



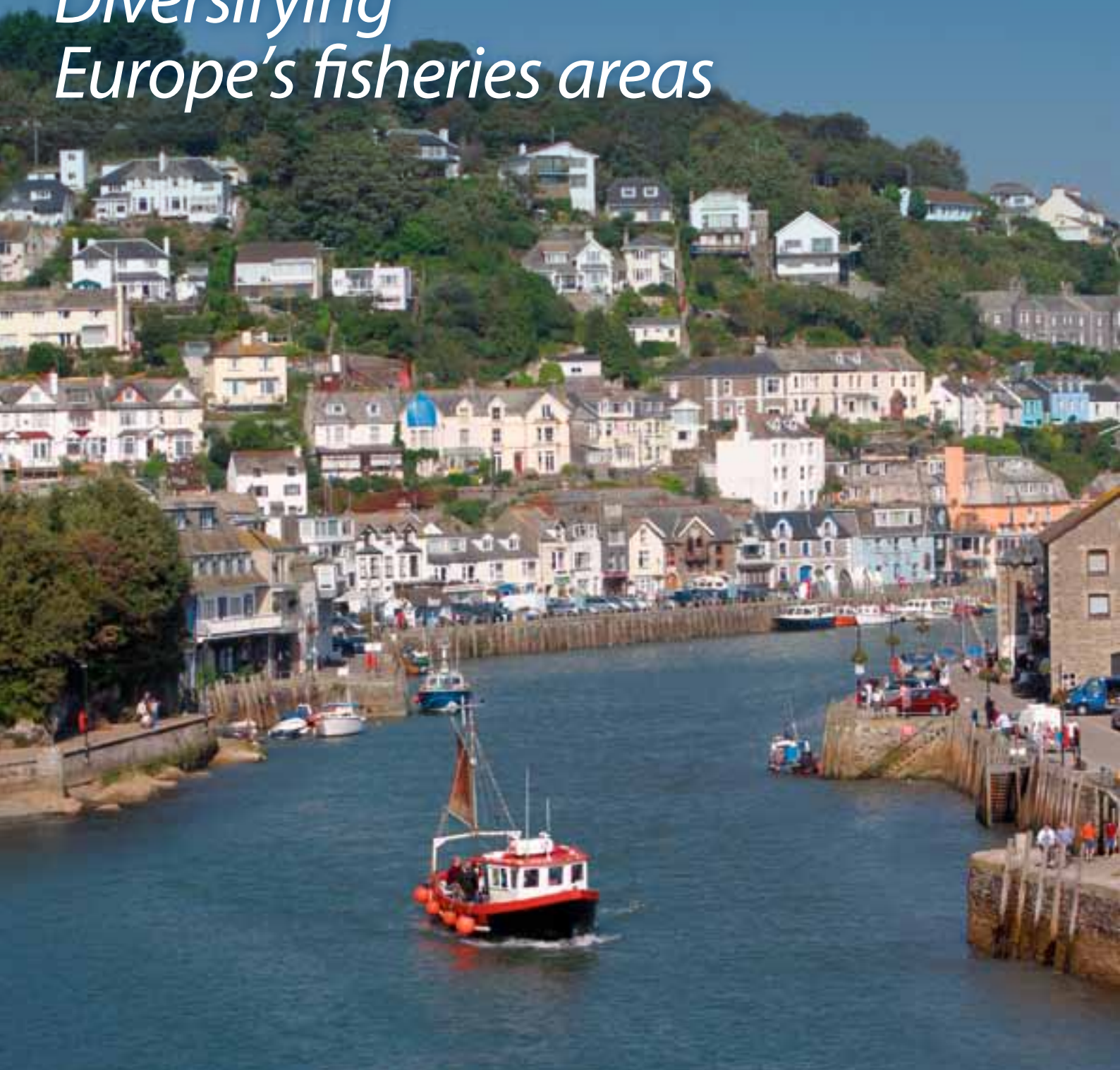
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# farnet

M A G A Z I N E

## *Diversifying Europe's fisheries areas*



European Commission  
Maritime Affairs and Fisheries

EN



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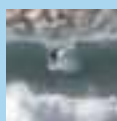
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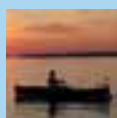
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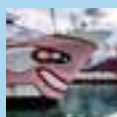
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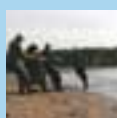
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## Editorial

"Diversification is more than just broadening one's sources of income or leaving one job for another. It is about people developing new economic activities that are more sustainable and provide a better quality of life."

The economic crisis has shown that the whole of Europe faces the challenge of diversifying into new knowledge-intensive and more sustainable types of production; but in fisheries areas the needs are particularly acute and the opportunities exceptional. In addition to the general effects of the recession, the sector faces the ceiling imposed by a dwindling resource coupled with rising costs (especially of fuel) and growing pressure from imports. Whilst the reform of the CFP aims at tackling the issue of the over-exploitation of the resource, we know that employment in the fisheries sector is likely to experience further decline in the near future. We think that Axis 4 can play a key role in addressing that threat for the future of fisheries-dependent communities, in particular by helping them seize the opportunities offered by maritime development.

One of the strategies for dealing with this, supported at local level by Axis 4, is to move into smart and green investments which allow fishing communities to capture a higher proportion of the value generated along the supply chain. The last issue of this magazine dealt with these very important strategies under "adding value to local fisheries products".

However, in most, if not all fisheries areas this is not going to be enough to guarantee high-quality sustainable employment for fishermen and their families or for the communities that depend on their work. This is why we have dedicated this fourth issue of the *FARNET Magazine* to the broader issue of diversification of fisheries areas. In the articles that follow you will see that this is not intended to supplant or threaten fishing itself. Rather it builds on the assets, culture and skills of fisheries communities to bridge outwards into emerging sectors. The aim is to ensure that local people really benefit from the sweeping changes that are affecting the whole of society.

In fact, many fisheries areas are among the most dynamic coastal areas of Europe, while other more remote areas enjoy superb, but underused, natural and cultural assets. You will see below that most local strategies start trying to exploit and add value to those human and natural resources that are most accessible to

local people through activities like pescaturism and local craft products. However, with the right kind of support and training local fisheries communities can also contribute to and benefit from involvement in all the smart, green and inclusive growth sectors associated with the EU 2020 strategy and Integrated Maritime Policy.

This issue of the *FARNET Magazine* opens with an exploration of the general importance of diversification for fisheries areas. It is followed by reports of the ways in which diversification is being interpreted on the ground in Oeste (Portugal), the Stockholm archipelago (Sweden), and Andalusia (Spain). The interview section highlights the role of women in fisheries – as they can frequently be the engine of diversification and innovation in fisheries areas. Finally, there is an article examining the 26 newly selected Polish groups which, given the size of their budgets, are likely to be key players in the diversification of fisheries areas across Europe.

DG Mare has high hopes for Axis 4 and is open to the possibility of extending it in the future programming period. But this will depend fundamentally on the success of the 270 expected fisheries local action groups in promoting high-quality projects and building the foundations for a more sustainable future. Their strategies for diversification will play a central role. DG Mare will be watching closely and supporting where it can. We wish all of you working on the ground in fisheries areas the utmost success.

**Ernesto Penas Lado,**  
Director, Directorate-General for  
Maritime Affairs and Fisheries



# The need to diversify fisheries areas in Europe

**Axis 4 of the European Fisheries Fund (EFF) aims to help the inhabitants of fisheries areas to improve their livelihoods by developing new activities, and to support fisheries communities in the search for new ways to strengthen their economies and provide alternative or additional sources of income for fishermen and their families.**

Much of the support provided by the EFF goes directly to the fisheries sector, helping it to meet challenges related to fishing activities, such as the depletion of fish stocks, loss of markets and increasing competition from imports, and the rising cost of fuel and other inputs. Europe's fisheries sector has used EFF support to adapt the fishing fleet, and also to invest in aquaculture, processing and marketing.

These initiatives can help to address some of the challenges facing the fisheries sector, but based on current trends, the number of people capable of making a living from fishing alone is likely to continue to fall. Moreover, the impact of these changes goes beyond the sector itself, and also affects the families of fishermen and the wider community. This is particularly true in areas that have traditionally been dependent on fishing as one of the main sources of employment and income.

Axis 4 has been put in place in part to address this problem: to help the inhabitants of fisheries areas to improve their livelihoods by supporting a variety of new activities, and to help fisheries communities to look for new ways to strengthen their economies and provide alternative or additional sources of income for fishermen and their families. Such additional income can come from activities closely related to fishing – aiming, for instance, to increase the value-added of fisheries products – as well as from other sectors, in particular maritime sectors. In each case, it is up to the local partnership (Fisheries Local Action Group or FLAG), which usually includes a strong representation of the fisheries sector, to analyse the various options for development and choose a strategy that offers the greatest potential for the area concerned. In many cases, it may turn out that the greatest potential for development lies outside the fisheries sector, and involves a multitude of activities as diverse as tourism, social services, arts and culture, renewable energies, infor-

mation technologies or even environmental stewardship.

The main factors of success include: adapting the choice of activities to the specific character of the area, providing local actors with the necessary skills and advice, and ensuring complementarity of individual projects within a wider strategy.

