WORKGROUP ON BLUE GROWTH

FINAL DOCUMENT

Ancona, 14th June 2016

1. Introduction

The table was coordinated by the Chamber of Commerce of Bari, Mr. Cosmo Albertini, who led the workshop a draft project of a chain of recreational fishing-related tourism in the Adriatic-Ionian area.

WHAT are we talking about

- The fishing tourism is a form of supplementary tourist activities integrating artisanal fisheries and regulated in Italy by the Ministerial Decree of 13 April 1999 No 293), which allows fishing boats to bring on board tourists, show them professional fishing activities and make excursions along the coast;
- Engaging in fishing tourism activities is allowed only to fishing entrepreneurs (individuals, cooperatives or consortia) in possession of a fishing vessel and a license. Boats can not go beyond three miles from the coast and always within the maritime waters belonging compartment.
- The itti-tourism is the group of tourist activities that can be exercised by the fisherman, such as hospitality in houses or fishing villages and above all catering, based on catch.

FOR WHAT PURPOSE? Objective of the proposal

- Sketching a design idea of fishing tourism and itti-tourism in the Adriatic-Ionic area;
- Collecting supports among those present at the Forum and building possible partnerships;
- Submitting a proposal on this issue in the future;
- Understanding on what Call the idea should be submitted.

WHY a project on fishing tourism in the Adriatic-Ionic area

- Fishing is a historical and anthropogenic value; tourism is a source of income and development;
- The Mediterranean fishing is in decline: diesel-rise, depletion of fish stocks, obsolete ships, etc. It must be transformed into high value-added activities;
- The experience and the sale of emotions, culture, flavors and landscape can be instruments of exploitation of maritime tradition;
- Food consumption in recent years have declined in quantity, while are growing quality ones related to product or lifestyle (organic, ethnic, vegan, artisan ones).
- Markup magazine, December 30, 2015, "The 10 food trends of 2016": 1st place: Meat and unusual fish. "They will appear on the table and on restaurant menus with increasing
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frequency. From the less popular cuts, often snubbed, to sustainably bred fishes, fisheries or to those typical, living in a given sea”.

- Boom of channel specialization, with a single reference specialized restaurants: Sushi bars, fries, spaghetti restaurants, or That’s vapore (a shop where only steam cooking in allowed), toast shops, etc. (clear and easy to read "code": I know what is offered to me).

2. Strategic outlines

WHO the “foodies” target

- They search for self-gratification and sensory involvement (taste, sight, smell and interactivity with the product);
- They want to listen to stories, real or fake, about the product (storytelling);
- They are interested in the origin and places of food production ("typical" value);
- They love to learn about the tradition of products, countries and recipes (tradition = uniqueness + diversity);
- They believe in a higher quality of these products and search for it (perceived quality);
- They love seeing other people cooking (kitchen with a view), they mythicize the chef (a star) and the plates (photographs and social sharing);
- They ask for experiences and entertainment, not only food (show).

HOW the philosophy of the project

- 5 Pillars: Knowledge, Taste, Health, History, Service;
- Specialization: you go fishing, you eat sea food you have fished;
- The offer is not only a boat trip and well-cooked food, the offer is a memorable and unique experience;
- A rule of common sense: do not build everything from nothing, but put in a system what is already strong (successful fishing tourism activities), integrate activities in a supply chain, add experiences value, communicate a unique and effective corporate identity;
- Choosing the best fishing tourism existing in the Ionian Adriatic area (mapping) > vertical integration (itti-tourism, then tastings and events) > horizontal integration (unified joint project between the various Countries involved, only directed).

