

**“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

## **D3.4.3: Cross border training modules**

WP3 - Piloting of selected fisheries production

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

**FEBRUARY / 2022**

**PARTNER IN CHARGE: PP2.  
CONTRIBUTION: PP3, PP8, PP13.**

Final  
Public document

<b>ORDER</b>	<b>CNR-IRBIM</b>	
<b>TYPE OF DOCUMENT</b>	<b>PROJECT PRIZEFISH-</b> Piloting of eco-innovative fishery supply-chains to market added-value Adriatic fish product D3.4.3: <i>Cross-borders training modules.</i>	
<b>DELIVERY PERIOD</b>	M27	
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<b>PRODUCTION</b>	CNR-IRBIM	

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## 1. Introduction

This document, corresponding to deliverable **3.4.3: *Cross-borders training modules*** of the Prizefish project, outlines the main outcome reached during a set of trainings and formation activities designed by the PP2 (CNR-IRBIM), in cooperation with other project partners. The modules took place during the last semester of the project (July – December 2021), and were directed to the fishing Adriatic operators (SMEs and POs) potentially interested in entering a certification process developed for the Adriatic Sea as well as to other Adriatic stakeholders in both Italy and Croatia. In particular, the deliverable addresses the following Prizefish training modules:

- **“Valorisation of quality and sustainability of Adriatic fisheries”** (1<sup>st</sup> October 2021, Ancona);
- **“Fisheries and the “Blue Economy”: the value of certification”** (17<sup>th</sup> November 2021, online webinar);
- **“New ideas and ancient knowledge for the valorization of the sustainable fishery in Adriatic Sea”** (18<sup>th</sup> November 2021).

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

## 2. On-site workshop in Ancona “Valorization of quality and sustainability of Adriatic fisheries”

The workshop was held in hybrid mode, organized by PP3 ASSAM in cooperation with Emilia Romagna Region, which provided for on-line translation service in three languages (Italian, Croatian and English). The workshop was held in the framework of the **Tipicità in Blue Initiative** that the City of Ancona organizes yearly to promote blue growth and blue economy. It was conceived as a Joint Cross border training module to capitalize, disseminate and foster the transferability of project achievements and results towards several stakeholders: Fisheries’ sector representatives and producers’ organization, enterprises and association, companies dealing with products processing and valorisation.

With reference to the WP3 - PILOTING OF SUSTAINABLE AND ECO-CERTIFIED FISHERY PRODUCTIONS, the first session of the workshop was dedicated to the quality and the Certification of Adriatic fishery products.

During the training session, in particular, the following issues have been discussed:

- **The certification scheme ARFM (Adriatic Responsible Fisheries Management) developed within the Prizefish Project.** **Giuseppe Scarcella (CNR-IRBIM of Ancona)** shared with the participants the status of resources (commercial stock) of the Adriatic Sea, the most updated available knowledge used as starting point to develop an ad-hoc certification for the responsible fisheries management in the Adriatic Sea. Following the presentation of Dr. Scarcella, **Giulia Sandalli (CNR-IRBIM Ancona)** 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 non compliance 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).

