



No 17 | Winter 2019

ISSN 2363-3131

farnet

MAGAZINE

Post 2020: Local Action in a Changing World



Photographs (pages): Photos accompanying project descriptions: courtesy of the FLAG, LAG or project promoter, except for: galcondruses.be (9), Fishermen recommend (10), Stonefish.ee (13), blathnamara.ie (15), motorfabrikkenmarstal.com (16), Torsten George Berlin (18), Fil & Fab (22), FODERgrossisten.dk (24), van Greens en stichting mens en tui (26), Salina Greens (28), Agroberry (29), Barlissen_Spatenstich / Krebeck-Wollbrandshausen (30), Raymond Clement-lpr / BEO.lu (31), GAL-Tiges-et Chavees / Pascal Nivaille (36), diveinourislands.com (38), Tourismuszentrum Oberpfälzer Wald (39), Ğirts Purviņš (40), E.T.A.L. S.A. / Fit on Olive Trails (41), Mid Ireland Adventure (42), Monica Irigo / Qualigy (44), Tourismus Stadtmarketing Enns GmbH (45), cowocatrural (46), Versosto / Silta (47), KolorApp (49), Alexandra Frankewitz / Aurélie Dessein (51), Giovanni Vitiello (52), Ny på landet (53)

Authors: Gilles van de Walle, Monica Veronesi Burch, Sophia De Smet

Contributors: Arthur Rigaud, Laura Enthoven, Soumaya Bouker, Susan Grieve, Sabine Kariger, Urszula Budzich-Tabor

Production: DevNet EEIG (AEIDL/Grupo Alba) / Kaligram

Contact:

FARNET Magazine, FARNET Support Unit,
Rue Belliard 40 | B-1040 Brussels
+32 2 613 2650 | info@farnet.eu | www.farnet.eu

FARNET Magazine is published by the Directorate-General for Maritime Affairs and Fisheries of the European Commission. It is distributed free on request.

Editor: European Commission, Directorate-General for Maritime Affairs and Fisheries, Director-General.

Disclaimer: Whilst the Directorate-General for Maritime Affairs and Fisheries is responsible for the overall production of this magazine, it is not responsible for the accuracy, content or views expressed within particular articles. The European Commission has not, save where otherwise stated, adopted or in any way approved any view appearing in this publication and statements should not be relied upon as statements of the Commission's or the Directorate-General for Maritime Affairs and Fisheries' views. The European Commission does not guarantee the accuracy of the data included in this publication, nor does the European Commission or any person acting on its behalf accept responsibility for any use made thereof.

© European Union, 2019

Reproduction is authorised provided the source is acknowledged.

Printed on recyclable paper that has been awarded the EU Ecolabel (<http://ec.europa.eu/ecolabel>).

Contents

Editorial	2
Local action in a changing world	4
Using CLLD, Local Action Groups (LAGs) across Europe can help citizens to harness ideas, potential and resources in the face of global challenges.	
Presenting the projects from the CLLD conference	
■ Eating Local	8
■ Shoring Up Local Jobs and Services	14
■ Going Circular	20
■ Going Green	25
■ Mobilising Knowledge	32
■ Keeping Tourism Sustainable	37
■ Smart Communities	43
■ Inclusive Communities	50
Interview: “Considering CLLD: city, country and coast”	56
Three Local Action Group representatives give their insights on using the policy in different settings.	
FARNET 2009-2019: 10 years in support of CLLD in fisheries and aquaculture areas	60

Editorial



As State Secretary for finance and as a former Minister for both environment and agriculture I know the importance of the involvement of local stakeholders for the success of any policy or initiative. Community-led local development (CLLD) is unique in its capacity to engage with a very broad variety of local stakeholders. From the countryside to coastal areas and cities, CLLD is a flexible method that can reach the parts of society that other methods cannot.

This ability to encompass and empower different groups all around Europe is what makes CLLD so vital. In our modern times, citizens often feel at the mercy of global developments, such as climate change, globalisation and growing inequalities.

It is a great honour for the Finnish Presidency to support the organization of the largest event so far dedicated to CLLD – one that highlights the European Union's commitment to initiatives that respond to its citizens' most pressing needs. This event brings together the four European funds offering possibilities to implement CLLD, and also demonstrates the willingness of the European Union to pool its resources for this purpose.

The 40 projects selected for the exhibition of the "Post-2020" conference are a testament to the diversity and creativity which can emerge when support is targeted at the right level, and to how local communities can respond and adapt to a world in transition.



Creative use of CLLD supported by Local Action Groups and their fisheries counterparts (LAGs and FLAGs) is evident in every corner of Europe. With most of its territory located north of the polar circle, being relatively inaccessible has not prevented Lapland FLAG (Finland) from bringing to life “roach for fish fingers”. This innovative project turns a previously discarded fish into a valuable resource, creating new opportunities and a much-needed job in this remote location.

At the opposite end of the scale when it comes to population density is the district of Scheveningen in The Hague (the Netherlands). Here CLLD is capitalising on the power of nature to revitalise a rundown neighbourhood, while integrating some of the most vulnerable members of society in the process.

Complementing these two projects, Cowocat_Rural offers co-working spaces in rural Catalonia (Spain) with the aim of bridging the traditional rural/urban divide by developing attractive remote working possibilities for entrepreneurs in both areas.

These projects represent just a handful of the thousands of CLLD projects currently active across the EU. Sustaining and encouraging the mobilisation of local stakeholders and their talents requires continuous innovation and drive from the bottom up. 2021 will see the start of a new funding period and the launch of the second generation of Local Action Groups (LAGs) in urban areas, the third generation in the EU’s coastal areas and the fifth in rural areas.

Our common challenge is to find ways to nurture and inspire even more grassroots action, building on the strong foundations already laid, whilst looking for new ways to harness the potential of such a participative approach. The society, economy and ecosystems we live in are rapidly evolving, creating new challenges but also new opportunities. This conference comes at the perfect time to take stock of what the future might hold, providing both the inspiration and the forum for sharing ideas between hundreds of coastal, rural and urban communities, coming together to shape the future in this world in transition. ■

Mr Kimmo Tiilikainen, Finland's Presidency of the Council of the EU

State Secretary, Mr Kimmo Tiilikainen, has long experience of community-led local development. At the beginning of the 2000's he was a board member of a LEADER group and subsequently, as Minister of Agriculture and Environment, promoted the LEADER/ CLLD methodology on a national and international level.

Local action in a changing world

In the face of global challenges, such as climate change, pressure on natural resources and growing inequality, there is scope for communities to band together and make a difference. Local Action Groups (LAGs) across Europe can help citizens to harness ideas, potential and resources at this level – empowering them to develop innovative solutions designed to meet specific needs.

The European Commission has outlined its long-term vision for a prosperous and climate-neutral economy by 2050 and has insisted on the necessity of various transitions: an economic and industrial transition towards a more resource efficient and circular economy; a green transition supported by less polluting practices and a more carbon-neutral economy; and a social transition as populations adapt consumer behavior and skills to new realities. The 40 local projects showcased in this FARNET Magazine, illustrate how CLLD can play a fundamental role in spearheading and consolidating these changes.

Going circular, going green!

In the context of increasing pressure on our planet's resources, LAGs are helping to rethink our relationship to raw materials and waste. For example, in coastal communities, new economic supply chains are being created from previously discarded resources such as old nylon fishing nets, unwanted fish species and empty mussel shells. Meanwhile, in rural Denmark, an initiative has been supported to use food waste for producing animal protein from insects. LAGs are supporting

the transition to more responsible and sustainable agriculture and aquaculture with projects, like the conversion of abandoned salt marshes in Portugal to the production of organic salicornia and the introduction a drip-irrigated blackberry plantation to a wheat production area in Spain.

Five different projects to promote "eating local" also offer a glimpse of the considerable work done by LAGs around Europe, including the Fisheries Local Action Groups (FLAGs), to re-focus consumption on sustainably caught or produced food with minimum food miles. Moreover, they are helping develop models for communities to become self-sufficient in renewable energies, like a number of villages in the German region of Göttingen. This initiative is one of many CLLD projects offering inspiration on how, even at local level, we can address climate change and our dependence on fossil fuels.



Mobilising knowledge for community benefits

Other projects demonstrate how the participative nature of CLLD can make better use of resources by bringing together different businesses and interest groups to capitalise on local knowledge as well as specialised and scientific analysis. This is demonstrated by the successful co-management of fish and water resources in Lake Vättern, Sweden; cooperation between fishers and scientists to preserve protected species in Italy; and the partnerships and collaboration built in Belgium to ensure more sustainable and profitable management of small private forests. Thanks to these projects, local communities benefit from better managed resources – also the objective for a cooperation project between Latvian FLAGs, to develop understanding and safeguard the potential of seaweed resources along their country's coast.

LAGs and FLAGs around Europe have also been supporting the move towards a more diversified primary sector, in particular through rural and fisheries tourism. Here again, promoting the sustainable use of natural (and cultural) resources is key, along with ensuring that the benefits are felt by the local community in the form of a clean, healthy environment and profits for local people. Projects to mobilise local fishers in promoting diving, pesca-tourism and the preservation of the marine environment in Greece; to place Tirschenreuth's carp identity in Germany at the heart of its tourism offer; and a start-up company in Ireland specialising in outdoor sports and adventure tourism are all examples of how this shift to a service economy can be done sustainably, adding value instead of undermining traditional primary sector activities.

What is CLLD?



Funded by the European Union, CLLD or “community-led local development” brings together local people to decide how they want to improve their area, by setting up partnerships of civil society, businesses and public bodies, called Local Action Groups (LAGs).

Designing their own local development strategies, each Local Action Groups engages community members in thinking through the most pressing economic, social and environmental priorities for their area, and how best to tackle them. Staff are on hand to help people develop project ideas and a budget is available to fund initiatives considered important for the area's development (e.g. investing in new businesses, services, activities, training, awareness-raising, etc.).

Launched in rural areas with **LEADER** in 1991, successfully trialled in fisheries and aquaculture areas in 2007-2013, CLLD was integrated for the first time under all European Structural and Investment Funds¹ in the 2014-2020 programming period.

¹ The European Agricultural Fund for Rural Development, the European Maritime and Fisheries Fund, the European Regional Development Fund and the European Social Fund.

Inclusive communities with quality jobs and services

Society is experiencing increasing inequality in many forms: restricted access to natural resources, finance, jobs, services, information and education are just a few. Many LAGs are active in backing a transition to a fairer society in which the abilities of all are nurtured and ideas that can improve people's lives are supported to become reality. Examples include the setting up of a designated micro-credit scheme in Sardinia for small-scale fishers, often written off as "un-bankable" by commercial banks; workshops to combat digital exclusion for over-50s in rural areas in Poland; and a programme to help young immigrants integrate into Swedish society through nature and outdoor learning.

People are not the only ones migrating in today's world. Jobs also tend to relocate towards the bigger cities, and with them, the young, their families and essential services. Whether they are in remote rural or coastal areas, or urban districts experiencing a downward spiral of investment and skills, local communities need jobs, services and people with initiative if they are to be part of a flourishing and forward-looking society. The selection of projects showcased includes support for a micro, family enterprise based on hand-harvested seaweed products on a remote Irish island; a community space for co-working, workshops and maritime events on a small Danish island; a multi-purpose social business providing services and goods to different parts of a local community in the Czech Republic; and a cooperative structure through which Finnish youth can grow their business ideas.

