



European  
Commission

# A 5-Dollar House: The story of Mario Puratić (Croatia)

Brač FLAG



**Centre dedicated to Mario Puratić who revolutionised the global fishing industry.**

The “5-Dollar House” Centre stands as a testament to the remarkable legacy of Mario Puratić, an inventor from Sumartin whose pioneering contributions revolutionised the global fishing industry. Named after the iconic image of Puratić’s ship depicted on the Canadian “5-dollar” banknote, this Centre is situated near his birthplace in Sumartin, Croatia.

The centre is part of the “ICR Mario Puratić” project, funded by the Brač FLAG, which is dedicated to the development of social infrastructure related to fisheries. The primary objective of the centre is to commemorate Mario Puratić’s achievements and to educate visitors about the impact of his inventions and preserve his extraordinary life story for future generations.

One such groundbreaking invention was the Puratić’s winch, which fundamentally transformed the efficiency of fishing on a global scale. This innovative equipment became indispensable for thousands of fishing boats worldwide, dramatically increasing catches and notably saving tuna fishers from financial ruin in the USA.

Through community engagement and promotion of local heritage, the centre aims to become a landmark destination celebrating the ingenuity of Mario Puratić and the rich maritime heritage of Sumartin and the surrounding region.

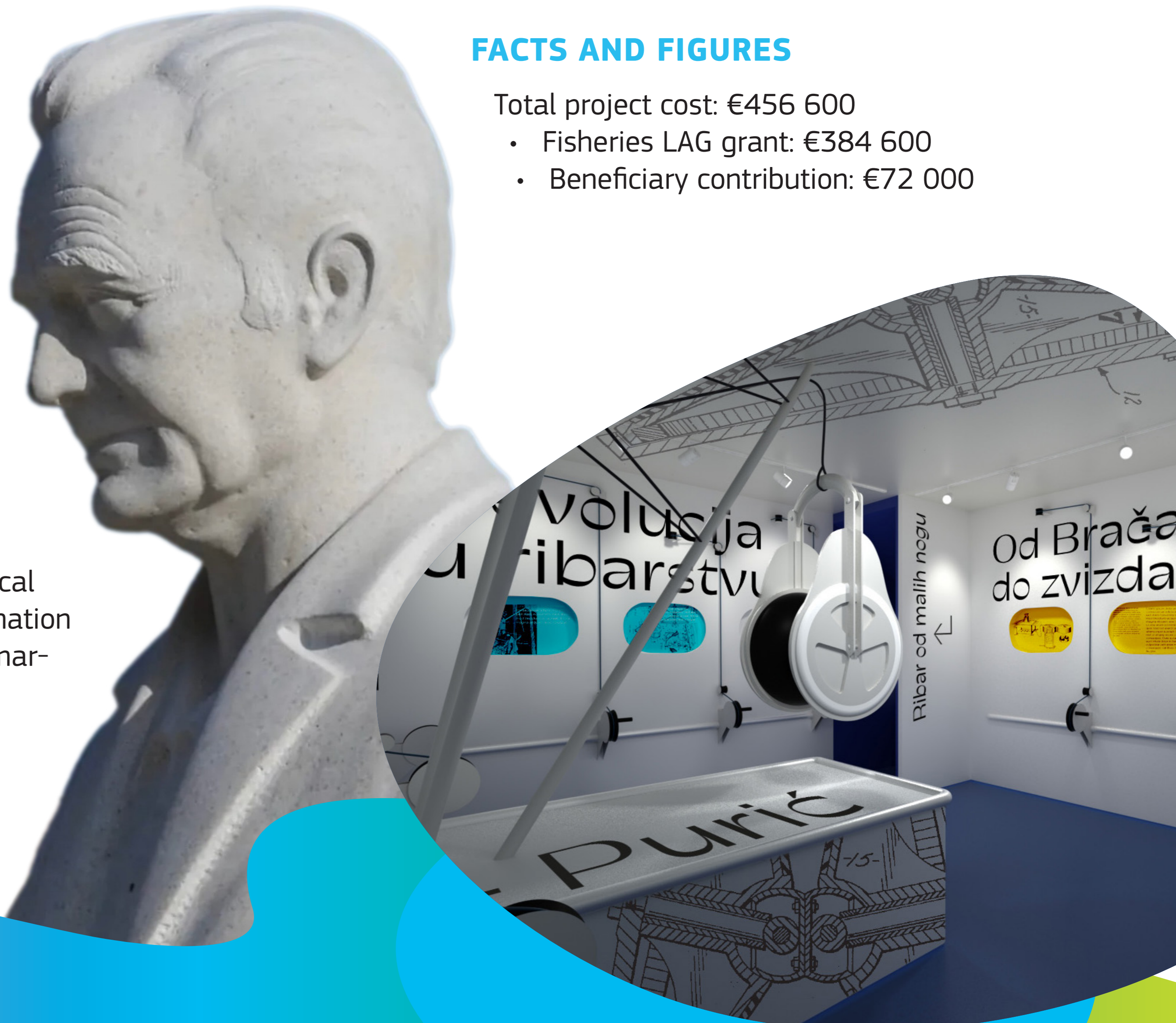
## RESULTS

- Reconstruction, furniture and equipment, museum displays, and other activities necessary for the operation of the centre.
- Installation of a monument made of Brač stone dedicated to the figure and work of Mario Puratić.
- Organisation of events and other activities to promote previous investments aimed at revitalising the image of Mario Puratić and his achievements.

