

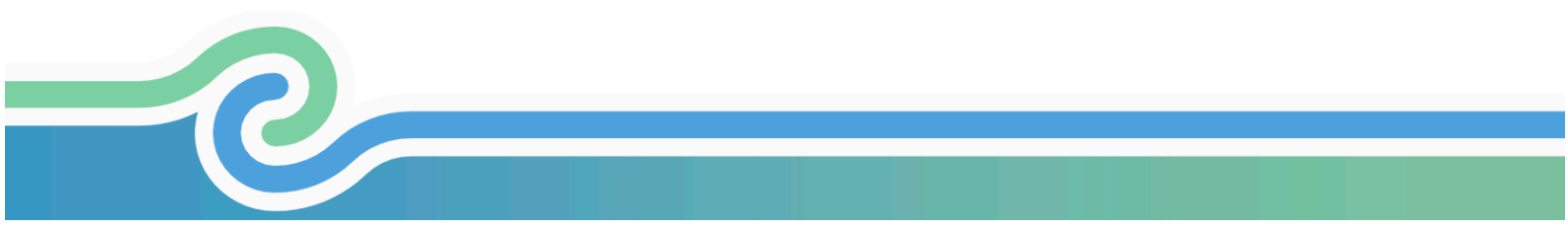


## **WP 2 Innovative and transformative changes in SMEs and Blue Economy sea jobs**

### **A 2.3 Info days and exchanges on innovative services for fisheries tourism sea jobs and SMEs**

#### **D2.3.1 Info days package for fisheries tourism sea jobs and SMEs – First Info Day**

Version 21 May 2026



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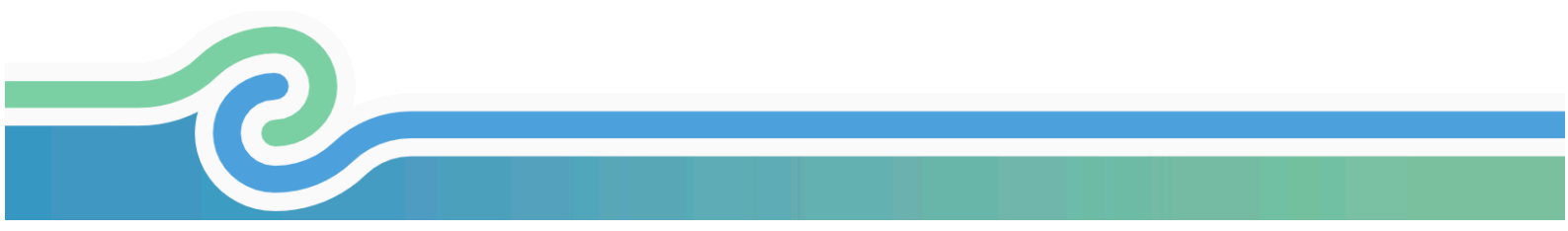


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## 1. Introductory summary

As part of the project's outreach and capacity-building strategy, a second dedicated Info Day was organized in Lecce on 15 May 2026 to promote innovative services for fisheries tourism, sea-related jobs, and SMEs operating within the blue economy sector. The initiative aimed to raise awareness about emerging opportunities linked to sustainable coastal tourism, diversification of fisheries activities, maritime employment, and innovation-driven business models.

The Info Days and exchange activities served as a platform for knowledge sharing, networking, and stakeholder engagement, fostering collaboration among fisheries operators, tourism service providers, SMEs, institutional stakeholders, and innovation support actors. Through the exchange of experiences and best practices, the initiative contributed to strengthening entrepreneurial capacities, encouraging cross-border cooperation, and enhancing the competitiveness and sustainability of local maritime and coastal economies.



## 2. Event description

**Date: 15th May 2026**

**Two Adriatic locations:**

- Lecce, University of Salento, Italy (in person)
- Zadar, Zadra Nova agency, Croatia (online)

The Info Day dedicated to innovative services for fisheries tourism, sea-related jobs, and SMEs was successfully organised within the framework of the project's stakeholder engagement and capacity-building activities. The initiative represented an important opportunity to promote dialogue, knowledge exchange, and cross-border cooperation among key actors operating in the blue economy sector.

The event took place in Lecce in presence and in Zadar online on 15 May 2026, gathering a wide range of participants from both Italy and Croatia, including SMEs, fisheries and tourism operators, vocational schools, training institutions, public authorities, sector experts, and innovation support organisations. Speakers and representatives from the two countries contributed with presentations and case studies focused on sustainable fisheries tourism, innovative maritime services, skills development for sea-related professions, and new opportunities for youth employment and entrepreneurship in coastal areas.

The Info Day also fostered exchanges between enterprises and educational institutions, encouraging stronger collaboration between the labour market and training providers in order to support emerging professional profiles and innovation needs within the maritime economy.

Through interactive discussions and networking sessions, the event strengthened connections among stakeholders across the Adriatic area and contributed to raising

awareness about the potential of innovative services and cross-border cooperation for enhancing the resilience, competitiveness, and sustainability of fisheries tourism and maritime SMEs.

The involved partners for this Info Day were:  
the PP5 as coordinator of the Info Day, the PP6 for the identification of additional experts.

The topics presented and discussed during this event were about the *Fishing Tourism Sector*.

Institutional representatives took part in the Info Day.

Live from Lecce:

Prof. Pier Paolo Miglietta, Prorector for the Sustainability of University of Salento

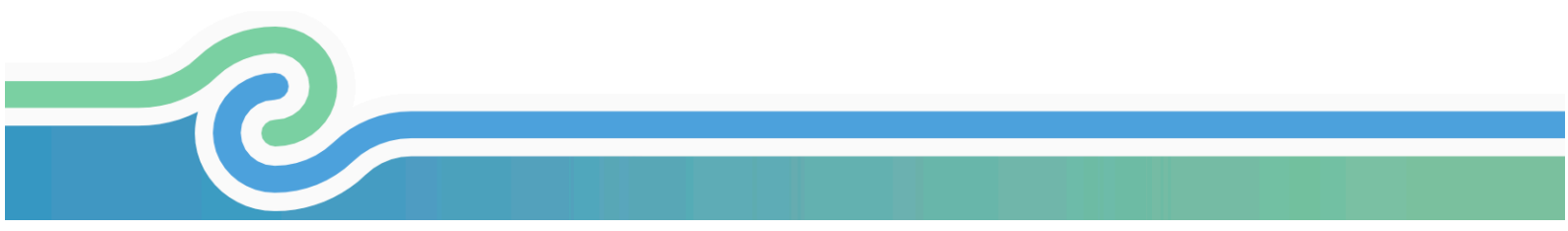
Online from Zadar:

Dr. Mia Cimerá, mag. educ. phil. et. catech. Viša stručna suradnica / Senior associate

The agenda of this Info Day featured several presentations on the following topic organised in different sessions:

- ***Participatory strategies for sustainable tourism development***
- ***Economic Business Sustainability and Environmental Sustainability***
- ***Corporate Social Responsibility (CSR) and Reputation***
- ***Certifications for Sustainable Fishery Products***
- ***Digitalisation and Tourism Platforms***
- ***Traditional Funding Opportunities and Crowdfunding***

To support dissemination and further knowledge sharing, the presentations (PPT slides) are reported and the full recording of the event is attached.



### 3. Agenda

The event agenda, including the list of speakers and the topics presented, is provided below.

**Agenda – Second INFODAY – Fishing Tourism Sector  
Lecce, 15 May 2026**

**MUST-Museo Storico di Lecce – Ex Convento di Santa Chiara, Via degli Ammirati, 11 | 73100 Lecce ITALY**  
(on-site for SMEs IT and online participation for SMEs HR)

The event will be held in Italian, with simultaneous interpretation into Croatian.


#### Introduction

 **9:30 | Participant Registration**

 **9:45 – 10:00 | Institutional Greetings**

- Connection from Croatia: Representatives of ZADRA NOVA
- In-person in Lecce: Representatives of University of Salento

**Facilitator/moderator:** University of Salento

 **10.00 – 11.00**


#### 1. Participatory strategies for sustainable tourism development

- Experiential tourism models linked to fisheries, gastronomy and local heritage: *Nature, culture and flavours of the Adriatic*, speaker by University of Salento (Pier Paolo Miglietta)
- Tourism marketing strategies and events to integrate fisheries and tourism, speaker by University of Salento (Donatella Porrini)
- Fishing Tourism: From Theory to Practice, speaker by ZADRA NOVA (Tomislav Klarin)

 **11.00 – 12.00**

#### 2. Economic Business Sustainability and Environmental Sustainability

- Economic and Environmental sustainability – Estimating potential demand and revenue scenarios for fishers, speaker by University of Salento (Irene Prete)
- A case study on environmental sustainability and economic business through exploitation of an invasive alien species, *Callinectes sapidus*, speaker by University of Salento (Giorgio Mancinelli)
- Environmental sustainability related to the Fisheries tourism sector, speaker by University of Salento (Donatella Valente)

 **12.00 – 12.30**

#### 3. Corporate Social Responsibility (CSR) and Reputation

- Traceability, quality and food safety for enhancing local products, speaker by University of Salento (Francesco Paolo Fanizzi)
- Is the future of Angelsharks in Croatia still possible? speaker by ZADRA NOVA (Pero Ugarković)

⌚ **12.30 – 13.30****4. Certifications for Sustainable Fishery Products**

- Climate change impact on marine ecosystem services and sustainable exploitation, speaker by University of Salento (Alberto Basset)
- Restoration of Marine Ecosystems, speaker by University of Salento (Luigi Musco)

⌚ **13.30 – 14.00 Break light lunch**⌚ **14.30 – 15.30****5. Digitalisation and Tourism Platforms**

- The Citizen Science platform of LifeWatch Italy: a tool to engage citizens in the Blue Economy, speaker by CNR (Francesco De Leo, Ilaria Rosati, Andrea Tarallo, Franca Sangiorgio)

**6. Traditional Funding Opportunities and Crowdfunding**

- Developing a 4Helix Network in Aquaculture Sector. The Greece-Italy case, speaker by Legacoop Puglia (Elisabetta Iacobbe)
- The Role of Crowdfunding in Fishery Tourism, speaker by HydraCoop (Guglielmo Corallo)

⌚ **15:30 – 16:00 | Round Table and Q&A**

- Open discussion among experts, enterprises and stakeholders – Question session and networking

⌚ **16:00 – 16:30 | Conclusions**

- Conclusions and acknowledgements

**Join Zoom Meeting**<https://zoom.us/j/99203872318?pwd=PMlvf9Tw9hGlsE63vJYPjHgg4RSbtk.1>

Meeting ID: 992 0387 2318 Passcode: 568305

Organizing Committee: *Alberto Basset, Franca Sangiorgio, Fabrizio Lecce – University of Salento*Contact: [franca.sangiorgio@unisalento.it](mailto:franca.sangiorgio@unisalento.it) +39 0832.298606**DELTA 2000 Soc. cons. a r.l.**Strada del Mezzano, 10 – 44020 Ostellato (FE) Tel. 0533 57693-4 Fax 0533-57674 [www.deltaduemila.net](http://www.deltaduemila.net) – e-mail: [info@deltaduemila.net](mailto:info@deltaduemila.net)  
Pec: [deltaduemila@pec.it](mailto:deltaduemila@pec.it) - Capitale Sociale Euro 200.000,00 – Numero Registro Imprese di Ferrara, C.F. e P. IVA 01358060380 – R  
Ferrara 150.300

## 4. List of presentations

Below is a list of the speakers' presentations, available in full in the following pages.

### MORNING SESSION

Pier Paolo Miglietta

Giorgio Mancinelli

Donatella Porrini

Donatella Valente

Tomislav Klarin

Pero Ugarković

Irene Prete

AFTERNOON SESSION

interreg Co-funded by the European Union Italy - Croatia

BLUESLINKS UNIVERSITÀ DEL SALENTO

**INFODAY – Settore Pescaturismo e ititurismo Fisheries Tourism**

Climate change impact on marine ecosystem services and sustainable exploitation

Lecce, 15 Maggio 2026  
MUST Museo Storico di Lecce - Ex Convento di Santa Chiara - Via degli Ammirati, 11 - 73100 Lecce

Alberto Basset

interreg Co-funded by the European Union Italy - Croatia

BLUESLINKS

**The Citizen Science platform of LifeWatch Italy: a tool to engage citizens in the Blue Economy**

De Leo F., Rosati I., Tarallo A., Sangiorgio F.

Francesco De Leo

interreg Co-funded by the European Union Italy - Croatia

BLUESLINKS UNIVERSITÀ DEL SALENTO

**Restoration of Marine Ecosystems**

Prof. Luigi Musco  
Ph.D. Fundamental Ecology 2007  
Chair of Zoology, University of Salento,  
Lecce, Italy

DiSTeBA

luigi.musco@unisalento.it

Luigi Musco

interreg Co-funded by the European Union Italy - Croatia

BLUESLINKS

**Elisabetta Iacobbe**  
Communication manager  
Legnosp Puglia

Progetto 4HelixAquaCultureNet

4 HELIX

Elisabetta Iacobbe

interreg Co-funded by the European Union Italy - Croatia

BLUESLINKS

**The Role of Crowdfunding Fishery Tourism**

Guglielmo Corallo  
Soc. Coop. HYDRA

Guglielmo Corallo



*5. Experiential tourism models linked to fisheries, gastronomy and local heritage:  
Nature, culture and flavours of the Adriatic, speaker by University of Salento (Pier  
Paolo Miglietta)*

6. *Tourism marketing strategies and events to integrate fisheries and tourism, speaker  
by University of Salento (Donatella Porrini)*

  Co-funded by  
the European Union

Italy – Croatia

  **UNIVERSITÀ  
DEL SALENTO**



## Tourism Marketing Strategies and Events to Integrate Fisheries and Tourism

**Donatella Porrini**  
[donatella.porrini@unisalento.it](mailto:donatella.porrini@unisalento.it)

Second INFODAY – Fishing Tourism Sector  
Lecce, 15 May 2026 | MUST Museo Storico di Lecce [www.italy-croatia.eu](http://www.italy-croatia.eu)



## The Blue Economy approach

The Blue Economy uses ocean and coastal resources to create value while protecting marine ecosystems and supporting coastal communities.

### € Economic value

Jobs, local income, seafood supply, transport, tourism, renewable energy and innovation.

### ∞ Ecological limits

Sustainable growth must respect carrying capacity, biodiversity and climate risks.

### ✓ Social inclusion

Blue growth should benefit fishers, families, youth, women and local businesses.

**Key idea: development is stronger when economic diversification and ecosystem protection advance together.**

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## Blue Economy: economic relevance

EU established blue economy sectors, 2022

**€890.6bn**

EU turnover  
*direct impact*

**€250.7bn**

EU gross value added  
*GVA*

**4.82m**

people directly employed  
*direct jobs*

Italy, EU-comparable established sectors, 2022

**€27.8bn**

Italy gross value added  
*EU-comparable GVA*

**553k+**

people directly employed  
*EU-comparable jobs*

**4th**

Italy rank in the EU  
*for GVA and employment*

**Why fishing–tourism integration sits inside a high-value European growth agenda**

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## Blue Economy: economic context

### Coastal tourism is the demand engine

It accounts for about one third of EU blue-economy and over half of blue-economy employment. Fisheries-tourism packages can convert this flow into local coastal income.

### Fisheries add authenticity and differentiation

The competitive asset is not only the sea: it is knowledge, labour, cultural heritage, traceable seafood and trust in local communities.

**Economic implication: market the experience as “blue value creation”, not as a single excursion.**

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## Effects of integrating fisheries and tourism

Fisheries and tourism often share the same coastal space, identity and infrastructure: integration turns this proximity into joint value.

1

### Local seafood

Direct sales, fish markets, restaurants and traceability.

2

### Experiences

Pescaturism, harbour visits, storytelling and cooking labs.

3

### Place identity

Maritime heritage, traditional skills and coastal landscapes.

4

### Circular value

Less waste, shorter supply chains and year-round offerings.

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## Benefits for fisheries

1

### Income diversification

Tourism activities can complement catches, especially during low-catch periods or seasonal closures.

2

### Better prices & shorter chains

Direct selling and “catch of the day” menus increase local value retained by fishers.

3

### Knowledge valorisation

Fishers become educators and guardians of marine heritage, not only raw-material suppliers.

4

### Generational renewal

New business models can attract younger people through hospitality, digital and sustainability skills.

5

### Risk reduction

Multiple activities reduce vulnerability to fuel prices, market shocks and climate variability.

6

### Policy visibility

Integrated projects make small-scale fisheries more visible in local development planning.

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## Benefits for tourism destinations

**Integrated fisheries–tourism products help coastal destinations move beyond generic sun-and-sea tourism.**

### Authentic experiences

Visitors meet local fishers, food traditions and maritime culture.

### Higher-quality gastronomy

Local seafood supports destination branding and traceable menus.

### Season extension

Markets, workshops and harbour experiences can operate outside peak months.

### Lower leakage

More spending remains in coastal villages and small enterprises.

### Education

Tourists learn about sustainable seafood and responsible behaviour.

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## Possible integrated products

### 1 Pescatourism

Tourists join safe fishing trips and learn traditional practices.

### 2 Ittitourism

Hospitality, tastings and accommodation linked to fishing families or cooperatives.

### 3 Fish-to-fork routes

Morning landing → market → cooking class → restaurant menu.

### 4 Harbour interpretation

Small museums, guided walks, heritage trails and storytelling.

### 5 Citizen science

Visitors support monitoring of litter, biodiversity or invasive species.

### 6 Digital traceability

QR codes connect menus to boats, species, seasonality and sustainability.

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## Portfolio of experiences



- **Narrative fishing tourism** sea trip + demonstration + stories of the trade
- **Sea-to-table** market/harbour + cooking demo + tasting
- **Heritage walk** village, nets, shipyards, oral memory
- **Citizen science** biodiversity, marine litter, invasive species
- **Sunset events** micro-concerts, local chefs, coastal storytelling

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## Events as an integration engine

### Sea-to-Table Weekend

fish market, chefs, traceable tasting

### Fishermen Open Boat

on-board demonstrations and safety culture

### Adriatic Twin-Coast Day

Italy–Croatia exchange and shared itineraries

### Blue Skills Lab

pricing, storytelling and digital booking for  
SMEs



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## Digital storytelling and booking channels

### Content pillars

People of the sea • seasonal catch • recipes • sustainability • behind-the-scenes safety

### Channel mix

Website landing page • Google Business Profile • Instagram/Reels • local DMO • hotels/B&B • restaurants

### Trust signals

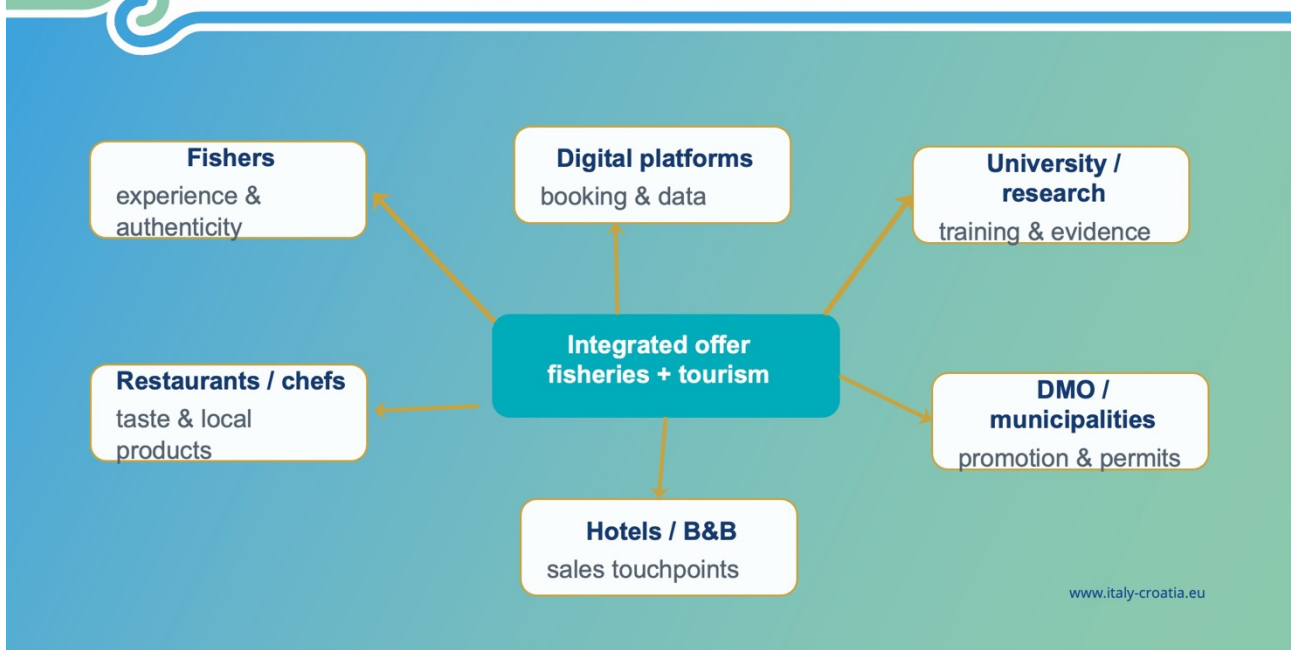
Clear schedule • weather policy • accessibility notes • reviews • certifications • partner logos



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## Partnership ecosystem: who does what





## Conditions for success

### 1 Co-design

Involve fishers, tourism operators, municipalities, restaurants and NGOs from the start.

### 3 Carrying capacity

Limit pressure on sensitive habitats and avoid overcrowding in ports and fishing grounds.

### 5 Fair distribution

Ensure benefits reach fishing households and local suppliers, not only intermediaries.

### 2 Rules & safety

Clear authorisations, insurance, passenger safety and food-safety protocols.

### 4 Skills & marketing

Train fishers in hospitality, languages, storytelling, digital tools and pricing.

### 6 Monitoring

Track income, visitor satisfaction, ecological impacts and social acceptance.

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## Risks to avoid

### Main risks

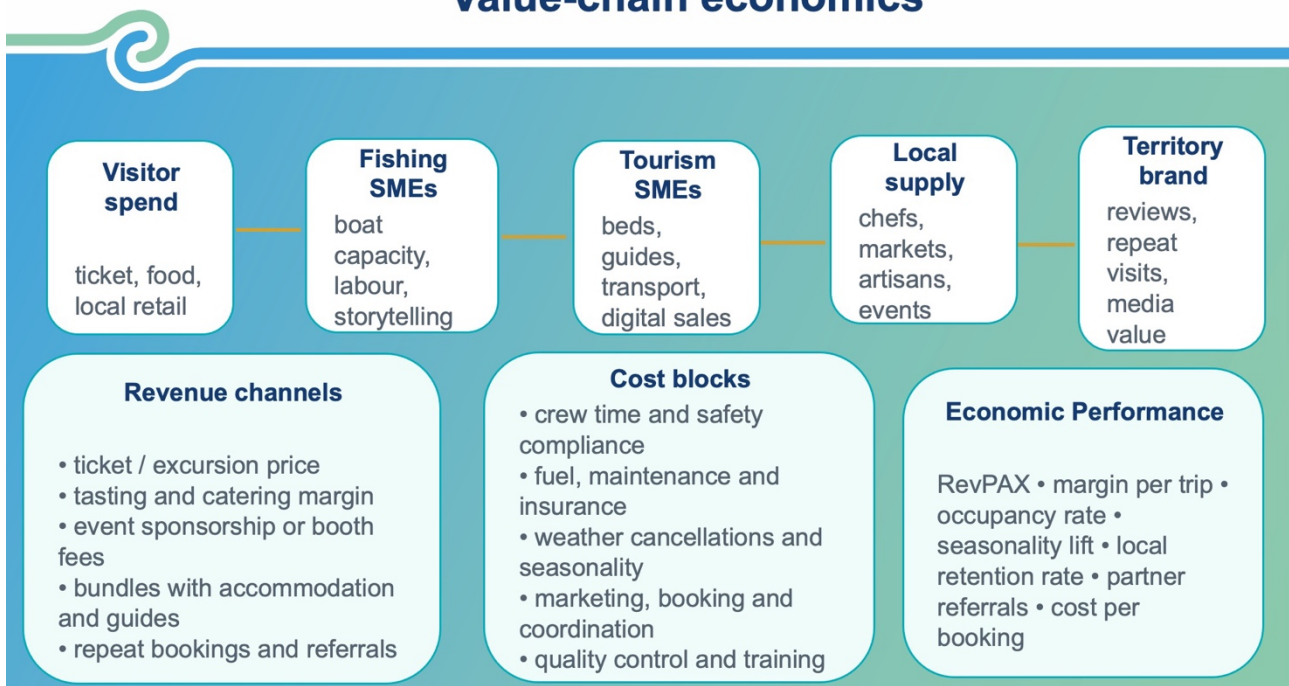
<b>Commodification of culture</b>	Fishing heritage becomes a “show”, with weak respect for local identity and labour.
<b>Greenwashing</b>	Sustainability language is used without improving sourcing, waste, energy or behaviour.
<b>Displacement of fishers</b>	Harbours become tourist spaces and fishers lose access to working areas or landing points.
<b>Ecological pressure</b>	More boat traffic, visitor flows and seafood demand can increase pressure on habitats and stocks.

### Practical safeguards

<b>Co-design and fair contracts</b>	Give fishers decision-making power; define revenue sharing, working hours and responsibilities.
<b>Verified sustainability</b>	Use local-seasonal seafood, traceability, waste reduction and transparent environmental claims.
<b>Protected working spaces</b>	Separate tourism flows from operational harbour areas; preserve access for boats, gear and markets.
<b>Limits and monitoring</b>	Set carrying-capacity rules; monitor income, visitor satisfaction, social effects and ecological impacts.

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## Value-chain economics





## Strategic conclusions: the 5 Ps

### People

Are fishers  
co-owners  
of the idea?  
Are  
revenues  
fairly  
shared?

### Product

Is the  
experience  
authentic,  
safe and  
marketable?

### Place

Does it  
protect  
harbour  
functions,  
landscap  
es and  
cultural  
identity?

### Planet

Does it  
reduce  
pressure,  
promote  
sustainable  
seafood and  
monitor  
impacts?

### Policy

Is it  
aligned  
with local  
tourism,  
fisheries  
and  
marine  
spatial  
planning?

## Selected sources

European Commission, EU Blue Economy Report 2025: coastal tourism remains the largest EU blue economy sector.

European Commission, European Ocean Pact, 2025: coastal and island communities are central to a sustainable and competitive blue economy.

FAO / World Bank webinar, 2025: blue economy strategies support resilient coastal communities and long-term prosperity.

United Nations DESA: sustainable blue economy can create jobs while safeguarding marine ecosystems.

European Maritime Forum: sustainable coastal tourism is a major component of ocean-based livelihoods.

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*7. Fishing Tourism: From Theory to Practice, speaker by ZADRA NOVA (Tomislav Klarin)*

# Fishing Tourism: From Theory to Practice

Tomislav Klarin, Associate professor  
University of Zadar, Department of Economics

Second INFODAY – Fishing Tourism Sector  
Lecce, May 15, 2026

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## Fishing tourism

- „Fishing tourism is a special interest tourism market, where people are motivated by the experience of fishing”. (Klarin, 2024)
- A type of travel where people go to fish for recreation, sport, or cultural experience.
- Traveling to a place mainly to enjoy recreational fishing activities.



## What do fishing activities depend on?

### Regulation

#### Commercial fishing



#### Sport and recreational fishing



## Why people choose fishing tourism?

- Relaxation and nature experience
- Adventure and sport
- Trophy fish opportunities
- Spending time with friends or family
- Exploring remote or beautiful destinations
- Experiencing local tradition
- Education on fish farms

## Common Types of Fishing Tourism

Freshwater  
fishing (lakes  
and rivers)

Cultural  
(traditional  
fishing)

Saltwater fishing  
(oceans and  
seas)

Ice-fishing  
tourism (frozen  
lakes)

## Methods and tools for fishing



## What fishing tourism typically includes?

- Guided fishing trips
- Boat charters
- Fly-fishing or deep-sea fishing experiences
- Fishing lodges or resorts
- Catch-and-release sport fishing
- Diving
- Whale or shark sightseeing
- Local fishing festivals or competitions
- Traditional fishermen evenings
- Education on fish farming

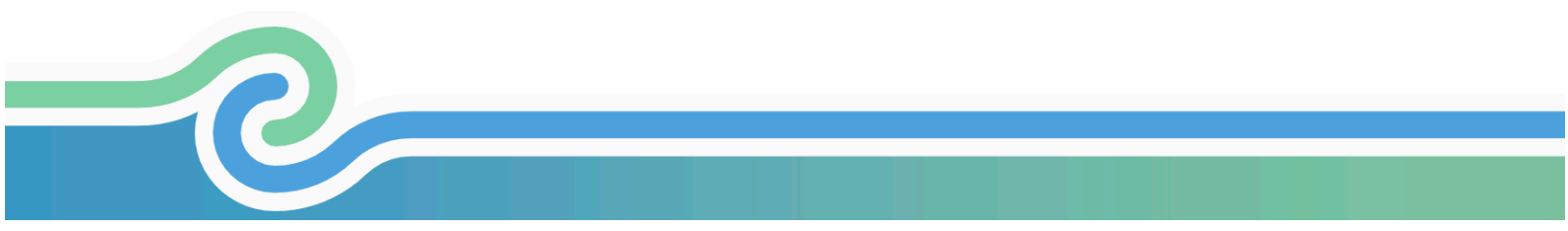
## Is fishing tourism an industry?



