created (1 young fisherwoman, plus 2 part-time positions in processing and sales)

Total cost: €49 000

EFF Axis 4: €18 963

Project promoter:

Nylands Fiskarförbund (Regional Fishing Union)
www.akerfeltsfisk.fi



In the South Finland FLAG area, despite healthy stocks, supply is far from meeting local demand for fish. Moreover, two thirds of fishermen are due to retire in the coming year. In this context, attracting young people to professional fishing is a priority. A FLAG "Master-Apprentice" project offered practical training to 6 young people to learn from a network of more experienced fishermen.

Skills within the course included fishing and processing techniques, as well as specific development needs for fishing companies. Combined with support and advice on grant opportunities, Tanja Åkerfelt took over her father's fishing business to become a successful fisherwoman and entrepreneur.



Training Courses: Getting young people into commercial sea fishing

Training courses from Cornwall in the UK show how FLAGs can support skills acquisition and restore the attractiveness of the sector to young professionals.



CORNWALL AND ISLES OF SCILLY FLAG, UK

Results (after 2 years):

- > Training delivered to 48 young unemployed people
- > 24 have found work in fishing and related sectors

Total cost: €170 400

EFF Axis 4: €114 825

Project promoter:

Princes Trust and Seafood Cornwall Training
www.princes-trust.org.uk
www.seafoodcornwalltraining.co.uk



A lack of skills and an aging workforce are common complaints in many fisheries areas around Europe. The Cornwall & Isles of Scilly FLAG, working with a charity dedicated to helping disadvantaged young people, have developed a series of training courses aimed at attracting younger recruits to the industry. The accredited commercial fishing courses, delivered by Seafood Cornwall Training (SCT), were designed to

equip candidates with the basic skills and knowledge to work at sea in a safe and efficient manner.

Training sessions were led by qualified instructors, many of whom are active or retired fishermen, helping boost job opportunities. The Seafood Courses were run by Padstow Seafood School, experts in the catering industry.

STAND 38



Women entrepreneurs: role models and networking

All seven Andalusian FLAGs participated in a cooperation project to foster female entrepreneurship across the Spanish region, starting by studying the experiences of local women and promoting successful female entrepreneurs as role models to others.



High unemployment levels in Andalusia, combined with a common objective in the Andalusian FLAG strategies to diversify their local economies, led the 7 FLAGs to cooperate around a project to better understand women entrepreneurship in the region. Project goals also sought to clarify the support that was needed to encourage more women to set up their own businesses. Actions involved: the analysis of women entrepreneurship

in the region's fisheries areas and the barriers and success factors to starting a company; the identification and selection of successful businesswomen to be used as role models for other women linked to the sector; the promotion of these cases through the production of 14 short films and best practice database; and a series of workshop exchanges between established female entrepreneurs and would-be entrepreneurs. This has inspired many local women from coastal areas to consider a career as an entrepreneur and laid the groundwork to providing more targeted support to female entrepreneurship.

7 ANDALUSIAN FLAGs, SPAIN

Results (after 18 months):

- > Production of case studies, 14 short films & a website on female entrepreneurship (with a good practice database)
- > Workshop exchanges between 200 women entrepreneurs and would-be entrepreneurs
- > Many women inspired to set up their own companies, 4 have already done so

Total project cost: €126 256

EFF Axis 4: €94 692

Project Promoter:

All seven Andalusian FLAGs
Lead FLAG: Eastern Almeria
www.emprededoraspesca.org

STAND 39a



EMPREAMAR : business mentoring and coaching

Spain's EMPREAMAR project has targeted local and unemployed people from the fisheries sector, with the provision of business mentoring, coaching and financial support in order to encourage the creation of new businesses in, or related to, the sector.



