

**“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

## D2.4.2. The PRIZEFISH Capitalization Workshop

WP2 - Communication activities

A 2.4. Events, Workshops & Conferences

December 2021

PP1- ZADAR COUNTY  
ALL PARTNERS

Final version  
Public document

## SUMMARY

As stated in Application form: Two major PRIZEFISH events will be managed in the last year of the project: -a 2-days PRIZEFISH Capitalisation Workshop to be organized by LP and PP13-RER on an Italian coastal locality inviting major target groups and general stakeholders in which PRIZEFISH technological and economic outcomes and goals will be exhibited and disseminated

D.2.4.2 The PRIZEFISH Capitalisation Workshop. A major event to be organized in a Italian strategic location by LP and PP13-RER to exhibit PRIZEFISH outcomes to identified Target Groups and general stakeholders.

In this RP responsible partner for this deliverable (PP13) successfully organized and carried out the event The PRIZEFISH Capitalisation Workshop.

## D.2.4.2 The PRIZEFISH Capitalisation Workshop

+ PP13 + PP2 + PP10

### **New ideas and ancient knowledge for the valorization of sustainable fishing in the Adriatic Sea**

The event was organized in Ferrara during Sealogy Fair (on 18th-19th November 2021) by PP13- Emilia-Romagna Region in coordination with the LP and CNR to exhibit PRIZEFISH outcomes to identified Target Groups and general stakeholders. The workshop was conducted of 3 sessions.

The CNR IRBIM staff (Giulia Sandalli) introduced the ARMF programme and, in the following debate, discussed several topics including the public or private nature of ARFM certification, possible costs compared to MSC, the social dimension of the ARFM. PP7-OGS participated to two panels on Capitalization Workshop, Thursday: 1st Session- A Road map towards a complete sustainability of fisheries and its stocks in Adriatic Sea (Simone Libralato); and Friday: 3rd Session - The Adriatic fishery supply chain, a model of innovation and sustainability (Igor Celić). PP10 – Bivalvia participated in the Workshop Prizefish "New ideas and old knowledge for the valorisation of sustainable fishing in the Adriatic Sea".

Promotional material: bag, pens, block notes, and flyers with Prizefish logo were distributed to participants.

Link to the recording of the event published on Prizefish YouTube channel:

*Part 1:*

- [https://www.youtube.com/watch?v=4DJWc\\_Dw\\_O4](https://www.youtube.com/watch?v=4DJWc_Dw_O4) (Croatian)
- <https://www.youtube.com/watch?v=Gu5E3WzbcBU> (Italian)
- <https://www.youtube.com/watch?v=L9Ijybrg6W4> (English)

*Part 2:*

- <https://www.youtube.com/watch?v=GscBjh0WafQ> (Croatian)
- <https://www.youtube.com/watch?v=-D0eL2d4LDI> (Italian)
- <https://www.youtube.com/watch?v=4FH24TX8hDs> (English)

*Part 3:*

- <https://www.youtube.com/watch?v=djWiuIq8sHU> (Croatian)
- <https://www.youtube.com/watch?v=eMzRXnAs2Ig> (Italian)
- <https://www.youtube.com/watch?v=oCHsB-u7GFk> (English)

## Introduction

This document, corresponding to deliverable **2.4.2: *The Prizefish Capitalization Workshop*** of the Prizefish project, point out that the main aim of the event was to discuss new ideas and ancient knowledge for the valorisation of the sustainable fishery in Adriatic Sea

The three sessions of the workshop took place during the last semester of the project (July – December 2021), and were directed to stakeholders in Italy and Croatia and whoever interested in the Projects outlines, e.g. potentially interested in entering a certification process developed for the Adriatic Sea. In particular, the deliverable addresses the following Prizefish sessions of the Capitalization Workshop.

- **1st Session: “A road map towards a complete sustainability of fisheries and its stocks in Adriatic Sea.”** (18<sup>th</sup> of November 2021, morning);
- **2nd Session: “Eco-Certification of the Adriatic catches. “ARFM” Certification (Adriatic Responsibility Fishery Management) and its contribution for responsible choices of fishermen and consumers.** (18<sup>th</sup> November 2021, afternoon);
- **3rd Session: “The Adriatic fishery supply chain. A model of innovation and sustainability.** (19<sup>th</sup> November 2021, morning).

All the modules above mentioned were translated and structured in learning platforms in the three project languages (Italian, Croatian and English).