- The market was valued at USD 89.8 billion in 2025
- By 2035 to touch USD 252.7 billion
- From 2025 to 2035, the market is set to expand at a 10.9% annually
- River fishing -> an important location segment (fit with freshwater angling and eco-tourism)
- Sea fishing is anticipated to gain wider use across coastal trips and deep-sea sport fishing packages
- The United States is expected to record the fastest country-level expansion at 11.3% annually to 2035

## Positive economic impacts of fishing tourism

Job creation	Increased local income & Government revenue	Business development
<ul style="list-style-type: none"> <li>• Fishing guides</li> <li>• Boat operators</li> <li>• Hotel and lodge staff</li> <li>• Restaurant workers</li> <li>• Equipment rental businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Food</li> <li>• Transport</li> <li>• Equipment</li> <li>• Fishing licenses and permits</li> <li>• Tourism taxes</li> <li>• Park entry fees</li> </ul>	<ul style="list-style-type: none"> <li>• Resorts and lodges</li> <li>• Boat rental companies</li> <li>• Tackle shops</li> <li>• Tour agencies</li> </ul>

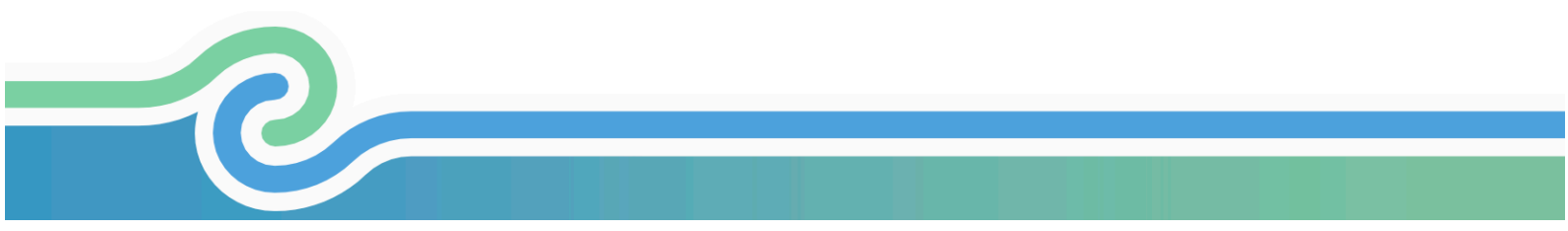


## Positive socio-cultural impacts of fishing tourism

Preservation of local culture	Revival of local arts and crafts	Social development
<ul style="list-style-type: none"> <li>• Traditional fishing methods are maintained and demonstrated to visitors</li> <li>• Cultural practices, stories, and skills are passed to younger generations</li> <li>• Local festivals and fishing events are promoted</li> <li>• Strengthens community identity</li> </ul>	<ul style="list-style-type: none"> <li>• Fishing skills and maritime heritage gain recognition</li> <li>• Sale of handmade fishing gear, souvenirs, and crafts</li> <li>• Encourages continuation of traditional craftsmanship</li> </ul>	<ul style="list-style-type: none"> <li>• Training programs for guides and tourism workers</li> <li>• Improved education and language skills</li> <li>• Greater opportunities for youth and women</li> </ul>

## Positive environmental impacts of fishing tourism

Encourages conservation and habitat protection	Environmental awareness	Funding for environmental management
<ul style="list-style-type: none"> <li>• Governments may create protected fishing zones</li> <li>• Governments may establish marine parks or conservation areas</li> <li>• Fishing regulations (size limits, quotas, closed seasons) help protect fish populations</li> <li>• Promotes sustainable fishing practices (tools, catch-and-release, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Tourists learn about aquatic ecosystems</li> <li>• Guides educate visitors on responsible fishing</li> <li>• Promotes respect for nature</li> </ul>	<ul style="list-style-type: none"> <li>• Conservation projects</li> <li>• Wildlife monitoring</li> <li>• Anti-poaching enforcement</li> </ul>

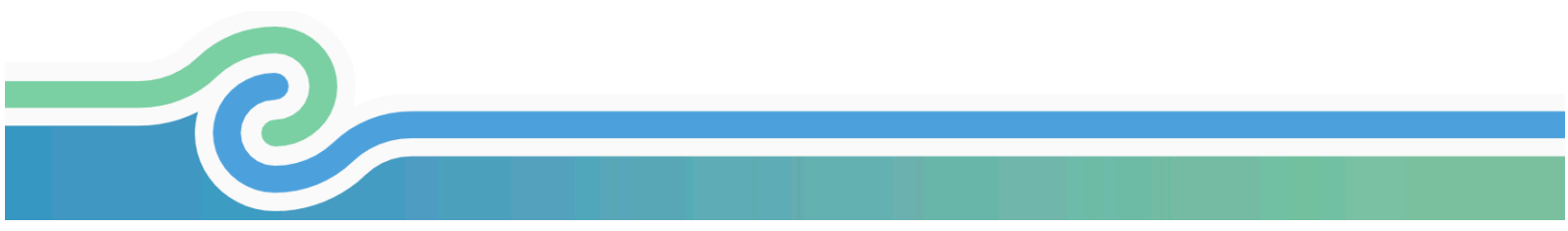


## Negative economic impacts of fishing tourism

Seasonal income problems	Economic leakage	Overdependence on tourism
<ul style="list-style-type: none"> <li>Fishing tourism is often seasonal</li> <li>Workers may only earn money during peak seasons</li> <li>Income can be unstable</li> </ul>	<ul style="list-style-type: none"> <li>Large foreign-owned resorts may take profits out of the country</li> <li>Local communities may receive only a small share of revenue</li> </ul>	<ul style="list-style-type: none"> <li>Communities may rely too much on fishing tourism</li> <li>Higher demand can raise prices of goods and housing</li> <li>Local residents may struggle with increased cost of living</li> </ul>

## Negative socio-cultural impacts of fishing tourism

Loss of traditional values and cultural commodification	Social conflicts	Youth migration & lifestyle changes
<ul style="list-style-type: none"> <li>Local communities may change their lifestyle to satisfy tourists</li> <li>Traditional fishing practices may become commercialized</li> <li>Cultural identity may weaken over time</li> <li>Traditions and rituals may be performed only to entertain tourists</li> <li>Culture may lose its original meaning and authenticity</li> </ul>	<ul style="list-style-type: none"> <li>Competition between locals and tourists for fishing areas</li> <li>Conflicts over resource use</li> <li>Tension between traditional fishers and tourism operators</li> </ul>	<ul style="list-style-type: none"> <li>Young people may abandon traditional fishing to work in tourism</li> <li>Changes in dress, language, and behavior influenced by visitors</li> </ul>



## Negative environmental impacts of fishing tourism

### Overfishing and habitat destruction

- Too many tourists catching fish can reduce fish populations
- Targeting large “trophy fish” affects breeding stock
- Can disturb the natural food chain
- Boat anchors damage coral reefs
- Trampling riverbanks harms vegetation
- Construction of lodges and resorts destroys natural habitats

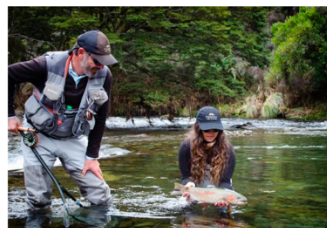
### Water pollution and coastal erosion

- Fuel leaks from boats
- Oil spills
- Plastic waste and litter
- Discarded fishing lines and hooks
- Construction of tourism facilities near shorelines
- Removal of mangroves or vegetation
- Leads to increased erosion and habitat loss

### Disturbance to wildlife

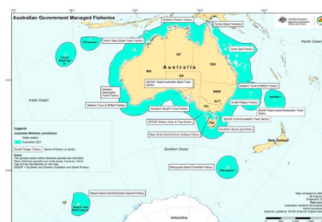
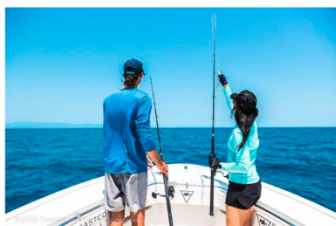
- Noise from boats scares marine life
- Excessive human presence disrupts breeding areas
- Fish may become stressed due to frequent catching and releasing
- Introduction of invasive species
- Can damage local ecosystems

## New Zealand – sustainable trout fly-fishing management



- Strict fishing license system
- Size and catch limits enforced
- Strong conservation laws
- Clean, protected rivers
- Active fish population monitoring

## Australia – protects sensitive areas like the Great Barrier Reef



- Strict quotas and bag limits
- Marine protected areas
- Reef protection policies
- Licensing and education programs

## Canada – carefully manages salmon and freshwater fisheries



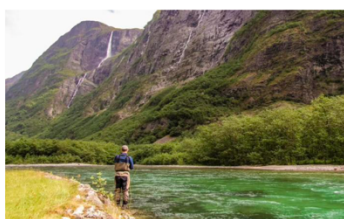
- Seasonal fishing restrictions
- Catch-and-release promotion
- Protected freshwater and marine areas
- Strong indigenous community involvement

## Iceland – well-managed salmon fishing tourism



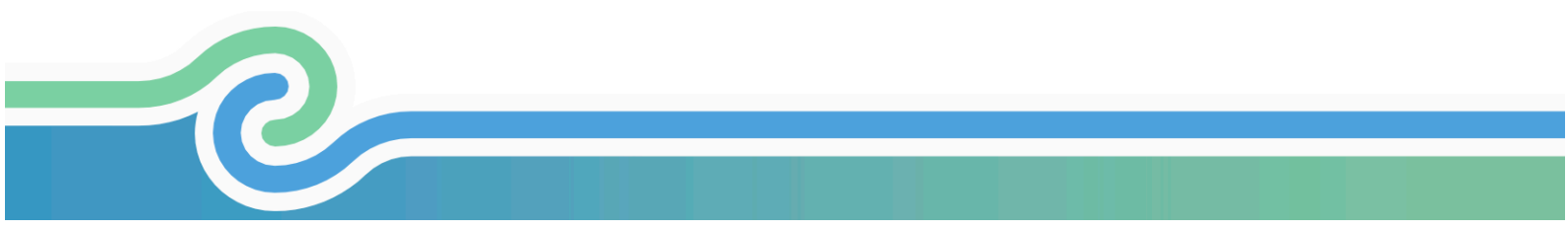
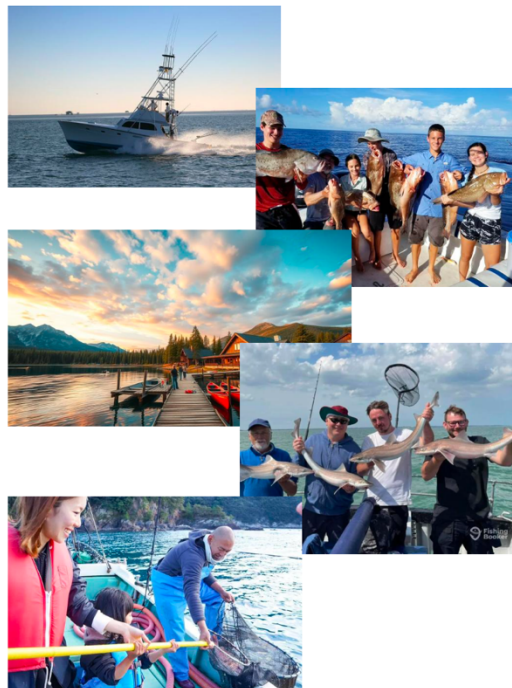
- Limited fishing permits
- High conservation standards
- Strict river management
- Eco-focused fishing lodges

## Norway – Sustainable marine management



- Fishing quotas
- Habitat protection
- Regulated sport fishing industry

- **United States (Canada, Mexico, Costa Rica, etc.)**
  - very large number of recreational anglers, strong domestic fishing tourism, strong culture of sport fishing, high disposable income
- **United Kingdom** – long tradition of angling, many anglers travel abroad for sport fishing, strong outbound fishing tourism market
- **Japan** – strong fishing culture, growing recreational fishing sector, high spending travelers

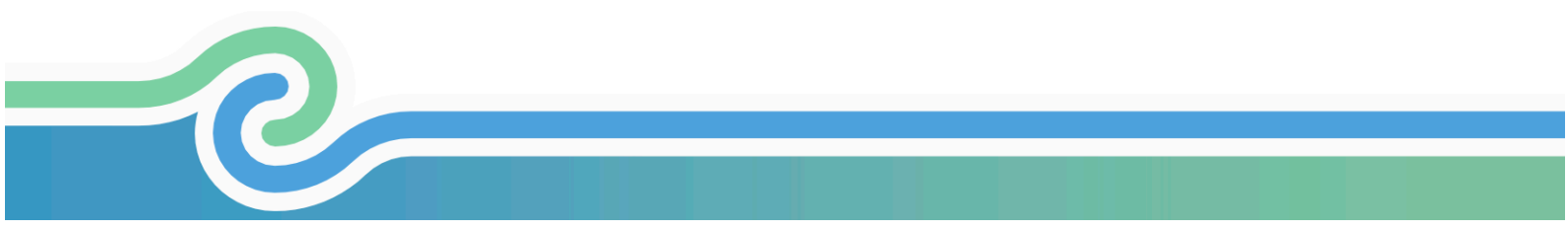
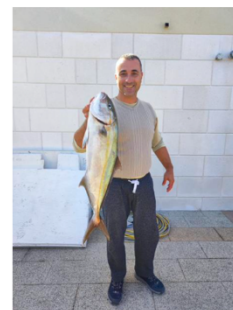


## What to expect for fishing tourism in the future?

Trends	Future Outlook
Market Growth	Strong global expansion
Tourist Profile	More eco-focused, experiential travellers
Sustainability	Enhanced catch-and-release & eco-practices
Technology	Greater use of digital tools and smart gear
Challenges	Climate impacts, regulations, seasonality
Opportunities	New experiences, diversified tours, partnerships

Thank you for your attention!

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University of Zadar, Department of Economics  
[tklarin@unizd.hr](mailto:tklarin@unizd.hr)  
+385 (0) 23 345 036



8. *Economic and Environmental sustainability – Estimating potential demand and revenue scenarios for fishers, speaker by University of Salento (Irene Prete)*



# INFODAY – Settore Pescaturismo e ittiturismo Fisheries Tourism

*Lecce, 15 Maggio 2026*

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# Economic and Environmental sustainability – Estimating potential demand and revenue scenarios for fishers

**Prof. M. Irene Prete**

*Lecce, 15 Maggio 2026*

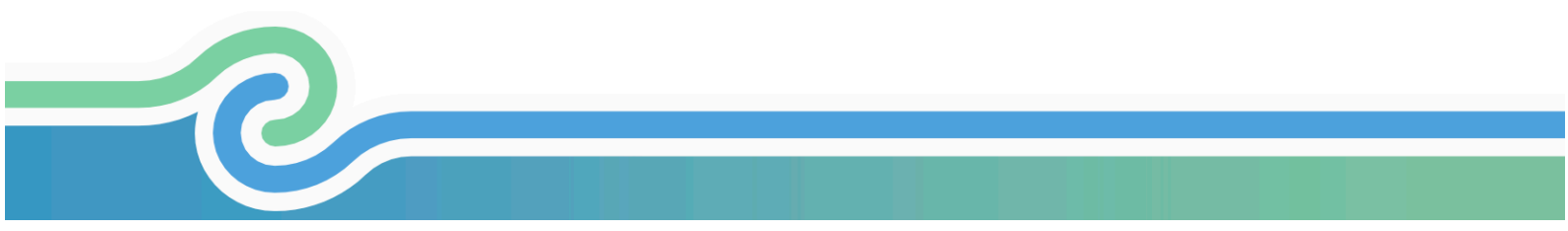
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## Outline

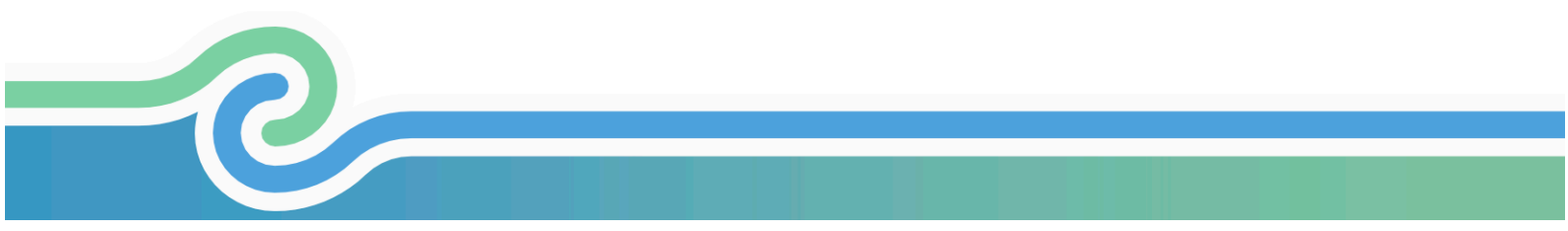
- Long-term economic & ecological trends affecting EU fisheries
- Demand drivers shaping seafood consumption to 2050
- Three economic–environmental scenarios for EU fishers
- A numerical case study (demand & revenue projections)
- Policy and market implications





## Evolution of the fishing sector

- The evolution of the fishing sector to 2050 has to consider:
- Climate change
- Biodiversity loss
- Digitisation and green technologies
- Socio-economic changes
- Market shifts (European Commission, 2025)





Market size: **USD 1.02 T**

CAGR (Compound Annual Growth Rate):  
**4.81%**

Fish Market  
Market Size in USD Trillion  
CAGR 4.81%



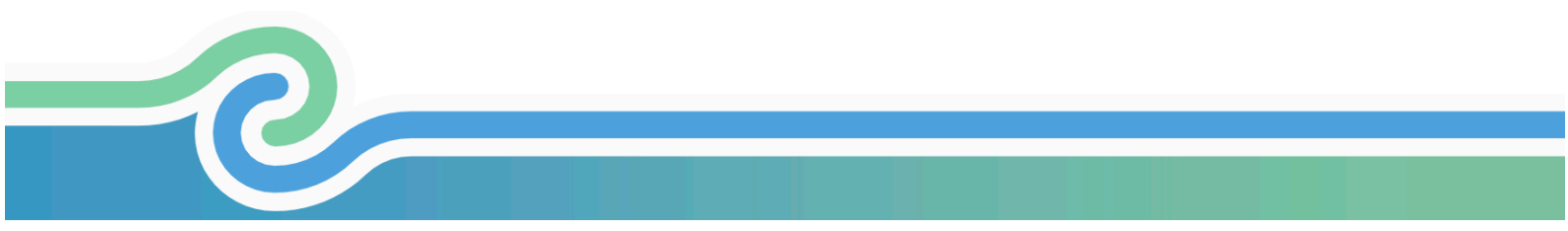
Source: Mordor Intelligence





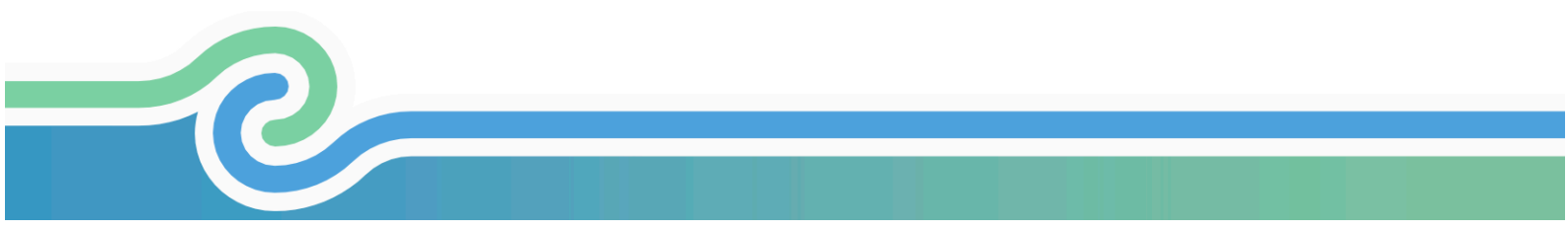
## Context: Why Sustainability Matters

- Healthy stocks = long-term economic viability
- Environmental degradation → lower catches and unstable revenues
- Rising consumer demand for sustainable and traceable seafood
- Climate and biodiversity crises require new adaptation strategies



## Key Long-Term Trends

- Climate change: species shifting northwards
- Biodiversity decline: pressure on traditional stocks
- Consumer preferences: demand for sustainable, local, traceable seafood
- Competition: aquaculture, low-cost imports, alternative proteins
- Technological change: automation, selective gear, digital monitoring (European Commission 2025; FAO SOFIA 2024; ICES Stock Outlook 2025)



## Climate Change Impact

- **Examples:**

- Cod moving further north
- Anchovy and sardine expanding in northern waters
- Mediterranean species becoming more tropical (“tropicalisation”)

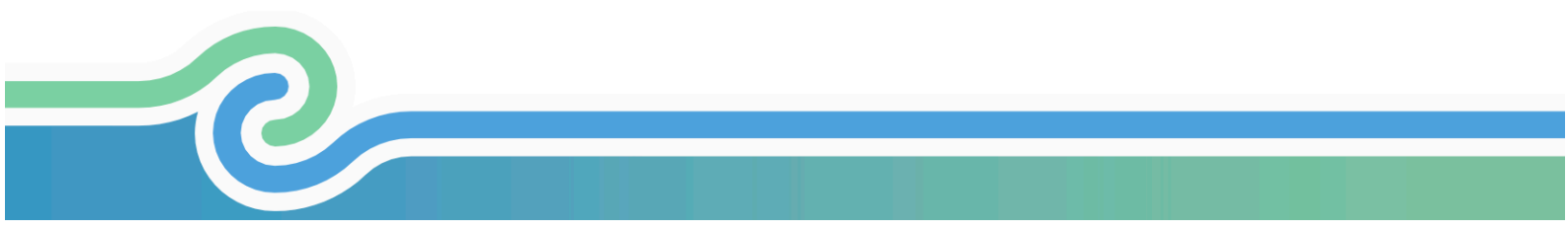
- **Implications:**

- Income instability
  - Need to adapt gear and fleet operations
  - New market opportunities for “non-traditional” species
-



## Demand Trends to 2050

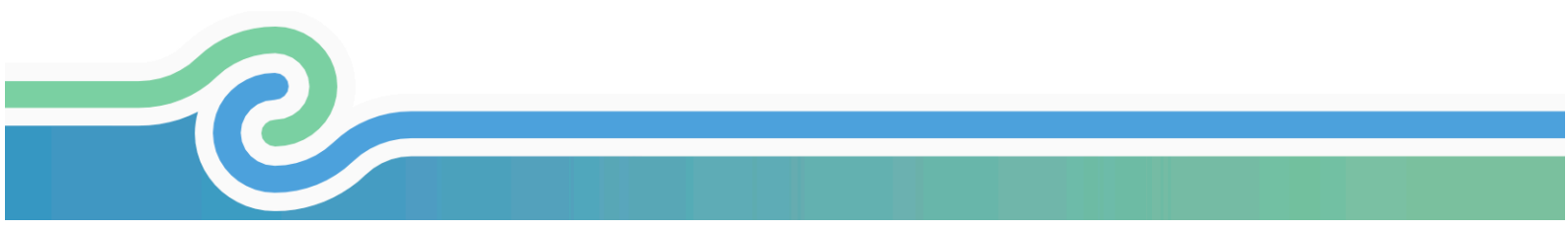
- **Demand will be driven by:**
- Population and income dynamics
- Preference for sustainable, traceable seafood
- Growth of premium markets (local, fresh, low-impact)
- Competition from aquaculture and plant-based alternatives
- Shifts in species availability (FAO 2024; OECD 2025)





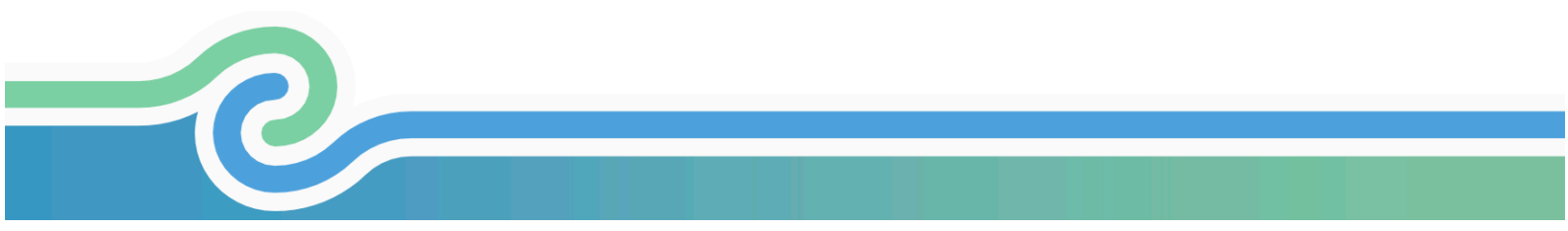
## Economic Sustainability: Key Determinants

- Landing volumes
- Market prices
- Operating costs (fuel, labour, gear, maintenance)
- Access to stocks
- Technology adoption
- Climate impacts
- Regulation and certification



## Scenario Framework (to 2050)

- Three core scenarios can be considered:
- 1. **Green Transition** – High sustainability, high value
- 2. **Market-Driven Expansion** – High demand, uncertain sustainability
- 3. **Crisis & Adaptation** – Low stocks, economic stress





## Scenario 1: Green Transition

- **Characteristics:**

- Strong environmental regulations
- Decarbonised fleet
- Selective, low-impact gear
- Robust stock management

- **Economic outcomes:**

- Lower volumes
- Higher prices (sustainability premium)
- Higher long-term stability

- Better international competitiveness
-



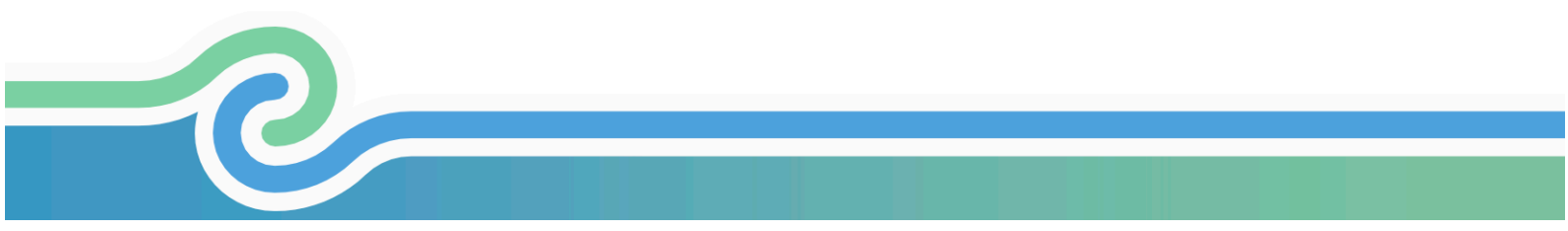
## Scenario 2: Market-Driven Expansion

- **Characteristics:**

- Strong market demand
- Rapid exploitation of new species
- Strong innovation but uneven sustainability

- **Economic outcomes:**

- Higher short-term revenues
- Greater long-term instability
- Potential stock depletion risks





## Scenario 3: Crisis & Adaptation

- **Characteristics:**

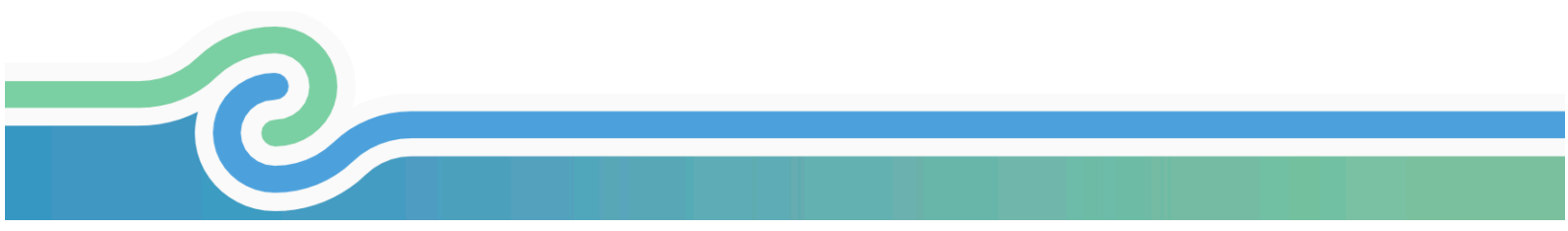
- Climate shocks
- Stock declines
- Higher operating costs
- Localised social stress

- **Economic outcomes:**

- Reduced revenues
  - More volatility
  - Need to diversify (tourism, processing, aquaculture)
-

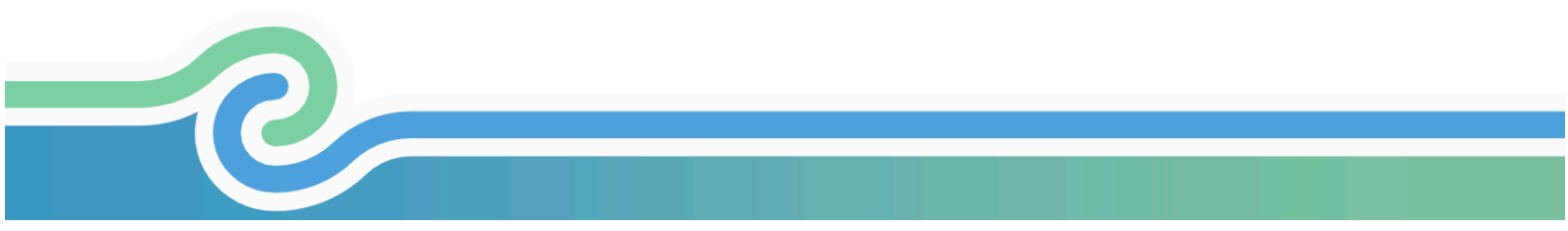
## How to Estimate Future Demand

- 1. Identify drivers (consumer preferences, etc.)
- 2. Assess available species (climate-adjusted)
- 3. Analyse price elasticity
- 4. Consider competition and substitutes (e.g., aquaculture)
- 5. Build scenario-based projections
  
- 6. Estimate revenues:
  - Revenue = Price × Expected landings × Market share



## Numerical Case Study (1/3)

- **Species: European Anchovy (*Engraulis encrasicolus*)**
- Assumptions based on ICES projections and FAO consumption trends:
- Current baseline (2025):
  - Average price: €1.50/kg
  - Landings (example region): 20,000 tons
  - Revenue: €30 million



## Numerical Case Study: Scenario Projections to 2050

- **Scenario 1: Green Transition**

- Price: €2.00/kg (premium)
- Landings: 18,000 tons (regulated, sustainable)
- Revenue: €36 million

- **Scenario 2: Market-Driven Expansion**

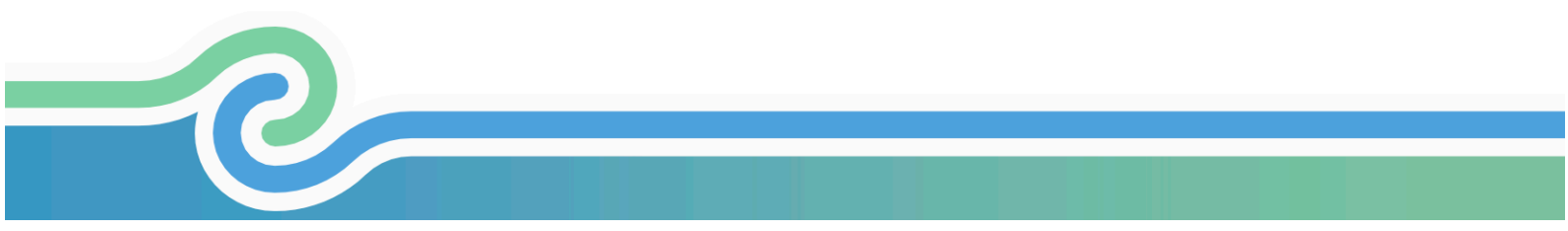
- Price: €1.70/kg
- Landings: 25,000 tons
- Revenue: €42.5 million

