Networking event for fisheries LAGs
Sustainable and innovative Blue Tourism

Vodice, Croatia, May 2023

Working Group (Aqua 1)

Smart harbour communities

Round 1 (11:30): Red Group (EN-PL)

Round 2 (14:15): Blue Group (EN)

Setting the scene…

What do we mean by SMART?

A smart coastal area is a place where people and businesses work together to use know-how, resources and infrastructure in a new and innovative way. The focus is on reducing waste and environmental impact, and increasing quality, utilisation and value."

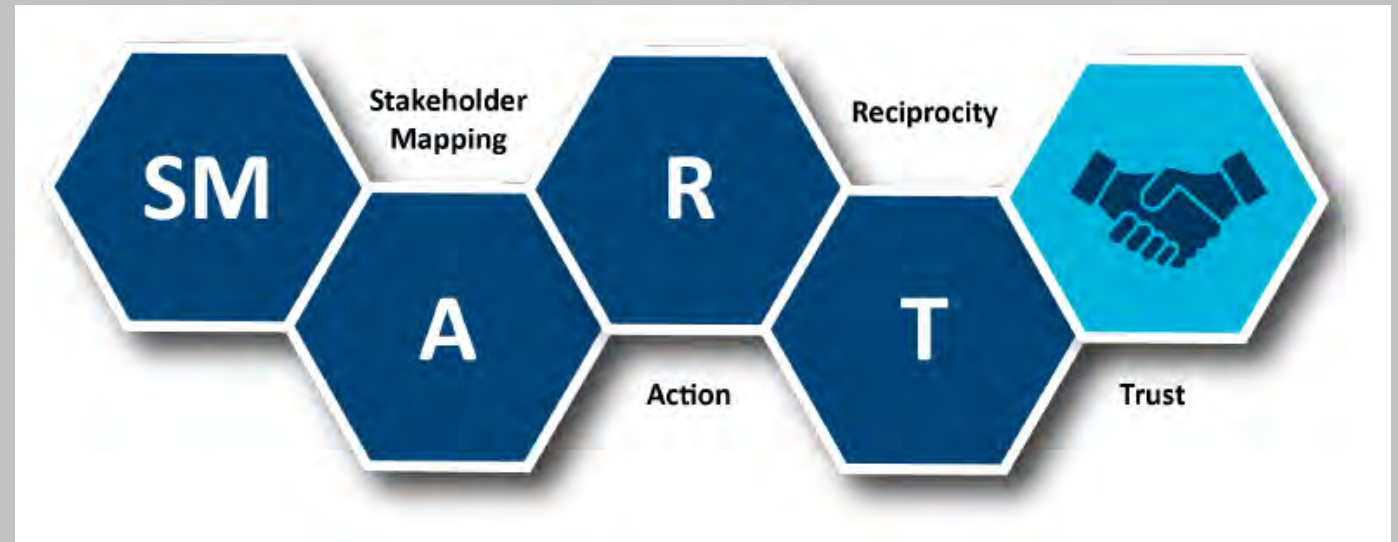**Vilhjálmur Jens Árnason, Icelandic Ocean Cluster**

What do we mean by SMART?

