

## CHERISH PROJECT

*Creating opportunities for regional growth through promoting  
Cultural HERitage of fISHing communities in Europe*



## ABRUZZO REGION ACTION PLAN

Giunta Regionale d'Abruzzo



May 2021



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## Glossary

European Regional Development Fund (ERDF)

European Maritime Fishery Fund (EMFF)

Regional Operational Programme (ROP)

Regional Law (LR)

Resolution of the Regional Council (DGR)

Good Practices (GP)

Local Support Group (LSG)

## PART I - GENERAL INFORMATION

**Project:** Creating opportunities for regional growth through promoting Cultural Heritage of fishing communities in Europe - CHERISH

**Partner:** ABRUZZO REGION

**Nation:** ITALY

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## PART II - BACKGROUND

### LOCAL CONTEXT

Abruzzo has a beautiful coastline of 133 km with 19 municipalities and 13 "Blue Flags" (one every 10 km approximately), tangible evidence of the quality of the water, the coast and services, and is morphologically divided into two parts: the north coast which is wide and sandy with seaside resorts and services and the south coast featured with coves and cliffs alternating Mediterranean vegetation.

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The Adriatic Railway runs all along the Abruzzo coast, which is also characterized by the presence of four important ports. The main one is certainly the Port of Pescara, which is equipped for the passenger traffic as well as for commercial vessels. It also has a marina, with 1200 seats for the mooring of private boats. In the province of Chieti, there are the port of Ortona and the port of

Vasto, while along the Teramo coast there is the port of Giulianova, equipped with a marina and an important sailing club.

The fish industry represents, at regional level, the 18.5% of active companies among those that exercise economic activities related to the economy of the sea. The number of fishing companies at regional level is 520 and includes both fishing companies and processing and marketing companies. There are 2.141 employees in the sector. The fishing fleet counts 454 vessels, with the prevalence of small fishing vessels in the north and south of the regional territory; the central coastal area is characterized by the presence of boats with relevant tonnages that mainly practice trawling. At regional level there are 5 aquaculture plants, concentrated in the north and south of the region.

There are four main fishing communities near the above-mentioned regional ports: Pescara, Giulianova, Ortona and Vasto. These communities represent a very dynamic entrepreneurial sector, an element that has always characterised the territory; also, the economic activities linked to the economy of the sea and those linked to the cultural economy have a certain importance. Moreover, there are three Local Action Groups for Fisheries (FLAGs) representing the entire coastal territory and involving all fishing communities.

## REGIONAL POLICY IMPROVEMENT

The action plan aims to impact:

Investment for Growth and Jobs programme.

ROP ERDF Abruzzo 2014-2020, Thematic Objective n. 6 "Preserving and protecting the environment and promoting resource efficiency", Investment Priority no. 6.c "Conserving, protecting, promoting and developing the natural and cultural heritage", Specific Objective 6.8 "Competitive repositioning of tourist destinations".

As part of the 2014-20 regional cohesion policy, the ROP ERDF intervention logic, framing itself in an organic programmatic context, identifies strategic objectives for the Region, especially with reference to the initiatives that can be activated in the field of the blue economy, cultural heritage and nature and tourism.



With reference to the priority of TO 6, it has been highlighted the opportunity to define new models of local development based on the enhancement of cultural, as well as natural, heritage taking into consideration a non-optimal enhancement of cultural heritage and cultural services due to the lack of effective policies integrated with the tourism sector.

The planned interventions tend to enhance and attribute a significant role to the entrepreneurial component which is based on the ability to establish territorial networks and on the rationalization and coordination of sector initiatives. According to this new model, the Region promotes and supports only the activities and initiatives related to "Destination tourism development projects" and "Product tourism development projects".

With reference to the cultural heritage in fishing communities, Abruzzo Region promotes fishing tourism and "ittiturismo", supporting agreements aimed at enhancing and promoting the culture of the sea and the knowledge of fishery products. The cultural heritage and traditions of the fishing communities can, in fact, constitute an integration to the consolidated tourist offer of the Abruzzo coasts, and to this end it is essential to outline interventions aimed, among others, at safeguarding local traditions and cultures, as well as at developing economic models linked to fishing areas, such as tourism and the enhancement of local products related to fishing activities, the enhancement of places and fishery products, for example through projects aimed at experiential tourism.

In addition to the social dimension of small-scale coastal fishing, which is an important traditional economic activity in Abruzzo, the cultural value must also be taken into consideration. This implies not only an evaluation of this sector in economic, productive and social terms, but also makes it necessary to consider and protect its extraordinary knowledge heritage, considered irreplaceable and precious, held by people working in the sector.

Also, within the EMFF OP, the importance of enhancing places and fishery products has been highlighted, particularly the regional FLAGs, through interventions aimed at diversifying activities and at experiential tourism. The fishing tourism and "ittiturismo" offer represents an opportunity highly considered by tour operators, given the possibility of integrating, differentiating and seasonally adjusting the more traditional marine and coastal tourism, through innovative products that enhance lesser-known/little-known heritage.

The proposed Action Plan is therefore closely related to the regional programming of the EMFF, particularly about the involvement of fishing communities through the action of the FLAGS, with the aim of improving regional development policies for preserve and promote cultural heritage in fishing communities in order to enhance the attractiveness of these regions for businesses, citizens and tourists.

Particularly, CHERISH supports the sustainable growth pillar of the EU2020 strategy through raising awareness actions addressed to policymakers and key stakeholders on the core qualities and values of the cultural heritage of fishing communities, resulting in a more balanced management and exploitation of fish stocks.

Through this Action Plan, the Abruzzo Region therefore aims to:

- encourage the creation of new experiences for market niches, with high added value and impact on the territory, through sustainable proposals capable of improving the image of the fisherman and the knowledge of the heritage of practices and trades connected to the sector as an expression of the identity of communities and coastal territories;
- enhance places, arts and crafts linked to professional fishing as a cultural heritage, through the diversification of income;
- communicate the intangible cultural heritage through actions aimed at strengthening the museum network.

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## THE LEARNING PROCESS WITHIN THE PROJECT

The CHERISH Project stems from the awareness that fishing communities in the EU share the same challenges in terms of climate change, pressure from coastal tourism and the transformation of the European fishing industry and from the consideration that the European Union recognizes the valuable role of communities of fishermen and their cultural heritage. The main objective of CHERISH is to improve regional development policies to preserve and promote cultural heritage in fishing communities, to enhance the attractiveness of these regions for businesses, citizens and tourists.

In the first phase of the project, in addition to the constitution of the internal working staff and the identification of external experts for the implementation of technical assistance to project



management, the identification of thematic experts for the implementation of the project activities was carried out.

The project activities carried out also involved the establishment of a Local Support Group (LSG) made up of public and private bodies interested by the topic addressed by the CHERISH project.

At the same time, the exchange of knowledge experience between partner regions took place, enriching local cultural knowledge, with the aim of developing and implementing new strategies that enhance the cultural heritage of the fishing communities.

As part of project activities, a territorial analysis was also conducted which led to the identification of four good practices within the regional context:

- Territorial brand "Costa dei Trabocchi";
- "Villages - an Italian Journey";
- Regional Law on Fishing Tourism, n. 23 of 5/6/2012;
- Ecomuseum of Fishing and Sea of Martinsicuro.

These good practices were then presented during the study visit that took place in Abruzzo in July 2019 during the third Interregional Learning and Exchange of Experience Event (ILEEE) foreseen by the project.

The learning process envisaged by the project is in fact based on interregional exchange, through the ILEEEs, and on the involvement of locals through the LSG, both oriented towards sharing the best practices identified according to the following steps:

1. identification of good practices at local / regional level;
2. presentation of good practices during the ILEEE and peer review activities carried out by ILEEE participants (representatives of the partners and LSGs of the partnership);
3. evaluation by the "Knowledge Task Force" set up within the project.

As part of the project, the following ILEEE were organized, during which the learning process described above was implemented:

1. Middleburgh (NL) (November 2018)
2. Cyprus (CY) (March 2019)

3. Abruzzo (IT) (July 2019)
4. Viana (PT) (November 2019)
5. Latvia (LT) (November 2020)
6. Mallorca (ES) (April 2021).

For the identification of good practices, the following aspects were taken into consideration:

- Why a good practice in one region might be a good practice for another region or why it might not be transferable (lessons learned);
- Perspectives for the application of good practices;
- Sharing for the purpose of involving stakeholders.

In addition, the selection criteria considered most relevant by the Interreg Europe Programme were applied:

- Giunta Regionale d'Abruzzo
- Added value for the project;
  - Learning and inspiration potential;
  - Proven Success: GP delivers measurable and tangible results in achieving a specific goal.