Local communities, laboratories for change

With the support of CLLD, local communities around Europe are taking the initiative to shape the changes they want to see: piloting new ways of organising and managing resources; and testing new technologies for more efficient information flow and resource usage. Pop-up shops in Austria have demonstrated an effective use of empty retail spaces in town centres; a smartphone app in Hungary is re-defining the role between local authorities and its citizens; and driven by a new urban LAG, a local currency, piloted in a small Lisbon district is being scaled up to the whole city. LAGs play the role of catalysts for change and many of the projects described hereafter illustrate how local action can contribute not only to these different transitions, but also how actions tested at local level can pave the way for bigger change at regional and transnational scale.

At a time when disillusionment in the European project is apparent and traditional political groups no longer command clear majorities, CLLD provides an opportunity to reunite the EU with its citizens and their needs and aspirations. Indeed, the importance within the CLLD method of mobilising the "unusual suspects" to innovate, and the existence of designated national and EU networks to support knowledge transfer and cooperation, offer huge potential for affecting change from the bottom up! ■



Showcasing CLLD

EATING LOCAL





Linking food producers and local residents

Building A Food Ecosystem

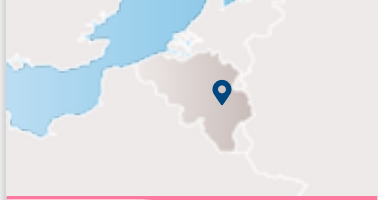
This Belgian LAG aimed to improve access to healthy, local food in its communities by providing better opportunities for local farmers, new market gardeners and residents.

In order to improve the health of its area’s population, local economy and soils, the Pays des Condruses LAG supported a series of initiatives for better local food safety and access to healthy, locally produced food.

From 2011 they planned and adopted a series of actions in a sustained, consistent approach. Firstly, they set up a local producer cooperative. Next an incubator for new market gardeners was set up before launching a number of local canteens offering organic, local food. A mushroom production cooperative was also subsequently created. In 2018 a “food hub” opened and a Wallonian network of incubators was initiated. The local community, families, potential market gardeners and mushroom growers are among the principal target groups. The ambition is to extend this to link rural and urban areas and work is already underway.

BELGIUM

PAYS DES CONDRES LAG



Stand 01

RESULTS

- ▶ 35 farmers supplying produce
- ▶ 600 families supplied
- ▶ >50 distribution points
- ▶ 8 employees (4 full-time)
- ▶ 16 “incubator” projects – resulting in 7 full-time market garden producers

Total project cost: €893 500
LEADER (inc. EAFRD): €81 405
Other: €793 795
Beneficiary: €18 300

Project Promoter
 Pays des Condruses LAG
 Jean-François Pêcheur
www.galcondruses.be/

“The added value of LEADER has been the long-term strategy, leveraging in other funding and providing territorial animation.”

Jean-François Pêcheur, LAG Manager



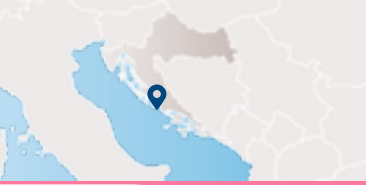


EATING LOCAL

Promoting restaurants that serve locally caught fish

CROATIA

GALEB FLAG



Stand 02

RESULTS

- ▶ Quality label and website designed
- ▶ 12 restaurants recommended by 26 fishers
- ▶ Strong local and national media coverage
- ▶ Increased visibility of fishers and recommended restaurants

Total project cost: €5 000
FLAG (inc. EMFF): €5 000

Project Promoter

GALEB FLAG
Ante Sladoljev
www.fishermen-recommend.com/en

Fishermen Recommend

Restaurants and fishers on the Croatian coast take part in a FLAG project highlighting local fish to consumers.

Restaurants are the most important distribution channel for fish in its area, so the GALEB FLAG decided to pilot a scheme helping local fishers tap into this market more successfully, while giving consumers information on where to eat local fish.

Fishermen were encouraged to create online profiles for themselves, telling the story behind the fish they caught. To promote seafood gastronomy based on local fish, restaurants buying local fish created profiles on the same website.

A label was devised for restaurants that met three criteria: the predominance of fish on their menu; purchasing this fish from local fishers; and specifically offering dishes that use undervalued fish species.

The scheme was widely promoted through social media and in the press. This raised awareness among locals and tourists about the area's fishing activity, its important contribution to the area (including as a career option) and the fresh products it delivers to participating restaurants.



“Fishermen are not only benefiting from better sales, but are also starting to feel proud of their profession and of their colleagues.”

Ante Sladoljev, FLAG Manager.



Food and heritage festivals

Keeping Local Fisheries Alive

A project promoting fishing heritage, strengthening local traditions and increasing the consumption of forgotten freshwater fish species.

A consumer preference for marine fish can put excessive pressure on certain stocks, while forgetting that local lake species are often more abundant and can be equally tasty. Two Lithuanian FLAGs have teamed up to organise traditional fishing festivals in different regions of the country. A summer festival and a winter festival aimed at getting different stakeholders from the fisheries sector to share and exchange knowledge of their fishing techniques and culinary traditions with their community. The events brought together fishermen and families of all ages.

The winter fishing festival showcased typical seasonal fishing methods, including ice fishing, used in different lakes in Lithuania as well as offering sports competitions and concerts. Freshwater fish meals were prepared following traditional recipes, which children could eat for free. At the “fish soup cooking championship”, 57 teams competed in preparing classic dishes. Participants were all given a share of the fish soup.

LITHUANIA

IGNALINA FLAG



Stand 03

RESULTS

- ▶ Two festivals organised
- ▶ > 200 participants attending each
- ▶ Awareness raised about local fish and heritage

Total project cost: €11 729
FLAG (inc. EMFF): €11 729

Project Promoter
Ignalina LAG,
in partnership with Šilutė FLAG
Dr Ligita Smagurauskienė
www.irvvg.lt

“The attractive presentation of traditional fish dishes and the outdoor setting tempted children to taste fish, although they do not eat it at home.”

Ligita Smagurauskienė, FLAG Manager



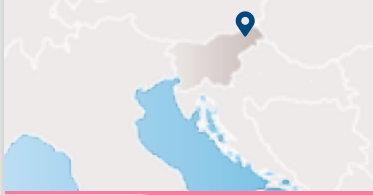


EATING LOCAL

Local food in school canteens

SLOVENIA

OVTAR SLOVENSKIH GORIC LAG



Stand 04

RESULTS

- ▶ Cooperative members increased from 8 to 120
- ▶ 50 participating schools
- ▶ 3 people employed

Total project cost: €10 368
LEADER (inc. EAFRD): €6 479
Other public: €1 620
Beneficiary: €2 269

Project Promoter

Zadruga Dobrina z.o.o.
 Dr Milojka Fekonja
www.zadruga-dobrina.si

Sustainable Local Food Cooperative

The cooperative “Dobrina” used LEADER for raising awareness and building capacity in order to attract more producers and promote locally produced, high quality, fresh food in public schools.

The cooperative Dobrina promotes fair trade for local producers and brings together small farmers who produce organic fresh fruit, vegetables and traditional local food. The cooperative implemented this project to increase its network of producers and encourage new customer segments, including public schools, to procure locally produced quality food.

As part of the capacity building activities, the project provided members with training on technology and production aspects of organic farming and organised regular meetings for exchange. The project staff visited schools in the wider area, exploring the possibility of including locally produced food in school meals. To stimulate interest for sustainable local food, the project also organised lectures for school children and adults. In addition, promotional leaflets were produced and distributed to farmers, schools and other interested audiences.

Great importance is placed on building good relations between customers and producers and operating in a transparent manner.



“It is important to address both sides – customers require quality at a reasonable price and producers provide quality food for a just payment.”

Milojka Fekonja, President of the Cooperative Dobrina



Processing & sales of local fish

Stonefish

A coastal fisherman has redeveloped his fish shop on an Estonian island, allowing fresh fish caught by local fishers to be processed and sold directly to the island's community.

Fishing and fish processing traditions on Hiiumaa island date back to Soviet Union times. However, as the canning activity went bankrupt in 2000's there was almost a decade with no fish processing on the island. Moreover, the fresh fish market facilities lacked visibility and were too small to accommodate processing. Imre Kivi, a local fisherman and the director of a company called Stonefish, turned to the Hiukala FLAG for EMFF funding and information on loan options.

With a grant from the FLAG, Imre opened new premises located on the island's easily accessible main entry road. The premises include facilities for processing fish, selling and repairing fishing gear, and a café corner selling fish soup, smoked fish and other fish products. The first year saw more customers than expected, encouraging signs of a new activity's success and sustainability in a remote area.

ESTONIA

HIIUKALA FLAG



Stand 05

RESULTS

- ▶ 1 processing unit created
- ▶ 1 marketing unit created
- ▶ 7 full time year-round jobs created

Total project cost: €358 000

FLAG (inc. EMFF): €227 000

Beneficiary contribution: €131 000

Project Promoter

Stonefish OÜ

Mr. Imre Kivi

<http://stonefish.ee>

“Availability of local fish to restaurants and the public sector has been a bottle neck for a long time, and it's now beginning to change.”

Tuuli Tammla, FLAG Manager



SHORING UP LOCAL JOBS AND SERVICES





SHORING UP LOCAL JOBS AND SERVICES

Boosting family business on a remote island

Bláth na Mara

This project allowed Bláth na Mara, a company harvesting and processing seaweed on the shores of an offshore Irish island, to grow and reach new markets.

Bláth na Mara is a company which hand harvests wild seaweed on the un-spoilt shores of Inis Mór. Its main product was dried organic milled or whole seaweed, brought to market wholesale. The heritage and quality of the product, however, offered opportunities to reach new markets and in particular satisfy the expectations of a progressive customer base. Indeed, their specialised drying process ensures the seaweed retains its important nutrients, providing customers with a series of health benefits as well as premium taste.

The FLAG provided funding and expertise in a variety of areas, including enterprise and marketing. It also helped to put the company in touch with other stakeholders in the area. This has allowed for the upgrading of the existing premises and processing facility which will increase the quality of Bláth na Mara's product range while providing scope for new product development. It has also encouraged this family company to grow a new phase of the business, focusing on food and educational tourism for seaweed.

IRELAND

FLAG WEST



Stand 06

RESULTS

- ▶ Increase in company size: from 1 to 4 jobs
- ▶ Increase in product range and quality
- ▶ Diversification of the business

Total project cost: €80 000

FLAG (inc. EMFF): €40 000

Beneficiary: €40 000

Project Promoter

Bláth Na Mara

Jenny O'Halloran

www.blathnamara.ie/

“FLAG West helped Bláth na Mara become a viable business employing four people full time. This is hugely valuable to our island's economy and has seen the return of a young family.”

