

FLAG COSTA
DELL'EMILIA-ROMAGNA



PO FEAMP
ITALIA 2014 | 2020

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ministero delle politiche agricole
alimentari, forestali e del turismo

Regione Emilia-Romagna

Direzione Generale Agricoltura, Caccia e Pesca
Servizio Programmazione e Sviluppo Locale Integrato

FLAG COSTA DELL'EMILIA-ROMAGNA FEAMP 2014-2020 Regione Emilia-Romagna



Action 4.B "Integration among fishing, tourism and culture of the fishing communities"
P.O. FEAMP 2014-2020

Project realized in 2018



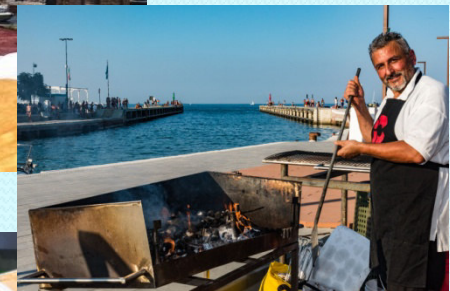
Festival of the sea

ITINERANT RESIGN of 9 events along the EMILIA-ROMAGNA COAST that lead at the discover of :

- **TRADITIONS AND CULTURE OF FISHING COMMUNITIES**



- **FISH PRODUCTS**



Festival of the sea

Title of the project: **FESTIVAL OF THE SEA - ITINERANT RESIGN AT THE DISCOVER OF FISHING COMMUNITIES AND FISH PRODUCTS OF THE EMILIA ROMAGNA COAST**

Focus area: Target 4.B - Integrate and promote the historical , cultural and productive traditions of fishing communities

Method of implementation: As ownership FLAG by the lead subject GAL DELTA 2000

Subjets that take part : Municipalities, Fisherman, Service providers, Tourist operators

Resources: € 270.000,00



Why?

INFORMATIVE AND SENSITIZATION'S CAMPAIGN

- Disseminate knowledge on local seafood products, enhance fish heritage and gastronomic traditions, raise awareness on the theme of sea health
- Promote and sensitize citizens to a conscious consumption linked to the seasonality of sea products
- Promote the protection of the natural, cultural and social heritage of the seafarers - Enhance the role of local fishermen, fishermen as "promoters and educators of the culture of the sea"
- To acquaint the tourists and the community in general with the specific characteristics of the local catch to increase its competitiveness and create greater added value for the coastal tourist areas and for the fishing communities



Where?

ALONG ALL THE COAST OF EMILIA-ROMAGNA, 9 FISHING COMMUNITIES



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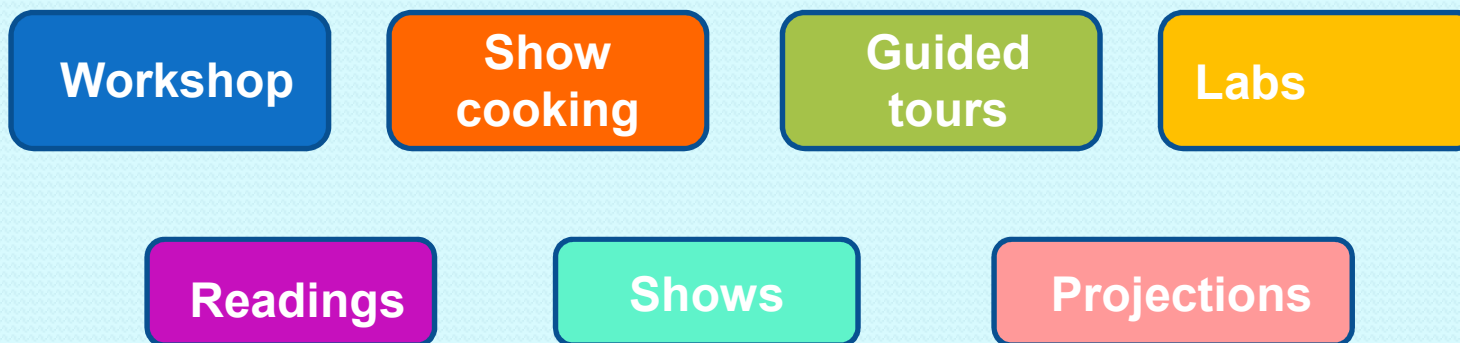
How?

- Analysis of historical and consolidated territorial events (Festivals, Sagre, etc.) linked to the Sea and to the seafaring traditions, with the aim to identify the most significant event for each place
- Selection of suppliers for the realization of each event through public procedure
- Constitution of a **control room** for the link between events and activities (suppliers)



How?

- Enrichment of the identified event with **specific contenutes of valorisation of fish products, gastronomic tradition, occupations of fishing and annexed sectors , culture of the fishing communities, current scientific themes, etc.**

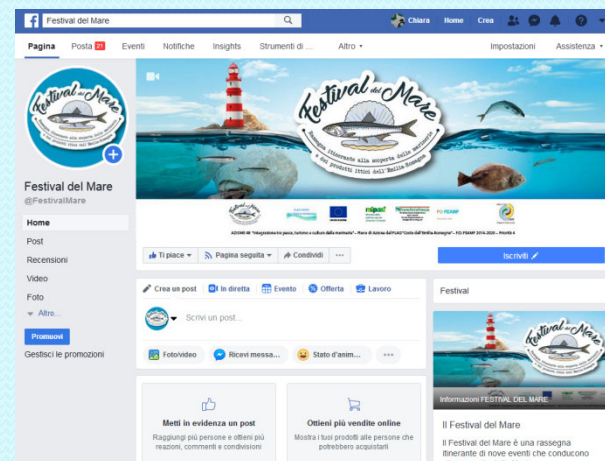


How? • Communication Actions

Coordinated
imagine

News conference,
press relases

Communications by web
site, social networks,
youtube



HOW?