## What do we mean by "diversification of fisheries areas"?

Diversification of fisheries areas can be understood in a number of ways. It can include the diversification of fisheries activities through new fishing techniques, selling directly to consumers and small-scale processing of fish products. It can also mean developing pluri-activities, whereby fishermen and their families continue to fish but also carry out a complementary activity such as tourism or catering, or a wider diversification of the



▲ Around the coast of England, tourism and leisure activities provide good opportunities for diversification.

fisheries area, into sectors unrelated to fishing, such as renewable energy or other emerging maritime sectors. A series of recent FARNET publications, including a technical guide and a previous edition of the FARNET Magazine, have dealt with the subject of adding value to fisheries products. In this magazine, therefore, we focus primarily on those activities that are outside the fisheries sector, but are relevant to fisheries areas and can offer fishermen, their families and other members of fisheries communities the possibility to create new sources of employment and income.

Existing examples of diversification in fisheries areas are very much based around local assets that have already been identified by the community. These include natural assets that can attract tourists or less tangible assets such as skills and traditions that make it possible to develop markets for unique food products or cultural events.

The starting point in developing local economies should always be the particular strengths endogenous to the area, but some fisheries areas also have the potential to go beyond these strictly "local" activities by embarking on wider projects relating, for example, to information technologies, energy or other maritime sectors.

Many of the examples of strategies and projects mentioned below are from areas that have not yet benefited from Axis 4, which is only now beginning to have an impact on the ground. However, most of them could, potentially, be applied in a fisheries area in order to make it more competitive and diversified.

## Extra income from fisheries by-products

The main product of fishing is of course fish, but other products or by-products can also be used to generate additional income. Typically, fish-waste can be used as feed (e.g. the use of offal from the fish processing industry on mink farms) or fertilizer, but some more innovative examples come from Sweden where a whole range of products, including lampshades, bags, clothes – and even jewellery and swimwear – are made from fish-skin. Such activities are now being promoted in Finland by the FLAG in Ostrobothnia which has supported training for fishermen, their families and other interested members of the community in tanning and in the design and production of fish skin products.





▲ Clothes made from fish skin.



▲ The imposing Zuzemberk castle, on the Dolenjska and Bela Krajina Heritage Trail (Slovenia).



▲ Art exhibition in Ancona's fish market (Italy).

## Attracting tourists

Many fisheries areas look to tourism as a means of generating extra income, and in the last decade tourism has been one of the fastest growing sectors of the economy. However, not all areas have potential to attract tourists and the local partnership must carefully plan its strategy in order to ensure benefits for the fisheries community. Examples of successful projects show that:

- (a) Fishing activities can in their own right be an attraction for tourists – this is the case with “pescaturism”, i.e. taking tourists on board a fishing vessel to watch fishermen at work. However, depending on the country, there are a number of regulatory restrictions which have to be met (concerning safety of passengers etc.). A project in the French department of Var is piloting pescaturism activities and also helping to support work at national level around creating an appropriate regulatory framework. More information can be found in the “Trade winds” section of this issue of the Magazine.

Local groups can also promote other similar activities, such as the use of (former) fishing vessels for angling and pleasure trips, or even the development of educational packs about modern fishing and safety issues.

- (b) The involvement of the whole community is needed to identify potential tourist attractions and to combine them in a meaningful way. For example, a community in Slovenia developed a heritage trail in an area not typically recognised as a tourist destination. A local participative process (involving 32 partner organisations) helped to identify 150 potential sites, of which 28 were ultimately selected for inclusion in the trail. This was later digitalised to enable tourists to plan their own routes. Thanks to a substantial marketing effort, the trail is now being promoted by many specialist tour operators.

This example also shows that involving the community in designing a heritage trail also helps to ensure that tourist traffic is kept within sustainable limits and that the benefits of tourism accrue primarily to the local community rather than external investors.

- (c) It is useful to bring out the special character of the product or service: the success of many businesses offering accommodation or selling local food products is linked to their potential to provide something “special”. This is the case for the hotel “Almadraba de Conil” in Andalusia (Spain). Having inherited a historical house in the coastal town of Conil, the owners

decided to convert it into a small hotel with a theme based on the “almadraba”, the traditional fishing technique of the area whereby tuna is caught in nets placed strategically along the coast. Due to its special atmosphere and strong links with the local community (where six new jobs were created and new business for other local enterprises generated) the hotel, which opened in 2003, is now a very successful business.

## Social and cultural activities

The idea of generating income through social and cultural activities is relatively recent and its potential in fisheries areas has not been fully explored. There are, however, some examples, as in the case of Ancona, which is presented in the “Trade winds” section of the magazine.

Another example of an innovative use of cultural and community assets can be found in Poland, where, since the late 1990s, some of the most remote villages in the north of the country have been developing “themes” that enhance their attractiveness to visitors, while also instilling a sense of achievement and promoting integration within the local community.





▲ A tourist train links fisheries communities in the bay of Somme (France).

These “thematic” villages (the first five of which were supported by the EU EQUAL Community Initiative) now offer a range of interactive reality games and other attractions, with each village focusing on a selected theme (a “pirate village”, a “labyrinth village” and even a “Hobbit village”). Some of the themes are also linked to fishing or water: for example, Góra in the north east of Poland offers visits to a fisherman’s hut, where visitors can listen to stories and have the possibility to catch their own fish... The number of people visiting these villages (tourists, groups of schoolchildren, etc.) has been growing steadily and the concept is now spreading to other regions of Poland.

The above are just a few examples of activities that can be undertaken by fisheries communities in their search for diversification. A future FARNET guide will provide many more examples, in fields such as the environment and renewable energies, information technology, and the emerging service sectors. In all cases, however, it is important to remember that the development strategy must be adapted to the opportunities of a given area, as well as to the skills and capacity of the local actors.

## The role of the FLAG and the European network

The local group – the FLAG – can play an important role in promoting diversification. First of all, it can ensure that this diversification is acceptable to and provides opportunities for, rather than posing a threat to, the local fisheries sector. Equally important is ensuring cooperation between the various local actors, such as between local producers if a local brand is to be created, or between providers of accommodation and other visitor attractions in order to constitute a coherent tourist package. The cooperation of the local authorities who can, for instance, implement projects aimed at developing local tourism infrastructure or tourism promotion, is also crucial.

Another very important function of the FLAG is to provide training and business support to the entities that carry out the projects, especially to the fishing community, local SMEs and NGOs. Involving local actors in developing the strategy – and later in deciding on what projects are to be supported – can help to stimulate motivation and creativity. The FLAG is thus responsible for animating local project promoters, ensuring they have the appropriate skills, enlisting the support of key stakeholders, mediating conflicts, and mobilising the wider community. ■



◀ Children’s game in Iwiecino, a ‘thematic village’ in West Pomerania (Poland).

## Diversification in Andalusia (Spain)

# Sun, sea and sustainable fisheries communities

**Andalusia's FLAGs are encouraging their fisheries communities to think outside the box and invest in new opportunities in a time of crisis.**

The region of Andalusia typifies the image that many foreigners have of the south of Spain: a popular tourist destination, famous for flamenco and bullfighting, good weather, good food, and... package holidays to the Costa del Sol. It also happens to be Spain's second most important fishing region, a region with both a Mediterranean and an Atlantic coastline and a fleet of 1 672 fishing boats. It is a region where fishing employs over 8 500 people in the primary sector alone, and where employment in fisheries-related businesses reaches 25% in certain municipalities.

So, what is happening to the fisheries communities of this region that attracts over 14.6 million tourists a year, as its fisheries sector comes under increasing pressure from the all too familiar issues of rising costs, dwindling resources, tighter restrictions and marginalisation? To what extent has the region's attractiveness facilitated a diversification within the fisheries sector and within the communities that depend on it?

Margarita Pérez, Director General for Fisheries and Aquaculture in the Andalusian regional government, points to a sector which has become "de-motivated and demoralised", a sector in desperate need of diversification in order to survive but which has yet to find a model which can offer fishermen decent incomes, while also guaranteeing the long term sustainability of fishing activities. In an attempt to encourage diversification, the regional government has taken several initiatives since 2002, including the creation and promotion of photo and video exhibitions to promote the region's fishing heritage and the adaptation of a traditional *almadraba* fishing boat for tourism purposes.

However, the answer, she insists, has to come from the ground – participation and governance at local level is key. In this sense, Pérez has high hopes for Axis 4. Having seen the impact that Leader local action groups have had on rural development in the region, she hopes that the FLAGs will be equally successful in stimulating entrepreneurship and increased incomes and diversification in fisheries areas.

### Linking fishing and tourism

Diversification is among the strategic priorities of the Cadiz Estrecho FLAG, whose territory includes the *Costa de la luz* and straddles the Cadiz Straits. This is a growing area but with a number of environmentally protected sites and local actors are determined to avoid the sort of mass tourism experienced further along the coast. The inhabitants of communities such as Barbate, Conil and Zahara de los Atunes, remain proud of their strong fishing tradition and especially of the "*almadraba*", a practice that dates back to Phoenician times and involves catching tuna in nets strategically positioned along the coast. And yet, according to Rafael Quiros, Barbate's mayor and vice-president of the FLAG, his town's heavy dependence on fishing has contributed to its current unemployment rate of over 40%. For Quiros, it is clear that the development of a more balanced and diversified economy is fundamental to Barbate's future.



▲ Conil de la Frontera.

Ideas for diversification projects in the area are not lacking; nor are the natural resources. At just over 10 km from Morocco and with the Natural Park of Breña and Marismas covering over 5000 ha of protected pine forests, cliffs, dunes and marine areas, a multitude of possibilities exist. Maria José Domínguez, manager of the recently established FLAG lists some of the ideas emerging: trips to Morocco; cycling tourism in the park; whale watching in Tarifa; a flamenco centre in Barbate... However, the fisheries sec-





▲ The fishing port of Tarifa.

tor is often poorly placed to take advantage of these natural resources due to a lack of investment capital and training. Moreover, it has more urgent concerns that need to be balanced with the longer term goal of fostering new activities.