EMPREAMAR offers capacity building and support to participants to develop and implement new business initiatives linked to the fisheries sector. The project involved contracting fisheries experts associated with the regional universities to provide training on relevant subjects such as project development, viability assessment, communication, social media strategy, etc. In later stages, successful participants of the training received personalised advice or mentoring and, in some cases, the necessary premises to start their activities. In addition, those initiatives in need of financial support were encouraged to apply for a FLAG grant.

FISTERRA – RÍA MUROS – NOIA FLAG, SPAIN

Results (after 13 months):

- > 30 local unemployed people trained
- > 8 business initiatives launched (with 10 foreseen jobs)

Total project cost: €51 800

EFF Axis 4: €38 850

Project Promoter:

Fisterra – Ría Muros – Noia FLAG
www.campusdomar.es

STAND 39b



J.F. Mexilhões: a new life as aquaculture producer

In Portugal, as in several other European countries, the global economic crisis had severe impacts on employment and many people lost their jobs. João was one of them. Previously employed by a public administration, Axis 4 helped him start a new life as an aquaculture entrepreneur.



OESTE FLAG, PORTUGAL



Seizing this difficult situation as a challenge, and harbouring a life-long fascination with the sea, João approached the Oeste FLAG with the idea of creating an aquaculture company, producing mussels on hanging ropes, a technique new to the area. To develop his project he partnered with a retired fisherman who helped him navigate the fisheries and aquaculture sector and advised him throughout the project. The FLAG supported

João to apply for the necessary funding to acquire the equipment needed to initiate activities. It also helped him develop a network with experienced entities in the area. João is now starting his project, placing the first ropes at sea and the first production of mussels is expected for early 2015. If everything goes well, he is counting on a production of 160 tonnes a year.

Results (after 1 year):

- > João has created a job for himself and a part-time job that capitalises on local fisheries knowledge
- > SME-led innovation in local aquaculture (rope grown mussels), in partnership with research institute
- > Good practice exchange with other aquaculture producers in Portugal

Total project cost: €82 749.51

EFF Axis 4: €37 237.28

Project Promoter:

João Franco Santos

STAND 40

CHAPTER 3

42 projects in support of sustainable communities

By mid-2014, Fisheries Local Action Groups (FLAGs) implementing Axis 4 of the European Fisheries Fund (EFF) had supported over 9 500 local projects. Significant differences can be observed regarding the project size, budget, objectives, and types of beneficiaries. These differences reflect the diversity of local situations and needs. The 42 projects selected for the “Sailing towards 2020” conference exhibition, and detailed above, offer an insight into how Axis 4 translates into concrete results on the ground. Many have been successful in creating jobs, helping businesses to develop innovative products and mobilising considerable public and private contributions. Moreover, they have involved a broad range of partners as protagonists of local development in their areas.

Analysis of these projects illustrates some of the wider effects of Axis 4 in terms of social and human capital. **These 42 projects were selected to be an illustrative rather than representative sample** and should be viewed primarily in the specific context of their area and the local development strategy. However, they confirm that FLAGs can play a particularly important role in creating jobs and wealth in the community, mobilising local actors and creating linkages, promoting innovative actions, mobilising funding and adapting support to the local context.

THE PROJECTS HAVE BEEN CLUSTERED INTO EIGHT THEMES:

1. Shortening supply chains
2. Adding value locally
3. Enhancing the environment
4. Improving the image of fisheries
5. Linking fisheries with tourism
6. Developing new activities from fisheries
7. Making fisheries areas attractive
8. Investing in people

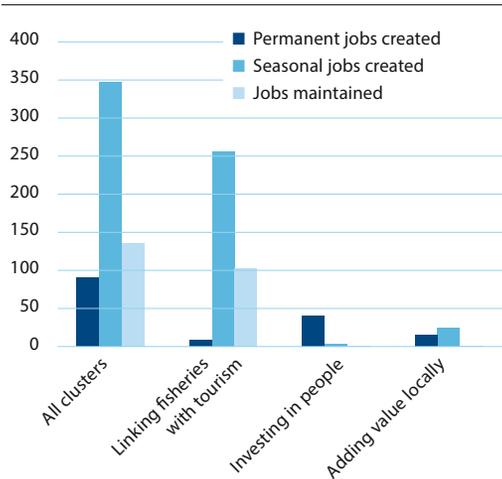
Creating jobs and wealth in fishing communities