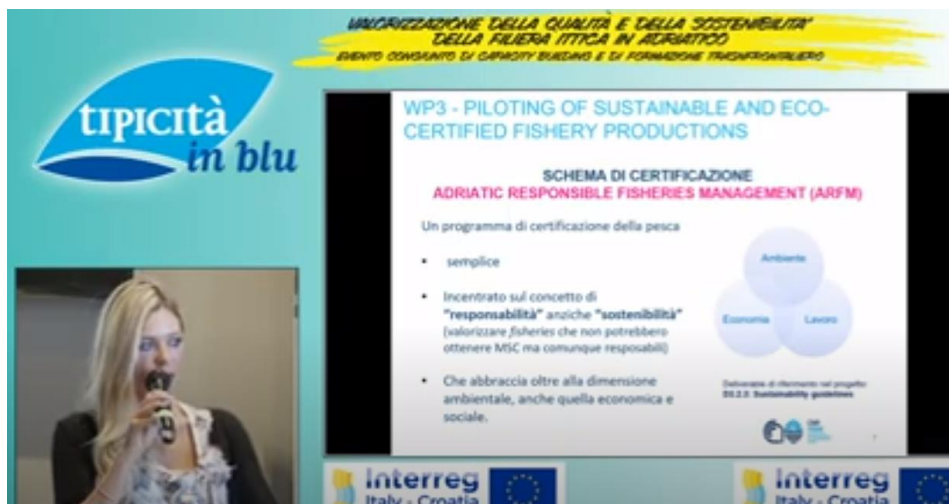


Fig. 1 – Presentation of the ARFM certification standards

**Eva Merloni from Area Europa** and representing the University of Bologna gave details on the ARFM Chain of Custody Standards for the entire chain sustainability (from vessel to retailer) made up of four components: 1) CoC Management System, 2) Traceability 3) Labelling and 4) Multi-site Requirements (Fig. 2).