The exchange of knowledge between regions, enriching local cultural knowledge, will lead to the development and implementation of new strategies and will lay the foundations for the creation of new jobs and new products or services.

Through the process of interregional exchange, thanks to the participation of the Abruzzo Region in the CHERISH project, and to the involvement of the local world, the Actions illustrated in this document have been identified. In particular, the regional learning process was most influenced by the following good practices:



1. preservation and promotion of the cultural heritage of fishing communities through diversification (revaluation of traditional clothing of fishermen and families, oyster shells as furnishing items and jewelry, leather goods made with fish skin, gastronomic tradition and zero mile), proposed by the partner Municipality of Middelburg (NL).



2. The Aquamuseum of Vila Nova de Cerveira (PT) which combines scientific research with environmental and cultural education on the nature and culture of artisanal fishing in the Minho basin.

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3. Carnikava Local History Center (LV) a museum that preserves and promotes the history and lifestyle of the coastal municipality.





4. Museu Marítim de Mallorca (ES) which in 2018 launched a participatory process to validate a participatory museum project through which bringing the museum itself closer to the expectations of the maritime community and of Majorcan society.



The Action Plan of the Abruzzo Region, therefore starting from interregional learning experience (study visits and exchange of good practices), converts into knowledge and inputs for new approaches and new policies. The group of local stakeholders was strongly involved in drafting the Plan with an active role and critical dialogue.

## Part III - PLANNED ACTIONS

### ACTION 1: STRENGTHENING THE MUSEUM NETWORK

#### SATISFIED NEEDS

The Abruzzo Flags Costa Blu, Costa di Pescara and Costa dei Trabocchi, since 2017, have foreseen actions aimed at enhancing the cultural heritage of local fishing communities as part of their respective local development plans.

Furthermore, in the second half of 2018, the Abruzzo Region launched the European territorial cooperation project CHERISH, funded by the Interreg Europe programme, whose objective is to preserve and promote the cultural heritage of fishing communities to enhance the attractiveness of these regions for businesses, citizens and tourists.

In order to **systematize information and improve regional development policies** to preserve and promote the tangible and intangible cultural heritage of fishing communities, the regional office "Sviluppo locale ed Economia ittica" has launched an initiative that will enhance, in a **shared model**, the results and outputs of the projects carried out as part of the individual strategies of the Flags and of all the projects and / or actions carried out by public and private entities that can contribute to strengthening the image of fishing communities and their territories.

The promoted initiative focuses on the fundamental values of fishing communities and makes the most of the social, cultural and economic capital available within these communities.

Then, it will also be possible to have a **tool for transferring and sharing knowledge** on the activities related to the maritime identity of the maritime cities and the various fishing communities, useful for attracting tourists and residents and creating opportunities for thematic tourism products.

#### RELEVANCE TO THE PROJECT

The general objective of the initiative is the creation of a shared model for the enhancement of what has been achieved in the Abruzzo region that can form the basis of a collection of data and information that will contribute to creating a "common historical heritage of identity" dedicated

to the "People of the Sea" and the maritime traditions of Abruzzo, which boast ancient origins and features worth to be spread, promoted and shared as a value.

Among the operational objectives that will define the actions to be developed, the following can be listed:

- analysis and research of the identity, cultural, traditional, historical and anthropological roots of the people of the sea of the Abruzzo region in order to create a common historical identity heritage;
- promote the knowledge of trades, artifacts and equipment related to professional fishing, as an expression of the identity of communities and coastal territories;
- enhance the intangible cultural heritage of trades, artifacts and equipment related to professional fishing, identifying protection and safeguarding actions;
- communicate the intangible cultural heritage through communication actions, audiovisual tools and local actions on the territories concerned.

The cultural heritage of the people of the sea is not represented only by well-known symbols such as the trabocchi and the *paranze* but above all by the anthropological and social aspects, by the life "on land" represented by the trades of the "*retieri*" (fishing net makers), "*calafatari*" (boat makers), sellers, shipowners, the family hierarchy, the role of the woman, the traditional festivals, the boroughs, the superstitions, the nicknames, the press of the time and the "life on board", from the first *paranze* to the fishing boats of today, with the roles and the hierarchy and discipline on board, signals, symbols of sails, fishing techniques, weather forecasts dictated by tradition.

