

“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

D3.4.2. Target Group/Stakeholder meeting in Italy

WP3- Piloting of sustainable and eco-certified fishery productions
ACT 4 - Capitalizing blue innovation: eco-certification of fisheries and fishermen awareness/training

JULY / 2021

PARTNER IN CHARGE: PP2.
CONTRIBUTORS: PP3, PP13.

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Webinar references

Date:	May 25th 2021
Platform:	Zoom Meeting ID: 885 7639 6277
Time:	15.30 – 17.30 pm
Moderator:	Giuseppe Scarcella, CNR IRBIM, PRIZEFISH project

I. Introduction

On 25th May 2021, the Prizefish project jointly organised an online webinar with the Interreg Adri.SmArtFish project entitled '*Certification: an added value for fishery products*'. The webinar had over 70 attendees and was aimed at raising awareness among Adriatic fishing operators about the importance of developing, and implementing, fisheries standards for the certification of products coming from a responsible fishery in the Adriatic Sea. Among the speakers there were representatives of both projects as well as of the Marine Stewardship Council (MSC – Italy) and the Friend of the Sea (FoS) certification programmes. A wide range of interested actors and stakeholders attended the event, including fishing operators, public authorities (at the national and regional level) and NGOs.

The webinar was opened by an introduction of **Giuseppe Scarcella** (CNR-IRBIM), followed by presentations of both projects by **Alessia Cariani** (UNIBO – Prizefish project Coordinator) and **Fabio Pranovi** (Ca' Foscari University of Venice – Adri.SmartFish project). Afterwards, inputs on certification options were provided by experts in international fisheries certification, notably **Ilaria Vielmini** (MSC – Italy) and **Marco Pedol** (Friend of the Sea). A review of the legal aspects regarding EU trademarks by **Leonardo Maria Seri** (Lawyer, University of Macerata), and a presentation of a possible set of standards and of procedural scheme for the certification of Adriatic fishery products by **Giulia Sandalli (CNR-IRBIM)**, closed the first part of the event, which was followed by a debate among participants.

II. Panelist presentations

First, in introducing the webinar, **Giuseppe Scarcella** (CNR – IRBIM) highlighted that a significant percentage of fish stocks assessed by the Food and Agricultural Organisation (FAO) in the Adriatic Sea are classified as overfished (Fig. 1).

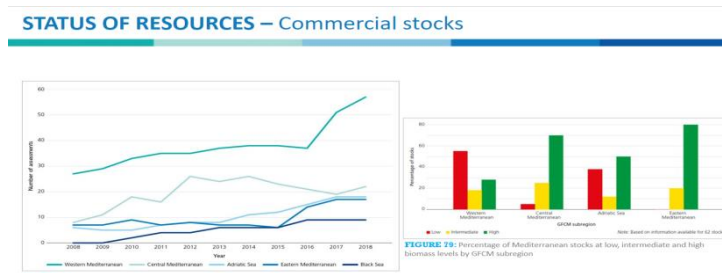


Fig. 1 – Status of resources (commercial stocks) by GFCM sub-regions

Source: SoFMI 2020: <http://www.fao.org/online/html>

He stressed that although in the Adriatic Sea a wide range of fisheries management tools are in place and a lot of data and scientific models are available, an improvement in the status of fish stocks could be achieved also by introducing new strategies and tools aimed at enhancing the ‘market discipline’ of the sector, such as a certification or eco-labeling of fishery products. Indeed, certification of fishery products may act, potentially, as a driver for a more responsible fishery and for a greater consumer awareness. The Prizefish and the Adri.SmartFish projects, as well as the most well known, third-party fisheries certification schemes already in place at international level for capture fisheries (such as MSC and FoS), share a common vision, according to which certification is a different, innovative way, to address the issue of overexploitation of fisheries resources.

