



ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

DELIVERABLE 5.4

Graphic communication materials

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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.	Organisation Name Acronym
1 (Coord.)	FOUNDATION FOR FISHING AND SHELLFISHING FUNDAMAR
2	INSTITUTE FOR THE SUSTAINABLE DEVELOPMENT ICSEM
3	ALTO MINHO INTER-MUNICIPAL ASSOCIATION CIM ALTO MINHO
4	BUSINESS INNOVATION CENTER TECHNOPOLE TQC
5	POLYTECHNIC INSTITUTE OF VIANA DO CASTELO IPVC
6	AGRO RENNES-ANGERS INSTITUTE INSTITUT AGRO

Deliverable details

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Author:	POLYTECHNIC INSTITUTE OF VIANA DO CASTELO IPVC
Abstract:	This document is part of Deliverable D5.4, Graphic Communication Materials. In this report, you will find most of the graphic elements developed for the project's communication over the last 12 months.

Version	Date	Description
1.0	01/09/2024	First Draft
2.0	12/09/2024	Second Draft
3.0	25/09/2024	Final Version

1. Introduction

This document is part of Deliverable D5.4, Graphic Communication Materials. In this report, you will find most of the graphic elements developed for the project's communication over the last 12 months.

2. Graphic Communication Materials

2.1 Visual Identity Manual

This manual plays a fundamental role in the application of visual identity for the FISATUR Project.

It integrates the basic elements that constitute it, the rules that determine its correct use and the design system developed for the project. It also serves as a reference guide for any questions that may arise about the behaviour of the symbol and logo in circumstances that have not been covered by the design program.

2.1.1 Our logo

The starting point for the logo was based on the coastal area.

Between land and ocean, the coastal zone is the transition area encompassing both the terrestrial environment adjacent to the coast and the marine environment near the coast. Furthermore, they have great economic and social importance, with activities such as fishing, tourism and maritime transport being the main activities of this project.

Starting from these areas of activity, the main objective was to develop a symbol that represents the uniqueness of the region, networking, people training, experiences and the maritime environment, giving rise to a singular "F".



Figure 1: Visual construction

This “F” presents dynamic graphic elements, characterizing the waves and movement of the sea, thus appealing to dynamics, activities and a shared network of knowledge.

Our Logo



Slogan

We sail together!

Figure 2: FISATUR Logo and Slogan

2.1.2 Logo variations

It is also planned to apply the logo on colored or photographic backgrounds. In this specific case, you must always ensure that there is sufficient contrast with the background/photograph, both for the symbol and the lettering.

In cases where no application creates sufficient contrast on the background/photograph, lightening or darkening the area to be placed the logo should be used (e.g. a gradient or shadow).

Logo variations



Figure 3: Logo variations

2.1.3 Monochrome versions

There are two monochromatic versions of the logo that must be applied taking into account the background, in order to guarantee the greatest contrast when viewed.

Positive - the black version should be applied on light backgrounds;

Negative - the white version must be applied on dark backgrounds.

These versions cannot take on any other color.

Monochrome version



Figure 4: Monochrome version

2.1.4 Typography

Typography plays a significant role in communication. Careful use of typography reinforces personality, ensuring clarity and harmony in all communications.

The main typography is Bree.

For content editing, the typography selected is Open Sans, as a secondary typography

Typography

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The main typography is **Bree**.

For content editing, the typography selected is **Open Sans**, as a secondary typography

BREE

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

0123456789?!*#@

OPEN SANS

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

0123456789?!*#@

Figure 5: Typography

2.1.5 Colours palette

Institutional colours are part of the brand's heritage and must always, and under any circumstances, have the indicated values regardless of the communication medium and reproduction system used.

In colour psychology, blue symbolizes security, trust, loyalty and responsibility.

Represent soothes and relaxes, prevents chaos, opens up communication, extends your perspective and intuition and provides a feeling of coolness and peace.

Color Palette

<p>CMYK: 95/72/6/0</p> <p>RGB: 31/78/152</p> <p>HEX web: #1F4E98</p> <p>PPT: #003366</p>	<p>CMYK: 64/14/0/</p> <p>RGB: 85/176/228</p> <p>HEX web: #55B0E4</p> <p>PPT: #3399CC</p>
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Figure 6: Colour Palette

2.1.6 Applications

Respecting and following the project's identity, several graphic elements were created, from shapes (“waves” and “lines”), symbols and infographics, visually enriching all communication pieces, from physical to digital.

All symbols and shapes are aligned with the project area: the waves represent the coastal area/sea and the lines refer to fishing activity (fishing nets).



Figure 7: Social Media Post + Story



Figure 8: Applications



Figure 9: Stationary

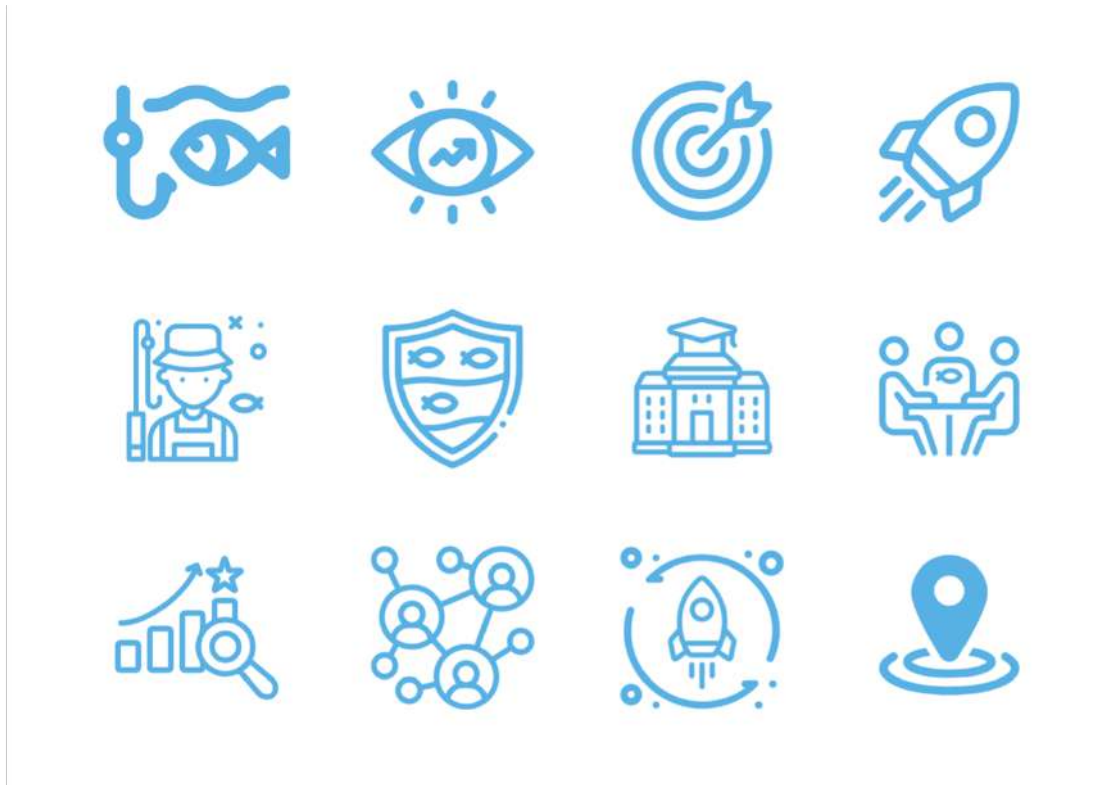


Figure 10: Symbols and icons

2.2 Project Factsheet

As deliverable D5.6, the project factsheet was designed in the project's four languages: English, French, Portuguese and Spanish.

The following topics were covered in this piece of communication: general characterisation of the project, mission, vision, goal, main activities to be carried out; geographical illustration of the partners; objectives and expected results.

2.2.1 English



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The **FISATUR PROJECT** is directly linked to the **local fisheries and tourism sectors** to achieve coastal fishing regions proper 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 assess the fishing-seaside tourism model that can help spreading an innovative way to think and use the coastal resources.



AIM

Bridging the local fisheries and tourism sectors for coastal region economic growth.



VISION

Innovative Atlantic tourist products/services connected to fishing, aquaculture and maritime heritage.



GOAL

Assess the viability of a fishing-seaside tourism model for innovative coastal resource utilization.

FISATUR PROJECT

aims to foster **economic growth in coastal fishing regions by integrating innovative Atlantic tourist products with fishing, aquaculture and maritime heritage.**

Spanning 28 months, the project involves **three phases**: documentation and study, support of project ideas, and an inspiring Atlantic study mission navigation route.



“ Addresses the decline in fishing activity and cultural heritage loss by promoting fishing tourism ”

1 DOCUMENTATION AND STUDY

Focuses on studying tourist products and services —supply and demand— using a common methodology integrated into a web tool.

2 BUSINESS INCUBATOR

Supports viable project ideas through an incubation program.

3 TRADE NAVIGATION TOUR (TNT)

Involves a study navigation route from France to Portugal, facilitating exchanges among socioeconomic actors and promoting fisheries-maritime and tourism dynamization. The initiative enhances regional cooperation and sustainable resource utilisation.

Main activities during TNT:

-  Exchange B2B with other Fishing-Seaside Tourism initiatives in France, Spain and Portugal
-  Regional workshops and forums to promote the fishing and maritime heritage and integrated in the Atlantic tourist services in France, Spain and Portugal
-  Demonstrative open days of fishing and aquaculture tourism activities in France, Spain and Portugal
-  Workshops with the local communities in France, Spain and Portugal

- The project aims to create a regional network, provide collective training sessions, exchange best practices, and support emerging entrepreneurs.
- **Challenges include establishing the Atlantic Network, professionals' capacity building in sustainability and digital skills, exchanging diversification experiences, and empowering new ventures, to overcome obstacles and foster fishery community diversification.**
- The project seeks to enhance fisheries' quality of life, conserve marine resources, and create entrepreneurial opportunities while promoting sustainable tourism aligned with the European Green Deal and the Blue Economy.

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This Project has received funding under the powers delegated by the European Commission under Grant Agreement No. 101124851

Figure 11: Project Factsheet English 1



Figure 12: Project Factsheet English 2

2.2.2 French



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Le projet FISATUR, visant à promouvoir le développement économique des régions côtières de la façade Atlantique, concentre ses efforts sur deux piliers fondamentaux : la pêche/aquaculture et le tourisme. Son objectif principal est d'encourager la diversification des activités dans ces secteurs clés, offrant ainsi de nouvelles opportunités de croissance et de durabilité pour les communautés locales. En investissant ces domaines, FISATUR vise à renforcer les économies régionales, et à favoriser une gestion plus équilibrée des ressources naturelles marines tout en préservant l'environnement côtier.



BUT

Rapprocher les secteurs de la pêche/aquaculture et du tourisme pour favoriser la croissance économique des régions côtières.



LA VISION

Développer des produits et services touristiques atlantiques innovants liés à la pêche, l'aquaculture et au patrimoine maritime.



FINALITÉ

Évaluer la viabilité d'un modèle de tourisme de pêche/aquaculture pour mieux mettre en valeur les ressources côtières.

Le projet FISATUR

Il vise à soutenir la diversification des activités dans les régions côtières ayant un patrimoine lié à la pêche/aquaculture en soutenant le développement de produits et services touristiques innovants.

Débuté en septembre 2023 **pour une période de 28 mois**, ce projet se déroulera en **trois phases**: une étude de la dynamique touristique sur la thématique, un programme d'incubation pour soutenir des porteurs de projets, et un voyage d'étude à travers une route maritime.



“ Accompagner la diversification des activités des territoires de pêche à travers un tourisme durable lié à la pêche, l'aquaculture et le patrimoine maritime ”

1 ÉTUDE DE LA DYNAMIQUE TOURISTIQUE

Elle se concentre sur l'étude des produits et services touristiques liés à la pêche, l'aquaculture et au patrimoine maritime - offre et demande - en utilisant une méthodologie commune intégrée dans un outil web.

