



Fisheries Local Action Groups (FLAGS)

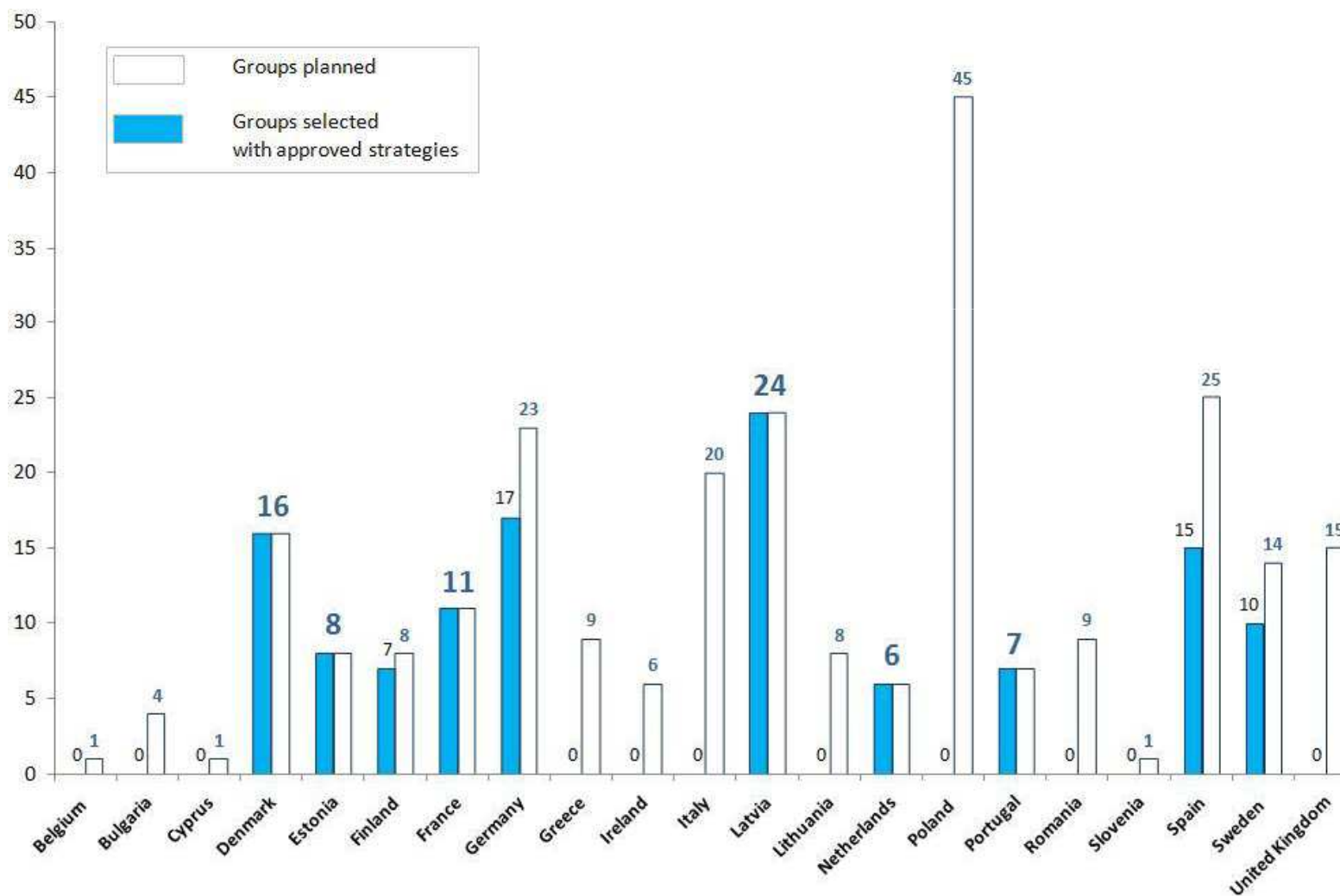
partnerships between fisheries actors and other local private and public stakeholders to design and implement a bottom-up strategy that fits and addresses their area's needs to increase economic, social and environmental welfare



