



farnet
fisheries areas network



Results-oriented CLLD in fisheries areas

Designing objectives for your strategy

Group 3: Diversifying fisheries sector



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

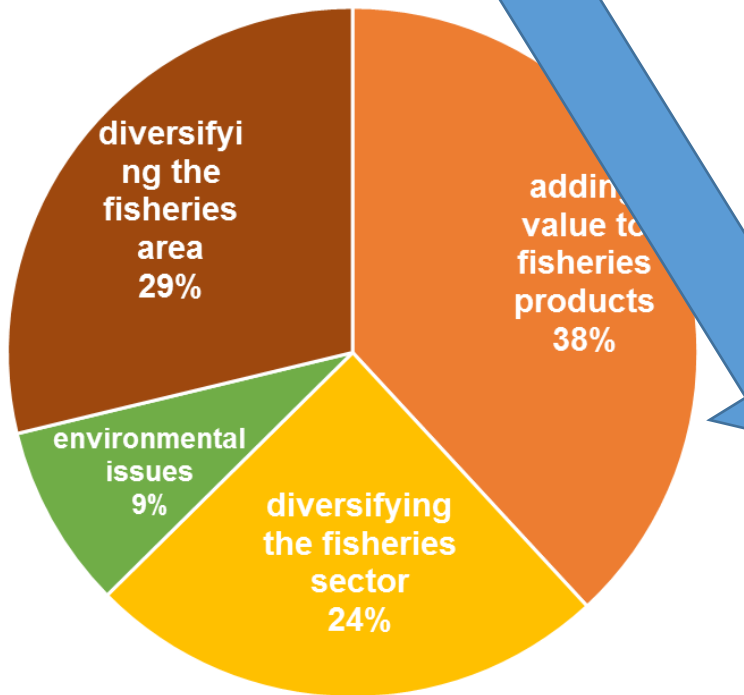
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Working Group information...

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

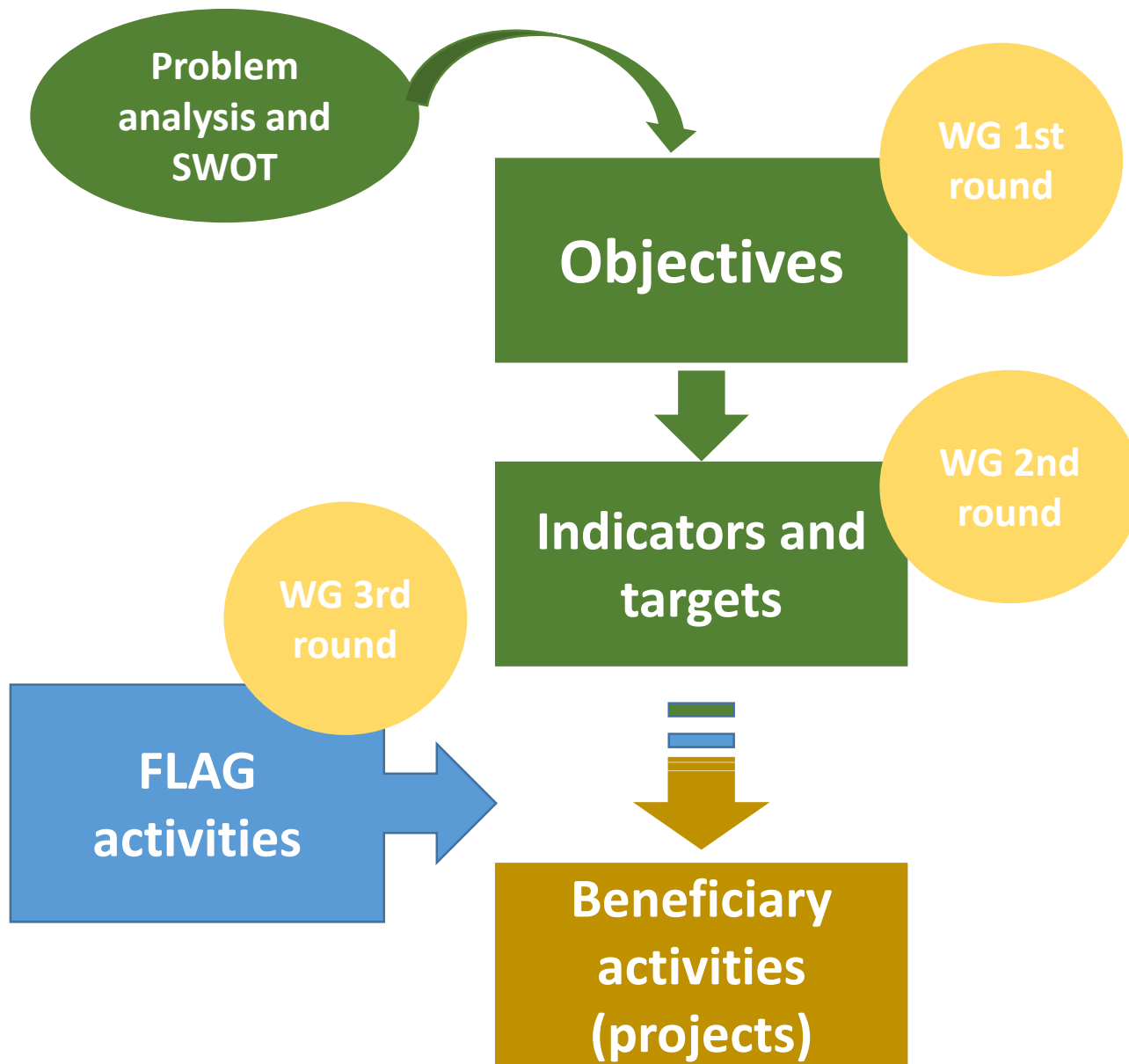
- **Lars (hotel)**
- EN
- Angelos Sanopoulos
- Serge Gomes da Silva