The projects presented in the conference exhibition have **contributed significantly to economic growth and job creation** in their fisheries areas. In total, 91 full-time jobs and 347 part-time and seasonal jobs are reported to have been created by this sample of EFF projects, while 135 jobs have been maintained². This translates to an average of around two permanent full time equivalent jobs (FTEs) being created per project, as well as three jobs maintained and eight part-time and seasonal jobs created.

² These figures are roughly compatible with the information obtained in the Axis 4 study quoted above, where 488 projects were expected to maintain 1 016 FTE jobs, while 498 projects were expected to create 687 FTE jobs (based on responses from 71 FLAGs who replied to the question).



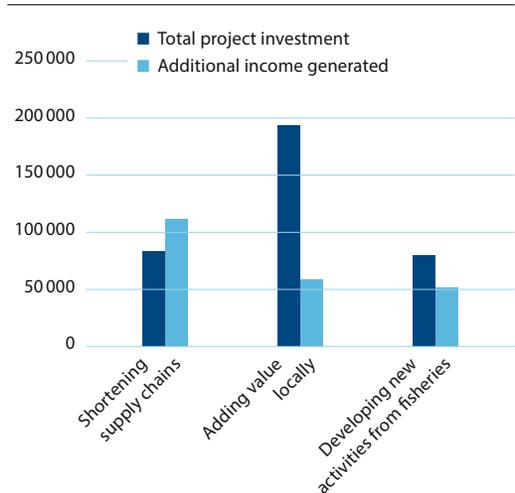
Fig. 1. Jobs created and maintained



Projects focusing on “Linking fisheries with tourism” stand out as those with the highest potential of creating jobs, although these are mainly seasonal (projects in this cluster helped create nine permanent and 256 seasonal jobs, while a further 102 jobs were maintained). “Investing in people” (40 permanent jobs and three seasonal) and “Adding value locally” (15 permanent and 24 seasonal jobs) were the next highest categories in terms of job creation (see Fig. 1).

For 17 of the projects in the exhibition, estimated figures were available for the amount of additional income generated for the project promoter as a result of the Axis 4 support (e.g. in increased sales). These 17 projects saw a total investment of €2 million (of which €1 million was from the EFF) and resulted in an additional income of almost €1.5 million by December 2014.

Fig. 2. Multiplier effect of project (in €)



Impacts on income generated have been highest in the “Shortening supply chains” cluster (on average, €111 300 additional income generated per project for an average project cost of €83 600), followed by the clusters, “Adding value locally” (on average €59 000 per project for an investment of €194 000) and “Developing new activities from fisheries” (€52 000 additional revenue generated following an investment of €80 000) (see Fig. 2).

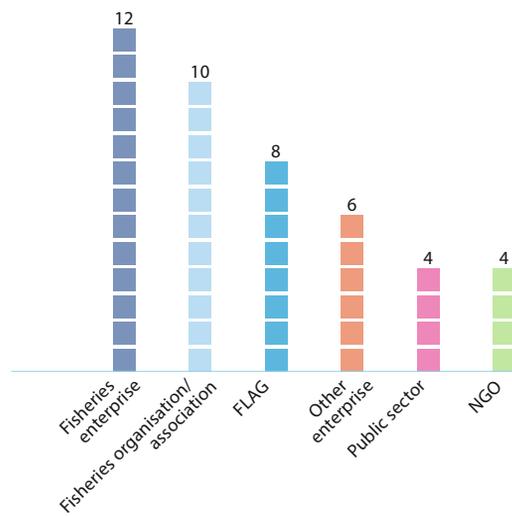
Fostering social cohesion and inclusion: mobilising local actors and creating linkages

Most of the 42 projects in the exhibition were implemented by actors from the fisheries sector. These included fisheries businesses (e.g. fishing companies and fish processing plants) and fisheries organisations (e.g. associations of fishermen). A relatively high proportion of projects were initiated and implemented directly by the FLAGs, for example, the “Millennium Tuna Route” (project 28), set up by the Cadiz Estrecho FLAG in southern Spain to develop and promote the fisheries heritage and activities along its coast. Fig. 3 illustrates the number of projects implemented by beneficiary type³.