Activités du voyage d'étude :

-  Échange B2B avec d'autres initiatives touristiques liées au patrimoine et/ou aux activités de pêche/aquaculture en France, en Espagne et au Portugal.
-  Ateliers et forums régionaux pour promouvoir le tourisme lié au patrimoine et/ou aux activités de pêche/aquaculture en France, en Espagne et au Portugal.
-  Journées portes ouvertes des activités touristiques liées au patrimoine et/ou aux activités de pêche/aquaculture en France, en Espagne et au Portugal.
-  Ateliers avec les communautés locales en France, en Espagne et au Portugal.

- Le projet vise à établir un réseau régional, à co-construire un programme d'incubation pour soutenir les porteurs de projet, à partager les bonnes pratiques grâce à la dynamique de coopération.
- **L'objectif est de booster le développement des territoires locaux de pêche, de préserver les ressources marines et de créer des opportunités, tout en promouvant un tourisme durable en accord avec le Pacte vert européen et l'économie bleue.**



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Ce projet a reçu un financement dans le cadre des pouvoirs délégués par la Commission européenne en vertu de l'Accord de subvention (Grant Agreement) n° 101124851

Figure 13: Project Factsheet French 1



Figure 14: Project Factsheet French 2

2.2.3 Portuguese



O projeto FISATUR está diretamente ligado aos **setores locais da pesca e do turismo** para atingir um crescimento económico adequado das regiões costeiras de pesca. Este objetivo será alcançado através da integração e promoção de **produtos e serviços turísticos atlânticos relacionados com a pesca, aquacultura e património marítimo**.

O projeto contribuirá para avaliar o modelo de turismo marítimo que pode ajudar a disseminar uma forma inovadora de pensar e utilizar os recursos costeiros, incluindo os das comunidades piscatórias.



OBJETIVO

Estabelecer a ligação entre os setores locais da pesca e do turismo para o crescimento económico das regiões costeiras.



VISÃO

Produtos/serviços turísticos atlânticos inovadores ligados à pesca, aquacultura e património marítimo.



MISSÃO

Avaliar a viabilidade de um modelo de turismo marítimo (de pesca/aquacultura) para a utilização inovadora dos recursos costeiros.

O Projeto FISATUR

visa promover o **crescimento económico das regiões costeiras de pesca, integrando produtos turísticos atlânticos inovadores com a pesca, aquacultura e património marítimo**.

Com uma duração de 28 meses, o projeto será desenvolvido em **três fases**: documentação e estudo, apoio a ideias de projeto e uma inspiradora rota de navegação atlântica da missão de estudo.



“ Aborda o declínio da atividade pesqueira e a perda de património cultural através da promoção do turismo de pesca ”

1 DOCUMENTAÇÃO E ESTUDO

Centra-se no estudo dos produtos e serviços turísticos - oferta e procura - através de uma metodologia comum integrada numa ferramenta web.

2 INCUBADORA DE PROJETOS

Apoia ideias de projetos viáveis através de um programa de incubação.

3 ROTA DE NAVEGAÇÃO EMPREENDEDORA (RNE)

Inclui uma rota de navegação de estudo de França a Portugal, facilitando o intercâmbio entre os atores socioeconómicos e promovendo a dinamização marítimo-pesqueira e turística. A iniciativa melhora a cooperação regional e a utilização sustentável dos recursos.

Principais atividades durante a RNE:

-  Intercâmbio B2B com outras iniciativas de turismo marítimo em França, Espanha e Portugal
-  Oficinas/Fóruns regionais de promoção do turismo de pesca costeira em França, Espanha e Portugal
-  Jornadas demonstrativas de atividades de turismo de pesca costeira em França, Espanha e Portugal
-  Oficinas com as comunidades locais em França, Espanha e Portugal

- O projeto visa criar uma rede regional, proporcionar sessões de formação colectiva, trocar boas práticas e apoiar empreendedores emergentes.
- Os **desafios incluem o estabelecimento da Rede Atlântica, a capacitação de profissionais em sustentabilidade e competências digitais, o intercâmbio de experiências de diversificação e a capacitação de novos empreendimentos, para superar obstáculos e fomentar a diversificação das comunidades piscatórias.**
- O projeto procura melhorar a qualidade de vida dos pescadores, conservar os recursos marinhos e criar oportunidades empresariais, promovendo, simultaneamente, um turismo sustentável alinhado com os princípios do Pacto Ecológico Europeu e da Economia Azul.



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Este projeto recebeu financiamento ao abrigo dos poderes delegados pela Comissão Europeia ao abrigo do Acordo de Subvenção n.º 101124851

Figure 15: Project Factsheet Portuguese 1



Figure 16: Project Factsheet Portuguese 2

2.2.4 Spanish



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El **proyecto FISATUR** está directamente vinculado a los **sectores locales de la pesca y el turismo** para lograr un crecimiento económico adecuado de las regiones pesqueras costeras. Este objetivo se alcanzará mediante la integración y promoción de **productos y servicios turísticos atlánticos relacionados con la pesca, la acuicultura y el patrimonio marítimo**.

El proyecto contribuirá a evaluar el modelo de turismo marítimo-pesquero que puede ayudar a difundir una forma innovadora de pensar y utilizar los recursos costeros.



OBJETIVO

Unir los sectores pesquero y turístico locales para el crecimiento económico de la región costera



VISIÓN

Productos y servicios turísticos atlánticos innovadores relacionados con la pesca, la acuicultura y el patrimonio marítimo



OBJETIVO

Evaluar la viabilidad de un modelo turístico marítimo-pesquero para la utilización innovadora de los recursos costeros

El proyecto FISATUR

El proyecto FISATUR pretende fomentar el **crecimiento económico de las regiones pesqueras costeras integrando productos turísticos atlánticos innovadores con la pesca, la acuicultura y el patrimonio marítimo**.

Con una duración de 28 meses, el proyecto consta de **tres fases**: documentación y estudio, apoyo a las ideas de proyectos y una inspiradora ruta de navegación en misión de estudio por el Atlántico.



“Aborda el declive de la actividad pesquera y la pérdida de patrimonio cultural fomentando el turismo pesquero”

1 DOCUMENTACIÓN Y ESTUDIO

Se centra en el estudio de productos y servicios turísticos - oferta y demanda- mediante una metodología común integrada en una herramienta web

2 INCUBACIÓN DE EMPRESAS

Apoya ideas de proyectos viables a través de un programa de incubación

3 RUTA DE NAVEGACIÓN EMPRENDEDORA

Implica una ruta de navegación de estudio desde Francia a Portugal, facilitando los intercambios entre los agentes socioeconómicos y promoviendo la dinamización marítima-pesquera y turística. La iniciativa potencia la cooperación regional y la utilización sostenible de los recursos

Principales actividades durante la ruta de navegación:

-  Intercambio B2B con otras iniciativas de Turismo Pesquero-Marítimo en Francia, España y Portugal
-  Talleres y foros regionales para promover el patrimonio pesquero y marítimo e integrarlo en los servicios turísticos atlánticos en Francia, España y Portugal
-  Jornadas de puertas abiertas demostrativas de actividades de turismo pesquero y acuícola en Francia, España y Portugal
-  Talleres con las comunidades locales en Francia, España y Portugal

- El proyecto pretende crear una red regional, ofrecer sesiones de formación colectiva, intercambiar buenas prácticas y apoyar a los emprendedores emergentes.
- **Los retos incluyen el establecimiento de la Red Atlántica, la capacitación de profesionales en sostenibilidad y competencias digitales, el intercambio de experiencias de diversificación y la potenciación de nuevas empresas, para superar los obstáculos y fomentar la diversificación de las comunidades pesqueras.**
- El proyecto pretende mejorar la calidad de vida de los pescadores, conservar los recursos marinos y crear oportunidades empresariales, promoviendo al mismo tiempo un turismo sostenible en consonancia con el Pacto Verde Europeo y la Economía Azul.



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Este proyecto ha recibido financiación en virtud de los poderes delegados por la Comisión Europea bajo el Acuerdo de Subvención nº 101124851

Figure 17: Project Factsheet Spanish 1



Figure 18: Project Factsheet Spanish 2

2.3 Newsletters

Regarding the newsletters, a basic template has been developed and is available to all partners on Canva. Every three months, this template is adjusted to suit the specific newsletter and its content.

The newsletter is produced every three months and is published on the project website in all four languages.

Newsletter 1: https://www.fisatur.org/wp-content/uploads/2024/07/FISATUR_newsletter_2_english_.pdf

Newsletter 2: https://www.fisatur.org/wp-content/uploads/2024/04/FISATUR_newsletter_1_english.pdf

2.3.1 Newsletter #1

Newsletter number 1 was created in March in the project's four languages: English, French, Portuguese and Spanish.

The following topics were covered in this piece of communication: general characterisation of the project; main objectives; kick-off meeting in Vigo, Spain; launch of the website and social networks and the project agenda

2.3.1.1 English



Figure 19: Newsletter #1 English 1



What are FISATUR objectives?

FISATUR project has three main objectives:

1. Establishing an Atlantic Network

The main goal is to create a cohesive Atlantic network aimed at fostering the integration and promotion of products and services rooted in the region with a rich fishing maritime heritage. This initiative aims to highlight this heritage, transforming it into a significant catalyst for both economic and cultural enrichment across the Atlantic area.

2. Supporting entrepreneurs

This objective focuses on providing comprehensive training and mentoring to project leaders in critical areas such as business and project adequacy with its targets, sustainability (green skills), digital competencies, policy and legal knowledge, and soft skills, and effective communication in accordance with the needs of promoters. This initiative aligns with the European Green Deal and Blue Economy principles, emphasizing decarbonization, biodiversity, coastal resilience, and circularity, alongside promoting sustainable tourism.

3. Exchange of experiences and good practices on fisheries diversification and blue tourism

The aim here is to cultivate a vibrant platform for exchanging experiences and best practices in the realms of fisheries diversification and blue entrepreneurship. This exchange is pivotal for unearthing and capitalizing on opportunities for innovation and growth within the sector.

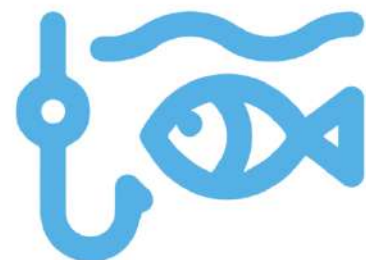


Figure 20: Newsletter #1 English 2



Let's collaborate to succeed: FISATUR kick-off meeting on 25th October 2023

The kick-off meeting of FISATUR was held on October 25th in Vigo, Spain. It was an important day full of significant activities which brought together all the project partners.

The day began with a tour of the Fishing Port of Vigo, where one of the most important auctions in Europe takes place. Javier Touza, the president of the Cooperativa de Armadores de Puerto de Vigo and FUNDAMAR, warmly welcomed the partners.

During the meeting, Maria Caldeiro, from FUNDAMAR, made a presentation of the project where she introduced all the project partners and themselves as project coordinators.

The first part of the Work Packages (WP) presentations were given in the morning, which was followed by lunch. Later on, a cultural visit was arranged from the old town to the auction bivalve market. The last part of the Work Packages (WP) presentations were given in the afternoon, concluding the day.



Figure 21: Newsletter #1 English 3



NEWSLETTER

#1 | MARCH 2024

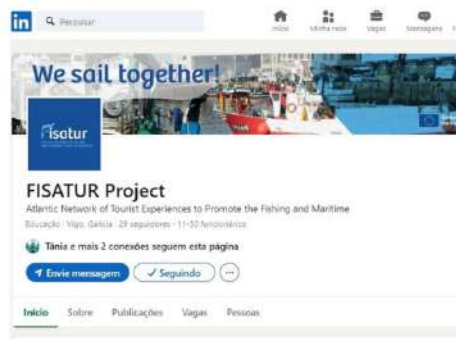




FISATUR Website has been launched!

