



ATLANTIC NETWORK OF FISHING  
AND MARITIME TOURIST EXPERIENCES

## DELIVERABLE 3.1

# Basis for the Call of Business Ideas

Due date of submission: 14/05/2024

Actual submission date: 07/06/2024

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## List of acronyms

|          |   |
|----------|---|
| CIM      | Comunidade Intermunicipal do alto Minho   |
| FISATUR  | Atlantic Network of tourist experiences to promote the fishing and maritime cultural heritage |
| FUNDAMAR | Fundacion para la pesca y marisqueo   |
| ICSEM    | Instituto para el Crecimiento Costenible de la Empresa sl                                     |
| IPVC     | Instituto Politecnico de Viana de Castelo   |
| NCP      | National Contact Point  |
| TQC      | Technopole Quimper Cornouaille  |
| WP       | Work Package  |

## Project information

Project full title: Atlantic Network of tourist experiences to promote the fishing and maritime cultural heritage

Acronym: FISATUR

Call: EMFAF-2023-PIA-FLAGSHIP

Topic: EMFAF-2023-PIA-FLAGSHIP-1-ATLANTIC

Start date: 15 September 2023

Duration: 28 months

List of participants:

| Partner No. | Organization Name   Acronym  |
|-------------|--|
| 1 (Coord.)  | FUNDACION PARA LA PESCA Y MARISQUEO FUNDAMAR   FUNDAMAR  |
| 2           | INSTITUTO PARA EL CRECIMIENTO SOSTENIBLE DE LA EMPRESA SL   ICSEM  |
| 3           | COMUNIDADE INTERMUNICIPAL DO ALTO MINHO   CIM ALTO MINHO   |
| 4           | TECHNOPOLE QUIMPER CORNOUAILLE   TQC   |
| 5           | INSTITUTO POLITECNICO DE VIANA DE CASTELO   IPVC   |
| 6           | INSTITUT NATIONAL D'ENSEIGNEMENT SUPERIEUR POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT   INSTITUT AGRO |

## Deliverable details

|                     |  |
|---------------------|--|
| Document Number:    | D 3.1  |
| Document Title:     | D 3.1 Basis for the call of business ideas   |
| Dissemination level | PU – Public, fully open  |
| Period:             | M8   |
| WP:                 | WP3 Promotion of innovative market-oriented solutions for the diversification of fisheries activities  |
| Task:               | T 3.1 Design of the Fishing-Seaside Tourism incubator program in each territory<br>T 3.2 Design and launch of a call for business projects and ideas                           |
| Author:             | Technopole Quimper Cornouaille   |
| Abstract:           | PDF. English. Report describing the call for business ideas and general guidelines for its launching, implementation and selection. Presentation of the Application documents. |

| Version  | Date       | Description   |
|----------|------------|---------------|
| Draft V0 | 28/05/2024 | First Draft   |
| Final V  | 07/06/2024 | Final Version |

## 1. RULES OF THE CALL FOR BUSINESS IDEAS

### 1.1 About FISATUR

The FISATUR PROJECT is directly linked to the local fisheries and tourism sectors to foster coastal fishing regions economic growth. This goal will be achieved through the integration and promotion of Atlantic tourist products and services related to fishing, aquaculture and maritime heritage. The project will contribute to assessing the fishing-maritime tourism model that can help spread an innovative way to think and use the coastal resources. FISATUR will have a 28 month duration and will be developed in three phases :

1. Focuses on studying tourist products & services – supply & demand
2. Supports project ideas through an incubation programme.
3. Involves a study navigation route from France to Portugal, facilitating exchanges among socioeconomic actors and promoting fisheries-maritime and tourism dynamisation.

The project has been developed with a core of partners with extensive experience in the tourism-fishing sector and in the development of business initiatives that aims to promote transnational collaborations to address the challenges of fishing beyond national borders, creating a network of tourism businesses linked to fishing communities and information and training centres.

FUNDAMAR coordinates FISATUR project . This entity represents the Spanish fishing sector and works closely with Atlantic fishing organizations. Two research and training institutes, Institut Agro Rennes-Angers and the Polytechnic Institute of Viana do Castelo, together with the CIM Alto Minho, an association of Portuguese municipalities, and two business innovation centres, ICSEM and Technopole Quimper-Cornouaille, are also involved.