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...



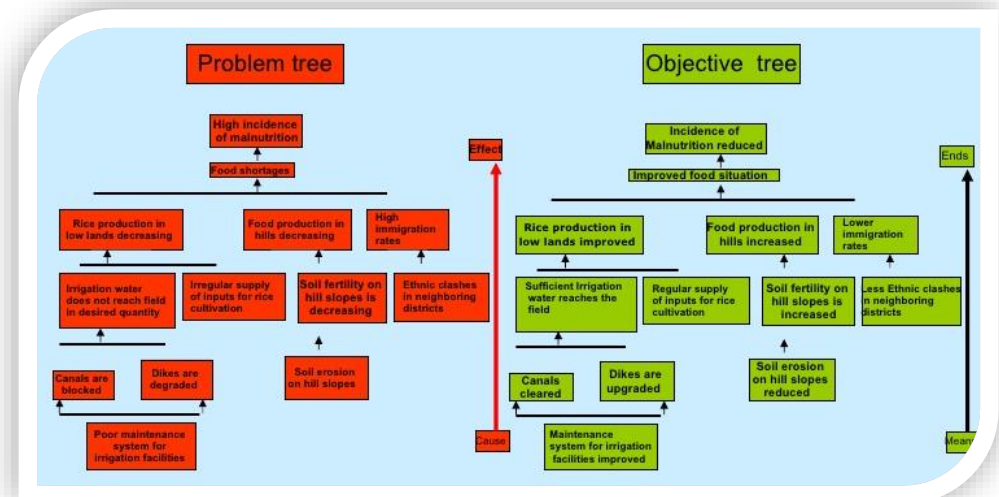
How?