A number of the projects target population groups that are typically hard to reach, including women, the unemployed and young people. For instance the South Finland FLAG has supported a young woman to successfully take over her fathers’ fishing business (project 37) while the Cornwall FLAG (UK) has helped 24 unemployed young people find work in fisheries and related sectors (project 38).

As many as 280 different entities have been involved in developing these 42 projects. Hence, the impact of FLAG projects **goes far beyond the organisation or institution that officially received the grant. On average, each project created linkages between seven different actors** involved in its implementation.

Fig. 3. Beneficiaries of the exhibition projects



The project promoters have also been successful in involving fishing crews and the local fisheries community in different ways, sometimes as project promoters or partners, but also as users, clients or final beneficiaries. For instance, the project 3 “Loestamospescando”, developed by the Costa da Morte FLAG, has enabled 500 fishermen from nine fishing associations (cofradías) to sell their fisheries products online, directly to the final consumer. In the eight projects for which such information was available, the total number of fishermen benefiting from the actions supported stood at 967.

³ Some projects involved beneficiaries of several types, so the total number is higher than 42.

Promoting innovative actions

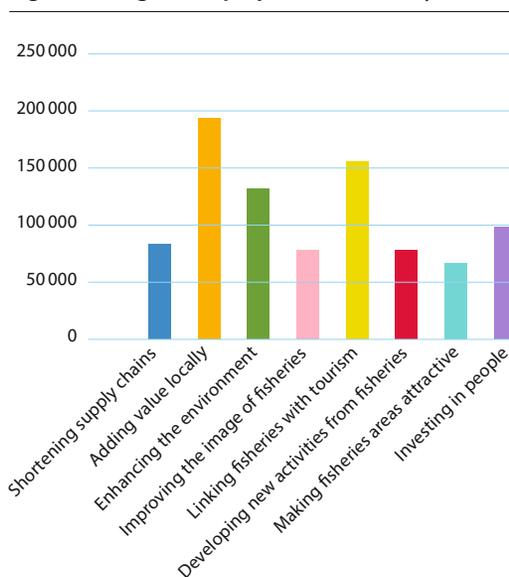
Many of the project promoters supported have developed new responses to the challenges facing fisheries areas. In at least seven projects, for example, the use of information technologies plays a key role. These range from on-line sales to e-monitoring of captures, promoting local fisheries and even fundraising. Some examples involve the development of prototypes, for instance the optimising of boiling and cooling equipment for local shrimp in the Belgian FLAG (project 6) or an environmentally-friendly and cost-effective water purification system supported by a Polish FLAG (project 17). Several projects also actively involve the research community.

The 42 projects have an impressive record of developing new businesses. They have supported the creation of 36 companies and 88 products and services. They have also helped project promoters reach 56 new markets. The six projects in the cluster, "Adding value locally", were particularly effective in this area, creating 30 new products and opening up 15 new customer markets.

Mobilising financial resources

On average, the projects in the exhibition each saw an investment of approximately €115 000, though the total project investment varies significantly between themes (Fig. 4). The largest projects are in the "Adding value locally" and "Linking fisheries with tourism" clusters (averaging €194 000 and €156 000 respectively), while "Attractive fisheries areas" projects are the smallest (on average €67 000), despite the inclusion of infrastructural investment projects in this cluster.

