

Results-oriented CLLD in fisheries areas

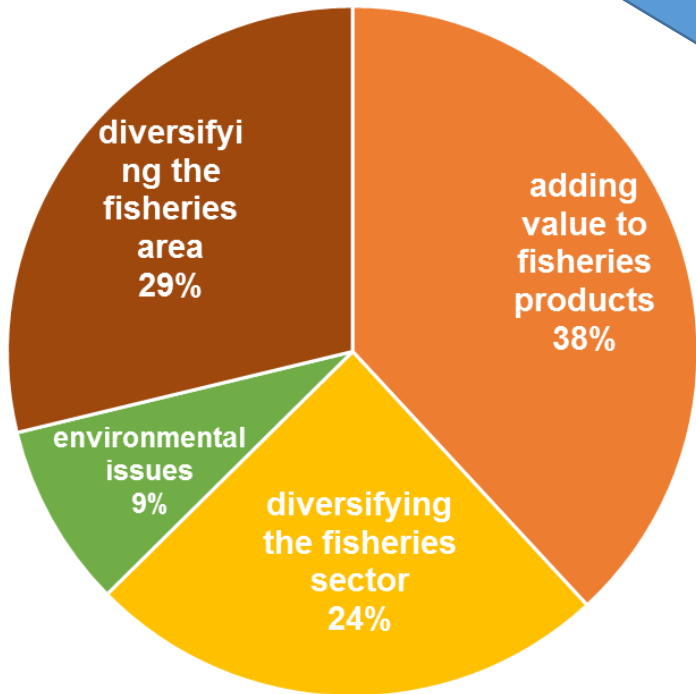
Designing objectives for your strategy

Group 4: Diversifying fisheries areas

Working Group information...

Your choice of strategy theme...

Working group information:



adding value to fisheries products

Room

- EN-ES
- Gilles van der ...
- Margot Van Soest

adding value to fisheries products

Lars (hotel)

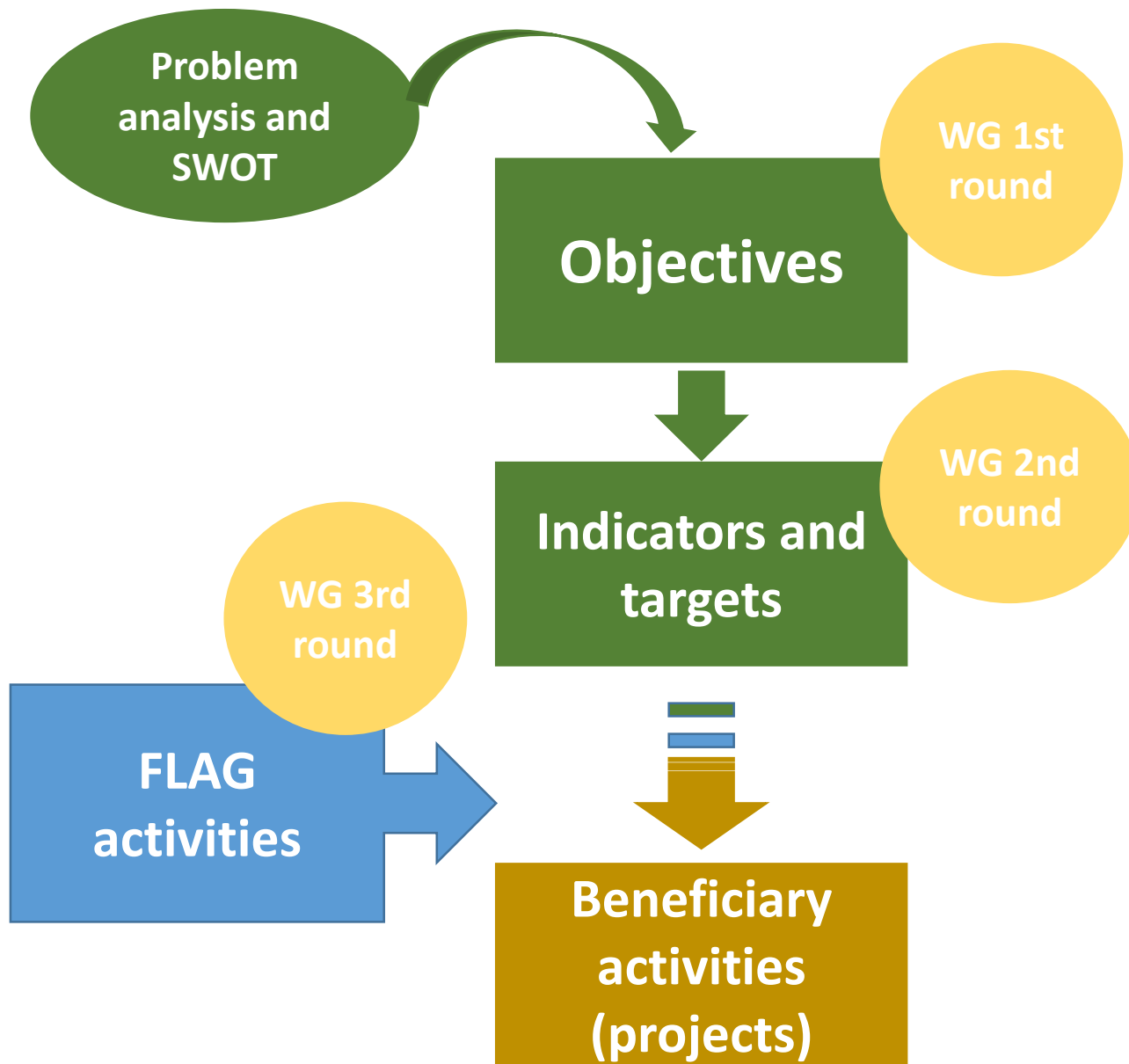
- EN
- Angelos Sanopoulos
- Serge Gomes da Silva

