

DELIVERABLE D4.4.1

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Project ID	10045781
Project acronym	Adri.SmArtFish
Project full title	Valorisation of SMall-scale ARTisanal FISHERY of the Adriatic coasts, in a context of sustainability
WP4	Valorisation of Small-Scale Fishing and diversification of opportunities
Activity 4.4	Market innovation
Partner in charge	PP1
Partners involved	PP3
Status	Final
Distribution	Public
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**“Valorisation of SMall-scale ARTisanal FISHery of the Adriatic coasts,
in a context of sustainability”**

Priority Axis: Blue innovation

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

D4.4.1: “The Fisherman Village”

WP2 – Communication Activities
ACT 4 – Events, Workshops and Conferences

25th - 27th of March 2022

PARTNER IN CHARGE: **PP3.**

Final
Public document

ORDER	PP3 – Emilia-Romagna Region	
TYPE OF DOCUMENT	<p>PROJECT Adri.SmArtFish- Valorization of SMall-scale ARTisanal FISHerY of the Adriatic coasts, in a context of sustainability.</p> <p><i>D4.4.1: Market Innovation: The Fisherman Village</i></p>	
DELIVERY PERIOD	25 th - 27 th of March 2022	
SUPERVISOR	Piergiorgio Vasi	
MEMBERS OF THE TEAM	<p>Piergiorgio Vasi Demetrio Li Pera Michela Sivelli Greta Santagostino Luca Chiodini</p>	Emilia-Romagna Region
PRODUCTION	Emilia-Romagna Region	

“This document reflects the author's views; the Programme authorities are not liable for any use that may be made of the information contained therein”.

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- Show Cooking & Tasting

6. 3rd Day (27th of March):

- Fishing Tourism: an opportunity for small scale fishing (FIT4BLUE innovative training programme).

- Show Cooking & Tasting

- So many fishes in the sea: seasonalities for the small fishing products

- "Adri.Smartfish, the smartest fishing techniques for a demanding sea". A European project for the future.

- Presentation: "Introducing Adri.Smartfish project and educational cartoon launch"

7. Conclusion.....

1. Introduction

This document, corresponding to the deliverable **4.4.1: “Market Innovation: The Fisherman Village”** of the Adri.Smartfish project, point out that the main aim of the event was to discuss new ideas and ancient knowledges for the valorisation of the sustainable way of the small-scale fisheries in the Adriatic Sea.

Furthermore, it was a moment of meetings, talkings, food & culture.

The three days of the event “Adri.Smartfish, la pesca intelligente per un mare esigente – Un progetto europeo per il futuro” (Adri.Smartish, fishing smartly in a demanding sea – An European project for the future) took place during the last period of the project (January – March 2022), and were directed to the general public and in particular, focusing on stakeholders and students, in Italy 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 Adri.Smartfish sessions of the event.

- **1st Day (25th of March): Interaction, interviews and talking with students and stakeholders and 2 show cookings;**
- **2nd Day (26th of March): Event, workshop, interaction with students and 2 show cookings, awareness rising for consumers**
- **3rd Day: (27th of March): Presentation of the project Adri.Smartfish and its cartoon to stakeholders and students. Training for fishermen. Show cooking.**

All the activities above mentioned were recorded and loaded in the official website and on the media channels (Facebook project’s page and YouTube channel of the project)

2. On-site event in Cesenatico split in three days “The protagonist is the fisherman: three days of food, culture and events “.

The event was held in presence mode only, organized by PP3 Emilia Romagna Region. The workshops were held in the open-air area of the fish market in Cesenatico city on 25th, 26th and 27th of March 2022.

Considering that pandemic issues were still ongoing but with fewer restrictions than past periods, a tensile structure was installed in the public area supplied by the city hall, in front of the fish market, with the aim to seat and entertain 50 persons and set up few slots (with a refrigerated counter) to allow up to 4 small-scale fishermen to sell some of their daily catches and show what is possible to fish in those days of the year. A led-wall was also installed to allow all media needs of the event (recording, amplification, stage power needs). Finally, a workstation was equipped for the preparation of dishes needed for the show-cooking time.

Also, outside of the tent a local association provided the possibility for guests to consume a lunch, accommodating them in nearby tables, supplying seafood menu.

Gadgets were created and distributed to invited and walk-in guests

The aim was to promote the blue economy but most of all, to test a multifunctional space model that would allow the local small scale coastal fishing sector, on the one hand, to directly market its products to consumer, both fresh and ready-to-eat, and, on the other hand, to promote the qualities of the same product, both from the nutritional aspect and from the environmental and socioeconomic sustainability aspects.