Fig. 4. Average total project cost (in €) by theme



While part of these investments come from EFF Axis 4, the 42 projects have also mobilised significant amounts of public and private contributions, indeed for every €1 invested from the EFF, an additional investment of €1.25 from other public and/or private sources was levered in. Moreover, further funding has been mobilised in follow-on projects. For example, an environmental project in Finland (project 15) led to the subsequent development of a €5 million LIFE-funded project and, in France, a study financed by Axis 4 resulted in a €700 000 investment to set up a cooperative processing plant (project 9).



Promoting the cultural heritage of the area

Most fisheries areas, including inland, have a rich heritage of culture and tradition which not only create direct economic benefits, but can also strengthen the sense of local identity and pride in the area and its fisheries profession. Highlighting the importance and attractiveness of this heritage can help counter some of the negative demographic trends affecting fisheries. Examples include the development of a series of pesca-tourism activities to raise awareness of what the local fishing activity involves and how it contributes to the character of the area (see project 23), the Home Harbour project (project 35) which adds to the visibility of the fisheries sector by bringing actors together around the regeneration of the local harbour or the Millennium Tuna Route (project 28), mentioned above.

Adapting support in a flexible way to the needs of the area

The examples featured in the exhibition show the great diversity of Axis 4 projects. The amount of support ranges from €1 500 (project 34) to nearly €300 000 (project 28). EFF flexibility means that FLAGs can help beneficiaries fund conventional business development projects (such as opening a fish restaurant or a net-making workshop), as well as more complex activities (such as studies, the development of new products, training, or mentoring and coaching). FLAG support can involve grants for infrastructural investment as well as covering the salary of a community officer – but support can also be brought in other, non-financial forms, such as animation, coaching or bringing different partners together.

Overall conclusions from this analysis of the 42 exhibition projects underscore the clear benefits that FLAGs can provide to their communities. EFF co-financing has been an extremely useful tool for supporting a wide variety of locally-led development projects in coastal and fisheries communities throughout Europe. Concerted efforts by the FLAGs have ensured that EU funding can be managed locally to provide positive impacts for a broad full spectrum of stakeholders.

CHAPTER 4

A new stage with new challenges

A qualitative leap forward

Since its establishment six years ago, Axis 4 has enabled local partnerships and their staff to gain a wealth of experience in implementing a new approach that might have seemed unrealistic or even utopian compared to the more traditional forms of sectoral and top down approaches for fisheries areas.

Today, the added value of the territorial partnership is greatly appreciated by many stakeholders. Partners have learned to listen to one another and to understand expectations and requirements beyond the boundaries of their own organisation. Through FLAG consultations and meetings, differences of opinion have also, progressively, given way to shared visions and collective territorial projects. Jointly designing and implementing local development strategies has also given partners important opportunities for shared learning.

FLAG employees have played a crucial role. FLAG managers and staff members arrived with very different profiles, from fisheries experts who knew little about other areas of activity, to territorial development specialists who were not always familiar with the fisheries sector. Throughout this period, their skills have been strengthened and in the 21 Member States involved there is now a pool of over 500 professionals with expertise in territorial development in fisheries areas.

The elements are now in place to facilitate a **qualitative** leap forward, a step which is also supported by the orientation of the EMFF, and the opening up of CLLD to all ESI funds.

More targeted strategies

The preparation of local development strategies by local groups was also a new departure in most of the FLAG territories in the first programming period, and the strategies produced were relatively traditional. In general, they followed the main objectives of the EFF (2007-2013). Namely: strengthening the competitiveness of the fisheries sector; adding value to fisheries products; diversification; and enhancing the environment and local heritage. This initial phase of local development has enabled actions to be kick-started and a large number of individual projects to be implemented.

However, in many areas we may now be reaching the limits of what can be achieved by individual actions. We have to ask ourselves: is there room for another new fish restaurant? Is it necessary to encourage the creation of more fisheries museums? Such decisions can of course only be made locally, but in some areas there is already a risk of over-capacity, unless the product or service offers new growth potential or fills a niche market.