In the following presentation, **Fabio Pranovi (Ca’ Foscari University)** stressed that the core aim of the Adri.SmartFish project is to foster the potential for innovation of the Adriatic small-scale fisheries in the context of the EU Blue Growth Strategy. The project partnership include both research institutions (e.g. IZOR, Ca’ Foscari University) and institutional bodies (e.g. the Italian regions of Veneto, Friuli Venezia Giulia, Emilia Romagna, Marche and the Istria and Zadar counties in Croatia). The project is based on the following key elements: constant involvement of fishing operators; development of a scientific protocol to foster sustainability; harmonization of the legislative framework; establishment of a cross-border association, including both Italian and Croatian fishing operators. Weaknesses of small-scale fishing fleets, in terms of environmental impacts, are also taken into account in the project, in order to address them through appropriate strategies. The work plan is divided into three core Work Packages (WPs). In the first WP, the conditions under which small scale fisheries operate in the Adriatic Sea are

assessed, also in terms of their impacts on climate change. An analysis conducted under this WP showed for instance that 1kg of fish caught from the Adriatic Sea produce around 4Kg of CO₂ emissions. The second WP aims at enhancing the value of Adriatic fishing products, through both the development of a 'scientific protocol' to assess the sustainability of small-scale fisheries and the creation of new diversification opportunities. The protocol should provide the basis for the preparation of a proposal of mark designed to assess the sustainability of small scale fisheries, to be transmitted to the European Union Intellectual Property Office (EUIPO) for registration. In addition, in the framework of the WP, 'pilot actions' have been developed to test the protocol in some selected areas of the North Adriatic Sea. The last WP, finally, is dedicated to the establishment of a cross-border association, involving both Italian and Croatian fishing operators.

Alessia Cariani (UNIBO) provided an overview on the core activities carried out in the framework of the Prizefish project and outlined the expected results. PRIZEFISH is an international collaboration project between Italy and Croatia (financed by the 2014 - 2020 INTERREG V-A Italy – Croatia Programme), which aims at making Adriatic fishery more sustainable through an innovation process of the entire fish supply chain. Innovation is achieved by developing and implementing good practices for responsible fishing, process and product technologies, in order to bring to the market eco-certified final products with high added value. The project is made up of a comprehensive, well-balanced partnership which comprises research institutes, national, regional and territorial authorities (Regions, Counties, Ministries and Development Agencies), educational institutions and fishing operators from both Italy and Croatia. As regards the participation of the fishing sector, three associations of producers (i.e. the Producer Organisations PO Bivalvia in Italy and the PO ISTRRA and the PO Omega 3 in Croatia) are partners in the project. This is the partnership which has been build up with the objective of developing, thorough a wide range of actions organised around five main Work Packages, fishery supply chains based on eco-innovative practices, in which advanced technologies and eco-sustainability come together for a long-term advantage of the sector, not only in terms of environmental sustainability, but also of market profitability and awareness of both operators and consumers.

Ilaria Vielmini (MSC) introduced the Marine Stewardship Council (MSC) certification programme. The MSC is an international, independent and non-profit organisation, whose mission is to use its eco-label, the so-called 'blue fish tick', to contribute to the health of the world's oceans. The programme aims at recognising and rewarding sustainable fishing practices, by influencing the choices that consumers make when buying seafood. A recent mapping of the MSC diffusion in the world, show that the programme has become well established especially in those countries that, in recent years, made significant investments in scientific research on marine environment and improved their data collection. The MSC is based on two standards: the first aimed at fishery certification; and the second for chain of custody certification. The Fisheries certification

standard, which was developed taking into account the FAO Code of Conduct for Responsible Fisheries and other international conservation instruments, consists of 28 performance indicators grouped into three key principles: 1) sustainable fish stocks; 2) minimising environmental impacts; 3) effective management. Any legal entity can formally apply to the programme and request an assessment of the fishery. The evaluation process is carried out by certifiers accredited by a third, independent organisation. Certified fisheries that want to sell their products with the MSC logo can only do so if all links in the distribution chain (from ship to dish) have been certified with respect to the standard for the MSC chain of custody. Both the standards are revised periodically.