In the context of this experimental action, the three-day's event gave the opportunity to explore lesser-known aspects of our territory and sustainable fishing and aquaculture practices.

It was conceived as a scheduled three days of general events, interviews of/with experts, awareness rising of consumers, events with students and few show-cookings, talking about different aspects of the project achievements and results towards students, several stakeholders, and walk-in guests. This also allowed to fulfil the communication initiatives foreseen to be held by PP3 within Adri.SmArtFish Project (D2.4.2 – Consumer Events, D2.4.3 – Events for Students, and D2.4.4 – Awareness Rising seminars for SSF operators).

There was even a corner of the interviews where main actors of the project Adri.Smartfish could have their say to resume the main targets and outputs.

3. Roll-out of the event of the three days agenda

The Fisherman's Village is a pilot action (Act 4.4, D4.4.1) of the “Adri.SmArtFish” project funded by the European Italy-Croatia programme and implemented by the Emilia-Romagna Region, partner of the program.

The event aimed to test a multifunctional platform model to enhance the products of small-scale artisanal fishing and involved fishermen, consumers, restaurateurs and fishmongers. These thematic initiatives aimed to increase knowledge of products of sustainable artisanal fishing as well.

In particular, schools were involved: elementary, junior-high and hotel high schools in order to generate attention to the values of sustainable fishing and knowledge of fish products also in the younger generations.

Children and young people actively took part in playful and educational meetings, with the aim of making them aware of a more informed consumption by teaching, recognizing and identifying the quality of a fresh product and the beneficial properties of responsible fishing for the fish fauna and for the protection of our seas.

Five cooking shows were made, at the end of the meetings, during which the chef, Marcello Leoni, flanked by fishermen, showed the creation of dishes using fish and seafood from the Adriatic SSF.

The Fisherman's Village opened on Friday 25 March at 10.00 with a first meeting dedicated to hotel schools which addressed the theme of the sustainability of fish in catering.

In the afternoon, the inaugural event was scheduled, at which, after the greetings of the authorities, the Emilia-Romagna Region met the fishing associations and fishermen on the most current topics of interest in the sector.

The first part of Saturday (26th of march) was entirely dedicated to middle school children, while in the early afternoon primary school children were the protagonists, both meetings were animated by activities that lead them to discover the biodiversity that populate the Adriatic seas with interactive moments and games in which the importance of conscious and sustainable consumption explained.

In the late afternoon the space was reserved for a discussion with industry experts who discussed the main issues related to the trade of fish products, their prerogative and consumption.

On Sunday 27 March there was a training session dedicated to small-scale artisanal fishermen on the theme of fishing tourism. The event closed with an intervention by the Emilia Romagna Region with a summary of the "AdriSmartFish" project and the activities carried out, with some reflections on future actions to be implemented as a legacy of the project.

Throughout the event, there were stations managed by artisanal fishermen where it was possible to have direct knowledge of the products of small artisanal fishing.

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PARTNER ORGANIZZATORE / ORGANIZER 



VILLAGGIO DEL PESCATORE

VENERDÌ 25 MARZO
ORE 16.00

“La pesca artigianale in Adriatico: una sfida per la sostenibilità”

Saluti delle autorità

Introduzione
Vittorio Manduca, Responsabile Servizio Attività faunistico-venatorie e pesca Emilia-Romagna

Intervengono
Pescatori e Associazioni cooperative e imprenditoriali della Pesca e dell'Acquacoltura

url:be.02.0001

Il Villaggio del Pescatore è una proposta del progetto “Adri.SmartFish” finanziato dal programma Europeo Italia-Croazia e realizzato dalla Regione Emilia-Romagna, partner del programma.

L'evento ha come obiettivo **la valorizzazione dei prodotti della piccola pesca artigianale** e coinvolgerà pescatori, consumatori, ristoratori, pescherie. Cesenatico da sempre costituisce nell'immaginario collettivo uno dei luoghi simbolo dell'Emilia-Romagna dove pesca, turismo, ambiente trovano **la loro sintesi di sostenibilità.**

Villaggio del Pescatore is an event proposed by “Adri.SmartFish”, a project founded by the European program “Italia - Croazia” and created by the Emilia Romagna region which is a partner of the program.