FISATUR main online communication channel is its website. This tool aggregates all of FISATUR basic information and will disseminate results and news throughout the project.

FISATUR.ORG



FISATUR invests in social media

FISATUR online communication will also lie in social media sites. This European project is already on Facebook, Instagram, and LinkedIn. Follow us!



FISATUR AGENDA



APRIL
Launch of the call for the project Incubator

MAY
22nd and 23rd - Second Transnational Meeting, Concarneau France

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Figure 22: Newsletter #1 English 4

2.3.1.2 French

Fisatur

NEWSLETTER
#1 | MARS 2024

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FISATUR contribue au développement d'une nouvelle offre touristique maritime et boost l'entrepreneuriat en Europe

Le projet européen FISATUR vise à créer un réseau Atlantique d'expériences touristiques en lien avec la pêche, l'aquaculture et le patrimoine maritime. Il accompagnera la diversification des territoires de pêche en promouvant des activités liées à l'économie bleue et leur intégration dans une offre touristique locale.

Co-financé par l'Europe à travers le FEAMPA, FISATUR réunit 6 partenaires : FUNDAMAR (Fundación para la Pesca y el Marisqueo), et ICSEM (Instituto para el Crecimiento Sostenible de la Empresa) en Espagne; l'Institut Agro Rennes-Angers, et la Technopole Quimper-Cornouaille en France, ainsi que la Comunidade Intermunicipal do Alto Minho, l'Instituto Politécnico de Viana do Castelo au Portugal.

Le projet se déroule sur 28 mois. Pour démarrer, il sera mené une étude de l'offre et la demande en matière de tourisme lié à la pêche / l'aquaculture et le patrimoine maritime ; et cela dans chaque région impliquée. Sur ces résultats, FISATUR lancera un programme d'incubation qui accompagnera 10 porteurs de projet par pays. À l'issue, les deux meilleures idées seront récompensées par un prix dans chaque pays et ces porteurs de projet auront l'opportunité de participer à un voyage d'études inspirant sur un catamaran entre la France et le Portugal. Différents arrêts seront programmés pour favoriser les échanges de bonnes pratiques B2B sur la côté Atlantique.

FISATUR.ORG

Figure 23: Newsletter #1 French 1



Quels sont les objectifs de FISATUR?

Le projet FISATUR répond à trois principaux objectifs:

1. Tisser un réseau Atlantique

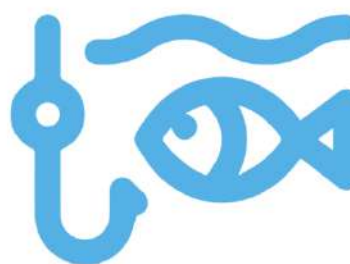
L'ambition est de créer un solide réseau Atlantique favorisant le développement et la promotion de produits et services profondément ancrés en région, dotés d'un riche patrimoine maritime et lié à la pêche. Cette initiative permettra d'être une vraie opportunité pour créer un lien fort entre économie et richesse culturelle sur l'espace Atlantique.

2. Accompagner les entrepreneurs

Il s'agit de proposer des sessions de formation et du mentorat pour accompagner des porteurs de projet sur des domaines cruciaux tels que le modèle économique et l'adéquation du projet avec ses cibles, la durabilité (compétences liées aux enjeux environnementaux), les capacités digitales, les aspects réglementaires, la posture et la communication, en fonction des besoins des porteurs. Cette initiative partage des principes du Pacte Vert européen et de l'économie bleue (en mettant l'accent sur la décarbonation la biodiversité, la résilience des côtes maritimes, et la circularité), et du tourisme durable.

3. Booster les échanges de bonnes pratiques et d'expériences sur la diversification des activités de pêche ou d'aquaculture et le tourisme bleu

L'objectif est ici d'encourager l'échange de pratiques en matière de diversification des activités de pêche, d'aquaculture, de tourisme bleu et d'entrepreneuriat. Ces échanges sont essentiels pour capitaliser et favoriser l'innovation et le développement du secteur.



[FISATUR.ORG](https://www.fisatur.org)

Figure 24: Newsletter #1 French 2



La coopération, une clé de succès: Réunion de lancement du projet FISATUR le 25 octobre 2023

La réunion de lancement du projet FISATUR s'est tenue le 25 octobre dernier à Vigo en Espagne. Ce fut un jour phare avec de nombreuses sessions de travail dédiées réunissant les partenaires.

Nous avons démarré par une visite du port de Vigo, qui a l'une des principales criées européenne. Javier Touza, le président de la coopérative Armadores du port de Vigo et de FUNDAMAR, nous a accueilli chaleureusement.

Pendant la réunion, Maria Caldeiro, coordinatrice du projet à FUNDAMAR, a ouvert le bal en indiquant les grands axes du projet puis chaque partenaire s'est présenté.

Ensuite, nous sommes rentrés dans le vif du sujet en abordant plus précisément les activités. Plus tard, une visite culturelle a été organisée entre la vieille ville et la criée.



FISATUR.ORG

Figure 25: Newsletter #1 French 3



NEWSLETTER
#1 | MARS 2024





Le site web FISATUR est prochainement en ligne!

Le principal canal de communication de FISATUR est son site web. Cet outil permet de réunir les informations principales et de disséminer les news et les résultats du projet.

FISATUR.ORG



FISATUR investit les réseaux sociaux!

La communication en ligne du projet reposera sur les réseaux sociaux. Suivez-nous sur Facebook, Instagram, and LinkedIn.



FISATUR AGENDA



AVRIL | Lancement de l'appel à projets Incubateur

MAI | 22 et 23 - Deuxième réunion transnationale, Concarneau, France

FISATUR.ORG

Figure 26: Newsletter #1 French 4

2.3.1.3 Portuguese



Fisatur NEWSLETTER #1 | MARÇO 2024

Co-funded by the European Union

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FISATUR cria novos serviços de pesca e de turismo marítimo e promove o empreendedorismo na Europa

O projeto europeu FISATUR visa criar uma rede atlântica de experiências de turismo marítimo-pesqueiro-aquícola e apoiar a diversificação nas comunidades piscatórias, promovendo atividades relacionadas com a Economia Azul e a sua integração com os serviços turísticos da oferta local.

O projeto FISATUR terá uma duração de 28 meses. Nesta fase inicial, será realizado um estudo da oferta e da procura daqueles produtos e serviços em cada país. Com base nos resultados, será depois lançado um programa de incubação e apresentadas dez ideias de projetos por país. No final, as duas melhores ideias de cada país receberão um prémio e terão a oportunidade de fazer parte da rota de navegação do catamarã entre França e Portugal, que fará paragens estratégicas para conhecer e facilitar intercâmbios B2B (Business to Business) com outras experiências na costa atlântica.

Cofinanciado pela UE através do EMFAF, o FISATUR tem seis parceiros: FUNDAMAR (Fundación para la Pesca y el Marisqueo) e ICSEM (Instituto para el Crecimiento Sostenible de la Empresa), de Espanha, Institut Agro Rennes-Angers e Technopole Quimper-Cornouaille, de France, e a Comunidade Intermunicipal do Alto Minho e o Instituto Politécnico de Viana do Castelo, de Portugal.

FISATUR.ORG

Figure 27: Newsletter #1 Portuguese 1



Quais são os objetivos do FISATUR?

Três objetivos principais

1. Estabelecer uma Rede Atlântica

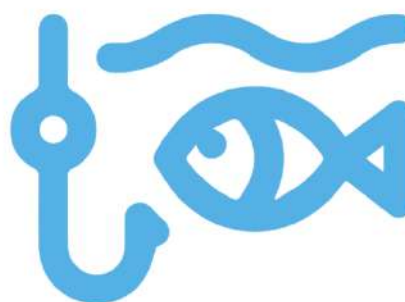
O principal objetivo é criar uma Rede Atlântica coesa, destinada a fomentar a integração e a promoção de produtos e serviços enraizados numa região rica em património marítimo pesqueiro. Esta iniciativa visa reforçar a utilização deste património, transformando-o num catalisador significativo para o enriquecimento económico e cultural em todo o espaço atlântico.

2. Apoiar os empreendedores

Este objetivo centra-se no fornecimento de formação abrangente e mentoria aos líderes de projeto em áreas críticas como a adequação do negócio e do projeto às suas metas, sustentabilidade (competências verdes), competências digitais, conhecimento político e jurídico e competências transversais - incluindo atendimento ao cliente e línguas e comunicação eficaz de acordo com as necessidades dos promotores. Esta iniciativa alinha-se com os princípios do Pacto Ecológico Europeu e da Economia Azul, enfatizando a descarbonização, a biodiversidade, a resiliência costeira e a circularidade, a par da promoção do turismo sustentável.

3. Intercâmbio de experiências e boas-práticas sobre a diversificação das pescas e o turismo azul

O objetivo aqui é cultivar uma plataforma dinâmica para o intercâmbio de experiências e boas-práticas nos domínios da diversificação das pescas e do empreendedorismo azul. Este intercâmbio é fundamental para descobrir e capitalizar as oportunidades de inovação e crescimento no setor.





Vamos colaborar para ter sucesso: kickoff meeting do FISATUR outubro de 2023

O kickoff meeting do FISATUR aconteceu em Vigo, Espanha, em outubro de 2023. Um dia importante, que reuniu todos os parceiros do projeto.

A apresentação do projeto foi feita por Maria Caldeiro, da FUNDAMAR, instituição coordenadora do FISATUR.

Foram também apresentados os Pacotes de Trabalho, correspondentes a cada parceiro.

O dia contou, ainda, com uma visita ao Porto de Pesca de Vigo, onde ocorre um dos mais importantes leilões da Europa.

O presidente da Cooperativa de Armadores do Porto de Vigo, Javier Touza, foi o anfitrião da visita.

O dia contou, ainda, com uma visita ao mercado de bivalves da lota.



[FISATUR.ORG](https://www.fisatur.org)

Figure 29: Newsletter #1 Portuguese 3



NEWSLETTER
#1 | MARÇO 2024



Co-funded by
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O website do FISATUR foi lançado!

O principal canal de comunicação online do FISATUR é o seu website. Esta ferramenta agrega toda a informação básica do FISATUR e divulgará resultados e novidades ao longo do projeto.

FISATUR.ORG



FISATUR investe em redes sociais

A comunicação online do FISATUR também será feita através das redes sociais. Este projeto europeu já está no Facebook, Instagram e LinkedIn. Siga-nos!



FISATUR AGENDA



ABRIL | Convite à apresentação de propostas para o projeto

MAIO | 22 e 23 - Segunda Reunião Transnacional, Concarneau, França

FISATUR.ORG

Figure 30: Newsletter #1 Portuguese 4

2.3.1.4 Spanish



Fisatur NEWSLETTER #1 | MARZO 2024  Co-funded by the European Union

FISATUR creará una Red que dará apoyo a la integración de servicios turísticos marítimo-pesqueros y fomentará el emprendimiento en Europa

Cofinanciado por la UE a través del FEMPA, FISATUR cuenta con seis socios, FUNDAMAR (Fundación para la Pesca y el Marisqueo), e ICSEM (Instituto para el Crecimiento Sostenible de la Empresa) de España, Institut Agro Rennes-Angers y Technopole Quimper-Cornouaille, de Francia y Comunidade Intermunicipal do Alto Minho e Instituto Politécnico de Viana do Castelo de Portugal.

El proyecto europeo FISATUR tiene como objetivo crear una Red Atlántica de experiencias vinculadas con la promoción del patrimonio marítimo, pesquero y acuícola y apoyar la diversificación de las comunidades pesqueras, mediante el impulso de actividades relacionadas con la Economía Azul y su integración con los servicios turísticos de la oferta local.