- **Scenario 3: Crisis & Adaptation**

- Price: €2.20/kg (scarcity)
- Landings: 10,000 tons
- Revenue: €22 million

## Numerical Case Study (3/3) – Insights

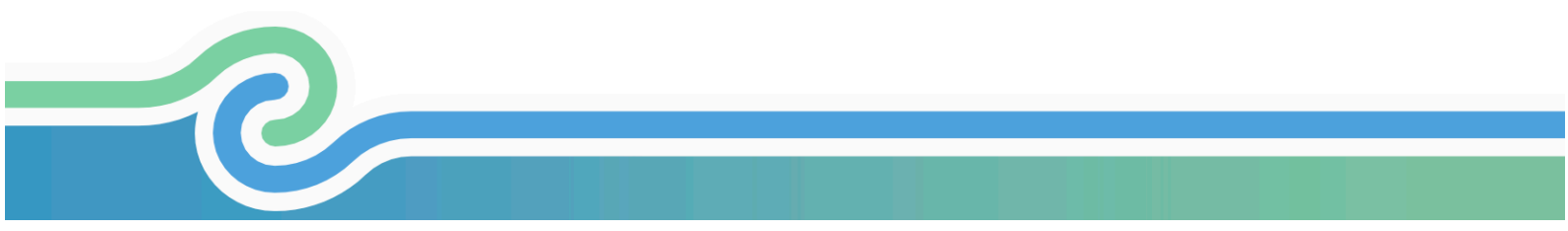
- Highest revenue: Market-Driven Expansion (short-term)
- Most stable and sustainable: Green Transition
- Highest risk: Crisis & Adaptation
  
- Price effects can partially offset lower volumes
- Market acceptance of “new species” will be essential





## Environmental Sustainability Factors

- Stock health
- Marine Protected Areas
- CO<sub>2</sub> reduction requirements
- Selective gear adoption
- Ecosystem-based management



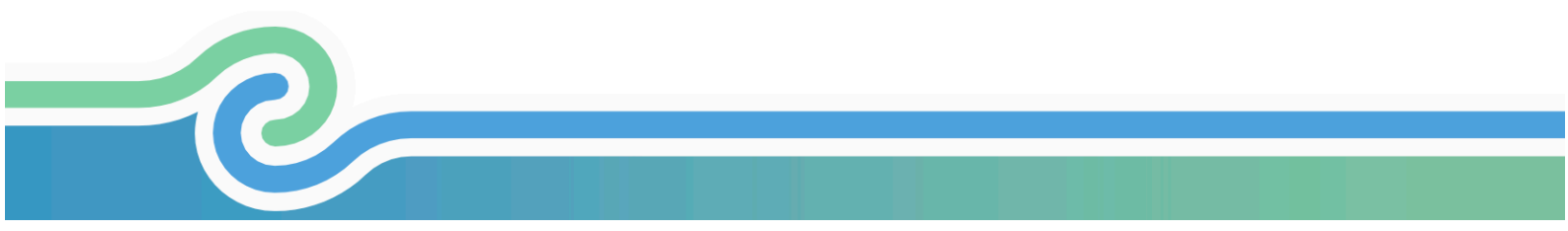
## Environmental sustainability as the foundation of economic sustainability

- **Environmental sustainability is not a constraint, but a prerequisite for ensuring a stable income for fishermen**
  - **Direct benefits:**
    - Healthier fish stocks → Greater long-term availability
    - Lower energy costs thanks to a renewed fleet
    - Improved market reputation → Higher prices
    - Resilient ecosystems → Lower annual fluctuations
  - **Indirect benefits:**
    - Attractiveness for young workers
    - Better integration into the blue economy
    - Increased innovation and private investment
-



## Technology Trends Supporting Sustainability

- Smart gear (reducing bycatch)
- Real-time digital monitoring
- Fuel-efficient and hybrid engines
- Climate-adaptive modelling for stock management (STECF, EMODnet, EU Blue Economy Report 2025)



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 BLUESLINKS



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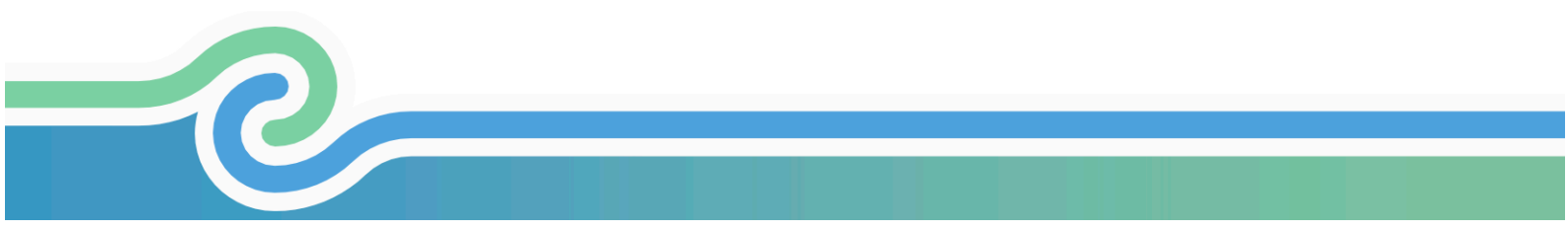
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 BLUESLINKS

## Social Sustainability

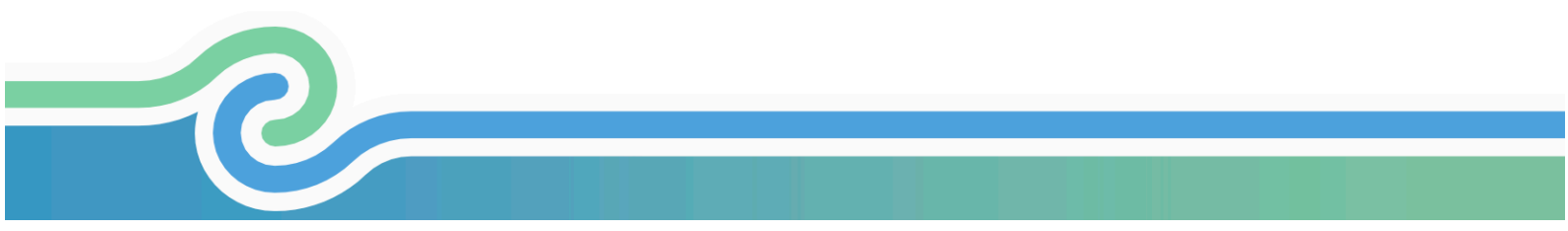
- Aging workforce
- Low attractiveness for young fishers
- Need for training & digital skills
- Importance of community resilience





## Policy Needs to Support Fishers

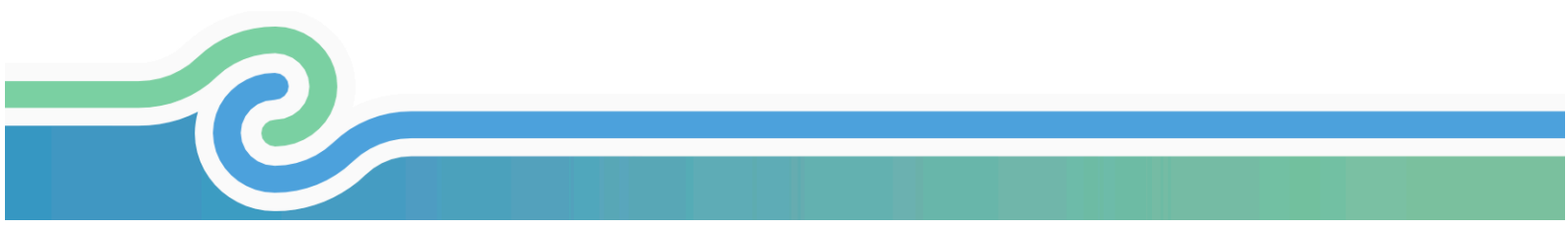
- Targeted financial support to fishers and community (European Maritime, Fisheries and Aquaculture Fund, EMFAF)
- Decarbonisation incentives
- Skills and digital training
- Flexible quota adjustments for shifting species
- Support for diversification (tourism, processing, aquaculture)





## Balancing Economy and Environment

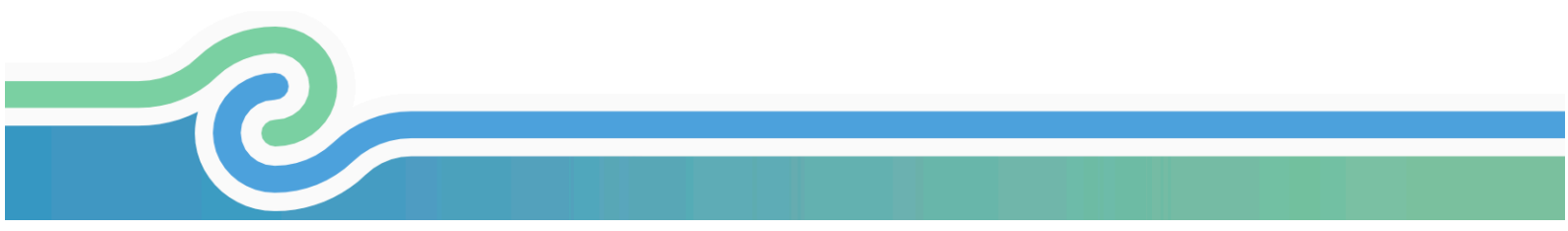
- Sustainable fisheries = stable revenues
- Overfishing → short-term gain, long-term loss
- Climate resilience is crucial
- Green investments enhance competitiveness





## Conclusions

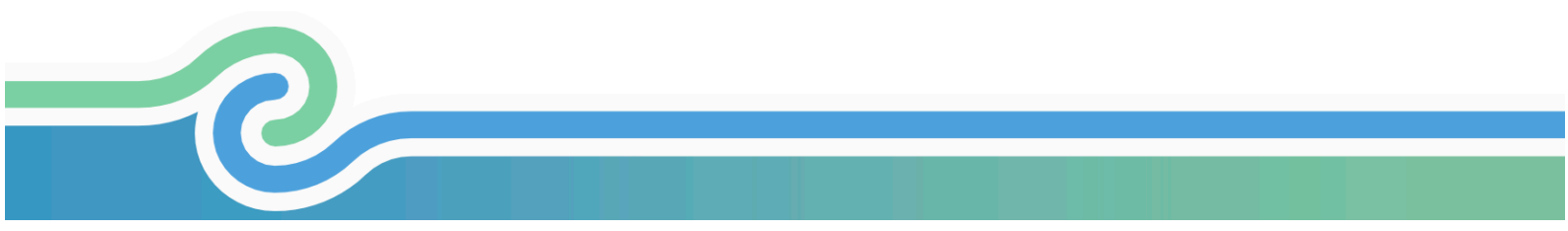
- Demand for sustainable seafood will remain strong
- Climate change will redefine species availability
- Scenario planning is essential for long-term strategy
- Fishers able to adapt will capture new economic opportunities
- Sustainability is not a constraint but an economic asset





## References

- European Commission, Fishers of the Future (2025)
- FAO, SOFIA – State of World Fisheries
- OECD, Future of the Ocean Economy
- ICES Stock Assessment Reports
- STECF – Scientific, Technical and Economic Committee for Fisheries
- EU Blue Economy Report (2024)



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THANK YOU

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9. *A case study on environmental sustainability and economic business through exploitation of an invasive alien species, Callinectes sapidus, speaker by University of Salento (Giorgio Mancinelli, Lorenzo Doria)*



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**A case study on environmental sustainability  
and economic business through exploitation of  
an invasive alien species, *Callinectes sapidus*,  
speaker by University of Salento (Giorgio  
Mancinelli – Lorenzo Doria)**

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## Introduction



***Callinectes sapidus*** (Rathbun, 1896)

**Phylum:** Arthropoda

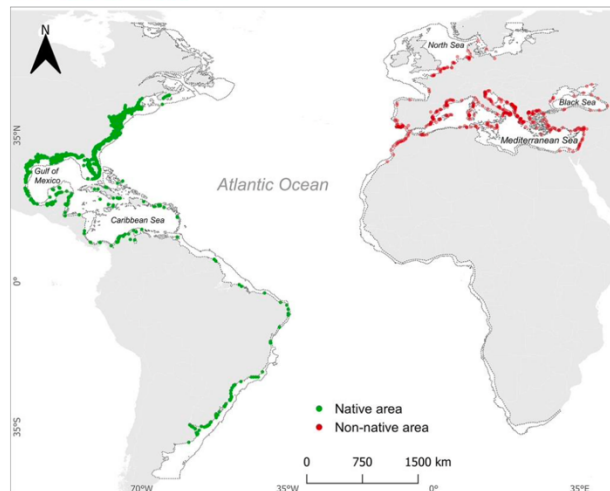
**Subphylum:** Crustacea

**Superclass:** Multicrustacea

**Class:** Malacostraca

**Order:** Decapoda

**Family:** Portunidae



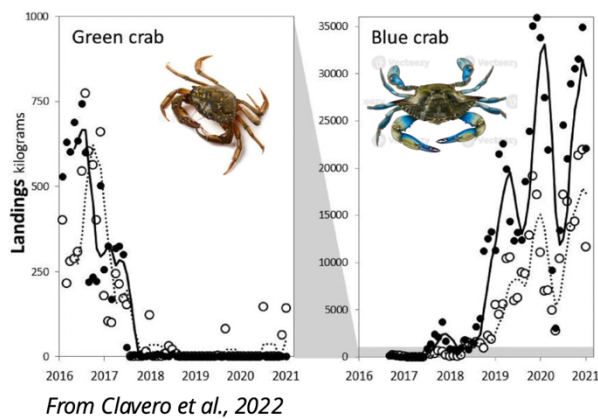
From Mancinelli et al., 2021

**First record in Mediterranean:**  
1947

**Primary pathway:** maritime  
transport (via ballast water)

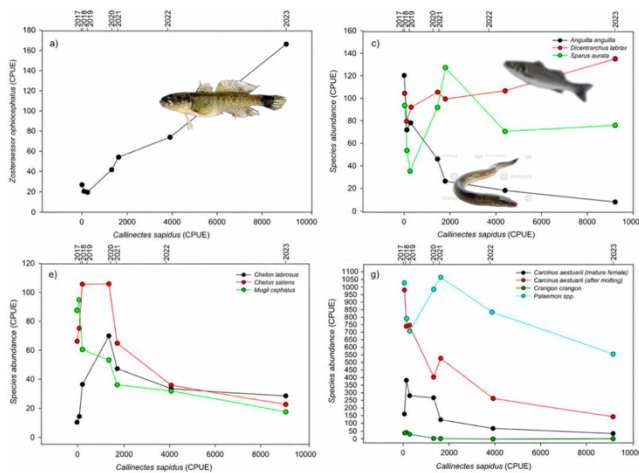
- **UNRRA Programme** (1944-1947)
- **European Recovery Program** (1948-1952)
- **Peak intensity:** 2-3 transatlantic arrivals per day

## Ecological impacts



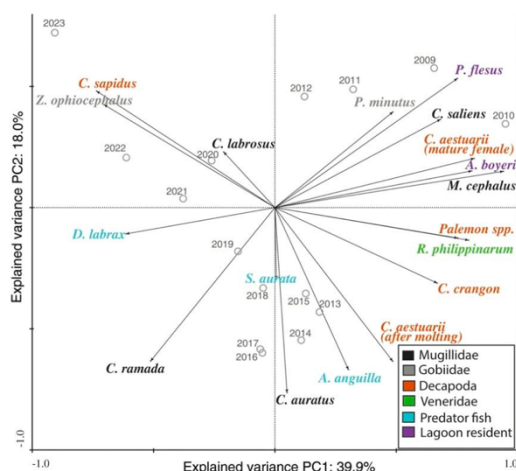
- **Competitive exclusion** of native brachyurans (e.g., *Carcinus aestuarii*)
- **Severe depletion** of bivalve assemblages and commercial stocks
- **Community-scale perturbation** driven by high trophic plasticity and opportunistic omnivory

## Ecological impacts



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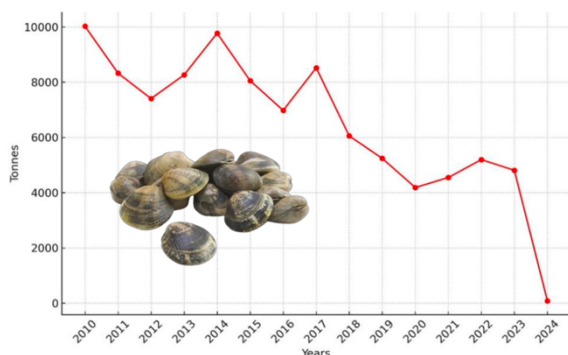
From Gavioli et al., 2025



From Gavioli et al., 2025

## Economic impacts

- **Gear Damage:** destruction of gillnets and fyke nets
- **Catch Depredation:** mutilated fish rendered unmarketable
- **Shellfish industry collapse:** 80–100% production loss in North Adriatic lagoons
- **Massive financial loss:** >€100M direct impact on the Italian supply chain (2023–2024)



From Tiralongo et al., 2025

## Economic impacts

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## Science-Driven Solutions



- **FAO-GFCM Research Programme on blue crabs:** science-based framework for the sustainable management of blue crab fisheries
- **Integrated Applied Research:** cross-border projects (e.g., INTERREG, PRIN) focused on impacts, gear selectivity, biomass monitoring, and high-value byproduct extraction (e.g., ALIENA, CRABoost, TROPHYC, USEit)

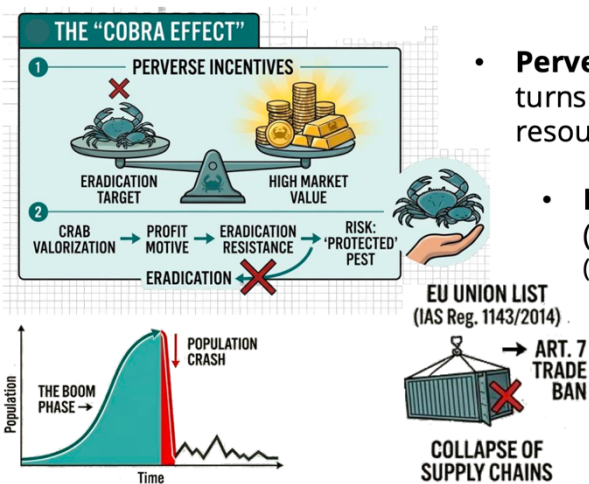


## Socio-Economic Integration

- **Market & Culinary Adoption:** large-scale commercial harvest and HoReCa integration
- **Circular Economy:** industrial focus on high-value chitin/chitosan extraction and organic byproducts
- **Global Export Expansion:** consolidation of trade routes toward premium markets (USA and Asia)



## The Strategic Paradox



- **Perverse incentives:** high market value turns a biological threat into a protected resource, killing the incentive for eradication
- **Regulatory gridlock** EU "union list" (reg. 1143/2014) triggers trade bans (e.g., *P. clarkii*)
- **Boom-bust trap:** population crashes turn industrial investments into stranded assets

## The Final Lesson: Ecological Resilience



- **The Monoculture Trap:** like the *Xylella* crisis, the blue crab invasion proves that relying on a single "biological basket" turns an ecological shock into a total systemic collapse.
- **The Takeaway:** resilience is about **diversification**. We must build systems where no single invader can cause total collapse.

## References

Clavero, M., et al. (2022). "Severe, rapid and widespread impacts of an Atlantic blue crab invasion." *Marine pollution bulletin* **176**: 113479.

European Union (2014), Regulation (EU) No 1143/2014 of the European Parliament and of the Council of 22 October 2014 on the prevention and management of the introduction and spread of invasive alien species.

Gavioli, A., et al. (2025). "Impacts of the invasive blue crab *Callinectes sapidus* on small-scale fisheries in a Mediterranean lagoon using fishery landing data." *Science of the Total Environment* **974**: 179236.

Mancinelli, G., et al. (2021). "A global occurrence database of the Atlantic blue crab *Callinectes sapidus*." *Scientific data* **8**(1): 111.

MASAF (2023). Decreto Ministeriale n. 587931 del 23 ottobre 2023: "Contrasto alla diffusione del granchio blu (*Callinectes sapidus* e *Portunus segnis*)". Ministero dell'agricoltura, della sovranità alimentare e delle foreste.

Tiralongo, F., et al. (2025). "The devastating economic impact of *Callinectes sapidus* on the clam fishing in the Po Delta (Italy): Striking evidence from novel field data."



10. *Environmental sustainability related to the Fisheries tourism sector, speaker  
by University of Salento (Donatella Valente)*



## Environmental sustainability related to the Fisheries tourism sector

Donatella Valente

Landscape Ecology Laboratory,  
Dept. of Biological and Environmental Sciences and Technologies,  
University of Salento

*Lecce, 15 Maggio 2016*



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**Marine and Coastal Ecosystems  
are essential for sustaining human life on Earth**

hosting several habitats that support a wide range of species

(Akroun and Grimes, 2023; Bar-On and Milo, 2019; Lotze, 2021).

**Coastal ecosystems** cover 4% of the Earth's land area and 11% of the oceans

**Marine ecosystems** cover 70.8% of the surface. Both constitute heavily exploited systems.

Covering two-thirds of the Earth's surface, they generate approximately 50 % of the global oxygen supply, form over 95 % of the biosphere (Alsaleh, 2023; Silver et al., 2015; Smith-Godfrey, 2016).

**Marine and Coastal Ecosystems  
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(Akroun and Grimes, 2023; Bar-On and Milo, 2019; Lotze, 2021).

They provide as much as two-thirds of the world's Ecosystem

**Services**, such as (TEEB, 2012; Lopez-Rivas and Cardenas, 2024):

- flood protection (Lotze, 2021; Sutton-Grier and Sandifer, 2019)
- the natural protection of erosion regulation (Zhang et al., 2022)
- carbon sequestration (Haines-Young and Potschin-Young, 2018)
- food supply (Chapman et al., 2020)

**that are directly or indirectly beneficial to people** (e.g., good water quality) (Campagne et al., 2021; Paterson et al., 2012)

**Coastal and marine ecosystems play a key role in socio-ecological systems** (Baltranaitė et al., 2025)

Coastal areas are amongst the **most developed and densely populated** (EuroStat, 2021; Lansu et al., 2024; Lujendijk et al., 2018)

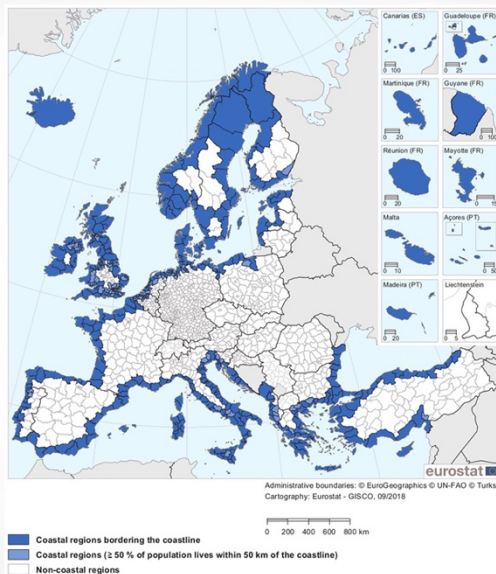
Almost **30% of the world's population lives in coastal areas** (Barbier, 2017)

Over **600 million people** are estimated to live in these areas (NFCCC and IUCN, 2022)

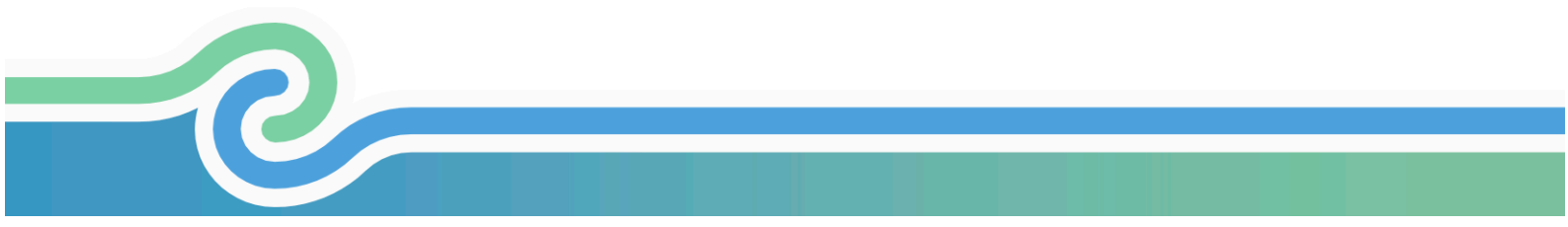


**Coastal typology in Europe and its surrounding regions**

Coastal areas are defined as the municipalities with a coastline or with at least 50% of their surface area within 10 km from the coastline.



Source: Eurostat, JRC and European Commission.



Human Pressures

Marine and coastal ecosystems face several **human pressures** (UNEP, 2006; Doney et al., 2012; Wolff et al., 2020; Navarro-Murillo et al., 2024; Wang et al., 2024)

- land use change,
- natural resources overexploitation,
- overfishing and illegal, unreported, and underregulated fishing (Agnew, et al., 2009; B. Worm et al., 2006)
- urbanization that here is growing faster than in other locations

**They represent among the fastest degrading ecosystems in the world** (Abelson et al., 2020)

Human Pressures

Among these threats, **pollution from multiple sources** poses a significant challenge (Islam & Tanaka, 2004; Jambeck et al., 2015)

- **Climate change**, characterized by rising sea temperatures, sea-level rise, and ocean acidification, poses another substantial risk (Hoegh-Guldberg, J.F. Bruno, 2010)
- **Habitat destruction** (Halpern et al., 2008; Spalding et al, 2007),
- introduction of **non-native species** (Ruiz, et al., 1997),
- **loss of biodiversity** (Lotze et al., 2006), acoustic pollution (Hildebrand, 2009),
- **modifying** energy, material flows, and **biogeochemical cycles**

**impact the overall functioning of ecosystems and their services**



Coastal tourism

**Tourism increases economic income**, and coastal cities  
seek new strategies to attract investments

(González and Holtmann-Ahumada, 2017)

It also **presents opportunities for**

(Ekka et al., 2023; Font et al., 2019)

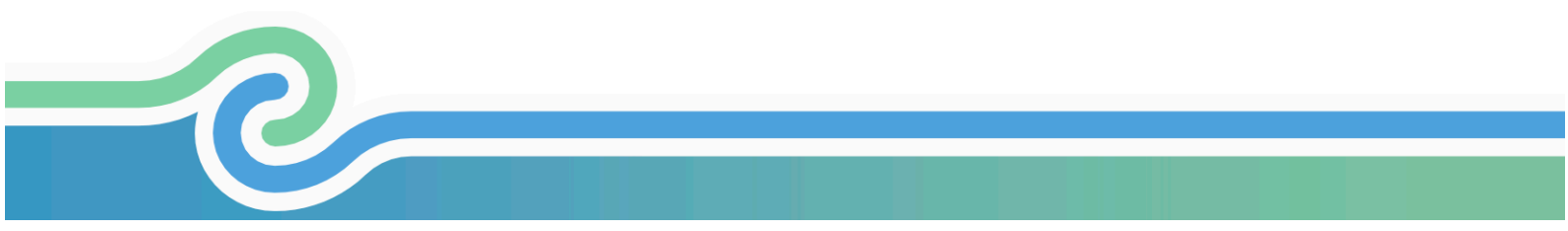
- **preserving local culture,**
- **funding conservation efforts,** and
- **promoting environmental awareness**

**Tourism is the main socioeconomic activity of coastal communities in several parts of the globe**

**Coastal and maritime tourism** dominates the **EU Blue Economy**

In 2023 a substantial 42% of the EU's total bed capacity is concentrated in coastal areas

In 2023, more than 1.4 billion nights were spent at tourist accommodation establishments (i.e., hotels, holiday and other short-stay accommodation, camping grounds, recreational vehicle parks and trailer parks) in coastal region.



Coastal tourism

**Coastal tourism is mainly seasonal**, where the population increases in a short period (Kuhn et al., 2023; Wang et al., 2017), **leading to a concentrated and highly negative impact on the coast.**

**Tourism is one of the most important anthropogenic pressures**

in coastal areas (Flayou et al., 2021; Lansu et al., 2024)

contributes to **coastal ES degradation** (Matias et al., 2022),

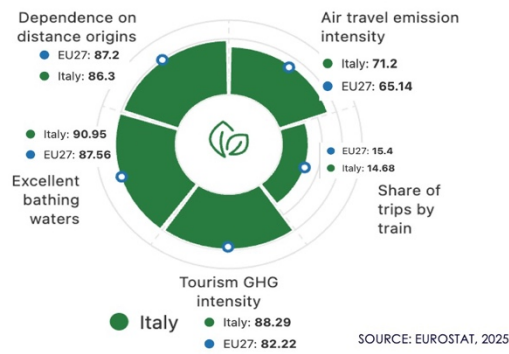
**compromising wellbeing** (Diniz et al., 2024; Liao et al., 2023)

**Land use changes** associated with tourism development are the most critical drivers of change.

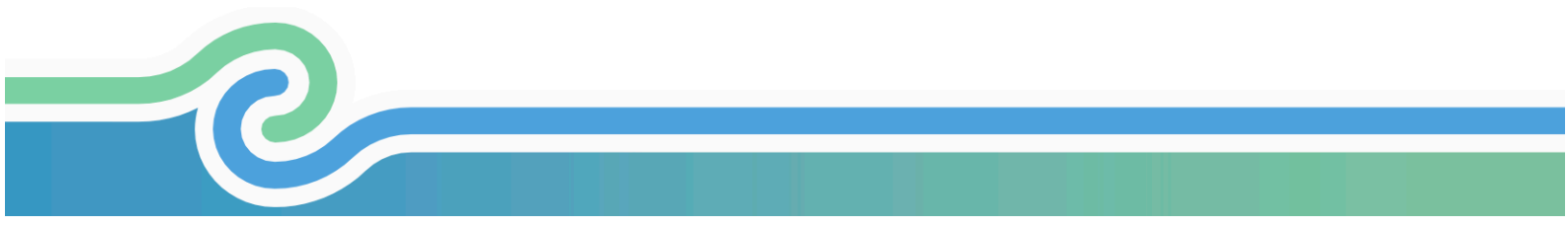
The growth in accommodation (e.g., hotels) and second residences increases **land degradation** (e.g., land consumption, soil sealing, pollution, erosion, biodiversity loss) (Alipour et al., 2017)

### COASTAL TOURISM

The Coastal tourism sector comprises recreational activities taking place in proximity of the sea (e.g. beach-based tourism, coastal walks, wildlife watching) as well as those taking place in the maritime area, including nautical sports (e.g. sailing, scuba diving, cruising, etc.).



### PESCATOURISM



Fishing

Overexploitation of the living resources may lead to drastic, possibly irreversible changes in marine ecosystems (Stergiou 2002, Pauly et al. 2005)

These effects make the ecosystems less sustainable and unable to heal itself (Alsaleh and Yang, 2023; Danovaro et al., 2021; Sheaves et al., 2021; N. Wang et al., 2024; X. Wang et al., 2024)

The **fishing sector** often has a **negative impact on the ecosystems and on the ability of marine ecosystems to support life;**

This has been demonstrated by several studies, such as evidence of a direct correlation between increased marine water pollution and increased fishing effort (Alsaleh and Abdul-Rahim, 2024)

Fishing

**Traditional fishing practices compromise natural mechanisms of regeneration of fish populations.**

**Coastal regions**, which are particularly **sensitive ecological zones**, are **subjected to heightened and intensive utilization** for diverse activities, frequently **without integrative planning**, particularly within the **tourism and fisheries sectors** (Han et al., 2024; Lopes et al., 2015; Masria, 2024; Dahlet et al., 2023; Tuda et al., 2014)

Merging the **fisheries sector with the touristic one** could create an alternative source of income for fishermen and people traditionally associated with the fisheries sector

### Sustainable tourism

In this context, the need for more **sustainable coastal tourism** has been reaffirmed recently by the European Commission, who stressed that new forms of coastal tourism **not closely related to demand for 3S (Sun, Sea and Sand)** should be encouraged.