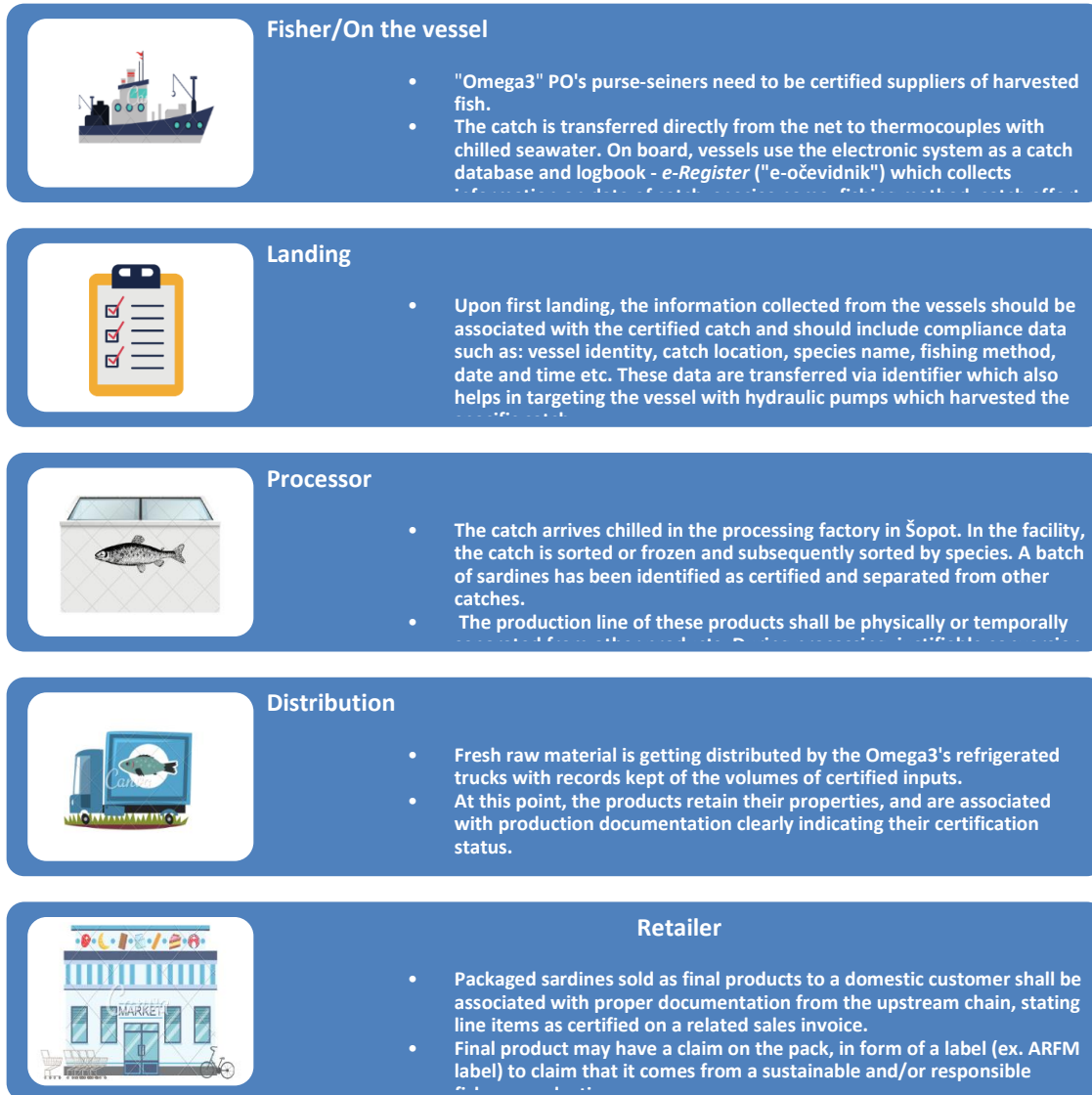


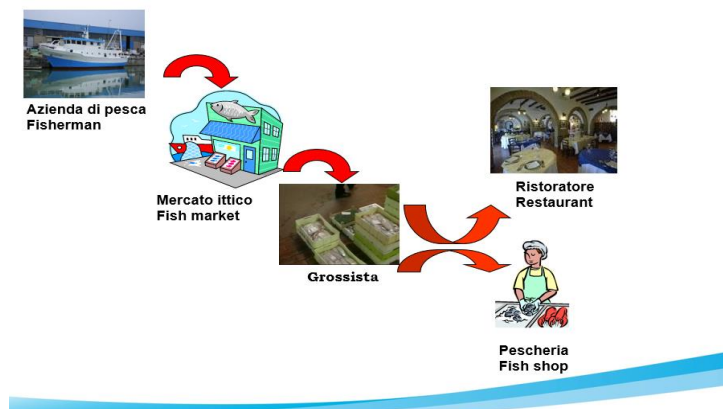
Fig. 2 – ARFM Chain of Custody standard

**Mauro Vio**, director of the OP Bivalvia and partner of the PRIZEFISH Project shared a good practice. In 2018 the organization, associating 100 clams fishing vessels, obtained the Certification as the first fishery in the Mediterranean sea for the sustainable fishing of sea clams according to the **MSC standard**, in addition to the BIO certification of the organic clams of Caorle "LaVenexiana" (the only case in Italy for the species Chameleagalina).

**Francesco Cavraro** from the **University of Venice Ca' Foscari** presented the registered SSF (Small Scale Fisheries) sustainability certification protocol with a related logo which is going to be developed in the framework of AdrismartFish project with the aim to promote sustainable innovation in the SSF sector in the industry and on the market.

**Silvia Palladino** (ASSAM) shared information on the QM label – Marche Guaranteed Quality applied to the fisheries chain, since recently, a dedicated protocol have been updated and applied.

QM is the quality brand of the Marche Region, aimed at promoting and valorising the agri-food productions. It guarantees the origin and the quality, assuring traceability and clarity to the consumers. In the framework of the **PRIZEFISH** project, the regional quality brand could fit into the quality standard of the Chain of Custody. Thus, a QM chain could include ARFM certified products including the fishermen in the process. Also, a representative of the Ancona Fish market was invited to share its experience with the application of the QM brand (Fig. 3).



**Fig. 3 – Representation of the QM Quality brand**



Furthermore, during the event, it was disseminated a training brochure and a Totem on the “**Certification Programme “ARFM - Adriatic Responsible Fisheries Management”**”. After the training session, PP3 ASSAM organized a cooking show for the participants with fresh and processed Adriatic fisheries products.

Places to attend in presence were limited upon invitation due to Covid-19 restrictions. During the training session we had 35 participants attending in presence and 50 on-line participants.



