



ATLANTIC NETWORK OF FISHING
AND MARITIME TOURIST EXPERIENCES

DELIVERABLE 5.5

Web page

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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.)	FUNDACIÓN 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 POLITÉCNICO DE VIANA DO CASTELO IPVC
6	INSTITUT NATIONAL D'ENSEIGNEMENT SUPÉRIEUR POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT INSTITUT AGRO

Deliverable details

Document Number:	D5.5 – Web page
Document Title:	Communication Strategy and Plan
Dissemination level	PU – Public
Period:	M4
WP:	WP5
Task:	T5.3 – Design digital communication tools
Author:	INSTITUTO POLITÉCNICO DE VIANA DO CASTELO IPVC
Abstract:	Design and development of the project web page linked to the Gis-web tool (WP2). The platform and associated project website will provide open access to project updates, results and events information and make project reports available.

Version	Date	Description
1.0	01/02/2024	First Draft
2.0	20/05/2024	Final Version

PART I: HOME

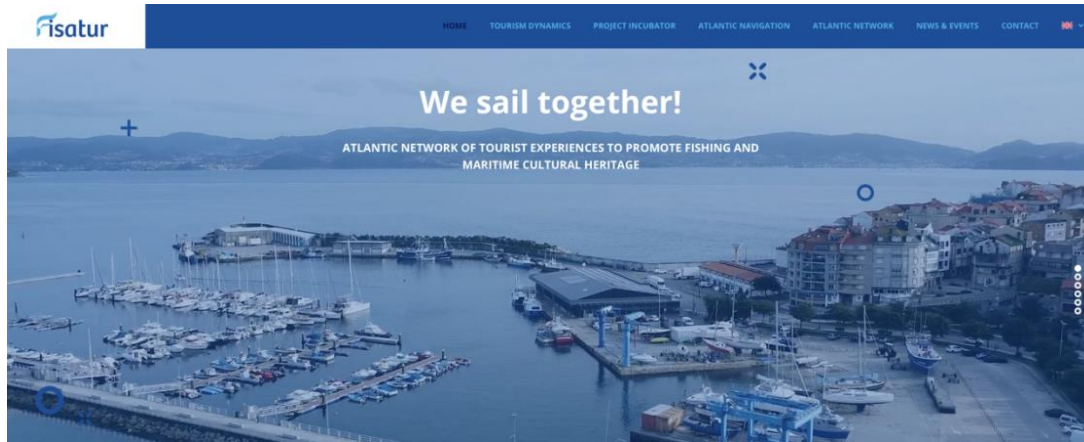


Figure 1 - Home

1.1 About FISATUR

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.

FISATUR will have a 28 months' duration and will be developed in three phases.

The project will initially create a comprehensive map of existing initiatives in the **Atlantic region**. This will provide a clear overview of the current ecosystem and identify gaps for potential collaboration.

Then, **ten project leaders** will be selected per territory to participate in an **incubation program**. This program will provide **mentorship, training, and access to resources** to help these ideas develop into successful businesses.

A jury will select the two best initiatives from each country.

Finally, these **initiatives will embark on an immersive study visit and trade mission**. This mission will take participants on a **navigation tour from France to Portugal**, strategically stopping for B2B exchanges and other network initiatives. This will provide an opportunity for them to gain exposure to potential partners and investors.

1.2 Project Concept

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.

1.3 Objectives

1. Establishing a regional 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 rich fishing maritime heritage. This initiative seeks to bridge the current gap in the utilization of this heritage, transforming it into a significant catalyst for both economic and cultural enrichment across the Atlantic area.

Despite the Atlantic region's abundant maritime legacy, there's a noticeable shortfall in both awareness and appreciation among locals and visitors. Additionally, the development of related products and services faces hurdles such as limited funding and insufficient collaborative efforts among key stakeholders. This network intends to surmount these challenges, enhancing cooperation and facilitating the introduction of innovative offerings that highlight the fishing maritime heritage. Moreover, it aims to raise awareness of maritime heritage among community members and tourists alike.

