



# Web promotion for angling tourism along the Danube river (Romania)

Galati FLAG, Calarasi Danube FLAG, Valea Mostistea FLAG, Dolj-Danube FLAG



The website, [www.turismpeascaresc.ro](http://www.turismpeascaresc.ro), includes an interactive map and information on the natural and cultural assets of the fishing areas, including guesthouses, restaurants, museums, playgrounds, cinemas and theatres. Opportunities to angle are especially prominent, both in the Danube and in nearby lakes. Many sites are promoted as places to relax, enjoy nature and taste local fish products; others as opportunities to learn about traditional arts and crafts and the local history.

A video also provides some beautiful images of the area and the different places to visit and stay, and the map is also available via a customised android App.

## RESULTS

- The strengthening of the local business fabric, thanks to promotion and increased visibility of small businesses linked to tourism
- An improved understanding of the area's tourism potential and economic development opportunities for the local community
- Development of a website and App with a range of local tourism products and services made accessible to the public



## FACTS AND FIGURES

Total project cost: €189 229

This project was entirely funded through a FLAG grant.







# Setting up the area's first pesca-tourism business

(Atlantic, Spain)

Pontevedra FLAG



Following FLAG-supported training and guidance, this project financed the outfitting of an artisanal fishing vessel for pesca-tourism.

This project financed the outfitting of the artisanal Praia de Sanxenxo vessel, for pesca-tourism.

The vessel will sail several routes and itineraries in the Pontevedra estuary and teach visitors about the means and tools for fishing species, like octopus or crabs, highlighting the value of these products. These activities will raise public and visitor awareness of the biodiversity and environment of the estuary, and the local seafaring culture.

Once in port, the experience will end with a visit to the local fish auction to learn about the process of bidding and selling traditional fish.

The overall experience focuses on:

- Educating visitors about the most important local marine habitats and species, and the main species of fishing interest in the Pontevedra estuary
- Highlighting the work of the artisanal fishers, different fishing gear and methods, and the seafaring culture
- Explaining the process of marketing, labelling and quality control of fished products

## RESULTS

- Increased sustainability of fishing activities, by complementing them with tourism activities
- Increased economic income of active fishers while reducing fishing pressure
- Diversification of fishers' activity
- Increased awareness and promotion of fishers' activities in the community
- Promotion and enrichment of the local economy with newly created economic opportunities
- Supporting generational renewal by communicating about and innovating within the sector, to appeal more to youth

## FACTS AND FIGURES

Total project cost: €13 279

- FLAG grant: €8 241
- Beneficiary contribution: €5 037



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# Sustainable materials for water sports (Portugal)

Mondego Mar FLAG



As part of the INTERREG Atlantic Area CAPITEN project, the FLAG has promoted a local company that manufactures surfboards, from sustainably harvested local wood.

The project aimed to promote the development of the nautical sector. Numerous actions were carried out, including the encouragement of the development of eco-design and eco-construction.

The use of surfboards produced from synthetic materials leads to the production of large amounts of waste when they are disposed of. To minimize this impact, it is important to make surfers and surfboard producers aware of the possibilities associated with the use of natural raw materials and the appropriate techniques for producing more environmentally friendly surfboards.

To find new forms of production, work was carried out with partner entities (including surf schools, companies and universities), in order to find alternatives based on natural and renewable raw materials.

This work included collaboration with the Higher Technical Institute (IST) of the University of Lisbon to conduct research in the field of developing applications for polymers obtained from wood. This culminated in the production of an almost 100% organic "foam". This "foam" proved to be a usable raw material in numerous sectors, including surfboard production. The project also included collaboration with surf instructors from the Associação de Desenvolvimento + Surf (a local surf association in Figueira da Foz) to test the proper functioning of the boards developed from agave by the local company Yoni Surfboards, Unipessoal, Lda.

## RESULTS

- Encourage research into new products
- Announce new products
- Raise awareness among surfers
- Support business activity

## FACTS AND FIGURES

Total project cost: €181 817

- FLAG grant: €145 453
- Beneficiary contribution: €36 363



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# Cooperation for UNESCO cultural heritage status (Italy)

Venetian - VeGAL FLAG, Friuli Venezia Giulia FLAG, Chioggia and the Po Delta FLAG, Emilia-Romagna Coast FLAG, North Marche FLAG, Pescara Coast FLAG, Blue Coast FLAG, Trabocchi coast FLAG, Golfo degli Etruschi FLAG



The 'Cultural Heritage of Fisheries' intends to protect and raise awareness of the rich cultural heritage of crafts, artefacts and fishing equipment, by presenting UNESCO candidacy dossier on the traditional fishing practices used in lagoons and at sea.