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...



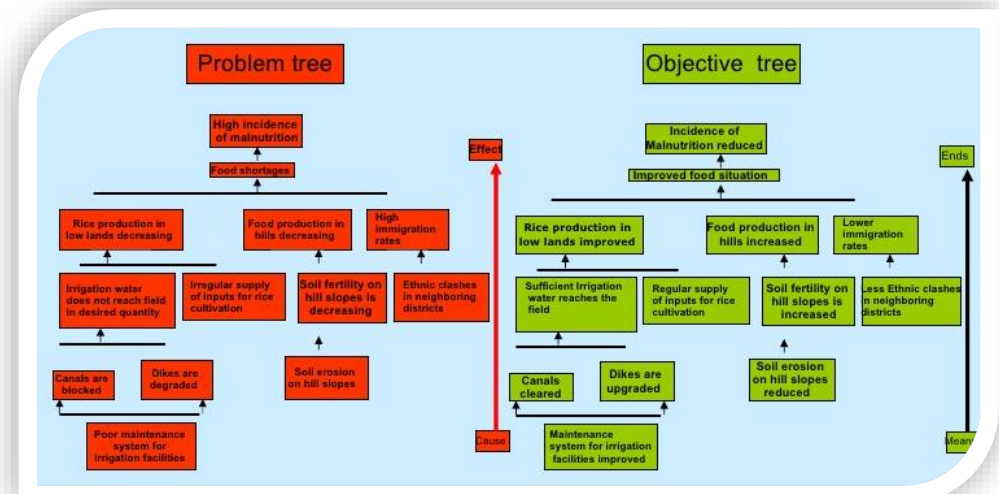
How?