- **Collaboration**

- **Sustainability**

- **Innovation**

- **Integration**
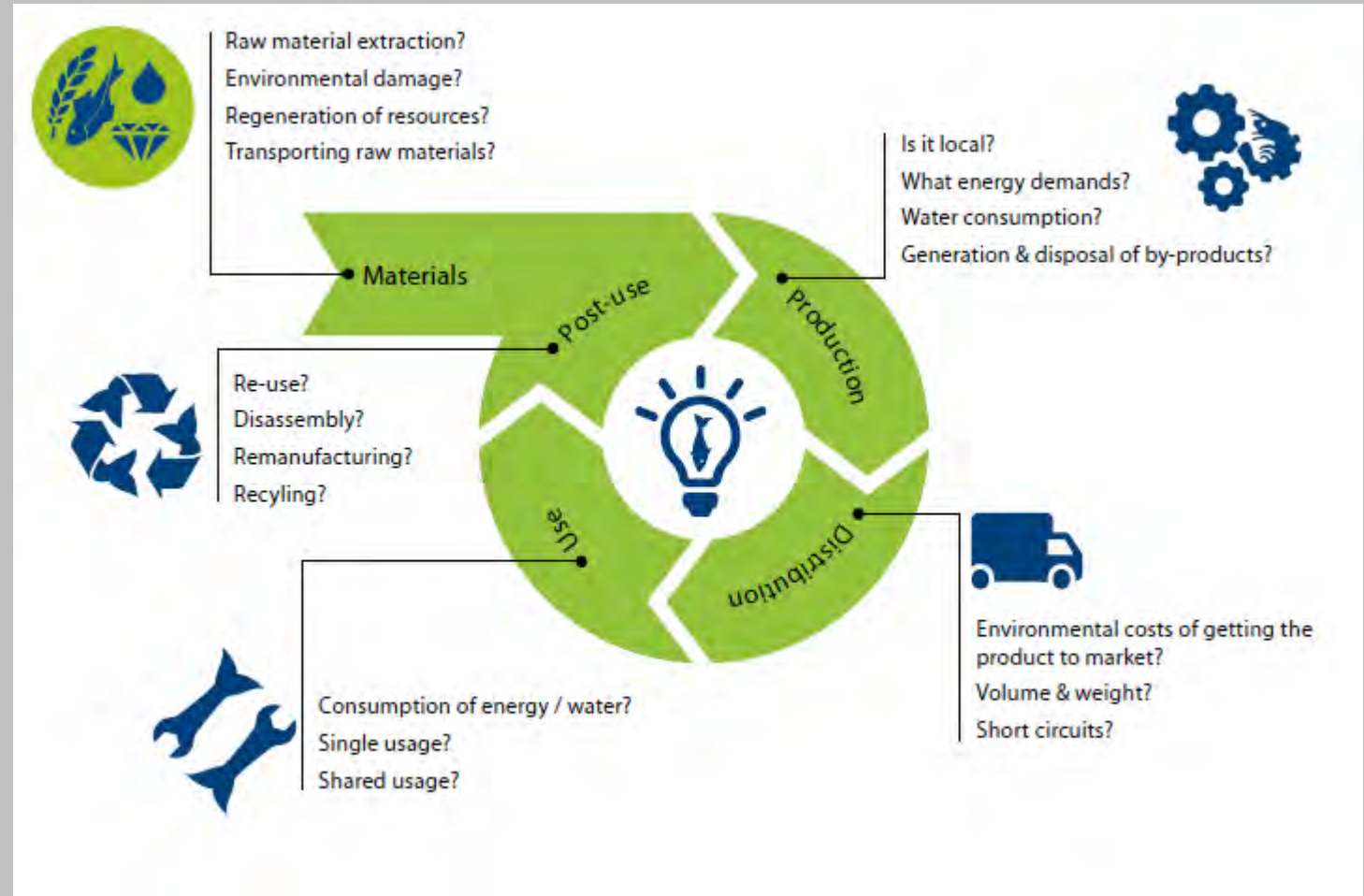
Collaboration

- **Reciprocity – identifying 'win-wins'**
- **Co-design and co-production**
- **Building trust and respecting diverse views**
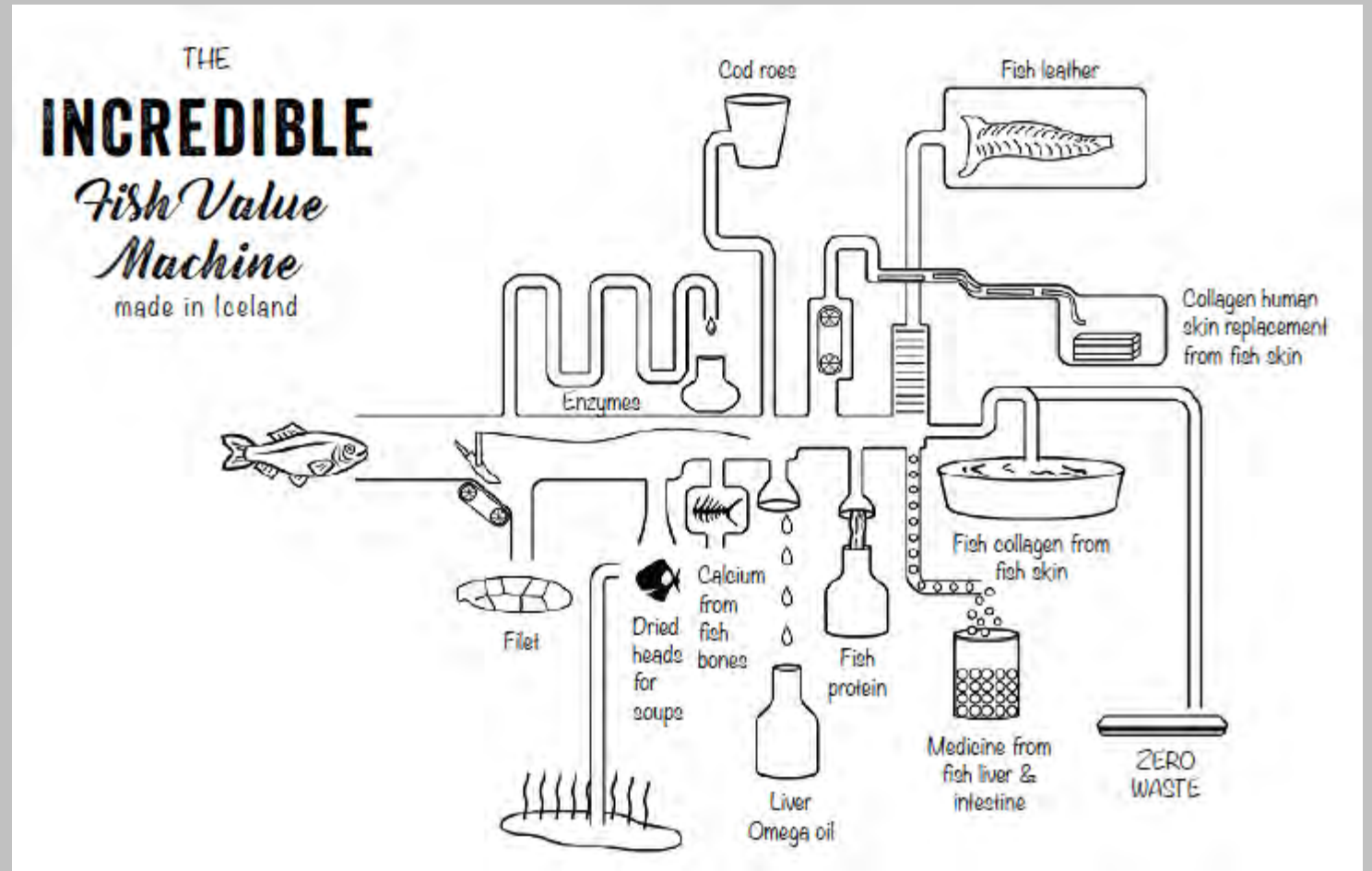- **Communication – listening vs hearing**

Sustainability

- **Shared resources**

- **Community renewable energies**

- **Untapped resources as opportunities**

- **Circular activities**

Innovation

- **Thinking 'outside the box'**
- **Blue Economy opportunities**
- **SMART harbour 'hubs'**
- **Business clustering**