The event aims to **promote small scale fishing activities by involving fishermen, consumers, restaurant owners and fish markets.** Cesenatico has always been, in the collective imagination, a symbolic place in Emilia Romagna where fishing, tourism and natural surroundings match in a unique sustainable synthesis.

4. Social Media pages

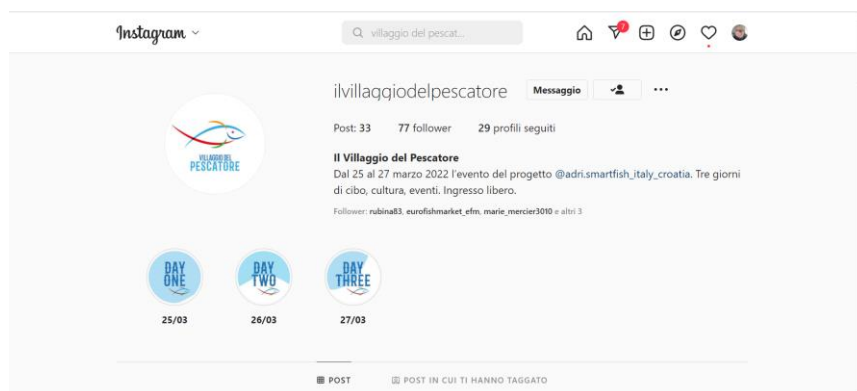
Concurrently with the event, a Facebook page, was created, that was also used for the online users to follow the happening

<https://www.facebook.com/ilvillaggiodelpescatore>



And an Instagram page were opened and created

<https://www.instagram.com/ilvillaggiodelpescatore/>



5. First day (25th of March)

1st day agenda:

10:30 - The fish that restores: sustainable seafood in the kitchen

12:00 - Show Cooking & Tasting

15:00 - Squids and sea snails: little ones in nassa

16:00 - Small Scale Fishing in the Adriatic. a challenge for sustainability

18:00 - Show Cooking & Tasting

The sessions, chaired mainly by the PP3's Project Manager, Piergiorgio Vasi, 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.

During the event with students of primary school was presented a carton realized by the project, to explain shortly the contents and actions of Adri.Smartfish

Debates followed

Places to attend in presence were limited due to Covid-19 restrictions. During the session we had participants attending in presence and on-line participants through the Facebook official page of the project

Link 1st day

- The fish that restores: sustainability of fish products in the kitchen (10.30 am). Appointment dedicated to students of the hotel school.
- Show cooking and tasting (12.00) - Cappelletti with planked mullet and green sauce (by Marcello Leoni)

Presentation of the Adri.Smartfish cartoon

<https://youtu.be/-WA1cPprGpE>

Show Cooking and Tasting "Cuttlefish with Monfettini in fish broth" (by Chef Marcello Leoni)

Il Villaggio del Pescatore_25th March 22_Show Cooking "Seppia con Monfettini in brodo di pesce"

<https://youtu.be/lcuN2KDrAUc>

Presentation of the University of Bologna, Cesenatico headquarters, study on the recovery of cuttlefish and snail eggs, their controlled development and re-entry of the juveniles in the collection areas (P. Serratore / O. Mordenti / P. Emmanuele)

Il Villaggio del Pescatore_25th March 22 "Seppie e lumachini: piccoli in nassa"

<https://youtu.be/b12a-uaij-w>

"Artisanal fishing in the Adriatic: a challenge for sustainability".

Greetings from the authorities.

Introduction Manager Manduca Vittorio, Head of the Wildlife-Hunting and Fisheries Development Sector in Emilia-Romagna.

Intervening by fishermen, cooperative and entrepreneurial associations of fishing and aquaculture

Show cooking and tasting - "Chicken stewed with snails" (by Chef Marcello Leoni)

Il Villaggio del Pescatore_25th March 22 "La pesca artigianale.." Saluti Autorità + Show cooking

<https://youtu.be/5faoFw0jt5Y>

Foglio presenze

Lista presenze a Cesenatico del 25 marzo



Lista presenze
Villaggio Cesenaticc

FRIDAY 25TH MARCH

10.30 AM

**"The restaurant fish:
sustainability of seafood
in the kitchen"**

Specific event for students
from Hotel Schools

12.00 PM

SHOW COOKING & TASTING
**"Cappelletti pasta with
mullet and green sauce"**

By the Chef
Marcello Leoni

3.00 PM

**"Squids and sea snails:
little ones in Nassa"**

Curated by
University of Bologna,
in Casenatico (P. Serratore /
O. Mordenti / P. Emmanuele)

4.00 PM

**"Small scale fishing
in Adriatic: a challenge
for sustainability"**

Greetings from authorities

Introduction
Vittorio Manduca, Responsible
of the Emilia-Romagna
Wildlife-Hunting
and Fishing Activities Service

Take part
**Pescatori e Associazioni
cooperative e imprenditoriali
della Pesca e dell'Acquacoltura**

8.00 PM

SHOW COOKING & TASTING
**"Stewed periwinkle
with tub gurnard"**

By the Chef
Marcello Leoni

6. Second day (26th of march):

1st day agenda:

10:30 - The shark's nursery in Romagna.