General objectives

Specific objectives

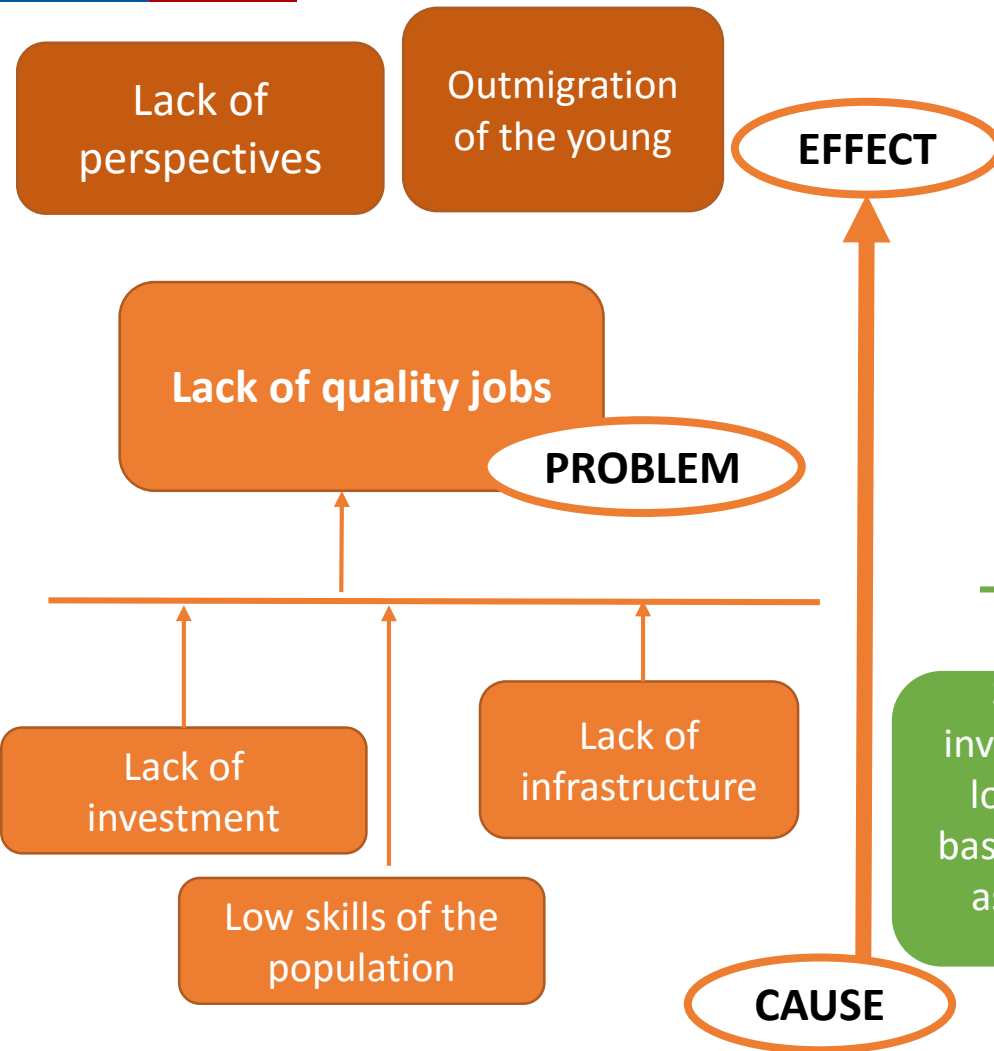
Operational objectives