Jenny O'Halloran, Bláth na Mara





SHORING UP LOCAL JOBS AND SERVICES

Community space for events & co-working

DENMARK

LLSÆ FLAG



Stand 07

RESULTS

- ▶ Two jobs created: management of the facilities and advice to entrepreneurs
- ▶ An important shipping company has moved to the building
- ▶ 7 flex-member companies are using the office space

Total project cost: €324 700

FLAG (inc. EMFF): €189 150

Beneficiary: €135 550

Project Promoter

Motorfabrikken Marstal

Julie Skaar

www.motorfabrikkenmarstal.com

Marstal Engine Factory

A disused engine factory has been turned into a community hub supporting local maritime entrepreneurship.

Many small islands suffer from a decline in business activity. On Ærø Island, the Marstal Engine Factory had always been at the heart of trading and shipping history. By establishing a community hub within the old factory's premises, the aim is to increase maritime entrepreneurship.

The project focuses on supporting innovative and smart businesses, especially in maritime fields. Entrepreneurs can benefit from shared office spaces and a café. In addition, a series of business development courses and workshops are organised. The space allows young entrepreneurs to find their place within the coastal community which, in turn, will contribute to the economic growth, local development and social cohesion on Ærø.

A large part of the old installations and machines are on display, thus maintaining the cultural heritage associated with the factory.



“We want to actively contribute to a thriving local community. Therefore, I think that when given the opportunity to join an attractive network, one must seize it. By sharing knowledge and experience, you get it back ten-fold.”

Julie Skaar, Motorfabrikken Marstal

Networking support for local businesses

Boosting Traditional Carp Farming

The FLAG supports a package of activities to facilitate networking between fish-related businesses and innovative quality management methods.

Barycz Valley is an inland area with 800 years of fish (mainly carp) farming history. To support these traditional businesses to remain competitive in today's world, the FLAG coordinates a series of activities.

The annual "Carp Days", attract thousands of visitors to fish-related culinary, sporting and cultural events over 11 weekends every autumn. The event is monitored in an innovative way, using an on-line questionnaire and prizes given out for answers.

A system of certification and a quality label "Recommended by Barycz Valley" has been set up and local businesses benefit from joint promotion, cross promotion and joint learning.

Educational stakeholders have also cooperated to create "Education for Barycz Valley", an initiative to promote customer awareness through training and study visits. Schools access grants, which can then be used for sessions with local carp businesses, providing companies with additional income.

“Combining business support, promotion and education has created synergies and increased the long-term impact of FLAG activities on the area's development.”

Inga Demianiuk-Ozga, FLAG President

POLAND

BARYCZ VALLEY PARTNERSHIP



Stand 08

RESULTS

- ▶ 60 partners and >80 events in "Carp Days" 2019
- ▶ Nearly 60 products covered by the "Recommended by Barycz Valley" label
- ▶ >13 500 students taking part in study visits

Total project cost: €153 800
 FLAG (inc. EMFF): €153 800
 Carp Days: €46 500 p/a
 Quality label: €14 300 p/a
 Educational grants: €93 000

Project Promoter

Barycz Valley Partnership
 Inga Demianiuk-Ozga
www.nasza-barycz.pl





SHORING UP LOCAL JOBS AND SERVICES

Village shop and café

GERMANY

GOTHA-ILM-KREIS-ERFURT LAG



Stand 09

RESULTS

- ▶ Equivalent of 3 full-time jobs created
- ▶ Access to basic goods and services provided
- ▶ The sense of community and social capital has grown
- ▶ Increased independence of the elderly

Total project cost: €35 947
LEADER (inc. EAFRD): €17 952
Beneficiary: €17 995

Project Promoter
 Ballstädt Citizen Cooperative
 Horst Dünkel

Ballstädt Cooperative Store

The local community of Ballstädt created a combined village shop and café which provides an important meeting place for the local community and is financially self-sustaining.

A local cooperative responded to the loss of shops and services in the village of Ballstädt (population 700) in central Germany by establishing a community-run shop. It restored and converted a building in the heart of the village, creating a shop, café and a small seated area in one corner of the shop as a free meeting place.

The shop provides basic goods and services for between 70-110 customers per day. It is a great place for people of all ages to meet and socialise and has become the centre of the village. The shop has restored many older and retired people's independence as they no longer rely on others shopping for them in near-by towns. The central location of the building was particularly important, as was the commitment of locals – some members of the cooperative work in the shop voluntarily when things get busy!

The LEADER investment and process was the catalyst that enabled the community to create this venture, and it is now financially self-sustaining and creating local employment.



“A feeling of community is growing again between generations. There is a new feeling of belonging and pride about the new shop in Ballstädt.”

Horst Dünkel, Mayor of Ballstädt



SHORING UP LOCAL JOBS AND SERVICES

A shop and meeting place for the community

The GOODie Shop

The “GOODie Shop” project creates a friendly, inspiring hub where people can get local food, sit down with community members and buy high quality products.

When Hana Nováková moved with her young family to the small, rural village of Malec in central Czech Republic, she missed having any community place to meet people or buy good food. Discussions with the local LAG and the opening of a local castle to the public offered the perfect opportunity to change this.

The LAG helped Hana set up her “GOODie Shop” in the castle premises. It is a social business with a shop selling package-free local food products, a sitting area, a play area for children, a bookcase, and an aquarium. Seminars and workshops on various topics – travel, zero-waste, speech therapy, arts & crafts, local traditions – are also organised at the Shop.

In the future, the GOODie Shop would also like to distribute its bakery products to other local businesses, boosting the local economy. Since the establishment of the Shop, the number of customers and visitors has been increasing steadily.

CZECH REPUBLIC

PODHŮŘÍ ŽELEZNÝCH LAG



Stand 10

RESULTS

- ▶ Multi-purpose community service set up
- ▶ 3 part-time jobs created for women with disabilities

Total project cost: €73 105
LAG (inc. ESF): €62 140
Beneficiary contribution: €10 965

Project Promoter
GOODie SHOP / Kráček s dobrotami
Hana Nováková
www.facebook.com/Kráček-s-DOBROtaMi-189260731748109/

“Come buy GOOD things and support GOOD projects.”

Hana Nováková, Founder & Manager of GOODie Shop



GOING CIRCULAR



New products from discarded fish

Minced Roach for Fish Fingers

Local fishers in northern Finland create a mincing facility to process unwanted by-catch into new marketable products.

Working as a cooperative on Lake Lokka, more than 20 commercial fishermen target perch, pike and burbot, all of which have relatively high market values. However, in recent years, the by-catch of roach has started to increase, totalling between 100 and 140 tonnes each year. Recognising that discarding the roach by-catch in landfill sites is an unsustainable practice, the fishermen of Lake Lokka tried to find alternative solutions to the problem.

After several trials, including attempts at making pet food products from the roach, it became clear that the best option would be to mince the fish for human consumption, creating food products such as fish fingers and “fish loaf”. Having no experience in the mincing of fish or its economic viability, the fishermen’s cooperative turned to the Lapland FLAG for help with developing their initiative. Through the project, the fishermen have identified that a profitable market for minced roach does exist. They have purchased a mincing machine and developed a line of minced fish products, purchased by fish processing companies, municipal foodservices and local restaurants.

“Because making minced fish looked like such a promising opportunity, we bought a mincing machine before the project was even finished.”

Risto Pyhäjärvi, Fisherman



Stand 11

RESULTS

- ▶ Mincing facility set up and fishermen trained
- ▶ 1.5 additional jobs created
- ▶ Minced roach, burbot and pike brought to market

Total project cost: €25 774
 FLAG (inc. EMFF): €23 197
 Beneficiary: €2 577

Project Promoter
 Lapland FLAG
 Markku Ahonen



GOING CIRCULAR

Recycling used fishing nets

FRANCE

BREST FLAG



Stand 12

RESULTS

- ▶ One company created
- ▶ Three full-time jobs created
- ▶ 4 tonnes of fishing nets processed in year 1

Total project cost: €175 350

FLAG (inc. EMFF): €140 280

Beneficiary: €35 070

Project Promoter

Fil&Fab

Théo Desprez

<https://fil-et-fab.fr/>

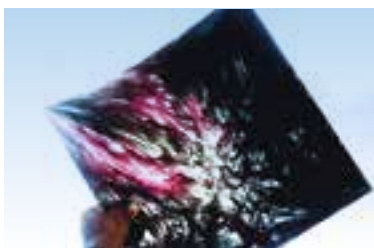
Fil&Fab

A French start-up is tackling harbour waste by turning used fishing nets into a raw material for making new plastic products.

Old fishing nets in France are typically sent to a landfill, incinerated or shipped abroad for recycling. Former design students, Théo, Thibaut and Yann, decided to work on a more eco-friendly and local solution. Their aim was to give a new purpose to what had previously been harbour waste.

They began setting up a local recycling chain for old fishing nets, launching their own start-up, Fil&Fab. The company works with partners to collect old fishing nets in Brest and with support from their local FLAG, the company has set up an industrial production line that transforms nylon fishing nets into plastic for new products.

The nets are first dismantled by people from a nearby social integration association. These “cleaned” nets are then crushed and turned into pellets made of 100% nylon. These are then made into plastic sheets with a technique developed by Fil&Fab and used to develop products that respect the values of ethical and sustainable design. After a successful pilot phase, Fil&Fab expects to recycle and sell 100 tonnes of discarded fishing net in the next two years, a quarter of the regional deposit.



“Our goal is to offer a Breton product that is based on a local plastic resource while promoting a forgotten waste.”

Théo Desprez, Fil&Fab

New uses for fisheries by-products

Crushed Shells and 3D Printing

With the support of the FLAG, students and teachers in Sardinia are using 3D printing to turn a waste product, mussel shells, into useful items.

Every year in Olbia, 3 500 tonnes of mussels are produced. Local high school students and teachers are working together to reuse the leftover shells. Moulds they create with a 3D printer are filled with a mixture of resins including crushed shells of different types.

So far, they have produced prototypes of both large objects, such as kitchen ledges or tiles, and smaller ones, like jewellery, watch cases or eyeglasses. Local shellfish producers have been involved in the collection of shells and are interested in supplying them to the school on a regular basis. The project has been included in a larger maritime project, called P.Ri.S.Ma. MED and the FLAG is working with the project promoters on tasks such as a viability study, business plan, marketing and equipment acquisition to develop a new start-up business.

“We’ve made it possible to combine creativity with technology, while being respectful of the environment and recovering food waste for new creations.”

Mauro Monaco, Project Promoter

ITALY

NORTH SARDINIA FLAG



Stand 13

RESULTS

- ▶ 18 cooperatives, including 90 shellfish farmers, mobilised
- ▶ 2.5 tonnes of shells recycled per week
- ▶ Technical conditions in place to launch a start-up and create new jobs

Total project cost: €22 000
 FLAG (inc. EMFF): FLAG animation
 P.Ri.S.Ma. MED: €22 000

Project Promoter
 North Sardinia FLAG
 Benedetto Sechi
www.gacnordsardegna.it/





GOING CIRCULAR

From food waste to animal protein

DENMARK

LAG NORD



Stand 14

RESULTS

- ▶ A more environmentally sustainable approach to protein production launched
- ▶ Reduced imports of soybeans
- ▶ 3 full-time jobs created

Total project cost: €94 950
LEADER (inc. EAFRD): €40 775
Other public: €1 805
Beneficiary: €52 370

Project Promoter

MD ApS
Martin Dahl

Breeding Insects from Food Waste

A micro enterprise received LEADER support and turned a hobby into a revenue-generating business: using insects to produce protein flour for animal feed.