## FACTS AND FIGURES

Total project cost: €456 600

- Fisheries LAG grant: €384 600
- Beneficiary contribution: €72 000



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# Dive in our Islands: Network of diving areas (Greece; Cyprus)

1. Lesvos FLAG (Lead Partner) – GR
2. Dodecanese FLAG – GR
3. Heraklion FLAG – GR
4. Larnaca-Famagusta FLAG – CY
5. Limassol FLAG – CY

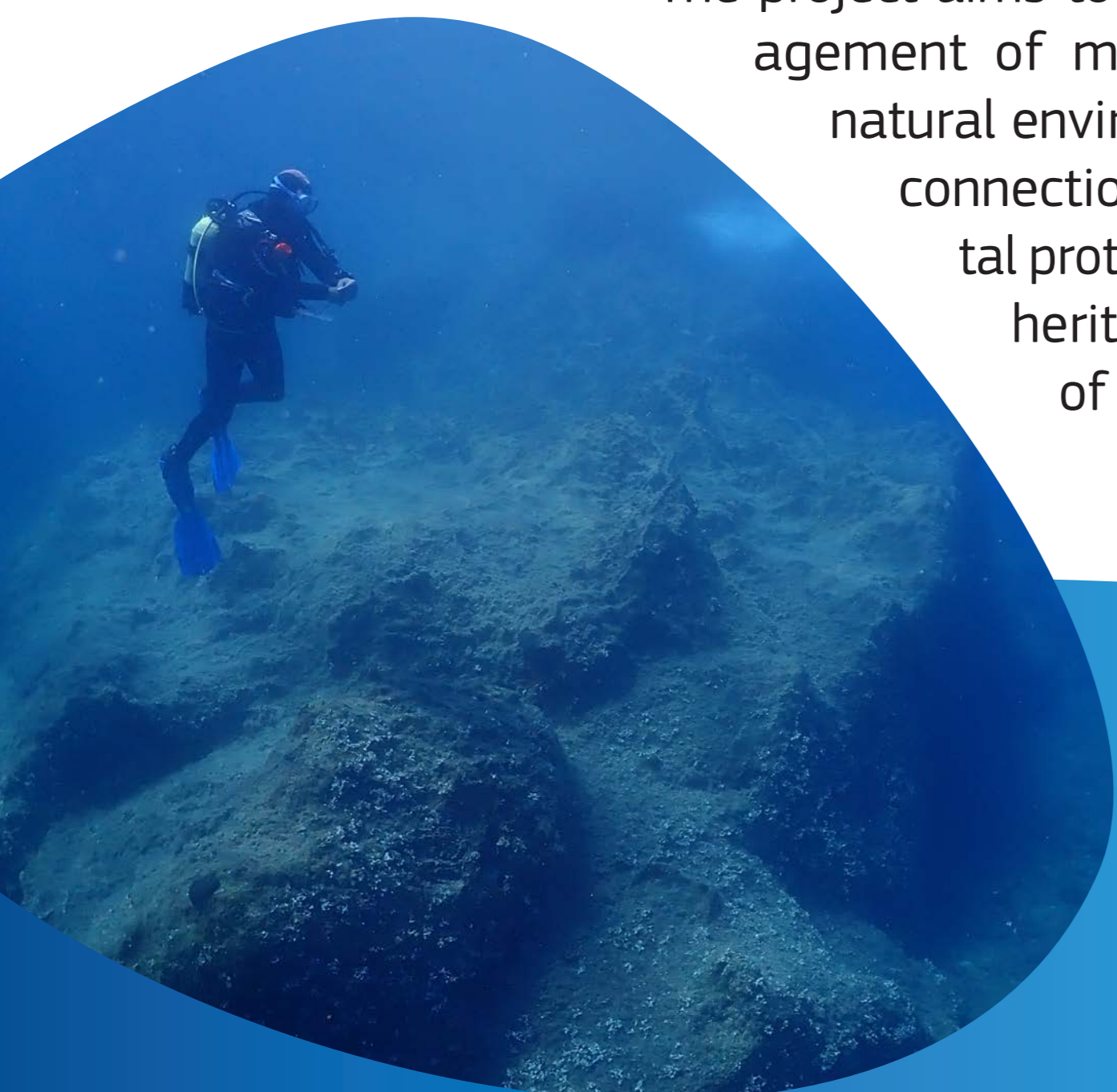


## Creating Blue Growth through 'experience tourism'.

"Dive In Our Islands" unites the shared experiences of five fisheries LAGs in Greece and Cyprus in a cooperation project designed to identify common characteristics, transfer knowledge, and leverage Blue Growth through networking. The objective of the project is to move towards 'experience tourism,' which highlights the islands' identity and culture.