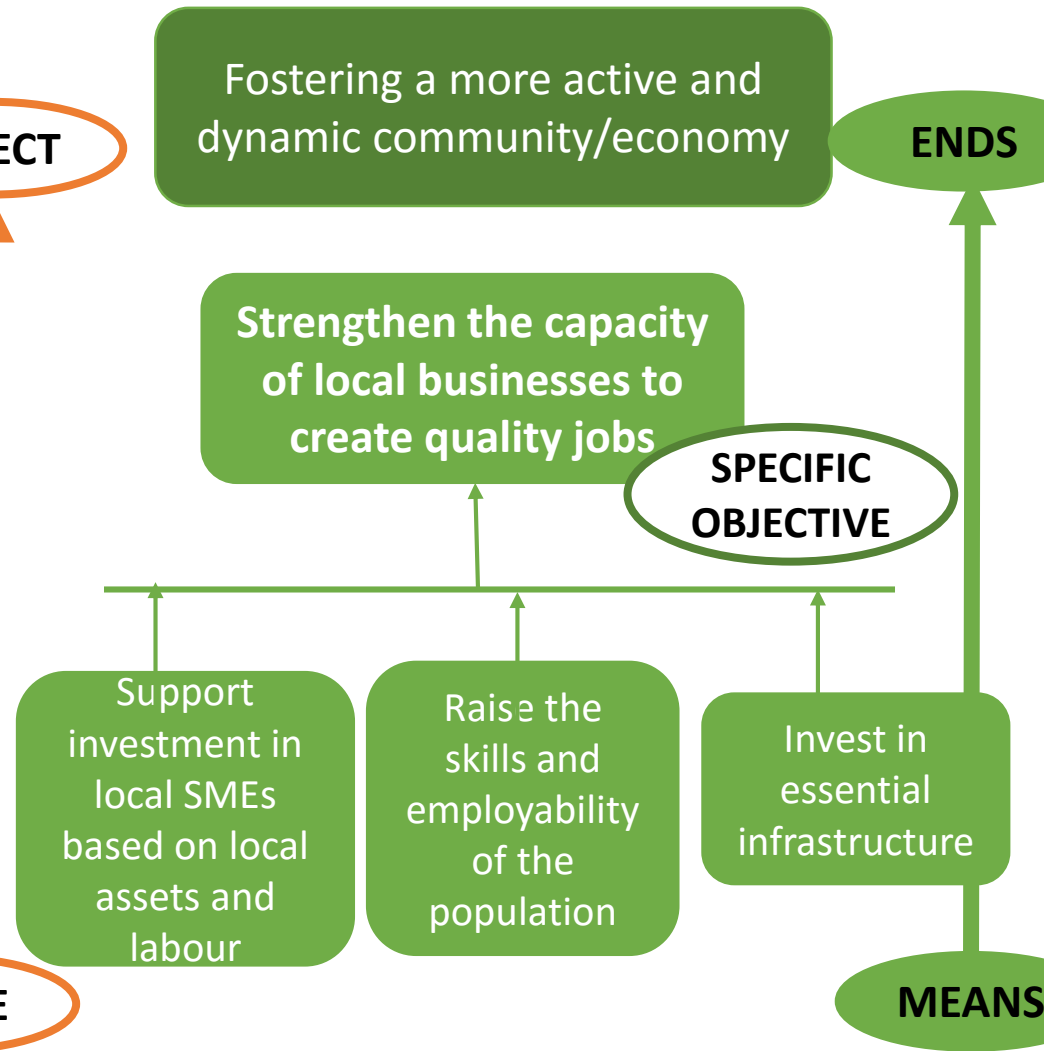


EXAMPLE « Diversifying fisheries area »