Currently most of the protein in animal feed comes from soybeans, the production of which requires large areas of land and high water consumption. This micro enterprise received support to establish a breeding and production facility for processing insects into protein flour. The project's vision was to become the first company in Denmark to produce insects on a large scale for animal feed.

In collaboration with the Danish Technological Institute, the Nature Agency and Hjørring Municipality, the company took the first step towards this new way of producing animal feed that reduces environmental impacts through using waste products, such as food waste and degassed manure, as input for protein production

Demand for insects is now outgrowing supply and the business has high growth potential. It is a highly transferrable model which can be replicated anywhere that has a connection with a biogas plant. It has demonstrated how CLLD support can nurture innovative, but risky ideas that may only need a small grant to get them started.



“It's impressive what you can get out of very little. A small portion of feed is enough to breed 2 000 crickets, giving me a sales value of €59.”

Martin Dahl, MD ApS

GOING GREEN



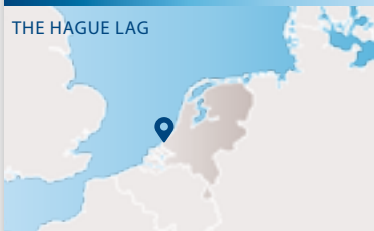


GOING GREEN

Greening urban areas

THE NETHERLANDS

THE HAGUE LAG



Stand 15

RESULTS

- ▶ Organic garden and restaurant opened
- ▶ 12 jobs created for the unemployed (creation of 20 jobs is foreseen)
- ▶ 40 volunteers mobilised
- ▶ Awareness-raising on responsible food for 60 000 visitors

Total project cost: €189 900

LAG (inc. ERDF): €31 250

Other (inc. crowdfunding, city council): €158 650

Project Promoter

Stichting Tuinen van Greens

Wessel Tiessens

www.greensinthepark.nl

Greens in the Park

This project has turned a derelict urban eyesore into an organic vegetable garden and restaurant, mobilising volunteers and creating jobs.

CLLD has been used to bring community members together to transform 3 400m² of derelict land in the neighbourhood of Scheveningen. The local government, neighbourhood and commercial partners are working together to create a better environment in which vegetable gardens, lush greenery and herbs now blossom. A wide crop rotation and a diversity of crops is applied for better soil fertility, and the growing time of crops is respected.

The garden is maintained by the Greens Gardens Foundation, which supervises volunteers and people with disabilities. They work alongside a team of 20 who produce organic vegetables and fruit for the restaurant, Greens in the Park. This social enterprise offers a menu based on the fresh vegetables and herbs from the garden and organises events linked to environmental and social responsibility. The restaurant brings an entrepreneurial attitude and financial sustainability to the project, reinvesting part of its proceeds in the garden's upkeep.



“Greens in the park is a social enterprise where we grow our vegetables in a social and organic way to serve it as delicious menu in our restaurant.”

Wessel Tiessens, Stichting Tuinen van Greens

Marine litter and water pollution

MARLENA

A transnational cooperation project raising public awareness about river and marine litter problems, emphasising biodiversity and the marine environment.

Countries in the vicinity of the Black Sea have joined forces to prevent pollution and educate the public. Bulgaria, Moldova, Turkey, Romania and Ukraine are implementing a project within the Joint Operational Programme for the Black Sea Basin, named “Marine and River Litter Elimination New Approach–MARLENA”.

Galati FLAG is the Romanian partner of this 2-year project (2018-2020), funded by the European Neighbourhood Instrument (ENI), and is developing a set of activities to raise public awareness about river and marine pollution, and to explain the value of biodiversity and the marine environment. Targeting youth, tourists, businesses, local authorities and educational organizations, “responsible-citizenship” guidelines are being developed to frame river and coastal clean-up campaigns and eco-camps for 10-14 year-olds are fostering a culture of environmental awareness among the young. A focus group on waste management practices was also organised and a guide produced and shared with the local community.

ROMANIA

GALATI FLAG



Stand 16

RESULTS

- ▶ A guide of best practices on waste management
- ▶ 50 collecting bins distributed in the protected area, Lower Prut Floodplain Natural Park
- ▶ 2 eco-camps

Total project cost: €89 076
 FLAG (inc. EMFF): €7 126.08 (animation)
 ENI: €81 949.92

Project Promoter

Galati FLAG
 Elena Cardas
<https://romania.marlenablacksea.eu/>

“By implementing the MARLENA project, local communities will fight against pollution in water bodies, especially plastic, while developing environmentally-friendly businesses.”

Elena Cardas, Project Coordinator





GOING GREEN

Supporting organic production

PORTUGAL

ADREPES COSTEIRO FLAG



Stand 17

RESULTS

- ▶ 2 full time jobs created, and 2 more planned by the end of 2019
- ▶ Products sold to Portuguese supermarkets and international cosmetics companies, with growing sales volume
- ▶ Development of over 10 new products due on the market by March 2020

Total project cost: €115 916

FLAG (inc. EMFF): €82 797

Beneficiary: €33 119

Project Promoter

Salina Greens

Márcia Pinto

www.facebook.com/SalinaGreensPortugal/

[SalinaGreensPortugal/](https://www.facebook.com/SalinaGreensPortugal/)

Salina Greens

The organic production and processing of the sea plant samphire on abandoned salt marshes boosts environmental conservation and supports the local economy.

Consuming samphire has recently become popular in Portugal, but only a few organic farms are growing it. To fill this gap in the market, biologist Márcia Pinto founded “Salina Greens”. She is the first to start cultivating samphire applying biodynamic agriculture methods.

The project boosts the local economy while preserving the fragile ecosystem of the salt marshes, which had been abandoned when production of sea salt stopped 10 years ago. Samphire is highly resistant to climate change. Growing it is a sustainable solution to the marshes’ degradation.

With FLAG support, Salina Greens bought new equipment for drying and grinding the fresh plants so they can be sold for cosmetics or pharmaceutical uses, thereby adding value to the farming activity.



“After uncertainty about the framework of this activity in Portugal, help from the FLAG allowed me to accelerate implementing Salina Greens.”

Márcia Pinto, Salina Greens



Environmentally respectful agriculture

Agroberry

A young female farmer introduced a blackberry plantation into a wheat and barley production area, diversifying the local crops and using drip-irrigation to conserve water resources.

In an area where intensive wheat and barley production was dominant, the local LEADER LAG helped Nuria Alvarez establish a different type of plantation. Nuria left Madrid and returned to her rural roots to launch the project, Agroberry. She successfully introduced organic blackberry cultivation to her area and has created local added value with a range of new related products, such as fresh and frozen fruit, jam and liquor.

Agroberry is thus diversifying local production while promoting sustainable and profitable development. The farm perfectly combines entrepreneurship, innovation and respect for the environment. Production is organic and each plant receives only about two litres in the three months of each harvest cycle.

The project is highly replicable for other areas in Europe and is generating a large number of enquiries from other farmers in the region, across the country and beyond, expressing their interest in this type of cultivation. It is also becoming an attraction for agritourism.

SPAIN

PALOMARES ZAMORA LAG



Stand 18

RESULTS

- ▶ Agriculture diversified and water resources protected
- ▶ One full-time job and five temporary jobs created
- ▶ Sales increased more than 15% in 2018
- ▶ > 30 visitors to the farm in 2018

Total project cost: €55 985
LEADER (inc. EAFRD): €13 436
Other public: €3 359
Beneficiary: €39 190

Project Promoter
Agroberry
Nuria Alvarez Rodrigo
www.agroberry.es

“Agroberry is the result of love, hard work and values.”

Nuria Alvarez, Agroberry





GOING GREEN

Moving to renewables

GERMANY

GÖTTINGER LAND LAG



Stand 19

RESULTS

- ▶ 3 new bioenergy cooperatives
- ▶ 4 new bioenergy villages
- ▶ Saving about 10 000 tons of CO₂ emissions per year
- ▶ 20M kWh electricity and 7M kWh heat produced per year from biomass

Total project cost: €18.4 million
 LEADER (inc. EAFRD): €950 000
 Other public: €2.45 million
 Beneficiary: €15 million

Project Promoter

Bioenergiedorf Wollbrandshausen-Krebeck eG
 Karl Heine
 www.biowk.de

Bioenergy Villages

LEADER-funded biogas plants provide electrical power and heating for four rural villages in Germany, reducing CO₂ emissions and bringing local economic benefits.

This project was designed in the context of very low prices for agricultural products, high prices for fossil fuels and increasing awareness of the need to reduce CO₂ emissions.

The solution is the “bioenergy village” concept: create a new market for farmers’ products and substitute expensive fossil fuel with locally produced CO₂-neutral biomass. Cooperatives were created to ensure the involvement of local farmers as biomass producers and the villagers as consumers of the produced heat.

Local biogas plants produce electricity and use waste heat, through village heating grids, to heat customer’s homes. Feasibility studies for each of the villages and the building of three biogas plants were also supported by LEADER.

The Renewable Energy Sources Act in Germany, which guarantees fixed feed-in tariffs for renewable power for 20 years, was crucial to the project’s viability. The bioenergy village concept has now been copied in more than 100 German villages.



“The implementation of a bioenergy village is a very challenging process, but the result is a win-win situation for the villages, the farmers and the environment.”

Karl Heine, Wollbrandshausen-Krebeck Bioenergy Village



Healthy and sustainable food

Farmers' Cooperative Reaches New Markets

LEADER funding helped a farmers' cooperative diversify their products and expand into new markets through a range of environmentally friendly foods for special diets.

The association "BEO asbl" was founded in 1994 by 200 farmers in the Eislek Natural Park to add value to regional produce by highlighting its provenance. Products included cold pressed oils, mustard, poppy seeds, tea and honey.

This LEADER-funded project enabled the association to investigate further processing methods for alternative crops to diversify its product range and the types of crops grown locally. Lactose and gluten-free products including hemp, poppy seeds, buckwheat flour and noodles are being refined through laboratory testing and nutritional analysis. New models of marketing are being tested and trialed, opening new doors to regionally produced health foods. A film, "Fresh from the field to the dish" was also developed, showing the different production steps, from the field to the customer's hands.

Indeed, in addition to the health aspects of their products, BEO attaches great importance to the sustainability of its projects and products with regard to the climate and environment. Produce is grown and processed locally and 80% of it is sold in Luxembourg, reducing the carbon footprint.

LUXEMBOURG

LEADER ÉISLEK

Stand 20

RESULTS

- ▶ Ten varieties of local cereal products now produced
- ▶ Market acceptance thanks to nutritional information available
- ▶ Study trip identified machinery for artisanal processing of cereals

Total project cost: €51 000
LEADER (inc. EAFRD): €36 210
Beneficiary: €14 790

Project Promoter
 Bauereninitiativ fir Éislek
 an den Naturpark Our (BEO asbl)
 Norbert Eilenbecker
www.beo.lu

“We stand for quality, traceability and transparency.”

Norbert Eilenbecker, BEO asbl



MOBILISING KNOWLEDGE





Preserving protected species and fishing businesses

Tarta-Tur

Local fishers and scientists team up to monitor interaction between fishing and two protected species: turtles and dolphins.