## On-site workshop in Ferrara split in three sessions “New ideas and ancient knowledge for the valorisation of the sustainable fishery in Adriatic Sea”

The workshop was held in hybrid mode, organized by PP13 Emilia Romagna Region, which provided for recording and on-line translation service in three languages (Italian, Croatian and English). The workshop was held in the frame of the **Sealogy Fair** in Ferrara city on 18<sup>th</sup> and 19<sup>th</sup> of November 2021.

Aside pandemic issues that initially annulled and then postponed the first edition last year (in 2020), the fair is supposed to be regularly hold on yearly basis to promote the blue economy but most of all, the sea in all his shades

In the context of the happening, the three-day fair gave the opportunity to explore lesser-known aspects of our territory and sustainable fishing and aquaculture practices.

It was conceived as a capitalization workshop split in three episodes, talking about three different aspects of the project achievements and results towards several stakeholders and fair's attendees.

There was even a corner of the interviews where Alessia Cariani of the University of Bologna, Lead Partner of the project PRIZEFISH had her say to resume the main targets and outputs.

**Here the link to the interview (only available in Italian):**

[Sealogy 2021 - Intervista ad Alessia Cariani su Prizefish - YouTube](#)

## 1<sup>st</sup> session: “A road map towards a complete sustainability of fisheries and its stocks in Adriatic Sea”

The session, chaired by Professor Giorgio Malorgio, was aimed to talk about the sustainability of fish resources in the Adriatic sea, for example through the optimisation of fishing gears and other ways.

He pointed out that the fishery effort in the last 20 years had been reduced in a sensible way and despite that it's difficult to find good solutions to reach the so-wished sustainability Alessia Cariani, project manager of Prizefish was the first one to intervene showing off the results of the project, wishing that the ending phase could be a starting point and inviting participants to watch a video illustrating what Prizefish got during its time.

Igor Isailovic of Institute of Oceanography and Fishery took the floor on online mode expressing his point of view about the sustainability of fishery in Croatia but due to technical issues the floor was then passed to Nedo Vrgoc (IOF) that expressed his concern about the endangered situation of fish stocks in the Adriatic Sea.

Simone Libralato (OGS Trieste) then was the one to give his contribution on sustainability pointing out the critical situation about fish stocks and his overexploitation confirming what previously said by Nedo Vrgoc, so he illustrated the online platform created to monitor the sea activities through a model that analyses for example the impact of gears on fishing activities but even other variables. He explained that fishing one kilo of anchovies is different than fishing a

kilo of soles. So, because of that it's needed to monitor through the platform the impact that can be positive or negative.

Then was the turn of Sara Seganti of Cestha illustrating what was done within Prizefish selecting three species (mantis shrimp, wild mussel of Marina di Ravenna and cuttlefish) showing through a video in what consisted of the experimentation and results improving and maintaining good availability of fishery stocks, even adopting better gears. A good example is how wild mussels that grows on gas platforms are picked by fishermen.

Mattia Lanzoni of Parco Delta del Po, wanted to explain how the climate change impact on the stocks and species, especially on the migrating ones

Alessia Cariani broke in to illustrate the good side of the fish burger composed mainly by mullets and shrimps pointing out how sustainable is.

Rubina Sirri of Regione Emilia Romagna had her say on climate change and sustainability of species and fishery stocks. She reminded the conference of Glasgow

Giuseppe Castaldelli of University of Ferrara liked very much this project especially when it use mullets (a very cheap commercial species). He underlined the importance of interaction of institution and how important are the data management.

Debate followed

Places to attend in presence were limited upon invitation due to Covid-19 restrictions. During the session we had participants attending in presence and on-line participants.

## 2<sup>nd</sup> session: “Eco-Certification of the Adriatic catches. “ARFM” Certification (Adriatic Responsibility Fishery Management) and its contribution for responsible choices of fishermen and consumers”

During the event, it was disseminated a brochure about the “**Certification Programme “ARFM - Adriatic Responsible Fisheries Management”**”, because was the main and starting topic of the second event. Giulia Sandalli of CNR-IRBIM explained deeply the process of certification developed and implemented within the Prizefish project, an ad-hoc certification for the responsible fisheries management in the Adriatic Sea.