It is perhaps for this reason that the concept of diversification in many of Andalusia's fisheries areas tends to focus on activities closer to home, and which complement fishing activities. Aquaculture projects that offer fishermen a complement or an alternative to their usual activity are being studied and one project proposal, which proposes to hire unemployed fishermen on a project combining aquaculture, environmental management and tourism in the former salt marches of Conil, has been presented to the FLAG. Others aim to capitalise on the area's tradition of tuna fishing to reinforce its identity and develop tourist products such as tuna museums, routes and sculptures and guided tours of the tuna fishing areas, overlooked by forts and lookout towers and the traditional processing plants which salt and smoke fish as well as producing pâtés and other preserves.

The *Cofradía* of Conil is one of the four local fishing associations on the FLAG's board and has, over the years, proved itself a leader in a number of areas, such as demonstrating good practices in selective fishing and ensuring quality standards. It is also proving to be a leader in the diversification of fisheries activities. As well as piloting an offshore aquaculture programme, in which around 50 of Conil's 294 fishermen are currently participating, it is also driving forward a project to set up a protected marine area that will be co-managed by its members, in partnership with an environmental group, the universities of Cádiz and Seville, and the national and regional administrations.

For Nicolás Fernandez, Secretary of the Cofradía and President of the Cádiz Estrecho FLAG, the economic and environmental necessity of such initiatives is very clear. Going forward, he would like to see the setting up of a resource management office for the area which would work to protect and add value to its fisheries resources – while also creating jobs in an area where depending solely on fishing has become increasingly difficult for local families.

### **Women as drivers of diversification**

Fernandez and the region's Director General for Fisheries are both in agreement on one issue – fishermen's wives and other women with ties to the sector are key to finding solutions for diversifying fisheries areas and raising family incomes.

With this in mind, the Cadiz Estrecho FLAG has helped set up a women's association in Conil and hopes to encourage similar associations in its three other municipalities. Women with the motivation, ideas, and the ability to invest in projects are seen as a vital component of the FLAG strategy. Ideas have been put forward by the regional administration, the FLAG and even a local processing company for activities that could be financed by Axis 4 and that could generate revenue for local women, while also adding value to the sector. One such idea was the organisation and promotion of tourist packages that would include visits to the ports and auction halls, the fishing museums and local processing companies. This would also bring new custom to local restaurants and hotels. The association itself is also considering publishing a book, based on the stories of local fishermen.

Certainly, the FLAGs in Andalusia are at the very beginning of the journey towards developing more diversified fisheries areas. However, the need for fisheries communities to build a broader base for their future is clear. If the FLAGs can marry the many ideas that are emerging from the ground with the people and the private resources to put them into practice, the region can look forward to interesting times ahead. Fishing is at the heart of the economy and the identity of many of Andalusia's coastal communities. The challenge now is to grasp the opportunity offered by Axis 4 to build a stronger future in which fishing continues to play a strong role within a territory that also exploits its many other resources.

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## Report

### PROMOTING DIVERSIFICATION IN THE OESTE FISHERIES AREA [PORTUGAL]

# Surfing on a wave of innovation

**Resolutely facing the sea, the central-west coast of Portugal is exploring new opportunities for diversification in fishing, tourism and cultural heritage, as well as in science and renewable energies. Axis 4 of the European Fisheries Fund (EFF) is helping to strengthen this process.**



▲ The building blocks for Nazaré's new artificial reefs.

16 February 2011. Storm warning over Portugal. A 10 Beaufort wind rages over the sea, and giant waves break over the cliffs of Cape Carvoeiro and the Berlengas archipelago. All of the country's ports are closed, except for Nazaré.

### Underwater canyon

Nazaré is one of the two main centres of activity in the Oeste fisheries area, located about 60 kilometres north of Lisbon. It has a permanent population of about 15 000 residents, but this can increase ten-fold in the summer. It is an old town, with a magnificent beach and a fishing port that provides almost one-third of all local employment. Here, fishing permeates the entire local culture.

Nazaré's fishing tradition owes much to its unique natural environment, which includes an underwater canyon that forms a groove in the continental platform. Starting at the entrance to the port this is the largest underwater canyon in Europe and one of the largest in the world: it extends about 210 km westward from the coast of Portugal, down to a water depth of more than 4 300 m. The considerable habitat heterogeneity found throughout the canyon is affected by strong currents and high turbidity, especially in the upper parts of the canyon. This results in great biodiversity and lots of fish... at least up until recent years, when the resource began to decline.

*"We don't need more fishing, but better fishing", insists the town's mayor, Jorge Barroso, before presenting a project he personally considers of great importance for*

*the area: Axis 3 of the EFF has supported the building of artificial reefs along the coast of Nazaré in order to restore the rich ecosystem that can support a diversity of marine life. No less than 1 800 concrete cubes measuring 1.2 metres by 1.2 metres have been placed at the bottom of the sea, 20 metres deep, on a surface the size of 35 football fields. "With Axis 4 we can build on this. The idea, explains Mr Barroso, is to create an attractive area for fishing tourism: we want tourists to be able to catch some fish in this area, and also to go to local restaurants to enjoy fish served with our local produce. For the people here, the land and the sea, fishing and agriculture, go hand in hand." And he adds: "In the same vein, we are also trying to create an area exclusively for angling. The professionals agree, they just signed on. Everyone understands that without fishing we would be a tourist destination like any other, or perhaps not even a*



▲ Peniche, Portugal's "Wave Capital", lives up to its reputation.

tourist destination at all. Thus, conditions must be right to attract young people, as without fishing Nazaré or Peniche would no longer be Nazaré or Peniche..."

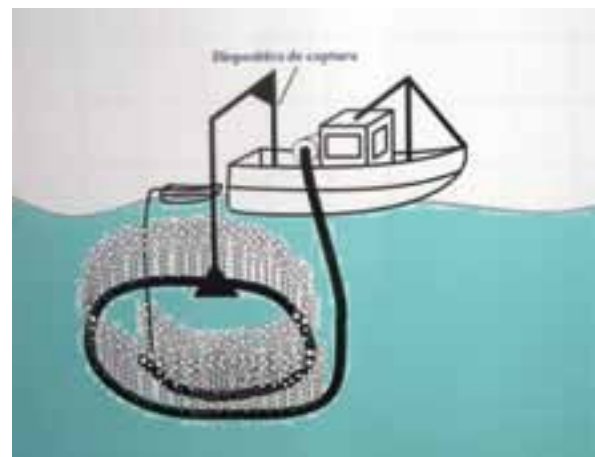
## New wave

Known as 'O Capital da Onda' (the Wave Capital), Peniche (29 000 residents) is the other great centre of activity in the Oeste fisheries area. Having relinquished the number one spot, which it held for many years, Peniche is now the second fishing port in Portugal, as well as a centre for naval construction and fish canning. Currently, about 423 boats and 1 090 fishermen (compared with 5 000 twenty years ago) are registered here. The town's mayor, Antonio Correia, also has "his" innovative project: "I have just come back from Finland where I took part in a meeting devoted to 'WaveRoller', the 'Peniche submarine' as I like to call it... As part of the EU's 7th Framework Programme for Research and Technological Development, we are engaged in a project to investigate a revolutionary procedure for producing energy from the sea. It has to do with placing steel and glass fibre plates on the ocean floor, which will then produce electricity by vibrating with the force of the waves. A prototype has been installed at Peniche and we have begun to gather information on how the system is operating. We hope to begin sell-

ing the system in five to seven years. This is an excellent project for Peniche, since the plates are manufactured here and all sorts of local resources – divers, shipyards – are used. It also gives us another way to look at the sea."

As for marine innovation, Peniche and all of the Oeste fisheries area have another great asset: the Upper School of Tourism and Technology of the Sea (ESTM), and more specifically, the school's research group on marine resources (GIRM). Founded in 2007, GIRM now has 70 researchers involved in various projects with potential to generate real opportunities for the local economy.

The most impressive is certainly the "Bubble Net Project", which is receiving co-financing of up to EUR 550 000 from the EFF, and which involves the participation of the local fishermen's cooperative. Unique in the world, the project's core innovation is inspired by the feeding behaviour of the humpback whale, which sends out a circle of bubbles that traps the fish. "The objective is to catch sardines in a more ecological way, eliminating the practice of discarding used nets at sea and also avoiding by-catch," says Rui Pedrosa, GIRM coordinator.



▲ The "bubble net", developed by the ESTM institute (above).





▲ GIRM researchers developed a system that allows fish to be stored for longer periods.

The centre carries out other research to foster appreciation of marine resources: the culturing of algae and sponges allows for the production of molecules with important applications in medicine and nutrition; experiments on the different effects of freezing could make it possible to store fish for longer periods (e.g. using ice, together with algae and antioxidants); optimising the process for cleaning clams; investigating ways of adding value to the grey trigger fish, an overlooked but very tasty fish, which is low in fat and rich in proteins and Omega 3; the identification of edible and marketable algae; research

on the extraction of chitin from crustaceans – chitin is a substance of high economic value, used in cosmetics and medicine (for treating burns, in the manufacture of surgical thread that is resistant and flexible), in the food industry (to produce juice) and in the treatment of waste water. *“As an example, the carapace of a crab contains about 25% chitin”, explained Rui. “So we have an Axis 4 project to evaluate the potential of the velvet swimming crab, a crustacean that is captured when fishing for sardines but is discarded because it is considered to have no commercial value.”*



## Two mayors, one diagnosis

This report in the Oeste fisheries area gave us the chance to interview the mayors of two of Portugal's main fishing ports: Antonio Correia in Peniche (population: 29 000); and Jorge Barroso in Nazaré (population: 15 000). They both agreed to partici-

pate in a SWOT analysis of the strengths, weaknesses, opportunities and threats of their respective towns and of the Oeste area in general. This snapshot of local development by two leading actors is summarised as follows:



▲ Jorge Barroso (left) and Antonio Correia (right).