Expected results:

- Development of a GIS tool to bolster the network
- Assessment and mapping of fishing and tourism business dynamics and opportunities.
- Inclusion of 100 fishing tourism initiatives within the network
- Increase in awareness and engagement with the fishing maritime heritage.
-

2. Training sessions and mentoring

This objective focuses on providing comprehensive training and mentoring to project leaders in critical areas such as sustainability (green skills), digital competencies, policy and legal knowledge, business acumen, soft skills (including customer service and

languages), and effective communication. This initiative aligns with the European Green Deal and Blue Economy principles, emphasizing decarbonization, biodiversity, coastal resilience, and circularity, alongside promoting sustainable tourism.

A significant skills gap has been identified among professionals in crucial sectors like sustainability and digitalization, which are increasingly pivotal in the context of modern environmental and economic policies. This training is designed to equip professionals with the necessary skills to meet these evolving demands.

Expected results:

- 30 project leaders supported.
- Integration of 30 new products/services into the Atlantic Sea basin tourism offerings.

3. Exchange of experiences and good practices of 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.

Effective collaboration and networking are the sources of success in fisheries diversification and blue entrepreneurship. By facilitating a dynamic exchange among a wide array of stakeholders, this objective seeks to elevate understanding and awareness of available opportunities, fostering a community that thrives on shared knowledge, resources, and expertise.

Expected results:

- Conducting 30 partnering activities among SMEs/start-ups within blue economy and other relevant stakeholders.
- Organizing of national (SP/FR/PT) events to foster social acceptance of fisheries diversification and its benefits.
- Enhancing awareness and engagement among coastal stakeholders regarding fisheries diversification and environmental conservation efforts.

1.4 Expected Results

- > **1** digital tool developed to support the network
- > **100** fishing-seaside tourism initiatives linked to the network
- > **50** linkages among fishing tourism value chain promote through the network
- > **150** participants that increased awareness and engagement with fishing, maritime and tourism sectors
- > **30** project leaders supported

1.5 Coordinators and Partners

Foundation for Fishing and Shellfishing (FUNDAMAR)

FUNDAMAR is the first organization in the fisheries sector accounting for equal representation for employers, organizations, and trade unions. It promotes initiatives to improve sustainability and equal opportunities, in addition to disseminating the heritage of the fishing and shellfish sector.

Institute for the Sustainable Development (ICSEM)

ICSEM is a private institute that provides strategic consultancy focused on supporting public and private entities to generate positive value in terms of social, economic and environmental development.

Alto Minho Inter-Municipal Association (CIM Alto Minho)

CIM Alto Minho is an inter-municipal association comprising the 10 municipalities of Alto Minho. Its objective is to transform the Alto Minho into an area of environmental excellence, capable of developing its resources and tourist activities in a sustainable way.

Business Innovation Center (Technopole)

Technopole Quimper-Cornouaille is a not for profit organisation. As business innovation center, we provide bespoke services to meet early-stage, start-up & scale-up companies in all sectors. We play a hands-on role helping entrepreneurs to navigate in the innovation ecosystem and business path.

We have developed an expertise in blue economy, agri-food, digital & European projects.

Polytechnic Institute of Viana do Castelo (IPVC)

IPVC is a public higher education institution, at the service of the development of the person and society, which creates and shares knowledge, science, technology and culture. IPVC promotes the integral training of students throughout their lives, combining teaching with research, in a proactive attitude of permanent innovation, cooperation and commitment, focused on the development of the region and the country, and on internationalisation.

Agro Rennes-Angers Institute (L'Institut Agro)

Agro Rennes-Angers Institute, formerly known as AGROCAMPUS OUEST, merges Agrocampus Rennes and the National Institute of Horticulture in Angers. It prioritizes international education and research, particularly in life sciences, including fisheries, within the European agricultural and food hub.

