

“Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish products”

Priority Axis: Blue innovation

1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area

D.2.1.1. Kick-off Meeting

WP2 – Communication activities
A 2.1. – Start-up activities

Final Report

The PRIZEFISH Kick - Off Meeting (KOM) has been organised by LP - UNIBO and it was held in Ravenna from 6th to 7th of March 2019 at Palazzo Rasponi dalle Teste Place J.F. Kennedy, 12 – Ravenna, Italy.

In parallel, the Consortium did start - up activities of WP1 and defined the development of PRIZEFISH Communication Strategy (CS). The Steering Committee (SC) first met in Ravenna during the KOM. Within the KOM also financial and management activities have been organized (WP1).

A **press conference** has been organized at the end of the Kick - Off Meeting together with a press release delivered to national magazine and newspapers through UNIBO Press Office.

Representatives of all PPs attended the KOM (43 participants in total) and representatives of local and regional authorities as well as of the University of Bologna – Campus of Ravenna participated to the Authorities Welcome Session. The Regional Delegate to Agriculture and Fisheries Simona Caselli gave her institutional greetings by video.

During the Kick-off meeting, a press conference for local media was organized by LP – UNIBO. The Press release was sent by the LP Communication Manager to four local media (Resto del Carlino di Ravenna, Corriere Romagna, Corriere Casenate, TeleRomagna)) and by the SSRD - University Information Professional Coordination Unit - Press Office for their standard press contacts throughout the UNIBO Magazine.

1. INVITATION



The Inter-Departmental Centre for Research in Environmental Sciences (CIRSA)

Alma Mater Studiorum – University of Bologna – Ravenna Campus

is pleased to invite You to the:

PRIZEFISH KICK-OFF MEETING



WHEN

Registration from 9,30 a.m.
Wednesday 6 and Thursday 7 March 2019



WHERE

Palazzo Rasponi dalle Teste
Square J.F. Kennedy, 12 - Ravenna

PARTICIPANTS AND SHORT DESCRIPTION OF THE EVENT

The Italy-Croatia project **PRIZEFISH** is led by the Inter-Departmental Centre for Research in Environmental Sciences (CIRSA) at Alma Mater Studiorum – University of Bologna in Ravenna. PRIZEFISH involves **6 Croatian partners** (Zadar County, Institute of Oceanography and Fisheries, the fishing cooperatives Istra and Omega3, Croatian Agricultural and Forestry Advisory Service - CAFAS, Public Institution RERA SD for Coordination and development of Split- Dalmatia County) and **7 Italian partners** (National Research Council – CNR IRBIM, Agency for agrofood sector services of Marche – ASSAM, Experimental Centre for habitat conservation – CESTHA, Secondary High School "Remo Brindisi" – Pole of Sea Crafts, National Institute of Oceanography and Experimental Geophysics – OGS, the Organisation Producers of Bivalve Mollusc of the Veneto Sea and the Emilia – Romagna Region, Directorate-General for Agriculture, Hunting and Fisheries) and it has been **funded by EU Commission within the Priority Axis "Blue Innovation"** of the Italy-Croatia 2014-2020 INTERREG CBC Programme.

PRIZEFISH contributes to make more sustainable the Adriatic fisheries through a Innovation process in the fishery and sea-food value-chain. Key-actions of the PRIZEFISH innovation process are the development and the implementation of fisheries and industrial technologies to have eco-certified and added-value Adriatic seafood products. Eco-Innovative PRIZEFISH seafood products will be attractive to consumers and markets more sensitive to environmental-friendly products. PRIZEFISH will increase the socio-economic development of Adriatic fishery SMEs and rural coastal communities.

The PRIZEFISH «3-step» must is «Fishing less! Gaining more! Respecting the Adriatic Sea!».