11:00 - Fishes, shellfishes and crustaceans from our sea: who are and how can we properly fish them?

12:00 - Show Cooking & Tasting

15:00 - Once upon a time there was a fish, there will be a thousand. Tales of fishes, fishery and fishermen.

16:30 - Small fishing is preeminent in the "Made in Italy" seafood market.

18:00 - Show Cooking & Tasting

This session was chaired by Piergiorgio Vasi who introduced the event sessions, introducing how important is the quality of catches of the small-scale fishery, telling a short poem from "Luigi Rodari" Then the talk-show 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.

Link 2nd day

Il Villaggio del Pescatore_26th March 22 "La piccola pesca protagonista ... + Show cooking

- "The small scale fishing protagonist of the Made in Italy fish"

Talk Show - GDO / Wholesalers / Restaurateurs / HoReCa Operators

- Show cooking & Tasting: "Garganelli with stewed leeks and mantis shrimp ragù" (by Chef Marcello Leoni)

Link You Tube:

https://youtu.be/2WSKs9_zLJ8

Foglio presenze

Lista presenze a Cesenatico del 26 marzo



Lista presenze
Villaggio Cesenaticc

SATURDAY 26TH MARCH

<p>10.30 AM / EVENT "The shark nursery's in Romagna"</p> <p>Curated by CESTHA, Research center on fishing and aquaculture of Marina di Ravenna</p>	<p>3.00 PM "Once upon a time a fish, there will be thousands. Tales of fishes, fishery and fishermen"</p> <p>Specific event for students from elementary Schools</p>
<p>11.00 PM "Fishes, shellfishes and crustaceans from our sea: who are they and how can we properly fish them?"</p> <p>Specific event for students from middle Schools</p> <p>Curated by CESTHA, Research center on fishing and aquaculture of Marina di Ravenna</p>	<p>4.30 PM "Small fishing is preeminent in the Made in Italy seafood market"</p> <p>Talk show with Large scale distributors, wholesalers, restaurant owners and HoReCa operators</p>
<p>12.00 PM SHOW COOKING & TASTING "Garganelli pasta with stewed leeks and mantis shrimps ragu"</p> <p>By the Chef Marcello Leoni</p>	<p>6.00 PM SHOW COOKING & TASTING "Cuttlefish with monfettini pasta on fish broth"</p> <p>By the Chef Marcello Leoni</p>

7. Third day (27th of March):

3rd day agenda:

10:00 - Fishing Tourism: an opportunity for small scale fishing (FIT4BLUE innovative training programme).

12:00 - Show Cooking & Tasting

15:00 - So many fishes in the sea: seasonalities for the small fishing products

16:00 - "Adri.Smartfish, the smartest fishing techniques for a demanding sea". A European project for the future.

17:00 - Presentation: "Introducing Adri.Smartfish project and educational cartoon launch"

This session was chaired by Piergiorgio Vasi who introduced the event sessions, 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 key is cooperation anyway.

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

Link 3rd day

Part 1: Il Villaggio del Pescatore. 27th March 2022 "Pescaturismo" + Show cooking of sole (morning session)

- "Fishing tourism an opportunity for small-scale fishing (FIT4BLUE Innovative training programs)" by M.A.R.E. Soc. Coop Ar.l., Research and Technical Assistance Center for Fishing and Aquaculture (Cattolica, RN)
- Show cooking & tasting - "Sole with white wine"

Link YouTube:

<https://youtu.be/31SY-SYD3yo>

Part 2: Il Villaggio del Pescatore. 27th March 2022 “Che pesci pigliare”, “Adri.Smartfish” and conclusions

- “What fish to take. Types and seasonality of small-scale fishing products ”- Meeting dedicated to consumers
- "Adri.SmArtFish, intelligent fishing for a demanding sea." A European project for the future - By Piergiorgio Vasi, Project Manager of the project
- Presentation "Story-telling video of the Adri.SmArtFish project and popular cartoon presentation"