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

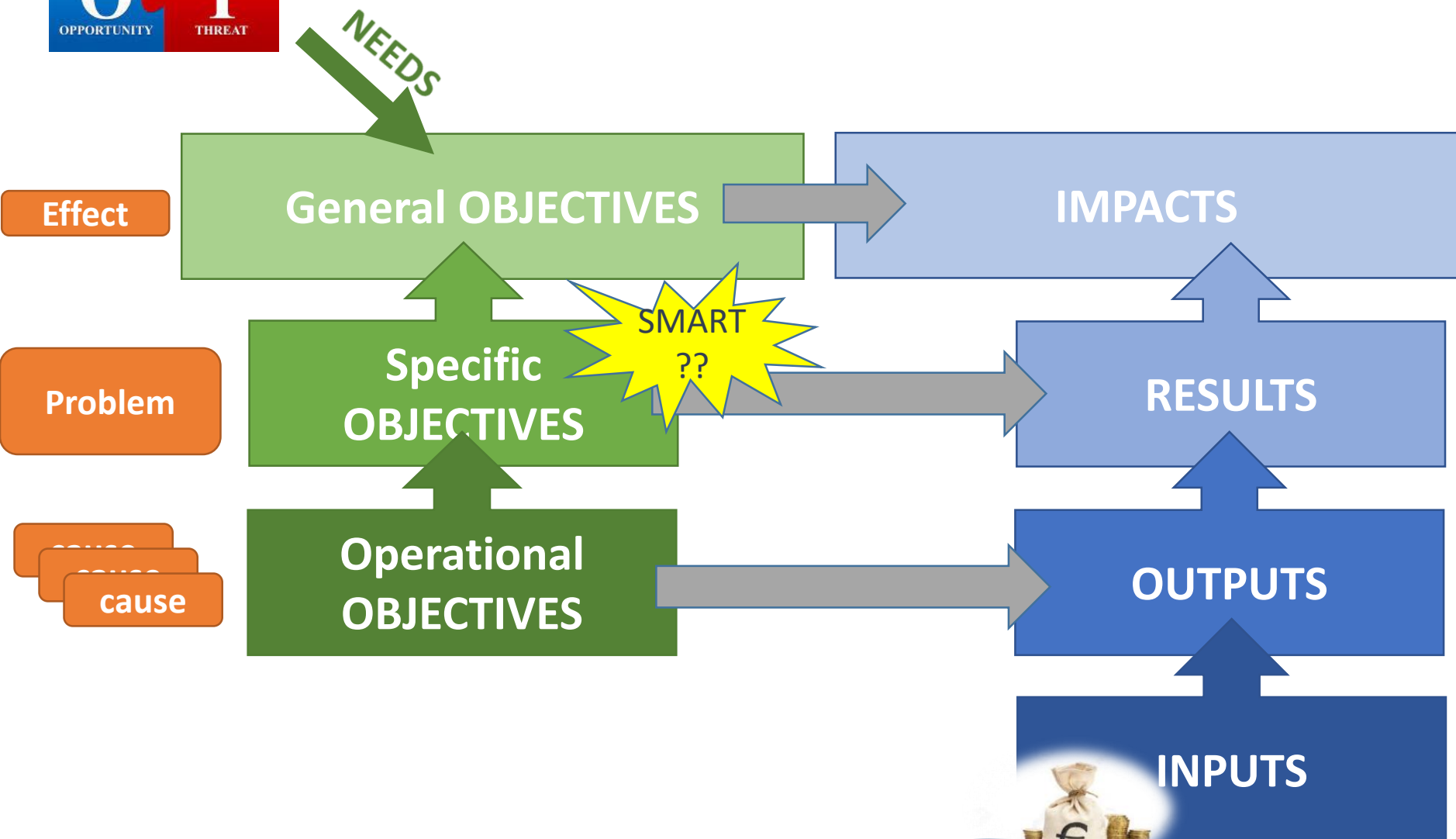
Time-bound

- *When is the objective to be achieved?*





Hierarchy of objectives....



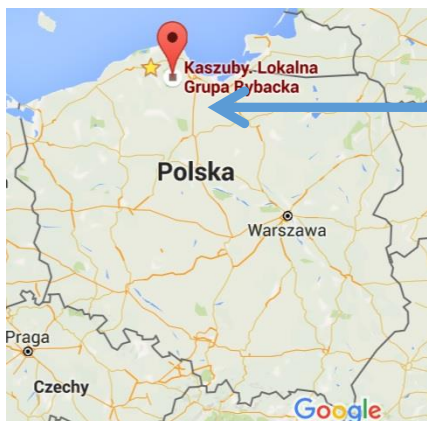
Formulating objectives

... 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



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fisheries areas network



Lokalna Grupa Rybacka Kaszuby

KASZUBY



LOKALNA GRUPA RYBACKA

Kaszuby – a culturally distinct part of the Pomorskie region in the North of Poland. It is inhabited by Kaszubi with their specific language and culture. The Kaszuby tradition is strongly linked to fishing and activities related to fishing.

Area: 957 km²

Population: 92 534

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LOCAL DEVELOPMENT STRATEGY 2016 - 2023

Kaszuby FLAG



General Objectives:

1	2	3	4
Maintaining and promoting the fishing tradition of the area	Raising environmental awareness of fishermen, inhabitants and tourists	Developing entrepreneurship and improving incomes in fishing and aquaculture	Improving the operations of the Kaszuby FLAG through dialogue and participation

		SPECIFIC OBJECTIVES		
GENERAL OBJECTIVE	1 fishing tradition	Maintaining and promoting Kaszuby fisheries heritage among inhabitants and tourists	Promoting traditional products of Kaszuby fisheries	Developing publicly available tourist and recreational infrastructure linked to Kaszuby fisheries tradition (ca. 21% of FLAG budget)
	2 Environment	Collecting and disseminating knowledge about fish resource in Kaszuby FLAG area and any threats it may be facing	Raising awareness of inhabitants and tourists about damage caused to fish resource by protected predators	
	3 Entrepreneur / incomes	Adding value to fisheries product, business and/or innovation support in the fisheries supply chain (ca. 5% of FLAG budget)	Supporting businesses which strengthen competitiveness of the area, maintain and/or create jobs through utilisation of the water potential of the area (ca. 51% of FLAG budget)	Supporting diversification within fisheries and aquaculture and activities linked to fishing (ca. 5% of FLAG budget)
	4 Participation	Developing human and social capital through cooperation projects (ca. 4% of FLAG budget)	Developing of initiatives supporting civic dialogue and enhancing the role of the local community in governance (ca. 3% of FLAG budget)	Improving the efficiency of communication activities of the FLAG to animate the local community



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Thank you!

Monica Veronesi Burch

Petri Rinne

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