According to the European Commission, more sustainable recreational activities should be supported such as visits to protected areas, tasting of typical products, and interaction with the local culture (European Commission, 2012)

**Sustainable tourism**, involving fisheries issues,  
**was first implemented in Italy** (Saba et al. 2013)

### Pescaturism

**Pescaturism** concept, that literally means "**fisheries tourism**",  
**was born in Italy** and soon spread to other Mediterranean countries.

In 1982 the Italian Government sanctioned the concept of pescaturism (as "pesca-turismo") and provided the first legal definition of such operation (Piasecki et al., 2016; Romanelli and Meliado, 2021):

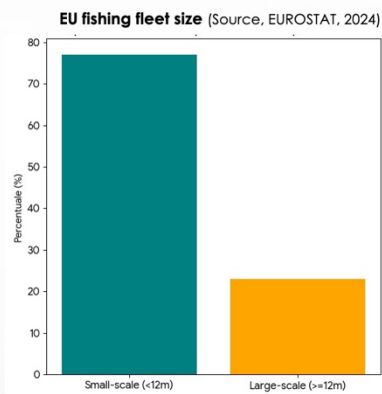
Pescaturism means boarding of non-fishermen, aged over 14, on fishing vessels  
with a recreational-tourism purpose (Saba et al. 2013; Piasecki et al., 2016)

Under Italian law, it can be practiced by fishing vessels weighing less than 10 tons with a maximum of 12 tourists per trip.

**Pescaturism is an activity involving small scale fishing**

Pescaturism in Europe

Pescaturism



The data reflect the consolidated structure of the European fleet in recent years:

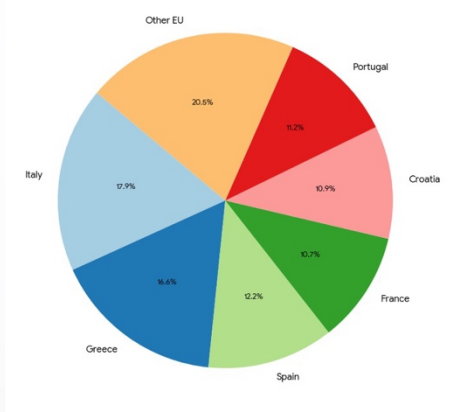
**77%** of the fleet is made up of small-scale vessels (less than 12 meters in length), that is crucial for pescaturism: the "Small-scale Coastal Fishing" (SSCF), due to regulations and logistics, is most involved in tourism diversification activities.

**23%** of the fleet is made up of large-scale vessels (12 meters or more)

Pescaturism in Europe

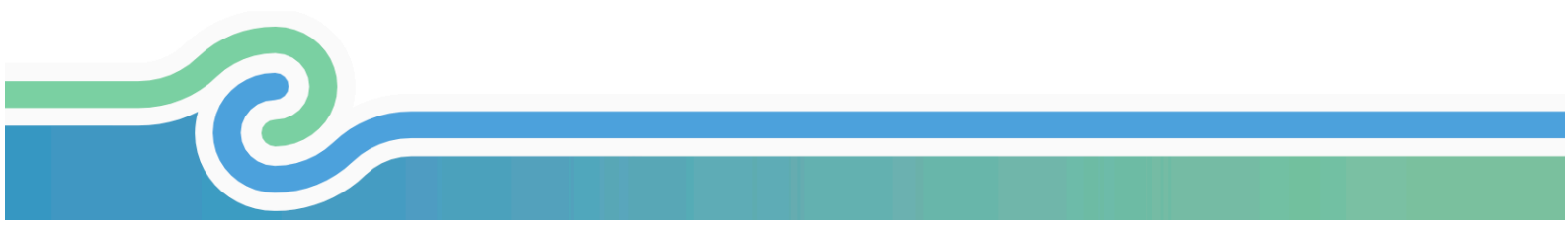
Pescaturism

**Distribution of the EU fishing fleet by number of vessels** (Source, EUROSTAT, 2024)



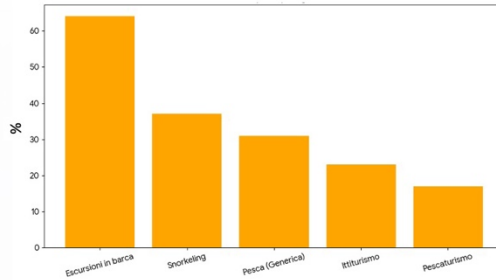
Leader in terms of the number of vessels: **Italy has the largest fleet in the EU** (about 18% of the total), followed by Greece and Spain.

This high concentration of vessels explains why these three countries are at the forefront of regulating the sector.



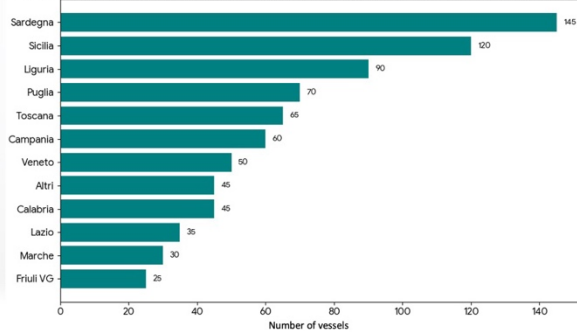
Pescaturism in Italy

Interest of tourists by type of activity (Source: Eurostat, 2024)

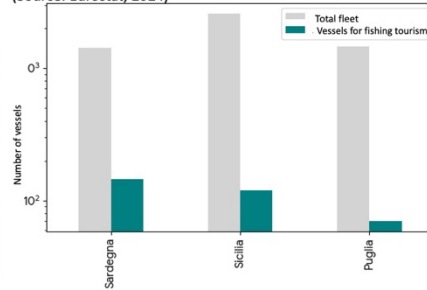


Pescaturism

Vessels authorized for fishing tourism in Italy, by Region (Source: MASAF, 2024)



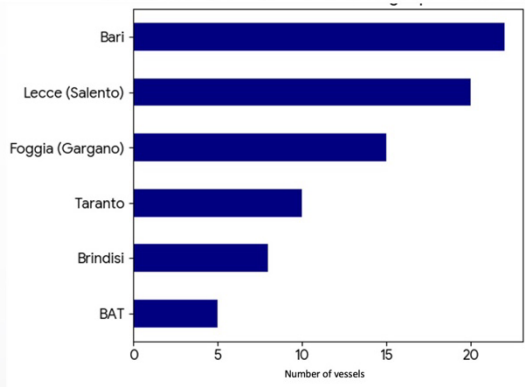
Comparison between the total fleet and vessels authorized to fish (Source: Eurostat, 2024)



Pescaturism in Puglia

Pescaturism

Vessels authorized for fishing tourism in Puglia, by Province (Source: Apulia Region- Department of Agriculture and Fisheries, 2024)



**The Apulian Fishing Tourism Districts**

**Bari** : The beating heart of Bari's fishing tourism. Here, boats like the famous "Gozzovigliando" offer private tours that combine the history of the Basilica of Saint Nicholas with a tasting of raw seafood.

**The Ionian Salento**: Gallipoli is the hub of the fishing fleet dedicated to fishing tourism. Trips often include viewing Posidonia seagrass and stops at Sant' Andrea Island.

**Gargano and the Tremiti Islands**: A more rugged experience. The boats operate in partnership with the Gargano National Park, often offering snorkeling tours in protected areas.



Technical and Operational Guidelines in  
Apulia Region

In Puglia, new opportunities for the professional fishing sector arise from Regional Decision No. 444 of April 7, 2025, which approves the **Technical and Operational Guidelines** for the launch and implementation of pescaturism and ititourism activities.

The approval **of these Guidelines represents a fundamental step for a Region with over 800 km of coastline**, in terms of diversification of fishing activities and the regulation and promotion of experiential tourism linked to the sea.

These activities represent a significant opportunity to enhance the role of fishermen, who can offer hospitality both on board their vessels and on land, **sharing the region's rich maritime heritage** and **offering tastings of Puglia's delicious seafood, food, and wine**.

#### Pescaturism

Pescaturism can be carried out throughout the year subject to some limitations: for example, it can be done during the winter (November 1 to April 30) if the boat is equipped with removable covers

If the fishing boat is provided with appropriate facilities, it can also be done at night.

The Italian Fishing Cooperatives have strongly urged their members to invest in **Pescaturism** that

- **reduces the fishing effort**
- **protects the marine environment**
- **enhances the culture of the fishermen**



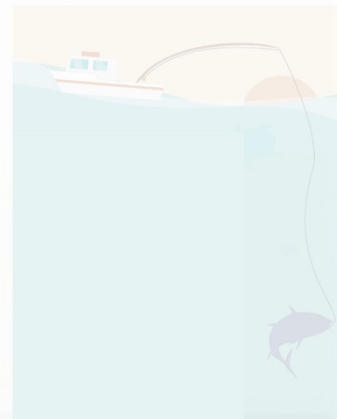
Through this activity, the **tourists** have a **greater incentive to conserve the environment**, in terms of environmental, economic and social goods, **defending them from the negative impacts** that may result from the development of tourism.

Pescatourism experience

The **Pescatourism experience** usually consists of a day trip on a fishing boat, with local fishermen who take tourists on board.

The possible leisure activities offered during the trip are:

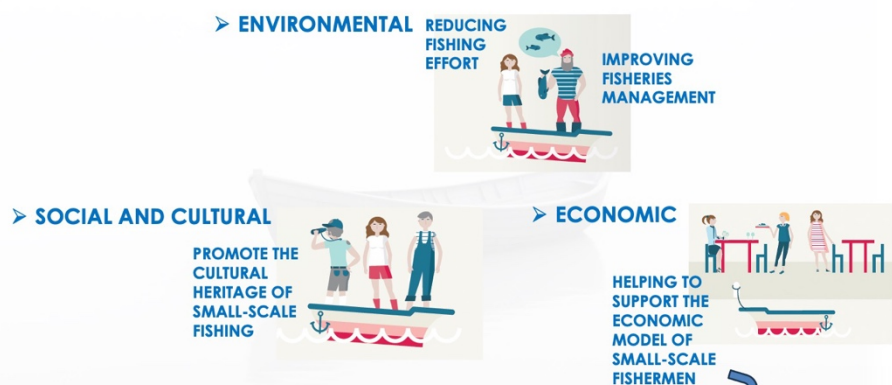
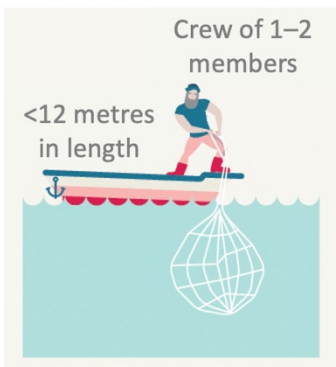
- a) launch and pull the net. During these activities fishermen involve tourists, explaining traditional fishing techniques to them, describing the different fish species caught, and illustrating the ecosystem in the specific fishing areas;
- b) lunch prepared on board by cooking fish just caught according to local recipes;
- c) swimming or scuba-diving in the open sea or close to beaches that can usually be reached only by boat;
- d) visiting characteristic fishing villages or sites of historical natural interest.



The sustainability of fishing tourism

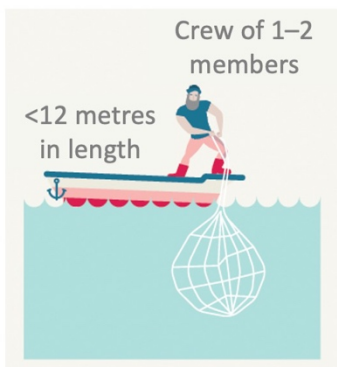
**Sustainable Fishing Tourism Is Limited To Professional Fishermen Only**

To achieve the goal of environmental sustainability, sustainable fishing tourism needs to be based on **three fundamental principles**:



Europe generates an economic impact of approximately €10.5 billion per year. The sector supports approximately 100,000 direct and indirect jobs.

The sustainability of fishing tourism



➤ ENVIRONMENTAL

REDUCING FISHING EFFORT

IMPROVING FISHERIES MANAGEMENT



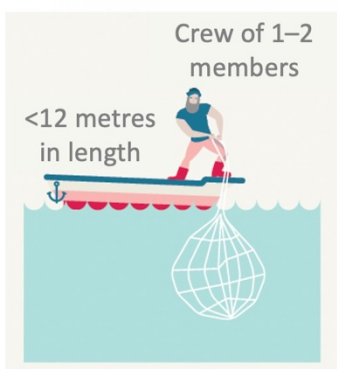
• **Sustainable fishing tourism entails a reduction in actual fishing activity.** The time fishermen spend with tourists naturally results in a reduction in the amount of gear they can use, and the time spent fishing.

• The **use of more selective fishing equipment** is promoted amongst tourists, thereby also encouraging the reintroduction of less intensive traditional fishing techniques.

• On board, **tourists are made aware of the value of marine biodiversity and how a healthy marine environment is essential for local communities** that depend on marine resources.

**Pescaturism** emerges as a **key driver for achieving the goals of the Blue Economy** ensuring that coastal tourism activities in the fishing sector align with principles of sustainability and **long-term ecological resilience** (Guedri et al., 2025)

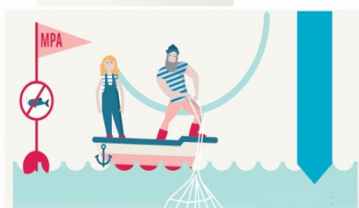
The sustainability of fishing tourism



➤ ENVIRONMENTAL

REDUCING FISHING EFFORT

IMPROVING FISHERIES MANAGEMENT



• In **Marine Protected Areas (MPAs)** fishing tourism is supported as a diversification activity to improve sustainable fisheries management and reduce illegal fishing.

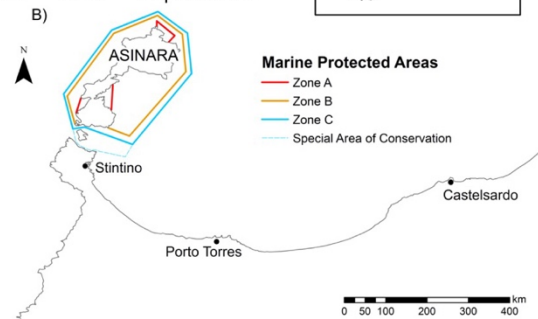


**The Asinara MPA**

Pescaturism and MPA

Fish tourism activities as part of the Fish & Cheap environmental education project – Year 2025/2026

The Asinara National Park – Marine Protected Area “Isola dell’Asinara” declares that tourist fishing activities linked to the environmental education of the Fish & Cheap project will begin in the months of February-March-April-May-June and September-October-November 2026.



**The Asinara MPA**

Pescaturism and MPA



**Asinara is a unique ecosystem, protected both as a National Park and as a Marine Protected Area (MPA).** Fishing tourism here is not just a recreational activity, but a tool for land management:

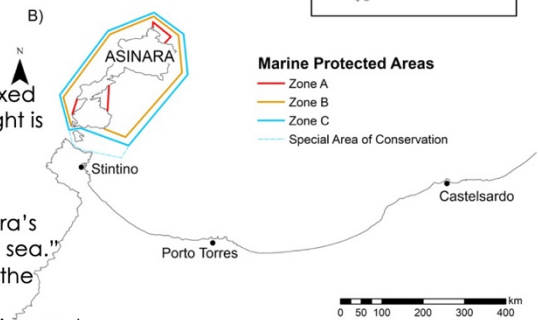
**Exclusive Access: Access is allowed only to local professional fishermen**

**Fishing zone:** The boats operate mainly in **Zone B (General Reserve)** and **Zone C (Partial Reserve)** of the Marine Protected Area (MPA)



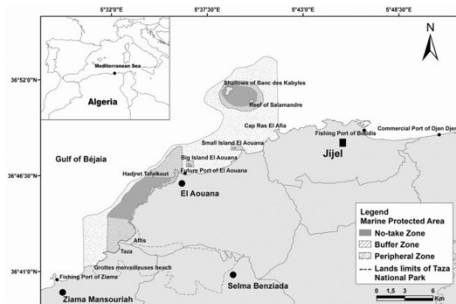
**What to do during the trip**

- **Removing the nets:** in the early morning, tourists watch as the fixed traps or nets set the previous night is retrieved.
- **Stops at inaccessible bays**
- **Lunch on board**
- **Environmental education:** Asinara's fishermen are “guardians of the sea.” During the tour, they talk about the island's history and explain the importance of Posidonia oceanica and the protection of endangered species.

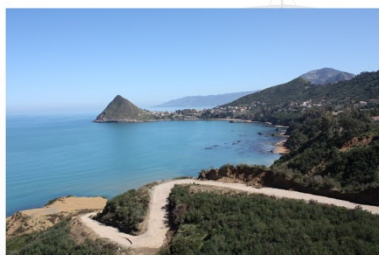


“Taza” (Algeria) MPA

Pescaturism and MPA



(Source: Guedri et al., 2025)



In Algeria, the **fishing tourism is growing rapidly**, especially in the Jijel area, where the coastline features impressive reefs and sea caves.

- Fishing tourism
- offers a unique opportunity to **explore places like the Grottes Merveilleuses** from a special point of view.
- includes a **tasting of the catch**



- **Marine birdwatching**: from the boat, you can spot various species that nest on the park's cliffs

**Fishing tourism in the Taza Marine Protected Area is closely linked to the conservation of the monk seal and the protection of Posidonia oceanica seagrass beds**

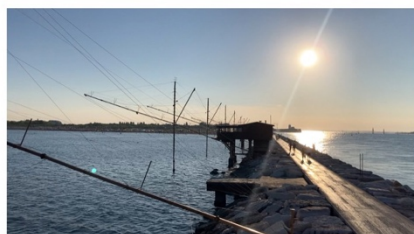


Ittitourism

The new extended form of pescaturism is called **ittitourism** (itti-turismo = ichthyotourism) in Italy (Saba et al. 2013) closely linked to coastal communities and the sea

**Ittiturismo** (fish tourism) is a sustainable tourism activity in which professional fishermen host tourists **on land** (in villages or dedicated facilities, if applicable), offering meals based on local fish and educational activities.

Often confused with pescaturismo (fish tourism), it enhances maritime traditions by promoting the consumption of fresh seasonal fish and experiential tourism.



Aquaculture tourism

The **combination of fishing tourism** and **aquaculture** represents the **latest frontier of the Blue Economy**.

In Italy, and in Puglia in particular, this synergy often takes the form of guided tours of fish farms located at sea or in the lagoon

**The Gargano:** The Lesina and Varano Lagoons  
Here, aquaculture is extensive and traditional.

Species: Eels, sea bream, and the prized Gargano oysters (the Varano Pink Oyster).

Additional Activities: visitors tour the oyster farm (using the suspension method) and conclude with a tasting at traditional structures known as "casini di caccia e pesca."



**Focus on Puglia:** The Capital of Mussel Tourism

In Puglia, the integration of fishing and aquaculture has two centers of excellence that generate significant tourism revenue:

**Taranto:** "Black Mussel" Tourism

Taranto is transforming its industrial identity through aquaculture.

Activities: Boat tours of the two seas (Mar Piccolo and Mar Grande) to visit the historic mussel farming "piles."

Data: Over 20 local cooperatives have begun offering educational tours in the Mar Piccolo, attracting approximately 15,000 tourists per year (2025 estimates).

Experience: Tourists participate in the "scialatura" (cleaning of the mussels) and taste the product right on the water.



Aquaculture tourism experiences

**Cavallino-Jesolo mussel plant** in the northern Veneto region in Italy, where recreational fishing and guided tours take place within an area used for aquaculture.

The **Spanish case, in the Catalonia and Murcia** regions where bluefin tuna caught around the Balearic Islands are moved to an aquaculture operation, that is also being used as a tourist attraction to offer the opportunity to swim with the tuna in the open ocean cages.

In **Greece**, the H2020 project UNITED (Multi-Use offshore platforms demoNstrators for boostIng cost-effectIve and Eco-friendly proDuction in sustainable marine activities) works to enhance the acceptance of the **Skironis aquaculture farm** among locals and tourism professionals.



SPATIAL APPROACH

Locations designated as appropriate for hosting leisure activities and tourism facilities should be limited and restrained also.

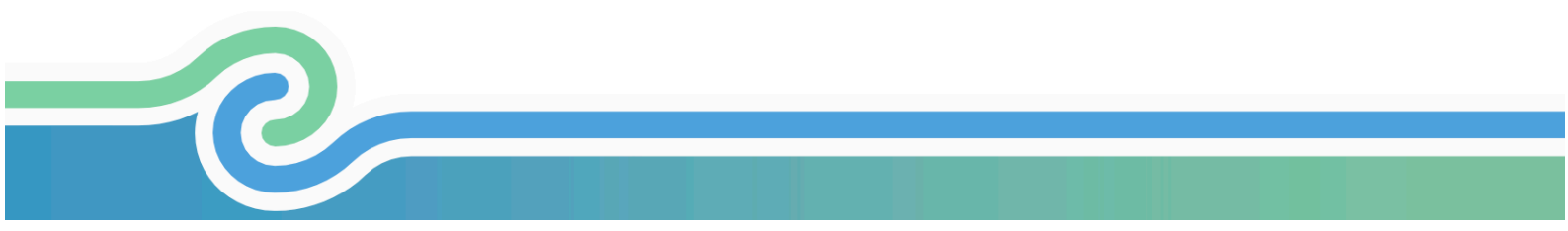
**Direct competition** between **aquaculture and coastal tourism sectors**  
**can compete for space by requiring similar areas**  
**can affect each other** on account of **environmental impacts.**

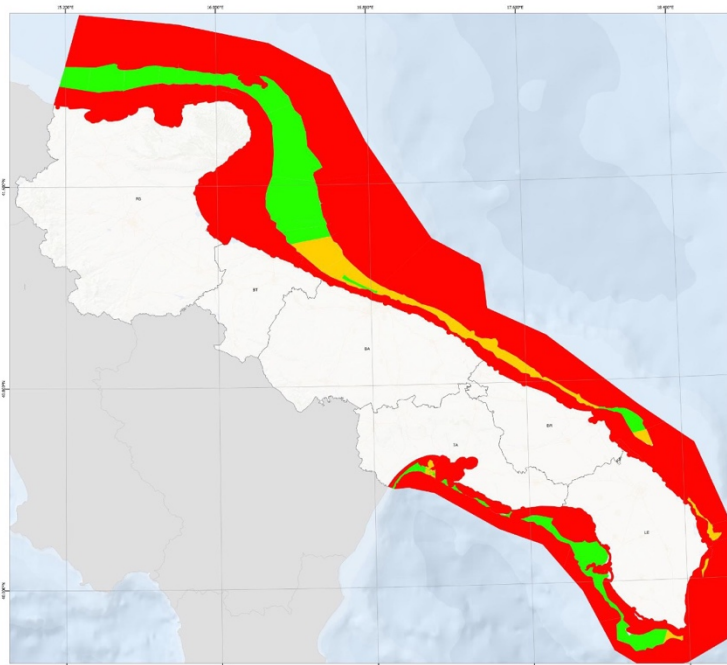
**Marine Spatial Planning tool for "control" tourism development**, to be compatible with other human uses and less conflicting with the environment  
**avoiding and mitigating**  
**possible negative interactions**

SPATIAL APPROACH

Having as the ultimate and **strategic goal the achievement of the co-called "blue growth"** (i.e. "smart, sustainable and inclusive economic and employment growth from the oceans, seas and coasts" according to the European Commission), **Marine Spatial Planning** can ensure/achieve key environmental conditions:

- ✓ **Good environmental status of the coastal zone and marine space**, so that tourism activities (as well as other economic sectors) that are totally dependent on a healthy ecosystem can prosper and grow
- ✓ **Quality seascapes and coastal landscapes**, which are resources of vital importance for tourism development
- ✓ **Resilience against climate change effects** (sea level rise, coastal erosion, etc.) which are mostly threatening to vital spaces for tourism (i.e. the coastal zone)



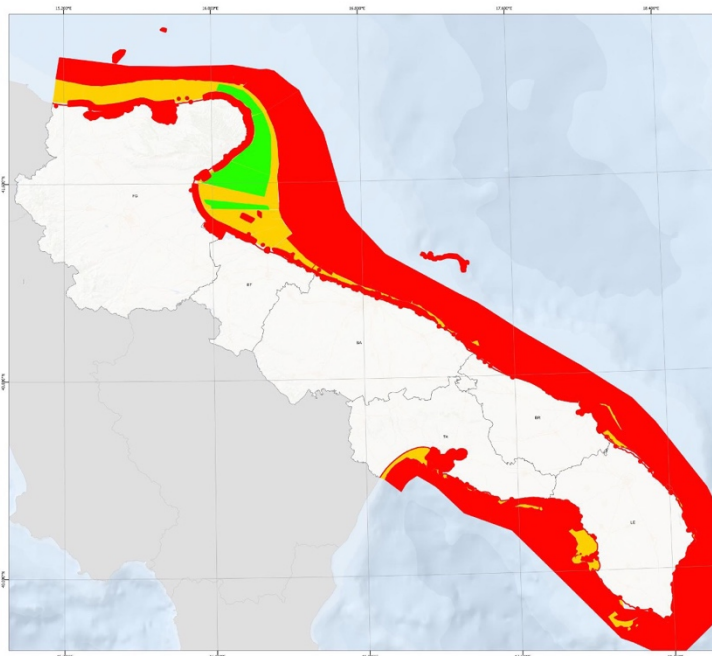


**PO FEAMP**  
ITALIA - 2014-2020  
Misura 2.3.3 (ai sensi dell'art. 13, Reg. UE 1303/2013)  
Aumento del potenziale dei siti d'acquacoltura  
Progetto per lo sviluppo di siti e infrastrutture legati all'acquacoltura pugliese e per la riduzione degli impatti ambientali degli interventi  
**ACQUACOLTURA PUGLIESE 4.0**

**Attività 1.7**

**Titolo**  
"CARTA DELLE IDONEITA' SOCIO-ECONOMICO-AMBIENTALI DEL SISTEMA MARINO COSTIERO PER L'ITTICOLTURA"

**Legenda**  
Aree potenzialmente idonee per l'itticoltura  
Potenzialmente molto idonee  
Potenzialmente idonee  
Non idonee

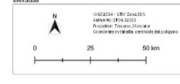


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**ACQUACOLTURA PUGLIESE 4.0**

**Attività 1.7**

**Titolo**  
"CARTA DELLE IDONEITA' SOCIO-ECONOMICO-AMBIENTALI DEL SISTEMA MARINO COSTIERO PER LA MOLLUSCICOLTURA"

**Legenda**  
Aree potenzialmente idonee per la molluscicoltura  
Potenzialmente molto idonee  
Potenzialmente idonee  
Non idonee





11. *Is the future of Angelsharks in Croatia still possible? speaker by ZADRA NOVA (Pero Ugarković)*



# • Is the future of angelsharks in Croatia still possible

• Pero Ugarković

• Info day BLUESLINKS

[www.italy-croatia.eu](http://www.italy-croatia.eu)

# Ignoring a meal Is helping a sea

The story of the angelshark (*Squatina squatina*) in the Adriatic, and why Island Molat may become it's last chance.

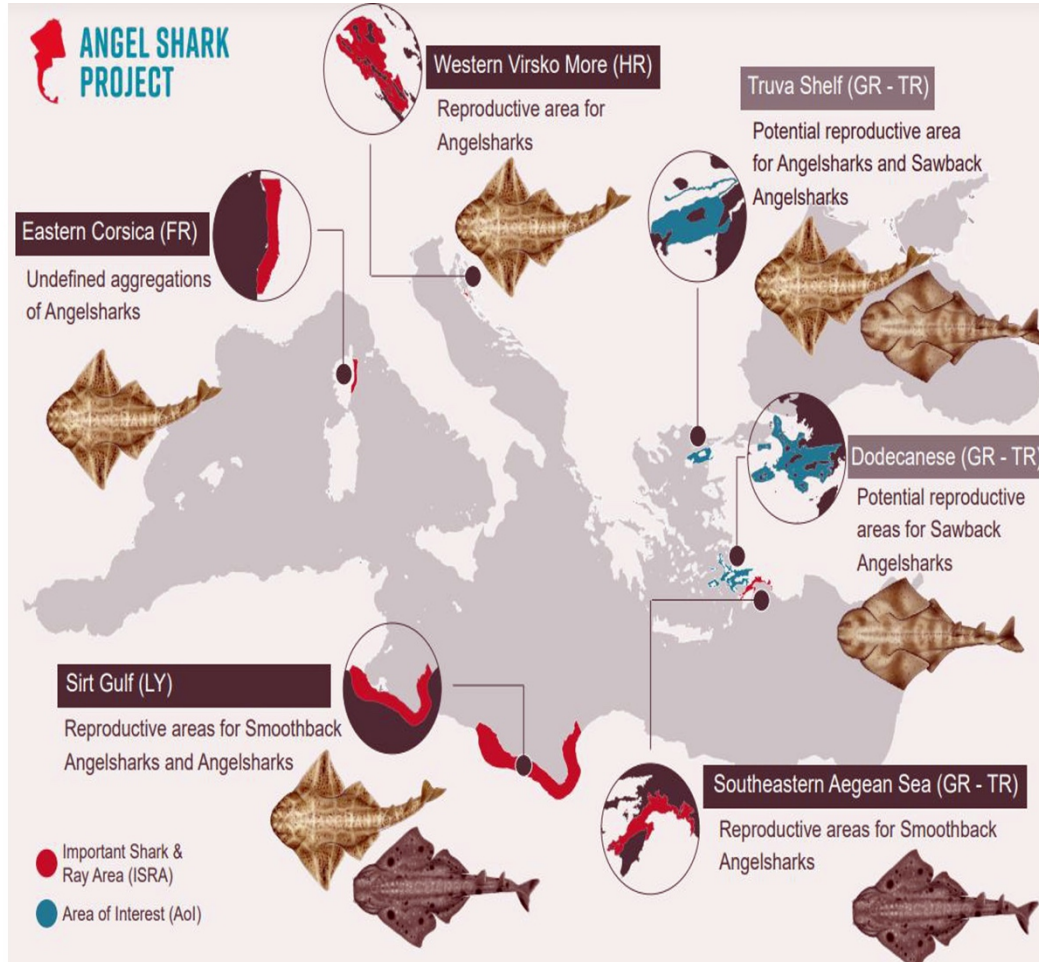


Critically Endangered

Adriatic refuge

Living value





**The turning point was not fishing itself -** The problem was the sudden rise in fishing effort and power.

For centuries fishing effort was limited by sails, oars, labour and gear cost... 20 century had industrial scale fishing.