FISATUR tendrá una duración de 28 meses. A lo largo de su fase inicial se llevará a cabo en cada país un estudio de la oferta y la demanda de los productos y servicios relacionados con el patrimonio marítimo pesquero y acuícola en los diferentes territorios. A partir de los resultados, se pondrá en marcha un programa de incubación, a través del cual se promoverán 10 ideas de negocios por país. Al final, las dos mejores ideas de cada país, recibirán un premio y tendrán la oportunidad de formar parte de la ruta de navegación en catamarán desde Francia a Portugal, que realizara escalas estratégicas para conocer y facilitar intercambios B2B con otras experiencias en la costa Atlántica.

[FISATUR.ORG](https://www.fisatur.org)

Figure 31: Newsletter #1 Spanish 1



© G. Hardy

¿Cuáles son los objetivos de FISATUR?

FISATUR tiene tres objetivos principales:

1: Crear una Red Atlántica de Experiencias Turísticas

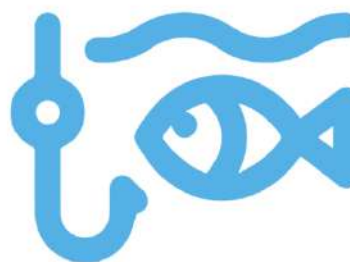
El objetivo principal es crear una red atlántica cohesionada destinada a fomentar la integración y promoción de productos y servicios arraigados en el rico patrimonio marítimo pesquero de la región. Esta iniciativa pretende reforzar las oportunidades que ofrece este patrimonio, transformándolo en un importante catalizador de enriquecimiento tanto económico como cultural en todo el espacio atlántico.

2: Apoyar el emprendimiento

Este objetivo se centra en proporcionar un programa de formación y tutoría integrales a los líderes de proyectos en temáticas como la sostenibilidad, las competencias digitales, el conocimiento jurídico y de gestión, las habilidades sociales, incluida la atención al cliente, la comunicación efectiva y los idiomas. El programa estará alineado con los principios del Pacto Verde Europeo y la Economía Azul, la descarbonización, la biodiversidad, la resiliencia costera y la circularidad, además de promover el turismo sostenible.

3: Intercambio de experiencias y buenas prácticas sobre diversificación pesquera y turismo azul

El objetivo es construir una plataforma dinámica para el intercambio de experiencias y buenas prácticas en los ámbitos de la diversificación pesquera y el emprendimiento azul. Este intercambio es fundamental para descubrir y capitalizar oportunidades de innovación y crecimiento dentro del sector.



[FISATUR.ORG](https://www.fisatur.org)

Figure 32: Newsletter #1 Spanish 2



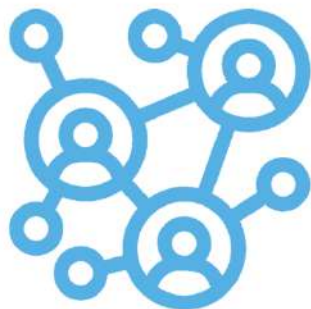
Éxito en la reunión de lanzamiento de FISATUR

La reunión de lanzamiento de FISATUR, que reunió a todos los socios del proyecto en Vigo, España, el pasado 25 de octubre, fue un día importante y lleno de actividades.

La jornada comenzó con una visita por el Puerto Pesquero de Vigo, donde se desarrolla una de las subastas más importantes de Europa y Javier Touza, presidente de la Cooperativa de Armadores de Puerto de Vigo y de FUNDAMAR, dio una cálida bienvenida a los socios del proyecto.

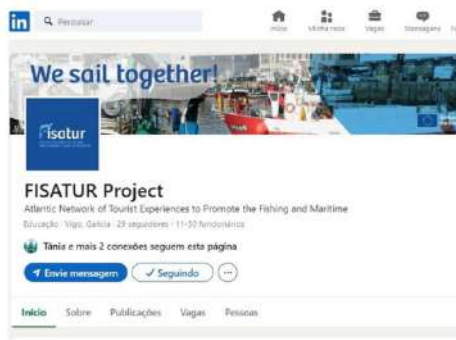
Durante la reunión, María Caldeiro, de FUNDAMAR, presentó el proyecto e introdujo a los coordinadores de las distintas actividades.

La primera parte de las presentaciones de los paquetes de trabajo se realizó por la mañana, seguida del almuerzo. Después se organizó una visita cultural desde el casco antiguo hasta la subasta de bivalvos. Por la tarde se realizó la última parte de las presentaciones de los paquetes de trabajo, concluyendo la jornada de trabajo.



[FISATUR.ORG](https://www.fisatur.org)

Figure 33: Newsletter #1 Spanish 3



FISATUR ya está en redes sociales

La comunicación online de FISATUR también se realizará en las redes sociales. El proyecto europeo ya está en Facebook, Instagram y LinkedIn.
¡Síguenos!



AGENDA FISATUR

ABRIL | Lanzamiento de la convocatoria para la incubadora del proyecto

MAYO | 22 y 23 - Segundo encuentro transnacional, Concarneau, Francia

FISATUR.ORG

Figure 34: Newsletter #1 Spanish 4

2.3.2 Newsletter #2

Newsletter number 2 was created in June in the project's four languages: English, French, Portuguese and Spanish.

The following topics were covered in this piece of communication: launch of the call for applications for the project incubation programme and all the information about it (who can apply, why should get involved; how to apply); second transnational meeting in Concarneau, France; questionnaire on tourism demand included in WP2 and project agenda.

2.3.2.1 English



The image shows a screenshot of a newsletter titled "NEWSLETTER #2 | JUNE 2024". The header features the Fisatur logo and the European Union flag with the text "Co-funded by the European Union". The main image is a photograph of a green fishing boat with the number "CG 4119" docked at a pier. Below the image is a blue text box with the following content:

FISATUR's call for applications has been launched!

FISATUR (Atlantic Network of Tourist Experiences to Promote Fishing and Maritime Cultural Heritage), an European project that includes Spanish, French, and Portuguese partners, aiming to diversify the activities of local fishing ecosystems through sustainable tourism, as well as to promote and boost new tourism development solutions related to fishing, aquaculture, and maritime heritage as possible responses to the sector's challenges.

The project, which has been in progress since September, is conducting, in the first phase, a study about the supply and demand of products and services in each participating country. Based on the results, a call for application was launched on 13th May, to select and promote 10 project leaders per country.

In a later phase, the two best ideas from each country will be awarded. They will have the opportunity to join the catamaran navigation route between France and Portugal, with strategic stops to get to know and facilitate B2B (Business to Business) exchanges with other experiences on the Atlantic coast. Following the first phase, FISATUR's project incubation call opens, from May 13th to July 19th, the application period for innovative projects and ideas.

[FISATUR.ORG](https://www.fisatur.org)

Figure 35:Newsletter #2 English 1



Who can apply?

- Anyone wishing to develop a tourist product or service as an economic activity that is innovative in their territory and related to fishing, aquaculture, or maritime heritage;
- Any project that contributes to the diversification of local fishing ecosystems and sustainable tourism aligned with the European Green Deal and the principles of the blue economy;.
- Anyone who is starting their project and seeking support to challenge themselves on the content and the form, to structure the project, and make their venture happen.
- Project managers, micro-enterprises, or non-profit organisations.

Why you should get involved?

Participants will benefit from FREE training support for seven months, between October 2024 and April 2025.

FISATUR.ORG

Figure 36: Newsletter #2 English 2



4 reasons to get involved:

- Helping bring projects or ideas to life;
- Prototyping and testing ideas securely on the ground;
- Facilitating access/ developing a network of contacts;
- Experiencing a collective adventure and being connected to a European approach.

How to apply?

- Opening of the call: May 13th, 2024, 10:00 AM CET
- Deadline: July 19th, 2024, 5:00 PM CET
- Start of the incubation program: Mid-October 2024
- End of the incubation program: End of April 2025

The selection of participants will be based on these 3 main criteria but does not exempt the consultation, in full, of the call, rules, and application guidelines.

- The project: innovation, environmental and social impact, realism, and reliability;
- Quality of the project leader and team (quality of resumes, skills, and talents...);
- Adequacy of the project and the proposed support path (leader's availability, leader's commitment, etc.).

Applications must be filled out through the online application form.



FISATUR.ORG

Figure 37: Newsletter #2 English 3



Let's collaborate to succeed: FISATUR's second transnational meeting on 22nd and 23th May 2024 in Concarneau, France

The second transnational meeting of FISATUR took place on May 22nd and 23rd at the Station Marine de Concarneau, France. The event brought together all the project partners and included significant activities.

The first day began with a welcoming speech by the project coordinator, Maria Caldeiro from FUNDAMAR. Then the first part of the Work Packages (WP) have been discussed. In the afternoon, we continued with a deeper approach to each WP'tasks and concluded the day with a cultural visit to the Musée de la Pêche, the Fishing Museum in Concarneau.

During the final day, we covered a third part of our WP emphasizing que millestones achieved. Afterwards, our project coordinator provided final remarks and discussed the next steps, concluding the meeting.

We are looking forward to meet again at the next Transnational Meeting in Portugal.

FISATUR.ORG

Figure 38: Newsletter #2 English 4

Questionnaire on preferences and experiences of seaside recreation

To study the demand of seaside recreation, we invite you to participate in our study by completing our questionnaire.

Your contribution is valuable in helping us understand people's preferences, habits, and opinions regarding seaside holidays in connection with the maritime heritage related to fishing and aquaculture activities.

The questionnaire has about 26 questions and takes less than 10 minutes.

Your responses will remain confidential and will be used for research purposes as part of the European project FISATUR (n°101124851): <https://www.fisatur.org>



Thank you for your participation!
We appreciate you taking the time to complete this questionnaire.

FISATUR AGENDA



JULY

12th - Last day to answer the questionnaire on preferences and experiences of recreational activities by the sea

19th - Last day to submit an application for the FISATUR Incubator Programme

SEPTEMBER

Mid-September - Selection and announcement of 10 projects or ideas to take part in the incubation programme

[FISATUR.ORG](https://www.fisatur.org)



Figure 39: Newsletter #2 English 5

2.3.2.2 French



Fisatur NEWSLETTER #2 | JUIN 2024  Co-funded by the European Union

L'appel à candidature FISATUR est lancé!

FIFISATUR (Réseau Atlantique d'Expériences Touristiques Maritimes et de la Pêche) est un projet européen qui réunit des partenaires espagnols, français et portugais. Il vise à diversifier les activités des écosystèmes de pêche locaux par le biais du tourisme durable, ainsi qu'à promouvoir et stimuler de nouvelles solutions de développement touristique liées à la pêche, à l'aquaculture et au patrimoine maritime en tant que réponses potentielles aux défis du secteur.

Le projet qui a démarré en septembre 2023 mène dans une première phase, une étude sur l'offre et la demande de produits et de services touristiques de pêche/aquaculture/patrimoine maritime dans chaque pays participant.

Suite aux résultats de cette étude, un programme d'incubation démarrera en octobre pour promouvoir et soutenir 10 projets par pays.

Les deux meilleures idées de chaque pays seront récompensées. Les porteurs de projet lauréats participeront à un connect'tour en catamaran de la France au Portugal, avec des escales stratégiques pour découvrir des expériences touristiques et faciliter les échanges B2B sur la côte atlantique.

Du 13 mai au 19 juillet, l'appel à candidature est ouvert aux porteurs de projets et idées innovants !

FISATUR.ORG

Figure 40: Newsletter #2 French 1



Qui peut candidater?

- Toute personne souhaitant développer une activité économique innovante de produit ou service touristique sur son territoire, liée à la pêche, l'aquaculture ou au patrimoine maritime
- Tout projet qui contribue à la diversification des écosystèmes de pêche locaux et au tourisme durable en accord avec le Green Deal européen et les principes de l'économie bleue
- Toute personne au démarrage de son projet et qui cherche un soutien pour se challenger, se structurer et concrétiser son idée
- Les porteurs de projet sans entité légale, les micro-entreprises ou les associations à but non lucratif situés en Cornouaille, Bretagne Sud - Golfe du Morbihan et Brest Terres Océanes

Pourquoi participer?