It will also be important to tell the story and the evolution of places, ports and villages.

This action was identified based on three good practices shared within the CHERISH project. The Region has in fact found particularly interesting, as transferable in its own territorial context, the model of strengthening of the museum network presented by the Portuguese partner ("Aquamuseum of Vila Nova de Cerveira") and the museum narrative developed by the Carnikava Cultural Heritage and History Center (LV), a museum that preserves and promotes the history and lifestyle of coastal municipalities. Furthermore, a source of inspiration for the development of this action was also the Museu Marítim de Mallorca (ES) as a good example of how to carry out



activities for the dissemination of the natural heritage, the dissemination of ethnographic heritage, environmental education, scientific research, as well as tasting of local products.

These good practices have inspired the action of the Abruzzo Region aimed at creating a **common narrative structure** starting from a single underlying story which is the natural and cultural heritage of Abruzzo fishing communities and to encourage the strengthening of the regional museum network.

### NATURE OF THE ACTION

The Abruzzo Region, with the active contribution of the three regional FLAGS, intends to create and subsequently enhance an “**ecomuseum**” of the cultural heritage of fishing through the creation of a specific tour along the Abruzzo coast where places, events, ancient crafts, and culinary traditions are united through a thematic itinerary. The narration is entrusted to a system of signs / information that, in a linear and complete way, tells the distinctive characteristics of the territory.

To this end, the following activities will be carried out under the close coordination and guidance of the office “Servizio Sviluppo locale ed Economia ittica” of the Abruzzo Region:

1. an ethnographic research on seafaring, which will involve the generations of older fishermen, to collect their memories, their voices, and reflect on daily life of the people of the sea;
2. planning of the “ecomuseum” based on the results of the ethnographic research;
3. communication and promotion of the “ecomuseum” by involving the largest possible number of subjects who can contribute to the implementation of the initiative and in particular the younger generations and citizens with laboratory activities, itineraries and guided visits to the “ecomuseum” and in the places that hosts the living traces of this recent past.

This activity will be guaranteed through the implementation of the projects that the Flags are carrying out and will carry out in the implementation of their strategies both locally and in cooperation with other Italian and European flags.

The office “Servizio Sviluppo locale ed Economia ittica” of the Abruzzo Region will also take care to involve all those who have expertise in the field and / or carry out projects that will help define the offer of the heritage of the fishing communities (eg interregional initiative "I borghi marinari", Sportello del mare, DMC, etc.).

## STAKEHOLDERS

- Servizio Sviluppo locale ed Economia ittica: responsible for the coordination activities, planning of the “EcoMuseum” and coordination of communication and promotion actions;
- Flag Costa dei Trabocchi: implementation of ethnographic research and support in communication and promotion activities;
- Flag Costa Blu: implementation of ethnographic research and support in communication and promotion activities
- Flag Coast of Pescara: implementation of ethnographic research and support in communication and promotion activities.

## TIMING OF IMPLEMENTATION

The action will be carried out according to the following timing:

- ❖ June 2021 - October 2021: ethnographic research on seafaring;
- ❖ October 2021 - February 2022: planning of the “Ecomuseum”;
- ❖ February 2022 - August 2022: communication and promotion of the "Ecomuseum".

## COSTS

Internal or external FLAG experts will be employed for ethnographic research for an indicative cost of € 4,500.

For the planning of the “Eco Museum”, which the Abruzzo Region will take care of with internal resources, it is estimated approximately 20 days /pp.

For communication and dissemination activities it is estimated approximately 20 days / pp to be paid by the Abruzzo Region and € 10.000,00 to be paid by the FLAGS.



## FINANCIAL RESOURCES

The resources attributed to the FLAGs come from their respective Local Development Plans, while those attributed to the Abruzzo Region for regional employees will be charged to the regional budget.



## ACTION 2: DIVERSIFICATION OF FISHING ACTIVITIES

### SATISFIED NEEDS

The fishing communities between tangible and intangible resources have a vast heritage that however fails to fully express their economic potential, i.e., the possibility of contributing directly or indirectly to the creation of wealth and, more generally, to the improvement of the conditions of welfare of the same community.

Diversifying can mean making a new contribution to fishing enterprises, especially small-scale ones, to adapt to the new demands of modern society and to increase the often-insufficient forms of income. The expected benefits are to have fishing companies able to integrate their profitability with the other economies present in the area.