↓  
**Unsustainable!!**

↓  
**Fishing technology advanced faster than the species could recover.**





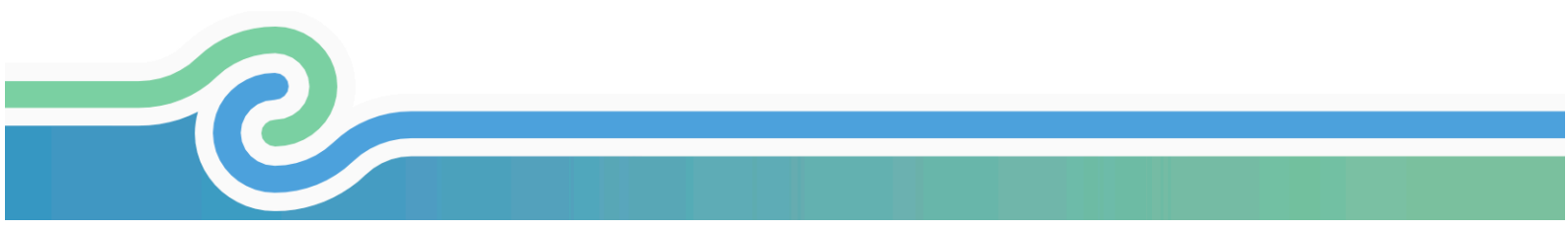
**Maturity:** 100 – 170 cm (10-15y?)

**Fecundity:** 7 - 25

**Interval:** 2-3 years

**Population doubling:** 5 -15 years

**Meaning:** even low mortality can matter when adults are removed before they reproduce repeatedly.



A project started in cooperation with WWF and London zoological society, we collected data about all encounters with angelsharks.

19th century – all adriatic

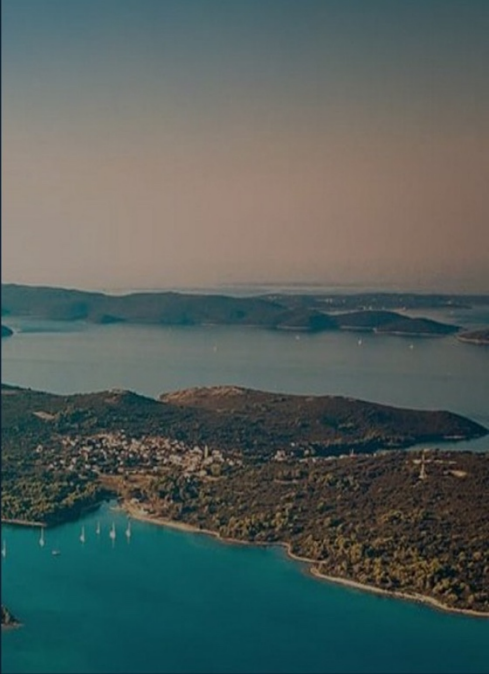
1980's – still a small population outside Molat Island

2020's – Only Molat Island population, estimation: 20-200 individuals

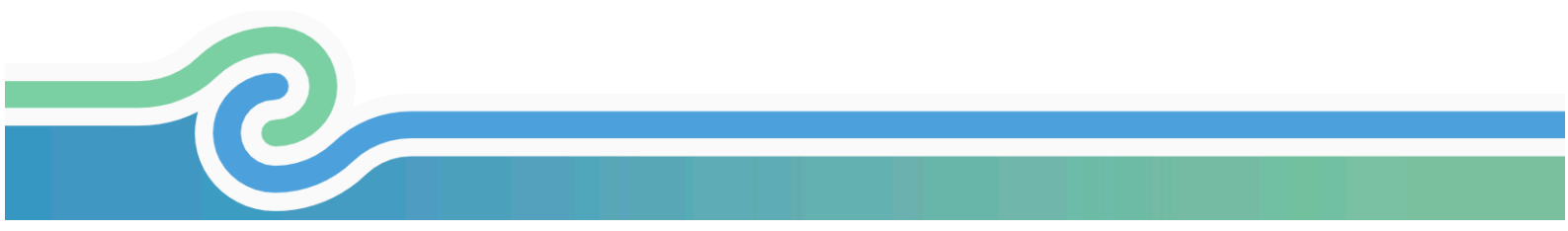


## Molat: a refuge shaped by currents

Local fishers helped locate the only area where the species persisted: the northern side of the Molat archipelago, near a narrow channel with strong currents and limited frequent fishing.



Angelsharks survived due to natural conditions that fishermen avoided, but it is not enough anymore....



## A public campaign changed the social signal

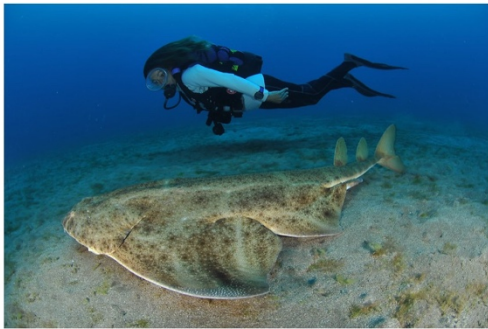


After the public campaign, the story around angelsharks changed. Instead of silence around bycatch, fishers began sharing releases and showing that the animal was worth keeping alive.



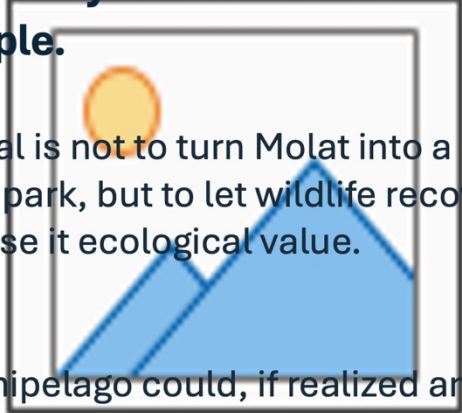
**Five years later:  
sightings are more  
frequent across a  
wider area.**

That does not mean recovery is complete. It means the first step worked: the last animals were not forgotten.

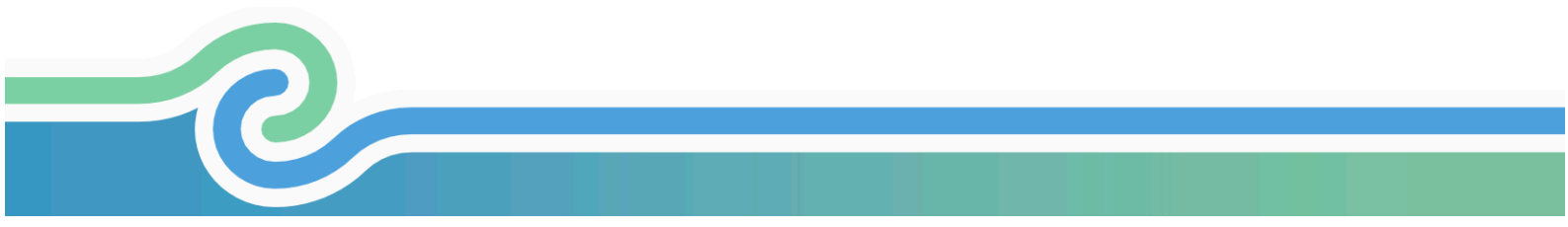


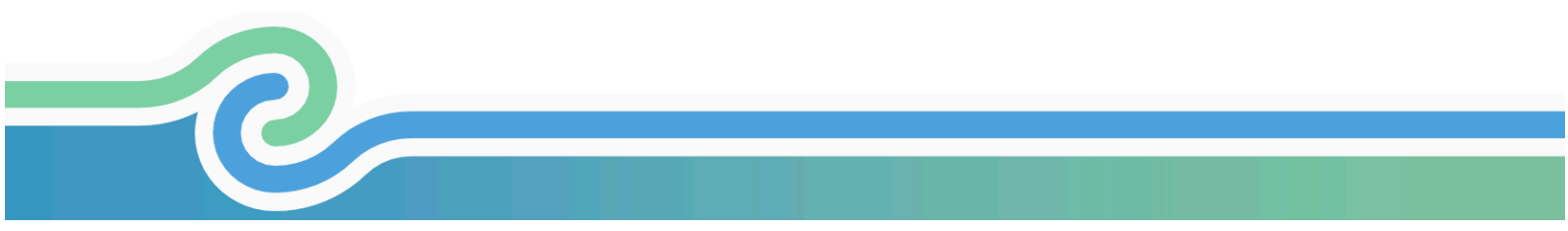
**The Canary Islands are the best example.**

The goal is not to turn Molat into a theme park, but to let wildlife recover and raise its ecological value.



A proposed MPA around the Molat archipelago could, if realized and properly managed, protect key habitat and give the population time and space to recover and expand.





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**THANK YOU FOR YOUR ATTENTION**

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and Programming of European Funds  
Directorate for Joint Programming

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12. *Climate change impact on marine ecosystem services and sustainable exploitation, speaker by University of Salento (Alberto Basset)*



# INFODAY – Settore Pescaturismo e ittiturismo Fisheries Tourism

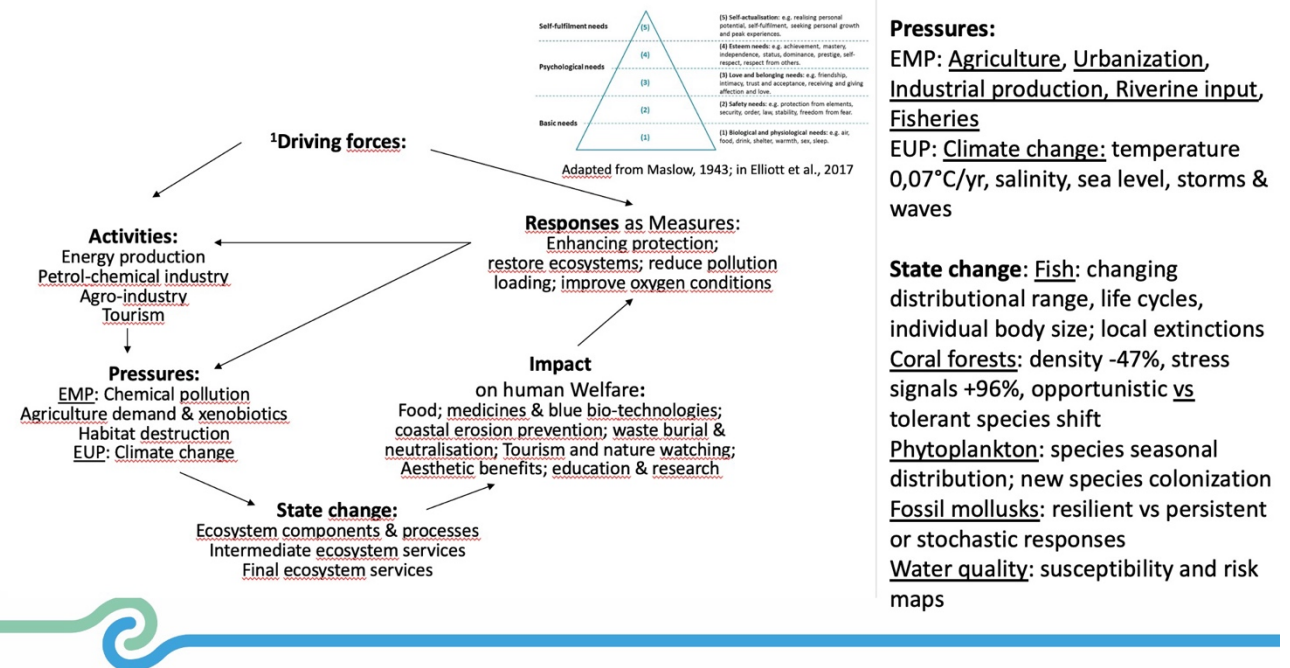
Climate change impact on marine ecosystem  
services and sustainable exploitation

*Lecce, 15 Maggio 2026*

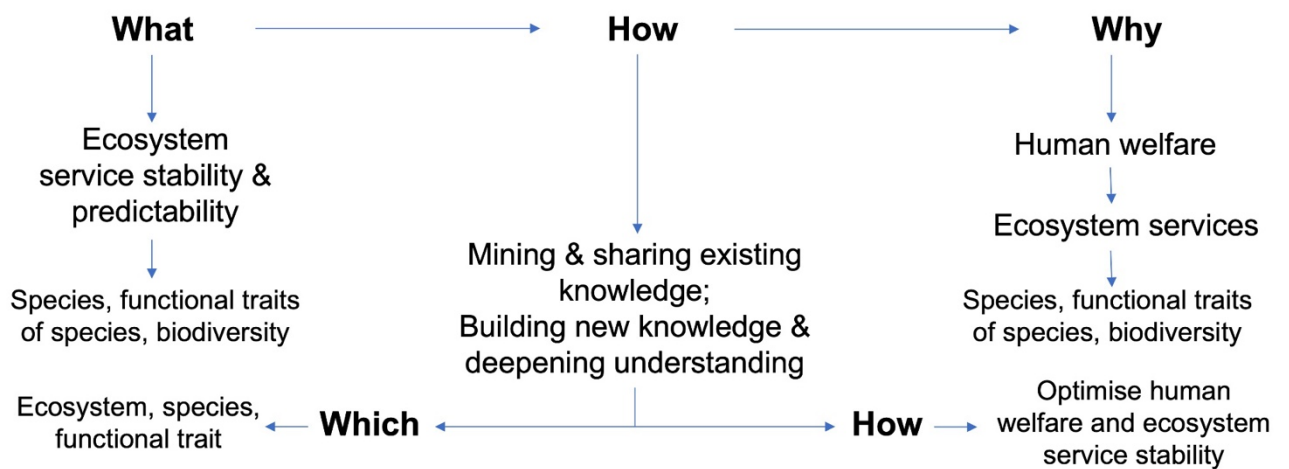
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## Climate change and ecological responses: challenges for conservation and recovery



## Climate change and ecological responses: challenges for conservation and recovery





## Climate change and ecological responses: challenges for conservation and recovery

### 1. Niche (filtering) theory

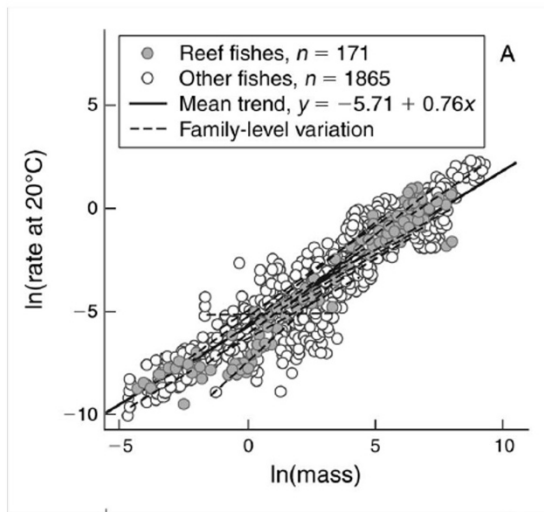
1. Shifts in species distributional ranges;
2. Changes in community structure;
3. Shifts in ecosystem distributional ranges.

### 2. Metabolic theory

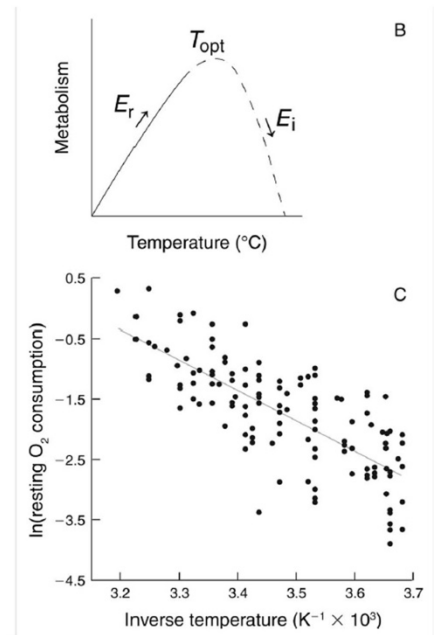
1. Increasing individual metabolic demands;
2. Alteration of biological and ecological cycles;
3. Changing intra- and inter-specific coexistence relationships; and
4. Alteration of connected ecosystem processes and functions

1. Biodiversity & functional diversity;
2. Standing biomass and dead organic matter;
3. Ecosystem services and human benefits  
↓
4. Human welfare

## Cost of living is expected to increase with climate change

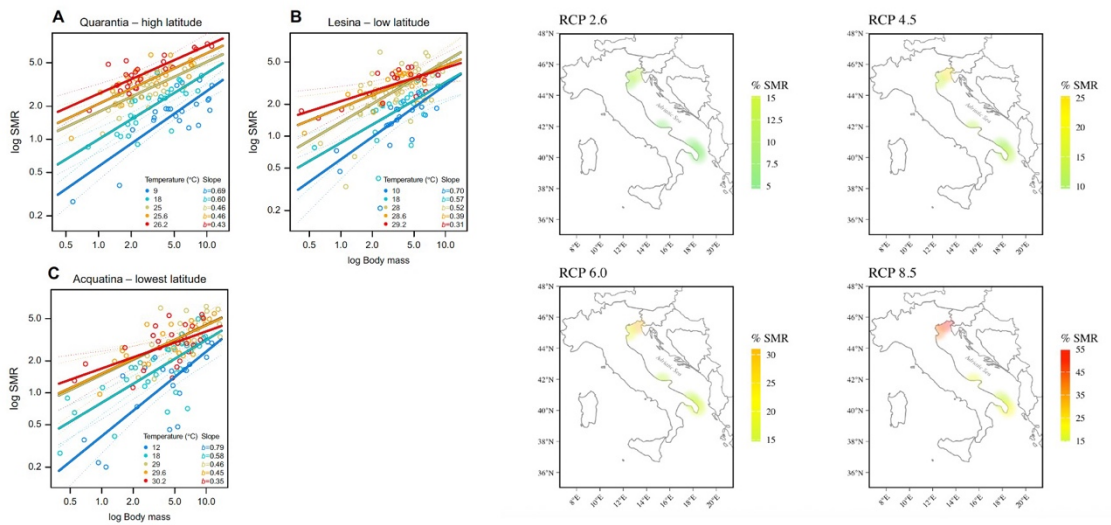


From Bruno et al 2015



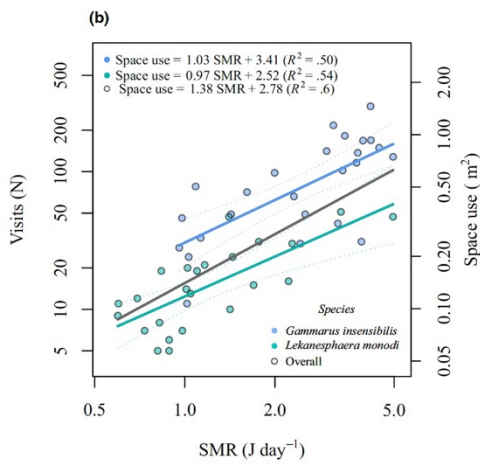
## Cost of living is expected to increase with climate change

In ectotherms, representing more than 95% of animal species, average cost of life is estimated to increase from 6% to 10% per degree of thermal increase

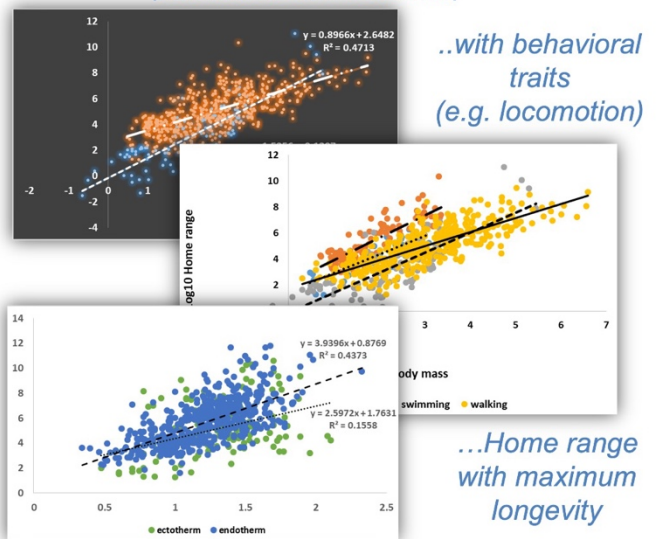


## Increased cost of living has implications on individual space use behaviour, interaction density and intensity

Scaling of home range with body mass  
(ectotherms vs endotherms)



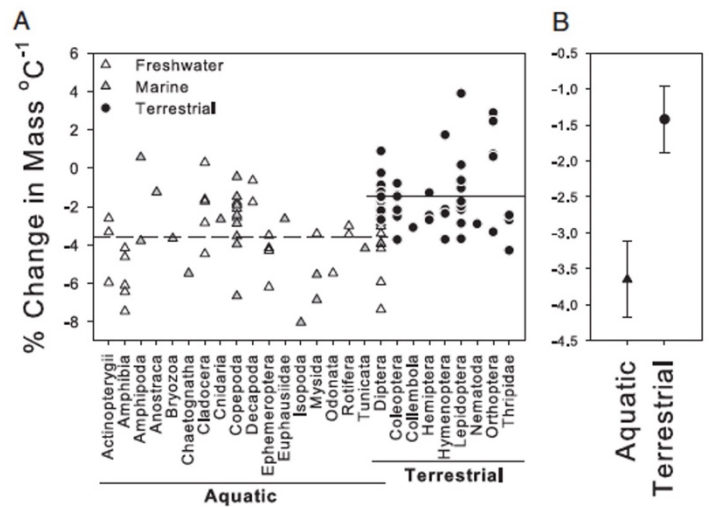
From Shokri et al., 2025



Under conditions of no change in primary productivity

Future communities could be characterized by:

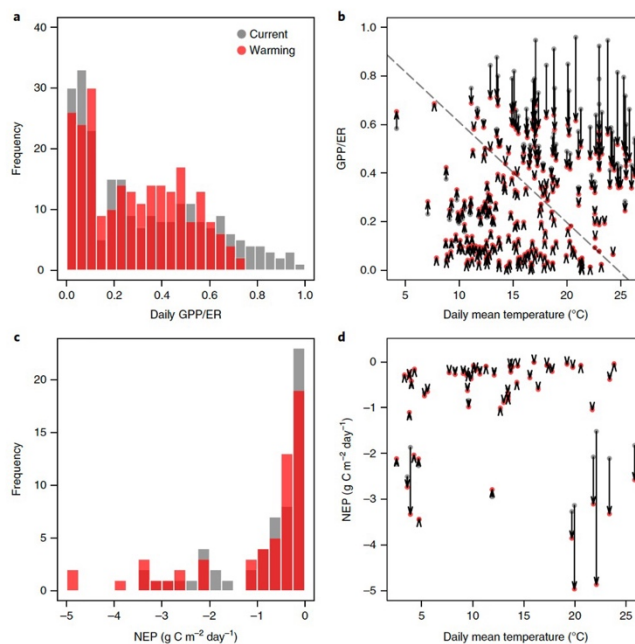
- Smaller individuals/species;
- Lower population densities;
- Fewer species;
- Lower standing biomass and/or organic matter content



Forster et al., 2012

## Implications of increased cost of living on standing biomass

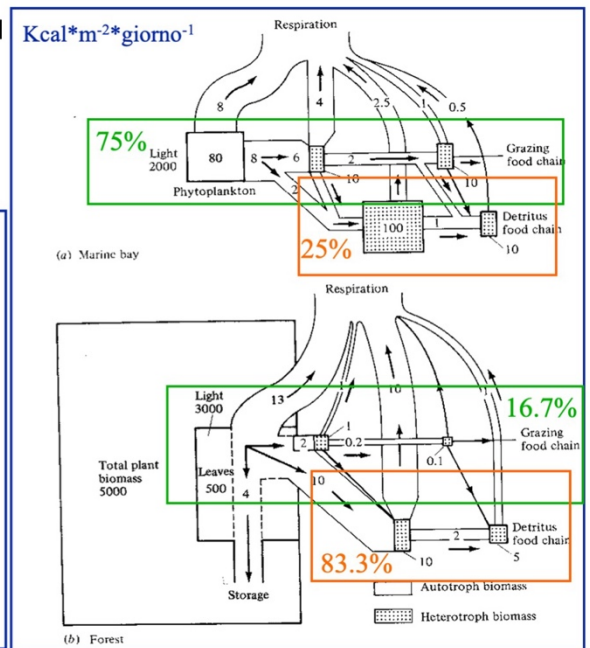
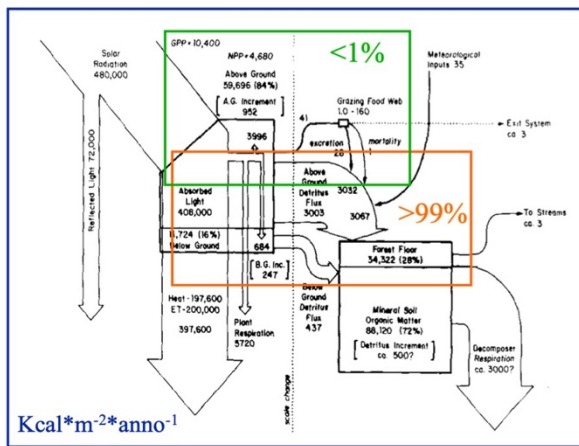
Ecosystem productivity in stream is expected to decline by up to 25% with global warming



Song et al. 2018

## Implications of increased cost of living on standing biomass

In terrestrial ecosystems standing biomass is expected to be more conservative than organic matter mass: Soil carbon scenarios suggest a net carbon release by 2050, accounting for 13% to 17% of expected carbon emissions during the same period.



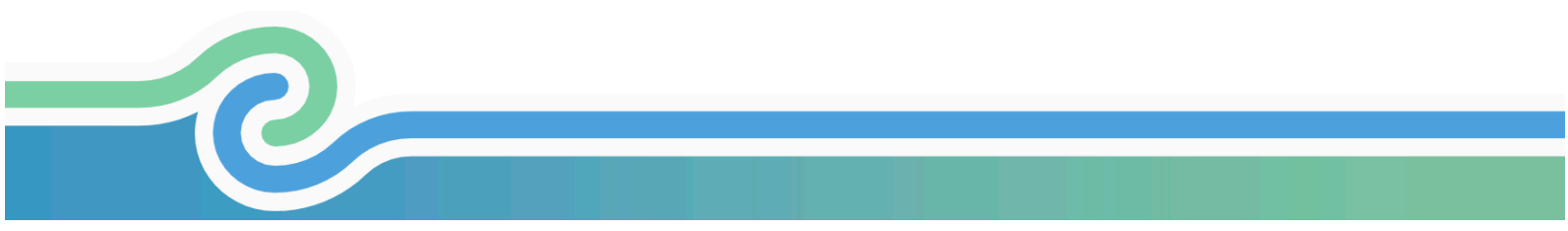
## Implications of increased cost of living on standing biomass and ecosystem services

### STANDING BIOMASS AND ORGANIC MASS



Energy flow is likely to be affected more strongly in the Adriatic Sea than in the terrestrial ecosystems of the Adriatic basin.

Global warming, decreasing nutrient loading and relevance of grazing food webs are expected to cause net consumption of standing biomass



## Mitigating climate change impacts on Adriatic ecosystem services



Managing trophic networks to mitigate the implications of ecological responses to climate change on Adriatic ecosystem services;

Compensating nutrient input losses to reduced river discharges with marine area fertilization;

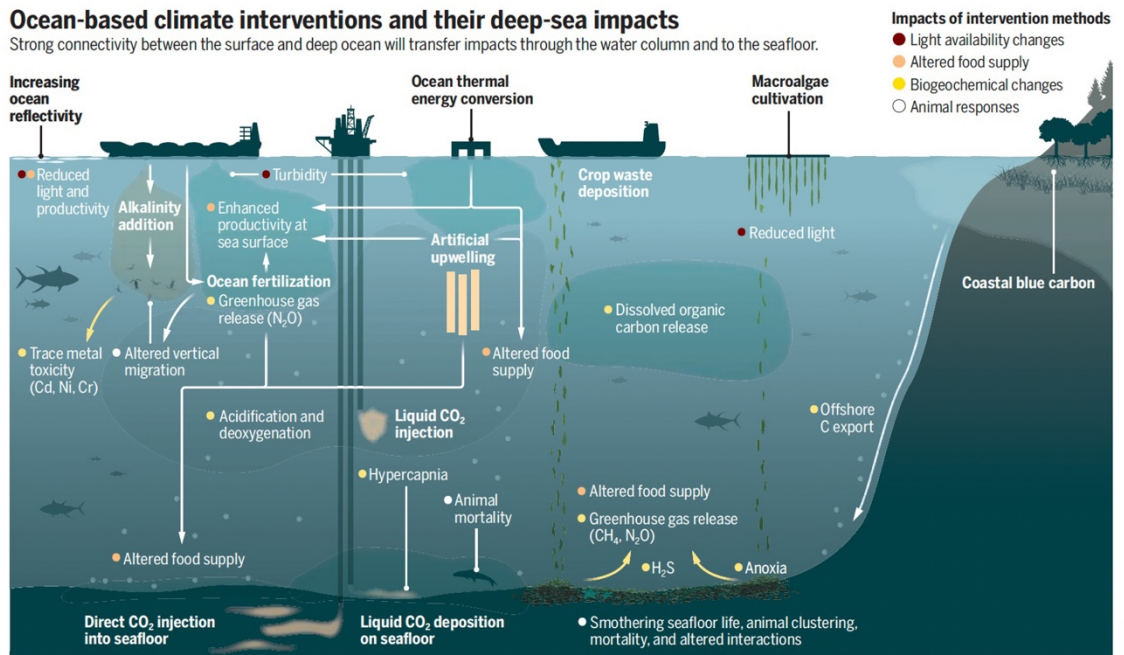
Promoting more extensive use of coastal areas for aquaculture installations;

Produce innovative blue economy enterprises to widen and sustainable exploitation of marine resources

## Ocean-based intervention systems to mitigate climate change impacts – risks intrinsic to human solutions

### Ocean-based climate interventions and their deep-sea impacts

Strong connectivity between the surface and deep ocean will transfer impacts through the water column and to the seafloor.