FISATUR is co-funded by the European Union through the European Maritime, Fisheries and Aquaculture Fund (EMFAF), managed by the European Climate, Infrastructure and Environment Executive Agency (CINEA).



[www.fundamar.org](http://www.fundamar.org)



[www.icsem.es](http://www.icsem.es)



[www.tech-quimper.bzh](http://www.tech-quimper.bzh)



[www.institut-agro-altominho.pt](http://www.institut-agro-altominho.pt)



[www.ipvc.pt](http://www.ipvc.pt)



[angers.fr](http://angers.fr)

[www.cim-](http://www.cim-)

*This document is a guide to lay the foundation of a common framework for partners to implement the FISATUR incubation programme. Regarding specificities in each country and the needs of project leaders, this capacity building programme will be adapted & flexible to be efficient and meet our objectives. However, all the pedagogical material will be shared on the project Drive.*

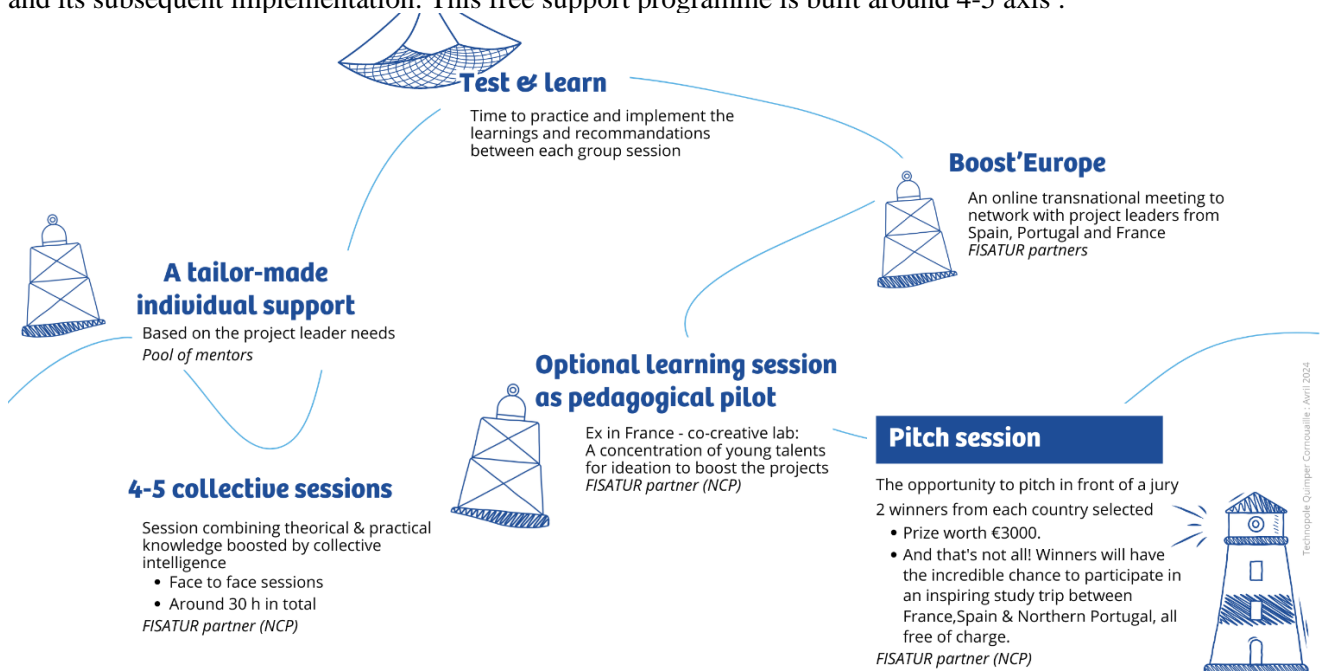
## 1.2 Key information

| Key information on the call for business ideas |   |
|--|---|
| <b>Participants</b>                            | Project Leaders from following areas are eligible:<br>Spain : Galicia, Asturias, Cantabria, Basque Country<br>Portugal : FLAG Litoral Norte territory<br>France, in Brittany: Cornouaille, Brest Terres Océanes, Bretagne Sud Golfe du Morbihan |
| <b>Call opening</b>                            | Monday <b>13 May 2024</b> , 10:00 CET   |
| <b>Submission deadline</b>                     | Friday <b>19 July 2024</b> , 17:00 CET  |
| <b>Incubation Programme</b>                    | The FREE 7 month incubation programme will be implemented from October 2024 to April 2025 (around 30h for collective sessions).   |
| <b>Application process</b>                     | 1. Check the eligibility criteria<br>2. Check the award criteria<br>3. Fully complete the online Application Form (see Annex 1) and Declaration of Honor (see Annex 2) on the call's website.   |
| <b>Call website</b>                            | <a href="http://www.fisatur.or">www.fisatur.or</a> / <a href="#">Fisatur - Accueil%%.</a> / <a href="#">Fisatur - Início</a> /- <a href="#">Inicio.</a> ( <a href="http://fisatur.org">fisatur.org</a> )  |
| <b>Help desk e-mail</b>                        | Country contact   |

## 1.3 What the FISATUR incubation programme will provide

The Fishing- maritime tourism incubation programme gives an opportunity to project leaders to bring their project to life and enhance their sustainability.

The incubation programme aims to support 10 project leaders in each 3 regions involved. From October 2024 to April 2025, a free 7-month capacity building programme adapted to the training needs of the participants with a theoretical - practical approach will be developed in each country with shared methodology, based on the case method, so that the participants can learn the logic of the viability assessment of an entrepreneurial idea and its subsequent implementation. This free support programme is built around 4-5 axis :