Marco Pedol (FoS) told how the 'Friend of the Sea' certification programme was founded in 2008 by Paolo Bray, Director of the International Programs – Dolphin-Safe Project/Earth Island Institute. The Dolphin-Safe Project saved millions of dolphins from death in tuna fishing nets. Currently, the programme is present in 75 countries around the world, certifying over one thousand of fishing, aquaculture and processing companies. It also promotes pilot projects related to restaurants, sustainable shipping, whale and dolphin-watching, aquariums, fish ornamental and UV creams. The assessment of a fishery under the FoS programme is made under three pillars: 1) Environment; 2) Economic and social aspects and 3) Governance. Since the programme aims to improve energy efficiency in both fisheries and aquaculture, evaluation of carbon footprint is included in the assessment criteria within the environmental pillar. Security and safety onboard as well as the respect of International Labour Organisation (ILO) rules about work on board of fishing vessels are considered under the socio-economic pillar. As regards the Governance (3), FoS considers different aspects such as the conformity of fishing fleets with the relevant legal framework, the implementation of management plans and the control of fisheries activities.

Leonardo Seri (University of Macerata) provided an overview of the legal framework related to trademark in the European Union and possible uses for certification purposes. According to Article 4 of the EU Trade Mark Regulation (Regulation (EU) 2017/1001), an EU trade mark may consist of *'any signs, in particular words, including personal names, or designs, letters, numerals, colours, the shape of goods or of the packaging of goods, or sounds, provided that such signs are capable of: (a) distinguishing the goods or services of one undertaking from those of other undertakings; and (b) being represented on the Register of European Union trade marks ('the Register'), in a manner which enables the competent authorities and the public to determine the clear and precise subject matter of the protection afforded to its proprietor'*. A trademark registration, will confer an exclusive right to the use of the registered mark to the owner. The most common types of trademarks are: the so-called 'denominative' (or 'word' trademark), and the 'figurative' trademark, i.e. a trademark characterized by graphical elements.

A 'certification mark' is a type of trademark that is used to show consumers that particular goods and/or services, or their providers, have met certain standards. The owner of a certification mark can be a private or a public legal entity and has a 'duty of neutrality', meaning that the mark can certify the goods and services produced by other entities, but not by the owner himself. Certification means 'good reputation'. Therefore, it is very important to ensure the monitoring of the use of the mark by all accredited users. The scientific protocol developed in the framework of the Adri.SmartFish project, will be structured as a 'certification mark'. At present, the project team is working on the development of a regulation that will govern the use of the mark.

Finally, **Giulia Sandalli (CNR-IRBIM)** outlined the proposal developed in the framework the Work Package 3 'Piloting of sustainable and eco-certified fishery productions' of the Prizefish project, concerning the establishment of a regional scheme for the certification of Adriatic fisheries, the so-called 'Adriatic Responsible Fisheries Management – ARFM' certification programme. Since the beginning of the project, the CNR-IRBIM researchers carried out a preliminary mapping and selection of the Adriatic fisheries that potentially could apply for a regional certification programme, taking into account their commercial value as well as the selectivity of the fishing technique. Subsequently, consultation meetings with the relevant fishing operators in both in Italy and Croatia were organised, in order to gather their inputs and collect some specific information on the fisheries. Based on the outcome of the meetings, an initial proposal of the standards was prepared. The Adriatic Responsible Fisheries Management (ARFM) standards, reflect the international and European laws and guidelines and are developed around three main principles or 'pillars': 1) Governance, 2) Respect for the environment and 3) Socio-economic dimension. The three core pillars/principles contain 9 Supporting Articles (SA), divided in turn in a set of Specific Indicators (SI), against which each fishery will be assessed. For each Specific Indicator, the ARFM assessment is conducted at two levels: the 'conformity' of the fishery, which takes into account the whole fleet operating in the area (= the Component of Evaluation, CoE); and the 'compliance' of the fishery, which takes into account the single actor, individual or PO, applying for the ARFM (= the Component of Accreditation, CoA). The Specific Indicators comprised in the Governance pillar (1) look at the legal framework governing the fishery, the existence of cooperation mechanisms, environmental policies and management plans or other sets of management measures. In the Environmental pillar (2) several aspects related to the impact of the fishery on the marine environment are taken into account (Data collection and statistics, scientific research, application of the precautionary approach to small scale fisheries and to the fishery in general, implementation of the ecosystem approach, use of food web

models to analyse multiple trophic interactions). Finally, in the pillar related to the socio-economic aspects, the fishery is assessed in terms of its economic profitability and conformity with social standards (in particular respect of human rights and safety onboard and, more broadly, the legal framework developed by the International Labour Organisation – ILO). The proposed Standards, are accompanied by a Procedural Framework containing six stages in which the ARFM certification process will be articulated, from application to certification and subsequent monitoring and re-evaluation.

III. Webinar debate: main issues discussed

After the presentations made by the speakers, a debate took place among participants. Key ideas expressed during the discussion covered several areas. One comment in particular stressed the importance of establishing a connection between biological protection zones (including nursery areas) and certification. The participant argued that since marine protected areas (MPA) are highly regulated and make an important contribution to marine data collection, these zones should be regarded as a ‘driving force’ to certification. However, a later comment pointed out that in the Mediterranean Sea MPAs lack of an effective control. On this matter, Ilaria Vielmini (MSC), highlighted that the MSC programme, in the framework of a fishery assessment, seeks to determine how much impact a no-fishing zone is having on the level of biomass.

With regard to the higher value potentially brought by certification, some participants argued that consumers are willing to pay more for brands they know and trust and, more in general, for products coming from a sustainable method of production. Indeed, it was pointed out that during the consultation meetings organized in Croatia by the CNR-IRBIM, emerged that a regional certification programme like the ARFM could support tourism development, especially in locations on the Adriatic coasts often visited by tourists from Northern Europe, where traditionally a particular attention is paid to the sustainability of products and, therefore, to eco-labelling.

Scientific research in the Adriatic Sea is well developed and a lot of scientific data are available. On this issue it was emphasized that, however, scientific knowledge should be more integrated into management measures. This could be achieved, for instance, by strengthening the development of partnerships between fishing operators and researchers.

Another participant highlighted the importance of considering, in addition to the environmental issues, also the economic and social aspects, as an essential part of the concept of sustainability. He stressed that the value of certification lies in the capability of an eco-label to 'tell' the story behind a product and create a link between the product and the territory. He added that fish supply from small-scale artisanal fisheries in Italy is quite fragmented and, therefore, a regional certification programme could help to foster concentration of supply.

One comment argued that certification should provide protection to consumers and not to producers (fishers). Indeed, fish prices are relatively high on the market compared to other food products. The core aim of a certification programme, therefore, should be the protection of consumers against risk of confusion and improvement of information, and not the generation of price premiums for fishermen.

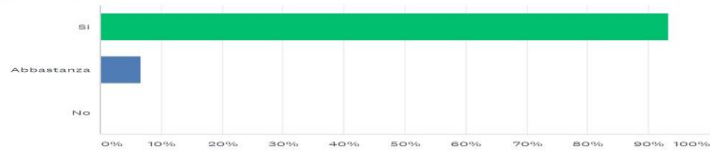
Finally, some emphasized the importance of traceability, which is essential for valorisation and differentiation of fish products. In particular, it was highlighted that traceability can be developed and well implemented in the Adriatic Sea, given that in this sea basin scientific research is advanced and lot of data are available, including genetic evaluations of migratory fishes, which can support the adoption and/or adjustment of conservation and re-stocking programs.

IV. Post-webinar survey

As the host of the webinar, Regione Emilia Romagna sent post-event survey questions to attendees in order to test the general level of satisfaction and collect a deep insight about the topics discussed. Survey feedback with all the specific answers is available at the following link: <https://it.surveymonkey.com/results/SM-NYXXVZ799e> The large majority of participants (93.33%) declared that the webinar was useful (Fig. 1).

Hai trovato interessante il webinar?

Risposte: 15 Saltate: 0



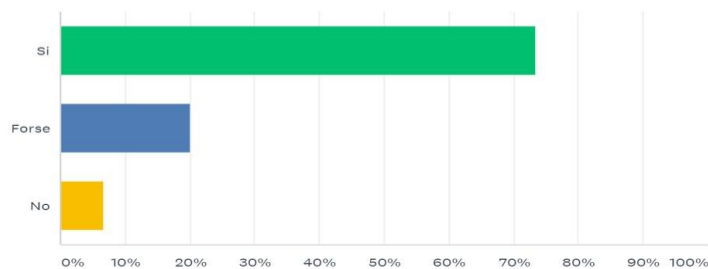
OPZIONI DI RISPOSTA	RISPOSTE
Si	93,33% 14
Abbastanza	6,67% 1
No	0,00% 0
TOTALE	15

Fig. 1 – Post webinar survey

A very high percentage (73.33%) think that a regional certification would be profitable for Adriatic fisheries (Fig. 2).

