Atlantic Stakeholder Platform Conference - 20 January 2015, Porto

Developing a European network of fisheries villages:

Parallel session A2: Atlantic Tourism 12.00-13.00

14 Atlantic Fisheries Local Action Groups (FLAGs), partnerships supported by Axis4 of the EFF to foster local development in coastal and fisheries communities, met with over 40 other stakeholders to exchange and join experience in promoting touristic assets linked with fisheries. The key objective of this workshop was to inspire and put in motion the development of an Atlantic cooperation project: the "European Fisheries Villages Network"

Organiser: FARNET - Serge Gomes da Silva sgs@farnet.eu

1. **Ángel Vega Madrazo** - speaker (ES) President of the Vilas Marineras association gerencia@villasmarineras.es
2. **Cecilia Marques** - speaker (PT) Litoral Norte FLAG manager cecilia.marques@cim-altominho.pt
3. **Astrid Hirsch** - panel (FR) Auray FLAG manager astrid.hirsch@pays-auray.fr
4. **Nathan de Rozarieux** - panel (EN) fisherman & fisheries consultant nathan@tegen-mor.co.uk

1. Key messages

- The main added value of a European Fisheries Village Network, in the Atlantic area or other areas, will reside in **joint promotion**, **good practice exchange** and **flexibility**. It will aim at addressing objectives that are common to its members while taking into account the specificities and resources of each partner areas.

- To create added value for local communities, the project needs to be developed **in close cooperation with sector professionals**, the key entrepreneurs whose activity the network wants to promote.

- Atlantic FLAGs applying for the 2014-2020 EMFF period could **include principles of an Atlantic Network of Fisheries Villages when designing their local strategies**, fostering a coherent transnational Atlantic cooperation and a "*Connected Community Led Local Development*": or **C²LLD**.

- FLAGs or other entities could use INTERREG funds or other sources of EU funding to **connect local #fishvillage projects** funded e.g. through CLLD. FLAGs should therefore take contact with the network of Atlantic Plan contact points set up by the European Commission.

2. Summary

The goal of the cooperation proposal is to promote the attractiveness of Atlantic coastal communities through a coherent strategy and communication across its member areas, highlighting their maritime and fisheries economy. Two inspiring project examples were showcased:

Vilas Mariñeras: Angel Vega, mayor of Laredo (Cantabria) – president of the Vilas Mariñeras association. The Vilas Mariñeras Association brings together ten coastal destinations in Galicia, Asturias and Cantabria, to establish a network of good practices and cooperation in joint promotion of tourism in its territory. (link to project – link to presentation (ES))

Aldeias do Mar: Cecília Marques, FLAG manager (Litoral Norte) This project, supported by Axis4 of the EFF through the Litoral Norte FLAG, engaged several municipalities of Northern Portugal in the development of a joint strategy to foster entrepreneurship linked with fisheries products and the maritime economy. (link to project description – link to presentation (PT))

An exchange followed with panellists Astrid Hirsch & Nathan De Rozarieux. Discussions highlighted two main objectives of a Fisheries Village Network being: **facilitating joint promotion** across a network of partner areas and **supporting entrepreneurship** with a common set of tools focusing on specific activities linked with the maritime & fisheries economy.

3. Questions and answers + #fishvillage flipchart post-its

Q? What are the two key messages emerging from the projects Vilas Mariñeras and Aldeias do Mar that can help the Fisheries Villages move forward?

Angel Vega - Vilas Mariñeras: mapping the available offer and activities is crucial. A first step in building a network of fisheries villages could be to develop a common template to list the available activities and specificities of partner areas. → See the examples of Galicia and their strategy for Maritime Tourism

Cecilia Marques – Aldeias do Mar: after mapping the potential of an area, you should give adapted tools and support to capacitate entrepreneurship. Such tools and advice could be shared through a fisheries villages network. With the example of the fishing book, we show that there's entrepreneurship potential in the little details of the daily life of local fishing communities. It depends how well you put it together and how well you communicate it afterwards

Q? Do fishermen really want to diversify?

FARNET/Astrid/Nathan: The diversification examples that emerged from FARNET and FLAGs between 2007 and 2014 show that if fishermen are shown the potential and economic viability of a project involving a different activity, such as welcoming tourists, and supported "administratively" by a local facilitating body such as a FLAG, they are more than pleased to share part of their day to day with people that understand what they are there for. Linking Tourism with fisheries rely extensively on "the experience economy" it's about valuing properly **what's behind the scenes.**

Angel Vega: A tendency is that innovation in fisheries leads to less time spent at sea. If supported with proper tools and training, this means more time for fishermen to diversify into other activities and income sources.

- ➔ More information: see FARNET guidance on linking the fisheries and tourism economy
- ➔ http://www.comefishwithme.co.uk/

Q? How can a network of fisheries areas can help local fishermen?

Nathan De Rozarieux/flipboard. A #fishvillage network could be a tool to promote better cooperation within sector between different European fisheries companies and professionals, giving an additional EUwide tool to promote harmonization of regulations on pescatourism.

In addition to the promotion of activities and experience, a network sharing tools and experiences such as Aldeias do Mar could help local entrepreneurs to complete their cycle of products/services.

Also remember that fishing tourism should not be restricted to boarding vessels: it also allows guided tours of fishing towns, highlighting remarkable seafood restaurants and heritage buildings, harbours and markets/auction tours and better communication of their accessibility. If the regulation prevents tourists boarding on vessels, there's still plenty of potential, plenty of fishing things to do onshore.