Strengths	Weaknesses	Opportunities	Threats
Identity, traditions	Competitive fishing (fishermen and fleet getting older; low selling prices, high purchasing costs...)	Sustainable development (exclusive fishing area, artificial reefs, Berlengas biosphere reserve...)	Demographic pressure
Sea (excellent ports, underwater canyon of Nazaré, Berlengas archipelago, beaches...)	Industrial pollution (in some areas)	Active tourism (pescatourism, surfing, diving)	Pressure on the marine environment (e.g. prospecting for oil)
Quality agriculture and horticulture		Developments related to maritime sectors such as the sea as a source of renewable energy	Depletion of resources
		European funds (“on the condition that they are adapted to the local situation”)	

This “live” analysis largely mirrors the one carried out by the FLAG Oeste, which led to a strategy articulated around three priorities:

1. Competitiveness, innovation and adding-value to local products;
2. Restructuring activities and the promotion of professional skills;
3. Exploiting social and cultural assets.

Both Municipalities have proposed projects to be financed by Axis 4:

- > in Nazaré, the construction of a multipurpose centre (a place for meeting but also for information and training) for professional fishermen;
- > in Peniche, the development of a Roman archaeological site and the renovation of the City museum's exhibition rooms dedicated to lace, a local tradition.

**To find out more:** <http://cms.adepe.pt>

## Combining fishing and tourism

GIRM has presented two other proposals to the FLAG Oeste: one concerning a project that aims to improve the management of barnacles – a crustacean that can be sold for EUR 200 per kilo – around the Berlengas islands; and another which aims to develop a new tourist product based on sardine fishing. This includes a film on the importance of the sardine to local culture, a sea excursion to observe sardine fishing and sardine tasting in one of Peniche's restaurants. *"Besides the fact that this will unite the local economy, identity and cuisine, the originality of the project is the idea of observing a fishing vessel from another (tourist) boat, which allows us to respect legislation that prevents fishermen from taking on passengers",* explains Mónica Chalabardo, coordinator of the FLAG.

*"We must use a specially equipped boat since here, as elsewhere, leisure fishing trips are subject to various regulatory constraints",* states José Fernandes, president of the Association of Maritime-Tourism operators of Peniche. José fishes from December to May, and takes tourists on sea trips the rest of the year. Tourism represents 70% of his income, with just 30% now coming from fishing. *"With my boat that can hold eight people, I suggest different itineraries: short 'leisure' or family fishing excursions, a visit to the Berlengas archipelago, which is about 12 miles from here, or even a trip along the coast."* In Peniche, there are about 20 operators that combine fishing and tourism and 15 of them got together in December 2009 to *"get better organised and become more professional..."*. Their project for Axis 4 is to set up a permanent office, since the ticket office they currently use is just a temporary kiosk.



▲ José Fernandes stands next to the temporary ticket kiosk.

## Surfers

Fishing trips are a profitable activity along the entire Oeste area, but there is also another activity that is growing rapidly around Peniche: surfing. *"In order to surf, the wind must be coming from the land, not the sea",* explains Ricardo Leopoldo Silva, president of the local association of surfing schools and camps. *"Thanks to the peninsula of Peniche, we have two beaches facing in different directions, so there is always one that gets wind from the land; if it's not one it's the other... You can surf every day. This is unique in Europe!"*

Surfing has been going on in Peniche since the beginning of the 70s, but it started to become more popular about ten years ago. In 2009, the town was selected as the only European venue for the World Surfing Tour, the ultimate accolade in the surfing world. *"The two trials held so far have each attracted around 20 000 surfers and spectators",* says Ricardo, who, along with his brother António, runs the "Peniche Surf Camp", one of 20 surfing schools in the town, but one of the few open all year round. *"I had already worked in a surfing school run by Germans",* recalls Ricardo. *"I finished college in 2004 and didn't have a job, so rather than chasing*

*another diploma, I decided to start a school to teach not just surfing but also the culture of surfing."* With a capacity of 120 beds, the Peniche Surf Camp offers week-long stays, which include seven nights accommodation and five days of training. On an annual basis, it attracts around 3 000 surfers from various European countries. *"Our market now extends to Poland and Russia. We had around 40 Russian guests in 2010, which never happened before. And there is one segment of the clientele that is really growing: women, there are more and more female surfers."*

The advantage of surfing over regular beach tourism is that there is a certain year-round market. The Surf Camp employs around 10 people full-time, with 30 seasonal workers in the summer. The Leopoldo Silva brothers estimate that surfing in Peniche provides jobs for several hundred people, and has attracted about a hundred families to the area from northern Europe.



*"We created our partnership to promote surfing, but also to push for better regulation. Surfing has grown too quickly here. Anyone can do just about anything and there is a lot of unfair competition. All you have to do is to put up three boards on the beach and you can call yourself a surfing school. Also, we are lacking in infrastructure and the quality of services is not sufficient. The local hospitality leaves a lot to be desired. I have some project ideas for Axis 4, starting with language courses and hotel services. Here, tourism is based on the sea, and people still don't realise that surfing has become the number one tourist attraction. When you're lucky enough to have a place like this, you have to take care of it."*

## Digging deep

*"Development is a very long process, but with a lot of nice surprises," suggests Rui Venancio, an archaeologist for the municipality of Peniche. "Fourteen years ago, while digging to construct tennis courts, we discovered a Roman amphora factory from the 1st Century BC. So we abandoned the tennis courts but it was a bit frustrating as we did not have the funds to develop the archaeological site. But this opportunity did not go away and now, 14 years later, and thanks to Axis 4 support, we may finally be able to achieve our ambitions." Monday, Rui Venancio will present the project to the Fisheries Local Action Group. ■*



▲ Peniche Surf Camp's core team: António and Ricardo Leopoldo Silva and José Carlos Pedro.

### OESTE (Portugal)

**Area:**  
333 km<sup>2</sup>

**Population:**  
65 000 inhabitants (2007)

**Density:**  
195 inhabitants/km<sup>2</sup>

Axis 4 Budget	EUR			
	EU	National	Private	Total
Total	2 344 696	560 558	–	2 905 254

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# Interview

**Katia Frangoudes:**

**“Women can bring a lot to fisheries management if they are allowed to take their rightful place.”**

**Katia Frangoudes, originally from Cyprus, is a founding member of AKTEA, the European Network of Women's Organisations in Fisheries and Aquaculture. She works at UMR AMURE, a research centre that brings together researchers from the University of Brest and IFREMER (the French Research Institute for Exploitation of the Sea), specialising in the role of women in fisheries and aquaculture.**

**FARNET Magazine: You have done a lot of work on the issue of gender and the role of women in the fisheries sector. Why is it necessary to address this issue?**

The Green Paper on the reform of the Common Fisheries Policy in 2002 was the trigger that prompted me to examine the question of women in fisheries. The association of fishermen's wives in Brittany, *Femmes entre Terre et Mer* (Women between land and sea), asked for my help in drafting a response to the Green Paper. The different meetings I attended in the preparation of that response enabled me to better understand the claims and the actions taken by the women's fisheries and shell fishing organisations at the local and national level. I felt it was absolutely necessary to support these women's organisations in their efforts to achieve recognition for their role in fishing enterprises. It is important to point out that up until then, no research had been undertaken into the role of women in fisheries in the EU.

**You are one of the founders of AKTEA, the European Network of Women's Organisations in Fisheries and Aquaculture. Why did you establish such a network?**

In the 1990s and early 2000, DG FISH (now known as DG MARE) took a number of actions concerning women in fisheries: transnational meetings, studies, conferences, etc. These initiatives complied with the Community principle of gender equality, which should and must always be taken into account in all European policies, including fisheries. It was against this background that we took the initiative of submitting a project on the role of women in fisheries and aquaculture to be financed under the 5<sup>th</sup> Framework Programme for Research and Development. The main objectives of the project – “FEMMES” (The role of women in fisheries and aquaculture in Europe between 2002 and 2005) – were to promote the visibility of women's role in fishing enterprises and in the public domain, as well as supporting women's organisations.



**Katia Frangoudes**

*Founding member of AKTEA, the European Network of Women's Organisations in Fisheries and Aquaculture.*


For three years, women from 10 European countries shared their experiences with the researchers leading the project (from the University of Brest, University of Madeira, University of the Canary Islands, and later the University of Tromsø). Three transnational meetings and several national meetings addressed issues relating to training needs, safety at sea, social systems for fishers, the participation of women in the management of fisheries and diversification initiatives.

These meetings also enabled the women to talk about their contribution to family fishing businesses and to finally recognise that the work they undertook at home was a real job and not an extension of

their domestic activities. This work should be recognised in order to give the spouses access to social benefits, such as the old-age pension, health care, etc. And this recognition could be achieved through the application of Directive 86/613/EEC, “on the application of the principle of equal treatment between men and women engaged in an activity, including agriculture, in a self-employed capacity and on the protection of self-employed women during pregnancy and motherhood”. By seeking the implementation of this 1986 directive, French women working in the fisheries business were assigned the status of ‘collaborative spouse’, which gave them access to their own pension. Thanks to the work undertaken within the research project FEMMES, the wives of fishermen in other countries have also sought the implementation of the European directive in their national legislation. Another positive result of the sharing of experiences among women in fisheries is the creation of numerous women's organisations (in Portugal, Greece, Italy and the United Kingdom).