**13.** *Restoration of Marine Ecosystems, speaker by University of Salento (Luigi Musco)*



# INFODAY – Settore Pescaturismo e ittiturismo Fisheries Tourism

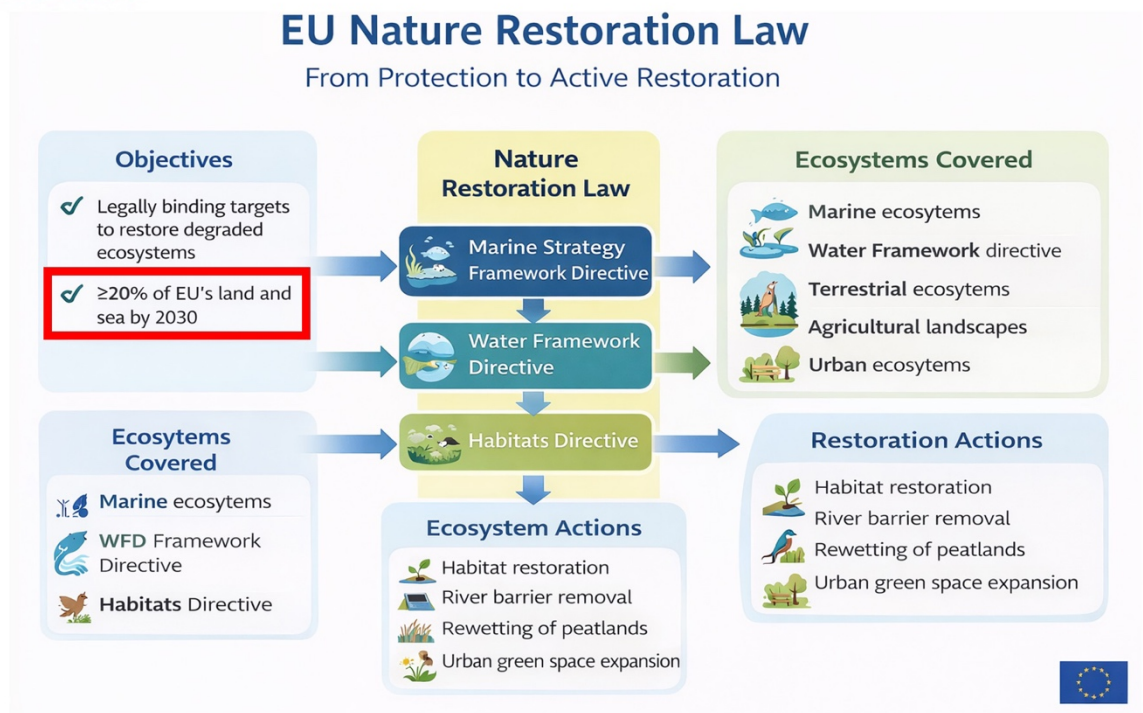
*Lecce, 15 Maggio 2026*

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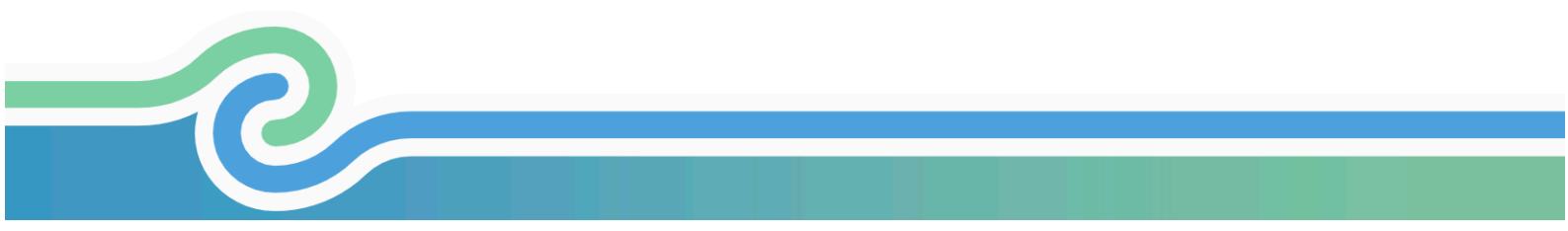
## EU Nature Restoration Law

From Protection to Active Restoration

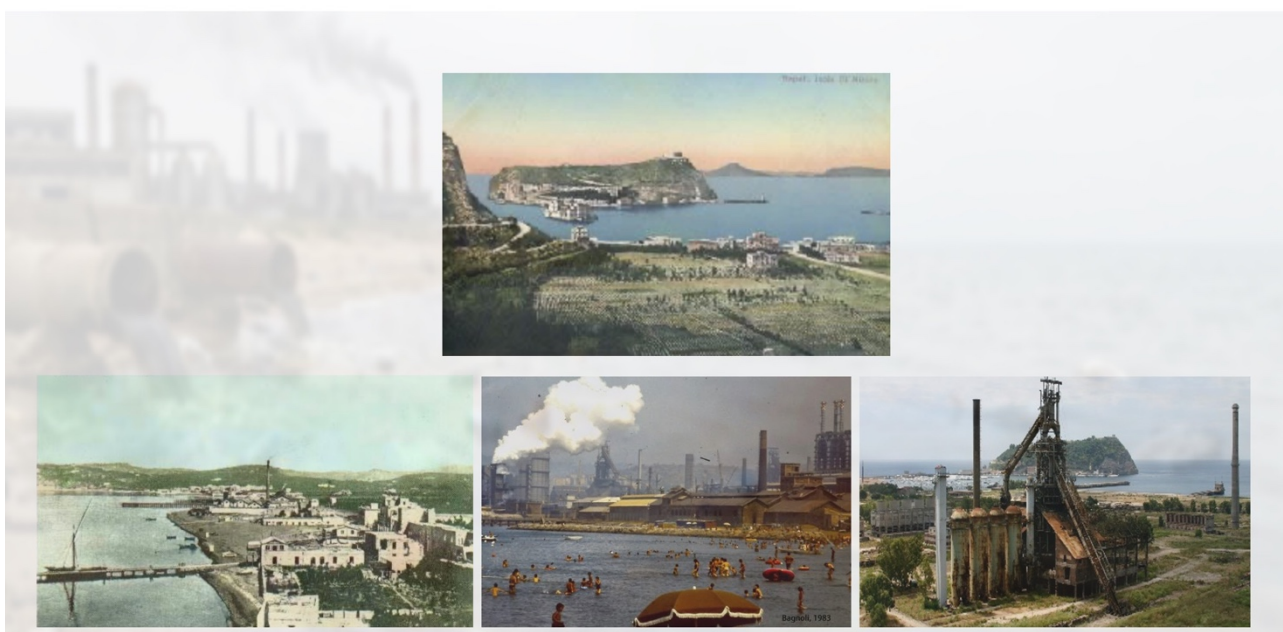


## Case Study

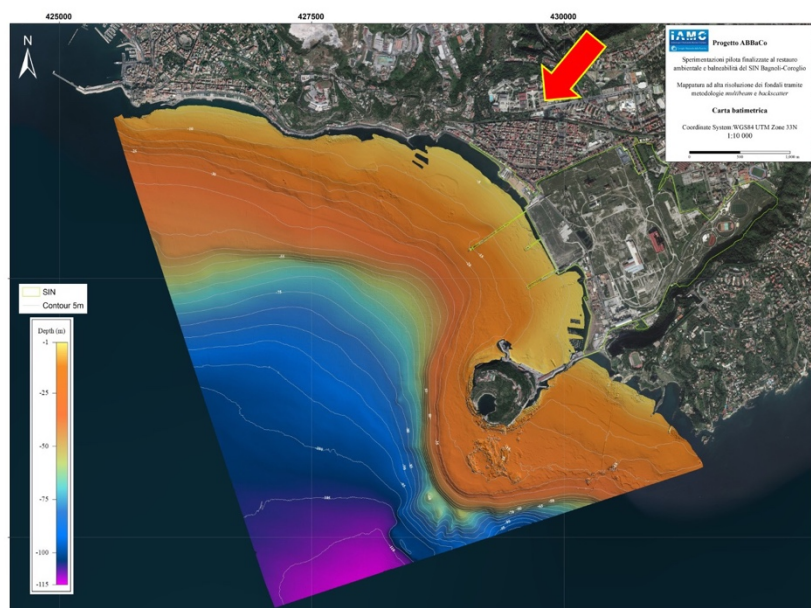
Characterization and environmental  
restoration of the seabed of the Bagnoli-  
Coroglio National Site of Interest (Naples)



## Bagnoli, the paradise lost



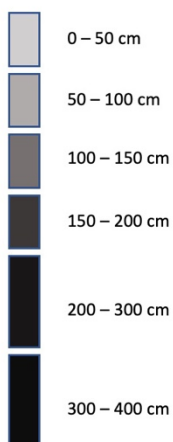
## Geomorphology of the impacted area



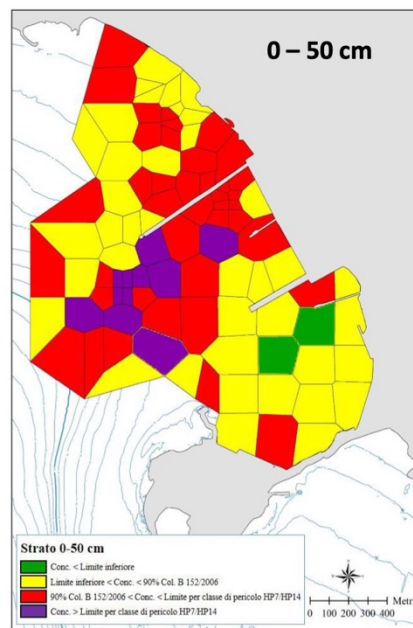
## Impact Assessment



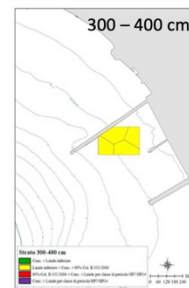
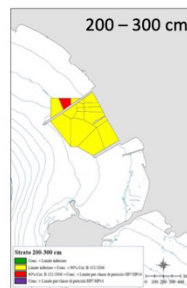
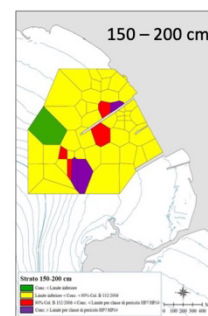
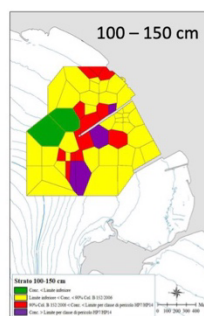
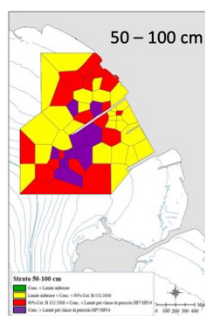
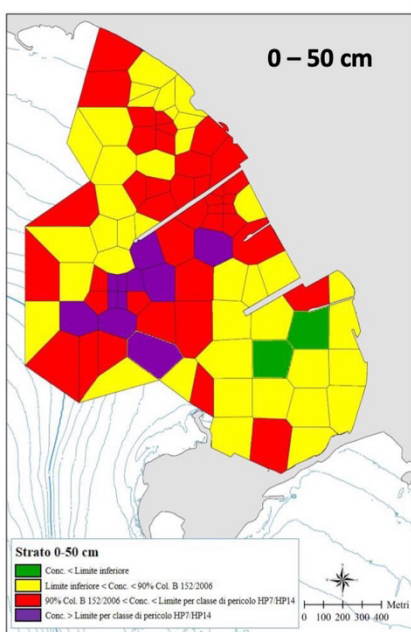
## How deep the chemical pollution arrived?



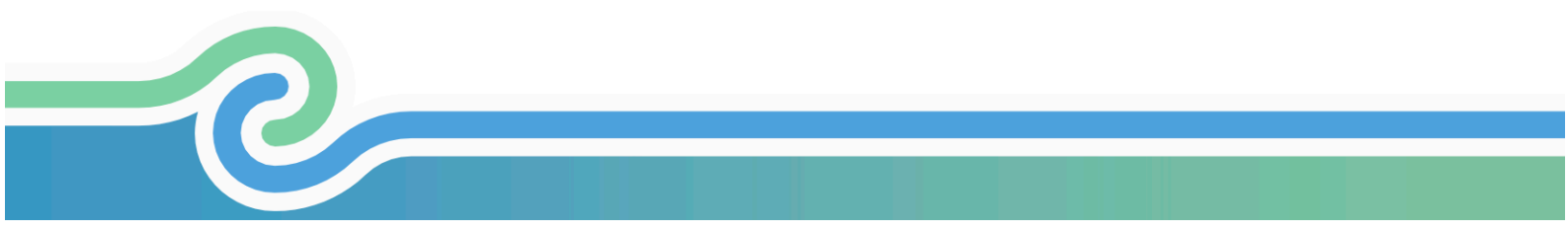
## Distribution of pollutants (heavy metals, PAHs, etc.) in the seabed



## Distribution of pollutants (heavy metals, PAHs, etc.) in the seabed



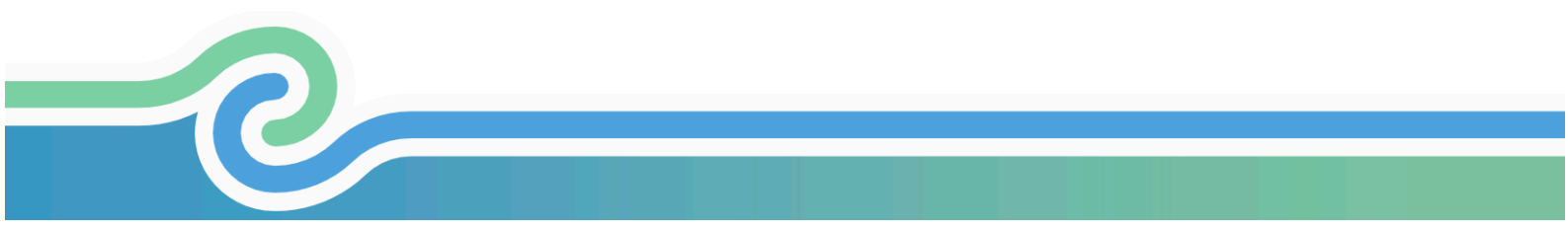
**But cores told us something else....**



## The seabed of Bagnoli as it was



## Hope for the future ecological and functional rehabilitation of the area





## *National Biodiversity Future Center and planning of restoration actions*

[www.italy-croatia.eu](http://www.italy-croatia.eu)

## The project MARES NBFC

### Aims and actions

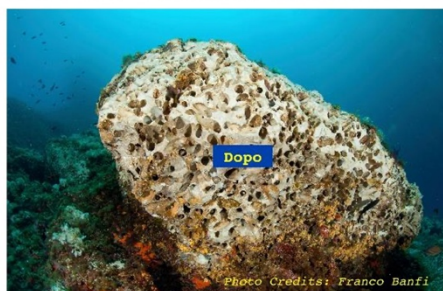
- Suitability analysis of **priority areas** for restoration.
- Demonstrate the **effectiveness of restoration** measures.
- **Monitor** over time.
- Measure **benefits** in terms of biodiversity recovery and ecosystem services.
- Provide guidelines for the **standardization of methodologies**, in line with the **Nature Restoration Law**.
- Build cross-sector **collaborations**.
- **Train** the next generation by promoting **Nature-Based Solutions**.
- **Engage** private companies in the ecological restoration economy.



## How much does a plate of date mussels cost?

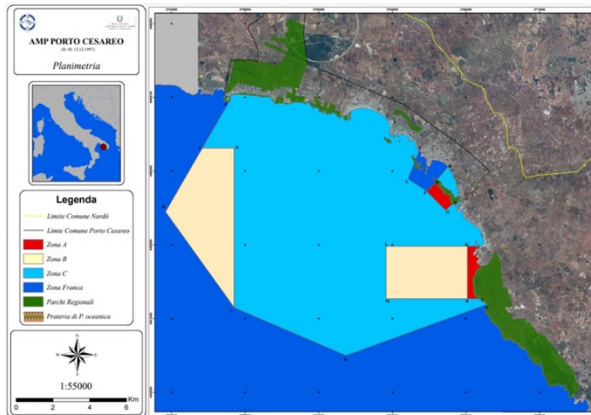


## An immeasurable ecological and economic damage



# MPA of Porto Cesareo

## *Barren grounds*



## Multispecies transplantation of sponges and corals

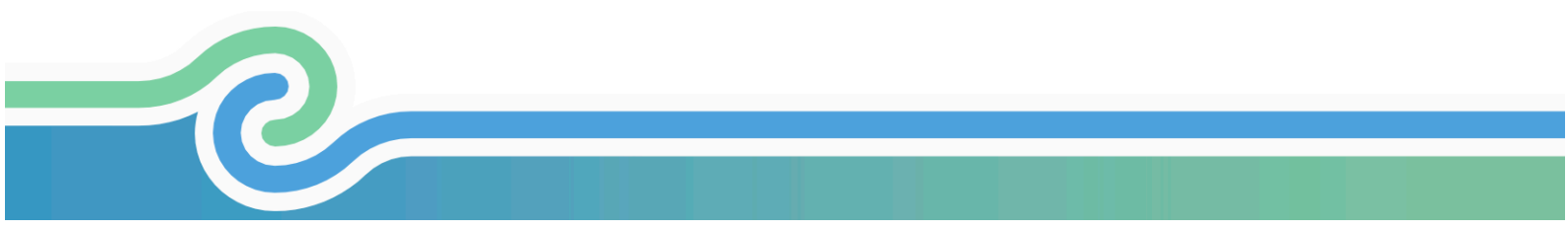
*“No species is an island”*



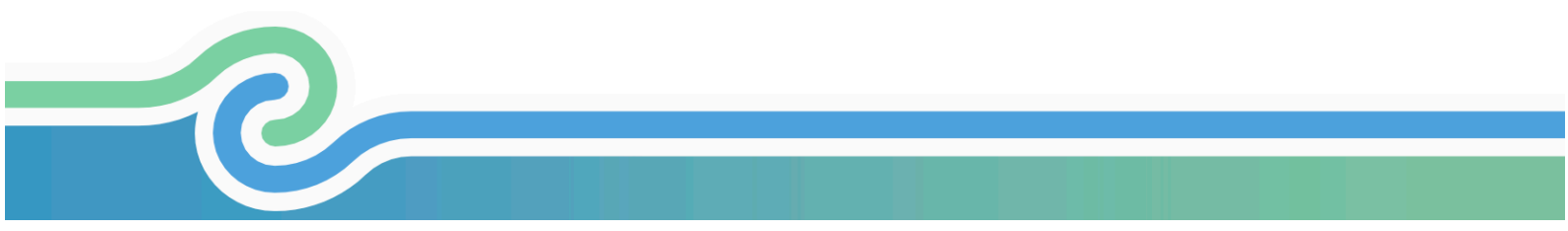
## Cooperation wins



The transplantation worked: the two species provide mutual benefits and grow better together



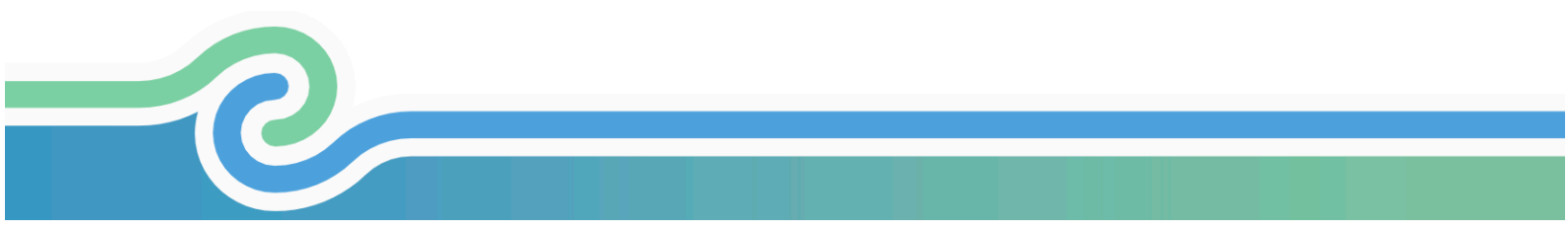
## *Halophila stipulacea*, the new invader







*Halophila stipulacea*,  
the alien meadow at Otranto

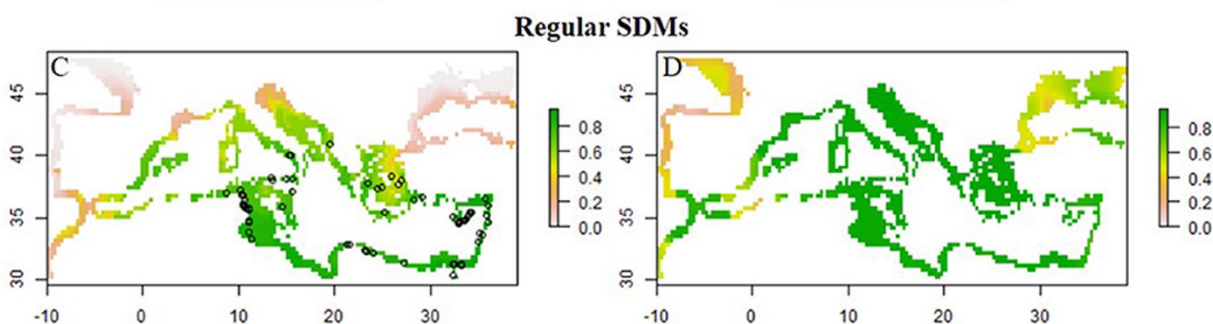


## *Halophila stipulacea*

### colonization of the mediterranean Sea

#### Present predictions

#### Future predictions

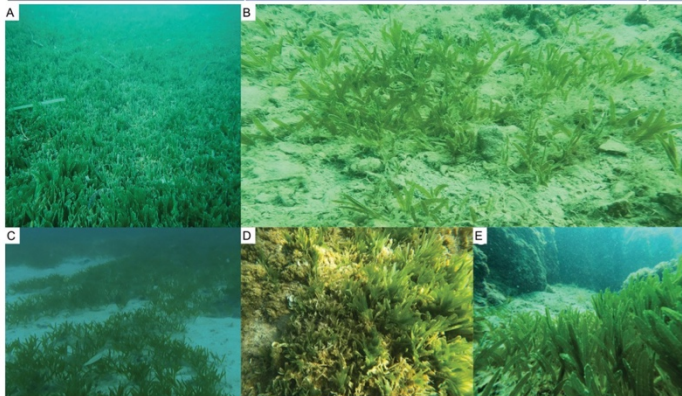


Nguyen *et al.*, 2020. Responses of invasive and native populations of the seagrass *Halophila stipulacea* to simulated climate change.  
*Frontiers in Marine Science*

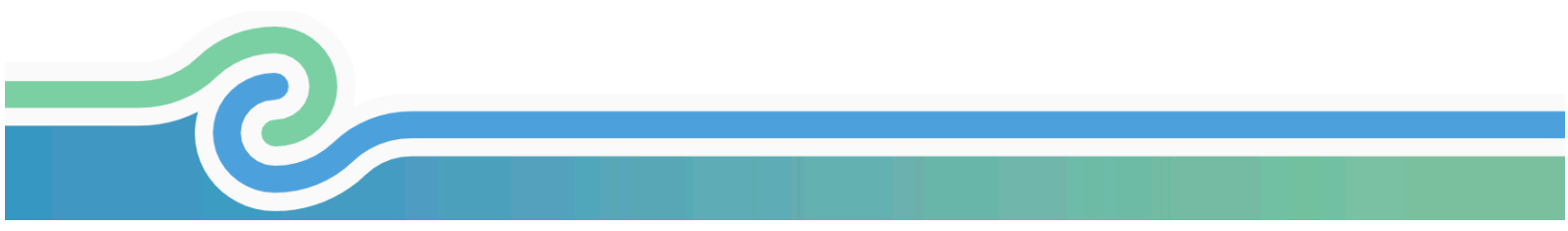
But the tropical plant had already been reported in the Port of Otranto in 2012 (Olivieri).

However, it was only a short note in Italian and went unnoticed.

# *Halophila stipulacea*, the new invader



In just 10 years the Salento Peninsula was invaded





## *Halophila stipulacea*, the new invader

Harbour after harbour  
following fishery activities

## *Halophila stipulacea*

### Competition with native seagrasses

**May the alien plant replace  
native seagrasses?**



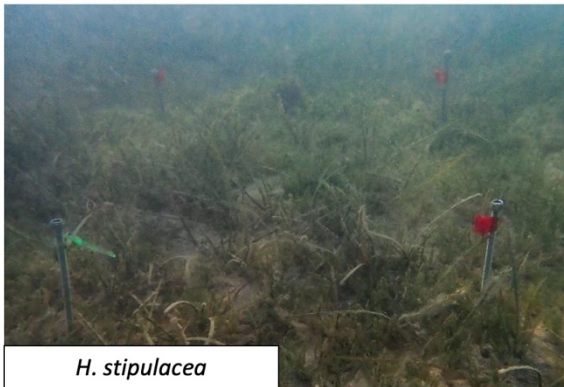
*Cymodocea nodosa*



*Halophila stipulacea*

# *Halophila stipulacea*

## Pilot restoration actions

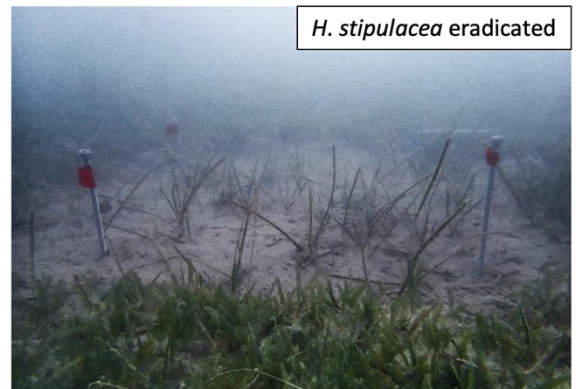


*H. stipulacea*

### Removal experiments for restoration actions



### Strong competition with *Cymodocea nodosa*





*Posidonia  
oceanica*



*Cymodocea  
nodosa*



*Halophila  
stipulacea*

## *Halophila stipulacea* and biodiversity

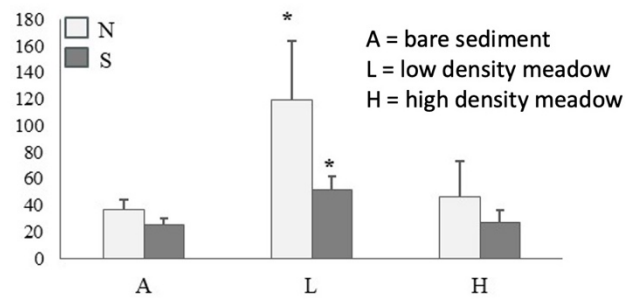
**Which species will colonize the  
new habitat?**



**What is the effect on  
biodiversity?**



## *Halophila stipulacea* affects biodiversity



## *Halophila stipulacea* effect on fish larvae

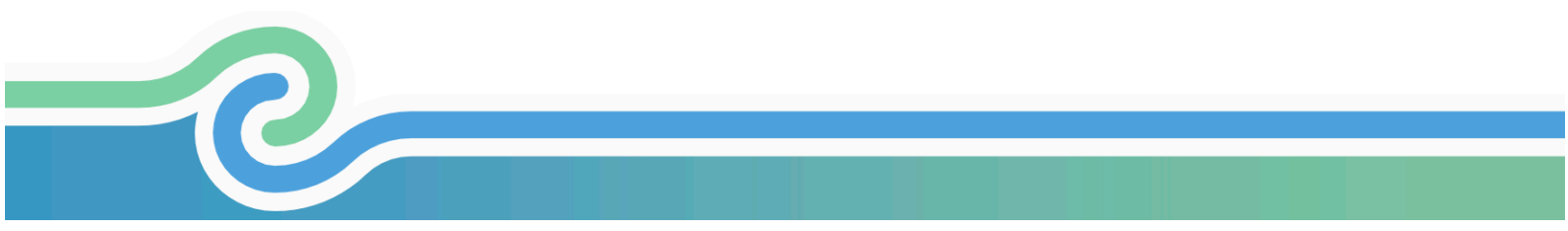


*Cymodocea nodosa*



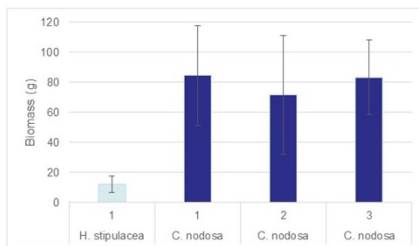
### Fish nursery areas compared

*Halophila stipulacea*

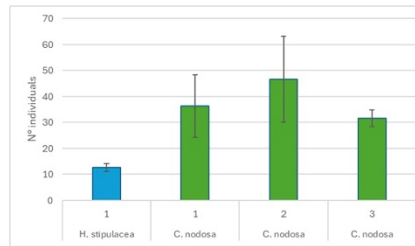




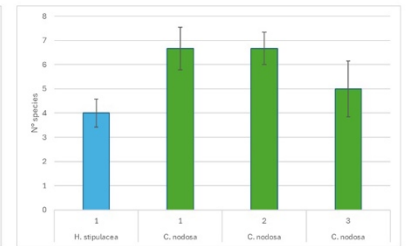
## *Halophila stipulacea* effect on fish larvae



$F_{3,8} = 1,4224$ ;  $p = 0,3207$



$F_{3,8} = 1,897$ ;  $p = 0,1908$



$F_{3,8} = 2,3974$ ;  $p = 0,1554$

## *Halophila stipulacea* effect on fish



Among adults, some species of Syngnathidae and Gobiidae were present in native seagrass meadows, but absent in the alien ones

## *Halophila stipulacea* concerns



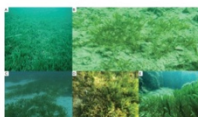
- *Halophila* has invaded the coasts of Salento and is rapidly expanding northward and westward.



- It competes with native seagrasses, but the long-term effects are still unclear.



- The associated benthic fauna is not specialized and is less diverse than the fauna that coevolved with native seagrasses.



- The impacts on biodiversity may vary depending on the invaded habitat and need to be assessed.



- It is urgent to evaluate the effects on fish fauna and the possible role of *Halophila* as a nursery habitat through broader and long-term studies.



- Appropriate management actions also need to be evaluated.

14. *The Citizen Science platform of LifeWatch Italy: a tool to engage citizens in the Blue Economy, speaker by CNR (Francesco De Leo, Ilaria Rosati, Andrea Tarallo, Franca Sangiorgio)*



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*Lecce, 15 Maggio 2026*

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 **BLUESLINKS**



## The Citizen Science platform of LifeWatch Italy: a tool to engage citizens in the Blue Economy

De Leo F., Rosati I., Tarallo A., Sangiorgio F.