Les participants bénéficieront d'un accompagnement gratuit pendant 7 mois, d'octobre 2024 à avril 2025.

[FISATUR.ORG](https://www.fisatur.org)

Figure 41: Newsletter #2 French 2



4 bonnes raisons de postuler

- Mûrir et concrétiser une initiative
- Modéliser et tester sur le terrain une idée/projet dans un cadre sécurisé
- Construire et développer un réseau
- Vivre une aventure collective et être connecté à une dynamique européenne

Comment postuler?

- Ouverture des candidatures: 13 Mai 2024, 10h00
- Fermeture des candidatures : 19 Juillet 2024, 17h00
- Démarrage du programme d'incubation: Mid-October 2024
- Fin du programme : Fin Avril 2025

La sélection des participants sera basée sur les 3 critères principaux suivants. L'intégralité de l'appel à candidatures et de son règlement doivent aussi être consultés.

- Le projet : innovant, à impact environnemental et social, réaliste et fiable ;
- La qualité du porteur de projet et de l'équipe (qualité des CV, des compétences, des talents...);
- L'adéquation entre le projet et l'accompagnement proposé (disponibilité du porteur, engagement du porteur, etc.).

Les candidatures doivent être soumises via le formulaire en ligne.



[FISATUR.ORG](https://www.fisatur.org)

Figure 42: Newsletter #2 French 3



Collaboration de 3 pays : deuxième rencontre transnationale FISATUR les 22 et 23 Mai 2024 à Concarneau

La deuxième réunion transnationale de FISATUR a eu lieu les 22 et 23 mai à la Station Marine de Concarneau, en France. L'événement a rassemblé tous les partenaires du projet et a donné lieu à des sessions de travail collaboratives.

Le premier jour a commencé par un discours de bienvenue de la coordinatrice du projet, Maria Caldeiro de la fondation FUNDAMAR. La seconde journée a permis de travailler en détail sur les phases en cours et les prochaines étapes du projet, notamment l'étude de l'offre et de la demande et le lancement de l'appel à candidatures pour l'incubateur. La journée a été conclue par une visite culturelle au Musée de la Pêche à Concarneau.

[FISATUR.ORG](https://www.fisatur.org)

Figure 43: Newsletter #2 French 4

Questionnaire sur les préférences et les activités récréatives sur le littoral

Afin d'étudier la demande d'activités récréatives en bord de mer, nous vous invitons à participer à notre étude en remplissant notre questionnaire.

Votre contribution est précieuse pour nous aider à comprendre les préférences, les habitudes et les avis des personnes sur les vacances sur le littoral en lien avec le patrimoine maritime, la pêche et l'aquaculture.

Le questionnaire comporte environ 26 questions et prend moins de 10 minutes.

Vos réponses resteront confidentielles et seront utilisées à des fins de recherche dans le cadre du projet européen FISATUR (n°101124851) : <https://www.fisatur.org>



Merci pour votre participation !

Nous vous remercions de prendre le temps de répondre au questionnaire.

L'AGENDA FISATUR



JUILLET

Vendredi 12 - Dernier jour pour remplir le questionnaire sur les préférences et expériences de loisirs en bord de mer

Vendredi 19 - Dernier jour pour candidater au programme d'incubation Fisatur

SEPTEMBRE

Mi Septembre - Sélection et présentation des 10 porteurs de projets qui participeront au programme d'incubation.

[FISATUR.ORG](https://www.fisatur.org)



Figure 44: Newsletter #2 French 5

2.3.2.3 Portuguese



Fisatur NEWSLETTER #2 | JUNHO 2024  Co-funded by the European Union

A convocatória para a apresentação de candidaturas do FISATUR foi lançada!

O FISATUR (Atlantic Network of Tourist Experiences to Promote the Fishing and Maritime Cultural Heritage), projeto europeu que engloba parceiros espanhóis, franceses e portugueses, tem como objetivo diversificar as atividades dos ecossistemas de pesca locais através do turismo sustentável, assim como promover e impulsionar novas soluções de desenvolvimento turístico relacionadas com a pesca, aquacultura e património marítimo como possíveis respostas aos desafios deste setor.

O projeto, que se encontra no terreno desde setembro, está a efetuar, numa primeira fase, um estudo da oferta e da procura de produtos e serviços em cada país participante.

Foi lançado um convite para a apresentação de candidaturas, a 13 de maio, para selecionar e promover 10 líderes de projeto por país.

No final, as duas melhores ideias de cada país serão premiadas e terão a oportunidade de integrar a rota de navegação de catamarã entre França e Portugal, com paragens estratégicas para conhecer e facilitar intercâmbios B2B (Business to Business) com outras experiências na costa atlântica.

A convocatória decorre até 19 de julho.

[FISATUR.ORG](https://www.fisatur.org)

Figure 45: Newsletter #2 Portuguese 1



Quem se pode candidatar?

- Qualquer pessoa que pretenda desenvolver um produto ou serviço turístico como atividade económica que seja inovadora no seu território e relacionada com a pesca, aquacultura ou património marítimo;
- Qualquer projeto que contribua para a diversificação dos ecossistemas de pesca locais e para o turismo sustentável alinhado com o Pacto Ecológico Europeu e os princípios da economia azul;
- Qualquer pessoa que esteja a iniciar o seu próprio projeto e procure apoio para inovar o seu produto, estruturar o projeto e implementá-lo;
- Gestores de projeto, microempresas ou organizações sem fins lucrativos.

O programa de incubação

Os participantes beneficiarão de um apoio GRATUITO de capacitação durante sete meses, entre outubro de 2024 e abril de 2025.

[FISATUR.ORG](https://www.fisatur.org)

Figure 46: Newsletter #2 Portuguese 2



4 razões para se candidatar:

- Dar vida a uma ideia e/ou projeto;
- Desenvolver protótipos e/ou testar ideias com segurança no terreno;
- Facilitar o acesso e/ou o desenvolvimento de uma rede de contactos;
- Participar num projeto Europeu.

Como se candidatar?

- Abertura da convocatória: 13 de maio de 2024, 10:00 CET
- Prazo final: 19 de julho de 2024, 17:00 CET
- Início do programa de incubação: Meados de outubro de 2024
- Término do programa de incubação: Fim de abril de 2025

A seleção dos participantes será baseada nestes 3 critérios principais, mas não dispensa a consulta, na íntegra, do edital, normas e regras de candidatura.

- O projeto: inovação, impacto ambiental e social, realismo e confiabilidade;
- Qualidade do líder do projeto e da equipa (qualidade dos currículos, competências e talentos...);
- Adequação do projeto e do caminho de apoio proposto (disponibilidade do líder, compromisso do líder, etc.).

As candidaturas devem ser preenchidas através do formulário de candidatura online



[FISATUR.ORG](https://www.fisatur.org)

Figure 47: Newsletter #2 Portuguese 3



Uma colaboração para o sucesso: A segunda reunião transnacional do FISATUR decorreu nos dias 22 e 23 de maio de 2024 em Concarneau, França.

A segunda reunião transnacional do FISATUR realizou-se durante os dias 22 e 23 de maio na Station Marine de Concarneau, França. O evento reuniu todos os parceiros do projeto e incluiu atividades significativas em agenda.

O primeiro dia começou com um discurso de boas-vindas pela coordenadora do projeto, Maria Caldeiro da FUNDAMAR. Em seguida, discutiu-se a primeira parte dos Work Packages (WP). Durante a tarde, continuámos com uma abordagem mais aprofundada às tarefas de cada entidade e concluímos o dia com uma visita cultural ao Musée de la Pêche, o Museu da Pesca em Concarneau.

No último dia, abordámos uma terceira parte dos WP de cada parceiro do consórcio FISATUR, enfatizando os objetivos já alcançados. Posteriormente, a coordenadora do projeto fez as observações finais e discutiu os próximos passos, concluindo a reunião.

Estamos ansiosos por nos encontrarmos novamente na próxima Reunião Transnacional em Portugal.

[FISATUR.ORG](https://www.fisatur.org)

Figure 48: Newsletter #2 Portuguese 4

Questionário sobre preferências e experiências de lazer em zonas costeiras

Para estudar a procura de atividades recreativas em zonas costeiras, convidamo-lo a participar no nosso estudo preenchendo o nosso questionário. A sua contribuição é valiosa para nos ajudar a entender as preferências, hábitos e opiniões das pessoas em relação às férias à beira-mar, e a sua ligação ao património marítimo relacionado com as atividades de pesca e aquacultura.

O questionário tem cerca de 26 perguntas e demora menos de 10 minutos a ser preenchido. As suas respostas serão confidenciais e utilizadas apenas para fins de pesquisa, como parte do projeto europeu FISATUR (nº 101124851): <https://www.fisatur.org>



Obrigado pela sua participação!

Agradecemos por contribuir com o seu tempo no preenchimento deste questionário.

AGENDA FISATUR



JULHO

12.07 - Último dia para responder ao questionário sobre preferências e experiências de atividades recreativas em zonas costeiras

19.07 - Último dia para submeter uma candidatura ao Programa de Incubação do FISATUR

SETEMBRO

Meados de Setembro - Seleção e anúncio de 10 projetos ou ideias que participarão no programa de incubação

[FISATUR.ORG](https://www.fisatur.org)



Figure 49: Newsletter #2 Portuguese 5

2.3.2.4 Spanish



Fisatur NEWSLETTER #2 | JUNIO 2024  Co-funded by the European Union

Puesta en marcha de la INCUBADORA DE PROYECTOS de FISATUR

FISATUR (Red Atlántica de Experiencias Turísticas para la Promoción de la Pesca y el Patrimonio Cultural Marítimo), es un proyecto europeo que incluye socios españoles, franceses y portugueses, cuyo objetivo es diversificar las actividades de los ecosistemas pesqueros locales a través del turismo sostenible, así como promover e impulsar nuevas soluciones de desarrollo turístico relacionadas con la pesca, la acuicultura y el patrimonio marítimo como posibles respuestas a los retos del sector.

El proyecto, puesto en marcha desde septiembre, está realizando, en una primera fase, un estudio sobre la oferta y la demanda de los productos y servicios relacionados con el sector marítimo-pesquero en cada país participante. A partir de los resultados, el 13 de mayo se lanzó la convocatoria al programa de incubación para promover 10 ideas de proyectos por país.

En una fase posterior, se premiarán las dos mejores ideas de cada país con la oportunidad de participar en la ruta de navegación en catamarán entre Francia y Portugal, donde se realizarán paradas estratégicas para conocer y facilitar intercambios B2B (*Business to Business*) con otras experiencias de la costa atlántica.

Tras la primera fase, la convocatoria de incubación de proyectos de FISATUR abre el plazo de solicitud de proyectos e ideas innovadoras, del 13 de mayo al 19 de julio.

FISATUR.ORG

Figure 50: Newsletter #2 Spanish 1



¿Quién puede presentar una solicitud?

- Cualquier persona que desee desarrollar un producto o servicio turístico como actividad innovadora en su territorio y relacionada con la pesca, la acuicultura o el patrimonio marítimo.
- Cualquier proyecto que contribuya a la diversificación de los ecosistemas pesqueros locales y al turismo sostenible en consonancia con el Pacto Verde Europeo y los principios de la Economía Azul.
- Cualquier persona que esté iniciando su proyecto y busque apoyo para plantearse un reto (en contenido y forma), para estructurar su proyecto y hacer realidad su empresa.
- Gestores de proyectos, microempresas u organizaciones sin ánimo de lucro.

¿Por qué debería participar?

Los participantes se beneficiarán de apoyo formativo GRATUITO durante 7 meses, entre octubre de 2024 y abril de 2025.

[FISATUR.ORG](https://www.fisatur.org)

Figure 51: Newsletter #2 Spanish 2



4 razones para participar:

- Ayudar a dar vida a proyectos o ideas
- Crear prototipos y probar ideas de forma segura sobre el terreno
- Facilitar el acceso y desarrollar una red de contactos
- Experimentar una aventura colectiva y estar conectado a un enfoque europeo

¿Cómo presentar la solicitud?