European Regional Development Fund

2. AGENDA (1)



Wednesday, 6th March

9:30 Arrivals and Registration – Participant Welcome with ☕ *Coffee break*

10:00 Authorities' Welcome and Greetings:

- Municipality of Ravenna (*M. Camelliani*; Council Delegate to Agriculture and Fisheries)
- Emilia-Romagna Region (invited *S. Caselli*, Regional Council Delegate to Agriculture and Fisheries, and *P. Bianchi*, Regional Council Delegate to University and Internationality)
- Flaminia Foundation (*L. Gualtieri*, President; *A. Penso*, Director)
- Alma Mater Studiorum - University of Bologna: Campus of Ravenna (*E. Fabbri*, Dean of the Campus), Inter-Departmental Centre for Research in Environmental Sciences (*A. Contin*, Director)

10:20 Introduction and project presentation (*A. Cariani*, UNIBO)

10:45 Partnership Presentation (PPs)

11:30 WP2, WP3, WP4, WP5 Presentation (WP Leaders)

13:00 Press conference

13:30 🍽️ *Lunch time*

15:00 Special Recommendations – Financial Management and Reporting (*I. Sgandurra*, UNIBO)

16:00 Training sessions

16:30 ☕ *Coffee break*

17:00 Questions and Answers

17:30 Discussion and wrap-up

20:00 Consortium Dinner at the Restaurant “*Ca’ de Ven*” in Ravenna city centre

3. AGENDA (2)

Thursday, 7th March

09:30 State-of-the-art Interreg Italy-Croatia Programme (JS representative)

10:15 Workplan – overview (UNIBO); Focus on the 1st year (WP Leaders)

11:00  *Coffee break*

11:30 – Discussion of the Workplan (all PPs)

13:00  *Lunch time*

14:30 Steering Committee meeting

16:00  *Coffee break*

16:30 Final discussion and definition
of the next meeting in Croatia

17:30 Closure of the KOM

20:00 Dinner at the Restaurant “I Passatelli” in Ravenna city centre

4. PHOTOS OF THE EVENT:





5. PRESS RELEASE SENT TO MEDIA (in English)



PRIZEFISH Kick-Off meeting in Ravenna launched project's activities

6-7 | March | 2019 | Ravenna, Italy

Press Release

PRIZEFISH "Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish products"

The Kick-off meeting held in Ravenna from 6th and 7th March indicated the start of PRIZEFISH project's activities. PRIZEFISH "Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish products" arises within the first Priority Axes "Blue Innovation" under the INTERREG Italy-Croatia Program. The PRIZEFISH project is funded by European Commission from European Regional Development Fund with 2.65 mln€ of total project budget of 3.15 mln€. Project started in the beginning of 2019 and finishes in 2021.

The representatives of six Croatian and seven Italian partners officially met for the first time at the historical palace Rasponi dalle Teste in Ravenna to set-up and start key-activities of PRIZEFISH project. The meeting was organized by project's lead partner Interdepartmental Research Centre in Environmental Sciences of the University of Bologna (UNIBO-CIRSA) and was chaired by Alessia Cariani.

PRIZEFISH key-actions are focused on developing and piloting innovative fish products with added-value given by ecolabels to fulfill the requirements of environmental, economic and social sustainability. This is accordant with the overall aim that pairs to the ambitious territorial challenge to develop cross-border fishery supply-chain and value-chain and to capitalize such cross-border innovation for increasing the potential of long-term economic, environmental and social sustainability in the Adriatic coastal territories. PRIZEFISH objective is summarized in its motto «Fishing better! Gaining more! Respecting the Adriatic Sea!»
The next PRIZEFISH meeting is scheduled for early September 2019.

For further information please contact:

PRIZEFISH "Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish products"
Fausto Tinti, UNIBO_CIRSA Communication Manager
t: +39 3462387235
e-mail: fausto.tinti@unibo.it

European Regional Development Fund

Interdepartmental Research Centre in
Environmental Sciences
Alma Mater Studiorum - University of Bologna
Italy



Via Zamboni, 33 - 40126 Bologna

+39 3462387235

fausto.tinti@unibo.it

www.italy-croatia.eu

5. Journalists present on Press conference during KOM:

Giornalisti invitati per conferenza stampa PRIZEFISH 6/3/2019 (h. 13)

Nome Cognome	Testata	email
	Resto del Carlino di Ravenna	
	Corriere Romagna (Ravenna)	
	Corriere Cesenate	
	TeleRomagna	

Presenze

Alessia Cariani, PRIZEFISH Responsabile scientifico
 Fausto Tinti, PRIZEFISH LP Communication Manager
, Corriere di Romagna.

Comunicato stampa inviato e articolo pubblicato online:

<https://magazine.unibo.it/archivio/2019/03/05/pesca-eco-certificata-nell2019adriatico-grazie-a-prizefish>.