The 'Cultural Heritage of Fisheries' project aims to protect and raise awareness of the rich cultural heritage surrounding traditional fishing practices across six regions of Italy.

The project promoted knowledge of trades, artefacts and equipment related to traditional fishing and how this has shaped the identity of local communities and coastal territories. This was promoted through:

- Production of informative brochures
- Dissemination of press releases
- Placement of articles in specialised magazines
- Creation of a website and a map with the assets
- Organisation of local actions across involved territories
- Production of a 90 minute documentary film

The documentary film tells several individual stories that represent this rich cultural heritage including:

- The trade of the molecante (traditional crab fishers) in the Venice lagoon (Veneto Region)
- The use and design of the trabocco (a typical handcrafted structure for fishing) along the Abruzzo coast
- The work of one of the main workshops where lugsails (*vele al terzo*) are made in the Emilia Romagna Region
- The story of the shipwrights (*maestri d'ascia*) of Chioggia in the Veneto Region
- The experiences and memories of an old fisherman from Senigallia and another from the lagoon of Marano Lagunare who still lives in a traditional casone
- The perspectives of the women fishing in the Borgo Marino in Pescara in the Abruzzo region
- The culinary tradition of fish stew preparation from a traditional fish shop owner in Giulianova
- The community choosing to stay and live on their home island of Capraia in the Tuscany Region, to preserve their traditional way of life.

Additionally, part of the work has been the process of registering the project in the Representative List of the Intangible Cultural Heritage supported by UNESCO.

## RESULTS

The main result that the project would like to achieve is the recognition of the cultural heritage of fishing with traditional gear in lagoons and at sea, as a UNESCO intangible asset.

## FACTS AND FIGURES

Total project cost: €337 700

- €168 850 (50% EMFF)
- €118 195 (35% National fund)
- €50 655 (15% Veneto Region fund)



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# Linking nature tourism with the coast

(Portugal)

ADREPES Costeiro FLAG

Local company, Vertente Natural, has received support for a newly established tourism venture in a fishery area linked to the marine and coastal cultural heritage.

Located in Sesimbra, this company has been operating in the tourist entertainment market since 2004, providing nature and adventure tourism activities, especially in protected areas.

The company seeks to anticipate and follow the latest trends in the sector and taking into account the preservation of natural resources. While the company's range of activities is diverse, two major groups can be identified:

- Land activities – 4x4, mountain biking, environmental education, climbing, caving, orienteering, and hiking.
- Marine activities – coasteering, canoeing, canyoning, diving, boat trips, dolphin watching, snorkelling, and beach events.



In the context of maritime activities, coasteering (tourism activities by the sea) deserves mention. This is a relatively recent trend in Portugal, which Vertente Natural has pioneered, taking advantage of the excellent natural surroundings of the region. It offers privileged places to practice this activity, due to the richness of its protected areas, calm and translucent waters, rocky cliffs, and other magnificent natural characteristics.



## RESULTS

Vertente Natural established the following strategic objectives to become the most referenced company for nature tourism in the Arrabida region:

- Consolidate the development and segmentation of maritime-tourism activities, ensuring long-term growth and sustainability
- Reinforce capabilities in the maritime tourism activities sector, where important market opportunities have been identified
- Ensure greater control and efficiency in maritime tourism activities, minimising dependence on third parties
- Reinforce competitive capacities by improving online distribution channels, access products and services, and simplifying logistics and distribution
- Improve customer reception infrastructure, creating a new building for this purpose

## FACTS AND FIGURES

Total project cost: €285 223

- FLAG grant: €157 509
- Beneficiary contribution: €127 714



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# Mobilising fishers for the campaign against plastic (Slovenia)

Istria FLAG



**FISHEKO is a project to train local fishers in communication and hire them to carry out an awareness-raising campaign against single-use plastics in tourism and other marine activities.**

Along the 42 km long Slovenian coastline, approximately 80 full-time fishers carry out their activities. During the summer and at weekends, pressure on the limited marine space mounts as fishers are joined by recreational and tourist vessels. This contributes to increased waste activities ending up at sea.