Historically there has been a lack of trust between fishers and the scientific community. The four FLAGs involved in this cooperation project hope to improve relationships, benefiting both the marine environment and socio-economic conditions in Northern Adriatic fishing communities.

Local fishers are helping to monitor the relationship between fishing and these protected species, as well as the presence and number of turtles and dolphins. This is studied by University of Padua researchers taken aboard their boats. As well as supporting data collection, fishers have also been trained on procedures to be adopted if they encounter protected species, especially if injured or in danger.

The project is already proving successful. Fishers and the four FLAGs involved are united in recognising that certain marine areas need protection through the limitation, though not prohibition, of fishing activities.

ITALY
VeGAL FLAG

Stand 21

RESULTS

- ▶ Over 200 fishers involved, 50 fishermen trained, and 10 vessels used for monitoring
- ▶ Methods identified for reducing interference between fishing and protected species
- ▶ Operational protocol established in the event of accidental capture for a single species

Total project cost: €110 000
FLAG (inc. EMFF): €110 000

Project Promoter
VeGAL FLAG
Giancarlo Pegoraro

“This project helps build trust between scientists and fishermen, which is key to the responsible management of the regions’ coastal resources.”

Paolo Valeri, VeGAL FLAG





MOBILISING KNOWLEDGE

Managing fish and water resources collectively

SWEDEN

LAKE VÄTTERN FLAG



Stand 22

RESULTS

- ▶ 3 protected areas set up
- ▶ Escape openings in crayfish traps introduced
- ▶ Enhanced compliance with regulations
- ▶ More transparent fisheries management

Total project cost: €195 000
 FLAG (inc. EMFF): €100 000
 Other public: €95 000

Project Promoter

The Lake Vättern Society
 of Water Conservation
 Karl-Magnus Johansson
www.vattern.org/fisk-och-fiske/sa-skots-fisket/

Co-management of Lake Vättern

With FLAG support, Lake Vättern Co-management Group helps local stakeholders sustainably manage fish resources in the EU's fifth largest lake.

To tackle competition between commercial and recreational fisheries, a co-management group was set up in 2005. Together, different stakeholders find ways to ensure the long-term, sustainable management of Lake Vättern's fisheries, and make management more flexible and efficient.

The group, overseen by the Lake Vättern Society for Water Conservation, brings together commercial and subsistence fishermen, anglers, water owners, researchers, NGOs, and governmental authorities. Members form agreements on conserving the Lake's fish, improving declining fish stocks, allocating limited fish resources among different categories, and discuss fisheries control measures and regulations. The group plays an advisory role to the national authority responsible for fisheries management. It also functions as a platform for regional dialogue, which is important for implementing an ecosystem-based management (EBFM). Lake Vättern is today one of the best examples of EBFM in Sweden.

Meetings take place at least three times a year, hosted by a different municipality around the Lake. Cooperation between the co-management group and the FLAG helps local actors have more influence on fisheries management.



“It is exciting and educational to work with fishermen, researchers and authorities to manage the resources of Lake Vättern.”

Anders Rockler, Swedish Federation of Fishing Rights Owners

Safeguarding the local seaweed resource

Seaweed Assessment and Management Plan Along Latvia's Coast

Latvian FLAGs finance a study assessing the potential of shore seaweed collection and a management plan ensuring the sustainable exploitation of this resource.

There is currently no seaweed industry in Latvia, even though shore seaweed is abundant in many coastal areas. Moreover, when large quantities wash up on beaches, it can become a nuisance for locals and the tourism industry. This cooperation project by six Latvian FLAGs involves collaboration with a group of scientific experts to assess the viability of establishing a Latvian seaweed industry and developing a management plan for shore seaweed.

It aims to help institutions, municipalities and entrepreneurs seize opportunities presented by the presence of seaweed, and to provide thorough scientific information for guidelines to sustainably harvest the resource. The project included: data gathering; analysis and laboratory testing; and the development of tools, maps and guidance for end users. It has led to the development of a national database, including the different types of seaweed present in Latvia; their location; potential uses; guidance for business development; and environmental advice and monitoring, including the identification of the nesting and feeding places of coastal birds.

“Thanks to this study, national and regional environmental protection authorities can now advise and guide potential entrepreneurs wishing to exploit this resource.”

Ilze Turka, FLAG Manager

LATVIA

PARTNERĪBA LAUKIEM JŪRAI FLAG



Stand 23

RESULTS

- ▶ Creation of a public database of Latvia's seaweed resources
- ▶ Guidelines and system for use of shore seaweed

Total project cost: €50 000
FLAG (inc. EMFF): €50 000

Project Promoter
Partnerība Laukiem un Jūrai
Ilze Turka





MOBILISING KNOWLEDGE

Collaborative forest management

BELGIUM

TIGES ET CHAVÉES LAG



Stand 24

RESULTS

- ▶ 55 forest owners took part
- ▶ 45 “diagnostic visits”
- ▶ 27 agreements to organise the marking of trees for harvest
- ▶ Firewood sales: €76 000

Total project cost: €203 550
 LEADER (inc. EAFRD): €73 278
 Other Public: €109 917
 Beneficiary: €20 355

Project Promoter

Tiges et Chavées LAG
 Xavier Sohet
www.tiges-chavees.be/project/forets-filiere-bois/

Sustainable Management of Private Forests

This LEADER project has helped initiate and support the collective management of small, privately owned forests, ensuring sustainability and economic viability.

Most private forests in the LAG area are small and fragmented, making them difficult for owners to manage effectively and limiting their contribution to the local economy. This joint project of the LAG, the Belgian Forestry Society and the Support Unit for Small Private Forests, has created links between small forest owners, advisors and forestry professionals.

The project launched several initiatives to foster cooperation among forest owners including organising collective timber sales, facilitating forestry work, developing local supply chains and creating partnerships. Information boards in the forests tell the public about afforestation, thinning and tree felling. Training of forest owners on pruning, timber management and a collective “clean-up” to remove wood attacked by bark beetle took place. “Diagnostic visits” by a forestry expert helps owners to identify aims for their forest and land management needs. In 2018 a social carpentry workshop was established in collaboration with a social NGO.



“I inherited a small plot of forest but no knowledge of forest management. This project has helped give life back to this small part of forest linked to the history of my parents.”

Christian Houzard, Forest Owner

KEEPING TOURISM SUSTAINABLE

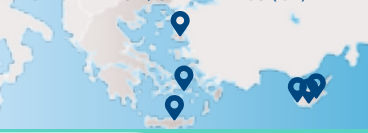


KEEPING TOURISM SUSTAINABLE

A network of diving trails

CYPRUS & GREECE

LEMESOS, LARNACA/FAMAGUSTA
AND PAPHOS FLAGS (CY);
LESVOS, DODECANESE
AND HERAKLION/CRETE FLAGS (GR)



Stand 25

RESULTS

- ▶ 1 website, 1 app and a Facebook page
- ▶ Maps, leaflets and brochures of the diving trails distributed at local and international events
- ▶ 1 major conference on the importance of diving tourism and a healthy marine ecosystem

Total project cost: €306 950
FLAG (inc. EFF & EMFF): €306 950

Project Promoter
ETAL S.A.
www.diveinourislands.com/en-us/

Dive in our Islands

A cooperation project aims to put environmental, social and economic sustainability at the heart of 30 diving areas in Cyprus and Greece.

Six Greek and Cypriot FLAGs have set up and are now expanding a network of diving and snorkelling trails that adhere to common standards of sustainability. A long-term aim is for certain areas to become officially-recognised diving parks with protected status.

The FLAGs have involved tourism agencies, diving centres and fishers in identifying relevant areas and developing the activities to promote within them. The monitoring of marine biodiversity by fishers and researchers is also being integrated to the initiative to ensure any potential impacts of tourism activities on marine life are analysed.

The FLAGs have developed printed and online promotional material for the diving trails with a common visual identity. They also organised a large conference to raise awareness among fishers, tourism agencies and entrepreneurs of the role that diving parks can play in promoting marine conservation while securing a sustainable income for local stakeholders.



“Dive In Our Islands is a way to know, admire and respect the identity of our marine areas, becoming defenders of the sea.”

George Filios, Manager of Lesvos Scuba Oceanic Centre



Aquaculture heritage as a tourist asset

Phantastic Carp Trail

A series of coordinated projects help restore the 1000-year-old tradition of family-owned carp ponds, strengthening the area's identity and boosting sustainable tourism.

The custom of small family-owned aquaculture ponds was almost forgotten when the local FLAG took action to restore its cultural significance in the area. Various projects have mobilised resident fish farmers, restaurant owners, schools and businesses to make aquaculture central to the area's development, identity and tourism industry.

The Phantastic Carp Trail has brought colour to the landscape. The FLAG teamed up with a local fine arts teacher to create carp sculptures and launched a competition for artists and school children to decorate them. The sculptures are displayed across the area and two new fish-themed playgrounds introduce children to their fisheries heritage from an early age. Visitors can enjoy guided tours with specially trained pond guides, visit the renovated fisheries museum, or climb the "stairway to heaven" viewing tower. These FLAG projects are complemented with new guest rooms and restaurants serving local fish dishes.



Stand 26

RESULTS

- ▶ 20 trained and certified pond guides
- ▶ 2 fish-themed playgrounds, 1 interactive museum, 1 viewing tower
- ▶ Overnight stays in Tirschenreuth increased from 314 000 to 5.4M (2009-2018)

Total project cost: €768 900
FLAG (inc. EMFF): €691 000
Other public contributions: €77 900

Project Promoter
Tirschenreuth FLAG
Fabian Polster
www.erlebnis-fisch.de/

“One way to redevelop the local area was to revitalise aquaculture, make it a core part of our identity and harness its tourist appeal.”

Hans Klupp, FLAG President





KEEPING TOURISM SUSTAINABLE

Mobilising the fisheries sector

LATVIA

NORTH KURZEME FLAG



Stand 27

RESULTS

- ▶ 1 job created
- ▶ 231 tourists taken aboard in 2018
- ▶ 400% increase in turnover after two years.

Total project cost: €50 998
FLAG (inc. EMFF): €34 978
Beneficiary contribution: €16 020

Project Promoter
SIA "GP Trading"
Ģirts Purviņš

Sea Fishing and Sightseeing Offered by a Baltic Fisherman

With the support of his FLAG, an experienced fisherman has introduced a new, sustainable, activity to the area's tourism offer.

Following a market research study, Mr Purviņš discovered that there was no offer in the area for Baltic Sea fishing tourism. He decided to grasp this opportunity and expand his business by offering tourists and locals new tourism services.

With the help of the FLAG, the fisherman has developed two types of all year-round tourism products: leisure fishing on the Baltic Sea and guided fisheries tour of the Baltic Sea coast. The fishing activities include morning or evenings outings and clients can try different types of fishing practices (fishing with a jig, planer boards or angling with a rod, etc.).

The sightseeing tours are offered to those interested in exploring the natural landscape of the Baltic Sea coast and discovering the fisheries heritage of the area. This service is becoming increasingly popular among locals, including for weddings and birthday gifts. During the trip, clients learn about fish migration places, fishing restrictions and the catch is offered to the client, providing a delicious and healthy meal.