Pensi sia utile registrare un marchio per la piccola pesca?

Risposte: 15 Saltate: 0



OPZIONI DI RISPOSTA	RISPOSTE
Si	73,33% 11
Forse	20,00% 3
No	6,67% 1
TOTALE	15

Fig. 2 – Post webinar survey

“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

D3.4.2. Stakeholder meeting in Croatia

WP3 - Piloting of sustainable and eco-certified fishery productions

ACT 4 - Capitalizing blue innovation: eco-certification of fisheries and fishermen awareness/training

June / 2021

PARTNER IN CHARGE: PP1

CONTRIBUTORS: PP2, PP6, PP8, PP9, PP11

Final document

Date:	June 2nd 2021
Place:	Centar za kreativne industrije, Put Murvice 3A , Zadar
Time:	9 AM
Moderator:	Mrs. Valentina Andrić, Ministry of Agriculture
Participants:	<ol style="list-style-type: none"> 1. Katerina Skelin, Zadar County 2. Martina Glavić, Zadar County 3. Jelena Dušević, Zadar County 4. Kristina Stark, Zadar County 5. Jelena Matek, Zadar County 6. Daniel Segarić, Zadar County 7. Kristina Klapan, Benkovac City 8. Marko Žorž, Mrotine d.o.o. 9. Matea Šaban, Zadra Nova 10. Maja Bjelan, Lagur tri mora 11. Marija Sjauš Baždarić, Lagur tri mora 12. Šime Kosor, ZR Omega 3 13. Dinko Basioli, Chamber of commerce 14. Neven Bosnić, Riba projekt d.o.o. 15. Andrea Bonaca Starić, RZ Istra 16. Doris Koraca, RZ Istra 17. Marijana Horžić, Tržnica Zadar d.o.o. 18. Joško Mikin, Tržnica Zadar d.o.o. 19. Alen Lovrinov, RZ Omega 3 20. Ivan Eškinja, Fishing craft Harpun 21. Igor Tolić, Fishing craft Dominik 22. Ante Žepina, Fishing craft Osti 23. Luka Bilušić, Fishing craft Fortunal 24. Goran Mišurac, Teši tunolov d.o.o. 25. Fausrt Filipi, Fishing craft Kalduk 26. Ida Lokmer, Cromaris d.d. 27. Zoran Ramov, Orovela d.o.o. 28. Marijana Pirović, Flag Lostura 29. Ana Peraić, Flag Lostura 30. Dino Bralić, Hobos, fishing craft 31. Senad Salinović, AGRRA 32. Branimir Baždarić, AGRRA 33. Neven Jurjević, AGRRA 34. Ivan Matijašević, RZ Omega 3 35. Valentina Andrić, Ministry of Agriculture 36. Katarina Colić, Inovacija