After several years of operation, FLAGs now have a better understanding of their areas' strengths and weaknesses and should be focusing on designing more targeted and more sophisticated strategies, which can maximise the added value of the territorial development approach.

New challenges, new responses



Competitiveness, added value and diversification obviously remain important goals, but the context has changed and new challenges have emerged, such as:

- > The local consequences of changes in European fisheries policy

This may require the FLAG to respond through projects that will help to address the effects of the discard ban, such as the project financed by the Huelva FLAG featured in the FARNET video, "Fishmeal from fish waste". Other challenges involve the transition to the Maximum Sustainable Yield and the possible short-term increase in competition for fishing quotas, which a fishermen's guild from Denmark has tried to address by enabling fishermen to get extra income from their catch (see project 2). Additional options, such as helping fishermen to become increasingly involved in the protection of marine resources, also exist (see the Cap Roux project 13).

- > Addressing "blue growth" and unleashing the innovation potential of coastal areas which, in many regions, are facing significant population increase – resulting in strong competition for resources between the territory's multiple uses.

Here one can expect activities that help fishermen develop innovative products, such as the Portuguese FLAG which facilitated contact between fishermen, researchers and industry to study the potential of using the swimming crab in bio-medicine (see FARNET Good Practice #19). To help fishermen benefit from blue growth opportunities, FLAGs may have to launch activities aimed at raising the profile of local fisheries actors and improving their image (see Cluster no. 4).

- > The shift towards low-carbon and a more climate-resilient economy, and its impact on coastal resources and areas.

FLAGs can play a role in stimulating projects here that, for example, promote the use of renewable energy in fishing vessels, as a French FLAG has done, bringing together researchers, fishermen and sunflower producers. See on FARNET's cooperation page.

- > The absolute necessity to create employment and to combat poverty, with job insecurity and unemployment having increased significantly in many territories.

Many projects supported by FLAGs aim to develop skills and ensure sustainable livelihoods for the members of fisheries communities. For instance projects 8 (creating jobs for unemployed women in canning fish products in Spain), 34 (maintaining a job on a remote Irish island) and 38 (getting young unemployed people into commercial fishing in Cornwall).

These challenges and the imperative they present for innovative local solutions provides an opportunity for FLAGs to respond positively in developing and implementing their new local development strategies.

More differentiation

The development of strategies that are more focused on local specificities may result in a greater diversity of approaches. Some FLAGs will concentrate most of their resources on the fisheries sector (e.g. in areas where there is still significant scope for such activities) while others will focus more generally on the opportunities provided by coastal development and blue growth.

Regardless of their focus, each FLAG will be seeking to encourage and support the projects that secure the best future for their territory, in terms of its sustainable development, and the creation of employment and social cohesion. In doing so, they will also take account of actions likely to be developed by other local players under other strategies and funds.

More resources and better coordination

At this stage, it is difficult to know exactly how much of the EMFF will be dedicated to CLLD and the sustainable development of areas dependent on fisheries and aquaculture. On the basis of indications to date, it is anticipated that the funding mobilised may be significantly higher than that available under the EFF.

The common approach to CLLD across the ESI funds also opens up the opportunity for FLAGs to be involved in multi-fund local development. This could contribute to a better mobilisation of the other ESI funds and improved coordination between the various financing options. Where such multi-funded approaches are possible, this should result in integrated coastal development strategies that could cover all relevant sectors of activity

in the area. Associated outcomes may therefore accord appropriate importance to the fisheries sector in terms of its economic activity, identity, heritage and governance.

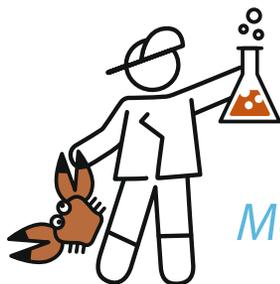
A greater emphasis on collective action

Amongst the 42 projects selected for the conference, there is a high number that involve more than a single beneficiary or entity. These include: sixteen projects implemented by organisations or bodies that have a collective character, including fishing associations, cooperatives, training centres, environmental associations, local development agencies, local authorities etc.; and eight projects where the beneficiary is the FLAG itself. In addition, some of the 18 projects implemented by private entrepreneurs also involve other actors from the fisheries community.