Link YouTube:

<https://youtu.be/PYEeYC7PA-g>

Foglio presenze

Lista presenze a Cesenatico del 27 marzo



Lista presenze
Villaggio Cesenaticc

SUNDAY 27TH MARCH

10.00 AM

**"Fishing tourism:
an opportunity for small
scale fishing.
(FIT4BLUE innovative
training programs)"**

Curated by
M.A.R.E. Soc. coop. ArJ.
Research and Technical
Assistance Center for Fishing
and Aquaculture (Cattolica RN)

4.00 PM

**"Adri.SmArtFish,
the smartest
fishing techniques
for a demanding sea."
A European project
for the future**

Curated by
Piergiorgio Vasi,
Project Manager of the project

12.00 PM

SHOW COOKING & TASTING
**"White wine
cooked sole"**

By the Chef
Marcello Leoni

5.00 PM / PRESENTATION

**"Introducing
Adri.SmArtFish project
and educational
cartoon launch"**

3.00 PM

**"So many fish in the sea:
seasonalities for the
small fishing products"**

Specific event
for consumers:

UN PROGETTO DI / A PROJECT OF



PARTNER ORGANIZZATORE / ORGANIZER



un/fab - G. MORI



VILLAGGIO DEL PESCATORE

VENERDÌ 25 MARZO
ORE 16.00

**“La pesca artigianale
in Adriatico: una
sfida per la sostenibilità”**

Saluti delle autorità

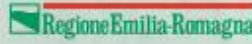
Introduzione
Vittorio Manduca, Responsabile
Servizio Attività
faunistico-venatorie e pesca
Emilia-Romagna

Intervengono
**Pescatori e Associazioni
cooperative e imprenditoriali
della Pesca e dell'Acquacoltura**

UN PROGETTO DI / A PROJECT OF



PARTNER ORGANIZZATORE / ORGANIZER



VILLAGGIO DEL PESCATORE



IL PESCATORE PROTAGONISTA TRE GIORNI DI CIBO, CULTURA, EVENTI

CESENATICO
25/26/27 MARZO

“Adri.SmArtFish, la pesca intelligente per un mare esigente.”
 Un progetto europeo per il futuro.

IN PARTNERSHIP CON / IN PARTNERSHIP WITH



artlab - comunicazione

UN PROGETTO DI / A PROJECT OF



PARTNER ORGANIZZATORE / ORGANIZER



BOOKLET LUDO-DIDATTICO

i colori della piccola pesca



VILLAGGIO DEL
PESCATORE

CESENATICO
25/26/27 MARZO
ZONA MERCATO ITTICO, VIALE C. MATTEUCCI,
LATO PORTO Ponente DALLE 10:00 ALLE 19:00

IN PARTNERSHIP CON / IN PARTNERSHIP WITH



[\(565\) Il Villaggio del Pescatore 27th March 22 "Che pesci pigliare..", "Adri.SmArtfish,..", "e Conclusione - YouTube](#)



The image shows a YouTube video player interface. The video title is "Il Villaggio del Pescatore_27th March 22 'Che pesci pigliare..', 'Adri.SmArtfish,..', 'e Conclusione". The video content shows a stage event with a large blue and white backdrop that reads "VILLAGGIO DEL PESCATORE" and "CHE PESCI PIGLIARE. TIPOLOGIE E STAGIONALITÀ DEI PRODOTTI DELLA PICCOLA PESCA". Two men are on stage; one is seated and speaking into a microphone, while the other stands next to him. The video player includes a search bar at the top with the text "villaggio del pescatore adri.smartfish", a play button, a progress bar at 0:33 / 1:24:47, and a list of related videos on the right side.

8. Conclusion

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

The scheduled parts of the event served numerous video material which explained the world of the small-scale fishery involving many stakeholders, students and general public. Three days of informative talk shows with stakeholders interacting with general public raising the awareness of the benefits of consuming the catches of the Adriatic Sea, starting from the younger generations and pointing out how important is the cooperation within all actors and subjects

Agenda



Il Villaggio del Pescatore è una proposta del progetto "Adri.SmartFish" finanziato dal programma Europeo Italia-Croazia e realizzato dalla Regione Emilia-Romagna, partner del programma.