Fig. 4 – Pictures of the event



### 3. Online webinar: Fisheries and the “Blue Economy”: the value of certification”

The meeting, organized by the Emilia-Romagna Region with the support of the CNR-IRBIM, was aimed at increasing and promoting awareness of the fisheries certification potential (and eco-labelling schemes) for developing and implementing the EU Blue Growth Strategy in the Adriatic Sea. It was held via the zoom platform due to Covid-19 restrictions. The webinar moderator was Giulia Sandalli (CNR-IRBIM).

In introducing the panel and the main topics to be addressed, Giulia Sandalli stressed the connections between fisheries and the blue economy, focussing on the potential contribution of responsible fisheries and certification to the objectives of the Blue Growth Strategy of the European Union. In particular, fisheries is a key sector of the blue economy, i.e. the economic growth arising from all economic activities related to oceans, seas and coasts. The fishery sector can contribute to the Blue Growth, in case the resources are fished in a sustainable way under the environmental, social and economic point of view. Certifying responsible fisheries, therefore, provides fishermen with an opportunity to add value to their fish products on the market. The aim of the webinar was to discuss methods and tools that can be used to identify responsible fisheries, that potentially could apply for a certification process developed for the Adriatic region. The Prizefish project has conceived a set of specific indicators and a procedure which constitute the basis for the development of a regional programme for the certification of Adriatic fisheries, the so called Adriatic fisheries management certification programme (ARFM). The conceptual framework of the standards and a brief outline of the procedural aspects was presented by Giulia Sandalli at the end of her speech.

Following the introductory remarks, **Loretta Malavorsa (NISEA)** illustrated the pre-assessments that have been conducted in the framework of the Prizefish project to test the several Adriatic fisheries pre-selected in both Italy and Croatia against the ARFM standards. The fisheries were scored on the basis of a marking grid and at two levels of evaluation: the Component of Assessment - CoA, i.e. taking in consideration all the vessels practicing the fishery in the concerned area, and the Component of Evaluation - CoE, i.e. considering the single operator (SME, PO or fishermen) applying to the ARFM.

**Ivan Matijašević (PO OMEGA 3)** introduced several innovative processing procedures and devices that have been implemented by the fishing company Omega 3 in Croatia to deliver added-value in Adriatic fish products by involving operators from Italy and Croatia in the promotion of a cross boundary background of such activity. The products concerned are sardine filets, shrimp and white fish burgers, sea clams with or without tomato sauce.

Finally, **Andrea Bonaca Starić** (PO ISTRRA) presented tools and processes to create added value in fisheries products developed by the PO Istra. Target species are those with a high seasonal concentration of catches and consequently low prices (e.g. Deep-water Rose Shrimp and Mullet). In particular, the PO developed a solution to convert existing machinery (e.g. deboning machine) into peeling shrimp machines. The pulp obtained can be packaged or used for the production of shrimp burgers.

The online event was also managed thanks to the coordination of Emilia-Romagna Region about the registration and the realization of the videos in three versions (Italian, English and Croatian) and the organization through the preparation and sending of the invitations by email, the promotion of the event on social networks.

The webinar included a survey in online mode during the registration of the event. The poll was sent live to the participants through questions on the topics to involve more the attendees and check the knowledge on the issues.

#### 4. Capitalization Workshop in Ferrara “New ideas and ancient knowledge for the valorization of the sustainable fishery in Adriatic Sea”

The capitalization Workshop of results and goals about PRIZEFISH project was organized by the Emilia Roma during Sealogy fair in Ferrara (18-19 November 2021). The main aim of the event was discussing new ideas and ancient knowledge for the valorization of the sustainable fishery in Adriatic Sea.

The webinar mostly involved participants from Universities, technology transfer institutions, research institutions - NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks - Local, regional and national public authorities - regional and local development agencies, chambers of commerce and other business support organizations - some SMEs.

With regards to the WP3 activities, Giulia Sandalli (CNR-IRBIM) introduced the ARFM standards developed by the Prizefish project. During the following debate, a discussion was launched about the future prospects of fisheries certification in the Adriatic Sea. In particular, it was stressed that the ARMF 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).