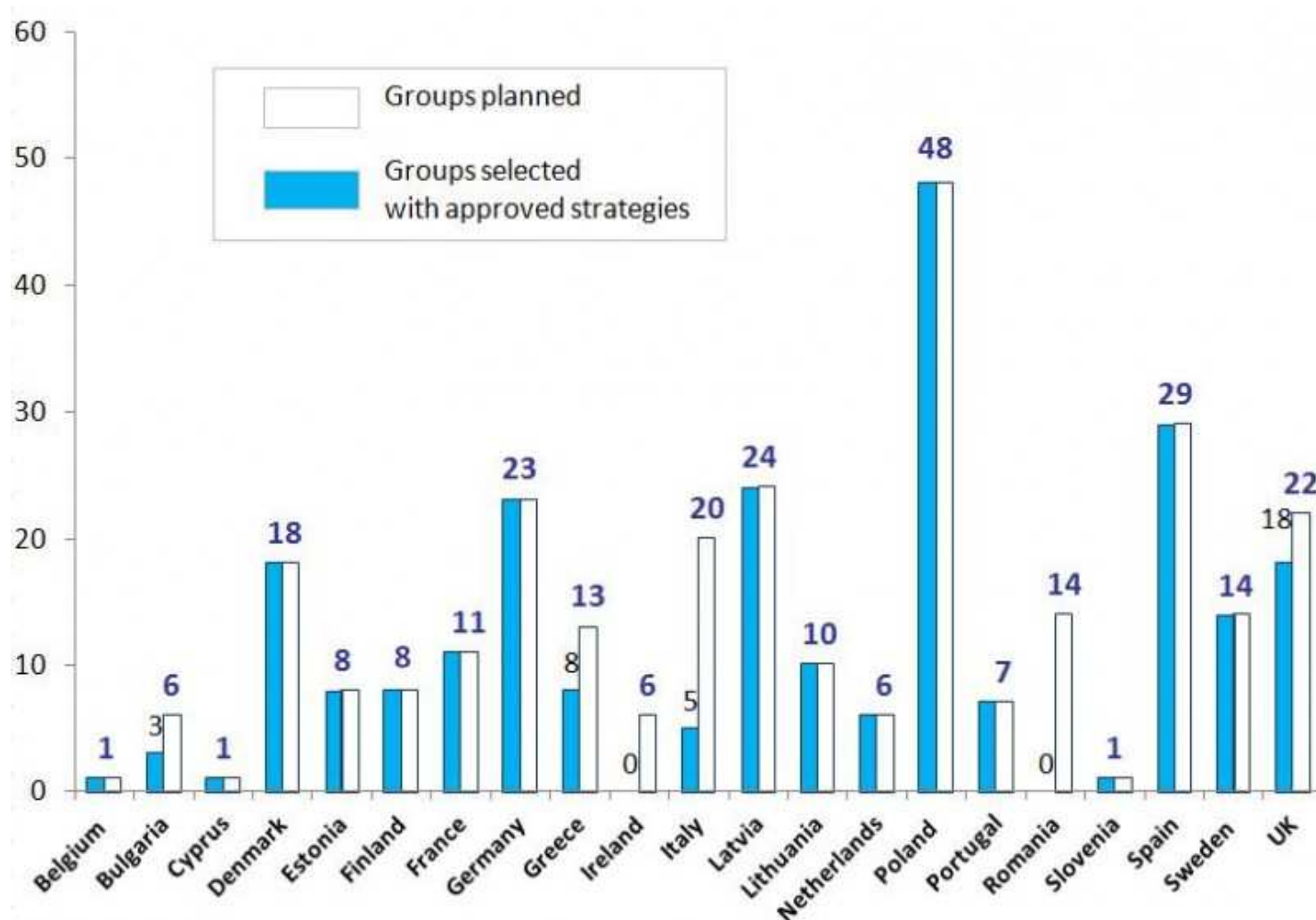
Axis 4 funds are managed by Fisheries Local Action Groups (FLAGs), partnerships between fisheries actors and other local private and public stakeholders. Together, they design and implement a bottom-up strategy that fits and addresses their area's needs to increase economic, social and environmental welfare. **In 2013, more than 250 FLAGs** in 21 EU Member States will involve thousands of local stakeholders as project promoters and FLAG members.

Let's take a look at the development trend.

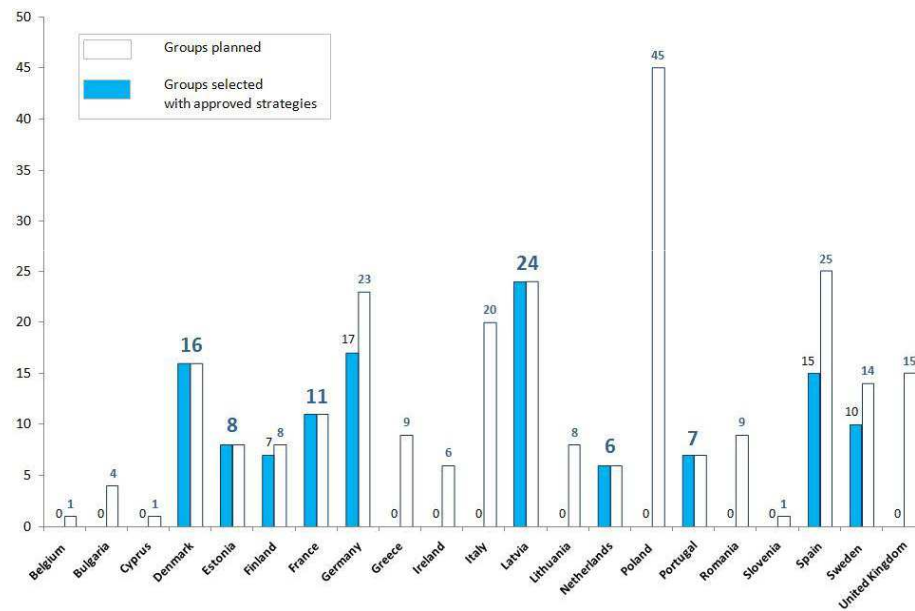
2010



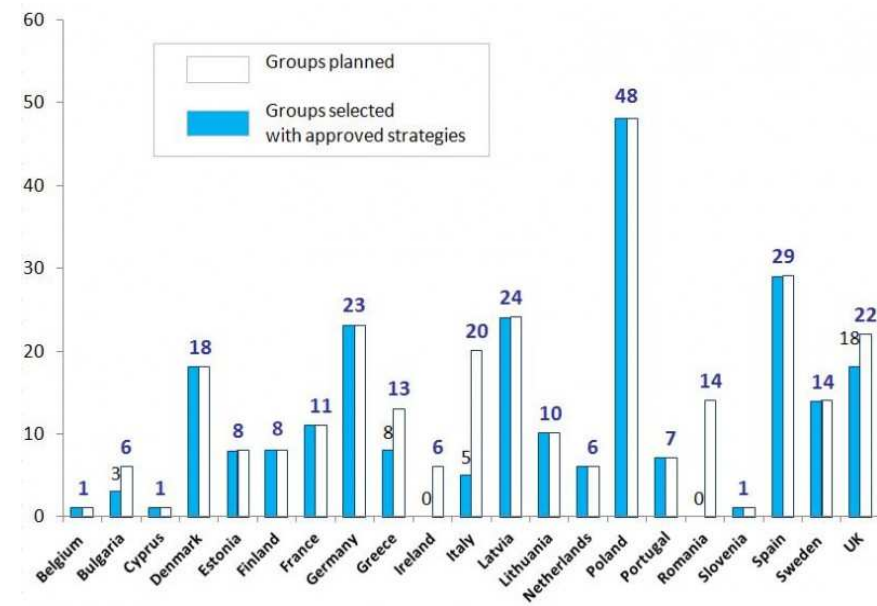
2012



2010



2012



FLAGs established in the Mediterranean at the present time



Total: 40 (61 expected)

EFF resources managed by FLAGs in the Mediterranean

Country	% of EFF allocated to Axis 4		EFF invested in Axis 4 (€)	
	Total	Mediterranean	Total	Mediterranean
Cyprus	5,07	5,07	1.000.000,00	1.000.000,00
Spain*	4,36	0,75	49.336.048,00	8.506.215,17
France*	2,64	0,96	5.699.644,00	2.072.597,82
Greece	16,02	16,02	33.300.000,00	33.300.000,00
Italy	4,00	4,00	16.973.714,00	16.973.714,00
Slovenia	10,00	10,00	2.164.029,00	2.164.029,00
Bulgaria	15,00	15,00	12.001.456,00	12.001.456,00
Average		7,40	Total	76.018.011,99