With support of the FLAG, a local fishing company decided to tackle both the lack of space and the plastics problem. The company designed and implemented five training sessions for local fishers on communication as well as on several themes that could help the fishers diversify their own activities, such as touristic tours. The impact of plastic and micro-plastics on the marine environment was a key theme.

The fishers completing the training could then get paid to carry out awareness-raising activities through visits to tourist and other recreational vessels anchored in the area's ports. The fishers explain to the public the impact of plastics on the marine environment and provide biodegradable items, such as forks, knives, and plates. As the fishers undertake such visits on days when the area is most crowded, the project also reduces the fishing activity during these busy periods.

## RESULTS

- Five communication campaigns delivered on promoting a clean marine environment and healthy habitats, the small-scale coastal fisheries as a sustainable way of exploiting marine resources and sustainable tourism
- 30 fishers trained through 13 group and individual communication trainings, to help improve implementation and diversification of their professional activity
- 16 fishing vessels mobilised for awareness-raising
- Increased public awareness of the environmental damage caused by plastic
- Reduced fishing effort in the area at peak tourist times

## FACTS AND FIGURES

Total project cost: €215 890

- FLAG grant: €199 290
- Beneficiary contribution: €16 600



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# Pesca-tourism in the Mediterranean (Italy)

Friuli Venezia Giulia FLAG

Located in Marano Lagunare, traditional fishing enterprise Robi Zentilin successfully diversified their activities, in collaboration with other local business owners, and have transformed their income from being 100% fishing dependent, to an expected 60% of their income coming from tourism.

The Robi Zentilin fishing enterprise, located in popular tourist town Marano Lagunare, owns two boats: a mechanized dredge for fishing shellfish and a small artisanal coastal fishing boat. The gradual decrease of the shellfish and gill net fishing has led the enterprise to turn towards pesca-tourism.

Diversification of activity began with Joy Marvona, wife of Robi the owner of Robi Zentilin. She took a personal interest and commitment to diversification into tourism, taking cooking courses and participating in three consecutive FLAG calls for projects.

As a result of her work she developed a project that has:

- Equipped the ALICE II to operate as a pesca-tourism boat
- Converted the porch of their home into a dining room for 10 people
- Converted a room in their house into a kitchen
- Converted their garden into a relaxation corner
- Purchased bicycles and picnic baskets to offer tourists as part of their visits to the hinterland of the lagoon

The project expanded to involve two other local businesswomen, Germana Stel, owner of local travel agency Agenzia Buona Stella and Marina Blascicova, owner of local Bed & Breakfast Onda Marina. Together, they built tourist packages offering cycling tourism, overnight stays in the village, visits to the lagoon, and meals on board the ALICE II and in the fishing family home.

Joy's initiative also allowed the FLAG FVG to influence regional legislation, and support the passing of a law regulating pesca-tourism activities. The law now covers small-scale activities including preparing food for up to 10 people using a home kitchen.



## RESULTS

Joy and Robi Zentilin's project is a pilot project for the region. Through diversification, they have gone from an income fully dependent on fishing, to an expected income of 40% from fishing and 60% from pesca-tourism.

## FACTS AND FIGURES

Total project cost: €60 780

- FLAG grant: €30 390
- Beneficiary contribution: €30 390





# Virtual museum of fishing, seafaring and boatbuilding (Croatia)

Tramuntana FLAG



The Juxta Mare project has made learning about fishing, boatbuilding, and the seafaring history of the area possible by installing 13 solar-powered virtual museum coastal locations.

The JUXTA MARE Rab Virtual Museum of Fishing, Seafaring and Boatbuilding can be accessed through 13 locations along the coast of the Barbat and Banjol (Island of Rab). It allows visitors to learn about the history and culture of shipbuilding, seafaring, fishing and architecture on the island of Rab in an innovative, dynamic and fun way.

The name JUXTA MARE (from the Latin “near the sea”) was chosen because the entire museum can be found by the sea. Each location features a metal structure with double-sided information boards in Croatian and English, which are illuminated with solar-powered lamps at night. Each board has a QR code which, after being scanned by a smartphone, becomes the key to enter the virtual museum.