## 5. Conclusions

Due to the COVID restrictions, the project cross border trainings were split among those who were organized online and onsite with limited capacities. The trainings served numerous video material which explained how a proposal of regional certification in the Adriatic Sea, the so-called Adriatic Responsible Fisheries Management (ARFM) was developed in the framework of the WP3 of the Prizefish project. The video are publicly available on different platforms including youtube (see link in the Annexes). The trainings 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). It is worth to mention that the idea of organizing the Prizefish trainings modules in the framework of bigger events proved the greater success in dissemination of the achieved results, with a wider audience instead of presenting just one single project. This was the case with the webinar of ASSAM “Valorisation of quality and sustainability of Adriatic fisheries” which took place in the context of the “Tipicità in Blu Initiative in Ancona”, as well as with the workshop “New ideas and ancient knowledge for the valorization of the sustainable fishery in Adriatic Sea” which was organized in the context of the Sealogy Fair in Ferrara.

## ANNEX I - On-site workshop in Ancona “Valorization of quality and sustainability of Adriatic fisheries”

### Agenda



**Italy - Croatia Programme 2014/2020**  
**Friday 1st of October 2021**  
**Vanvitelli Room - Mole Vanvitelliana**  
**Banchina Giovanni da Chio 28**  
**Ancona**

**VALORIZATION OF QUALITY AND SUSTAINABILITY OF ADRIATIC FISHERIES PROJECT PRIZEFISH, ADRISMARTFISH**

**JOINT CAPACITY BUILDING AND CROSS-BORDER TRAINING EVENT**

**14.30 - Welcome Speech and Introduction**  
 Uriano Meconi, ASSAM  
 Piergiorgio Vasi, Emilia Romagna Region  
 Alessia Cariani, University of Bologna, Project Coordinator  
 Paolo Rotoni, Italy - Croatia JS Project manager

Moderator of the capacity building: Valentina Tepedino, director of the Eurofishmarket journal

**14.45 - 16.00 Session I**  
**"Quality and certification of the fishery products"**

- The certification scheme ARFM (Adriatic Responsible Fisheries Management) developed within the Prizefish Project.  
 Giuseppe Scarcella - CNR-IRBM Ancona  
 Giulia Sandalli - CNR-IRBM Ancona
- The ARFM chain of custody standards for the entire chain sustainability Eva Merloni - Area Europa, University of Bologna
- Case Study, the Producers Organization Bivalvia and the MSC certification Mauro Vio - PO Bivalvia director

**16.00 - 16.15 Coffee break**

**16.15 - 17.45 Session II**  
**"Marketing, value chain and innovation of the Adriatic fishery products"**

- **Valorisation of the sustainability of Small-Scale Fisheries, the EU certification label of the Adrismartfish project**  
 Francesco Cavarero - Ca' Foscari University of Venice
- **"QM label - Marche guaranteed quality" applied to the fishery chain"**  
 Silvia Palladino - ASSAM, Representatives of the Ancona Fish Market

**16.00 - 16.15 Coffee break**

**16.15 - 17.45 Session II**  
**"Marketing, value chain and innovation of the Adriatic fishery products"**

- **Innovative technologies tested in the project:**
  - Raising the quality of raw materials entering the processing facility, Omega 3 case.
  - Upgrade of processing technology - gaining more from raw material, Istria case Ivan Matijašević - Omega 3
- **Prototyped innovative products tested and results, training on the technologies used:**
  - Chilled sardine filets, prolonged shelf life by MAP (with novel gas mixture)
  - Ready-to-cook calms with enhanced shelf-life and quality using high pressure treatment (HHP)
  - Fish and Shellfish Burger with enhanced shelf-life and quality using high pressure treatment (HHP)

Pietro Rocculi - University of Bologna - Department of Agricultural and Food Sciences

- **Consumers analysis and competitive positioning of eco-innovative Adriatic products (results of PRIZEFISH project)**  
 Luca Mulazzani - University of Bologna - Department of Agricultural and Food Sciences
- **The APP of the Prizefish project for the valorisation of the Adriatic fisheries**  
 Uriano Meconi - ASSAM

**17.45 - Discussion and conclusions**

**18.30 - Cooking show with Adriatic products**

Info-desk of the project PRIZEFISH and AdriSmArtFish will be present during the Tipicità in Blue Initiative

The event will be available on-line (Zoom platform) and in presence with limited seating capacity. Translation services will be provided in english, italian and croatian language with the cooperation of Emilia Romagna Region.