It is anticipated that this “collective” approach will be strengthened in the future as:

- > Individual actions are more effective when they are “connected” to other local actions, e.g. in order to develop and achieve their full potential, to access certain markets and to become competitive, or to develop new activities.

Forty fishermen, selected on the basis of their adherence to environmental criteria, are involved in the “O melhor peixe do mundo” (the best fish in the world) project, which is supported by the FLAG in Alem Tejo, Portugal. The project enables the direct sale of fish or sales via organic food shops (project 5). Cooperation facilitated by the Thessaloniki FLAG, Greece, has opened the national and international market for fresh blue crab, with 25 fishermen involved (project 7).



More innovation

> The importance of “common assets” or “common goods” principles are in the process of being re-established. For example, in Spain the professional fishing organisations, the “cofradías”, have been responsible for centuries for managing common maritime resources. This notion of “common goods” has today once again become prominent as pressure on natural resources, water quality, the environment and landscapes intensifies.

At the initiative of the East Finland FLAG, fishermen, conservationists and scientists have teamed up to protect a valuable natural asset (the ringed seal) and the livelihoods of local fishermen by developing seal-safe fish traps (project 15).

The development of collective actions is often best facilitated by the FLAG partners or employees. Due to the greater share of FLAGs’ budgets that can be devoted to animation and promotion under CLLD, FLAGs will be able to become much more “proactive” and create linkages between different actors and types of activities.

The fisheries sector had lost its high profile in the coastal town of Simrishamn until the South Baltic FLAG in Sweden set up a series of events to address this. Actions focused on a festival, which is now held annually for two weeks, and includes activities for children, boat visits, direct sales of fish, culinary recipes, etc. (project 35).

An even greater importance will be attached to innovation in this new 2014-2020 phase. In particular, the rapid development of new technologies will open up opportunities for the fisheries sector, as well as for the development of new activities. Social innovation will also be required to address the problems facing many territories.

The renovation of Annan Harbour in the UK is being enabled thanks to support from the FLAG, but also through the contribution of 45 private donors mobilised through web-based participatory ‘crowd funding’ mechanisms (project 36).

A focus on young people and women

Young people and women often face particular challenges in the employment market and are sometimes difficult to engage through traditional methods. FLAGs have already been successful in targeting these groups and the increased resources FLAGs will be able to devote to community animation under CLLD should help to ensure greater levels of participation in the future partnerships.

With the support of seven Andalusian FLAGs, 200 women from fisheries communities have been brought together to explore a future as entrepreneurs. As a result, some of them have already managed to set up their own businesses (project 39a). Moreover, a total of 24 young unemployed people have found work in fishing and fishing related sectors thanks to a skills acquisition scheme supported by the Cornish FLAG (project 38).

Enhanced cooperation

Cooperation between territories can deliver added value for projects of a certain size, which require a certain critical mass or complementarity, or exchange of knowledge or skills to succeed. As developing such cooperation is quite complicated, this was relatively rare during the 2007-2013 period. However, the Axis 4 approach and FLAGs are now more mature and the opportunity to benefit through cooperation should be greater in future.



Poland is one of the European countries with the lowest levels of fish consumption. Two Polish FLAGs, in collaboration with six culinary vocational schools, organised training courses for students and teachers to enable them to increase their knowledge of fish and methods of preparation and processing (project 20b).

Raising the bar

This new context and the challenges and opportunities that it presents requires FLAGs to build on their experience and develop more focused, innovative and better integrated strategies, which are locally grounded and responsive to local circumstances.

We wish you a smooth passage towards 2020 when we will meet up again to showcase the results of this next part of the journey.



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