She gave the details of the developed scheme called ARFM (Adriatic Responsible Fisheries Management) that could be potentially requested and applied to all the fisheries carrying out their activities in the Adriatic areas. The Standard developed focuses on 3 Key principles or components or pillars for evaluating fisheries: 1. GOVERNANCE; 2. ENVIRONMENT; 3. SOCIO-ECONOMIC ASPECT. Components 1-3 in turn contain nine Supporting Articles (SA), each made

up of Specific Indicators (SI), which are used to evaluate the full, partial or noncompliance with detailed rules. Further, Dr. Sandalli explained the six major steps of the ARFM certification process a. APPLICATION; b. PRELIMINARY EVALUATION (optional); c. IN-DEPTH EVALUATION; d. CERTIFICATION; e. PROGRESS MONITORING; f. RE-EVALUATION (optional).

Then, a discussion was launched about the prospects of fisheries certification in the Adriatic Sea. It was stressed that the ARFM should be preferably a public scheme, and that one of the main expectations is to improve the social dimension of the Common fisheries policy (CFP) in the Adriatic Sea, by certifying fisheries which are sustainable also under the social point of view. In addition, the ARFM could provide the Adriatic fishermen with an opportunity to certifying local products additional to the already existing certification programmes (i.e., MSC or FoS)

Later, the floor was passed to Ivan Matjasevic of Omega3 of Zadar who expressed his point of view on this process of certification. He also talked about several innovative processing procedures introduced and devices that have been implemented by the fishing company Omega 3 in Croatia to deliver added value in Adriatic fish products.

Then it was the time that Luca Mulazzani of UniBO to show the results of the very last survey operated on consumers of Italy, Croatia and Spain in a comparative analysis.

The talks went on with the points of view of Alberto Ventura of Emilia Romagna Region and Uriano Meconi of Assam-Marche, on trademarks regarding food products and agribusiness in general and how implementation of certification can protect and add value to local agriproducts.

Debate followed.

Places to attend in presence were limited upon invitation due to Covid-19 restrictions. During the session we had participants attending in presence and on-line participants.

### 3<sup>rd</sup> session: “The Adriatic fishery supply chain. A model of innovation and sustainability”

This session was chaired by Piergiorgio Vasi who introduced the workshop session, talking about the good quality of the fish caught in the Adriatic Sea pointing out all the odds for fishery and aquaculture operators and its supply chain, catches, production, operators, consumers  
The ones at the table are Alessia Cariani – Project Manager of Prizefish, Mišo Pavičić of Institute of Oceanography and Fishery, Igor Cecic of OGS of Trieste, Pietro Rocculi of University of Bologna and Alberto Alberani of Institute “Remo Brindisi”

The floor was at first passed to Mišo Pavičić illustrating the ichthyology activities undergoing in the institute of oceanography and fishery, such as the monitoring of species and stocks, genetic studies but even what gears are used and implementing research.

Then was Igor Celic to talk about stock assessment and the to valorise the products of Adriatic Sea.

Alessia Cariani talked about the fishing policy, the stock assessment and how important is the way we share fish in our Sea that at last the fish is the same that travel on both sides.

So now it's time to talk wit Pietro Rocculi about the research in new ways to process and preserve fish products trough small pilot plants that they reproduce and test industrial products. Later these processes they will be replicated in ordinary plants. He reasoned out about wasted resources in fish industry. So, the aim is to prolong the shelf life of these products. He underlines the delay in technology compared to other food processing activities. The aim is to change strategy and approach to the market and Prizefish offer the chance with his new three products. He wish to see our fish cooked and served in schools to our kids and not imported cheap fish products, He made an excursion on differences between "deep frozen" and "frozen".

Alberto Alberani of Remo Brindisi that educate young and new generations for fishery and aquaculture activities, remarks the importance of Prizefish for creating and shaping good practices.

Alessia Cariani wants to remark how fashionable is to be engaged and work in the agri-business nowadays

The debate go on thanks to Piergiorgio Vasi that keep the discussion alive on fishery activities and the sea products and how the activities of fishermen are going on both sides of our sea.

The key is cooperation anyway.

Places to attend in presence were limited upon invitation due to Covid-19 restrictions. During the session we had participants attending in presence and on-line participants.

## Conclusion

Sealogy Fair in Ferrara has been a great opportunity to promote the blue economy, his growth and his sustainability.

Due to the COVID restrictions, the project capitalization workshop was split among those who were organized online and onsite with limited capacities.

The Capitalisation Workshop served numerous video material which explained how to reach the needed sustainability for the fishery and aquaculture industry through the development of an efficient management of data and a better way to fish together on both sides of the Adriatic Sea, even improving the fishing gears.

