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fisheries areas network



## Results-oriented CLLD in fisheries areas

### Designing objectives for your strategy

Group 1 : Adding value to fisheries products



Results oriented CLLD FARNET Transnational seminar.  
Helsinki - 24,26 May 2016

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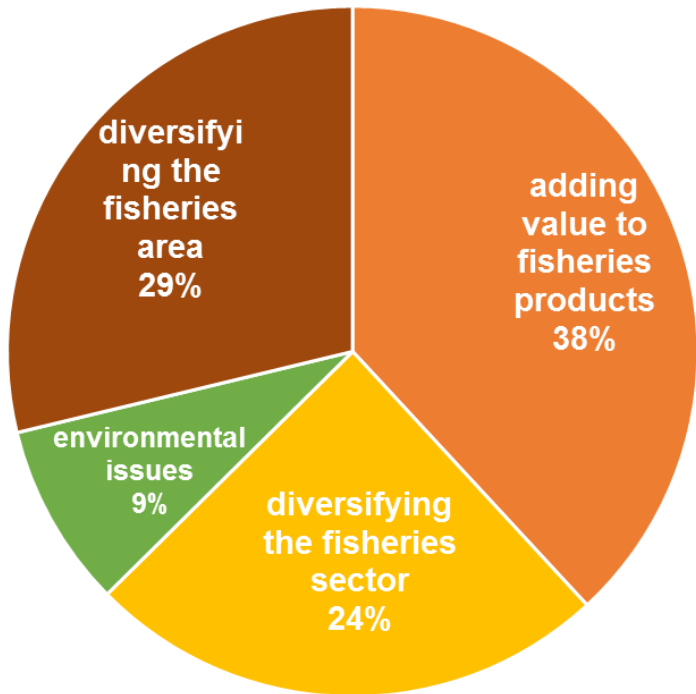


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# Working Group information...

*Your choice of strategy theme...*

*Working group information:*



## adding value to fisheries products

- **Press Room**
- EN-FR
- Gilles van de Walle
- Margot Van Soetendael

## adding value to fisheries products

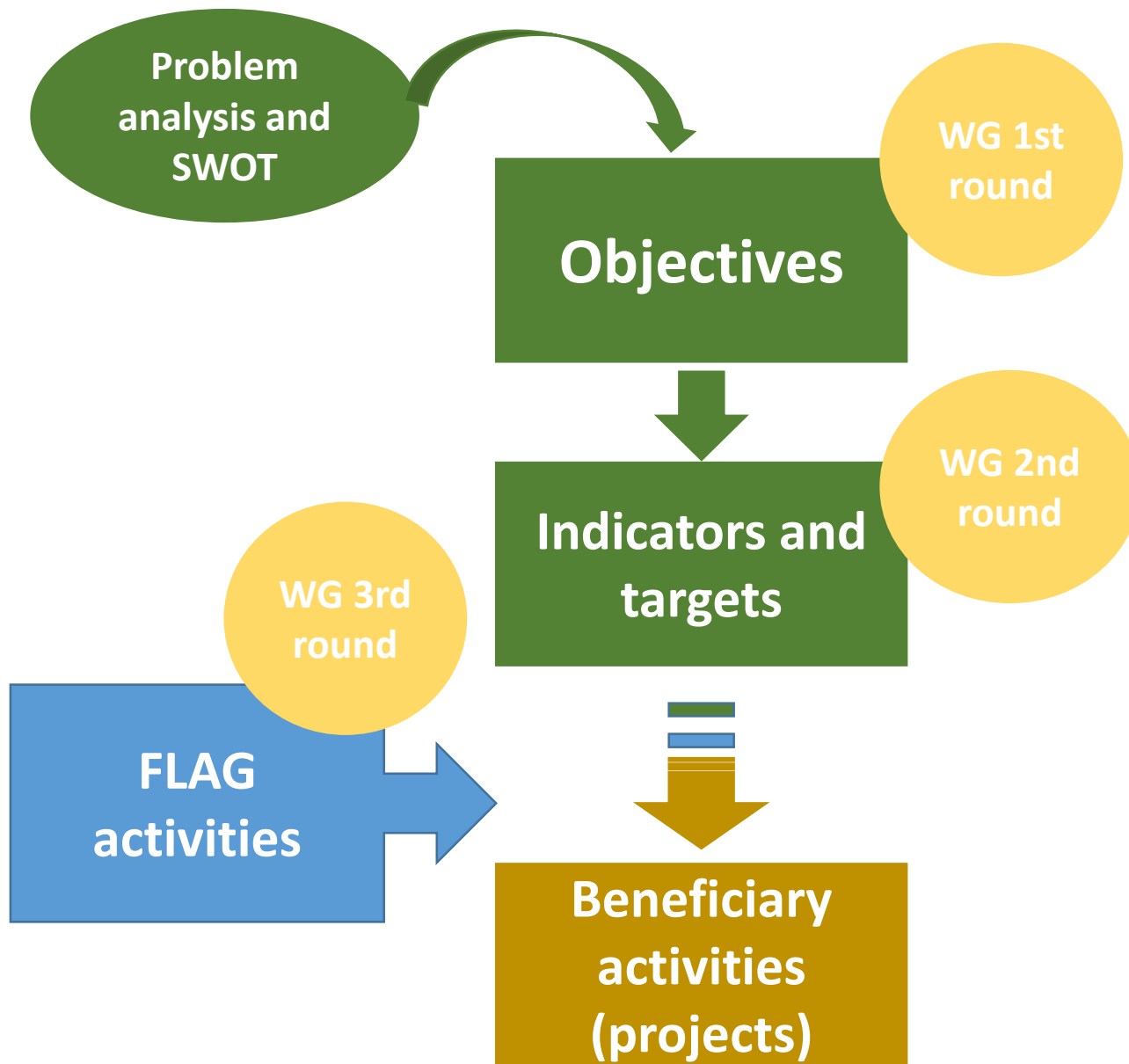
- **Lars (hotel)**
- EN
- Angelos Sanopoulos
- Serge Gomes da Silva

## diversifying the fisheries sector

- **Baltica**
- EN-ES
- John Grieve
- Stephanie Maes

## diversifying the fisheries area

- **FENNIA 2**
- EN-ES-PL
- Monica Veronesi Burch
- Petri Rinne



# From the analysis of your area to your objectives...



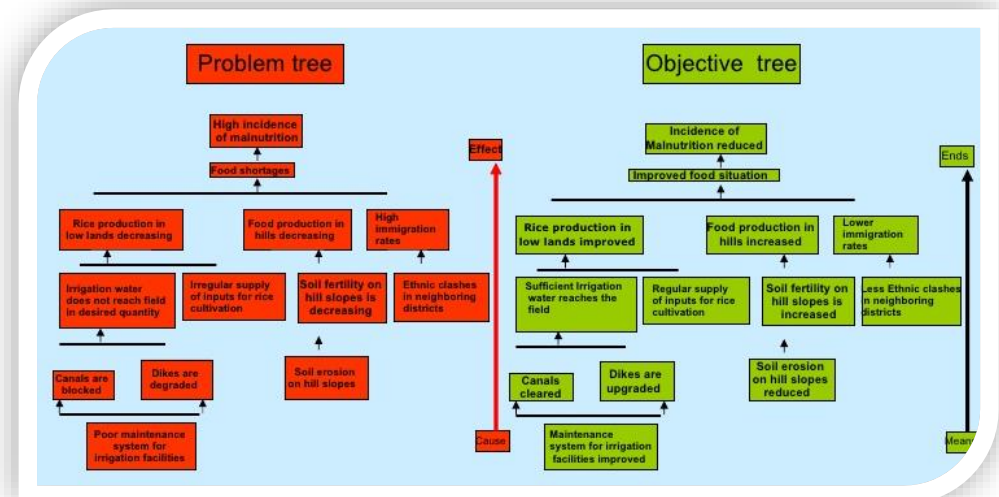
*How?*



**General objectives**

**Specific objectives**

**Operational objectives**

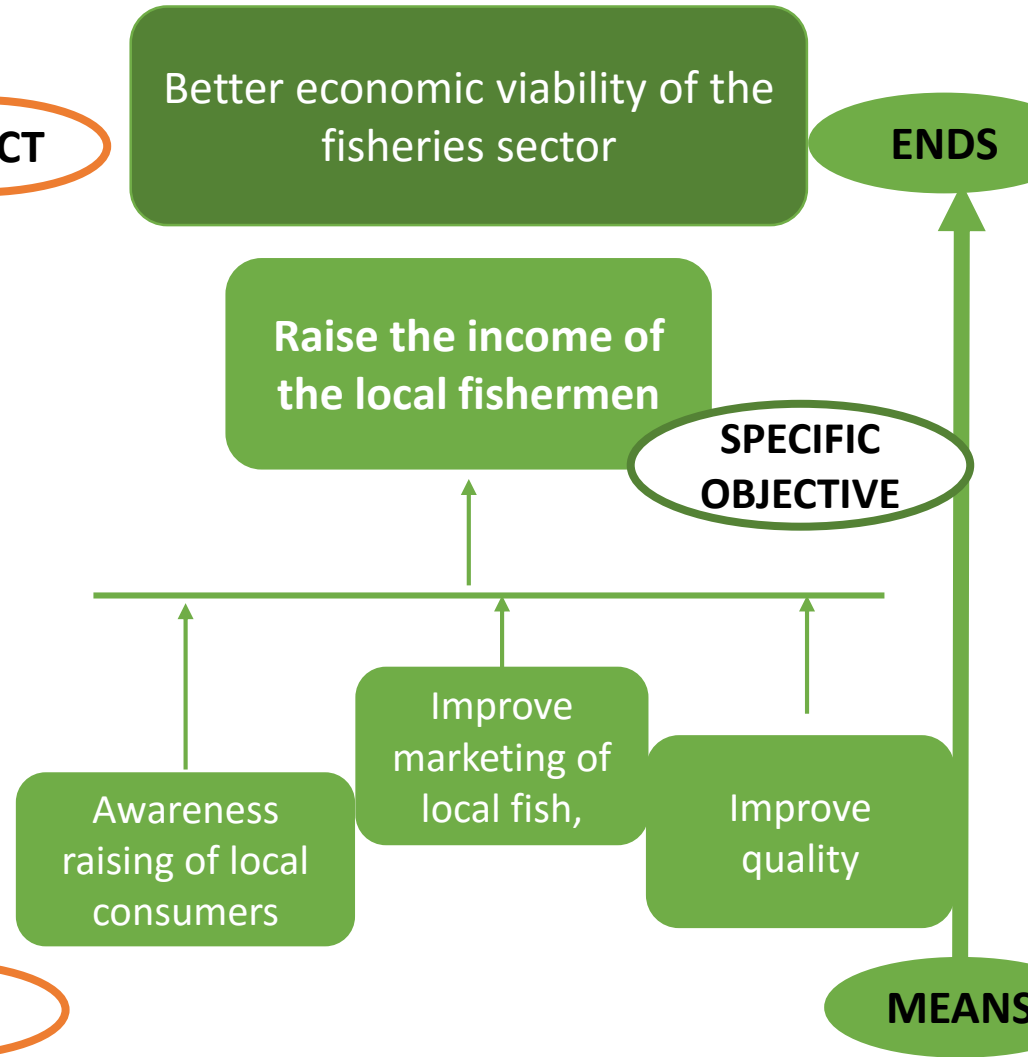
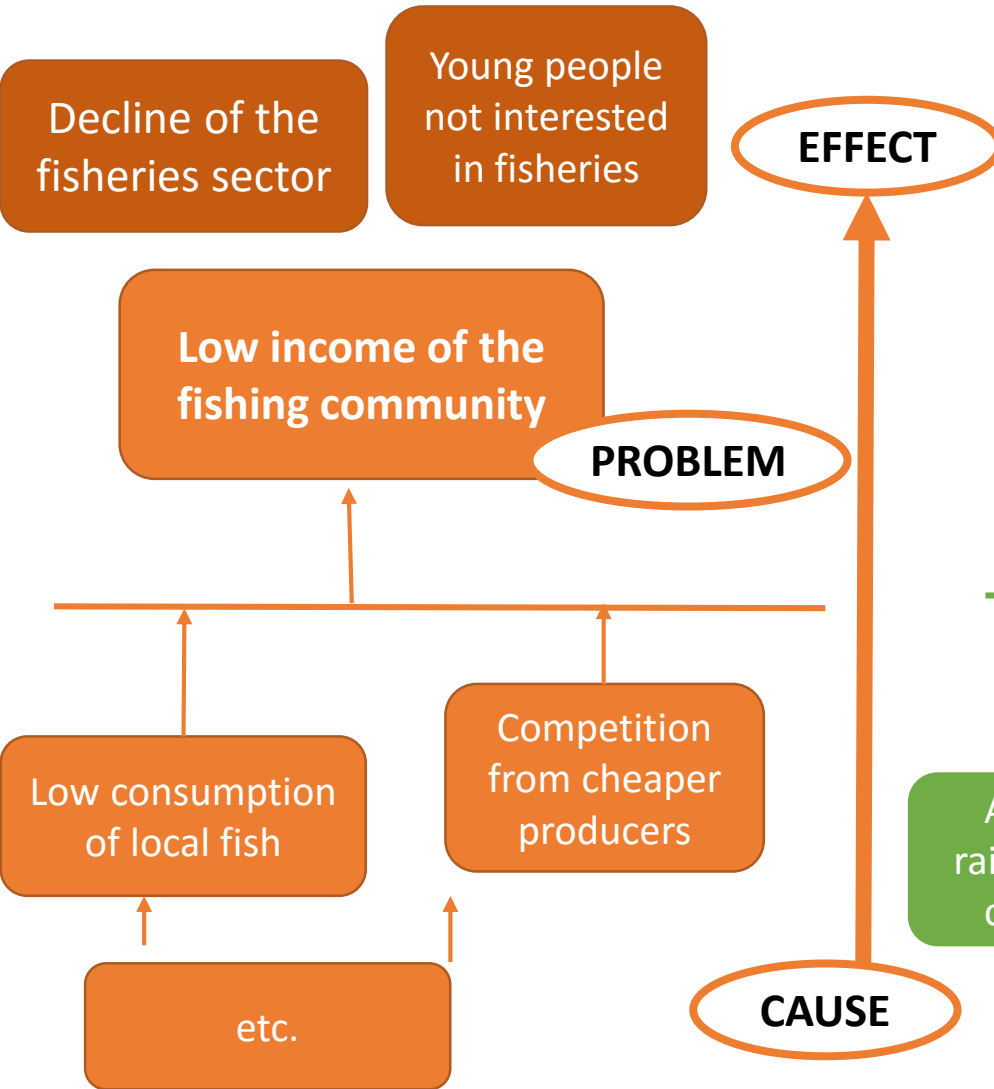




**EXAMPLE « Adding value »**

**Problem tree**

**Objective tree**

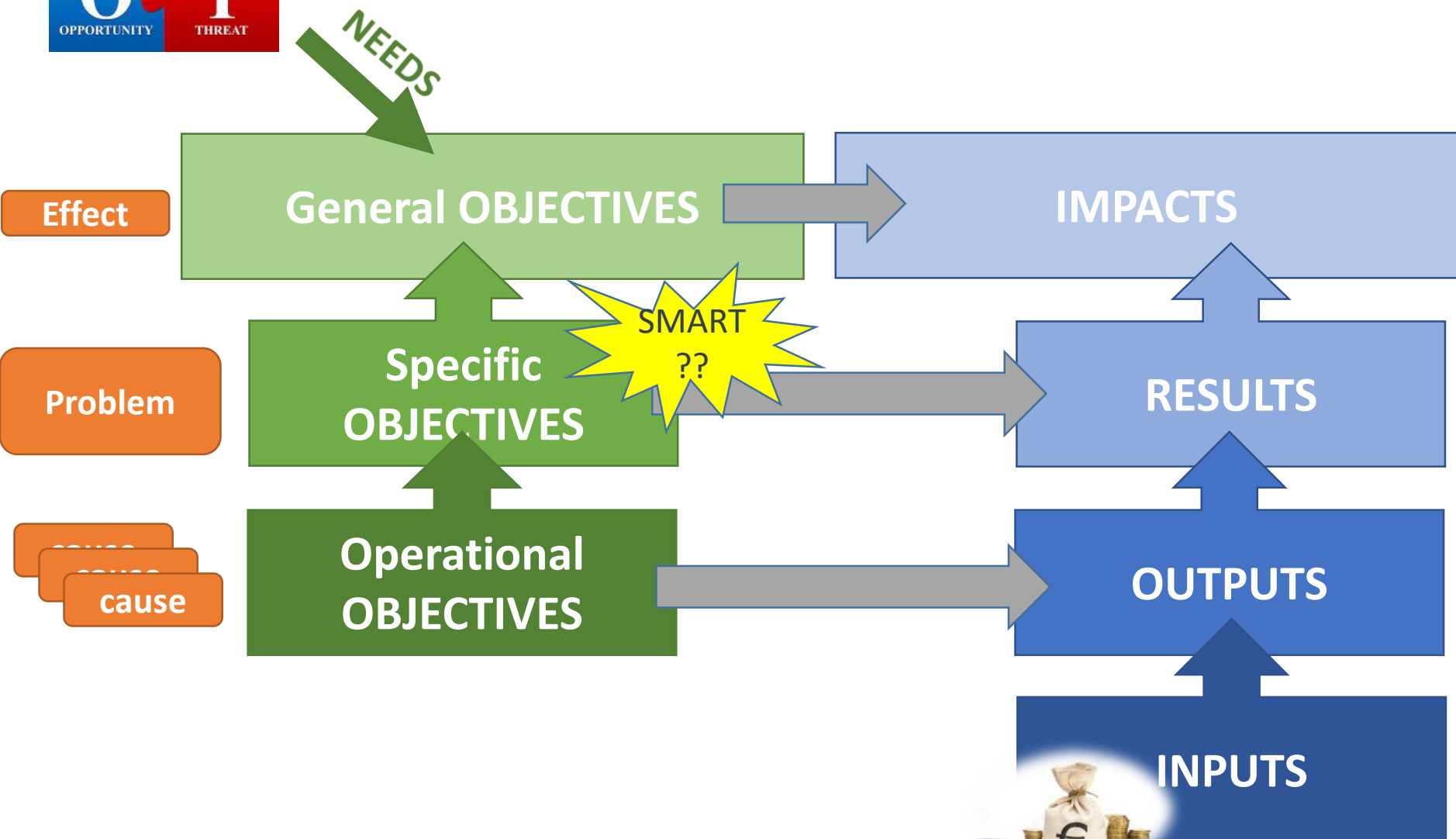


# Good objectives should be:

<b>S</b>	<b>Specific</b>	<ul style="list-style-type: none"><li>• <i>Who, what, where, when, how, why and under which conditions?</i></li></ul>
<b>M</b>	<b>Measurable</b>	<ul style="list-style-type: none"><li>• <i>How much? How many? How will I know when it is achieved?</i></li></ul>
<b>A</b>	<b>Achievable</b>	<ul style="list-style-type: none"><li>• <i>Is the objective attainable within the given frame of resources and time?</i></li></ul>
<b>R</b>	<b>Relevant</b>	<ul style="list-style-type: none"><li>• <i>Is the objective responding to a need or challenge?</i></li></ul>
<b>T</b>	<b>Time-bound</b>	<ul style="list-style-type: none"><li>• <i>When is the objective to be achieved?</i></li></ul>



# Hierarchy of objectives....



# Formulating objectives

## ... a modular approach

<i>Need:</i>	<i>FLAG activity</i>	<i>Beneficiary activity</i>	<i>Targets</i>	<i>Spatial reference</i>
More cooperation among fishermen, SMEs, R&D and academia	Enhance	knowledge development and transfer	among fishermen and R&D	around declining port areas



# FLAG example: FLAG Lapland (Finland)

## General Objectives:

1. To ensure the continuity of commercial fisheries
2. To improve the profitability of fishing activities
3. To ensure sustainable exploitation of fish resources

# FLAG example: FLAG Lapland (Finland)

## Specific Objectives:

1. Enhancing fishermen's cooperation (joint purchases, marketing and fishing techniques development)
2. Developing shared fish processing facilities
3. Attracting new fishermen
4. Improving fishermen's know-how in business economy, diversification and product development



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Thank you!

**Margot van Soetendael**

**Gilles van de Walle**

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