- Apertura de la convocatoria: 13 de Mayo de 2024, 10:00 CET
- Fecha límite: 19 de Julio de 2024, 17:00 CET
- Inicio del programa de incubación: Mediados de Octubre de 2024
- Fin del programa de incubación: Finales de Abril de 2025

La selección de los participantes se basará en estos 3 criterios principales, pero no exime de la consulta, en su totalidad, de la convocatoria, las normas y las directrices de solicitud.

- El proyecto: Innovación, impacto medioambiental y social, realismo y fiabilidad.
- Calidad del líder del proyecto y su equipo (calidad de los currículos, competencias y talentos...)
- Adecuación del proyecto y de la vía de apoyo (disponibilidad del líder, compromiso, etc.)

Las solicitudes deben cumplimentarse a través del formulario de solicitud en línea.



FISATUR.ORG

Figure 52: Newsletter #2 Spanish 3



Colaboremos para triunfar: Segunda reunión transnacional de FISATUR en Concarneau, Francia

La segunda reunión transnacional de FISATUR se celebró los días 22 y 23 de mayo en la Estación Marítima de Concarneau (Francia). El evento reunió a todos los socios del proyecto e incluyó importantes actividades.

El primer día comenzó con un discurso de bienvenida de la coordinadora del proyecto, María Caldeiro de FUNDAMAR. A continuación, en la jornada de la mañana se debatió sobre los diferentes paquetes de trabajo. Por la tarde, continuamos con una aproximación más profunda de las tareas de cada paquete de trabajo y concluimos la jornada con una visita cultural al Museo de la Pesca en Concarneau.

Durante el último día, seguimos trabajando haciendo hincapié en los logros alcanzados. Seguidamente, el coordinador del proyecto debatió sobre los próximos pasos, dando por concluida la reunión.

Esperamos volver a encontrarnos en la próxima Reunión Transnacional en Portugal.

[FISATUR.ORG](https://www.fisatur.org)

Figure 53: Newsletter #2 Spanish 4

Cuestionario sobre preferencias y experiencias de las actividades recreativas costeras

Para estudiar la demanda de las actividades recreativas costeras, le invitamos a participar en nuestro estudio cumplimentando nuestro cuestionario.

Su contribución es valiosa para ayudarnos a comprender las preferencias, hábitos y opiniones de la gente respecto a las vacaciones en la costa en relación con el patrimonio marítimo vinculado a las actividades pesqueras y acuícolas.

El cuestionario consta de unas 26 preguntas y le llevará menos de 10 minutos cumplimentarlo.

Sus respuestas serán confidenciales y se utilizarán con fines de investigación en el marco del proyecto europeo FISATUR (nº101124851): <https://www.fisatur.org>



Gracias por su participación!

Le agradecemos que se haya tomado la molestia de cumplimentar este cuestionario

AGENDA FISATUR



JULIO

12 - Último día para responder el CUESTIONARIO sobre las preferencias y experiencias de las actividades recreativas costeras

19 - Último día para presentar una solicitud para el PROGRAMA DE INCUBACIÓN de FISATUR

SEPTIEMBRE

Medios de mes - Selección y anuncio de los 10 proyectos o ideas que participarán en el PROGRAMA DE INCUBACIÓN

[FISATUR.ORG](https://www.fisatur.org)



Figure 54: Newsletter #2 Spanish 5

2.4 Incubation Programme – WP3

As the partner responsible for project communication, the graphic elements of dissemination were designed to ensure consistent image and content across all partners.

2.4.1 Flyer for the dissemination of the Project Incubation Programme Call

The flyer was distributed to all partners for use in communication from May to July. It was translated into the project's four languages: English, French, Portuguese, and Spanish.

2.4.1.1 English

Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

INCUBATOR PROGRAMME

Do you have a **tourism** project or idea related to:

- Fishing
- Aquaculture
- Maritime Heritage

Embark on an Incubator Programme with 10 other project leaders from each country (Spain, France and Portugal) from October 2024

- ✘ A **personalized programme** with individual and group sessions to support you and challenge your Project.
- ✘ A connection to a **European dynamic**.
- ✘ Awards for the 2 best initiatives per country: **prize valued at 3,000€** and participate in the **sailing route from France to Portugal** to discover other experiences of the FISATUR Atlantic Network.

APPLY 

until 19 July 2024

FUNDAMAR | ICSEM | cim alto minho | Technocosta | ipvc | Instituto Politécnico de Viana do Castelo | L'INSTITUT agro

Co-funded by the European Union | www.fisatur.org | This Project has received funding under the powers delegated by the European Commission under Grant Agreement No. 101124851

Figure 55: Flyer Incubation Programme English

2.4.1.2 French

Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

**PROGRAMME
D'INCUBATION**

Vous avez un projet
touristique en lien avec :

- la pêche ou
- l'aquaculture ou
- le patrimoine maritime

**Embarquez avec un équipage de
10 porteurs de projet
à partir d'octobre 2024**

- ✘ Un **parcours personnalisé** individuel et collectif pour vous accompagner et challenger votre projet
- ✘ Une connexion à une **dynamique européenne**
- ✘ Une distinction pour les 2 meilleures initiatives : **prix d'une valeur de 3 000€** et la participation à un **"Connect'tour" de la France au Portugal** pour découvrir des expériences du réseau Atlantique FISATUR

APPEL A CANDIDATURES

CANDIDATEZ
jusqu'au 19 juillet 2024

FUNDAMAR **ICSEM** **dim.alto.minho** **Technopolis** **ipvc** **Instituto Politécnico de Viana do Castelo** **L'INSTITUT agro**

Co-funded by the European Union www.fisatur.org

Le projet a reçu un financement dans le cadre des pouvoirs délégués par la Commission européenne en vertu de l'accord de subvention Grant Agreement n° 101124851

Figure 56: Flyer Incubation Programme French

2.4.1.3 Portuguese

Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

PROGRAMA DE INCUBAÇÃO

Tem um projeto ou ideia na área do **turismo** relacionada com:

- Pesca
- Aquacultura
- Património Marítimo

CANDIDATE-SE ATÉ 19 DE JULHO para se juntar a um Programa de Incubação com mais **10 promotores de projetos de cada país (Espanha, França e Portugal) a partir de Outubro 2024.**

- ✘ **Um programa personalizado** com sessões individuais e em grupo para apoiar e desafiar o seu projeto.
- ✘ Ligação a uma **dinâmica Europeia.**
- ✘ Prémios para as 2 melhores iniciativas por país: **prémio no valor de 3.000€ em serviços de apoio ao desenvolvimento do projeto** e participação na **viagem marítima de França para Portugal** para descobrir outras experiências da Rede Atlântica FISATUR.

CANDIDATE-SE

até 19 de Julho

FUNDAMAR
Fundação para o Turismo e o Mar

ICSEM
Instituto de Estudos e Desenvolvimento do Turismo e do Mar

dm alho minho
Associação de Municípios do Alentejo

Técnicos do Mar
Associação de Municípios do Alentejo

ipvc
Instituto Politécnico de Viana do Castelo

L'INSTITUT agro
Institut Agro

Co-funded by the European Union

www.fisatur.org

Este projeto recebeu financiamento do âmbito da política de coesão delegada pela Comissão Europeia ao abrigo do Acordo de Subvenção N.º 101124851

Figure 57: Flyer Incubation Programme Portuguese

2.4.1.4 Spanish

Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

PROGRAMA DE INCUBACIÓN

Tienes una idea o proyecto **turístico** vinculado con:

- Pesca
- Acuicultura
- Patrimonio Marítimo

Participa en el Programa de Incubación con **otras 10 iniciativas** de cada país (España, Francia y Portugal) desde **octubre de 2024**

- ✘ Un **programa personalizado** con sesiones individuales y en grupo para desafiar tu proyecto.
- ✘ Una conexión con la **Dinámica Europea**.
- ✘ Premios para las 2 mejores iniciativas por país: premio **valorado en 3.000 euros** y participar en la **ruta de navegación de Francia a Portugal** para descubrir otras experiencias de la **Red Atlántica FISATUR**.

SOLICITAR

➤➤➤

hasta el 19 de Julio de 2024

FUNDAMAR
Fundación para el Mar y el Turismo

ICSEM
Instituto de Estudios del Mar

dm aalto minho
Departamento de Gestión e Inovação em Recursos Marítimos

TECHINNOVATOR
Tecnología e Inovação em Recursos Marítimos

ipvc
Instituto Politécnico de Viana do Castelo

L'INSTITUT agro
Instituto de Desenvolvimento Rural

Co-funded by the European Union

www.fisatur.org

Este projeto ha recebido financiamento em virtud de los poderes delegados por la Comisión Europea bajo el Acuerdo de Subvención nº 101124851

Figure 58: Flyer Incubation Programme Spanish

2.4.2 Google Forms

For all partners to have standardised forms, for receiving applications online for the project incubation programme call, was produced a banner with the same design as the flyer, available in 4 languages: English, French, Portuguese and Spanish.

2.4.2.1 English



Figure 59: Banner Google Forms English

2.4.2.2 French



Figure 60: Banner Google Forms French

2.4.2.3 Portuguese



Figure 61: Banner Google Forms Portuguese

2.4.2.4 Spanish



Figure 62: Banner Google Forms Spanish

2.4.3 Instagram /Facebook Stories

To promote the project's incubator, we utilized Instagram and Facebook platforms, particularly the stories feature, which allows linking to the website for more information. The content has been translated into French, Portuguese, and Spanish.

2.4.3.1 English



Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES



INCUBATOR PROGRAMME

Do you have a **tourism** project or idea related to:

- Fishing
- Aquaculture
- Maritime Heritage

Embark on an Incubator Programme with 10 other project leaders from each country (Spain, France and Portugal) from October 2024

- ✘ A **personalized programme** with individual and group sessions to support you and challenge your Project.
- ✘ A connection to a **European dynamic**.
- ✘ Awards for the 2 best initiatives per country: **prize valued at 3,000€** and participate in the **sailing route from France to Portugal** to discover other experiences of the FISATUR Atlantic Network.

APPLY

▶▶▶▶ until 19 July 2024

FUNDAMAR **ICSEM** **dim alto minho** **Technopole** **ipvc** **Instituto Politécnico de Viana do Castelo** **L'INSTITUT agro**

 Co-funded by the European Union www.fisatur.org This project has received funding under the powers delegated by the European Commission under Grant Agreement No. 101124851

Figure 63: Incubation Programme Story English

2.4.3.2 French



The poster features the Fisatur logo at the top left and a rocket icon at the top right. The main title is 'PROGRAMME D'INCUBATION' in large blue letters. Below it, the text reads 'Vous avez un projet **touristique** en lien avec :'. Three blue arrow icons point to the following categories: 'la pêche ou', 'l'aquaculture ou', and 'le patrimoine maritime'. The next section says 'Embarquez avec un équipage de 10 porteurs de projet à partir d'octobre 2024'. Below this, the word 'CANDIDATEZ' is written in white, followed by four blue arrow icons pointing right. A white button with a blue link icon and the text 'FISATUR.ORG' is positioned to the right. Below the arrows, the text 'jusqu'au 19 juillet 2024' is displayed. A large French flag is centered in the lower half. The bottom of the poster contains logos for FUNDAMAR, ICSEM, dim alto minho, Technopôle, ipvc Instituto Politécnico de Viana do Castelo, and L'INSTITUT agro. At the very bottom, there is a small European Union logo, the website 'www.fisatur.org', and a small text block about funding.

Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

PROGRAMME D'INCUBATION

Vous avez un projet **touristique** en lien avec :

- la pêche ou
- l'aquaculture ou
- le patrimoine maritime

Embarquez avec un équipage de
10 porteurs de projet
à partir d'octobre 2024

CANDIDATEZ

➤➤➤➤ [FISATUR.ORG](https://www.fisatur.org)

jusqu'au 19 juillet 2024

FUNDAMAR
Fundamental Research and Innovation

ICSEM
Instituto de Ciências e Engenharia de Coimbra

dim alto minho
Instituto de Desenvolvimento Regional

Technopôle
Instituto de Desenvolvimento Regional

ipvc Instituto Politécnico de Viana do Castelo

L'INSTITUT agro
Instituto de Desenvolvimento Regional

Co-funded by the European Union

www.fisatur.org

Ce projet a reçu un financement dans le cadre des pouvoirs délégués par la Commission européenne, en vertu de l'accord de subvention (Grant Agreement) n° 101124851

Figure 64: Incubation Programme Story French 1



The poster features the Fisatur logo at the top left and a rocket icon at the top right. The main title is 'PROGRAMME D'INCUBATION'. Below it are three bullet points, each preceded by a blue 'X' icon. The first bullet point describes a personalized journey, the second mentions a European dynamic, and the third highlights a prize and a 'Connect'tour' event. A large 'CANDIDATEZ' section follows, with a button for 'FISATUR.ORG' and a deadline of 'jusqu'au 19 juillet 2024'. A French flag is centered below the deadline. The bottom of the poster contains logos for partner organizations: FUNDAMAR, ICSEM, dim alto minho, Technopole, ipvc, Instituto Politécnico de Viana do Castelo, and L'INSTITUT agro. A small text block at the bottom right provides funding details.

Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

PROGRAMME D'INCUBATION

- Un **parcours personnalisé** individuel et collectif pour vous accompagner et challenger votre projet
- Une connexion à une **dynamique européenne**
- Une distinction pour les 2 meilleures initiatives : **prix d'une valeur de 3 000€** et la participation à un **"Connect'tour" de la France au Portugal** pour découvrir des expériences du réseau Atlantique FISATUR

CANDIDATEZ

FISATUR.ORG

jusqu'au 19 juillet 2024

FUNDAMAR
FUNDAMENTAL RESEARCH IN MARITIME TOURISM

ICSEM
INSTITUTO DE INVESTIGACAO EM ECONOMIA E SOCIOLOGIA DO MAR

dim alto minho
CENTRO DE INVESTIGACAO E INOVACAO EM ECONOMIA E SOCIOLOGIA DO MAR

Technopole
CENTRO DE INVESTIGACAO E INOVACAO EM ECONOMIA E SOCIOLOGIA DO MAR

ipvc
INSTITUTO POLITÉCNICO DE VIANA DO CASTELO

L'INSTITUT agro
INSTITUTO DE INVESTIGACAO E INOVACAO EM ECONOMIA E SOCIOLOGIA DO MAR

Co-funded by the European Union

www.fisatur.org

Ce projet a reçu un financement dans le cadre des pouvoirs délégués par la Commission européenne en vertu de l'accord de subvention (Grant Agreement) n° 101124851

Figure 65: Incubation Programme Story French 2

2.4.3.3 Portuguese

Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

PROGRAMA DE INCUBAÇÃO

Tem um projeto ou ideia na área do **turismo** relacionada com:

- Pesca
- Aquacultura
- Património Marítimo

CANDIDATE-SE ATÉ 19 DE JULHO
para se juntar a um Programa de Incubação com mais **10 promotores de projetos de cada país (Espanha, França e Portugal)** a partir de **Outubro 2024**

CANDIDATE-SE

➤➤➤➤ [FISATUR.ORG](https://www.fisatur.org)

até 19 de Julho de 2024

FUNDAMAR
Fundação de Investimentos e Desenvolvimento

ICSEM
Instituto de Ciências do Mar e do Ambiente

am alto minho
Associação de Municípios do Alto Minho

Technopole
Instituto Tecnológico do Alto Minho

ipvc Instituto Politécnico de Viana do Castelo

L'INSTITUT agro
Instituto de Desenvolvimento Rural

Co-funded by the European Union


www.fisatur.org

Este projeto recebeu financiamento ao abrigo das poderes delegados pela Comissão Europeia de acordo com o Acordo de Subvenção N.º 101124851.

Figure 66: Incubation Programme Story Portuguese 1



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PROGRAMA DE INCUBAÇÃO

- Um **programa personalizado** com sessões individuais e em grupo para apoiar e desafiar o seu projeto.
- Ligação a uma **dinâmica Europeia**.
- Prémios para as 2 melhores iniciativas por país: **prémio** no valor de 3.000€ **em serviços de apoio ao desenvolvimento do projeto** e participação na **viagem marítima de França para Portugal** para descobrir outras experiências da Rede Atlântica FISATUR.

CANDIDATE-SE

▶▶▶▶ [FISATUR.ORG](https://www.fisatur.org)

até 19 de Julho de 2024



FUNDAMAR
Associação para a Pesca e o Turismo

ICSEM
Instituto de Ciências do Mar

dim alto minho
Associação para o Desenvolvimento do Interior

Technopole
Cooperação Intercomunitária

ipvc
Instituto Politécnico de Viana do Castelo

L'INSTITUT agro
Instituto Agrário da Região do Douro

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Este projeto recebeu financiamento ao abrigo das poderes delegados pela Comissão Europeia ao abrigo do Acordo de Subscrição n.º 101124851

Figure 67: Incubation Programme Story Portuguese 2

2.4.3.4 Spanish



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PROGRAMA DE INCUBACIÓN

Tienes una idea o proyecto **turístico** vinculado con:

- Pesca
- Acuicultura
- Patrimonio Marítimo

Participa en el Programa de Incubación
con **otras 10 iniciativas** de cada país (España, Francia y
Portugal) desde **octubre de 2024**

SOLICITAR



 **FISATUR.ORG**

hasta el 19 de Julio de 2024











www.fisatur.org

Este proyecto ha recibido financiación en virtud de los poderes delegados por la Comisión Europea bajo el Acuerdo de Subvención nº EUI124851

Figure 68: Incubation Programme Story Spanish 1



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PROGRAMA DE INCUBACIÓN

- ✕ Un **programa personalizado** con sesiones individuales y en grupo para desafiar tu proyecto.
- ✕ Una conexión con la **Dinámica Europea**.
- ✕ Premios para las 2 mejores iniciativas por país: premio **valorado en 3.000 euros** y participar en la **ruta de navegación de Francia a Portugal** para descubrir otras experiencias de la **Red Atlántica FISATUR**.

SOLICITAR

➡➡➡➡ [FISATUR.ORG](https://www.fisatur.org)

hasta el 19 de Julio de 2024



FUNDAMAR
Fundación para la Pesca y el Marisqueo

ICSEM
Instituto de Investigación Científica y Tecnológica del Mar

dim alto minho
Instituto de Invest. Científicas e Tecnológicas do Alto Minho

Technopole
Cooperativa de Promoción e Desenvolvemento Tecnolóxico

ipvc
Instituto Politécnico de Viana do Castelo

L'INSTITUT agro
Instituto de Desenvolvemento Rural e Agropecuario

Co-funded by the European Union

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Este proxecto ha recibido financiación en virtud de los poderes delegados por la Comisión Europea sobre el Acuerdo de Subvención n.º 101124851

Figure 69: Incubation Programme Story Spanish 2

2.4.4 Instagram /Facebook / LinkedIn Posts



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INCUBATOR PROGRAMME

APPLY
▶▶▶



until 19 July 2024

Co-funded by
the European Union

FUNDAMAR
Fundador para la Pesca y el Marisqueo

ICSEM
Instituto para el Desarrollo Sostenible de la Pesca

cim alto mirno
centro de innovación en marisqueo

Technopole
Quimper-Cornouaille

ipvc
Instituto Politécnico de Viana do Castelo

L'INSTITUT agro
Rennes
Angers

Figure 70: Incubation Programme - Call for applications Post 1



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CALL FOR APPLICATIONS INCUBATOR PROGRAMME

Do you have a **tourism** project or idea related to:

- Fishing
- Aquaculture
- Maritime Heritage

APPLY



until 19 July 2024

 Co-funded by
the European Union



Figure 71: Incubation Programme - Call for applications Post 2



The poster features the Fisatur logo and the European Union flag with the text 'Co-funded by the European Union'. The main title is 'INCUBATOR PROGRAMME' in large white letters, followed by '4 reasons to get involved:' in light blue. Below this are four numbered points, each preceded by a blue downward-pointing triangle containing a white number. The points describe the benefits of the programme, such as bringing ideas to life, testing ideas on the ground, developing a network, and experiencing a collective adventure.

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INCUBATOR PROGRAMME

4 reasons to get involved:

- 1 It helps bring ideas or projects to life;
- 2 Enables the testing ideas securely on the ground;
- 3 Facilitates access/ develop a network of contacts;
- 4 To experience a collective adventure and be connected to a European approach.



Figure 72: Incubation Programme - Call for applications Post 3



The poster features the Fisatur logo and the European Union flag with the text 'Co-funded by the European Union'. The main title is 'INCUBATOR PROGRAMME' and the subtitle is 'Who can apply?'. Below this, it lists the types of applicants: 'Individuals, project managers, micro-enterprises, or non-profit organisations that:'. Three bullet points with blue arrowheads describe the criteria: 1. 'Wish to develop a tourist product or service as an economic activity related to fishing, aquaculture, or maritime heritage;', 2. 'Aim to contribute to the diversification of local fishing ecosystems and sustainable tourism;', and 3. 'Want to start a project and are looking for support to challenge themselves, and to make their venture happen.'



Figure 73: Incubation Programme - Call for applications Post 4

CALL FOR APPLICATIONS INCUBATOR PROGRAMME

Do you have a **tourism** project or idea related to:

- Fishing
- Aquaculture
- Maritime Heritage

APPLY until 19 July 2024



Link in Bio!



Figure 74: Incubation Programme - Call for applications Post 5



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INCUBATOR PROGRAMME

Last day to APPLY!
Link in Bio!

 Co-funded by
the European Union



Figure 75: Incubation Programme - Call for applications Post 6



Figure 76: Incubation Programme -Call for applications Final Post

2.4.5 Events – Portugal

The Polytechnic Institute of Viana do Castelo (IPVC) and Comunidade Intermunicipal do Alto Minho (CIM Alto Minho) organized an event on the Gil Eannes ship at the Centro de Mar to promote the FISATUR project and the project incubator more directly.

2.4.5.1 Roll Up – Proposal

This was the first proposal for the roll-up.