L'evento ha come obiettivo **la valorizzazione dei prodotti della piccola pesca artigianale** e coinvolgerà pescatori, consumatori, ristoratori, pescherie. Cesenatico da sempre costituisce nell'immaginario collettivo uno dei luoghi simbolo dell'Emilia-Romagna dove pesca, turismo, ambiente trovano la loro sintesi di sostenibilità.

Villaggio del Pescatore is an event proposed by "Adri.SmartFish", a project founded by the European program "Italia - Croatia" and created by the Emilia Romagna region which is a partner of the program.

The event aims to **promote small scale fishing activities by involving fishermen, consumers, restaurant owners and fish markets**. Cesenatico has always been, in the collective imagination, a symbolic place in Emilia Romagna where fishing, tourism and natural surroundings match in a unique sustainable synthesis.

UN PROGETTO DI / A PROJECT OF

interreg Italy - Croatia Adri.SmartFish EUROPEAN UNION

PARTNER ORGANIZZATORE / ORGANIZER

Regione Emilia-Romagna

IN PARTNERSHIP CON / IN PARTNERSHIP WITH

REGIONE AUTONOMA FRIULI VENEZIA GIULIA REGIONE DEL VENETO REGIONE MARCHE

Zadarska županija ISTARSKA ŽUPANIJA MINISTARSTVO POLJOPRIVREDE

INTEGRO IZ OZEMARJEVI IZ OZEMARJEVI IZ OZEMARJEVI

Università Ca' Foscari Venezia

VILLAGGIO DEL PESCATORE

INGRESSO GRATUITO FREE ENTRY

CESENATICO 25/26/27 MARZO/MARCH

ZONA MERCATO ITTICO VIALE C. MATTEUCCI, LATO PORTO PONENTE DALLE 10:00 ALLE 18:00 FROM 10:00 AM TO 7:00 PM

IL PESCATORE PROTAGONISTA TRE GIORNI DI CIBO, CULTURA, EVENTI

WWW.ITALY-CROATIA.EU/WEB/ADRI.SMARTFISH - INFO:EVENTI@UN-LAB.IT
 ILVILLAGGIODELPESCATORE ILVILLAGGIO DEL PESCATORE ADRI.SMARTFISH

VENERDÌ 25 MARZO

ORE 10.30
"Il pesce che ristora: sostenibilità dei prodotti ittici in cucina"

Evento dedicato agli studenti della scuola alberghiera

ORE 12.00
SHOW COOKING & ASSAGGIO
"Cappelletti di cefalo planciato e salsa verde"

A cura dello Chef **Marcello Leoni**

ORE 15.00
"Seppie e lumachini: piccoli in nassa"

A cura di **Università di Bologna**, sede di Cesenatico, studio sul recupero delle uova di seppia e lumachino, sviluppo, controllo delle stesse e re-immissione dei giovanili nelle aree di raccolta (P. Serratore / O. Mordenti / P. Emanuele)

ORE 16.00
"La pesca artigianale in Adriatico: una sfida per la sostenibilità"

Saluti delle autorità

Introduzione **Vittorio Manduca**, Responsabile Servizio Attività faunistico-venatore e pesca Emilia-Romagna

Intervengono **Pescatori e Associazioni cooperative e imprenditoriali della Pesca e dell'Acquacoltura**

ORE 18.00
SHOW COOKING & ASSAGGIO
"Gallinella in umido di lumachine"

A cura dello Chef **Marcello Leoni**

SABATO 26 MARZO

ORE 10.00 / EVENTO
"E in Romagna la nursery degli squali"

A cura di **CESTHA**, Centro di ricerche sulla pesca e l'acquacoltura di Marina di Ravenna

ORE 11.00
"Pesci, molluschi e crostacei del nostro mare: quali sono e come si possono pescare?"

Evento dedicato agli studenti delle scuole medie

A cura di **CESTHA**, Centro di ricerche sulla pesca e l'acquacoltura di Marina di Ravenna

ORE 12.00
SHOW COOKING & ASSAGGIO
"Garganelli con porri stufati e ragu di cannocchie"

A cura dello Chef **Marcello Leoni**

ORE 15.00
"C'era una volta un pesce, ce ne saranno mille"
Racconti di pesce, pesca e pescatori

Evento dedicato agli studenti delle scuole elementari

ORE 16.30
"La piccola pesca protagonista dell'ittico Made in Italy"

Talk show **GDO/Grossisti/Ristoranti/Operatori HoReCa**

ORE 18.00
SHOW COOKING & ASSAGGIO
"Seppia con monfettini in brodo di pesce"