Using their mobile devices, visitors can see the entire route and virtually access each of the 13 locations. At each location, visitors can select to see further information, photos, or a short film linked to that particular location. Visitors can also experience and view different artefacts (like ships or ruins) using immersive Augmented Reality.

## RESULTS

- Valorisation of the fishing, maritime and shipbuilding heritage of Rab Island, leading to increased awareness about the value of fishing and maritime culture and encourage its protection
- Collection and documentation of historical facts about fishing, seafaring and shipbuilding culture in Rab Island
- Use of new technologies for the promotion of local fishing and maritime heritage

## FACTS AND FIGURES

Total project cost: €148 540

This project was entirely funded through a FLAG grant







# Dolphin conservation in the Shannon Estuary: A partnership between IWDG, tourism boat operators and fishing boats

(Ireland)  
West FLAG



**This is a data collection project for dolphin identification on the Shannon Estuary, in the West of Ireland. The Irish Whale and Dolphin Group (IWDG), tourism boats and fishing boats completed 757 boat trips and gathered 300 000 photographs which were processed and catalogued from 2009-2018.**

Each year thousands of tourists come to see the dolphins and whales that inhabit Ireland's South and West coast. This is a growing tourism trend in Ireland and, by participating in this project, tourism boat operators can educate themselves and tourists on the importance of marine biodiversity, identifying the dolphins and protecting their habitat on the Shannon Estuary.

Photo identification images are collected each summer by marine biology students from all over the world who volunteer for several weeks at a time accompanying research scientists on survey boats and dolphin tourism boats. Photo identification can be a powerful tool in conservation and management of the population of dolphins as it allows us to track animals by unique identifying markings on fins and tails. The images collected are then matched to the catalogue of known Shannon Dolphins.

Learning objectives are to monitor and investigate data including:

- Population estimates and stability of the population size
- Known home ranges and distances travelled (some Shannon Dolphins have ranged as far as Scotland and a group of three Shannon Dolphins are now resident in Tralee Bay and which originally belonged to the Moray Firth population of Scotland)

- Reproduction and how many females are having calves and how many survive until adulthood

Collaboration: The project also maintains contact with other bottlenose photo identification projects that monitor UK and Scottish populations. Information is also shared on a database called FinBase. <https://www.fisheries.noaa.gov/national/marine-mammal-protection/finbase-photo-identification-database-system>

## RESULTS

- Creation of a boat survey protocol to ensure that information collected and processed is consistent and comparable over time
- Creation of a Matching Guide
- Completion of open photo identification work from matching and cataloging trips from 2005-2008, 2009-2011 and 2016-2018
- Establishment of the home range of the Shannon dolphin population
- Identification of key foraging sites and important prey species (e.g., Atlantic salmon)

## FACTS AND FIGURES

Total project cost: €26 000

FLAG grant: €20 800

Beneficiary contribution: €5 200



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# An eco-friendly, electric diving boat (France)

Mediterranean Pyrenees LAG



## A diving centre takes a holistic approach to developing and building a vessel that minimizes its impact on the environment

An eco-friendly diving center called le Paradis des Bulles (Bubbles Paradise) in Port Vendres decided to become an example of “slow diving”. With support from the local LEADER LAG, it invested in the construction of a 100% electric boat, “e-Sperança” following a holistic approach to minimize pollution.

The boat is powered by an innovative engine using solar energy, reduces noise pollution and uses an alternative material to copper-based anti-fouling products that are known to be harmful to marine ecosystems. The boat is equipped with solar panels and batteries, which it can charge in its local port. The boat has a cruise speed of eight knots and an autonomy of eight hours.

In 2022, the diving centre launched its new eco-friendly boat, taking out divers but also other groups in order to raise awareness and promote more sustainable approaches to water-based tourism. Excursions include an explanation of the alternative boat design as well as of local history and environmental resources. Trips also include the cooking on board and tasting of local, sustainably-caught fish species.

## RESULTS

- Design, testing and construction of new type of boat engine
- Awareness-raising of more eco-responsible forms of marine tourism (among other professionals, schools and the wider public)
- Promotion of local small-scale fisheries

## FACTS AND FIGURES

Total project cost (boat engine): €39 645

LEADER LAG grant: €7 911

Beneficiary contribution: €7 929

National Marine Park: €9 911

Region Occitanie: €11 894

Community of coastal municipalities: €2 000



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