

A town where fishermen live, work and hope



Home Harbour

Simrishamn is a picturesque coastal town in southern Sweden with a rich fishing past. However, the local fishing sector had dwindled since the 1980s following several crises. Fishermen had lost their voice and visibility in the area but Axis 4 has helped to reinstate their civic position and, attract visitors to the town.

To break the vicious cycle of “fewer boats attracting less attention” local fishermen decided to seek “more visibility to trigger more interest”. Axis 4 was used to design and pilot a harbour-side festival, bringing local actors together around the community’s fisheries assets. Initiated in 2012, the event included direct sales of local fish (including previously undervalued species), public cooking classes, activities for kids and “open hull” sessions for the public to board and visit the local fishing boats. The pilot event was so successful it has been up-scaled each year. Since 2013, it became a full two weeks event and in 2014 fishermen could sell their catch directly on a weekly basis for two months. The Home Harbour event is attracting broad public attention, helping to reconnect residents and visitors with the area’s fisheries tradition and making working in the sector attractive again for Simrishamn fishermen. It has even convinced the town to reconsider its plans to convert the historic harbour-side fish market into a hotel and instead restore it into an active fish market.

SOUTH BALTIC FLAG, SWEDEN

RESULTS (AFTER 3 ANNUAL EVENTS):

- > An estimated 14 000 people attracted to the Home Harbour event
- > Increased income for participating fishermen during the festival (approximately €165 per day)
- > Increased public interest and NGO involvement in local fishing sector
- > An identified potential market for traditionally “non-marketable” species (value change from €0 to €4/kg)

SUCCESS FACTORS:

- > Presenting local fisheries as a welcoming, cheerful and attractive event
- > Coherent message to promote direct sales and the image of fisheries

TOTAL PROJECT COST: €75 000

- > EFF Axis 4: €37 500
- > National / Regional co-financing: €37 500

Project promoter

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