A cura dello Chef **Marcello Leoni**

DOMENICA 27 MARZO

ORE 10.00
"Pescaturismo un'opportunità per la piccola pesca (FT4BLUE Programmi innovativi di formazione)"

A cura della **M.A.R.E. Soc. coop. Ar.L.** Centro di Ricerca e Assistenza Tecnica per la Pesca e l'Acquacoltura (Cattolica RN)

ORE 12.00
SHOW COOKING & ASSAGGIO
"Sogliola al vino bianco"

A cura dello Chef **Marcello Leoni**

ORE 15.00
"Che pesci pigliare, Tipologie e stagionalità dei prodotti della piccola pesca"

Incontro dedicato ai consumatori

ORE 16.00
"Adri.SmArtFish, la pesca intelligente per un mare esigente." Un progetto europeo per il futuro

A cura di **Piergiorgio Vasi**, Project Manager del progetto

ORE 17.00 / PRESENTAZIONE
"Storytelling video del progetto Adri.SmArtFish e presentazione cartoon divulgativo"

FRIDAY 25TH MARCH

10.30 AM
"The restaurant fish: sustainability of seafood in the kitchen"

Specific event for students from Hotel Schools

12.00 PM
SHOW COOKING & TASTING
"Cappelletti pasta with mullet and green sauce"

By the Chef **Marcello Leoni**

3.00 PM
"Squids and sea snails: little ones in Nassa"

Curated by **University of Bologna**, in Cesenatico (P. Serratore / O. Mordenti / P. Emanuele)

4.00 PM
"Small scale fishing in Adriatic: a challenge for sustainability"

Greetings from authorities

Introduction **Vittorio Manduca**, Responsible of the Emilia-Romagna Wildlife-Hunting and Fishing Activities Service

Take part **Pescatori e Associazioni cooperative e imprenditoriali della Pesca e dell'Acquacoltura**

6.00 PM
SHOW COOKING & TASTING
"Stewed periwinkle with tub gurnard"

By the Chef **Marcello Leoni**

SATURDAY 26TH MARCH

10.30 AM / EVENT
"The shark nursery's in Romagna"

Curated by **CESTHA**, Research center on fishing and aquaculture of Marina di Ravenna

11.00 PM
"Fishes, shellfishes and crustaceans from our sea: who are they and how can we properly fish them?"

Specific event for students from middle Schools

Curated by **CESTHA**, Research center on fishing and aquaculture of Marina di Ravenna

12.00 PM
SHOW COOKING & TASTING
"Garganelli pasta with stewed leeks and mantis shrimps ragu"

By the Chef **Marcello Leoni**

3.00 PM
"Once upon a time a fish, there will be thousands. Tales of fishes, fishery and fishermen"

Specific event for students from elementary Schools

4.30 PM
"Small fishing is preeminent in the Made in Italy seafood market"

Talk show with **Large scale distributors, wholesalers, restaurant owners and HoReCa operators**

6.00 PM
SHOW COOKING & TASTING
"Cuttlefish with monfettini pasta on fish broth"

By the Chef **Marcello Leoni**

SUNDAY 27TH MARCH

10.00 AM
"Fishing tourism: an opportunity for small scale fishing. (FT4BLUE innovative training programs)"

Curated by **M.A.R.E. Soc. coop. Ar.L.** Research and Technical Assistance Center for Fishing and Aquaculture (Cattolica RN)

12.00 PM
SHOW COOKING & TASTING
"White wine cooked sole"

By the Chef **Marcello Leoni**

3.00 PM
"So many fish in the sea: seasonalities for the small fishing products"

Specific event for consumers

4.00 PM
"Adri.SmArtFish, the smartest fishing techniques for a demanding sea." A European project for the future

Curated by **Piergiorgio Vasi**, Project Manager of the project

5.00 PM / PRESENTATION
"Introducing Adri.SmArtFish project and educational cartoon launch"

NEI GIORNI 25-26-27 MARZO A CESENATICO, IN VIALE CARLO MATTEUCCI, SI SVOLGERA' L'EVENTO IL "VILLAGGIO DEL PESCATORE": UN SUSSEGUIRSI DI APPUNTAMENTI DI CULTURA E SPETTACOLO PER LA PROMOZIONE DELLA PICCOLA PESCA ARTIGIANALE.