PART II: TOURISM DYNAMICS



Figure 2 - Tourism Dynamics

2.1 Offer

Atlantic Fishing Tourism Network (coming soon)

2.2 Demand

Visualizing Trends (coming soon)

2.3 Characterization of the Fishing-Seaside Tourism Market

GIS – cartographic viewer (coming soon)

PART III: Project Incubator

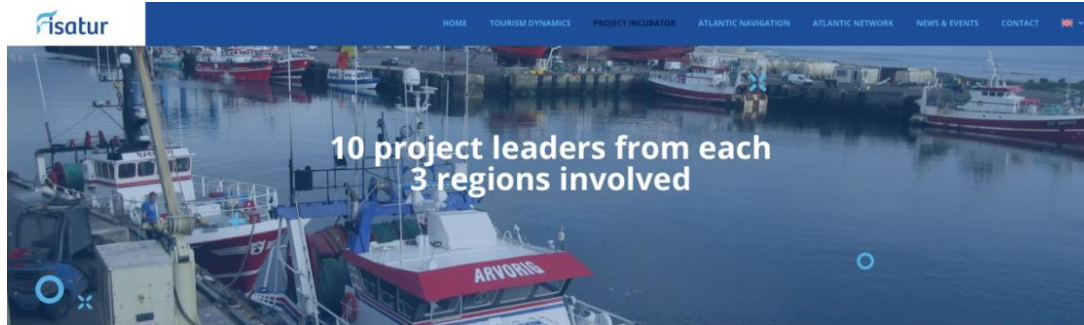


Figure 3 – Project Incubator

The incubation programme aims to support **10 project leaders** from each **3 regions** involved.

Its ambition is to put forward the **project/idea** 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. It combines theoretical – practical approach developed in each country with joint methodology, based on the case method. The participants can learn the logic of the analysis of the viability of an entrepreneurial idea and its subsequent implementation.

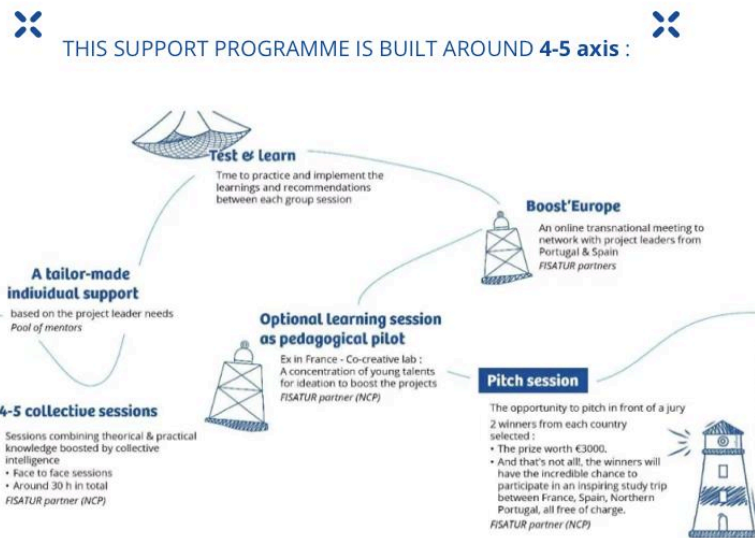


Figure 4 – Draft of the programme

3.1 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.

3.2 Call for Applications

The call for applications is launched from 13th May to 19th July.



Figure 5 – Call for Applications

- Application: opens the menu “project incubator” in each language (FR/ SP/ PT);
- Rules: opens the pdf of the country rules;
- Forms: opens the online forms of each country.

3.3 Project Incubator (3 languages)

This menu has a different design in the other 3 languages.

Embarquez avec un équipage de porteurs de projet:

Candidatez au programme d'incubation FISATUR

Cette opportunité lancera votre projet!



Figure 6 – Project Incubator

FISATUR is a European project led by 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).