At the end of the project in 2005 a number of women's organisations met in Tenerife to discuss the next steps of the initiative. They decided to continue the work which was already underway to create a European network. It was important to carry on the work undertaken as part of the FEMMES project in order for women in fisheries to continue to have a voice in the European institutions. It was in this context that the AKTEA network was officially established in May 2005, in Ancona, Italy. Today, the network wants to promote Commissioner Maria Damanaki's idea of creating a wider European network.


 **The theme of this issue of FARNET Magazine is the diversification of fisheries but also, more broadly, of the local economy of fisheries communities. Do women have a particular role to play in this process?**

Let's consider the visible and invisible work carried out by women. There are some women who work on board fishing boats, generally in small-scale fisheries, or some who practice shell-fish or seaweed gathering or shell fishing. But the percentage of these women who are directly involved in the production side of fisheries and aquaculture is low. The contribution by women involved in catching or farming fish or other gathering activities is recognised. However, the contribution of the spouses or partners of fishermen/shell fishers to the fishing business at home is still invisible, as numerous Member States have failed to integrate the 1986 directive into national law. In reality, however, spouses are responsible for a large part of the administrative work as well as taking care of domestic chores and the children.

Some spouses do more than business administration; they develop other activities aimed at adding value to the fisheries or aquaculture produce, such as direct sales, fish processing, food businesses and even bed and breakfast, or other fishing activities linked to tourism. These activities do not only increase the family income, but also benefit the wider community through the creation of jobs. Furthermore, they help to maintain the fishing industry. For example, when a fisherman opens a processing unit, all the catch used by the unit comes from the family boat and the only job created is that of the spouse. As a result of initiatives to develop fish processing, this is no longer the case. The experiences shared by women in the AKTEA network have shown us that the women who instigate these diversification activities prefer to start on a small scale, but as soon as they master their new activity, they generally expand. This initial experience gives them the chance to become familiar with the job, create a customer base, identify the market demand and, above all, obtain funding. The transition from a small to a medium-sized enterprise requires a greater supply of fish and more labour. This also applies to food businesses, which often involve more than just opening up a restaurant. As the project increases in size, we see the number of jobs increase, and the supply increase from that of one boat to several. In addition to the creation of jobs and the increase in income, this kind of diversification also boosts the local economy as the value of the local catch increases.

In addition to diversification activities aimed at adding value to fisheries or aquaculture produce, women also have other ideas, such as the production of products linked to the sea. Pebbles, shells, driftwood, fish skin can all be used to make decorative objects or for clothing and women realise this, even if it is sometimes difficult to obtain the funds to develop this kind of activity.

We also want to highlight the absence of data on the number of projects led by women that have received Structural Funds. This is why the AKTEA network asks the European Commission, during the interim and ex-post evaluations, to provide data on the number of projects financed by Member States which support women's initiatives, in particular under Axis 4 of the EFF which focuses on the sustainable development of fisheries areas.

 **Within the framework of the reform of the Common Fisheries Policy, what changes are required to promote and enhance the potential of women?**

After nine years of projects and work in favour of women in fisheries at the European level my only regret is that the new Green Paper on the reform of the Common Fisheries Policy makes no reference to women. The word woman does not appear once in the text, as was the case with the previous reform. It's a great shame. If in 2002 this was difficult to do, today, after nine years of information campaigns under AKTEA and the programme FEMMES, it is disappointing to see that the authors of this document have again "forgotten" women. This time, any argument on how the Green Paper "deals with the management of resources and how women are absent in this area" is not valid, as since the creation of AKTEA numerous women's organisations have become members of Regional Advisory Councils for fisheries and actively participate in discussions concerning resource management. The women in these organisations ensure that the social consequences of the administrative measures for fishermen's families and fisheries communities are taken into account.

This being said, I think that women can bring a lot more to the area of fisheries management if they are given their rightful place. But this seems impossible at the moment because the fishermen's organisations do not want to make way for women. The difference between the participation of women and men in the debates is that the women represent the real situation while the men are union representatives who have little contact with those working on the ground. Allowing women to do the job would provide better representativeness and better knowledge of what's really happening at ground level. Besides, women have shown that they are just as capable as men of managing resources. Women just need to be given the means to participate in discussions. The example of the women shellfish gatherers (*mariscadoras*) in Galicia shows the capacity of women to manage stocks. These fisherwomen in Galicia successfully established a shellfish stock management plan which prevented overexploitation. ■

**Interview conducted (in French)  
in February 2011**

## Report

### UPSTREAM PROJECTS HELP TO CREATE A FAVOURABLE ENVIRONMENT FOR DIVERSIFICATION IN THE STOCKHOLM ARCHIPELAGO [SWEDEN]

# Back to the islands

**A short distance from the Swedish capital, Axis 4 of the EFF is being used to restore the fishing grounds of the Stockholm archipelago, and to promote consumption of fish with a view to diversifying fishing practices, increasing the income of local residents and even attracting new year-round residents to the islands.**



▲ Boat ride at sunset in the Stockholm archipelago.

Thomas Hjelm points to the far shore: “See that lock over there? It’s a great place to fish for trout because that’s where the salt water and fresh water meet, and trout love that.” Trout? This must be a dream, because here we are, not on the banks of some river hidden deep in the countryside, but right in the heart of Stockholm! Later, the coordinator of the Fisheries Local Action Group (FLAG) tells me of other good fishing spots, all in equally improbable locations around the Swedish capital. Scandinavia’s Venice is a maze of islands and watercourses, at the confluence of the huge Lake Mälaren and the Baltic Sea, and at the entrance of one of the world’s most impressive archipelagos.

While surveys show that between 500 000 and 600 000 people engage in recreational fishing in the county of Stockholm (70 000 of them at least once per week), catches are down and commercial fishing is in decline, with only 48 registered professionals in 2010, as compared with more than double that number less than twenty years ago. “While the territory of the county has 850 lakes, about fifty rivers and nearly 10 000 km<sup>2</sup> of marine area, it only produces 630 tonnes of fish per year, barely 2% of the Swedish catch,” regrets Henrik C Andersson, Fisheries Advisory Officer for the County Administrative Board of Stockholm. “It’s not enough, we should be aiming for 10 or even 15%. But to achieve that,

action is required upstream and downstream: we need to recreate favourable conditions for restoring fish stocks and we need to promote local fish in the dietary habits of Swedes. Stockholm represents a potentially enormous consumer market, but local and regional fishing do not take advantage of it: for example, the pike-perch fished not far from here are shipped directly to France or Germany, without even passing through Stockholm.”







▲ Tobias Fränstam proudly displays his impressive catch of pike.

## Reefs

Consisting of some 24 000 islands and islets, the Stockholm archipelago extends almost 120 kilometres along the eastern coast of Sweden and about sixty kilometres into the Baltic, as far as the Åland Islands. Like the Finnish coast opposite, the archipelago is the result of isostasy, the elevation of land, which still continues at a rate of about five millimetres per year (see FARNET Magazine No. 2). The Swedish term for archipelago is 'skärgård', literally 'reef garden', which is a particularly appropriate name. The proximity of the Swedish capital and the beauty and diversity of the landscape, which ranges from sandy beaches to bare rock and from deep forest

to salt marshes, make the archipelago the 'garden of Stockholm', and a popular leisure and holiday location for city residents. There are over 50 000 second homes and chalets here, although the permanent population of the islands barely reaches 13 000.

The Stockholm archipelago is obviously very popular with anglers, but a combination of several factors – ecological (urbanisation at the expense of spawning grounds, eutrophication, soaring seal and cormorant populations) and economic (over-fishing, land prices) – have hampered both commercial and recreational fishing. "The number of professional fishermen has come down from around a hundred in 1990 to 32 today, and as for angling,

## When diversification means adding value

**With Stockholm within easy reach, Anders Jansson, a professional fisherman, realised there was an opportunity to do more with less.**

Representing the Association of Professional Fishermen in the FLAG, Anders Jansson lives and works on the small island of Björkö, in the Stockholm archipelago. His catch is divided between trout (30%), perch (25%), whitefish (25%), and a smaller amount of pike, eel and herring. "The secret is doing more with less. In the past, with my father, we caught a lot of fish – mainly herring – which we sold at low prices. Now, I am doing exactly the opposite."

Anders has stopped selling to wholesalers in Stockholm and has turned to restaurants, fishmongers and to direct sales on the quayside. For nine years now he has had a stall every weekend in Skansen, where he sells almost half his fish. "I sell at Skansen from November to mid-May, excluding January and February. These dates fit in perfectly with my fishing activities for the rest of the year. Of course, it depends what the weather is like, but on an average weekend we serve about 250 portions, or around fifty kilos of processed fish: herring fillets, lightly salted rainbow trout and a little bit of smoked fish."



▲ Anders Jansson dons his apron for the Skansen "Fishing Days".

### Fishing Days

Skansen is home to the oldest open-air museum in the world. Founded in 1891, it is situated on the island of Djurgården, in Stockholm. With an average of 25 000 visitors per day, it aims to 'show Sweden in a nutshell', and fishing is part of the picture.

"In April 2010, the staff at the museum contacted me because they wanted to organise 'Fishing Days' in September. I leapt at the opportunity because it was in line with the FLAG strategy, which is to promote fish in Stockholm."