[www.italy-croatia.eu](http://www.italy-croatia.eu)

## Main drivers of failure in conservation and management initiatives

### Poor stakeholder involvement



### Lack of ecological data



# Citizen Science advantage in Marine Research and Conservation



Provide new data on the distribution of species and habitats

increases stakeholder involvement and the awareness of environmental issues

provided cost-effective means to collect extensive data sets and effort covering vast spatio-temporal scales

# Great Discoveries, passionate minds when curiosity changes the world

<p><b>CHARLES DARWIN</b> (1809–1882)</p>  <p>Although he had a naturalist background, Darwin never worked at a university. He developed the theory of evolution by natural selection by meticulously observing and cataloguing thousands of facts about plants and animals during his voyage on the Beagle and by studying nature in his garden.</p> <p><b>KEY CONTRIBUTIONS</b></p> <ul style="list-style-type: none"> <li>Voyage on the Beagle</li> <li>Observation and data collection</li> <li>Theory of evolution</li> </ul>	<p><b>GREGOR MENDEL</b> (1822–1884)</p>  <p>An Augustinian monk, Mendel conducted his famous pea hybridization experiments in the monastery garden. His observations led to the formulation of the laws of inheritance (genetics), even though he was not a professional geneticist.</p> <p><b>KEY CONTRIBUTIONS</b></p> <ul style="list-style-type: none"> <li>Experiments with pea plants</li> <li>Laws of inheritance</li> <li>Founder of genetics</li> </ul>	<p><b>ANTONIE VAN LEEUWENHOEK</b> (1632–1723)</p>  <p>A Dutch cloth merchant, he built exceptionally powerful microscopes to check the quality of fabrics. This passion led him to be the first man to observe bacteria, protozoa and sperm cells, becoming a pioneer of microbiology.</p> <p><b>KEY CONTRIBUTIONS</b></p> <ul style="list-style-type: none"> <li>Built powerful microscopes</li> <li>First observations of microorganisms</li> <li>Pioneer of microbiology</li> </ul>	<p><b>WILLIAM HERSCHEL</b> (1738–1822)</p>  <p>A professional musician, Herschel was a passionate astronomer who built his own telescopes. He discovered the planet Uranus in 1781, as well as numerous binary stars and nebulae, becoming one of the most famous astronomers of his time.</p> <p><b>KEY CONTRIBUTIONS</b></p> <ul style="list-style-type: none"> <li>Discovered Uranus</li> <li>Discovered binary stars</li> <li>Discovered nebulae</li> </ul>	<p><b>MARY ANNING</b> (1799–1847)</p>  <p>The daughter of a carpenter, she collected and sold fossils along the English coast. Her discoveries (including the first complete ichthyosaur skeleton) were crucial to paleontology, although her work was not properly recognized by the male-dominated scientific community of her time.</p> <p><b>KEY CONTRIBUTIONS</b></p> <ul style="list-style-type: none"> <li>Fossil collection</li> <li>Ichthyosaur discoveries</li> <li>Contributions to paleontology</li> </ul>
<p><b>CURIOSITY HAS NO BOUNDARIES.</b></p> <p>These amateur scientists remind us that passion, observation and determination can lead to extraordinary discoveries—anywhere, and at any time.</p>				

# The Main Categories Of Citizen Science Projects

1	2	3	4	5	6	7
<b>DATA COLLECTION</b>	<b>DATA VALIDATION</b>	<b>DATA ANALYSIS &amp; INTERPRETATION</b>	<b>CO-DESIGN &amp; CO-CREATION</b>	<b>COMMUNITY MONITORING</b>	<b>ACTION-ORIENTED PROJECTS</b>	<b>EDUCATION &amp; ENGAGEMENT</b>
Contribute data by observing and recording the world around you.	Help check and improve the quality of scientific data.	Contribute your skills to make sense of data and interpret results.	Work with scientists to design projects and tools.	Local communities monitor their environment over time.	Take action based on scientific findings to create real impact.	Learn, explore and be inspired by science.
<b>EXAMPLES</b>	<b>EXAMPLES</b>	<b>EXAMPLES</b>	<b>EXAMPLES</b>	<b>EXAMPLES</b>	<b>EXAMPLES</b>	<b>EXAMPLES</b>
<ul style="list-style-type: none"> <li>iNaturalist</li> <li>eBird</li> <li>Globe Observer</li> <li>SeaWatcher</li> </ul>	<ul style="list-style-type: none"> <li>Zooniverse</li> <li>Notes from Nature</li> <li>Planet Hunters</li> <li>DigiVol</li> </ul>	<ul style="list-style-type: none"> <li>Galaxy Zoo</li> <li>Foldit</li> <li>eDNA Explorer</li> <li>Stall Catchers</li> </ul>	<ul style="list-style-type: none"> <li>Coastal Communities Projects</li> <li>Air Quality</li> <li>Co-design Initiatives</li> <li>Plastic Pirates</li> </ul>	<ul style="list-style-type: none"> <li>Water Rangers</li> <li>Coral Watch</li> <li>Community Snow Observations</li> </ul>	<ul style="list-style-type: none"> <li>Marine Litter Watch</li> <li>iSea</li> <li>Great Annual Shoreline Cleanup</li> </ul>	<ul style="list-style-type: none"> <li>Project BudBurst</li> <li>Nature's Notebook</li> <li>SciStarter</li> <li>School of Ants</li> </ul>
<p><b>WHY IT MATTERS</b></p> <p>Citizen science generates valuable data, strengthens the connection between people and nature, and builds a more inclusive and open science.</p>						
<p>More data at larger scales</p>		<p>Engaged and empowered communities</p>		<p>Better science for better decisions</p>		<p>A more sustainable future</p>
<p><b>SCIENCE IS BETTER WHEN WE DO IT TOGETHER!</b></p>						

# Citizen Science and Coastal Communities: Supporting Marine Conservation and the Blue Economy



Coastwatch



# Citizen Science and Coastal Communities: Supporting Marine Conservation and the Blue Economy



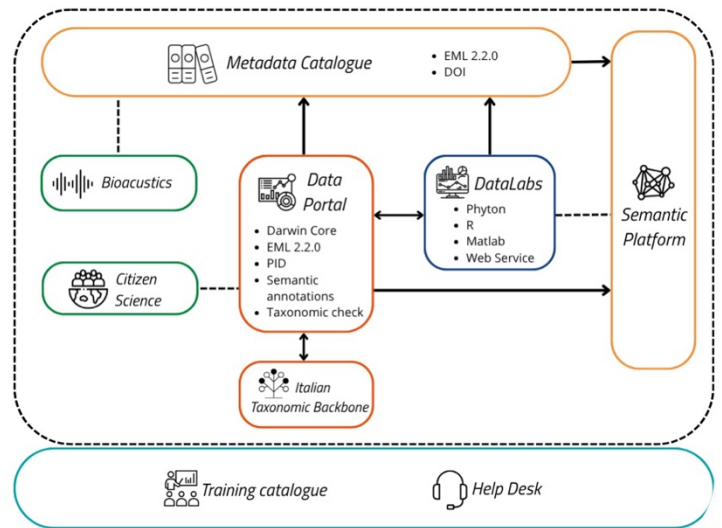
# Citizen Science and Coastal Communities: Supporting Marine Conservation and the Blue Economy

FROM 2021:





## LifeWatch Italy Digital Infrastructure



## LifeWatch Italy Citizen Science Platform

Is a **place for sharing** knowledge, tools, training material and other resources for participatory projects in biodiversity and ecosystem research.

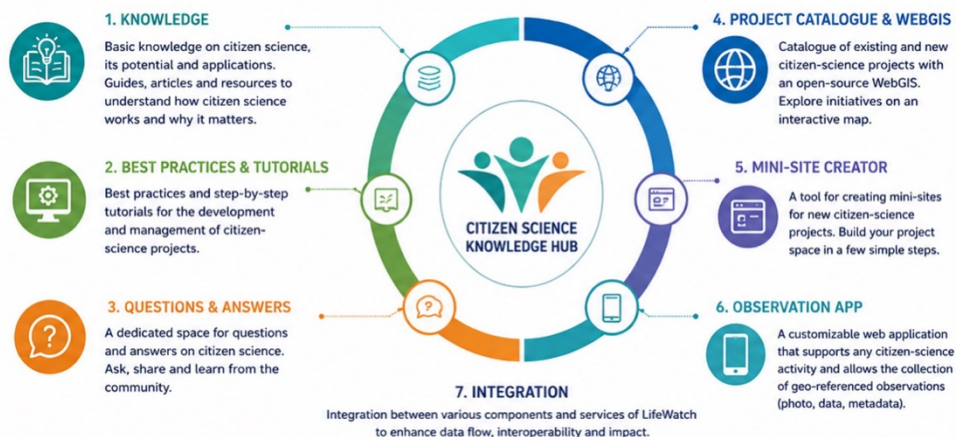
Is a **resource to support** Citizen Science Projects from scratch up to data collection and storage.



[www.citizenscience.lifewatchitaly.eu](http://www.citizenscience.lifewatchitaly.eu)

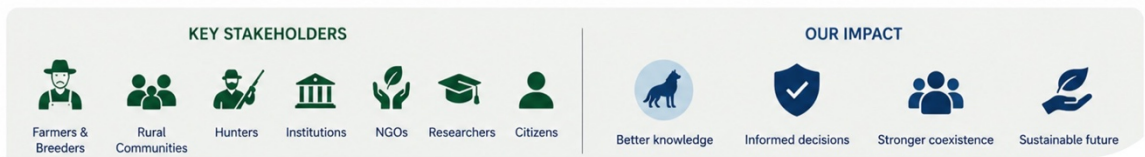
# LifeWatch Italy Citizen Science Platform

Section dedicated to **best practices** and tutorials on the **development and management** of citizen-science projects



# Citizen Science for Biodiversity Conservation and the Blue Economy

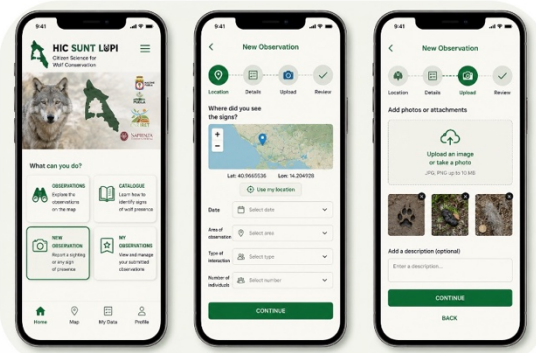
## From Engagement to Impact



## HIC SUNT LOPI Citizen Science for Wolf Conservation

Observation Types

L'ho visto. Segnala un incontro diretto	Add Main Attribute	Edit	Other Attributes	Delete
Ha lasciato tracce Aiutaci a capire dove si muove	Add Main Attribute	Edit	Other Attributes	Delete
Segnalazione Critica	Add Main Attribute	Edit	Other Attributes	Delete
Interazione Predatoria	Add Main Attribute	Edit	Other Attributes	Delete



Name \*

Validation By \*

Expert

Image required in reports

Image

Scegli file nessun file selezionato



Name	Type
Età	single-selection
Contesto	single-selection
Distanza dall'individuo avvistato	single-selection
Numero di individui	number

## EXAMPLE OF A PRACTICAL USE CASE

### Citizen Science for Marine Invasive Species Monitoring

#### A community-based early warning



FROM FISHERIES ACTIVITIES TO ENVIRONMENTAL INTELLIGENCE



### CITIZEN SCIENCE FOR THE BLUE ECONOMY

“The people who experience the sea every day can become key contributors to marine conservation.”

ENGAGE

OBSERVE

PROTECT

From engagement to impact



# THANK YOU!

Together, through **Citizen Science**,  
we can build knowledge, protect biodiversity  
and promote a sustainable **Blue Economy**.



*People. Sea. Knowledge. Future.*

**Citizen Science Knowledge Hub**  
The platform designed to support citizen science in marine and coastal environments.

EXPLORE – LEARN – CONTRIBUTE

What you can do

- Share your observations
- Learn about marine biodiversity
- Explore data and resources
- Contribute to science and conservation



From local actions to global impact:  
*together for a healthy sea.*





15. Developing a 4Helix Network in Aquaculture Sector. The Greece-Italy case, speaker by Legacoop Puglia (Elisabetta Iacobbe)



**Elisabetta Iacobbe**

Communication manager  
Legacoop Puglia

**Progetto 4helixAquaCultureNet**

4

HELIX

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### Context

**Aquaculture** is one of the fastest-growing food production sectors globally. It plays a key role in **food security**, the **economy of coastal areas**, and **local employment**.



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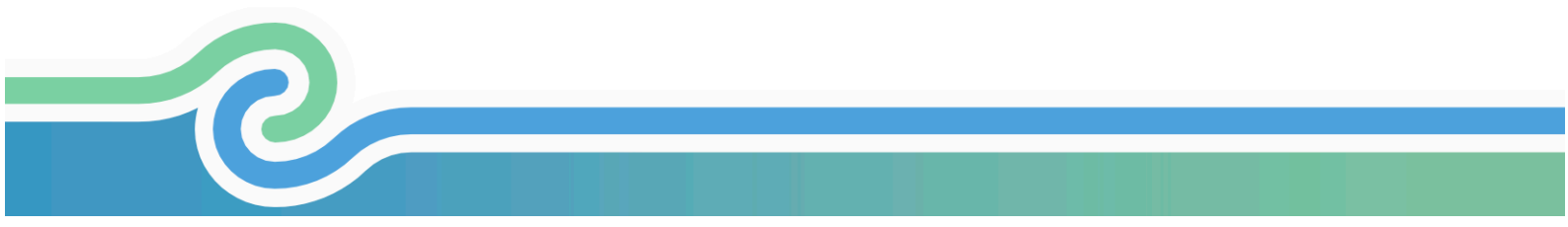


4  
**HELIX**  
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Puglia is among Italy's top five regions for aquaculture facilities,

alongside Veneto, Emilia-Romagna, Friuli Venezia Giulia and Sardinia.





# 4 HELIX

In the Greece-Italy area, aquaculture represents a strategic priority. At the same time, the sector still faces some **important challenges**:

Limited innovation capacity among SMEs

Low sustainability of production processes

Weak integration between research, businesses and local communities

Vulnerable marine ecosystems





Objective

Strengthening innovation and sustainability  
in the aquaculture sector  
through cross-border cooperation,  
knowledge and skills exchange,  
and integration among the different actors  
of the system.



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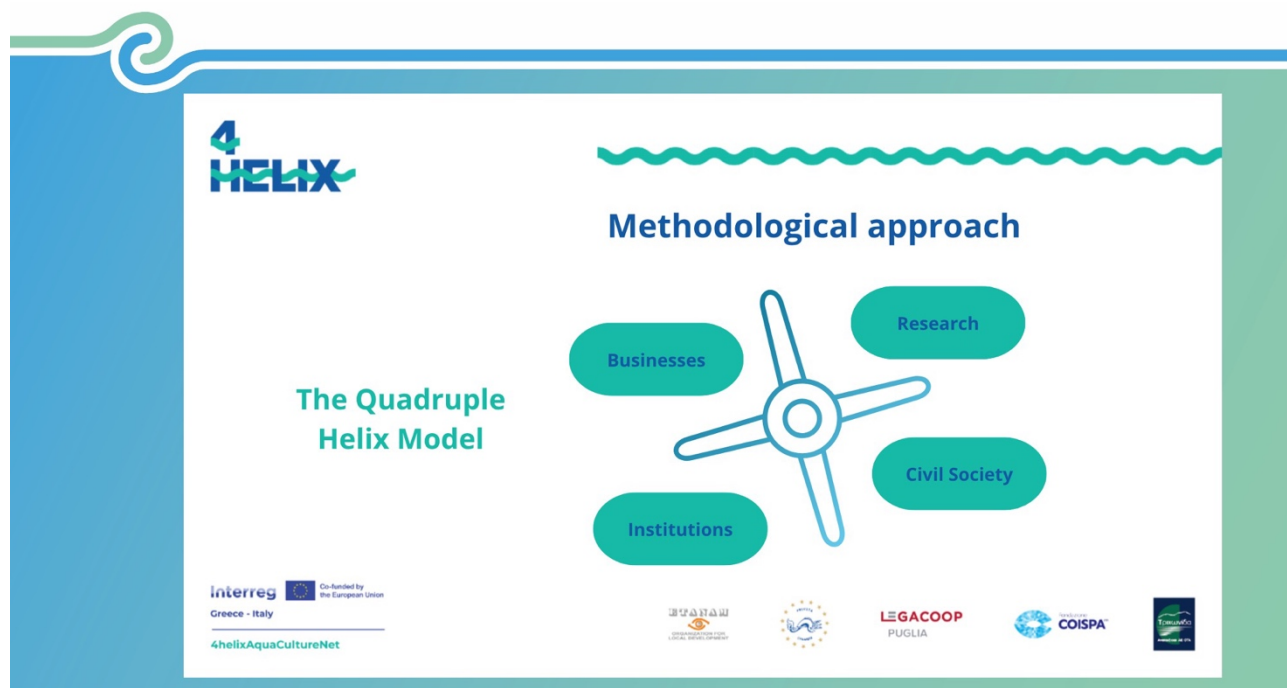


4 HELIX

Partners



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**4  
HELIX**

The Quadruple Helix Model



Methodological approach






Businesses

Research


Institutions


Civil Society

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**LEGACOOP**  
PUGLIA

 **COISPA**





### Starting point

Production does not yet fully meet market expectations and needs.





# 4 HELIX

Promote innovative aquaculture techniques

Supporting the transfer of knowledge and good practices

Strengthening cooperation between territories and skills development

Encouraging more sustainable production models

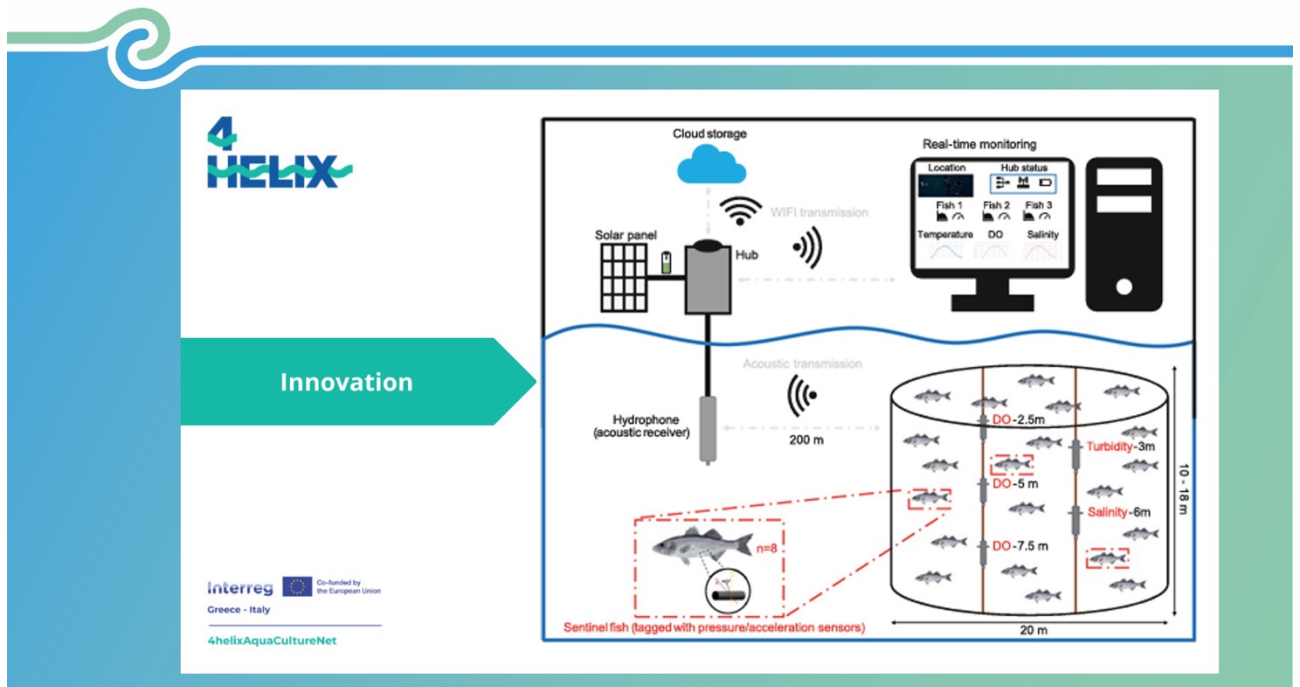




Trackers technology to monitor farming conditions, fish growth and fish health in real time.

The use of more efficient and sustainable feed, building on the best practices of organic aquaculture.







An experimental approach based on smart sensors placed both in the tanks and inside the fish.

The data collected will help develop more sustainable and innovative production practices.

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It's more than aquaculture

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Expected impacts

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- Strengthening local economies
- Contributing to European Blue Economy objectives
- Building a more resilient sector



Cross-border Quadruple Helix Network

### OUTPUTS

Digital Catalogue of local aquatic products and eco-friendly practice

Smart e-Hub for knowledge sharing and cooperation

Innovative and sustainable aquaculture practices

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### Communication Event + Stakeholders Network

Bari, 1 Apr 2026

40 people registered in person  
10 person on line

<https://www.baritoday.it/economia/sensori-monitoraggio-salute-pesci-progetto-puglia.html>

<https://youtu.be/cYjzYyoZNhw?si=RW9W6iafPPuclzPe>

<https://www.rainews.it/tgr/puglia/video/2026/04/tgr-puglia-acquacoltura--50eed05e-4180-4315-8dda-ce90db302352.html>





## Communication Event + Stakeholders Network

Bari, 1 Apr 2026

**L'onda hi-tech che rivoluziona il modo di usare l'acqua di mare**

**Acquacoltura, sensori intelligenti a tutela di ambiente e produzione**

**Sperimentazione Italia-Grecia nelle vasche e nei pesci**

**Gazzetta del Mezzogiorno**

**Acquacoltura, sensori intelligenti a tutela di ambiente e produzione**

**Sperimentazione Italia-Grecia nelle vasche e nei pesci**

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## Fish “talk” to each other

Many fish species produce a surprising variety of sounds – buzzes, clicks, grunts, and low - frequency pulses - to communicate during mating, defend territories, or coordinate movements within a group. Scientists sometimes refer to these acoustic signals as “the voices of the sea”.

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 **FACEBOOK: Interreg 4helix**

**NEWSLETTER\_4helixAquaCultureNet**





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 Developing a 4helix Network  
 in Aquaculture Sector

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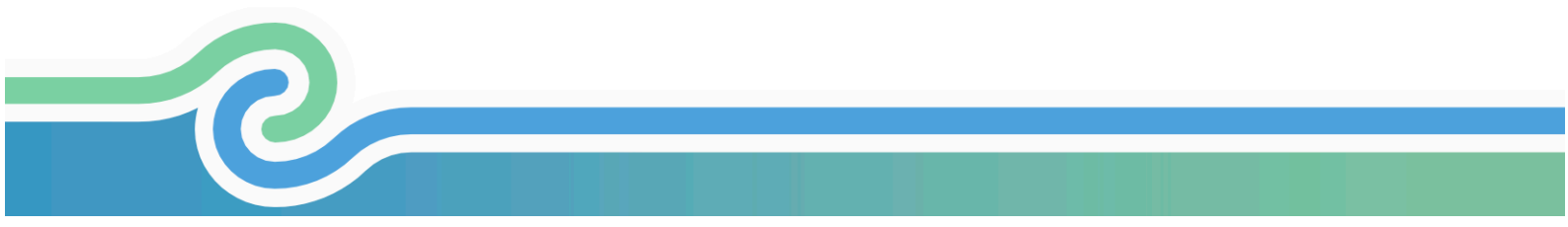
4helixAquaCultureNet

n.1 – December 2025

**Welcome**

**First Issue**

*It is a great pleasure to welcome you to the first newsletter of 4helixAquaCultureNet!*



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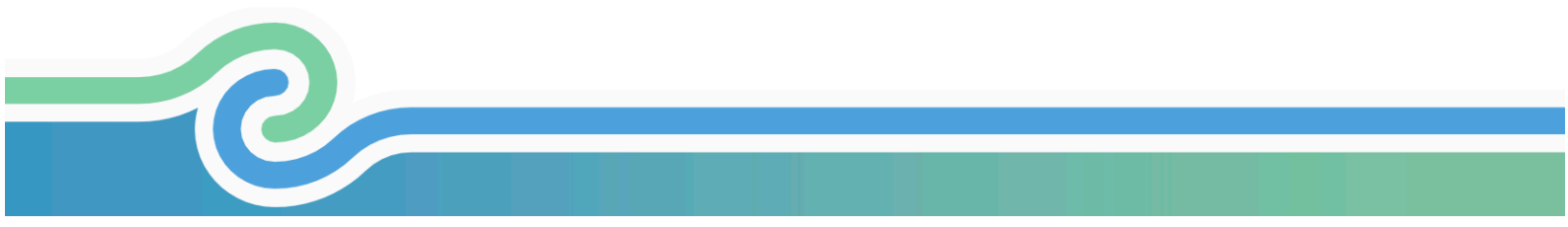


AquaCultureNet  
Developing a 4Helix Network  
in Aquaculture Sector



Nice to meet you!  
**Thank you**

paslab 2026©



16. *The Role of Crowdfunding in Fishery Tourism, speaker by HydraCoop (Guglielmo Corallo)*




# The Role of Crowdfunding Fishery Tourism

*Guglielmo Corallo  
Soc. Coop. HYDRA*

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Company Presentation

Professional profiles


2.0




Marine biologists




Biologists expert in the fields of fishing and aquaculture




Financial planning experts



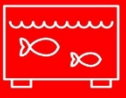
Design experts



Accounting and administration experts



Socio-economic analysis experts



Animal production experts

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## Forme di turismo legate alla pesca:

- ❖ Ittiturismo
- ❖ Pescaturismo

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L'**ittiturismo** è un'attività complementare alle attività di [pescaturismo](#) e da questa del tutto indipendente. Per ititurismo si intendono l'insieme dei servizi turistici offerti dai [pescatori](#) sulla terra ferma, quali l'ospitalità in case di pescatori ed in borghi marinari. Elemento importante dell'ittiturismo è la ristorazione base di pescato locale possibilmente a cura degli stessi pescatori all'interno delle loro comunità.

Sempre più marinerie italiane si stanno convertendo all'ittiturismo offrendo agli ospiti accoglienza in case tipiche e fornendo loro prodotti derivati dalla attività di pesca. Si tratta di un ramo delle attività turistiche definite "esperienziali" dove l'ospite si immerge nella vita locale. Da non confondere con il pescaturismo, nel quale i clienti partecipano alle battute di pesca.

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Il turismo della pesca (o pescaturismo) è una nicchia di turismo sostenibile in cui pescatori professionisti ospitano turisti su barche da pesca per far loro vivere l'esperienza della pesca tradizionale, partecipare a escursioni costiere e cenare a bordo. Questo settore in crescita offre ai pescatori un reddito alternativo, preservando al contempo il patrimonio marino. È particolarmente diffuso nel Mediterraneo e in Europa, contribuendo a diversificare le fonti di reddito delle comunità e a promuovere un'interazione responsabile con l'ambiente.

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## Aspetti chiave del turismo legato alla pesca

**Esperienze a bordo:** i turisti accompagnano i professionisti su pescherecci attivi per apprendere tecniche tradizionali, come l'individuazione di tonni o pesci spada.

**Integrazione culturale e culinaria:** le escursioni spesso includono la degustazione di pesce appena pescato, preparato secondo le tradizioni locali direttamente a bordo.

**Obiettivo di sostenibilità:** questo modello mira a ridurre l'intensa pressione sulle risorse marine, consentendo ai pescatori di guadagnare senza sovrasfruttare gli stock.

**Impatto economico:** stimola le economie costiere. I dati mostrano che un aumento dell'1% del numero di pescherecci in un porto può incrementare i pernottamenti regionali dello 0,11%.



## Vantaggi del turismo legato alla pesca

**Diversificazione:** i pescatori possono gestire i minori quantitativi di pescato nei mesi di alta stagione come luglio e agosto offrendo tour.

**Istruzione:** Aumenta la consapevolezza del pubblico sulla cultura marittima e sull'importanza di ecosistemi marini sani.

**Sostegno alla comunità:** rafforza le piccole comunità di pescatori, sempre più sotto pressione da parte del settore turistico.

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Mindthetrip.it

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La Regione Puglia con Legge Regionale 13/2015 «Disciplina del pescaturismo e dell'ittiturismo» si è dotata di uno strumento normativo che mira a sostenere e promuovere il pescaturismo e l'ittiturismo in Puglia, offrendo ai pescatori l'opportunità di diversificare le proprie attività e contribuendo allo sviluppo sostenibile delle zone costiere.

Con Delibera di Giunta n. 444/2025 ha approvato le «Linee guida Tecnico-operative per l'avvio e l'esercizio delle attività di Pescaturismo e ititurismo in Puglia».

Si definisce l'iter autorizzativo per avviare l'attività e si istituiscono due elenchi regionali degli operatori, uno per l'ittiturismo e l'altro per il pescaturismo a cui gli operatori si devono iscrivere.





Fare turismo non vuol dire solo vendere viaggi in località esotiche o sconosciute come molti pensano. Fare turismo è un'attività che oggi giorno necessita di innovazione e miglioramenti continui. Progettare un turismo in ottica moderna richiede delle attenzioni e delle pianificazioni per renderlo vincente.

**Investire nel turismo** diventa quindi fondamentale per far progredire questo settore. Ma creare, sviluppare e mantenere un progetto turistico richiede degli investimenti che a volte possono essere onerosi e di difficile finanziamento.



Come detto in precedenza, il turismo non è solo mare, spiagge, vacanze, relax, paesaggi mozzafiato o incontaminati. È un servizio che va a favore dei turisti. Essendo un bene immateriale, il turismo lo si vive in più fasi, la fase di ispirazione e ricerca del viaggio, la fase di fruizione e godimento del viaggio e quella legata all'esperienza di viaggio.

Essere competitivi, flessibili ed offrire soluzioni personalizzate ai turisti migliorando le loro vacanze e soddisfacendo in modo più approfondito i loro desideri è sicuramente il punto di partenza per creare e sviluppare nuovi progetti turistici.

Uno dei principali problemi alla quale ci si trova davanti quando si vuol avviare un'attività, è proprio l'accesso al credito o a forme di finanziamento. Talvolta si ricorre ai propri risparmi personali, a prestiti da parte di famigliari, o micro crediti, ma cosa fare quando non si può attingere ne all'uno ne agli altri?

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## COS'È IL CROWDFUNDING?

Il **crowdfunding** è un sistema per raccogliere fondi e capitali grazie alla partecipazione collettiva di persone, amici, clienti e potenziali investitori. È una raccolta di fondi online che avviene nella rete, attraverso l'ausilio di piattaforme di crowdfunding. Qui, vengono pubblicate delle campagne per la raccolta di fondi, e potenziali investitori o persone decidono di appoggiare o sostenere un progetto o l'avvio di una start up investendo il proprio denaro.

Rappresenta un microfinanziamento dal basso, dove l'ampio numero di persone iscritte alle piattaforme permette di raccogliere somme di capitali importanti per avviare un progetto. Ed è proprio questo uno dei **punti di forza del crowdfunding** in Italia. La raccolta di fondi è decisamente abbordabile per qualsiasi investitore che abbia degli obiettivi per investire in un'attività.

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Nonostante vi siano bandi per il turismo, finanziamenti per il turismo o finanziamenti a fondo perduto per il turismo, spesso questi hanno dei requisiti alquanto stringenti per potervi accedere. Imprenditoria giovanile, imprenditoria femminile, imprenditoria under 30, sono solo alcuni dei requisiti che consentono di partecipare a dei bandi di finanziamento. Ma per chi non possiede questi requisiti, il crowdfunding rappresenta l'unica soluzione valida per poter avviare un progetto per turismo.

Rilanciare il settore turistico post Covid-19 è uno degli obiettivi strategici del belpaese. Basti pensare che il turismo produce circa il 10% del PIL nazionale.

È inevitabile quindi che servano interventi e riqualificazioni per rendere sempre più dinamico questo settore.

È proprio qui che il **crowdfunding turismo è appetibile** ed estremamente importante.

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Questa forma di finanziamento dal basso ha permesso la nascita di start up turistiche, di progetti turistici innovativi e di finanziare progetti imprenditoriali di rilevante importanza. Inoltre può rappresentare un'opportunità per un business turistico online

Poco fa è uscita la notizia che nel 2022 il crowdfunding in Italia raddoppierà i volumi raggiungendo quota 380 milioni con un tasso di crescita del 91%. Questo sta a rappresentare l'importanza e anche l'opportunità di dare forma ai proprio progetti chiedendo aiuto ai *crowfunders*. Inoltre altra notizia importante per il turismo è che grazie alla collaborazione con piattaforme di crowdfunding la start up turistica di turismo esperienziale Yookye ha concluso la propria campagna di raccolta fondi con un credito di 380 mila €.

