



The FLAG

“Sardinia Eastern Coast”

Sardinia Eastern Coast toward 2020

Territory, actors, strategy

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Structure of the presentation

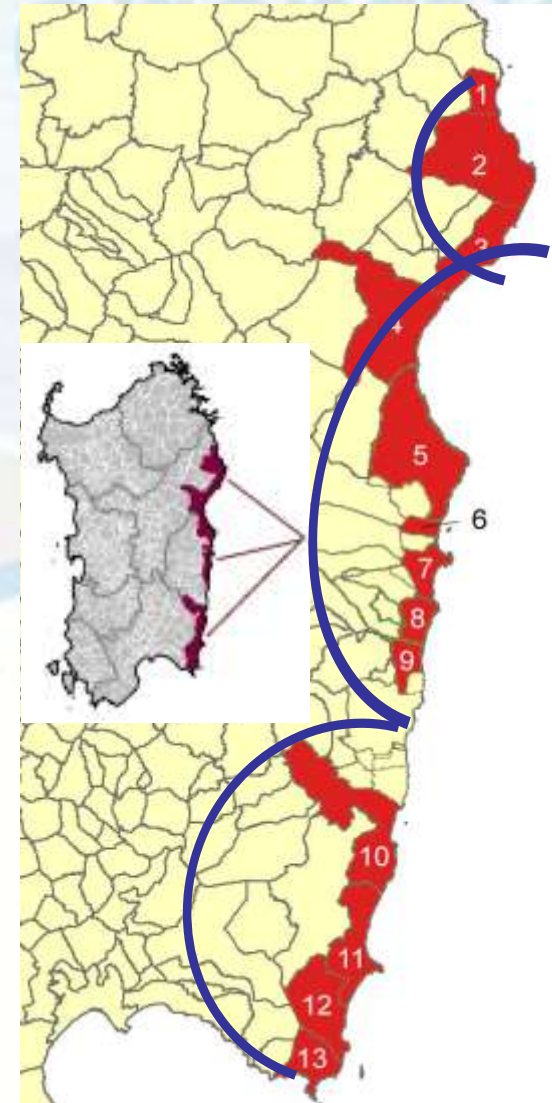
- The FLAG Sardinia Eastern Coast
- The FLAG territory: main socio-economic issues
- The role of fishing in the FLAG area
- The FLAG Strategy





The FLAG Sardinia Eastern Coast

- Almost the entire coast of east Sardinia
- Three main sub-areas
 - Baronia
 - Ogliastra
 - Sarrabus
- 52 members







Socio-economic context

- Population: almost 62.500 inhabitants
- The large part of municipalities is < 5.000 inhabitants
- strong demographic decline (old age, emigration)
- High “Uneasiness index”
- Heterogeneous economic context, no main sectoral vocation
- High unemployment rate,
- Rural activities (agriculture, animal husbandry) still relevant
- Strong presence of the public sector (also in forestry)





Tourism in the FLAG area

- Against the general trend, the tourism sector is growing constantly
- Both the supply and the demand side register an increase (in terms of bed places and overnights) in all the municipalities
- High quality level of accommodations and restaurant; high growth of eco-tourism and agritourism
- Spatial and temporal concentration:
 - Activities mainly located on the coastline
 - High (but decreasing) seasonality





gruppo azione costiera





Fishing sector in the FLAG area (1)

- 317 workers (mainly located in the north of the FLAG) in 7 municipalities
- Offshore fishing:
 - 120 boats (90 small scale fishing; 30 industrial fishing)
 - Different techniques depending on the distance from coastline and sea depth
 - Presence of other foreign fleets (deep-sea and oceanic fishing) in our sea





Fishing sector in the FLAG area (2)

- Acquaculture and inshore fishing
 - 7 fishing cooperatives in the FLAG area
 - Fishing and mussel farm
 - Multi-function firms: from the Tortoli experience to the replication into the FLAG area
 - Importance of the “educational activities” also in the fishing cooperatives
 - High fragmentation of the sector (small cooperatives, independent fishermans..)





Fishing sector in the FLAG area

(3)

- Focus on Ichtyo-tourism: the Tortoli Fishermans Cooperative
 - Foundation: 1944
 - 1998: the first “Ichtyo-tourism” (restaurant activity) with local fishing products is open
 - Rapid increase of sales and turnover
 - Opening of a laboratory for the processing of low-value products
 - Sales of processed products at +30% of their original price
 - Setting-up of educational activities, with environment and food related activities for students and visitors
 - 30.000 visitors per year
 - In 15 years the average age of members has remained 38 (while the regional average >50)







The FLAG Strategy (1)

- The local development Plan:
- 6 priorities:
 - Increase of the value added of fish products and development of new eco-sustainable activities
 - Development and protection of the environment and local cultural heritage
 - Upgrading and integration of tourism supply
 - Inter-territorial and international cooperation
 - Skill enhancement and empowerment of fishermen
 - Management and promotion of the Local Strategy





The FLAG Strategy (2)

- Some actions for tourism:
 - 1.1: consortium for marketing of local products (FLAG Area)
 - 2.1.2: educational-naturalistic trails
 - 2.2.1: eco-museums
 - 3.1.1: funding for fishing-tourism boats
 - 3.1.2: tourist supply: coordination of services to offer an “all-inclusive” package.
 - 3.1.3: local Agency for Ichtyo-tourism and pesca-tourism
 - 3.1.4: funding for Ichtyo-tourism activities
 - 4.1.1: international networking project





Thanks for your attention!

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