Here is an overview of the organisation in each country

| FRANCE   | SPAIN   | PORTUGAL  |
|--|---|---|
| TQC leads the programme in France = National contact point (NCP) | ICSEM leads the programme in Spain = National contact point (NCP) | IPVC leads the programme in Portugal = National contact point (NCP) |

The benefits of participating in FISATUR' Incubator include:

- An individual tailor-made support by experienced mentors (1h per month minimum according to the needs *To adapt according to country*)
- 4-5 collective sessions combining knowledge & practices exchange boosted by collective intelligence (around 30h in total) *(to adapt according to country)*
- Access to local, regional, and international networks
- Boost' Europe : A link with the FISATUR European dynamic through transnational on line meeting, European network ...
- A Co-creative lab: a strong collaboration with higher education enables to organise co-creation workshop with young talents for ideation: thinking & co-creation to meet needs and issues from project leaders.
- An award & a pitch session at the end of the incubation programme :

The project leaders will pitch in front of a local jury. 2 winners will be selected in each country. Each of them could receive a prize which is worth 3 000€.

In addition, the winners will participate at no charge in an inspiring study visit from France to Portugal in the summer 2025. The entrepreneurship tour along the Atlantic coastal fishing and tourism routes aims to exchange experiences and best practices on fisheries diversification, coastal tourism, and the blue economy.

After the jury, the candidates will receive their evaluation grid by mail with the information if they are among the winners.

### **The prize worth 3000€**

It will not be a direct financial contribution but a service delivery funding identified as **USEFUL** for the project development & communication valued at € 3000 . It could be a logo, roll up, or participation in a fair trade...

The national contact point will meet the 2 winners at the end of the incubation programme to assess together the need and to check the possibilities to support the useful service provision. All the details will be provided later.

### **The trip within the navigation route & trade mission**

This trip will be organised on a boat. It will gather the winners from each country and FISATUR project partners. Accommodation & subsistence during the trip will be incurred by FISATUR project. There will be around 5 to 6 stops between France (Cornouaille) / Spain / Portugal, around 2 per country.

The terms of this tour will be detailed later.