WHAT the experience

<table>
<thead>
<tr>
<th>Place</th>
<th>Actor Chain</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boat</td>
<td>Fisherman or guide</td>
<td>Explanation of fishing tools and techniques (boat, nets, technological tools and different types of traditional fishing)</td>
</tr>
<tr>
<td>Boat</td>
<td>Fisherman or guide</td>
<td>Routes and landscapes (the coast and the seabed)</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th><strong>Boat</strong></th>
<th><strong>Fisherman or guide</strong></th>
<th><strong>Target species (cuttlefish, sole, octopus, blue fish)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boat</strong></td>
<td><strong>Fisherman or guide</strong></td>
<td><strong>Stories of sailors and fishermen, the orientation at sea, fishermen’s lives, demonstrations on how to clean the fish, etc.</strong></td>
</tr>
<tr>
<td><strong>Fishmonger-Restaurant</strong></td>
<td><strong>Restaurateurs</strong></td>
<td><strong>Lunch or dinner with the catch (only local recipes, only seafood)</strong></td>
</tr>
<tr>
<td><strong>Fishmonger-Restaurant</strong></td>
<td><strong>Chef</strong></td>
<td><strong>Show cooking (illustration and cooking of local recipes, seafood and wine pairings)</strong></td>
</tr>
<tr>
<td><strong>Fishmonger-Restaurant</strong></td>
<td><strong>Testimonial (VIP)</strong></td>
<td><strong>Engagement in the kitchen (and telling stories)</strong></td>
</tr>
<tr>
<td><strong>Fishmonger-Restaurant</strong></td>
<td><strong>Actor</strong></td>
<td><strong>Telling stories on the sea, literary readings on the same theme</strong></td>
</tr>
<tr>
<td><strong>Fishmonger-Restaurant</strong></td>
<td><strong>Musician</strong></td>
<td><strong>Sea-songs and songs on the sea</strong></td>
</tr>
<tr>
<td><strong>Fishmonger-Restaurant</strong></td>
<td><strong>After the dinner, shop’s staff</strong></td>
<td><strong>Delivery of an handbook with recipes to be prepared at home. On a Youtube channel people can re-watch the show cooking to imitate the chef at home.</strong></td>
</tr>
<tr>
<td><strong>Fiera del Levante in Bari. And possibly to follow, other fairs in the territories involved in the project.</strong></td>
<td><strong>Fishing and itti-tourism societies, chefs, VIP testimonials, entertainers (actors, musicians), Universities involved in the economy of the sea, food bloggers, foodies target, etc.</strong></td>
<td><strong>A specialized exhibition on fishing tourism, itti-tourism, aquaculture, mussel-culture, enhancing of marine protected areas. Possibility of a itinerant trade show in the regions / countries involved in the project. Fair as an happening, with a strong communicative impact, with moments of amusement, show cooking, etc. Strong centrality of this project within the exhibition, with the presence of all sectors activated with the project itself among the exhibitors.</strong></td>
</tr>
</tbody>
</table>

**WHAT** supply chains, stakeholders, testimonials, blog

- Construction of some small local supply chains (through public tenders and construction of corporate networks): bringing together people doing different jobs and communicating the touristic package as a unified whole;
- Involvement of the Regions and the Institutions locally engaged in tourism for promotion: the fishing tourism being a seasonal activity, needs to be inserted in promotional
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calendars disseminated at regional level (e.g. in Puglia, by Pugliapromozione) and by the partnership;

● On the boat, in the fishing tourism and itti-tourism phase, some local testimonials may be involved as elements of attraction (eg, in Puglia, Lino Banfi, Renzo Arbore, Antonio Stornaiolo, Albano, etc.); economic investment, but with return!

● The word of mouth is secured by an investment in advertising and memorable contents: a blog with at least two weekly posts, themed fishing and itti-tourism for at least one year; procurement to an expert copywriter and a photographer / video maker, to add visual content; SEO and campaign on social to attract contacts;

● In the blog (multilingual) are then placed points of acceptance, giving people the possibility to book.

WHERE conceiving spaces for experiences

● Identification (in various Countries) of the ideal locations for the concept: fishing tourism, places for catering, actors, singers, chefs;

● Defining local foods and recipes (different from place to place);

● Conceiving and producing a corporate identity and a visual merchandising stuff (recipes, posters, totems, chef hats and aprons, designer freshness-sealed containers, gadgets for children);

● Coordination of the human factor: professional, motivated and passionate people, being also trained on the project objectives, timings, rituals, etc. (an unique training course);

● Involvement of foodies’ niches by partnerships, promotional packages, joint activities, etc.

3. Conclusions

The proposal of the Chamber of Commerce of Bari has found a wide interest in the audience. All the participants were invited by Mr. Albertini to illustrate their vision of the theme of fishing tourism and the experiences they have been performing in the field. In this way, the original proposal has been enriched with new shades. The partnership will effectively involve all participants and their related institutions. The operation was made possible through the informal relationships developed thanks to the workshop itself.

4. Actions agreed

Submitting the proposal from the Chamber of Commerce of Bari, enriched by the contributions on Blue Growth Table, to a suitable European Call (to be identified collectively) and/or to DG Mare’s Direct Funding Lines.