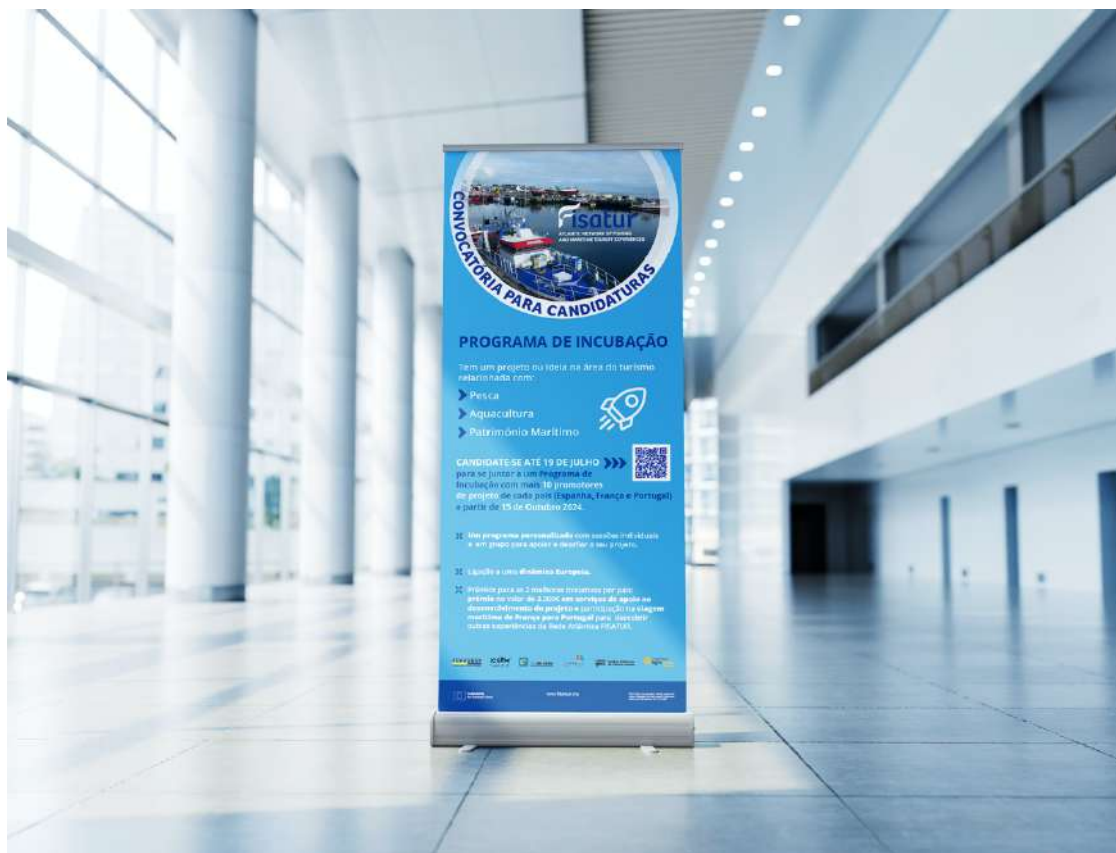


Figure 77: Roll Up proposal - Portuguese

2.4.5.2 Photos of the Event



Figure 78: Portugal Event 1



Figure 79: Portugal Event 2



Figure 80: Portugal Event 3

2.5 Questionnaire – WP2

As the partner in charge of project communication, we designed the graphic elements to ensure a consistent image and content across all partners for the dissemination of the questionnaire to study the characterization of the demand for tourist activities. This questionnaire was part of Work Package 2.

2.5.1 Flyer Portuguese/English

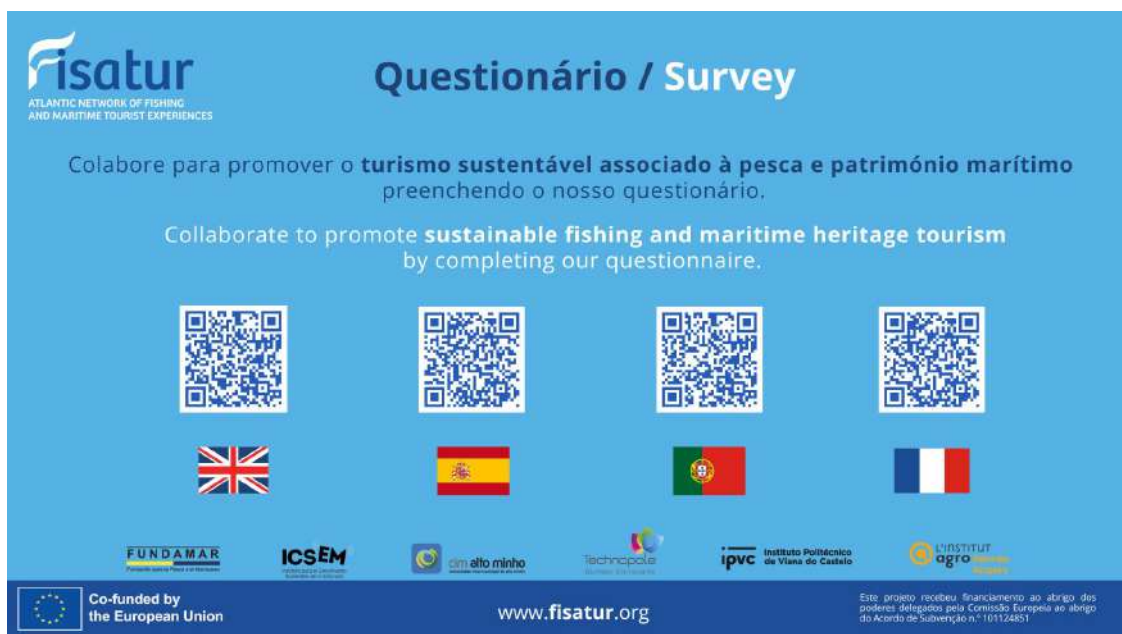


Figure 81: Flyer Questionnaire Portuguese/English


2.5.2 Instagram /Facebook Stories

The graphic is a vertical rectangle with a blue background. At the top left is the Fisatur logo and text. At the top right is a white rocket icon. In the center, the word 'Survey' is written in large blue letters. Below it, white text asks for collaboration to promote sustainable fishing and maritime heritage tourism. A Union Jack flag is centered below the text. A white rounded rectangle contains a blue link icon and the word 'Questionnaire'. At the bottom, the slogan 'We sail together!' is written in white. The footer contains logos for FUNDAMAR, ICSEM, dm alto minho, Technopole, ipvc, and L'INSTITUT agro, along with the European Union logo and the website www.fisatur.org.

Fisatur
ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

Survey

Collaborate to promote **sustainable fishing
and maritime heritage tourism**
by completing our questionnaire.



[Questionnaire](#)

We sail together!

FUNDAMAR
Fundación Galega de Promoción do Marisqueo

ICSEM
Instituto Galego de Estatística e Cartografía

dm alto minho
Universidade do Minho

Technopole
Cooperativa Tecnolóxica

ipvc
Instituto Politécnico de Viana do Castelo

L'INSTITUT agro
Instituto Galego de Investigacións Agrarias

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This Project has received funding under the powers delegated by the European Commission under Grant Agreement No. 101124851

Figure 82: Questionnaire Story English



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AND MARITIME TOURIST EXPERIENCES



Questionnaire

Apportez votre contribution à la promotion
de la **pêche durable** et du **tourisme liée** au
patrimoine maritime en remplissant notre
questionnaire



 **Questionnaire**

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Ce projet a reçu un financement dans le cadre
des pouvoirs délégués par la Commission
européenne en vertu de l'Accord de
subvention (Grant Agreement) n° 101124851.

Figure 83: Questionnaire Story French



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Questionário

Colabore para promover o **turismo sustentável associado à pesca e património marítimo** preenchendo ao nosso questionário.



 **Questionário**

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Este projeto recebeu financiamento ao abrigo dos poderes delegados pela Comissão Europeia ao abrigo do Acordo de Subvenção n.º 101124851

Figure 84: Questionnaire Story Portuguese



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Cuestionario

¡Colabora para promover la **pesca sostenible** y el **turismo patrimonial marítimo** respondiendo a este cuestionario!



 **Cuestionario**

We sail together!

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Este proyecto ha recibido financiación en virtud de los poderes delegados por la Comisión Europea bajo el Acuerdo de Subvención (7710124851)

Figure 85: Questionnaire Story Spanish

2.5.3 Instagram /Facebook / LinkedIn Posts



Figure 86: Questionnaire Post 1

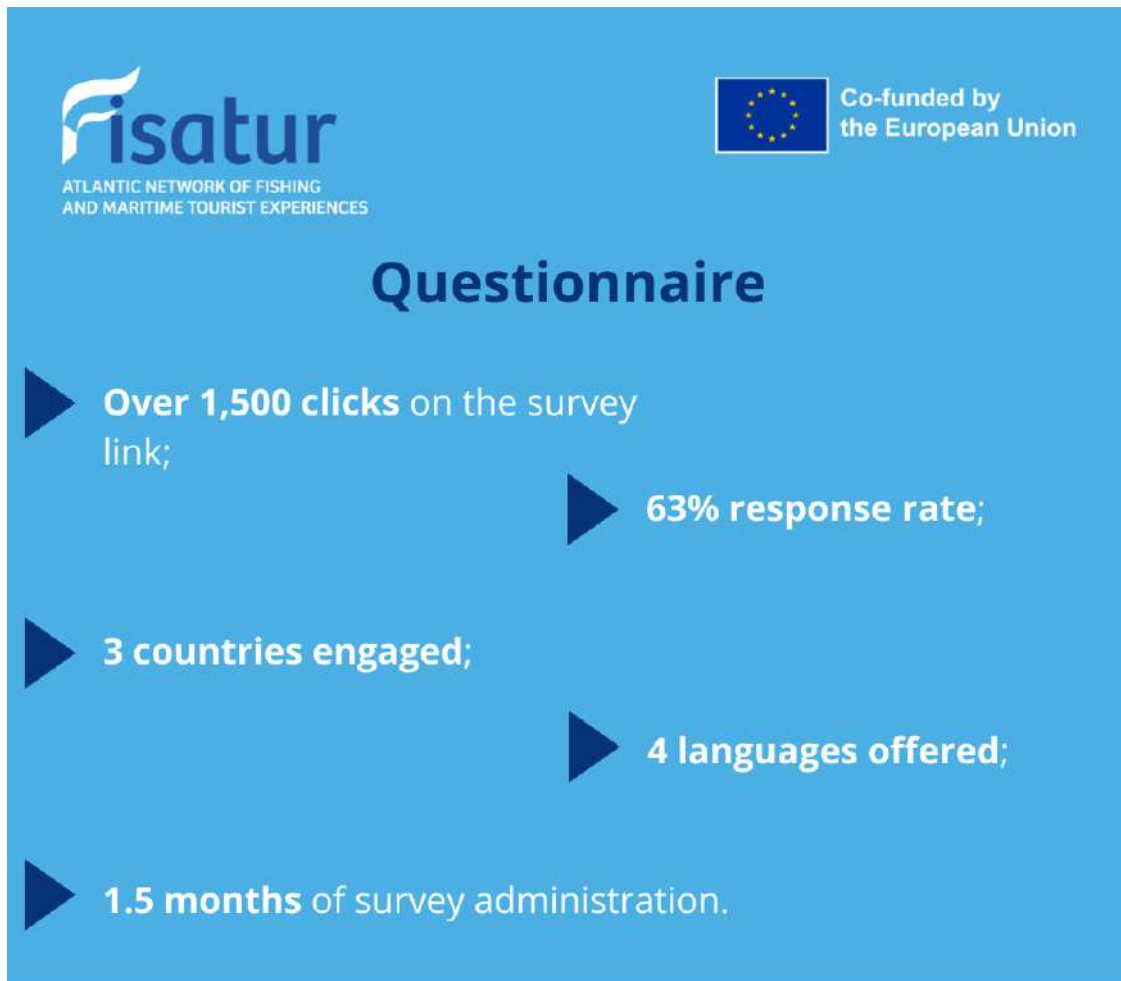


Figure 87: Questionnaire Post 2

2.6 Next Steps

As communication is one of the work packages that will continue until the end of the project, new graphic design elements will be developed based on the communication requirements.

2.6.1 Newsletter #3

In September 2024, the project's third newsletter will be produced.

2.6.2 Atlantic Network – WP2

Regarding the Atlantic Network, which falls under WP2, we, as communications managers, have published and plan to continue disseminating content to reach at

least 30 applications per country. Here are some examples of the publications already released.



Figure 88: Atlantic Network Post 1



The poster features the Fisatur logo and the European Union flag at the top. The main title is "ATLANTIC NETWORK" in large white letters, with "AIM" below it. A blue rocket icon is centered. The text below the rocket reads: "Foster collaboration, knowledge sharing and best practices among fishing and aquaculture tourism initiatives in the North Atlantic region."



Figure 89: Atlantic Network Post 2



The poster features the Fisatur logo and the European Union flag with the text 'Co-funded by the European Union'. The main title is 'Atlantic Network' and the subtitle is 'Why join us?'. Below the title, there are four bullet points, each preceded by a blue triangle pointing right:

- ▶ Establish strategic alliances, and collaborate on joint projects to promote the sustainable development of fishing and aquaculture tourism in the Atlantic region;
- ▶ Exchange of experiences and best practices among its members;
- ▶ Greater visibility both regionally and internationally;
- ▶ Access to our project incubation program, newsletter, events and more.



Figure 90: Atlantic Network Post 3