Decisamente un capitale importante.

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## COSA DEVI FARE E COME DEVE ESSERE UN PROGETTO DI CROWDFUNDING PER OTTENERE FINANZIAMENTI?

Che sia un progetto per valorizzare un territorio oppure l'avvio di un'agenzia viaggi online per viaggi esperienziali, non bisogna fare l'errore di pensare che tutti i progetti possano essere finanziati. I progetti nascono da un'idea di business, che solitamente viene vagliata e valutata a priori con un business plan per valutarne la profittabilità. Questo in linea generale. Ma nell'era del crowdfunding non è tanto il business plan, ma il valore del progetto in se stesso che ne determina il successo.

Finanziare progetti con il crowdfunding sta diventando sempre più allettante, ma tra le migliaia di progetti pubblicati sulla piattaforme, attirare l'attenzione verso il tuo può essere un'impresa non facile.

Ma se vuoi farti finanziare idee o progetti lo scopo e l'idea di business devono essere interessanti www.italy-croatia.eu



## COME CREARE UNA CAMPAGNA DI SUCCESSO IN 6 STEP



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## PIANIFICAZIONE DEL PROGETTO DI CROWDFUNDING



Il crowdfunding è a tutti gli effetti uno strumento di marketing e come tale necessita di una pianificazione per essere efficace. Pianificare vuol dire analizzare la propria idea di business sotto ogni aspetto. Devi capire se un'idea può trasformarsi in business oppure no. Utile è anche capire, se siano stati già pubblicati dei progetti simili e in cosa il tuo progetto potrebbe differenziarsi rispetto agli altri ed attrarre i così detti *finanziatori di idee*. Devi capire lo scopo, l'essenza del progetto e determinare anche una timeline con una lista degli obiettivi e delle cose da fare. Del resto non credo che vorresti trovarti nella situazione di aver ottenuto un finanziamento e non saper cosa fare dopo.

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## PIATTAFORME DI CROWDFUNDING



Non ci sono in commercio piattaforme di crowdfunding turismo tematiche appunto su questo settore. Però ci sono molte piattaforme che pubblicano progetti imprenditoriali nel turismo all'interno dei loro siti. La scelta della piattaforma è importante, e per non sbagliare il consiglio è quello di comparare le funzionalità, le tariffe o le fee, la tipologia di progetti che pubblicano e la facilità di implementazione della campagna.

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## PIATTAFORME DI CROWDFUNDING

Tra le più conosciute ci sono:

[Eppela: con il crowdfunding il futuro si fa in tanti](#)

[Hensoo.it](#)

[GoFundMe è la piattaforma di crowdfunding N. 1](#)

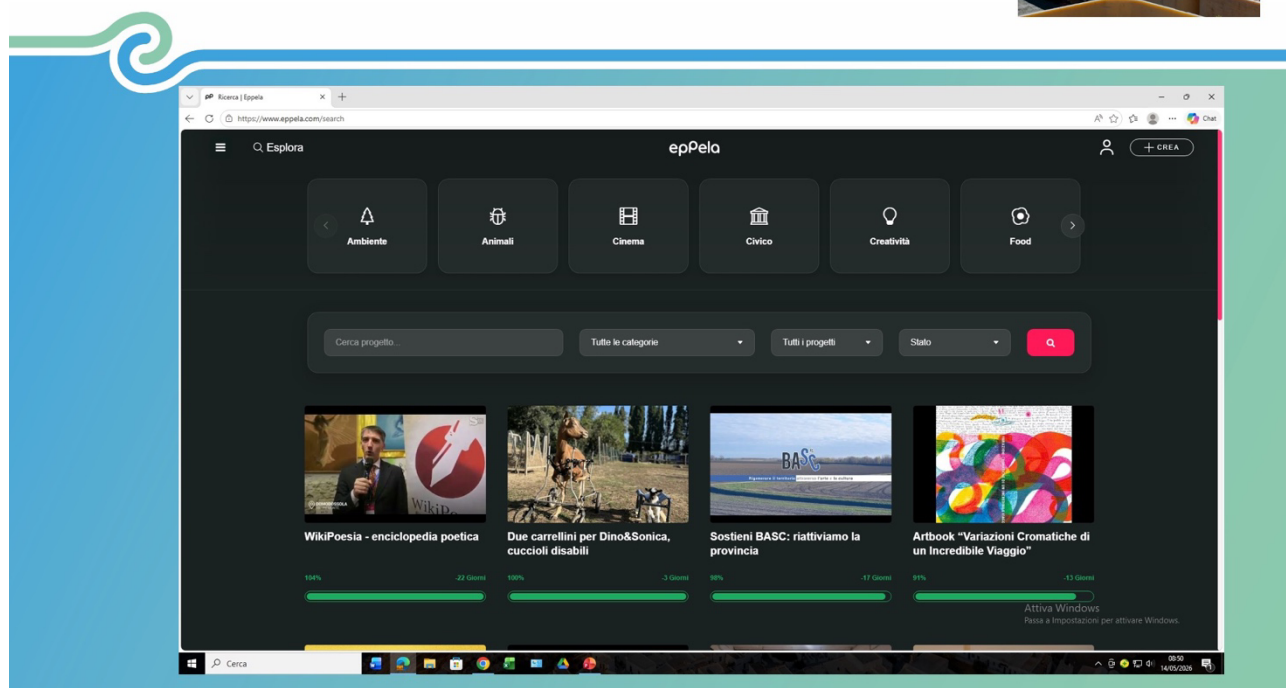
[Produzioni dal Basso – Idee e storie da finanziare in crowdfunding](#)

[StarsUp](#)

[Kickstarter](#)

La scelta della piattaforma ideale va fatta tenendo in considerazione le forme di crowdfunding. Non tutte le piattaforme sono uguali e si differenziano dal tipo di donazione offerta.





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WikiPoesia - enciclopedia poetica

WikiPoesia per la Libertà di Pensiero dei Poeti

DOMODOSSOLA MONTE

Guarda su YouTube

Rensato Ongana

**WikiPoesia: perché la poesia non resti invisibile**

In Italia quasi ogni giorno nascono poesie, premi, festival, libri, letture in biblioteche di provincia e in circoli culturali. Una parte di questa ricchezza rimane però **invisibile**: si esaurisce in una serata, in un post social, in un evento di premiazione, una targa, in una pagina che nessuno ritroverà più.

Hai ancora 22 giorni per sostenere il progetto

**2.115 €**

Obiettivo 2.025 €

CONTRIBUISCI

CONDIVIDI

62 persone hanno appena fatto una donazione

Utente Anonimo	10 €
Utente Anonimo	10 €
Roberta Alberti	10 €

VEDI TUTTI

Attiva Windows  
Passa a impostazioni per attivare Windows.

SCEGLI UNA RICOMPENSA



## PIATTAFORME DI CROWDFUNDING

La scelta della piattaforma ideale va fatta tenendo in considerazione **le forme di crowdfunding**. Non tutte le piattaforme sono uguali e si differenziano dal tipo di donazione offerta.

### REWARD-BASED CROWDFUNDING

in questa forma, chi investe nel progetto con un'offerta, viene ricompensato con un regalo, un gift o qualcosa di attinente al progetto. Il valore nel regalo ovviamente non è per tutti uguale, ma varia a seconda dell'importo che un investitore decide di offrire.





## PIATTAFORME DI CROWDFUNDING

### DONATION-BASED CROWDFUNDING

Questo sistema di finanziamento prevede che, l'investitore o colui che offre il proprio denaro non chieda nulla in cambio. Rappresentano progetti validi in questo senso progetti per no profit, ad esempio le proloco per la tutela e la valorizzazione del paesaggio. Oppure associazioni turistiche che organizzano viaggi sociali per persone disabili o con problemi.

### LENDING-BASED CROWDFUNDING

Questa tipologia di crowdfunding prevede invece il pagamento degli interessi per le somme investite dai privati

### EQUITY BASED CROWDFUNDING

L'equity crowdfunding si basa invece sulla partecipazione azionaria acquistando un titolo della società per effetto della somma erogata in favore dell'impresa.





## PERSONE

**Raggiungere le persone giuste è importante** nel crowdfunding per turismo. Ci possono essere persone interessate al crowdfunding di viaggi, ma solo per il piacere di viaggiare, ed altre invece interessate alla progettualità e allo sviluppo di progetti turistici innovativi. Si parla in tal caso di *crowdfunding start up*

Comunque sia, devi definire a chi ti rivolgi e **creare un buyer personas**, una rappresentazione fittizia del tuo cliente ideale. Perché è essenziale definirla?

Conoscere il tuo target ideale ti consente di comunicare chiaramente con lui, considerando quali sono i suoi desideri, i suoi bisogni o le sue necessità. Costruire una persona acquirente ti permette inoltre di relazionarti direttamente con il tuo messaggio di marketing e comprendere anche il tipo di ricompensa da offrire a tale.

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## PRESENTAZIONE

La presentazione del progetto per finanziare una startup turistica **deve essere eccellente** per coinvolgere gli investitori a donarti il loro denaro. Devi pensare in grande. D'altra parte questa è la sezione più importante. Da questa, dipende il successo dell'intera campagna di finanziamento.

Le campagne più performanti fanno un buon uso del video pitch chiamato anche *crowdfunding pitch*.





## PRESENTAZIONE

Immagina di essere dentro un ascensore con un potenziale investitore ed avere solo un minuto per spiegargli il tuo progetto.

Cosa diresti per attrarre il suo interesse?

Non hai una seconda occasione per fare una buona impressione, quindi questo passaggio deve essere attentamente studiato.

Più la tua presentazione sarà coinvolgente ed emotivamente accattivante, maggiori possibilità avrai di ottenere un credito per realizzare il tuo sogno.

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- Chi sei e cosa fai?
- Perché una persona dovrebbe offrirti il suo denaro?
- In cosa consiste il tuo progetto o la tua attività?
- Perché stai raccogliendo dei fondi?
- Cosa hai di particolare da offrire?
- In cosa sei il migliore?





In sostanza devi raccogliere le informazioni primarie sulla tua idea o sul business per la quale stai chiedendo dei finanziamenti e condensarle in un discorso convincente ed efficace in grado di incuriosire e stimolare l'investitore. A tal scopo preferibile è eseguire una campagna video professionale, che arrivi subito alle persone ed abbatta la barriera della diffidenza che ci sarebbe in una normale campagna testuale, dove in tal caso bisognerebbe coinvolgere le persone attraverso un copywriting persuasivo.

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## PUBBLICAZIONE

Il successo di una campagna di crowdfunding turistica, **dipende anche dalla sua visibilità**. Pubblicare una raccolta fondi in un sito per finanziare progetti non basta. Certo, una start up turistica è fondamentale che sia presente nelle piattaforme per accolta fondi, perché lì ci sono gli investitori, m è strategico rendere pubblica la campagna non solo in tali piattaforme, ma anche sui social allo scopo di ottenere una visibilità mediatica e attingere a nuovi potenziali *investors*. Per questo motivo creare un video è essenziale, perché i video sono contenuti di marketing maggiormente visualizzati sui social media. Inoltre è un ottimo metodo per fare brand awareness e far scoprire chi sei e le tue idee.

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## PERFORMANCE

Come determini il successo di una campagna di finanziamento per un progetto imprenditoriale?

Il successo di tali iniziative è dato appunto dal riuscire a raccogliere il massimo dei capitali per poter avviare un progetto.

Ma il suo successo dipende come espresso precedentemente da altri fattori.

Per cui prima di organizzare una raccolta fondi è bene prendersi il tempo necessario per studiare al meglio ed ottimizzare ogni singolo step della campagna, dal pubblico al messaggio di marketing che vuoi comunicare e come.

La ricerca in primis di analoghe iniziative, capire in cosa puoi essere migliore e comunicarlo direttamente al pubblico prescelto.

L'analisi del target è cruciale anche nei social media, dove le sponsorizzazioni possono incrementare il successo dell'iniziativa, a patto che sia comunicato al target giusto.





## CROWDFUNDING TURISMO NESSUNO OFFRE DENARO SENZA UN VALORE

Pensaci bene...faresti una donazione in denaro in qualcosa in cui non credi o che non suscita per te un'interesse tale da indurti a fare un'offerta?

**definire il valore di un progetto di crowdfunding è basilare.**

Al di là di una ricompensa per l'investitore, l'aspetto principale che deve far suo chi investe, è il valore dell'idea, ovvero la

**mission della tua idea di business.**

Maggiore è il suo valore e maggiori possibilità di successo otterrai.

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## CROWDFUNDING

### Punti di Forza

**Accesso facilitato al credito:** Consente a startup e PMI di aggirare le barriere rigide del sistema bancario tradizionale, ottenendo fondi tramite piattaforme digitali.

**Validazione del mercato e marketing:** Permette di testare l'interesse reale del pubblico prima del lancio di un prodotto, generando allo stesso tempo una community di sostenitori e clienti fidelizzati.

**Diversificazione e accessibilità (per gli investitori):** Abbassa la soglia di accesso agli investimenti, permettendo di diversificare il proprio portafoglio con piccole cifre.

**Varie tipologie applicabili:** Offre flessibilità attraverso quattro modelli principali: donazione (*donation*), ricompensa (*reward*), prestito (*lending*) o acquisizione di quote societarie (*equity*).

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## CROWDFUNDING

### Punti di Debolezza

**Rischio di insuccesso e danno reputazionale:** Se la campagna non raggiunge l'obiettivo prefissato, oltre a non ottenere i fondi si rischia una perdita di credibilità agli occhi del pubblico.

**Rischio di perdita del capitale:** Soprattutto nell'equity crowdfunding, l'investimento è rivolto ad aziende ad alta volatilità; in caso di fallimento della società si può perdere l'intero importo investito.

**Asimmetria informativa e truffe:** Il rischio di truffe o di scarsa trasparenza da parte dei proponenti è concreto, motivo per cui è fondamentale affidarsi solo a piattaforme autorizzate e vigilate dagli organi di controllo.

**Costi e complessità:** Condurre una campagna richiede tempo, competenze di marketing, produzione di materiale informativo dettagliato e il pagamento di commissioni sulle transazioni alle piattaforme ospitanti.

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# The Role of Crowdfunding Fishery Tourism

*Guglielmo Corallo*

*Soc. Coop. HYDRA*

*Grazie e buona fortuna*

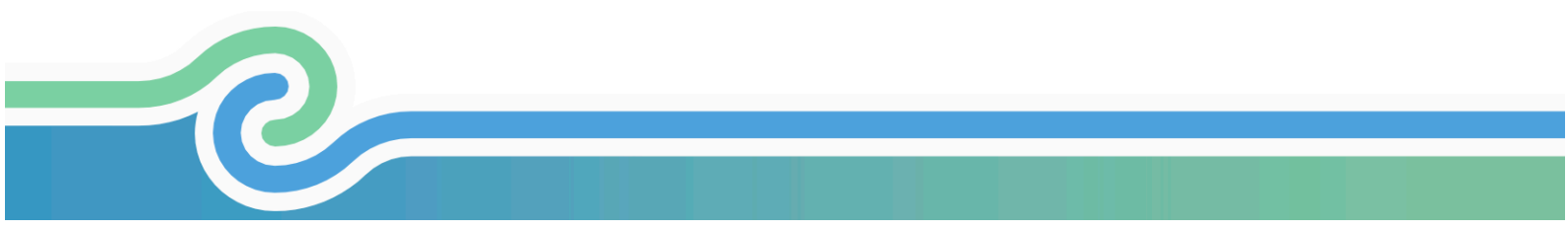
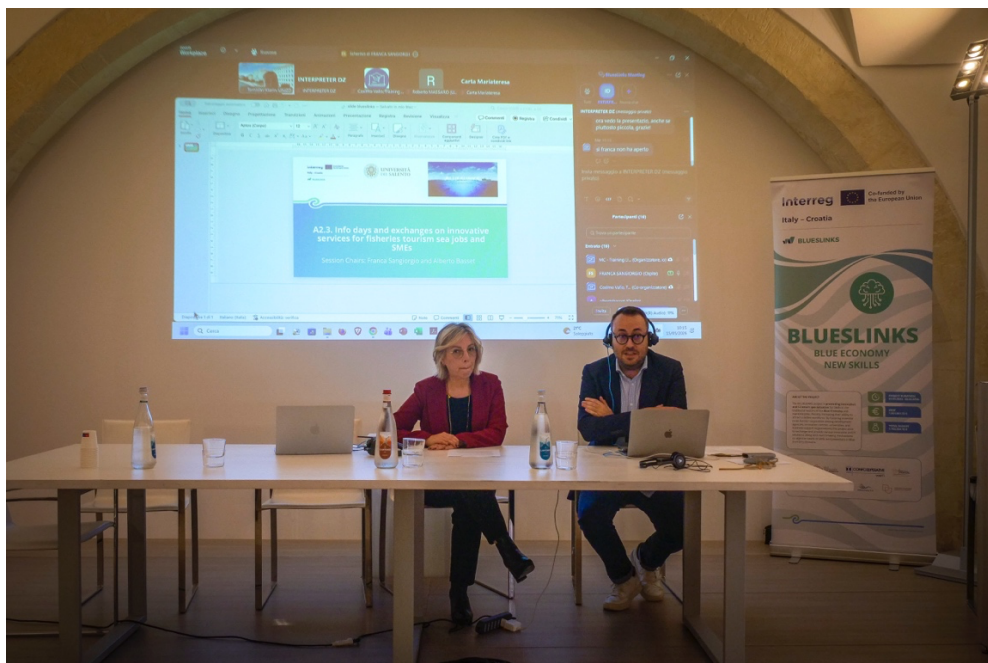
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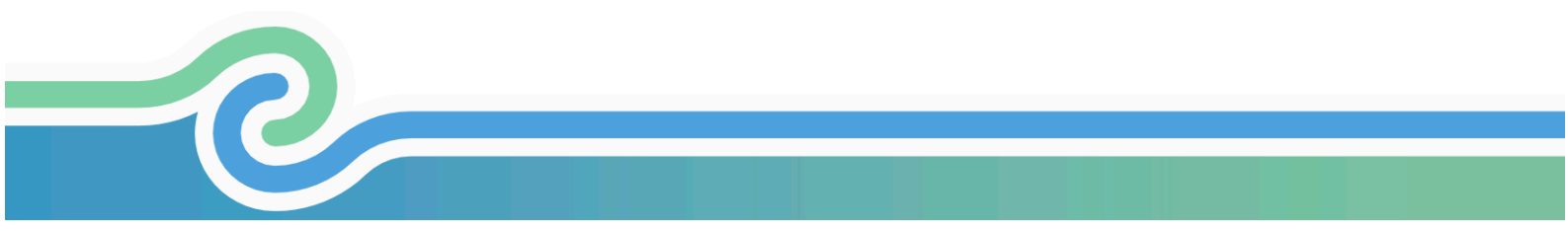
## 17. Pictures from Lecce

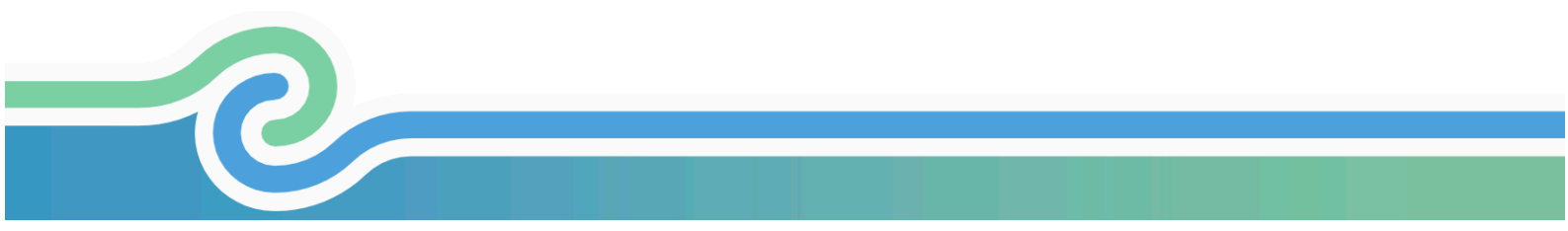
Some photos from the event are shown below.

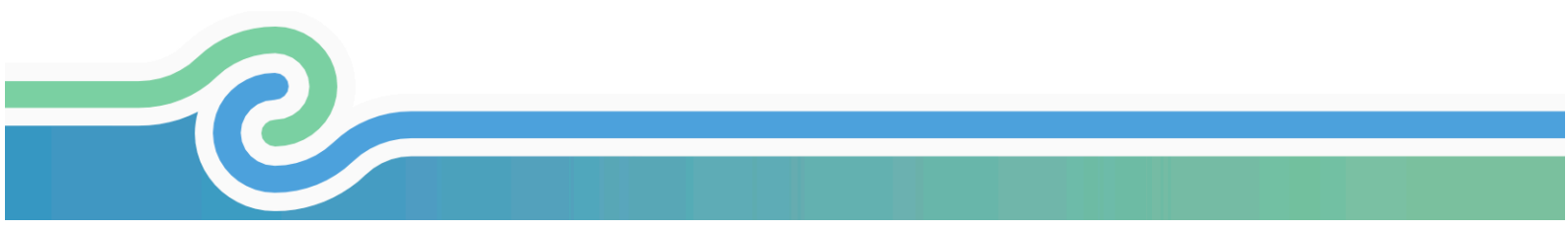
### LECCE

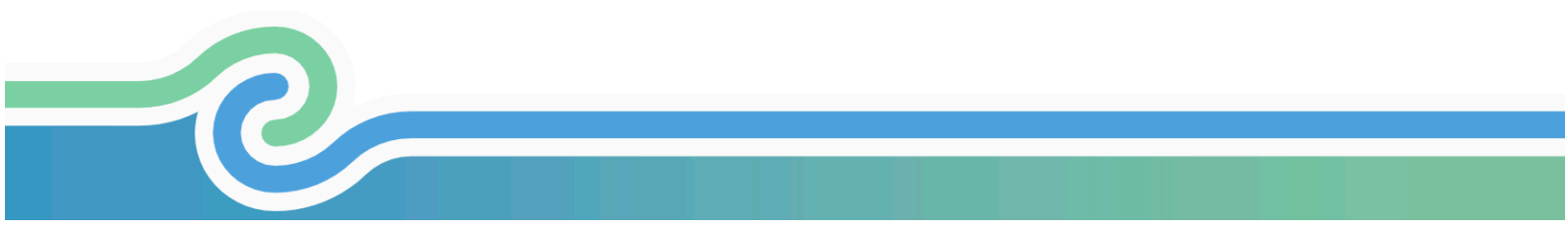


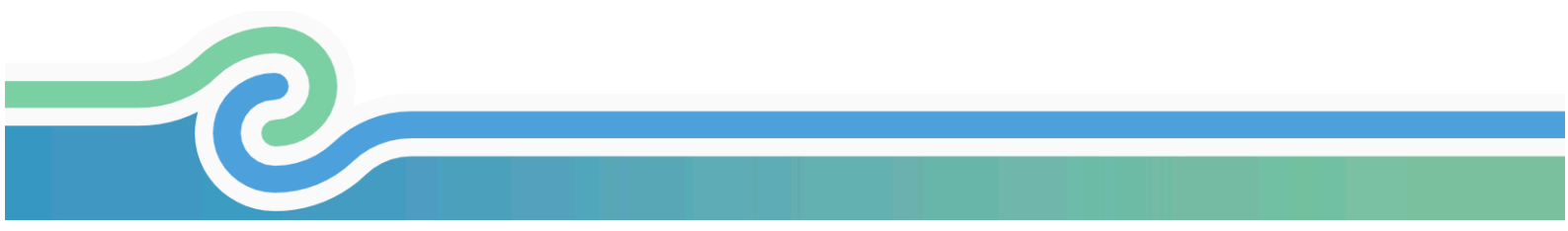


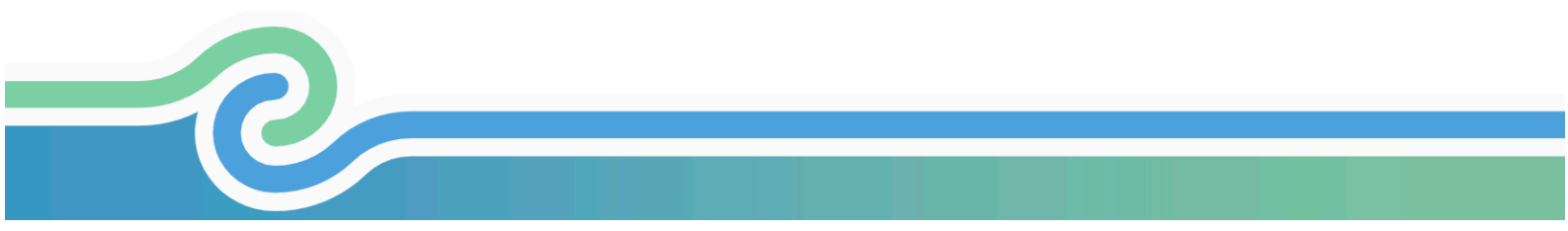














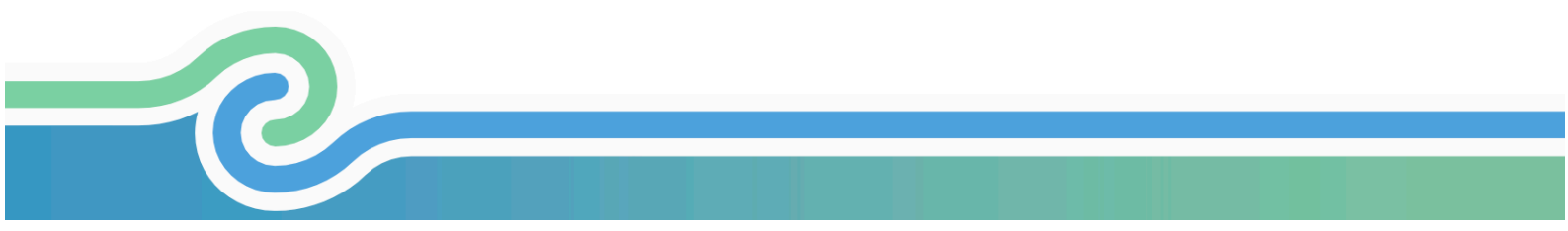
### 18. Attendance sheets

The attendance sheets of the Info Day participants are provided below.

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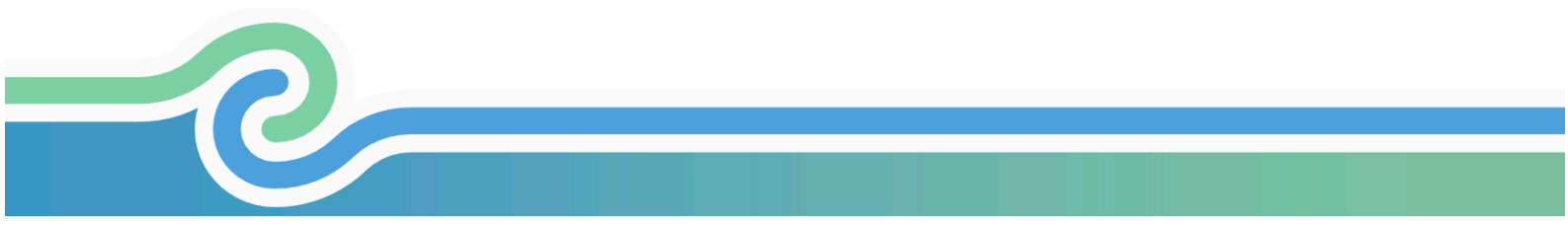
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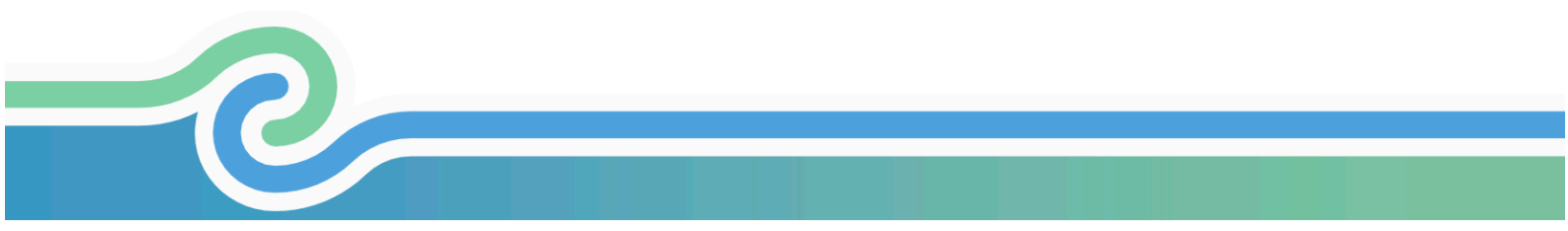


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STUDENTISSE E DOCENTI PARTECIPANTI

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DE JACO	SIMUELE	"		STUDENTE
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FEDERICO	PISOPIELLO	"		"

Pagina 1 di 3

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ER DIEGO	LECCI	"		"
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Aurora	Quarta	4 CBAS	Aurora Quarta	//



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BENEDETTA	LIACI	4 <sup>a</sup> CBAS	Benedetta Liaci	" "
VALENTINA	LIACI	4 <sup>a</sup> CBAS	Maria Valentina	" "
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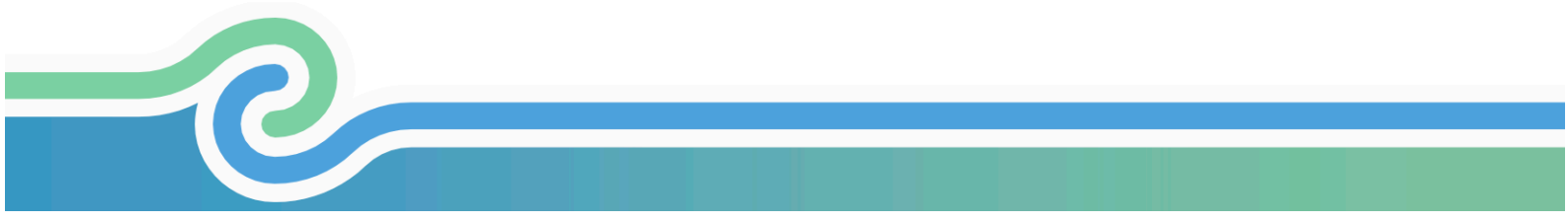
ROMINA	CALABRESE	IT DELEDDA LECCE	Nobela	DOCENTE
EUGENIA	CORRADO	IT DELEDDA LECCE	Carlo	DOCENTE
GIOVANNI PAOLO	DELLE BONNE	IT DELEDDA LECCE	Giovanni Paolo	DOCENTE
FRANCOSG MINOMME	MINOMME	IT DELEDDA LECCE	Francesco	DOCENTE
ABBONDANI A MARIA	POTI	" "	Abbondani Maria Poti	DOCENTE

**SIGNATURES**

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GABRIELE	DE LEO	LICEO SCIENTIFICO C. DE GIORGI 4M	Gabriele De Leo	STUDENTE
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