* For want of exhaustive data, the Mediterranean share was calculated with an arithmetic ratio based on total amounts/number of FLAGs

Good Practices

Adding value to fisheries products



- Direct sales & short circuits
- New products
- Support to businesses
- Promotion & awareness raising

Diversification



Tourism

By-products

New activities & products

Environment, Culture and Society



Environment

Culture & fisheries heritage

Society in fishing communities

Infrastructure



Adding value to fisheries products

"Km 0" brand for local sourcing - FLAG Litoral Norte - Portugal

This project aims to promote local sourcing through the branding of local products and awareness-raising of the role of the different actors along the products' supply chain. As well as providing end users with better knowledge and information on local products, the project also works on strengthening links between restaurants, chefs, fishermen and other primary producers in the area and enhancing their market opportunities. By its three-pronged approach (branding – networking – outreach) the project is developing an integrated series of actions designed to complement each other and enhance the impact. It also brings a transnational aspect to the activities by linking up with professionals from areas that share similarities in terms of culinary tradition and entrepreneurship

Diversification

Pescatourisme 83 - FLAG Groupe Varois - France

This project transfers and adapts pesca-tourism experience gained in Italy to the context of the Var, France. Not only has it created a specific touristic activity that is in line with the type of fishing in the area but it has also involved the right actors to encourage the legislative evolution necessary to facilitate this activity around the French coast. *Pescatourisme 83* aims to offer local fishermen a way of diversifying their revenues without increasing their fishing effort while at the same time engaging with the general public in a way that raises awareness of the tradition and heritage that fishing represents and the issues the sector faces.

Environment, Culture and Society

Fishing village anno 1906 - FLAG Bremerhaven – Deutschland

After various attempts to revive the harbour area of Bremerhaven, cooperation between a local fish wholesaler based in the harbour and the local FLAG built on earlier regeneration initiatives and has been successful in finally breathing life into the port area and making it an integral part of the rest of the town. A small, rustic fishing village was established at the port entrance, made up of 11 thatched huts based on traditional fishing huts from the year 1906. Restaurants, shopping possibilities (clothes and fish) and sightseeing are arranged as a “maritime attraction world” focused around fish. The oldest still existing “fish packing hall IV” (established 1906/ 1907) was also refurbished. Today 15 trading companies and gastronomes offer their products and services in these halls. The attraction centre is run by H-J Fiedler, a seafood delicacy company, and offers services such as catering, tourist information and the sale of fish and other local products to visitors.

Data samples of Italian FLAGs

According to the data in our possession, Italian FLAGs tend to focus their strategies on local culture, sustainable tourism, territorial identity and labeling (Quality Marks) and, more generally, environmental social and cultural issues. The municipalities that make up the territory of the FLAGs share a number of commonalities (typical fish, marine culture, folklore, crafts, environment, etc.) which can be used to activate virtuous policies of sustainable development in the territory supporting the community of fishermen by creating a productive system able to improve the fisheries products and pursue an integration with tourism and agriculture. The main priorities include: adding value to local fisheries products, promoting diversification, sustainable development, better marketing and communication of local resources. The FLAG's strategy is basically geared towards mobilizing the fisheries sector to make the territory more competitive, in particular by promoting better organization of the small scale fisheries sector so as to allow them to diversify into complementary activities such as pesca-tourism, supporting small scale processing of local fisheries products and taking advantage of opportunities for direct sales and better marketing.

Average scores in Good Practices themes

(1-5, where 5 is high priority and 1 is low priority)

Adding value to fisheries products	3,75
Diversification	3,75
Environment, Culture and Society	4,50

Average groups % in actors composition

Public	35,50
Fisheries	36,49
Other private (non-fisheries) / NGO sector	25,62
Environmental	2,40

SURVEY ON FLAGS

- Do you know about the FLAGS?
- If yes, what's your opinion about them?
- If not, do you think it might be useful for the development of fisheries activities?
- Have you ever heard about a local development plan related to the area where you carry out your fishing activities?
- Did you have the opportunity to meet the members of the organization above?
- If yes, for which reason?
- If not, would you be interested to come into contact with the local FLAGS?
- In your opinion, which benefits might occur if the goals of FLAGS will be reached?