	<p>37. Jere Šešelja, Inovacija 38. Petra Lukić, IZOR 39. Damir Medvešek, IZOR 40. Ratko Cvitanović, IZOR 41. Igor Isajlović, IZOR 42. Giulia Sandalli, CNR 43. Josip Furčić, Ministry of Agriculture 44. Giuseppe Scarcella, CNR 45. HRT Radio Zadar 46. Ivan Šimat, Centaurus d.o.o. 47. Jelena Tomljenović, Lagur Tramuntana 48. Matija Pofuk, Ministry of Agriculture 49. Nikola Matović 50. Petar Pedišić, fisherman 51. Tea Gorup, SUBJEKT d.o.o. 52. Vedrana Kevrić, INOVACIJE 53. Vice Katačić, Marikomerc d.o.o.</p>
Agenda:	<p>09:00 Registration 09:10 Project PRIZEFISH Introduction Daniel Segarić, dipl. ing., Zadar county 9:20 Creating an added value of fishery products through innovative technologies pilots Ivan Matijašević, MBA, OP Omega 3 9:30 Fishermen-reasons for eco-certification of Adriatic fishery products Valentina Andrić, mag. ing., Ministry of Agriculture 9:40 Exchange of thoughts about eco-certification 10:00 Eco labeling and certification: an added value for fishery products in the Adriatic Sea” Giuseppe Scarcella, PhD, IRBIM-CNR 10:10 Developing a regional certification scheme for Adriatic fishery products: the Adriatic Responsible Fisheries Management (ARFM) Giulia Sandalli, IRBIM-CNR 10:20 Break 10:40 Fishery - biological characteristics of the selected gear within the certification framework Igor Isajlović, doc.dr.sc., IZOR 11:00 Questions and discussion 13:00 Light lunch</p>
	<p>Zadar County, Department for Agriculture, Fisheries, Water Management, Rural and Island Development held a meeting on June 2, 2021 in conference room in Center for Creative Industries in Zadar on</p>

"Promoting the importance of eco-labeling process to promote the label with added values".

A meeting to promote the importance of the eco-labeling process to promote value-added labeling started at 9 AM and 53 participants were present, of whom 41 were present in the conference room and 14 attended the meeting online via the Zoom app. The meeting was interactive including the opinions, views and questions of the participants.

Introductory remarks about the PRIZEFISH project, the basic idea and vision of the project, the main goals and importance of participation in the PRIZEFISH project for Zadar County were made by the Head of the department for Agriculture, Fisheries, Water Management, Rural and Island Development Mr. Daniel Segarić.

Mr. Ivan Matijašević, MBA from the OP Omega 3 in his presentation "Creating an added value of fishery products through innovative technologiespilots" showed how piloting innovative technologies through selective fishing, maximizing the use of caught resources brought the fish processing sector closer to certification and eco-labels. „The main obstacle to environmental certification and existing certificates is the condition of livestock, and in this regard it remains to explore other, mostly natural impacts on the populations of hunting species“ - he said.

"With increased consumer awareness of the importance of conserving natural resources, caring for the environment and workers' rights, habits are changing and more and more people are turning to eco-certified products that guarantee that products are from sustainable production. Fishermen as primary producers for whom this basic income is, in accordance with the preservation of social and economic sustainability, should find interest and opportunity to obtain such a label proving that they conduct responsible fishing, and to ensure traceability, safety and quality of products to the final consumer. If the addition of value to fishery products through eco-certification provides fishermen with compensation to reduce income and ensure long-term productivity growth and a decent standard, it could be a motive to enter the process and respond to new market demands," said Ms. Valentina Andrić from

the Ministry of Agriculture through her presentation "Fishermen - reasons for eco certification of Adriatic fishery products"

According to the agenda after the presentation of Mrs. Valentina Andrić was followed by an exchange of views on eco-certification.

Mr. Giuseppe Scarcella, PhD from the Institute of Marine Sciences in Italy, spoke about the importance of eco-labeling and certification with a special emphasis on sustainable and responsible fishing: "Improving the state of Adriatic resources can be achieved through more appropriate "market discipline" in the sector. and at the same time contribute to the transition to responsible fishing and sustainable use of resources, through certification and eco-labeling of fish products. This practice can act as a driving force for better governance and greater consumer awareness."

In her presentation, Giulia Sandalli spoke about the development of a regional certification scheme for fisheries products in the Adriatic Sea and presented the ARMF as a possible form of product certification. Standards based on environmental, economic and social aspects and a procedural framework defining the certification process for ARMF have been proposed.

After the presentation of Mrs. Sandali followed a short coffee break.

Dr. Igor Isajlović from the Institute of Oceanography and Fisheries from Split gave a brief overview of the main types of fisheries and the state of targeted stocks selected for certification within the PRIZEFISH project, explained why these types of fishing and species were selected and emphasized the great effort in cooperation with state institutions. fisheries sector and scientists with a view to improving sustainable fishing.

After the working part of the meeting, lunch was organized for the participants in the restaurant Dva ribara in Zadar.