- Collected documentation:

VIDEO



- Monitoring SAL:

QUESTIONNAIRES

Liking for the public

PHOTOGRAPHIC REVIEW



RECORDING PRESENCES

QUESTIONNAIRES
for stakeholder



What?

Lighthouse 's events of the festival



Goro, Sagra della Vongola Verace

<http://www.flag-costaemiliaromagna.it/sagra-vongola-verace/>



Comacchio – Porto Garibaldi, La Sagra della Canocchia e della Seppia

<http://www.flag-costaemiliaromagna.it/sagra-canocchia-e-seppia/>



Marina di Ravenna, La Cozza in festa

<http://www.flag-costaemiliaromagna.it/cozza-marina-di-ravenna/>



Cervia, Lo Sposalizio del Mare <http://www.flag-costaemiliaromagna.it/sposalizio-del-mare>



Cesenatico, Il pesce fa festa <http://www.flag-costaemiliaromagna.it/il-pesce-fa-festa/>



Bellaria – Igea Marina, Festa del Mare

<http://www.flag-costaemiliaromagna.it/festa-del-mare/>



Rimini, Festa de Borg <http://www.flag-costaemiliaromagna.it/festa-de-borg/>



Misano Adriatico, Salotti letterari a porto Verde, Strada de Pes

<http://www.flag-costaemiliaromagna.it/strada-de-pes/>



Cattolica, La notte Magica delle Vongole (*Chamelea gallina*)

<http://www.flag-costaemiliaromagna.it/notte-magica/>



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Results

Type of action	Description	Quantity
Promotion Festival of sea	Promotional postcards produced and distributed	30.000
Promotions lighthouse events	Depliant products and distributed	450.000
Promotions lighthouse events	playbills	4.900
Promotions lighthouse events	posters	800
Promotions lighthouse events	Other materials (postcards, booklets, brochures, roll-ups)	56.000
Promotions lighthouse events	Map of the coast of Emilia-Romagna	50.000
Valorization of fish species	Labs/cooking show	25
Valorization of navies	Guided tours	44
Culture of the sea	Meeting/workshop	36
Calendary	Days events	55

Results

Result Indicators	Measuring system	Expected results	Obtained results
n. Events lighthouse	N.	9	9
n. participants	N.	100.000	100.687
n. Fishery operators	N.	100	280
n. Fish species	N.	20	31
Contacts by social networks	N	1.000.000	1.231.511

video: <https://www.youtube.com/watch?v=M1Rqi7skMrE>



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Evaluation: lessons learned

SPECIFIC OBJECTIVE OF THE ACTION 4.B - Integrating and promoting the historical, cultural and productive traditions of fishing communities

THE VALUE OF THE FISHERMAN, OF THE ITTIC OPERATOR WHO CREATED INTEREST, EMPATHY AND CONFIDENCE BETWEEN

CONSUMERS

CONSUMER ATTENTION TO THE ENVIRONMENTAL QUALITY OF THE SEA AND THE QUALITY OF THE FISH PRODUCTS

TOURIST INTERESTED TO DISCOVER THE OTHER "FACE" OF THE BALNEAR: HISTORICAL-CULTURAL HERITAGE RELATED TO THE SEA AND FISHING

THE SUPPLY CHAIN OF RESTAURANTS AND TRADE AFFECTED TO CLOSE TO LESS KNOWN ITEMS

LESSONS LEARNED FOR POLICIES AND ACTIONS TO ACTIVATE

Promote integrated interventions among operators in the sector towards quality fish products (traceability, certifications, etc.)

Policies and programs of actions to improve the environmental quality of the sea and its waters

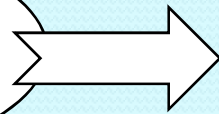
Strengthen the networks between operators and supply chain networks inside and outside the Emilia-Romagna coastal area

Intersectorial integrations - Destination Romagna to integrate fishing tourism, nature and culture - the "human" component makes the difference



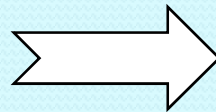
Evaluation: the actions to be taken

Promote integrated interventions among operators in the sector towards quality fish products (traceability, certifications, etc.)



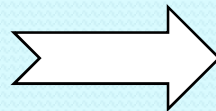
Action 1.C.b - 1.C b INTANGIBLE INTERVENTIONS: certification, creation of collective brands, studies and research for innovation - promocommercialization-new conservation techniques - Call to be published by 2018

Policies and programs of actions to improve the environmental quality of the sea and its waters



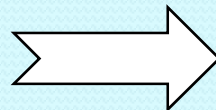
2. A.A Marine and wetlands habitats - studies and research - 3 projects in progress
2.A.B. Marine and wetlands habitats - Call to be published 2019
Cooperation art.64

Strengthen the networks between operators and supply chain networks inside and outside the Emilia-Romagna coastal area



4.C Networks and governance - 3 projects in progress
Action 1.C.b INTANGIBLE INTERVENTIONS: certification, creation of collective brands, studies and research for innovation – promocommercialization - new call to be published by 2018

Intersectorial integrations - Destination Romagna to integrate fishing tourism, nature and culture - the "human" component makes the difference



3.A.1 Diversification - Calls for Fish Tourism and Fishing and Tourism - to be published in 2019
4. b Sea Festival - 9 lighthouse events in the marinas - realized
Cooperation art.64

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