Q? What funding tools to use to develop the a European Network of Fisheries villages?:

Astrid Hirsch/FARNET: CLLD can be used to support the "fine grain level" projects, which could then be connected through an INTERREG via larger representative bodies. CLLD can promote the emergence of a qualitative offer of activities based on the products and knowledge of local fisheries actors. Across Atlantic FLAG areas and communities engaged in CLLD, such projects should be developed with "*an eye on cooperation*", for example with local development strategies putting more emphasis on the development of regional cooperation to achieve the objectives of a Fisheries villages network, facilitating study visits between Atlantic FLAGs oriented on project development. This "Concerted" Community Led Local development" could place projects and FLAGs on a fast track to programmes such as INTERREG for the necessary resources to connect them at EU level.

Q? How to value diversity within an Atlantic wide network?

FARNET: Within such a macro-regional network, some "clusters" of specific identities could be brought forward to value the diversity of heritages. An example was brought forward by Seamus Breatnach - FLAG West Ireland manager - suggesting to promote Celtic fishing villages. Such actions could be part of a yearly series of activities focusing on different parts of the Atlantic #fishvillage network. This would bring attention on local assets year round in various ways (through exterior/sport activities in summer or cultural / comfort tourism in winter?)

Q? If the network is called "Fisheries village" don't we risk alienating aquaculture professionals? How should we cover for the diversity of professionals?

Astrid Hirsch: on a personal experience, and coming from a "mixed-seafood economy" area represented by professionals from fisheries and oyster farming sector, it is less a question of "brand" than the fact of properly involving all parties early enough in defining what is expected from the initiative.

Aline Delemare (FLAG Arcachon) the label or visual identity of the network could include elements which portray the diversity of professions and heritage at stake. It could be based on a pictogram code with different elements showing the type of predominant activity in the area (fishing, aquaculture, PescaTourism, tasting…). A prototype visual identity for the network should be presented to professionals early on.

4. Follow up

- Several FLAGs* are taking the idea forward. Stakeholder meetings with local fisheries and aquaculture professionals to discuss the #fishvillage network cooperation proposal are foreseen. National contact points of the Atlantic Plan should be invited to these meeting.

(*such as FLAGs Auray & Arcachon (France), Cornwall (UK), Pontevedra & Mariña Ortegal (ES))

- Dissemination of outputs of the workshop, updates, news and next steps through a mailing list including all Atlantic FLAG managers and interested stakeholders. To join this mailing list send a mail to sgs@farnet.eu

- Ongoing discussion on LinkedIn (link) and opening of a dedicated discussion group "Atlantic #fishvillage network". (link to be provided)

5. Next Atlantic Stakeholder Platform Conference

[Would you be interested in reporting back on the progress made since Porto at the next Atlantic Stakeholder Conference, which is to take place towards the end of 2015 (date and place TBC)?]

Yes

Post-it harvest from the #fishvillage flipchart

Fisheries villages could also value the ecosystem and resource underlying the fisheries activities under "Science Tourism", targeting a specific branch or tourists interested in the environmental "behind the scenes" of fisheries Sleandro@ipleiria.pt

A "science-based" network for marine life recording, recording local changes in environmental conditions and sharing that knowledge in a common platform. This will assist fishermen and operators develop better links between local knowledge/science based management. jpar@mba.ac.uk

Ready to join the #fishvillage network! GAC Pontevedra, Mariña Ortegal: up to engage in #fishvillage network / interested in developing an international network of #fishvillages, Axencia Turismo de Galicia proxectos.turismo@xunta.es lgompor@xunta.es Galipad Consulting SL nvs@galipadconsulting.com

Atlantic GastroTourism - *Make it real!* Through networks, fisheries organisations, NGOs, restaurants/gastronomy professionals, research and nutritionists can cooperate to value the Atlantic diet linked with other activities like marinas, cruises, and relying on CLLD Rosa Chapela rchapela@cetmar.org

There is CLLD, but through cooperation let's aim for ***C²LLD****: "**ConnectedCLLD**"* *sgs@farnet.eu*

Other suggestions in the context of an Atlantic #fishvillage network / links to other projects

"*Some Discards from fisheries could be valued through processing in canned products"* Sandra REllán srellan@anfaco.es ANFALO-CECOPESCA

"*interested in the development of quality label for artisanal fish coordinator of INTERREG Atlantic Area Program LABELfish --> 6 EU partners --> open to find other local fisheries partners through FLAGs"* Carmen Gonzalez Sotelo -carmen@lim.csic.es Instituto Investigaciones Marina Vigo

"*In Northern Portugal we should rehabilitate old fishing techniques both for productive activities as well as for heritage preservation"* - Isabel Azevedo (CIIMAR) iazevedo@ciimar.up.pt

"Involving local fishermen in ***co-management of recreational fisheries*** *to help monitoring and controlling the impacts of this touristic activity"* - Sandra Ramos ssramos@ciimar.up.pt

➔ Link with an Axis4 project: capacity building for fishermen to become fishing guides (Finland)

"Health Atlantic *- to develop a low season transnational gastronomic touristic route connecting the Atlantic diet with physical activity in natural and cultural environments"* susana.fernandez.lopez@usc.es

"Applying the European Landscape Convention - a possible transnational project aiming to develop local action plans creating sustainable tourism areas using landscape & local communities involvement as key element for economic development. " **Blue Economy and landscape -** Carla Gonçalves (Porto): ap.carla.goncalves@gmail.com

Channel Manche Academy *is a program where young people in social distress get opportunity to discover maritime jobs including fisheries and sailing industries through a "practical path". Each year, 30% of these young people decide to carry on in a professional training in fisheries* François Arbellat, Nautisme en finistère - training manager.