In recent decades, traditional fishing communities are subject to increasing pressures from various negative factors, such as overfishing and the depletion of fish stocks, pollution, the reduced attractiveness of the fishing profession, etc.

Furthermore, the decline in employment in the fishing sector and the decline in the profitability of the sector are often perceived as the standard. This further reduces the sustainability of traditional lifestyles in regional coastal communities.

Diversification of traditional activity into other sectors, including fishing-related tourism, therefore becomes inevitable and offers potential to contribute to job creation, social inclusion and the revitalization of communities dependent on fishing.

One of the opportunities for diversification is certainly the integration of fishing activities with local tourism, also developed on ecological issues. Indeed, tourism linked to fishing can contribute to job creation, social inclusion as well as improving the quality of life and revitalizing communities that depend on fishing. Tourist activities linked to fishing can also contribute to increasing the visibility of anglers and to favor the appreciation and understanding of their complex field of activity. Fishing tourism and other fishing activities related to tourism (fish tourism, recreational fishing, etc) are still little known at regional level and it is therefore necessary **to make fisheries operators aware of the opportunities** that such diversification can offer.

## RELEVANCE TO THE PROJECT

The Abruzzo Region and the members of the regional stakeholder group found interesting the success shown by the Best Practices of the Province of Zeeland and its “Zeeuws Blauw” project.

During the first Interregional Learning and Exchange of Experience Event (ILEEE), which took place in Middelburg from 15 to 16 November 2018, the Region appreciated the exploration of new products linked to traditional heritage and the creation of authentic experiences or products closely related to a place.

In particular, the experience of greatest interest to all regional stakeholders was the success found in the exploration of new products linked to traditional heritage. Many business projects were presented to demonstrate the success of the initiatives. During this ILEEE, the Region in particular found that:

- Giunta Regionale d'Abruzzo
- stakeholders involved demonstrated several good practices of linking cultural heritage with the food, fashion, design and tourism industries;
  - importance given to the cultural particularity of the places;
  - market combination based on ancient traditions and cultural heritage.

Based on these good practices, the Region then intended to analyze how these experiences can be integrated into regional policy instruments from both ERDF and EMFF funds through this Action Plan.

## NATURE OF THE ACTION

The action includes awareness-raising activities on the diversification of fishing activities, with the aim of encouraging new economic investments.

In particular, the Region intends to carry out an information campaign and participate in meetings aimed at spreading the potential of this diversification of fishing activities for the economic development of regional stakeholders, also through the involvement of testimonials to disseminate their good practices or successful experiences.

The planned activities include:

- the organization of at least one seminar on the development potential of new products linked to the traditional fishing heritage and authentic experiences or products closely linked to the cultural heritage of fishing (“Zeeuws Blauw” project);
- participation in at least one networking event organized by regional FLAGs to facilitate cooperation between stakeholders and disseminate good practices (Best Practices of the Province of Zeeland);
- the publication on the regional website of a dossier of good practices learned from the CHERISH project on diversification and of national evidence potentially replicable also in the regional context;
- dissemination at regional and national level through regional and project stakeholder channels of the awareness-raising actions implemented, also with a view to including diversification opportunities within the new regional programming.

## STAKEHOLDERS

Unità Regionale d'Abruzzo

- Abruzzo Region: responsible for organizing the seminar and coordinating information and awareness raising activities.
- Costa dei Trabocchi FLAG, Costa BLU FLAG, Costa di Pescara FLAG: support for the dissemination and organization of network events.

## TIMING OF IMPLEMENTATION

The awareness-raising actions will be implemented in the course of 2022.

## COSTS

There are no specific costs for the implementation of the interventions described above as the activities will be carried out by regional employees. Furthermore, with a view to reaching the widest possible audience and reducing implementation costs, it is planned to organize seminars and network events also in online mode (web-conference).

## FINANCIAL RESOURCES

Personnel expenses and those relating to the organization of the seminar on development potential will be borne by the annual budget of the Abruzzo Region.



Network events will instead be funded through FLAG's own resources within their respective local development plans. The events will in fact be free for all participants.

Date: 13. IX. 2021

**Name of the signatories:**

Regione Abruzzo

Servizio Sviluppo Locale ed Economia Ittica

Dirigente Dott. Francesco Di Filippo

Signature (s):



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