General objectives

Specific objectives

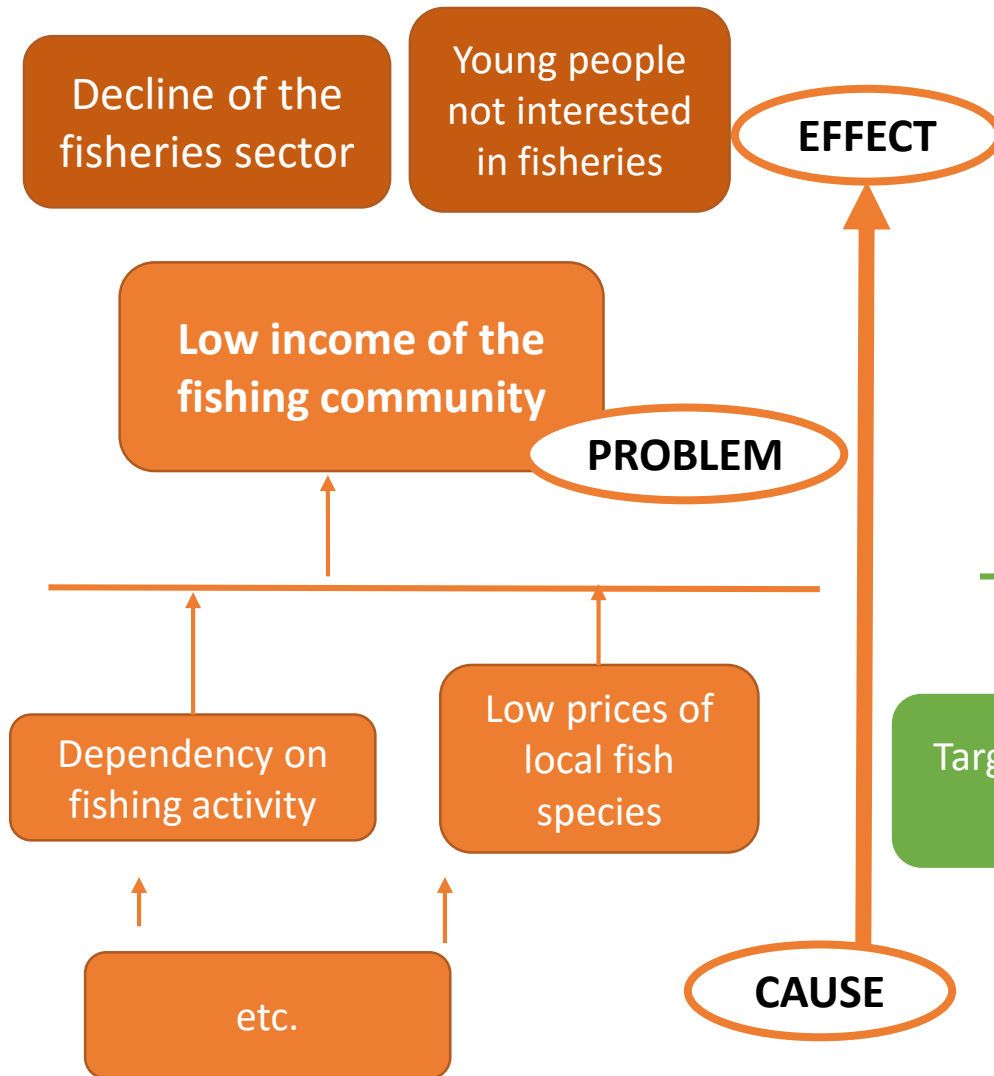
Operational objectives