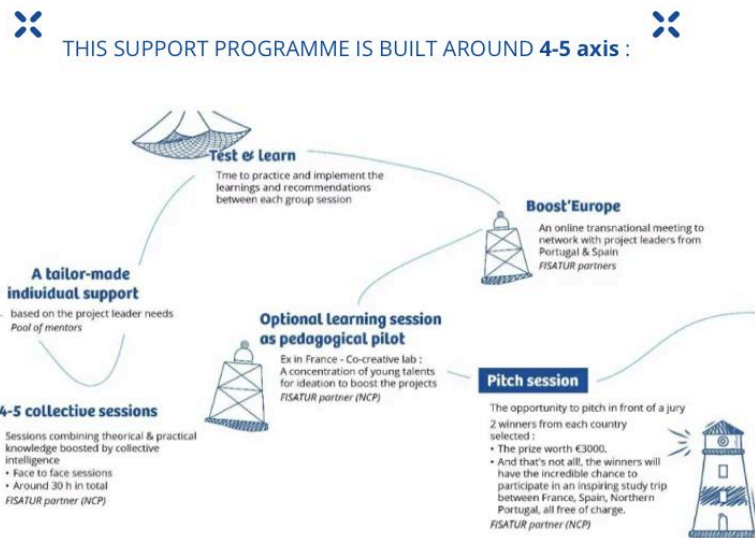


Figure 7 – Draft of the programme

3.3.1 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.

3.3.2 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.

3.3.3 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.

3.3.4 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**

Applications must be completed through the online application form.

Botton "**APPLY**" – goes to the online form

3.3.5 Selection of participants

Projects will be selected based on these 3 criteria "**(see Participation Rules)**": goes to the pdf of 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.)

Contact: XXX for the country concerned

PART IV: Atlantic Navigation



Figure 8 – Atlantic Navigation

4.1 Objectives

The entrepreneurship tour along the Atlantic coastal fishing and tourism routes aims to exchange experiences and best practices on fisheries diversification, coastal tourism, and blue entrepreneurship. Through this action we will achieve the following results:

- Co-design the roadmap of fishing-tourism locally dynamization networking itinerary with the Atlantic Network Advisory Board (business forum, seminars, conferences and product/services presentations, and fisheries heritage literacy events).
- Trigger emulation processes by showing concrete examples of the benefits of attracting tourists to local areas and sharing traditions and products, as well as connecting to pre-existing tourist flows.
- Increase awareness and engagement of coastal stakeholders, including public authorities and tourism offices, regarding fisheries diversification activities and environmental protection.
- Promote activities related to blue economy SMEs/start-ups and other stakeholders.
- Promote a regional cooperation framework on fishing tourism promotion initiatives at the local level in different countries.

- Increase social acceptance of fisheries diversification and the benefits derived from them.
- Identify and promote innovation projects among partners.

4.2 Sailing Towards Entrepreneurship

The sailing route from France to Portugal will include strategic stops where visits and exchanges will take place along with other network initiatives, such as the business forum and others seminars, conferences, and fishing heritage literacy events.

This route will be co-designed with the Atlantic Network Advisory Board. A joint starting point will be chosen in France and strategic stops will be made along the Atlantic coast in each territory. At each stop, various activities will be organized to promote the project, including public and business events, as well as talks and workshops in schools.

4.3 Main activities:

As Exchange B2B with other Fishing-Seaside Tourism initiatives in Portugal, Spain, and France

Visits to local companies in the fishing and coastal tourism value chain to exchange best practices with project entrepreneurs.

Regional workshop/Forums seaside fishing promotion in Portugal, Spain, and France

Conferences with keynote speakers and round tables with quadruple helix actors in Portugal, Spain and France to promote fishing tourism.

Demonstrative open days of seaside fishing tourism activities in Portugal, Spain, and France

Itinerant events to promote fishing-tourism initiatives in Portugal, Spain, and France. Open days will allow the public to participate in a wide range of activities that contribute to the promotion of the maritime-fishing heritage. The purposes of these activities are reinforcing partnerships between the members of the network and strengthening the maritime-fishing tourism sector along the entire value chain.

Workshops in primary and secondary schools in Portugal, Spain, and France

Workshops in local primary and secondary schools to raise awareness and disseminate the importance of the blue economy on the Atlantic coast, focusing on the fishing and tourism sector.