THE
INCREDIBLE
Fish Value Machine
made in Iceland

Cod roes

Fish leather

Collagen human skin replacement from fish skin

Enzymes

Filet

Dried heads for soups

Calcium from fish bones

Fish protein

Fish collagen from fish skin

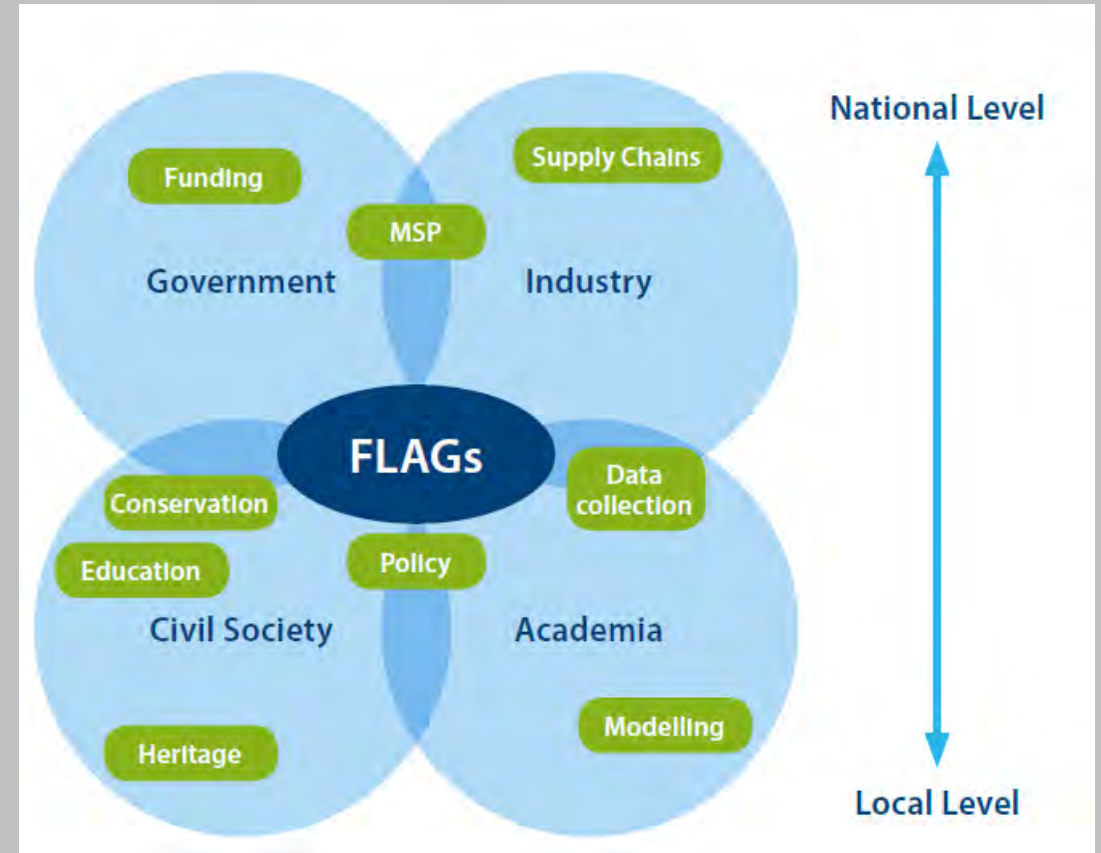Medicine from fish liver & intestine

ZERO WASTE

Liver Omega oil

Integration

- **Engage and be aware of others using the harbour**

- **Map stakeholders**

- **Public services, healthcare and transport**

- **Integration through smart 'hubs'**

- **Digitalisation**

A quick interactive tour…

So… let's build a SMART harbour together

So… let's build a SMART harbour together

- **Using LEGO, design your 'ideal' SMART harbour community**

- **Think of 'win-win's**

- **Consider collaboration**

- **Consider trade-offs – can you really have everything?**