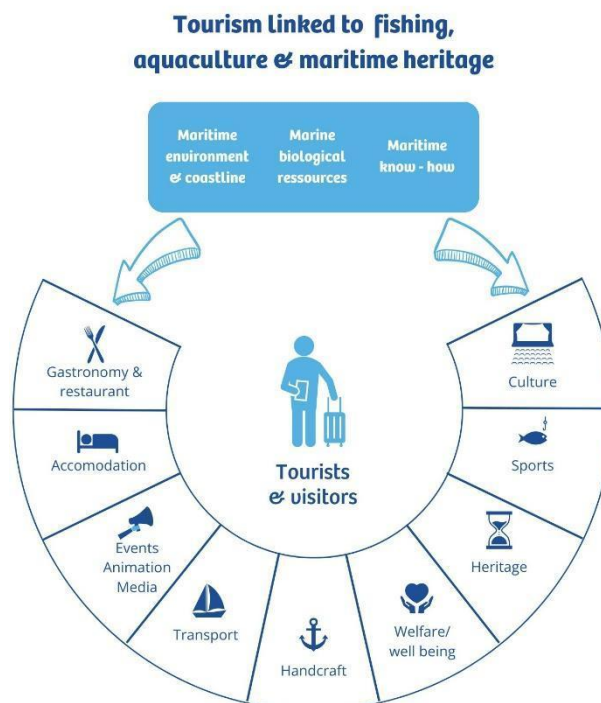
## 1.4 Eligibility criteria - Who can apply

The incubation programme will rely on a call for applications that will be launched on May 13th for 2 months and based on an effective communication in each country to be able to collect enough applications.

Applications have to meet these 4 criteria:

### Eligibility criterion 1

Anyone who wants to develop a tourist product or service as a full economic activity, that is innovative and related to fishing, aquaculture, or maritime heritage. The proposed projects should contribute to FISATUR ambition such as diversifying local fishing ecosystems and sustainable tourism aligned with the European Green Deal and the blue economy principles. The areas that can cover the potential projects are:



### Eligibility criterion 2

The applicants could be:

- A project leader without a legal entity : the organisation to lead the project is not established yet. He/she can be a student, with 18 years or more.
- A not-for-profit organisation.
- A micro-enterprise

As defined by the Commission recommendation of 6 May 2003 concerning the definition of micro (2003/361/EC):

| Number of employees | Annual turnover |    | Balance sheet total |
|---------------------|-----------------|----|---------------------|
| < 10                | ≤ € 10 M        | or | ≤ € 2M              |

The applicant must complete the declaration of honour.

### Eligibility criterion 3

The project is at an early stage. The applicants need support to turn the idea into a thriving initiative, structure the project, or improve or diversify existing initiatives.

### Eligibility criterion 4

The projects/initiatives are located in one or more of the following regions:

**France**, in Brittany: Cornouaille, Brest Terre Océane, Bretagne Sud Golfe du Morbihan

**Spain**: Galicia, Asturias, Cantabria, Basque Country

**Portugal**: FLAG Litoral Norte territory

## 1.5 The application and selection process

**Submission opening date: 13 May 2024, 10:00 CET**

**Submission deadline: 19 July 2024, 17:00 CET**

If the submission deadline is changed, information will be made available immediately on the Call page and on FISATUR social media.

The applicant needs to fully complete and submit

- the online Application Form available in [French](#), [Spanish](#) and [Portuguese](#) – see Annex 2
- the Declaration of Honor (included in Annex 2) on the incubation call web page available for France / Spain / Portugal.

Following the submission of each application an Acknowledgment Receipt is sent to the applicant via email.

The National Contact Point reserves the right to contact the applicant if further clarification is needed

Late submissions shall not be accepted. In case of a late submission the applicant shall receive a “call closed” return email.

The Call announcement is available in French, Spanish and Portuguese. The Application Form has to be filled in either one of these three languages.

Questions on the call and the application process can be addressed to each NCP.

### • Evaluation process

An evaluation will be carried out against the 4 eligibility criteria & selection criteria mentioned below to assess participation the incubation programme:

- Project or project idea presented :
  - innovativeness of the approach
  - potential for environmental and social impact
  - realism & the reliability of the project
  - location of the project and contribution to FISATUR ambition (diversification activities of local fishery ecosystems)

- Quality of the project leader and the team
- Adequacy of the project and the proposed support path
  - the need of support
  - the availability & commitment of the project leader

#### • **Results announcement**

The applicants will be informed in writing about the evaluation results.

In case the applicant integrates the incubation programme, the launch date is mid October 2024.

#### • **Mutual commitment**

The candidates certify on their honour that the information communicated in their application form is sincere and true.

The candidates who have accepted to participate to the incubation programme undertake to diligently follow the entire programme offered to them.