PART V: Atlantic Network

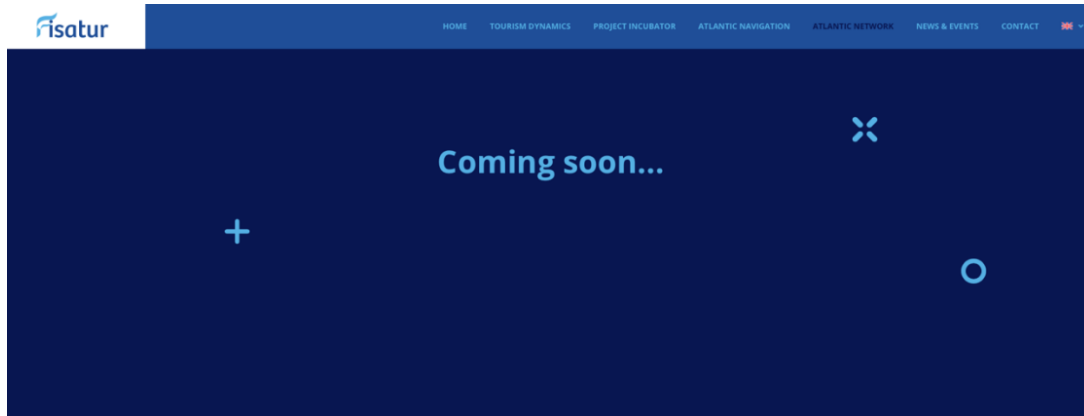


Figure 9 – Atlantic Network

PART VI: News and Events

6.1 Welcome to our news and events

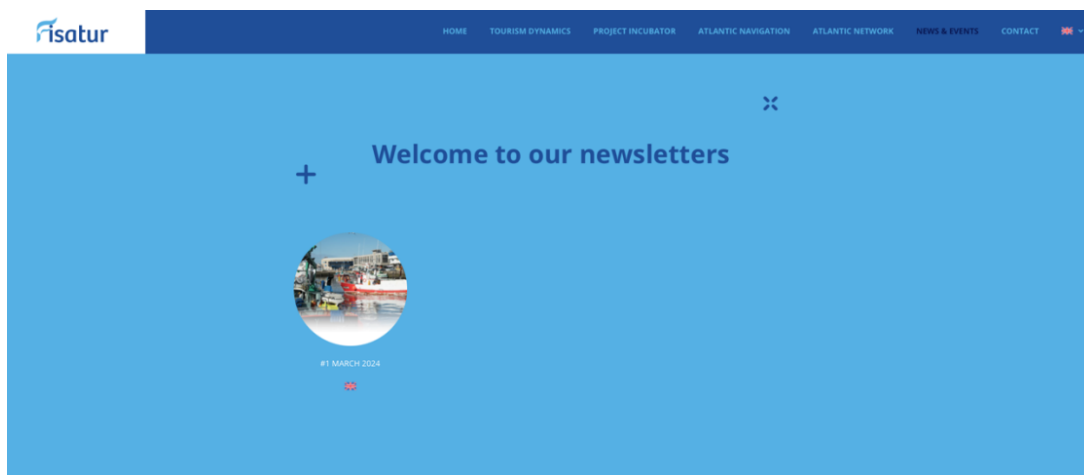


Figure 10 – News and Events

6.2 News:

Coming soon

6.3 Events:

Coming soon

PART VII: Contact

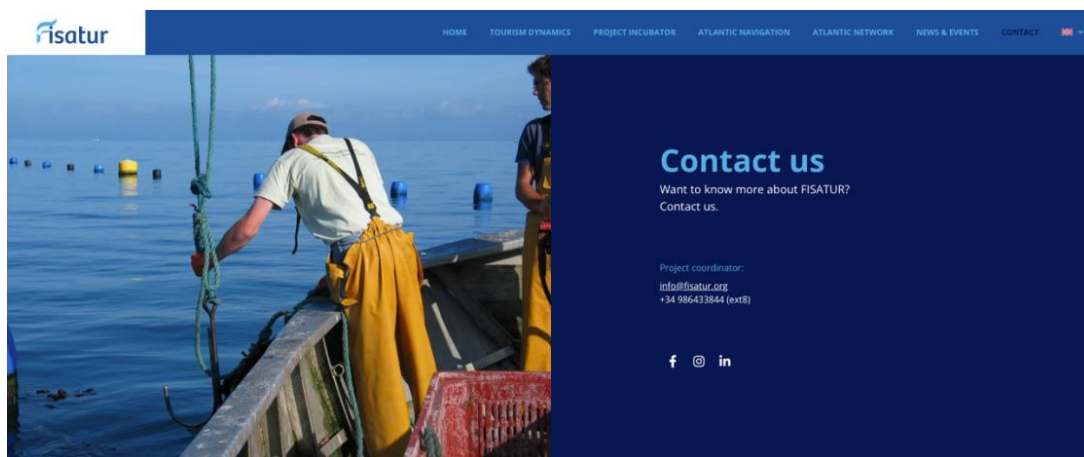


Figure 11 – Contact

Contact us

Want to know more about FISATUR? Contact us

Project coordinator:

info@fisatur.org

+34 986433844 (ext8)

PART VIII: Languages

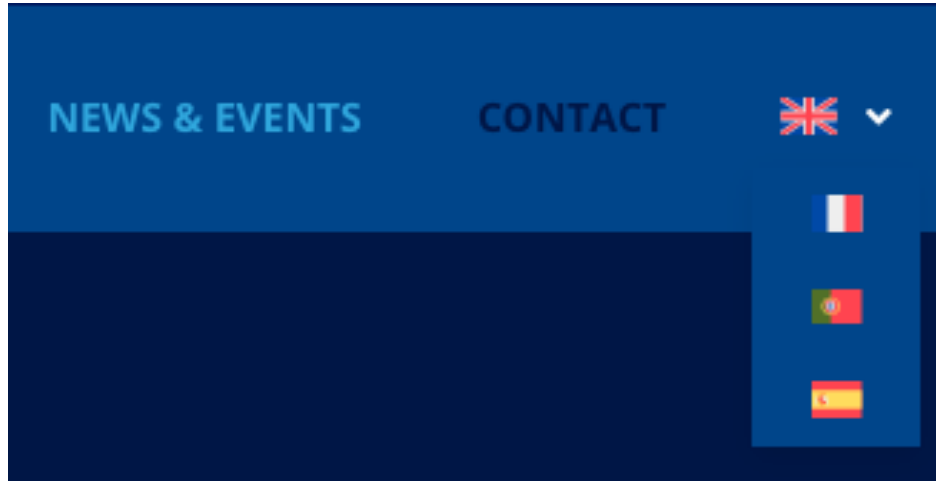


Figure 12 – Website Languages

PART IX: Newsletter Subscription

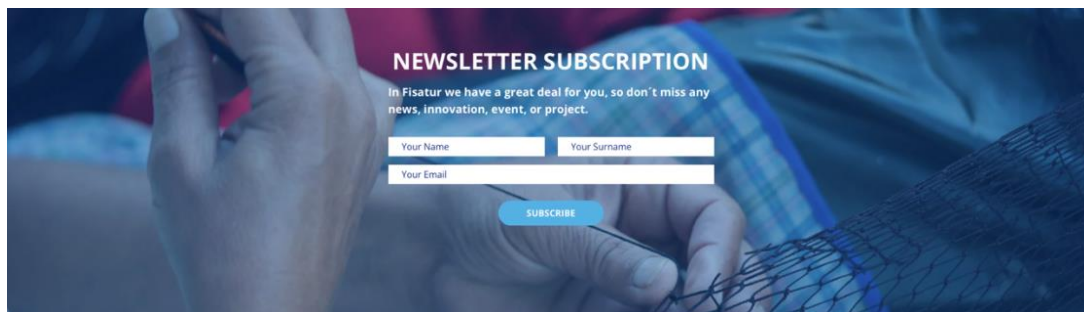


Figure 13 – Newsletter Subscription

Newsletter Subscription

In FISATUR we have a great deal for you, so don't miss any news, innovation, event, or project.

- Your Name
- Your Surname
- Your Email

PART X: Footer



Figure 14 - Footer

<ul style="list-style-type: none"> • FISATUR Logo • Home • Tourism Dynamics • Project Incubator • Atlantic Navigation • Atlantic Network • News and Events 	<ul style="list-style-type: none"> • Cookie Policy • Privacy Policy • EMFAF 	<ul style="list-style-type: none"> • Co-funded by the EU Logo • This Project has received funding under the powers delegated by the European Commission under Grant Agreement No. 101124851
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