**Registration to receive the zoom link:**  
<https://www.eventbrite.it/e/prizefish-1-october-2021-tickets-177190059237>  
 Places to attend in presence are limited upon invitation due to Covid-19 restrictions.

For info & contacts:  
 prizefish@assam.marche.it  
 pernetta.pianossa@assam.marche.it

ASSAM  
[www.italycroatia.eu/web/prizefish](http://www.italycroatia.eu/web/prizefish)  
[www.italycroatia.eu/web/adrismartfish](http://www.italycroatia.eu/web/adrismartfish)  
 REGIONE MARCHE

### Webinar Agenda invitation prepared by Emilia-Romagna Region



1ST OCT  
 21\_EN\_PRIZEFISH Web

### Video

<https://www.youtube.com/watch?v=EtTPsX2fuHc>

### Link to list of participants

[https://docs.google.com/spreadsheets/d/18y0H6UqGG8NypCu3tBAoMe4EHo\\_orzKm/edit#gid=764212239](https://docs.google.com/spreadsheets/d/18y0H6UqGG8NypCu3tBAoMe4EHo_orzKm/edit#gid=764212239)

## ANNEX II - Online webinar: Fisheries and the “Blue Economy”: the value of certification”

### Agenda



**Emilia-Romagna Region**  
is pleased to invite you to the Webinar and cross-border training module:  
**Fisheries and the “Blue Economy”: the value of certification**

*The meeting is aimed at increasing and promoting awareness of the fisheries certification potential (and eco-labelling schemes) for developing and implementing the EU Blue Growth Strategy in the Adriatic Sea. The webinar will address a wide range of interested actors and stakeholders among fishing operators, public authorities (at the national, regional and local level) and NGOs.*

**AGENDA**

**Moderator:** Dr. Giulia Sandalli

**10:00 – Welcome to the participants and presentation – Speech from Giulia Sandalli**

**10:10 – 10:30 “The Adriatic Responsible Fisheries Management (ARFM) scheme to certify Adriatic responsible fisheries”**  
- Dr. Giuseppe Scarcella/Dr. Giulia Sandalli (CNR-IRBIM)  
**Discussion – Q & A**  
**Poll**

**10:30 – 11:00 “ARFM pre-assessment results from selected Italian fisheries”**  
- Dr. Loretta Malvarosa (NISEA)  
**Discussion – Q & A**  
**Poll**

**11:00 – 11:15 - Break**

**11:15 – 11:45 “Selective fishery tools and getting more from resources”**  
- Dr. Ivan Matijašević, (OMEGA 3)  
**Discussion – Q & A**  
**Poll**

**11:45 – 12:15 “Innovative tools and processes to create added value”**  
- Dr. Andrea Bonaca Starić, (O.P. Istra)  
**Discussion – Q & A**  
**Poll**

**12:30 – End of works**

**Registration to receive the zoom link:**  
<https://forms.gle/BR2NnNBUTzCEEyzR8>  
As soon as you obtain the link of Zoom platform, you will also receive via e-mail a meeting ID and a mandatory password required to access the meeting.  
**You will be able to register to the Webinar until 11:00 a.m on 17th November 2021.**

**Info & contacts:**  
[benedetta.japilli@labidee.it](mailto:benedetta.japilli@labidee.it)  
Tel. +39 338 844 2062

European Regional Development Fund



### Video

[Fisheries and the “Blue Economy”: the value of certification English - YouTube](#)

[Link to list of participants](#)

[Report Participants Zoom 17 novembre.xlsx - Fogli Google](#)