Axis 4 contributed EUR 9 000 to cover the cost of transport, equipment and promotional material. Twenty-five professional fishermen took part in the event. "It would be much better if there were more professional fishermen in the archipelago because we could exchange fish and increase our volume: with a little marketing we could sell a lot of fish in Stockholm. Of course, we shall be doing this again and attending trade fairs and markets, but that will be a different project."

fish are a lot harder to find," explains Thomas Hjelm. "Admittedly, managing fish stocks is particularly difficult in the archipelago because of the mixture of fresh water and salt water, and the biological imbalances this causes, especially as the Baltic is not stable in terms of oxygenation and salination," adds Henrik C Andersson. "What's more, half of the waters around the archipelago are privately-owned. Since 1985, line-fishing has been allowed without restrictions almost everywhere, but when there is a question of private property this freedom of access is a source of conflicts and it is difficult to find solutions: there are between 20 000 and 30 000 owners!"

## Round table

Above and beyond the need to restore the vitality of fishing in the archipelago, it was these conflicting uses which finally led to the creation of the FLAG in 2009 (see text box). Henrik C Andersson says: "Actually, the process started in 2001, during a conference on fishing in the archipelago. It was attended by fishing and landowners' associations. As the Fisheries Advisory Officer for the County, I asked them: 'in your opinion, what is the most important problem? Tell me, and we will do everything we can in the Council to solve it.' They told me that their main concern was the reproduction of the pike. From that moment on a major collective action was set in motion. In 2006, it led to a ban on pike fishing in 25 zones from 1 April to 15 June, which is exactly what landowners and professional fishermen wanted. That created a climate of trust, which later made the setting-up of the FLAG much easier."

"The FLAG is not just about money, it is first and foremost a forum for dialogue," Thomas Hjelm emphasises. "It is a great opportunity for all stakeholders in fishing – professionals and amateurs, guides, landowners, environmental organisations and local authorities – to sit around the same table and talk to each other."



▲ The traditional "risvasar" technique: putting brushwood under the ice to create a reef effect for perch and pike-perch.



▲ Reconnecting wetlands to the Baltic Sea helps to restore natural spawning grounds.

And what do they talk about at the FLAG monthly meetings? "We all want the same thing: for the fish to return to the archipelago!" is the answer from Gunnar Berglund, a fisheries and aquaculture consultant. "I would even go further: that is the big issue that brings us together, because as far as the rest is concerned we are very different," says Linda Svensson, a biologist from the regional section of Sportfiskarna, the Swedish Anglers' Association, which she represents in the FLAG. Linda and Gunnar often work together and since 2010 they have been working on several Axis 4 projects.

## Environmental management

Gunnar is the "cormorants' worst nightmare": he is tireless in his pursuit of these birds, which are considered by some, along with the seals, as one of the major causes of falling fish stocks and the deterioration of breeding grounds in the archipelago. The cormorant, a protected species whose population has soared in the last decade, can eat between 400 g and 700 g of fish per day. "Its favourite foods are perch and pike-perch. The disappearance of these two species has terrible consequences for the food chain and the plankton," says Gunnar.



Stockholm County therefore lifted the hunting ban, and one of the projects financed by the FLAG concerns the management of cormorant populations through sterilisation. The method being used consists of coating the eggs in oil that is not toxic to the environment. One egg per nest must be spared. The oil-covered eggs become infertile and reproduction is curbed. This method has the advantage of keeping the adult on the initial nesting site and reduces the risks that it will move to other sites where new eggs could be laid. Gunnar claims to have treated over 30 000 eggs, thereby preserving hundreds of tonnes of fish.

The Stockholm branch of Sportfiskarna is running three Axis 4 projects, which consist of restoring natural spawning sites and facilitating the migration of species to the spawning grounds (reconnecting wetlands or washlands to the sea, restoring stones and gravel on the bed of watercourses, installing fish-passes and trout ladders, etc.). *"For example, there were only seven breeding grounds left for sea trout, now there are about fifty,"* says Tobias Fränstam, also a biologist at Sportfiskarna, who adds: *"In the Stockholm area alone, around a hundred wetland areas need to be restored. But the good news is that it is not expensive: the areas that we have so far restored with Axis 4 support, for example, cost around EUR 5 000 per hectare."*



▲ Fishing trips for people with disabilities are already being organised.

## A FLAG is born

The process that led to the creation of the Stockholm archipelago FLAG started back in the early 90s.

**1993-1996:** the implementation of a "Fishing tourism project in the Stockholm archipelago". The project had a budget of EUR 120 000, which was provided by Vattenfall AB (energy company), the municipalities of Värmdö and Haninge, and other organisations. The aims of the project were to:

- > promote the archipelago's economic activities and employment opportunities during the off-season by training professional fishing guides, developing commercial fishing opportunities, exchanging experiences with the Åland islands and the Turku region in Finland, and doubling the annual stocking of trout smolts; and
- > examine the issues and conflicts around fish stocks and fishing tourism in the archipelago.

The project, which was the first of its kind, was of great importance for the further development of fishing tourism in the archipelago. It also helped to promote sea trout fishery conservation and to initiate dialogue between fisheries stakeholders.

**2000:** the County Administrative Board of Stockholm, Stockholm Sports Management and the Stockholm Information Service (SIS) propose a "Strategy for the development of fishing tourism in the Stockholm region." This document highlighted the significant potential of the region but it was never officially adopted.

**2002-2003:** a "Consultation on the establishment of closed areas for fishing in the Stockholm archipelago" is carried out.

**Winter 2003:** at a conference on fisheries in the Stockholm archipelago, local fishing associations join with the County Administrative Board of Stockholm in establishing closed areas for fishing in the archipelago.

**2006-2010:** 25 closed fishing areas are defined at the request of the "Consultation group for the establishment of closed areas for fishing in the Stockholm archipelago". The group also addressed issues relating to fish reproduction, fish conser-

vation and management, and the need for additional closed fishing areas, as well as stressing the importance of establishing a Fisheries Local Action Group (FLAG) for the Stockholm archipelago.

**August 2008:** five fishing and conservation organisations in Stockholm County sign a cooperation agreement to create a FLAG to promote the sustainable development of fisheries in the Stockholm archipelago.

**November 2008:** a request for financial support for the preparation of a development strategy is submitted to the Stockholm Board of Fisheries and a collaboration agreement is signed by the Stockholm Archipelago Foundation, the Stockholm branch of the Swedish Angling and Fish Conservation Association, the Stockholm County Fishermen Association, the City of Stockholm, Sweden's Organisation of Fishing Guides and the East Svealand Fishing Grounds Owners Association. To elaborate the strategy, the six partner organisa-



## Equal fishing opportunities

In view of all these environmental activities, either carried out or in the course of being carried out, is there not a risk that improving fish stocks will overshadow the other priority of the FLAG strategy, namely, to improve the profitability of fishing? "No," says Tobias Fränstam, "because unless we restore the habitat there will be no fish, and without fish, diversification becomes impossible. And this is just the start: we have some other projects up our sleeve..."

Indeed, there is no shortage of ideas and every group represented in the FLAG has its own proposals: Gunnar Berglund would like to develop "equal fishing opportunities", or fishing trips for people with disabilities, an activity in which he has been involved for some time already. In the opinion of Linda Svensson and her colleagues at Sportfiskarna, fishing trips for mothers and children should be organised: "Angling is still predominantly a male leisure activity, but it would also be very fulfilling for mothers and children to spend time together in a natural environment."

Anders Jansson, who represents professional fisherman in the FLAG, would like to see environmental education courses being held at the school in his village and, on a much broader scale, school trips to the Stockholm archipelago: "Finding out about fishing and realising how important it is first requires knowledge of and respect for the environment. Besides raising awareness, such a project would give the archipelago's schools an advantage, which could attract families at the same time as creating a new activity for the fishermen." ■

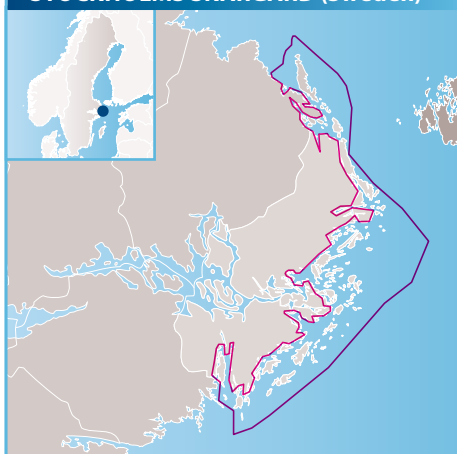
tions also collaborated with other parties, such as the County Administrative Board of Stockholm, the county council of Stockholm, coastal municipalities, the coast guard and others.

**March-May 2009:** the FLAG promoters set up a non-profit association: "Fiskefrämjandet Stockholms skärgård" (Fish Promotion in the Stockholm Archipelago).

**December 2009:** the "Fiskefrämjandet Stockholms skärgård" FLAG is officially approved by the Board of Fisheries.

**January 2010:** The FLAG begins its activities.

### STOCKHOLMS SKÄRGÅRD (Sweden)



#### Area:

658 km<sup>2</sup>  
(5 095 km<sup>2</sup> including inshore waters)

#### Population:

13 000 inhabitants

#### Density:

20 inhabitants/km<sup>2</sup>

#### Axis 4 Budget

#### EUR

	EU	National	Private	Total
Total	620 000	620 000	–	1 240 000

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# Trade winds

## FRANCE

### Pescatourisme 83

**Total cost:** EUR 277 590 – **EU contribution (EFF Axis 4):** EUR 86 140

“Pescatourisme 83’ is a pilot project based on the Var coast, which is trialling pescatourism activities in conjunction with an analysis of the legal, fiscal and financial implications involved. The project is transferring and adapting pescatourism experiences gained in Italy to the specific context of the Provence-Alpes-Côte d’Azur region. In 2009, for the first time in France, the National Administration for Maritime Affairs authorised pilot projects on fishing boats in the Var. This was extended in 2010 to boats with only one crew member. This project has not only created a specific tourist package that is in line with the type of fishing practiced in the project area, but it has also involved the actors needed to encourage the legislative evolution necessary to facilitate this activity around the French coast. Moreover, the methodology of ‘Pescatourisme 83’ has already inspired a similar project in the Arcachon basin.”