“These activities are interesting for everyone – experienced anglers, children and seniors. They raise interest in the sea and the natural and fisheries resources, while giving a positive image of fishing.”

Gunta Abaja, FLAG Manager



Nature and culture trails

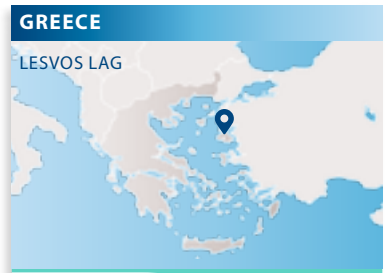
Walking Through the Nature of Lesvos

A vibrant “living” network of paths and trails that re-connects villages, both physically and in the spirit of cooperation, whilst ensuring mutual development in a sustainable way.

The aim of creating these paths and trails over the last 18 years has been to re-connect rural villages on the island of Lesvos through intensive consultation, animation and consensus to establish a network that allows all project partners to get involved, diversify and differentiate their tourism offer.

The paths take locals and visitors alike to rediscover the island and allow rural tourism to flourish. The network of trails highlights the quality of local produce and in some instances has created new markets altogether. Websites and on-line tools have been used to promote a broad range of activities and encourage more environmental awareness on the island.

The project aims to reconnect nature with culture and people and attempts to introduce part of the local identity as a way to diversify the traditional tourism offer. Partnership working is at the heart of this project and time, patience and dedication have been essential ingredients.



GREECE

LESVOS LAG

Stand 28

RESULTS

- ▶ 42 villages connected
- ▶ 14 international running and biking events associated
- ▶ 3 formal associations created with more than 500 members

Total project cost: €181 277
LEADER (inc. EAFRD): €154 085
Other public: €27 192

Project Promoter
E.T.A.L. S.A. (Lesvos LAG)
Anastasios Perimenis
www.lesvostrails.gr

“Nature and culture are tools of great importance for the sustainable development of a destination, strengthening local identity, pride and social cohesion.”

Anastasios Perimenis, LAG Manager





KEEPING TOURISM SUSTAINABLE

Adventure Tourism

IRELAND

OFFALY LCDC



Stand 29

RESULTS

- ▶ 1 job created, and more expected
- ▶ Reciprocal links with other local businesses
- ▶ Increased number of visitors to the area
- ▶ Educating visitors in environmental issues, water safety and local culture and heritage

Total project cost: €20 957
 LEADER (inc. EAFRD): €6 580
 Other public: €3 899
 Beneficiary: €10 478

Project Promoter

Mid Ireland Adventure
 Jonathan O'Meara
www.midirelandadventure.ie

Mid Ireland Adventure

LEADER supported a start-up company specialising in outdoor sports activities to respond to increasing demand for such tourist offerings in an area which lacked provision.

The Offaly LAG strategy aims to diversify the local economy, support new entrepreneurs and grow rural tourism, building on local assets. Mid Ireland Adventure (MIA) introduced a new economic activity to the area addressing the growing demand for rural outdoor adventure sport activities. It provides mountain bike tours, guided walks, summer camps and stand up paddle board safaris taking advantage of the areas underused natural assets. Respecting nature and environmental sustainability are core to the activities. An online presence was started by creating a website, the aim was to establish a reputable, trusted and respected brand. Following the start-up phase, LEADER funding was used to grow the business including the purchase of mountain bikes, paddle boards and wetsuits.

In addition to local business networking, MIA has worked hard at digital networking, linking to internationally active lifestyle and adventure sport groups, particularly through visual platforms such as Instagram, to let potential clients visualise a "Mid Ireland Adventure".



“I got great support from the Offaly LAG and the LEADER funding was a huge help giving me breathing space in the early years of operation.”

Jonathan O'Meara, Mid Ireland Adventure

SMART COMMUNITIES





SMART COMMUNITIES

Digital app for managing shell-fishing activities

SPAIN

RIA DE AROUSA FLAG



Stand 30

RESULTS

- ▶ Online management system created
- ▶ Planning and management simplified
- ▶ Uptake by >430 shellfish gatherers

Total project cost: €63 319
 FLAG (inc. EMFF): €52 330
 Beneficiary: €10 989

Project Promoter

Cofradías of Cambados
 and Vilanova de Arousa
 María José Vales Martínez

Xesmar

A digital platform developed by and for the shellfish sector simplifies and improves the day-to-day management, control and planning of shellfish activities.

Shell-fishing involves complex management, adapted daily to the tides and including set days of fishing closure and other emergency shutdowns due to toxins and weather warnings. The planning and recording of activities were undertaken largely on paper until, Pablo, a local industrial engineer and former shellfish gatherer decided that technology could make life much easier for shellfish gatherers.

He developed a digital platform, accessible via internet and mobile app which allows shellfish gatherers to access and record information without having to make a special trip to the workplace. The work calendar and notifications are now available online, performance of activities can be logged online, along with the weight and species of captures.

As well as supporting the costs for developing the platform and the necessary IT equipment, the FLAG invested in promoting uptake of this easy-to-use app and training shellfish gatherers in its use. The project involved collaboration (and cost sharing) between two *cofradías* (fishing organisations) from the area.



“The project helped us improve the organisation of shellfish gatherers’ activities and facilitate the communication among them.”

Emilio Abella, Cofradía de Vilanova



Keeping retail in town centres

Pop-up Shops

The innovative concept of “Pop-up Shops” is helping revitalise rural town and city centres by offering flexible rental options for vacant retail spaces.

Many small rural towns have the problem of vacant sales spaces as local businesses are increasingly moving out of town centres. Supported by the EAFRD through LEADER, Enns Tourism and City Marketing Ltd. developed the “pop-up shop” concept in the small town of Enns. Businesses can rent vacant retail spaces on a temporary basis, either long or short term. This has given small businesses an opportunity to launch new ideas, to test out the location and attract new customers with minimum risk. The pop-up shops in Enns have helped breathe life and new services back into the town centre.

Landlords, tenants and the municipality have worked together on an ongoing basis to make this happen. Creating a recognisable brand for “pop-up shops” that is flexible and low cost and developing a comprehensive marketing strategy have also added greatly to the success of the concept. With fewer vacant premises in Enns, word is getting around about this concept and people are showing an interest from all over Austria.

AUSTRIA
ZUKUNFT LINZ-LAND LAG



Stand 31

RESULTS

- ▶ 11 pop up stores rented out short term (1 day to 1 month)
- ▶ 9 pop up stores rented out long term (1-6 months)
- ▶ 4 new businesses set up in permanent spaces
- ▶ Increased number of visitors to the shopping precinct

Total project cost: €126 122
LEADER (inc. EAFRD): €40 359
Other public: €10 090
Beneficiary: €75 673

Project Promoter
Tourismus & Stadtmarketing Enns GmbH
Max Homolka
www.popupstores.at

“I believe this project leads the way in re-vitalizing city centres sustainably – we will share our know-how with others interested in the concept.”

Mayor Karlinger





SMART COMMUNITIES

Network of coworking spaces

SPAIN

CONSORCI INTERCOMARCAL
D'INICIATIVES SOCIOECONÒMIQUES



Stand 32

RESULTS

- ▶ 22 spaces and >130 professionals in the network
- ▶ 12 networking meetings with >300 attendees
- ▶ Mentoring and consulting sessions in existing and new coworking spaces

Total project cost: €319852
LEADER (inc. EAFRD): €139775
Other public: €180077

Project Promoter

Consorti Intercomarcals d'Iniciatives Socioeconòmiques
www.cowocaturral.cat

Cowocat_Rural

Coworking spaces are creating opportunities for cooperation and innovation in rural Cataluña, helping to attract new professionals to settle in the countryside.

“Coworking” allows independent professionals, entrepreneurs and SMEs from different sectors to share the same workspace. The cooperation project “Cowocat Rural” aims to boost employment and economic activity in rural areas and promote the values of coworking and teleworking. It aims to tackle outmigration by attracting and retaining young skilled professionals in rural areas and improving their quality of life.

Building on coworking experience in cities, the project involves networking between coworking spaces and creating synergies amongst them; supporting the creation of new coworking spaces; advocating coworking in knowledge and innovation environments; and communicating the activities of the network.

To support the concept, Cowocat_Rural created a RuralPass programme to promote the idea and make it easier for co-workers to move between urban and rural spaces. Coworking spaces are dependent on high-speed broadband and other basic services, but the key success factor has proved having motivated professionals.



“Coworking has allowed me to increase my quality of life and improve my work-family balance, while allowing me to launch collaboration with my coworking colleagues.”

Pilar Andres Munté, Co-worker



Cooperative for young entrepreneurs

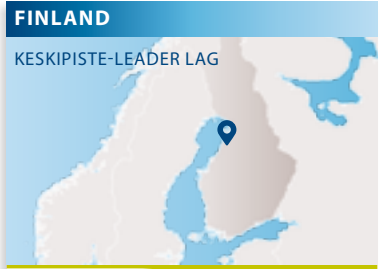
SILTA

SILTA supports entrepreneurship among young people by providing a collaborative platform through which they can grow their business ideas and receive training, mentoring and peer support.

Various business programmes exist for young people to trial their business ideas. However, at the end of most schemes, young entrepreneurs have insufficient support and advice to grow or even continue their businesses. A bridge (“SILTA” in Finnish) has been missing.

The SILTA project developed an educational model, based on cooperative entrepreneurship. The project offers young people a community-based entrepreneurial platform where they can implement their ideas, get support, develop their skills and network. Participating businesses become members of a cooperative called Versosto, in which young entrepreneurs can run a business alone or in groups, receiving mentoring, training and encouragement from others. Using a dedicated WhatsApp group and online communication, it is complemented with occasional face-to-face meetings to brainstorm and hear from inspiring entrepreneurial examples.

The model is easily transferable and its successful uptake and growth shows the demand and value for such a network.



Stand 33

RESULTS

- ▶ €240 000 turnover for the cooperative in year 1
- ▶ >60 members aged 16-21
- ▶ 15 businesses launched
- ▶ An increased interest in entrepreneurship and likelihood to remain in the area

Total project cost: €56 620
LEADER (inc. EAFRD): €19 024
Other public: €26 272
Beneficiary: €11 324

Project Promoter
Reisjärvi Christian College
Ville Laitila
<https://silta.rkropisto.fi>

“Versosto has supported me and my business with mentoring from experts and life skills development. It was a bit scary but with the support of Versosto I did it!”

Member of Versosto



SMART COMMUNITIES

A local currency

PORTUGAL

REDE DLBC LISBOA



Stand 34

RESULTS

Expected Results:

- ▶ Creation of a local currency
- ▶ Increase in local jobs and purchasing power
- ▶ Reduction in poverty and social exclusion

Total project cost: €500 000
LAG (incl. ERDF): €90 000
Tourism board: €300 000
Lisbon municipality: €110 000

Project Promoter

Rede DLBC Lisboa, Associação
Maria José Domingos
www.redeDLBClisboa.pt

CC Lisboa

The CLLD network of Lisbon is introducing a local currency to the city to anchor financial wealth in the community by supporting local businesses and creating a shared sense of place and purpose.