The country NCP undertakes to put in place all available means to ensure the proper implementation of the proposed incubation programme; however, it cannot under any circumstances commit to specific results with project leaders or start-ups.

#### • **Confidentiality & access rights**

The data & information collected via applications are only managed by the NCP, bound by a duty of confidentiality.

Candidates authorise the communication of this data without financial compensation or any conditions.

In application of Law 78-17 of January 6, 1978 relating to data processing, files and freedoms and Article 13 of European Regulation No. 2016/679 GDPR relating to the information to be provided when personal data is collected:

- each NCP is responsible for processing the data for this call for applications and this incubation programme.
- The purposes of this processing are presented previously in these application regulations.
- The types of candidates are presented previously in these application regulations.
- Personal data will be kept for one and a half years after the communication to the winners or until the end of the support.
- Candidates may request to the data controller access to personal data, rectification or erasure thereof or limitation of processing relating to the data subject.
- Candidates have the right to complain to a supervisory authority.

Candidates rights can be exercised upon simple request to the NCP email address mentioned in the application form.

## 2. LAUNCH OF THE CALL

The Call for Applications was launched on May 13<sup>th</sup>.

All partners relayed the call for proposals via their own websites and communication strategy: social networks, websites, newsletters, media event and interviews.

Communication will be continuous until the application window is closed on July 19<sup>th</sup>.

The following documents are available on the project website in 3 languages :

- Call for applications
- Rules of the call listing the eligibility criteria
- Application form that each applicant must submit via Google Form including a declaration of honour

## ANNEX 1 – CALL FOR APPLICATION

**This call for applications is a communication basis that will be used on the web page per country; but also, on mail and other media to disseminate the call // Text to be adapted and translated by each country**

# Call for application

**Challenging your project alongside other project leaders:**

**Board in FISATUR's Incubation programme**

**It's for you!**



FISATUR is a European project led by 6 Spanish, French, and Portuguese partners. It was born at the end of 2023 and aims to diversify the activities of local fishing ecosystems through sustainable tourism. FISATUR aims to bring forth and boost new tourist development solutions related to fishing, aquaculture, and maritime heritage as possible responses to fisheries challenges.

FISATUR is opening a call for an incubation programme. The objective is to encourage project leaders to reflect on their projects and provide the keys to getting their ideas off the ground and developing them sustainably.

This project is co-funded by the European Union through the European Maritime, Fisheries and Aquaculture Fund (EMF AF), managed by the European Climate, Infrastructure and Environment Executive Agency (CINEA).



### **Who can apply? – Eligibility criteria**

Anyone wishing to develop a tourist product or service as an economic activity that is new to your territory (innovative) and related to fishing, aquaculture, or maritime heritage.

Any project that contributes to the diversification of local fishing ecosystems and to sustainable tourism aligned with the European Green Deal and the blue economy principles.

Anyone starting their own project and looking for support to challenge themselves on the content and the form, to structure the project, and make their venture happen.

Any project leader, a micro-enterprise or a not-for-profit organisation.