Also, how a proposal of regional certification in the Adriatic Sea, the so-called Adriatic Responsible Fisheries Management (ARFM) was developed in the frame of the WP3 of the Prizefish project. The video is publicly available on different platforms including YouTube (see link in the Annex)

In fact, the second session stressed how Prizefish has created innovative approaches in usage of technology and techniques for harvesting/catching and processing for the fishery industry on the Adriatic Sea. In addition, pilot actions have been introduced in Italy and in Croatia (see deliverable 3.3.4: Standardized action plans in Italy and Croatia) in accordance with the ARFM standards, to test more selective fishing techniques in several fisheries which needed improving actions on the basis of the pre-assessments (see deliverables 3.3.2 and 3.3.3: reports of the pre-assessments of relevant fisheries in Italy and Croatia).

The third session dedicated to marketing activities, showed how useful is to work on prolonging the shelf-life of fishery products in order to avoid wastes

Invitation and Agenda of the event The PRIZEFISH Capitalisation Workshop (1):



**Nuove idee e antichi saperi  
per la valorizzazione della pesca sostenibile in Adriatico**

*Workshop di capitalizzazione dei risultati e degli obiettivi del Progetto PRIZEFISH.  
Incontri con i portatori di interesse, i pescatori e le istituzioni*

**Fiera Sealogy** (<https://www.sealogy.it/>)  
Via Della Fiera, 11 44124 Ferrara (FE)

**AGENDA**

**Giovedì 18 novembre 2021**

**h. 9:00 – 10:30 – Saluti Autorità**

**h. 10:30 – 10:45 Caffè di benvenuto**

**h. 10:50 – 13:00**

**Sessione I - Verso una piena sostenibilità della pesca in Adriatico**

**Ne parleremo con:**

Alessia Cariani - Università di Bologna  
Igor Isajlović - IZOR, Spalato  
Mattia Lanzoni - Università di Ferrara  
Simone Libralato - OGS, Trieste  
Sara Segati - Centro di ricerche Cestha, Ravenna  
Giuseppe Castaldelli - Università di Ferrara  
Rubina Sirri - Ittiologa, Regione Emilia-Romagna

**Moderatore:** Giulio Malorgio

<https://us06web.zoom.us/j/83370317769?pwd=REWxaks4Sm4wUkpreVBZkYjVHqzd09>

**h. 13:00 – 14:00 Pausa pranzo presso la Sala Convegni**

## Agenda of the event The PRIZEFISH Capitalisation Workshop (2):

**h. 14:30 – 17:00**

**Sessione II - Eco-Certificazione del pescato dell'Adriatico. La certificazione "ARFM" (Adriatic Responsibility Fishery Management) e il suo contributo alle scelte responsabili dei pescatori e dei consumatori**

**Ne parleremo con:**

Giulia Sandalli - CNR-IRBIM, Ancona  
Alberto Ventura - Regione Emilia-Romagna  
Uriano Meconi - Assam, Ancona  
Luca Mulazzani - Distal, Università di Bologna  
Ivan Matjasevic - O.P. Omega 3, Zara

**Moderatore:** Luca Chiodini

<https://us06web.zoom.us/j/81177216401?pwd=OVhRZ0hQlnVG5ndm5rTDZxWTNlUT09>

**h. 19:00 - Cena presso l'Hostaria Savonarola (nei pressi del Castello Estense)**

**Venerdì 19 novembre 2021**

**h. 9:00 – 13:00**

**Sessione III - La Filiera Ittica dell'Adriatico fra tradizione, innovazione e sostenibilità**

**Ne parleremo con:**

Vittorio Elio Manduca - Dirigente Servizio Pesca  
Silvia Tognacci - "Polo Mestieri del Mare - Remo Brindisi" di Comacchio  
Sergio Caselli - ACI - Associazione cooperative Italiani  
Alessio Bonaldo - Università di Bologna  
Pietro Rocculi, Distal Università di Bologna  
Giancarlo Cevoli - Coop Lavoratori del Mare di Rimini  
Mario Lovrinov - O.P. Omega 3, Zara  
Ariberto Felletti - O.P. Piccola Grande Pesca Porto Garibaldi

**Moderatore:** Piergiorgio Vasi

<https://us06web.zoom.us/j/84078759416?pwd=aE1rMEdobWd3Q1pXYUJmZMTc1YWUyUT09>

**h. 13:00 - APERITIVO DI CHIUSURA presso la Sala Convegni**

**Il link per la partecipazione ai Workshop e alla fiera di Sealogy è il seguente:**

<https://www.webland2000.com/sealogy2021/>

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European Regional Development Fund



Photos of the event:





