

Beyond “business as usual”

Supporting innovation in fisheries CLLD

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Why innovate?

- It is one of the features of CLLD
- CPR Art. 32.2: CLLD “*shall include innovative features in the local context*”
- New challenges appear
- Fisheries areas need new solutions
- CLLD is probably the best tool to bring innovation to the local level

What are we looking for?

- What is new **in the local context**
- New products or services
- New marketing methods
- New processes/organisation
- Also **social innovation**
- **EXPERIMENTATION!!!!** This involves trial and error – not all trials will deliver positive results!

Using Twitter to sell fish from the boat



Cornwall FLAG, UK

Fish market in Stockholm



Stockholm FLAG, Sweden

New method of extending shelf life of shrimps



100% practical training for young fishermen



ESKO FLAG, Finland

Mentoring and coaching for fisheries businesses



Fisterra FLAG, Spain

Edible seaweed



Bornholm and Islands FLAGs, Denmark

Expert supporting fisheries businesses



North Devon FLAG, UK

Promoting FLAG activities via own radio



MEDITERRADIO

Adriatico Salentino FLAG, Italy

Aquamar: natural method of water purification



Bytow Lake FLAG, Poland

Lessons from LEADER innovation

- Innovation should be **defined at the local level**
- **Definition as broad as possible**, not to exclude potential new ideas
- Innovation should be **assessed by qualitative**, not only quantitative criteria (ticking boxes is not enough!)
- Time is essential – **quick decision-making!**

Risk

- Innovative projects are by definition more risky
- Careful definition of success and failure important
- A system of encouragements (not punishments) is needed
- Important to learn lessons from failure

Responsibility for innovation...

Is shared between:

- **MA/NN level**

- Establish legal framework (FLEXIBILITY)
- Review & reflection on quality/“innovativeness” of projects emerging
 - Check delivery system is allowing for innovation
 - Ensure tailored capacity building for FLAGs

- **FLAG level**

- Animate/encourage potential beneficiaries
- Ensure selection process & criteria facilitate innovation
- Facilitate linkages (e.g. with research etc.)

- **Both levels: ensuring learning from failure**