Lisbon faces growing inequalities. Alongside extremely dynamic neighbourhoods, lie pockets of urban poverty. As the wealth gap between rich and poor continues to widen, a large portion of the local population can no longer afford to live in their own city. A key challenge of the LAG is therefore to address this asymmetric growth and ensure the sustainable development and cohesion of the city.

Following a pilot in the Campolide Borough, the Lisbon CLLD network is working to upscale to city-level and beyond a local City Currency, "CC Lisboa", for social and financial empowerment. It has brought together the national tourism board, the city council and the Borough of Campolide to engage with local hotels, restaurants, shops and other businesses in order to co-design and promote the uptake of this complementary currency. The currency would encourage tourists and locals alike to prioritise purchasing in establishments that adhere to the scheme, which are in turn afforded a social responsibility label thanks to their contribution to local producers, businesses and jobs.



“A local currency to foster solidarity and create more inclusive communities.”

Maria José Domingos, LAG Director

New technologies for civic participation

KolorAPP

A new online platform and app are allowing local residents to receive information about local life as well as proposing improvements needed in the community.

KolorAPP was first created by the KolorCommunity LAG for residents to report anomalies or failures in public places (public lighting, road failures etc.). Since its creation, the app is constantly evolving for the best interests of the community.

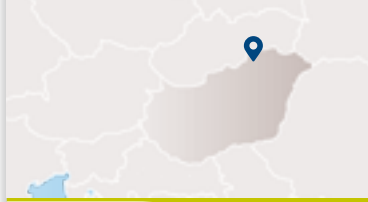
The app offers a communication platform for the residents of Kazincbarcika. The locals are able to receive and share information with the municipality about a full range of daily matters, including local sports and cultural programmes; disaster prevention; time banking; voluntary activities in cooperation with social workers; voting on public matters; and community-led planning. The app is successfully mobilising residents to be more active in improving their community, building local ownership, pride and social capital.

“The project perfectly fits into the Kolorcity concept of Kazincbarcika, it encourages cooperation and solidarity between local residents and the municipality, bringing innovative and creative solutions for daily matters.”

Balázs Wächter, LAG Manager

HUNGARY

KOLORCOMMUNITY LAG



Stand 35

RESULTS

- ▶ 1 800 users
- ▶ 1 600 cases reported in 18 months
- ▶ Better public maintenance service

Total project cost: €30 300
LAG (inc. ESF): €30 300

Project Promoter
Barcika Centrum Ltd
Péter Novák



INCLUSIVE COMMUNITIES





INCLUSIVE COMMUNITIES

Helping the unemployed into work

Terre et Mer

A social enterprise in the south east of France links inclusion with the promotion of untapped local seafood.

Seventy percent of seafood sold at the fish auction in the French municipality of Agde is exported. To promote local consumption, Terre et Mer is processing fresh, local seafood into ready-to-cook products and ready-made meals. It is a social enterprise that also advocates inclusion for the unemployed by collaborating with the Red Cross to offer work to marginalised citizens under the supervision of a production manager and a development manager.

The project does not compete with fishmongers or local distribution channels but responds to consumer demand for ready-made meals while encouraging locals to eat seafood caught nearby. Through its operations, Terre et Mer adds value to less-known species that are hard to sell, while helping the unemployed to gain work experience and skills in the processing workshop, set up in the fish auction. The products will be marketed locally under a new brand that is currently being developed.

FRANCE

THAU FLAG



Stand 36

RESULTS

- ▶ Social enterprise created with fish processing workshop
- ▶ 7 new jobs created (5 for the unemployed)
- ▶ 60 tonnes of fresh seafood to be processed by 2021

Total project cost: €53 668
FLAG (inc. EMFF): €42 934
Beneficiary: €10 734

Project Promoter
Grau d'Agde Fish Auction
Aurélie Dessein

“This project is the result of an unprecedented collaboration between two worlds that still seem very distant: professional fishing and social inclusion.”

Béatrice Pary, FLAG Manager



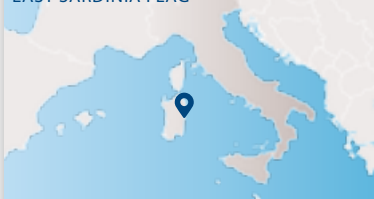


INCLUSIVE COMMUNITIES

Access to finance

ITALY

EAST SARDINIA FLAG



Stand 37

RESULTS

- ▶ Microcredit scheme set up with €100 000 available
- ▶ 10 initial applications expected

Total project cost: €103 000

FLAG (inc. EMMF): €3 000 (staff costs)

Beneficiary: €100 000

Project Promoter

GAC Sardegna Orientale

Davide Cao

www.flagsardegnaorientale.com

Microcredit for Small-Scale Fishermen

A FLAG has worked with a private credit company to set up a micro-credit scheme for small-scale fishers.

Access to finance is always easier for big companies and asset-rich individuals. Small-scale fishers often find it difficult to obtain loans, as they may be unable to provide a guarantee or do not fit the preferred profile of a borrower. In response, the East Sardinia FLAG has helped establish a microcredit fund to respond to fishers' financial needs and support business initiatives coming from the sector.

It worked with a private credit company, which made available the resources for the credit fund and registered as a microcredit provider. For the initial phase, the scheme has been made accessible for fishing cooperatives, start-ups, and companies with a maximum of five years of experience. Investments should be easy to monitor thanks to the proximity of the recipients and the fund's managing institution. The initiative has been accompanied by ESF-funded business training and coaching for fisheries entrepreneurs, and a number of these expect to apply to the micro-credit scheme to launch new business activities.



“Thanks to the FLAG's microcredit, I'll be able to improve my boat and promote pesca-tourism at an International level.”

Giovanni Vitiello, Fisherman



Immigrant integration

Ny på landet – Rural Newcomers

A youth association has been created to support young immigrants to integrate into rural Sweden by empowering them to learn, lead and serve.

It is difficult to come to a new country, integrate and become part of it. Ny på landet is designed to help young immigrants aged 16-25 integrate into Swedish society through nature and outdoor learning. It aims to foster a wider understanding of the Swedish countryside and improve young immigrants' awareness, knowledge of and access to the Swedish rural areas. The project is led by a group of young team leaders who are migrants themselves.

The team leaders organise camping trips based on the four seasons focusing on the principle of the freedom to roam, how to dress according to the weather, safety in nature, how to get involved in civil society groups and learning Swedish norms, unspoken rules and social codes. The team leaders are involved in all aspects of the project and are also responsible for guiding and leading their team members as they compete in camp games and participate in other activities. They learn how to start up and run an association in Sweden, ensuring the long-term sustainability of the project thanks to a viable structure and the skills to maintain it.



Stand 38

RESULTS

- ▶ Ny på landet Youth Association created
- ▶ 15 young migrants recruited and trained as team leaders
- ▶ 4 camps with at least 40 young people attending each
- ▶ Cooperation between four rural associations

Total project cost: €155 808
LEADER (inc. EAFRD): €104 391
Other public: €51 417

Project Promoter
Folkungaland
Jeanette Uner
www.facebook.com/NypalandetOrg
www.youtube.com/user/nypalandet

“It is time for parents to teach young people early on that in diversity, there is beauty and there is strength.”

Maya Angelou, American poet





INCLUSIVE COMMUNITIES

Inclusion for the over 50s

POLAND

NORTHERN JURA LAG



Stand 39

RESULTS

- ▶ 90 over 50s acquired or improved their IT skills
- ▶ Improved quality of life thanks to new competencies
- ▶ Sustained digital activity after the course with tablets provided

Total project cost: €10 394
LEADER (inc. EAFRD): €6 614
Other public: €3 780

Project Promoter

Northern Jura Partnership
Association LAG
Aleksandra Stachura
www.jura-ppj.pl
www.facebook.com/ppjjanow

Combating Digital Exclusion

A LAG organised a popular and highly valued series of tailored workshops to combat digital exclusion for people aged over 50 in rural areas.

The LAG's strategy identified that older people in their rural areas often had difficulty relating to computers and many could not afford to purchase the hardware. This project enabled participants to overcome these barriers through a series of professionally led training courses, which taught basic internet skills in a practical way.

The project focused on small groups of similarly aged people, in local venues across nine municipalities. This approach made the training accessible and less daunting for participants. The course taught participants the basics of using the Internet – such as how to set up an e-mail account, send e-mails, search for job offers, make electronic purchases and pay bills.

Participants who passed the competency test and had 100% attendance at each three-day course were given tablets to continue their learning 'through doing'. The success of this project has encouraged other NGOs in the area to embark on similar projects.



“There is nothing to be afraid of with these electronics, it's for ordinary people, even a grandfather can learn something new. We do not want to be left behind.”

Project Participant



INCLUSIVE COMMUNITIES

Supporting disadvantaged children

Happy Frog Youth Clubs

Children from poor, rural families with high unemployment are offered an opportunity to escape the vicious circle of poverty and dependency on social benefits thanks to ESF-supported youth clubs.

Two youth clubs were set up in villages of former state farms, areas with a high concentration of families with one or both parents in long-term unemployment and almost entirely dependent on welfare. Low self-esteem and limited labour market activity is common here. Most children have poor results at school, limited access to extra-curricular education, and nowhere to spend their free time. They usually finish their education early and remain excluded from the labour market.

The project aims to give them a better start to life, through youth clubs offering assistance with school homework and supplementary educational activities to help improve comprehension and writing skills, maths and digital literacy, as well as social and civic competencies. It also proposes enjoyable ways for children from poor families to spend their free time, organising activities such as canoeing, sailing, arts workshops or outdoor games which make use of the area's local resources. With such support, young people can avoid repeating the trajectory of their parents.

POLAND

KRAJNA AND PALUKI LAG



Stand 40

RESULTS

- ▶ 2 youth clubs set up
- ▶ 20 young people supported towards integration
- ▶ Increased social activity of marginalised youth

Total project cost: €25 900

LAG (incl. ESF): €23 800

Beneficiary: €2 100

Project Promoter

Happy Frog

Michał Raczyński

“Thanks to LAG support we have a fantastic meeting place, where we open the young people up to the world through education and fun.”

Michał Raczyński, Happy Frog



Considering CLLD: city, country and coast

At FARNET, we usually think about community-led local development (CLLD) in the fisheries and aquaculture context. However, CLLD has its roots in the LEADER programme, an EU initiative created to support rural development. In fact, many Local Action Groups (LAGs) in rural areas are called LEADER LAGs. Later, this approach was extended to urban and coastal areas and renamed CLLD.

We've spoken to representatives from LAGs in all three settings.

Director of the Fisheries Local Action Group (FLAG) in East Sardinia, Davide Cao still lives in Cagliari where he grew up. He likes having a job that isn't routine and allows him to work with different people every day.

Maria José Domingos wants to contribute to a fairer society. After 16 years at the European Anti-Poverty Network, she's now Managing Director of the Lisbon CLLD Network.

Jacqueline Hellsten, of Sweden's Sörmlandskusten LEADER LAG, describes her role as "the most fun job in the world" because she likes coaching and supporting local initiatives.

Tell us about your group?

Davide: The East Sardinia FLAG was set up nine years ago. In our region, fisheries had been a divided sector with a lack of strategic thinking. Most fishermen operated with the mentality of "getting through each day, for me and my family". The aim of our CLLD group was to break this pattern, leading people to think together and evaluate the costs, benefits and opportunities for collective action. The key actions of the Local Development Plan we created were diversification; certification and traceability; valorisation of environmental attractions; and training.