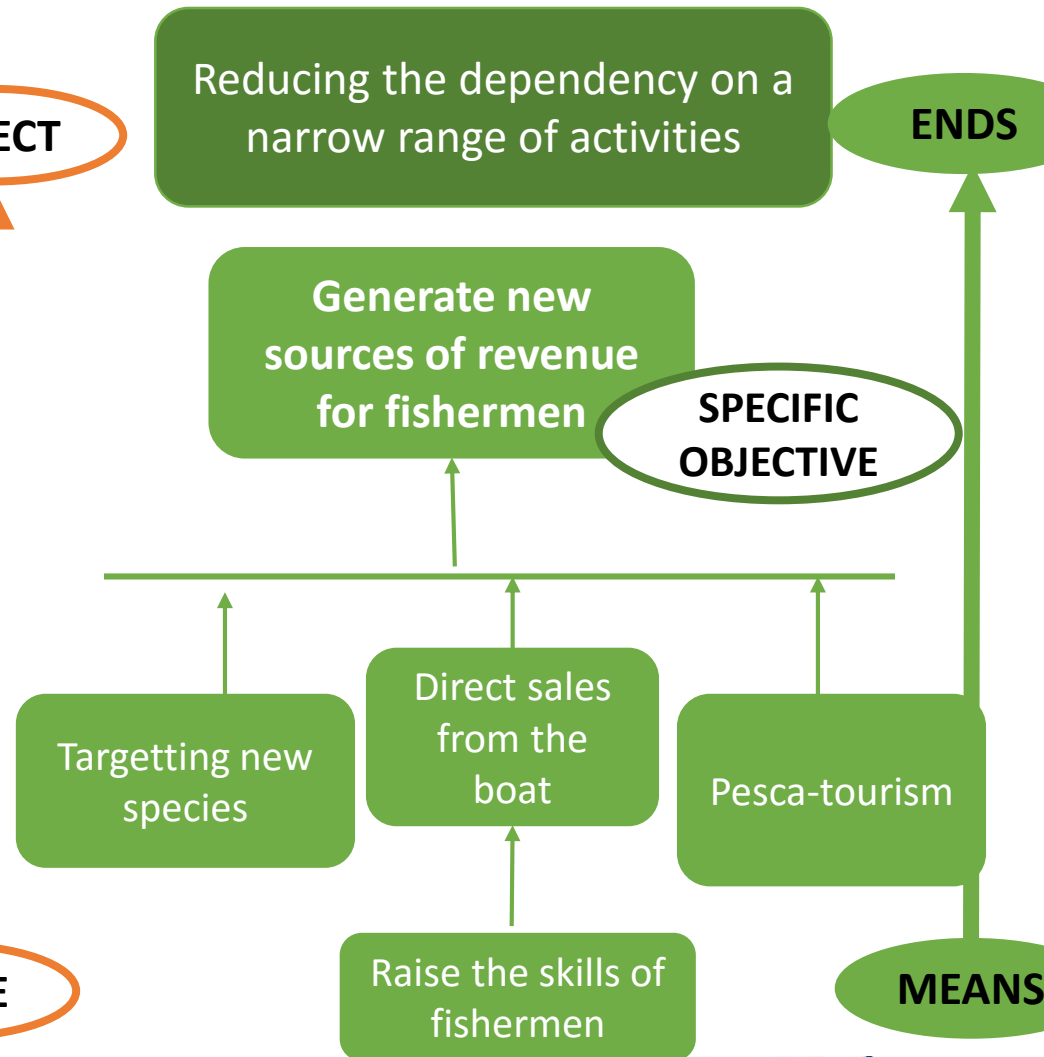


EXAMPLE « Diversifying fisheries sector »

Problem tree



Objective tree



Good objectives should be:

S

Specific

- *Who, what, where, when, how, why and under which conditions?*

M

Measurable

- *How much? How many? How will I know when it is achieved?*

A

Achievable

- *Is the objective attainable within the given frame of resources and time?*

R

Relevant

- *Is the objective responding to a need or challenge?*

T

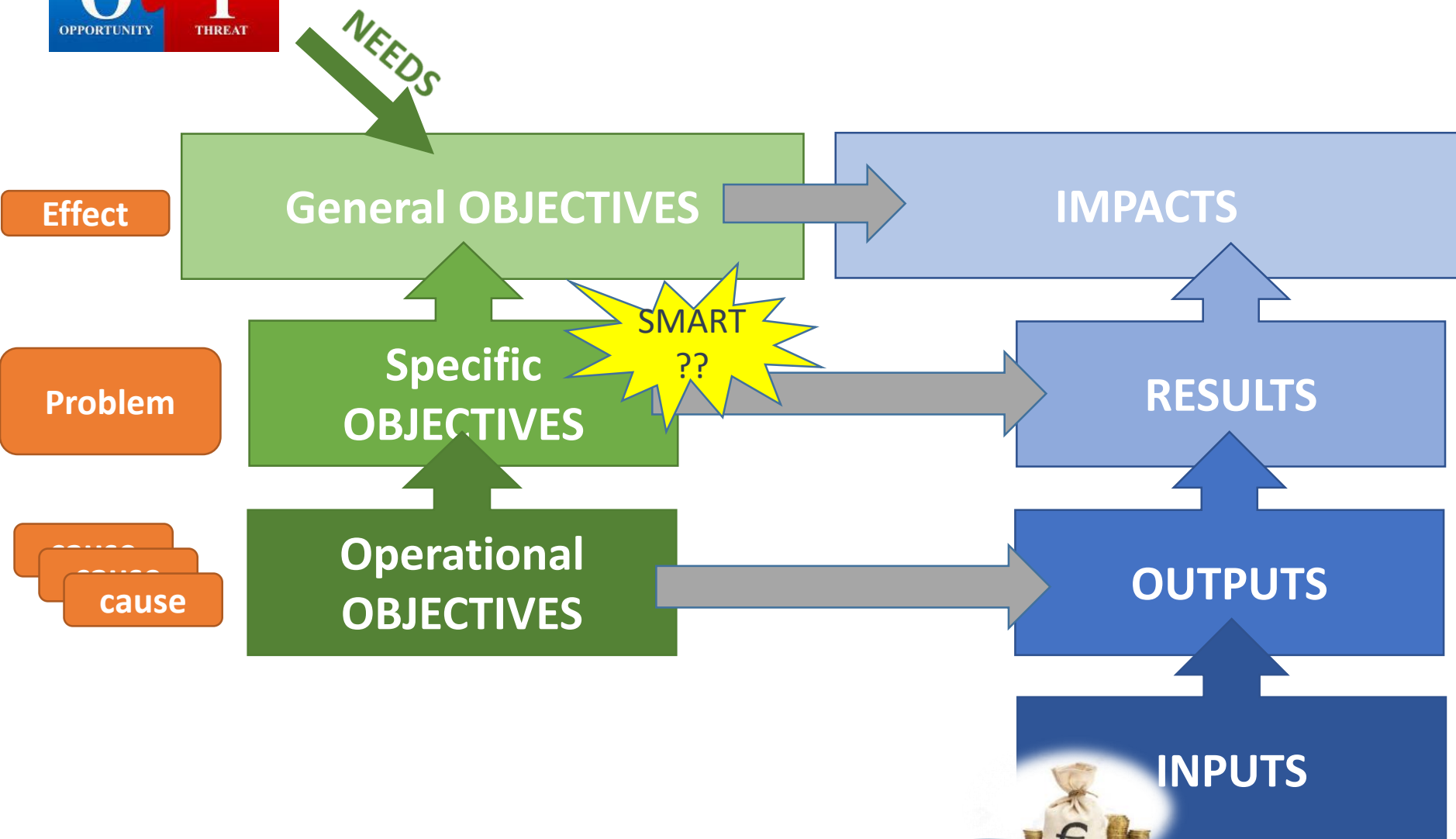
Time-bound

- *When is the objective to be achieved?*





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



General Objectives

1. Sustainable Fleet and Supply Chain –
Modernisation and development of new business models
2. The Place –Developing a ‘Stade’ (fishing quarter) economy - linking culture, tourism, education and the fishing industry
3. Environment – utilising knowledge exchange and research to inform future sustainable fisheries development, and to protect the environment



Specific Objectives

- 1 Sustainable Fleet and Supply Chain
 - MSC continuation and umbrella chain of custody
 - Modernisation of fleet business models
- 2 The Place
 - Cultural and economic growth of fishing quarter
 - Education of end user of underutilised fishing products
- 3 Environment
 - Green infrastructure group
 - Marine litter
 - Research into Biofuel Generator
 - Feasibility Study into storage unit for discard



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Thank you!

John Grieve

Stephanie Maes

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