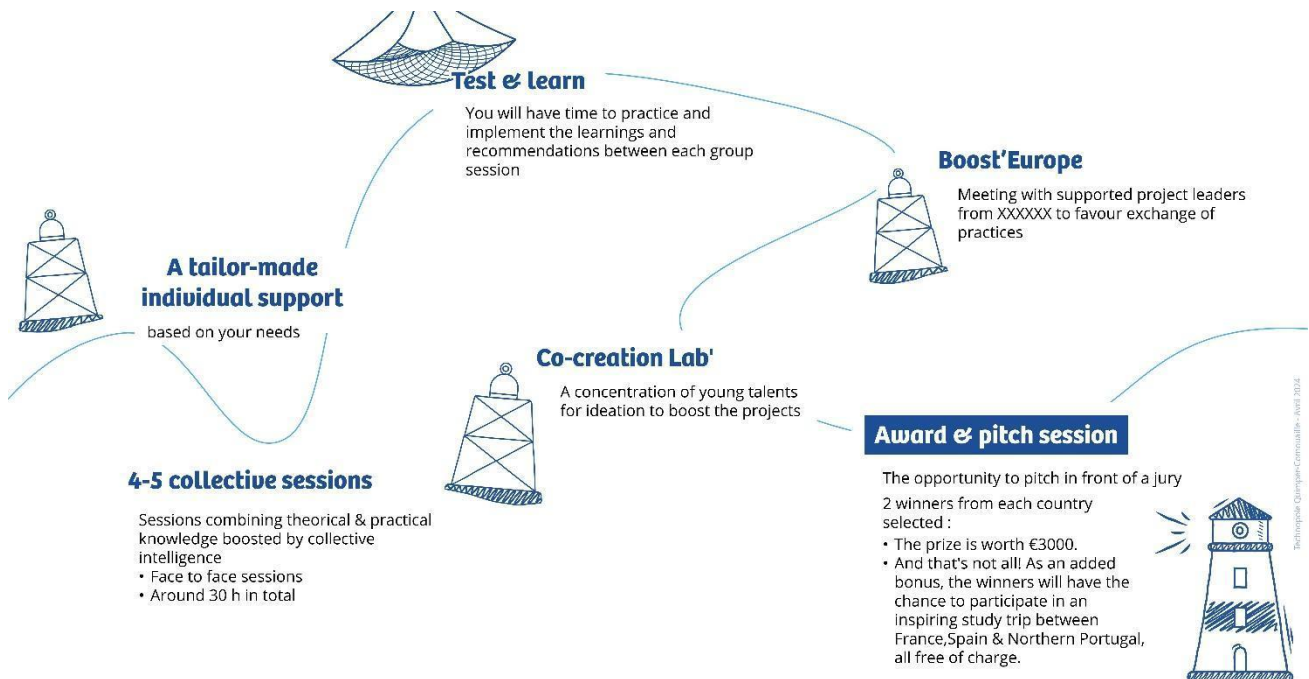
## The incubation programme

Participants will benefit from FREE 7 month- capacity-building support, from mid-October 2024 to April 2025. The programme will include up to 10 project holders.

### 4 reasons to get involved:

- helping bring idea / project to life,
- prototyping and test ideas securely on the ground,
- facilitating access / develop a network of contacts,
- > experiencing a collective adventure and being connected to a European approach.

A draft of the programme



## How to apply?

The schedule:

Opening call: 13 May 2024, 10:00 CET



Deadline: 19 July 2024, 17:00 CET

Start of the incubation programme: Mid October 2024

End of the incubation programme: End April 2025

The selection of participants will be based on these 3 main criteria (see the rules):

- The project: innovation, environmental and social impact, realism & reliability

-  Quality of the project leader and the team (quality of curricula, skills & talents...)
-  Adequacy of the project and the proposed support path (availability of the leader, commitment of the leader, etc.)

Applications must be completed through the online application form.

**APPLY**

*Available Rules of the call for applications*

**Contact :** *National Contact Point of each country*

# APPLICATION FORM



**Translate the image**

## Section 1

### Application Form - FISATUR's Incubation Programme

#### Description:

The **FISATUR PROJECT**, supported by the EU, is directly linked to the **local fisheries and tourism sectors** to achieve coastal fishing regions proper economic growth.

We launch an **incubation programme** to support 10 project leaders from each of the 3 regions involved (Spain, France and Portugal). Its ambition is to help consolidate projects or business ideas linked with fishing/maritime tourism.

From October 2024 to April 2025, a free 7-month capacity-building programme adapted to the training needs of the participants will be provided.

If you wish to participate, complete the following form.

For more information, please contact us at the following e-mail address: *national contact point email address*

#### Section 2 - Identification of the leader

- **Name of the project, idea or organisation?**

(Mandatory)

(short answer)

- **Name & surname of the project leader or contact person?**

(Mandatory)

(short answer)

- **Current Situation?**



(Mandatory)

(Drop Menu – Multiple Choice)

- Student
- Unemployed
- Self-employed
- Founder
- Employee
- Partner
- Other

- **Email address?**

(Mandatory)

(short answer)

- **Phone number?**

(Mandatory)

(short answer)

- **Address?**

(Mandatory)

(short answer)

- **Creation date of the project, idea or organisation? (if existing already)**

(day/month/year)

- **Website? (if existing already)**

(short answer)

- **How did you know about this call?**

(Mandatory)

(Drop Menu – Multiple Choice)