**Rémi Bellia**, Project Coordinator, Marco Polo Echanger Autrement.  
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## SPAIN

### Coastal carpentry

**Total cost:** EUR 19 625 – **EU contribution (Leader+):** EUR 6 633

“Fisheries areas can offer diverse business opportunities to their inhabitants, who can in turn offer useful services to other members of the community. A good example is the development of a local carpentry company based originally in the fishing



port of Conil. The business, which now employs two people, has expanded its activities from the maintenance and repair of wooden boats to the repair and construction of both wooden and fibreglass boats, as well as other water tight containers such as swimming pools. With the help of Leader+, this micro company has continued to remain competitive by moving to new premises and by investing in new equipment and technology, while maintaining its hand-crafted construction techniques. As a result, the area benefits from the specialized services of a local firm which serves both the fishing community and the broader public.”

**Antonio Muñoz Ruiz**, entrepreneur.  
[antonio@elcarpinteroderibera.net](mailto:antonio@elcarpinteroderibera.net) – [www.elcarpinteroderibera.net](http://www.elcarpinteroderibera.net)

## FINLAND

### Tourism training for commercial fishermen

**Total cost:** EUR 78 000 – **EU contribution (EFF Axis 4):** EUR 70 200

“With the number of fishermen in Sodankylä having fallen by 50% in the last 5 years, some of the remaining fishermen contacted the FLAG Northern and Eastern Lapland to see what could be done to find additional sources of revenue. Tourism seemed an obvious possibility and following discussions with Sodankylä’s Tourism Secretary and a survey of local fishermen, a training package was designed to equip commercial fishermen with the qualifications, safety certificates and skills they needed to develop and offer successful tourist packages. Having completed seven safety courses, all the participating fishermen were certified to carry out pescatourism, and to obtain a license to navigate with tourists on board. Study visits to successful and less successful tourism businesses also formed part of the training. A further 10 days of training focused on product development, pricing and customer service. This was complemented by personal study days and individual guidance.”



**Marjo Helenius**, Tourism Development Advisor, Municipality of Sodankylä.  
[marjo.helenius@sodankyla.fi](mailto:marjo.helenius@sodankyla.fi) – [www.sodankyla.fi](http://www.sodankyla.fi)

## ITALY

### “Porti Aperti”: festival of contemporary arts and fisheries

**Total cost:** EUR 25 000 – **EU contribution:** –

“‘Porti Aperti’ was developed by the municipality of Ancona and is based around cooperation between the fisheries sector and contemporary artists aimed at increasing the attractiveness of the harbour area. This has led to the development of a festival where art is inter-mixed with the day to day activities of the fishermen. The highlight of the event is the exhibition of work by 21 urban artists from all over the world, who decorate the hulls of 11 fishing boats and other harbour buildings, focusing on the theme of the sea.”



**Laura Gagliardini**, Region Marche.  
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▲ Heave! Fishermen haul carp from a pond in the Barycz River Valley fisheries area.

## HOW DOES POLAND USE ITS AXIS 4 FUNDS

# New prospects for Poland's fisheries areas

**Poland has the largest programme for the sustainable development of fisheries areas in the EU. With an EFF allocation of nearly EUR 235 million, it accounts for over 40% of the total EFF Axis 4 budget, and has more groups than any other participating country. In October 2010, the Ministry of Agriculture and Rural Development announced the selection of the first 26 FLAGs.**

The Ministry launched the first call for proposals for FLAGs at the end of 2009, to which 61 applications were submitted, with 26 being ultimately selected. In December 2010, a second call for proposals was launched and by the deadline of February 16, 34 applications had been submitted. It is expected that by mid-2011, a further 20 or so FLAGs will be approved. Poland will have more groups than any of the other Member States implementing Axis 4.

The 26 FLAGs selected so far cover a total area of nearly 40 000 square kilometres, i.e. 13% of the area of Poland. According to FLAG records, the number of "persons employed in the fisheries sector" (according to the definition used in the Polish Axis 4 legislation) in this area is 3 800.

The selected FLAGs are spread throughout the country, with six located in coastal areas and the remaining 20 inland. These areas are highly diversified in terms of the main types of fisheries, but they share

some common characteristics: they are mostly peripheral and predominantly rural areas of high environmental and landscape value (a significant proportion of the areas is protected); and they have a long tradition of fishing, mostly on a small-scale, using traditional methods of production (both in coastal and inland areas).

An average coastal FLAG covers an area of ca. 1 200 km<sup>2</sup>, a population of ca. 70 000 people and between 4 and 9 municipalities. The number of persons employed in the fisheries sector varies from 116 to 502.





Inland FLAGs are bigger in terms of area (1 600 km<sup>2</sup> on average), population (82 000 people) and number of municipalities (between 5 and 17). The number of people employed in the fisheries sector varies from 41 to 212.

The planned allocation of resources between the different types of measures is shown in the table below.

<b>Competitiveness of the area</b>	39.0%
<b>Restructuring and reorientation of fisheries</b>	14.0%
<b>Adding value to fisheries products</b>	16.5%
<b>Environment and natural heritage</b>	18.3%
<b>Administration</b>	8.0%
<b>Cooperation</b>	4.0%

## The coastal fisheries areas

All the coastal FLAGs are located in the north of Poland, along the Baltic coast, but they also include large inland areas, rich in lakes, ponds and rivers. Therefore the fisheries sector in these areas covers sea fishing as well as inland fishing and aquaculture, and the coastal FLAG strategies take account of these three sub-sectors.

In terms of employment and the scale of production, marine fishing is the most significant in the coastal areas. However, in recent years this sub-sector has declined dramatically. For example, in the harbour of Darłowo, which is located in the area of the FLAG "Basin of Wieprza, Grabowa i

## Three questions to Kazimierz Plocke, Secretary of State at the Ministry of Agriculture and Rural Development

### 1) *What are the Ministry's expectations concerning Axis 4 of the EFF? What changes should take place in fisheries areas as a result of implementing the area-based approach?*

It is our intention that Axis 4, implemented within the Operational Programme for Fisheries 2007-2013, should be something more than just a short-term response to the depletion of fish stocks. We see Axis 4 as a chance to enable fisheries communities to create new and sustainable sources of income and to improve their quality of life. This is possible through animating the inhabitants and encouraging them to cooperate in the implementation of joint projects.

We would like to ensure that representatives of all the three sectors: social, private and public, would benefit from support under Axis 4. We strongly believe that only balanced community development involving all stakeholders can lead to sustainable benefits for all the inhabitants of an area. But in an era of globalisation, enhancing the local specificity is a challenge which requires financial support.

Because of the wide range of activities that can be financed from Axis 4, expectations are high among fishermen and entrepreneurs. Axis 4 will enable them to start their own business activity, get funding for an existing business, or to invest in activities aimed at improving the service network in the area. It also offers a chance to promote and exploit local traditions, which can provide additional opportunities to develop tourism and rural tourism. Several such projects supported in an area can drive forward the whole local economy, from food products and tourist attractions to developing industry. I trust that the possibilities offered by Axis 4 will result in real change, which will benefit all the inhabitants of fisheries areas.



▲ Mr Kazimierz Plocke (second from the left), after signing the contract with the FLAG Opolszczyzna.



▲ Aerial view of the port of Jastarnia.

Uniesc", fishing was the main source of income up until a few years ago, and the harbour had approximately 200 fishing boats. Today this number has been reduced to 33.

The situation of coastal fisheries in Poland is largely attributed to the state of Baltic cod stocks and the cod protection regime. In the 1980s, the Polish fleet was catching approximately 120 000 tonnes of cod. Today it only catches about 10 000 tonnes. As a result, the fishing profession is no longer attractive. Young people from Darłowo, Ustka and other coastal towns and villages do not want to enter a sector with such an uncertain future. Many of them migrate to other regions, which also affects the demography of fisheries areas. The fishing profession is increasingly restricted to the middle-aged and elderly.

Another consequence of the reduction of the fleet and the size of the catch is the decline in services linked to fishing and

port infrastructure. All the coastal FLAGs have identified this problem and consider the modernisation of ports and quays a priority, both to service the fishing fleet and to develop tourist activities such as private yachting, sea angling and recreational trips. Developing new attractive tourist products based around Poland's rich fishing tradition is seen as a means of creating new jobs, which will help to protect fishermen from losing their livelihoods and stop the out-migration of young people.



## **2) What is the view of the Ministry about the results of the first call for proposals for FLAGs? Any comments or ideas concerning the partnerships and their strategies?**

In the first call, 26 FLAGs were selected. These were the groups that were best prepared to implement their strategies. One of the main challenges at present is to strengthen the local partnerships as it is this cooperation between partners which guarantees the sustainability of partnerships and a respect for the needs of local communities.

The selected groups presented a number of different solutions on how to use the available Axis 4 funds, but certain common objectives can be identified.

Firstly, tourism, rural tourism and recreation; one of the key characteristics of fisheries areas is that they are naturally attractive and have many assets related to nature and landscape, which attract tourists like a magnet.

Secondly, diversifying the economic activities of fishermen. This will enable them to increase the range of available sources of income. Many strategies envisage support for operations which will enable fishermen to undertake additional activities, for instance in gastronomy or in the marketing of fish products.