## ANNEX III - “New ideas and ancient knowledges for the valorization of the sustainable fishery in Adriatic Sea”

### Agenda



**Prizefish Capitalization Workshop**  
18-19 November 2021

Regione Emilia-Romagna

**New ideas and ancient knowledges for the valorization of the sustainable fishery in Adriatic Sea**  
Capitalization Workshop of results and goals about PRIZEFISH project.  
Meetings with stakeholders, fishermen and institutions  
Sealogy Fair (<https://www.sealogy.it/>)  
Via Della Fiera, 11 44124 Ferrara (FE)

**AGENDA**  
**18<sup>th</sup> of November 2021**

**h. 9:00 – 10:30** – Greetings from the Authorities

**h. 10:30 – 10:45** Welcome Coffee

**h. 10:50 – 13:00** -1<sup>st</sup> Session: A road map towards a complete sustainability of fisheries and its stocks in Adriatic Sea.  
**We will talk with:**  
Alessia Cariani – University of Bologna  
Mattia Lanzoni – University of Ferrara  
Igor Isajlović – IZOR, Spalato  
Simone Libralato – OGS  
Sara Segati – Research Institute Cestha – Ravenna  
Giuseppe Castaldelli – University of Ferrara  
Rubina Sirri – Ichthyologist, Regione Emilia-Romagna  
**Chaired by:** Giulio Malorgio  
<https://us06web.zoom.us/j/83370317769?pwd=RFVxakp4Sm4wUkpreVB2YkxvVHhazd09>

**h. 13:00 – 14:00** Lunch Break at Convention Room

**h. 14:30 – 17:00** - 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.

**We will talk with:**

Giulia Sandalli - National Research Council, CNR-IRBIM of Ancona  
Alberto Ventura – Regione Emilia-Romagna  
Luca Mulazzani – Distal, University of Bologna  
Uriano Meconi – Assam of Ancona  
Ivan Matjasevic – O.P. Omega 3 (online)

**Chaired by:** Luca Chiodini

<https://us06web.zoom.us/j/81177216401?pwd=OvhRZ0hQInVG5ndm5rTDZkWTNCTU09>

**h. 19:00** – Gala dinner at Hostaria Savonarola (Ferrara) (nearby the Estense Castle)

**19<sup>th</sup> of November 2021**

**h. 9:00 – 13:00** – 3<sup>rd</sup> Session: *The Adriatic fishery supply chain. A model of innovation and sustainability.*

**We will talk with:**

Vittorio Elio Manduca – Manager of the Hunting and Fishing Unit of Regione Emilia-Romagna  
Alessio Bonaldo – University of Bologna  
Silvia Tognacci – “Polo Mestieri del mare – Remo Brindisi” of Comacchio  
Sergio Caselli – ACI - Associazione Cooperative Italiane  
Giancarlo Cevoli – “Coop Lavoratori del Mare” of Rimini  
Pietro Rocculi – Distal, University of Bologna  
Mario Lovrinov – O.P. Omega 3 – Zara (online)  
Ariberio Felletti – O.P. Piccola Grande Pesca di Porto Garibaldi

**Chaired by:** Piergiorgio Vasi

<https://us06web.zoom.us/j/84078759416?pwd=aE1rMEdobWd3O1pXYUMzMTc1YWUuUT09>

**h. 13:00** – Closing talks and greetings at the Convention Room

The link to participate in Talk Shows and Sealogy Fair is the following:

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

Info & contacts:

[luca.chiodini@regione.emilia-romagna.it](mailto:luca.chiodini@regione.emilia-romagna.it)  
[michela.sivelli@regione.emilia-romagna.it](mailto:michela.sivelli@regione.emilia-romagna.it)

European Regional Development Fund



### Video

<https://www.youtube.com/watch?v=4FH24TX8hDs>

### Link to list of participants

[Sealogy Participants in Presence - Google Drive](#)

[ON LINE PARTICIPANTS SEALOGY.xlsx - Fogli Google](#)