Maria José: The city of Lisbon saw CLLD as an opportunity for local development and encouraged city associations to apply for funding. In 2015, the Lisbon CLLD Network was set up as a group for urban development. The 169 member organisations are mainly non-profit. Our group manages the Local Development Strategy for Lisbon Priority Territories, training, empowering and funding local community projects. We concentrate on education, employment and social inclusion.

Jacqueline: Sörmlandskusten LEADER LAG was formed in 2015, with the vision of creating "A functional and sustainable "Eden" of pleasure that unites city and country". We needed to create more jobs in tourism and green/blue industries; promote the idea that development can utilise the diversity of our local residents; and develop models for rural living and services. We believe that rural development is best done in collaboration with the city.



Davide Cao



Maria José Domingos



Jacqueline Hellsten

Working together is vital to tackling future issues such as sustainable development, product development, energy efficiency and distribution of our important agricultural products.

What impact has CLLD had in your area?

Davide: Courageous and heartfelt action from our first FLAG President, Fabrizio Selenu, was instrumental in producing the first big change in fishermen’s mindset. We set up a programme of activities and collective action with a high level of involvement from the fishermen. This helped them to create a community, forming strong friendship and commercial relationships. The fishermen started looking towards the future. Thanks to CLLD, the fishermen and other parties understand that the use of resources needs to be rationalised, and efforts should be concentrated on collective, high-impact actions.

Maria José: We’ve been busy designing projects that can contribute to local development. Lisbon has uneven economic growth. Dynamic neighbourhoods sit next to pockets of localised poverty. We’re working on projects to mitigate this asymmetry. An example is the “Complementary Local Currency”, aimed at promoting a well-monitored, fairer and sustainable alternative growth pattern. In the future, we hope to go further and open more calls for projects.

Jacqueline: LEADER creates new networks and partnerships. Our LAG connects different groups and individuals who have common goals or complementary skills and/

or assets. Södertälje municipality has a strategy to use more land for agriculture. A group of Syrians, mostly refugees, with a background in agriculture would like to have some land for growing vegetables. We have put the Syrian group in touch with a Swedish man that has the same idea, with the aim that they can all work together on renting land from the municipality.

What do you think the benefits of CLLD are?

Davide: It’s a very good approach for identifying collective needs and proposing solutions approved by a wide range of stakeholders. There is an intangible added value in CLLD: the sense of community it produces. An example of this is our “Open Lagoons – Events and Meetings in Lagoon” project. Before CLLD, the beautiful lagoons were underused. Nowadays, fishermen work with many sectors of the community, so that the lagoons can host events. Tourism, awareness of environmental issues and the local market have all been given a boost.

CLLD is also flexible, making it a great way of meeting specific needs. We wanted to use ESF (European Social Fund) money to provide training on the green and blue economy. Through CLLD, six months of workshops and meetings were organised so that stakeholders and a training agency could participate in designing the courses.



Interview

Maria José: Tackling poverty and social exclusion has to be done at different levels: European, national and local. However, the local level is where the involvement of local communities is possible and most effective. Member States delegating some of their decision-making power to local communities is very positive because these communities then take part in designing projects, using their resources to address local challenges.

CLLD considers both strengths and weaknesses of the community in creating local strategies, making it a very distinct approach.

Jacqueline: LEADER is based on collaboration, local initiatives and local conditions. It lets you define the development area without having to consider municipal or county boundaries. The method finds solutions to rural challenges in an unconventional way.

Municipalities often struggle to provide local services. Now, residents are asked about what they need. Then, the municipality buys the services from local providers, a lot like the “Smart Villages” concept. Local shops are commissioned to provide food for schools. A local football team has a contract for beach cleaning services. These examples show that local businesses can make extra money while meeting community needs.

What kind of challenges have you faced?

Davide: Our area is very wide, covering almost 250km of coastline. There are common elements and a similar fishing culture, but the geographical distance between operators is large. Our initiative, “The Dock – The Fisherman’s Forum”, tries to bridge this distance in two ways – through topical meetings and by using an online forum. Getting people to use the virtual forum is difficult as lots of people don’t want to spend time on a computer, tablet or smartphone chatting about problems.

The administrative side of CLLD can also pose some problems. One of the bottlenecks is the delivery system. Unfortunately, on a few occasions, a lack of cash flow has made it difficult to pay our providers or our staff.

Maria José: Urban CLLD in Portugal is quite new. The possibility of combining different funds to finance CLLD projects is a positive step, but this has also made CLLD more complex. Different national authorities interpreting the policy in different ways can have a negative impact on implementing Local Development Strategies.

So far, local authorities haven’t invested enough support and money into CLLD. Between 2015-2017, we dealt with a lot of administrative work. Presently, the only CLLD projects that are up and running are related to entrepreneurship, as that’s the only area in which the local authority has opened calls.

Jacqueline: Our biggest challenge is telling the public about our group and CLLD. You need public recognition to be able to mobilise the right stakeholders, ones that can contribute to your strategy’s goals. When people don’t know about LEADER, they don’t think about coming to us with their ideas.

Unfortunately, there’s also some scepticism about applying for EU funding, because of long turnaround times and the bureaucracy. Nevertheless, we do our best to help, putting a lot of effort into our group’s offices so we can be a good contact point for people that want help with their projects.

What more could CLLD do in the future?

Davide: Fishermen in our area are getting older and there are less people to replace them. Adverse weather, environmental issues, financial shocks and health issues all affect production and stability. We can only incentivise young people to work as fishermen if we’re able to mitigate some of the risks of working in this sector.

CLLD should help people who feel that they have no choice. It should make fishermen and the community aware of alternative opportunities. This would involve more sharing of good practices and creating better links with institutions to facilitate administrative procedures. A multidisciplinary approach, involving all relevant stakeholders in the area, could achieve these goals.

Maria José: CLLD is a democratic instrument. It can unite and engage people, promote learning and build relationships of trust, creating greater potential for success. Going forward, it could give a voice to underprivileged people, encouraging more of them to take part in the decision-making process. CLLD is the perfect policy for empowering communities and supporting original ways of meeting local challenges. The relatively small amounts of money for funding individual projects allows experimentation.

LAGs should be recognised as qualified active partnerships and protagonists representing the community's interests.

Jacqueline: CLLD can bring together many stakeholders involved in rural development to promote quality of life, a better standard of living, increased services and resource efficiency – especially in innovation and digital technology. LEADER can provide a small amount of funding to test innovative projects. If the project is successful in its initial stage with the EAFRD (European Agricultural Fund for Rural Development) money, private companies are more likely to give it additional backing.

If the sky was the limit, how do you think CLLD could transform your area?

Davide: The link between the fishing and tourism sectors would be stronger and more consistent. This would lead to an increase in income for fishermen, as they diversify their activities, for example, into pesca-tourism.

I'd like to see the average age of fishermen fall to 40. There would be greater inclusion in the workforce, with women and young people more consistently employed and having management roles.

Ports would be more comfortable for fishermen, with good provision of equipment and services. Lighter fishing vessels with electric engines energy would be the norm.

Our FLAG would offer a wide range of instruments to improve business, social cohesion and the possibilities to exchange different practices and points of view between

communities. Our staff would be recognised as a valuable resource.

With time and financial resources, CLLD can help to make these dreams real, and we hope to become a “professional dream catcher” in our FLAG area!

Maria José: People living here would have the same opportunities as those living in more affluent parts of the city. They would have the power to decide what projects and investments are suitable.

Our area is a very poor area and has a lot of older and younger people, many living in sub-standard conditions and suffering from poor health. There are no social facilities for the youth. Pensions are low, so the elderly have no purchasing power. Public transport is inadequate.

No one should be trapped in their community – they should be able to access everything they need here. My hope is that within a generation, we will have a more inclusive community. Our area would have more local jobs and greenery. There would be greater social equality across Lisbon. CLLD is the most effective instrument for making this possible.

Jacqueline: My dream is to raise public awareness of what values we want to develop in our countryside, and for more people to be involved in the process.

The LEADER office would be a development centre for consulting, networking and financing on virtually all local issues. This would be where people first turn to meet their needs, discuss ideas, get inspiration or test new concepts. Becoming a “one stop shop” would be great!

I think it's a matter of taking action and innovating at the village level. It is also about having effective local processes that deliver smart solutions and enable continuous learning from both success and failure. I think CLLD is outstanding for this kind of challenge. ■

FARNET

2009-2019

10 YEARS IN SUPPORT OF CLLD IN FISHERIES AND AQUACULTURE AREAS

350+
FLAGs

The Fisheries Areas Network, or FARNET as it is most commonly known, is the community of people involved in the implementation of community-led local development in Europe's fisheries and aquaculture areas.

This community has grown over the years and is an integral part of the added value of CLLD. Indeed, the creation of linkages

between different stakeholders, sectors and people is key to the success of the local development approach. Innovation, opportunities and solutions often emerge at the intersection of different practices and knowledge. This happens through the cooperation and exchange of experiences between different stakeholders.

37 000 000
TOTAL POPULATION
IN FLAG AREAS

The dynamism of this community and network is a testament to the successful implementation of CLLD under the EMFF.

By early 2020, the Fisheries Local Action Groups (FLAGs) supported by the EMFF will have selected close to 20 000 projects in coastal areas across Europe. This mesh of thousands of small projects has generated or maintained thousands of jobs and given a confidence boost to sometimes remote or marginalised communities. Beyond the immediate results of individual projects, the participative nature of the programme triggers new dynamics at local level, increasing and improving what is known as social capital. This leads to stronger and more resilient communities.

20 000
PROJECTS
(BY 2020)



**20
MEMBERS
STATES**

The network of tens of thousands of stakeholders involved in CLLD projects has actively been supported by the European Commission's Directorate General for Maritime Affairs and Fisheries through the animation provided by a dedicated support unit.

Through this active networking, stakeholders have been able to build capacity

**>EUR 1 BILLION
INVESTED IN FISHERIES
AND AQUACULTURE AREAS**

and share knowledge and experiences. Support to the network started almost exactly 10 years ago, in 2009 with the organisation of the first seminar in Parnu (Estonia) aimed at setting up the first FLAGs.

**40+
FARNET
EVENTS**

Since then, there have been 18 technical seminars for FLAGs on themes ranging from adding value, to tourism and social inclusion, and methodological issues such as result orientation or partnerships development – all topics selected to fit the lifecycle of the programme. In addition, four large scale conferences have placed local development issues at the heart of the policy debate.

Support was provided to the administrations and national networks in charge of implementing the programme through 20 dedicated pan-EU meetings and numerous events at national level.

**4 000
TRAINED
PARTICIPANTS**

A total of more than 4 000 stakeholders have received training and support to improve the implementation of CLLD at these events. The knowledge developed and shared was turned into a library of 18 thematic and methodological guides, along with close to 200 project examples representing a strong knowledge base that can be capitalised upon for the further development of fisheries and aquaculture areas. ■

**30 000
JOBS CREATED
OR MAINTAINED**

CLLD across Europe

Member States using CLLD in different EU Funds:

■ EMFF
 ■ EAFRD
 ■ ERDF
 ■ ESF