To meet the needs of an evolving tourism market, the project offers dive tours as well as new and unique virtual and augmented reality diving experiences. Through these new activities, the project seeks to drive local development by enhancing local skills in ecology, environmental awareness, and the protection of sensitive coastal and marine areas.

The project aims to achieve a balanced management of marine resources and the natural environment by forming better connections between environmental protection, cultural identity and heritage, and the development of sustainable tourism.



## RESULTS

- 41 diving routes, with maps and a detailed study of the routes and their biodiversity.
- The development of a virtual reality (headset) application with 360-degree video and picture content.
- The development of a mobile application featuring 360-degree videos, pictures, and information about the diving routes.
- Website ([www.diveinourislands.com](http://www.diveinourislands.com)) and promotional material.

## FACTS AND FIGURES

- Total project cost: €201 171
- Fisheries LAG grant: €201 171







# The Gourmet Fishmonger

## (France)

Opal Coast FLAG

**A gourmet fishmonger established to meet growing tourism interest in Boulogne-sur-Mer 'Capécure' district.**

Boulogne-sur-Mer is a leading French fishing port and the primary seafood processing centre in Europe. However, until recently, the town lacked a comprehensive fish market for local consumers and relied on direct sales units for artisanal fishers. High-quality seafood restaurants in the area are also limited, as are specialist seafood stores that celebrate and showcase the culinary expertise of the Boulonnais and Opal Coast area.

Despite this, tourism is on the rise, and there have been trends towards closer integration between the city and its "Capécure" port district – famous for its maritime activities. Guided tours of both the port and the city are more commonplace, and the local aquarium attracts tourists year-round who increasingly seek to try local seafood products.

In response to this increasing demand, the creation of a boutique fishmonger has been proposed, which would offer gourmet seafood products that exemplify the expertise of the Opal Coast region. The store will feature a seafood counter offering items such as oysters, shellfish, and local seafood specialty dishes.

### RESULTS

- 10 jobs created.
- Boulogne-sur-Mer products promoted.
- The promotion of quality fast seafood in the Capécure area.

### FACTS AND FIGURES

Total project cost: €395 674

- Fisheries LAG grant: €316 539
- Beneficiary contribution: €79 134



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# Alyki Lagoon Wetlands (Greece)

Achaia FLAG



## Enhancing biodiversity and the tourism potential of Alyki Lagoon.

Despite its small size, Alyki Lagoon is a focal point for families, citizens, tourists, scientists, and bird watchers worldwide. The lagoon is famous for its array of micro-ecosystems, including marshes, springs, and swamps that change throughout the seasons. The area is part of the Natura 2000 network. Alyki Lagoon is situated close to Aigio and serves as the last sanctuary for many animal and plant species, as it is one of the last remaining natural areas in lowland Aigialeia. It is a valuable stop for migratory birds because it is in an area with no other wetlands. Given its size, location, and variety of wildlife, the lagoon is referred to locally as an “eco-school.”

To develop the area for education and tourism, this project focused on upgrading equipment, monitoring, and the promotion of its biodiversity in the lagoon. A meteorological station has been installed within the lagoon, along with wireless monitoring cameras (webcams), telescopes, and binoculars. For developing tourism, a wooden observatory has been installed, and brochures and field guides have been produced.

## RESULTS

- The sustainable ‘soft’ development of tourism.
- Education for children and adults through experiential learning programmes.
- The establishment of the first-of-its-kind scientific research centre in the area for the observation of coastal lagoons.
- The organisation of summer schools and field studies that promote environmental awareness.
- Live webcam stations (<https://aigialeia.eu/live-cam/>).
- Promotional materials such as brochures and guides.

## FACTS AND FIGURES

Total project cost: €135 489

- Fisheries LAG grant: €115 165
- National contribution: €20 323



FAMENET



# Reeling in the next generation: Youth-focused fly fishing tourism (Slovenia)

Alpine Rivers FLAG

**Educating children on nature and water conservation through a fun activity.**

This project promotes sustainable sport fishing as a form of tourism, with a focus on educating children on nature and water conservation. The aim is to inspire young people to try fly fishing and to increase their awareness about nature, fish and rivers. Most fly fishing in the area is under catch&release licenses, therefore it is an ideal way to come closer to nature without having an impact on the stocks. Since fly fishing is an expensive sport and most children have a difficulty starting it, the project offers guided beginner trips with professional fly-fishing guides and provides all the necessary equipment.

The project also includes a socio-economic study to evaluate the economic benefits for the area. The study explores the expenditure and average stay of the angling tourists, as well as their main attractions to the area. The information of 118 surveys was also compared with the data of other tourists visiting the Soča valley.

The wider goal of the project is to raise awareness among the young about sustainable environment protection and to enable them to get involved in fly fishing. Potential next steps are to further increase the frequency of school trips to the area, which also has other interesting elements for education such as a green energy power plant and a fish farm.



## RESULTS

- One socio-economic study on the value of fly-fishing tourism.
- 40 workshops for local schools and kindergartens.
- 20 guided fly-fishing trips for young people.
- 12 fly tying workshops.

## FACTS AND FIGURES

- Total project costs: €38 910
- Fisheries LAG grant: €38 800
  - Beneficiary contribution: €110