Thirdly, protection of natural assets. Many strategies mention support to activities involving the protection of the natural environment, in particular lakes and rivers. FLAGs intend to support environmental organisations and educate young people.

Fourthly, stimulating initiatives involving local inhabitants, including cultural and social activities. This can be done by projects promoting the acquisition of knowledge and skills and animating the community through a variety of educational initiatives.

## **3) What are the plans concerning the creation of a national network of fisheries areas in Poland? What kind of support (e.g. training, advice) will be available to the Polish FLAGs?**

The Polish network of fisheries areas should be a platform for the exchange of experience and a tool to develop cooperation between FLAGs from different parts of the country. Cooperation should involve, inter alia, the exchange of information and good practices concerning FLAG activities and strategy implementation.

The network will bring together all the FLAGs, and the Ministry will act as a moderator and facilitator. Other entities interested in local strategies, such as research institutes or self-government and state organisations, will also be invited to participate. Their role in the network will depend on the themes undertaken, i.e. on themes that the groups are really interested in. An important element of the network will be the participation of transnational experts, both from EU-level institutions and from FLAGs in other countries.

For the time being the network will be coordinated by the Ministry for Agriculture and Rural Development, but in the future most of the tasks will be carried out by the FLAGs and by the regional authorities.



▲ Fishing boats in the Slowinska fisheries area.

To improve the situation of coastal fisheries, all the coastal FLAG strategies include measures to increase the sale of fish and fish products. The Polish market has considerable potential in this regard, as the average Polish person consumes only 12-13 kg of fish per year, less than most EU Member States. The FLAG strategies focus on developing distribution chains, including various forms of direct sales, as well as campaigns to promote fish consumption. These measures will be carried out by individual FLAGs at the local level as well as under inter-territorial and trans-national cooperation projects.

## The land of the trout

Coastal fisheries areas, together with some inland FLAG areas located in the broader coastal zone, form the land of the trout. This is a hilly region with many lakes and fast flowing rivers. The water contains a lot of oxygen and stays cold even in the summer. These factors have supported the development of a strong aquaculture sector, specialised in the production of trout, salmon and bull-trout. Most fish farms located in this region are modern and technologically advanced. They use exclusively organic feed. Fish farmers have good prospects for development and they are willing to

invest. However, there are also some negative side-effects. Introducing new technologies can lead to fewer employment opportunities, and strong competition between producers results in many of the smaller, family-run farms that use traditional methods being squeezed out of the market.

As in the case of marine fisheries, salmon and trout producing FLAG areas also see the need to promote the consumption of fish and fish products.

## Inland fisheries areas

In central and southern Poland there are 16 FLAGs selected to implement Axis 4. The numbers of professional fishermen in these areas is much smaller than on the coast and as a result, it is expected that the majority of the funds invested will be used for projects outside the fisheries sector.

The fisheries sector in these areas includes the production of carp, which is carried out in earthen ponds covering many thousands of hectares. Fish farms located in these areas also use several thousand lakes. Professional fishing in lakes is of marginal importance, however. Of much more significance is angling, which is very popular in Poland.



▲ The Barycz River Valley fisheries area.

Carp production in ponds is a tradition that goes back many centuries in Poland. It was initiated by Cistercian monks in the middle ages, when they created the ponds by damming muddy river valleys. Carp plays a unique role in the Polish culinary tradition – it is traditionally consumed on Christmas Eve, which makes it a highly seasonal product. This means producers are extremely busy in late autumn.

Many inland FLAGs plan to promote the consumption of carp and other freshwater fish throughout the year. To achieve this, they intend to support projects aiming to diversify production, which up to now, has been dominated by the sale of live carp. The producers' future will also depend on their ability to sell highly processed fish products, and therefore FLAGs will encourage them to invest in processing, storage and better distribution, which are currently the main barriers to increasing fish consumption.

Freshwater fish producers expect that Axis 4 will also help them reduce losses caused by protected species of fish-eating birds (cormorant, heron) and mammals (otter), as well as by beavers which destroy dams.

Another problem of inland fisheries areas is the periodic deficit of water. Poland's water resources are comparatively small





▲ Carp plays a unique role in the Polish culinary tradition.

and, as a result, fish farms compete with each other for water. This often leads to conflicts, and it is hoped that Axis 4 will help find ways to solve this problem.

The possibility to create FLAGs in inland areas has been well received by those engaged in fisheries in these areas. Ziemowit Pirtan, board member of the Polish Association of Salmonid Producers and one of initiators of the Nadnotecka FLAG, is hopeful that this can lead to a successful outcome: *"The principles and mechanisms of support under Axis 4 are an excellent way to promote the sustainable development of inland fisheries in Poland. In a few years we will be able to see to what extent this expectation has been fulfilled."* ■

# FARNETwork

## > "FLAGs on the move: the second wave"

The fourth European seminar for the Fisheries Local Action Groups (FLAGs): "FLAGs on the move: the second wave" took place in Sofia (Bulgaria) between the 21st and 23rd of March, 2011. The event was organised at the initiative of the European Commission and with the support of the National Agency for Fisheries and Aquaculture of the Ministry of Agriculture and Food of the Republic of Bulgaria. The seminar targeted potential and recently selected FLAGs, with the aim of providing them with the information, skills and capacities to implement their strategies and support successful projects in their areas. It also provided an opportunity for new FLAGs to express their needs, share "their story" so far and ensure efficient networking and exchanges of experience. More information at: [sofia@farnet.eu](mailto:sofia@farnet.eu)

## > Managing authorities assess Axis 4 delivery models

Axis 4 managing authorities met for the 5<sup>th</sup> time in January, this time to assess and exchange information on Axis 4 delivery systems in the different Member States. Representatives from Estonia, France and Spain presented details of their Axis 4 administrative systems, which served as a basis for a wider discussion on the different models. Subsequent sessions were devoted to drawing lessons from a recent European Court of Auditors' report on the Leader approach to rural development (with the European Commission's Agriculture Directorate-General presenting its responses to the report's recommendations) and examining work to date in the different countries on the interim evaluation of the EFF. The next meeting of managing authorities and national networks will be held on the Danish island of Bornholm, on the 24-25 of May 2011. The agenda is likely to cover topics such as regional cooperation as well as the future programming period. There will also be field visits to Axis 4 and Leader projects.

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## > Methodological guides

The FARNET Support Unit has published three methodological guides: a **"Start-up Guide for FLAGs"**, a **"Guide to Starting Cooperation between FLAGs"** and a **"Guide on Adding Value to Local Fisheries Products"**.

These guides can be downloaded from the [FARNET website](http://farnet.eu)

# FARNET Agenda

WHEN	WHAT	WHERE
2-3 May 2011	Baltic Sea Managing Authorities and Networks seminar	Tallinn (EST)
3-5 May 2011	FARNET at the European Seafood Exposition 2011	Brussels (B)
24-25 May 2011	Axis 4 Managing Authorities and National Networks meeting	Bornholm (DK)
5-7 July 2011	Transnational FARNET seminar on diversification in EU fisheries areas	Gdynia (PL)

# Profile

**NAME:** Axis 4 of the European Fisheries Fund (EFF)

**OBJECTIVE:** The EFF may co-finance local projects for sustainable development and improvement of the quality of life in fisheries areas, complementary to other EU financial instruments.

**IMPLEMENTATION:** Twenty-one Member States implement Axis 4. An important innovation in the implementation of this axis is the emphasis on the territorial approach.

**TARGET AREAS:** "Fisheries areas" are areas with a sea or lake shore or including ponds or a river estuary and with a significant level of employment in the fisheries sector. The Member States select the eligible areas according to the following criteria: they should be small local territories (less than NUTS 3) that are coherent from a geographical, economic and social point of view. Support should be targeted either to sparsely populated areas or those where the sector is in decline or those with small fisheries communities. Member States can add further criteria for the selection of the areas.

**RECIPIENTS:** "Fisheries Local Action Groups (FLAGS)", i.e. a combination of public, private and civil society partners jointly devising a strategy and innovative measures for the sustainable development of a fisheries area. FLAGS are selected by the Member States on the basis of criteria defined in their operational programmes. It is expected that at least 200 FLAGS will be created across the EU.

**ELIGIBLE MEASURES:** Strengthening the competitiveness of the fisheries areas; restructuring, redirecting and diversifying economic activities; adding value to fisheries products; small fisheries and tourism infrastructure and services; protecting the environment; restoring production damaged by disasters; inter-regional and trans-national cooperation of actors; capacity building to prepare local development strategies; and the running costs of FLAGS.

**NETWORK:** All the stakeholders concerned with Axis 4 are organised around a "European Fisheries Areas Network (FARNET)", permitting wide dissemination (through seminars, meetings and publications) of innovative projects implemented for the benefit of fisheries areas and fostering transnational cooperation. The network is coordinated by the "FARNET Support Unit".

**DURATION OF THE PROGRAMME:** seven years (2007-2013), but projects can be implemented until the end of 2015.

**EUROPEAN UNION ASSISTANCE:** Priority Axis 4 has a budget of EUR 567 million of EFF funding for the period 2007-2013, to which must be added national public co-funding and private investment. It represents approximately 13% of the overall EFF budget (2010).

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## Send us your news

FARNET publications are resources for all those engaged in building a more sustainable future for Europe's fisheries areas. Please send us news and information on your activities which might be of interest to other groups or actors working in this field. In particular, we would like to hear about your successes and achievements, important events and announcements, and also your ideas or proposals for exchanges or cooperation with other fisheries areas.

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