Il Villaggio del Pescatore è una proposta del **progetto "Adri.SmartFish"** finanziato dal programma Europeo Italia-Croazia e realizzato dalla Regione Emilia-Romagna, partner del programma. L'evento ha come obiettivo la **valorizzazione dei prodotti della piccola pesca artigianale** e coinvolgerà pescatori, consumatori, ristoratori e pescherie. Queste iniziative tematiche hanno la finalità di aumentare la conoscenza dei prodotti e della pesca artigianale.

In particolare **saranno coinvolte le scuole**, elementari, medie e istituti alberghieri al fine di generare anche nelle giovani generazioni l'attenzione ai valori della pesca sostenibile e la conoscenza dei prodotti ittici.

I bambini e i ragazzi prenderanno attivamente parte ad **incontri ludici e didattici**, con lo scopo di sensibilizzarli ad un **consumo più consapevole** attraverso l'insegnamento, al riconoscimento e all'identificazione della qualità di un prodotto fresco e delle proprietà benefiche di una pesca responsabile per la fauna ittica e per la salvaguardia dei nostri mari.

Sono previsti **cinque show cooking**, a conclusione degli incontri, durante i quali lo chef, Marcello Leoni, affiancato da pescatori, mostrerà la realizzazione di piatti utilizzando il pescato dell'Adriatico.

Il Villaggio del Pescatore si aprirà venerdì 25 marzo alle ore 10.00 con un primo incontro dedicato alle scuole alberghiere le quali affronteranno il tema della sostenibilità del pesce nella ristorazione. Nel pomeriggio è previsto l'**Evento inaugurale**, al quale, dopo i saluti delle autorità, la Regione Emilia-Romagna incontrerà le associazioni della pesca ed i pescatori sui temi più attuali di interesse del settore.

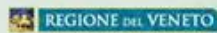
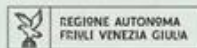
La prima parte della giornata di sabato è interamente dedicata ai ragazzi delle scuole medie, mentre nel primo pomeriggio saranno protagonisti bambini delle elementari, entrambi gli incontri saranno animati da attività che li condurranno alla scoperta delle **biodiversità** che popolano i mari dell'Adriatico con momenti interattivi e ludici nei quali verrà spiegata l'importanza di un consumo consapevole e sostenibile.

Nel tardo pomeriggio lo spazio è riservato ad un confronto con gli **esperti del settore** i quali discuteranno le principali tematiche legate al commercio dei prodotti ittici, al loro appannaggio e consumo.

Domenica 27 marzo è previsto un **momento di formazione** dedicato ai pescatori della piccola pesca artigianale rispetto al tema della pescaturismo. La manifestazione si chiuderà con un **intervento della Regione Emilia Romagna** con un consuntivo del progetto "AdriSmartFish" e delle attività svolte, con alcune riflessioni sulle azioni future da mettere in campo quali eredità del progetto.

Durante tutta la manifestazione saranno presenti delle **postazioni curate dai pescatori artigianali** dove sarà possibile avere conoscenza diretta dei prodotti della piccola pesca artigianale.

IN PARTNERSHIP CON / IN PARTNERSHIP WITH



Attachments:

**NOTE TARGET GROUP – LISTA PARTECIPANTI CESENATICO – VILLAGGIO DEL PESCATORE 25-26-27
MARZO 2022**



NOTE Target G.
partecipanti Cesena

Video

Adri.Smartfish Cartoon (English version)

Adri.SmArtFish_The Cartoon video of the Project (Italian subtitles)

<https://youtu.be/HNnwmTm8m2o>

Adri.SmArtFish_The Cartoon video of the Project (Croatian subtitles)

<https://youtu.be/zgN6gaGSSao>

Adri.Smartfish Final video (official)

Adri.SmArtFish_The documentary video of the Project (English subtitles)

<https://youtu.be/21uWFYBDE3w>

Adri.SmArtFish_The documentary video of the Project (Italian Version)

<https://youtu.be/L5NbziOxIIY>

Adri.SmArtFish_The documentary video of the Project (Croatian subtitles)

<https://youtu.be/cUIUI2N88yM>

Graphic material produced and promotional articles shared at the venue.

Poster 70x100 attached in main towns and cities of Romagna



Promotional material

Cap



100% COTON
STAMPA SERIGRAFICA SU BASE
RETROVISCIBILE NERA DA 100x50MM E
STAMPATA DEL LOGO IN BIANCO O IN
TRASPARENZA

T-shirt



misure stampa fronte 300 x 175 mm
misure stampa manica sx: 80 x 24 mm
pantone 2145

Umbrella



Misura di stampa massima:
15 x 10



Shopper



misura stampa 240 x 80 mm

Pictures from the event