- Social Media
- Internet
- Word of mouth
- Fishing-seaside ecosystem
- Support ecosystem
- Tourism ecosystem
- Other

### **Section 3 - Project or idea description**

- **Geographic location of the project or idea?**

(Mandatory)

(short answer)

- **Why do you want to implement or improve your project or idea?  
Problems and needs to be addressed?** (7 lines max)

(Mandatory)

(long answer)

- **Please, describe the targeted activities you would like to explore, improve or implement with this project or idea.  
What is the tourist product/service you want to develop?  
Who are your target groups?** (15 lines max)

(Mandatory)

(long answer)

- **Could you explain the added value of your initiative?  
Which is the project or idea innovation?** (7 lines max)

(Mandatory)

(long answer)

- **Which is your project or idea stage?** (a quick history, is it just an idea? Did you test some activities?... ) (5 lines max)

(Mandatory)

(long answer)

- **How does the project or idea meet the environmental & social challenges?** (7 lines max)

(Mandatory)

(long answer)

- **When do you wish to start your project or idea?** (2 lines max)

(Mandatory)

(long answer)

## **Section 4 - Description of the project or idea team**

- **Who are you?** (background, professional experience, your motivation to launch this project or idea) (10 lines max)

(Mandatory)

(long answer)

- **With whom are you closely working on the project or idea?** (short presentation of other main promoters if you have it)

(long answer)

### **Section 5 - Description of partnership**

- **What are the actual partners?** (if existing already)

(5 lines)

- **What are the partners sought?** (if existing already) (5 lines)

### **Section 6 - Requests about the incubation programme**

- **What are you looking for? What problems do you want to solve? What are your needs?** (5 lines max)

(Mandatory)

(long answer)

- **Are you already being supported?**

(Mandatory)

(Multiple Choice)

- No (Go to section 8)
- Yes (Go to the section 7)

### **Section 7 – If your answer to the last question was yes:**

- **By whom? (which organisation or programme)**

(Mandatory)

(short answer)

### **Section 8 – Upload your files.**

- **If you have any documentation you want to upload, please do it here.** (e.g Project images or illustrations; CV; Business Plan or Draft)

(upload your file – max 5 – 100 MB)

### **Section 9 – Declaration of Honor**

**Description:**

I hereby confirm the following statements:

- **All the provided information in the application is accurate and true.**  
**We also understand that any deliberate dishonesty may result in the refusal of this application.**

(Mandatory)

(Verification Box)

- Yes
- **If you are a company, the micro-entreprise meets all the criteria defined by the Commission recommendation of 6 May 2003 (2003/361/EC) as described in <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32003H0361>**

**(Mandatory)**

(Verification Box)

- Yes
- **The organisation and any person legally authorised to represent it have not been involved in fraud, corruption, cooperation with a criminal organisation, money laundering or any other illegal activity.**

**(Mandatory)**

(Verification Box)

- Yes
- **The organisation (business / Not for profit organisation) and any person legally authorised to represent it have not been guilty of serious professional misconduct.**

**(Mandatory)**

(Verification Box)

- Yes
- **I undertake to diligently follow the entire incubation program.**

**(Mandatory)**

(Verification Box)

- Yes



## INCUBATOR PROGRAMME

Embark on an Incubator Programme with 10 other project leaders from each country from October 2024



Secção 1 de 9

### Application Form - FISATUR's Incubation Programme

B I U ↻ ✖

The **FISATUR PROJECT**, supported by the EU, is directly linked to the **local fisheries and tourism sectors** to achieve coastal fishing regions proper economic growth.

We launch an **incubation programme** to support 10 project leaders from each of the 3 regions involved (Spain, France and Portugal). Its ambition is to help consolidate projects or business ideas linked with fishing/ maritime tourism.

From October 2024 to April 2025, a free 7-month capacity-building programme adapted to the training needs of the participants will be provided.

If you wish to participate, complete the following form.

*For more information, please contact us at the following e-mail address: [info@fisatur.org](mailto:info@fisatur.org)*

**Tema** ✕

**Estilo do texto**

Cabeçalho  
Open Sans 24

Pergunta  
Open Sans 12

Texto  
Open Sans 11

**Cabeçalho**

Imagem carrega... ✕

**Cor**

Imagem de Fundo

Every form must follow this theme.