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**ADRISMARTFISH – WP2 Act.2.2 Digital activities**

**NEWS FOR THE PROJECT WEB-PAGE – PP4 Marche Region**

**NEWS #1:**

**Period:**  May 2021

**TITLE:**

**Fishermen in action: pilot testing of sustainable protocol for small-scale fisheries in Marche Region**

**NEWS CONTENT:**

The small-scale fisheries consortium – Co.Ge.Pa – in close cooperation with Marche Region started the implementation of pilot actions in the regional territory to valorize the SSF environmental and socio-economic sustainability. Shifting from stakeholder to key players, the Co.Ge.Pa fishermen will be involved in co-management activities to test the sustainable Protocol delivered by the Adrismartfish project. The activities carried out by Co.Ge.Pa concern the application of:

*- management and technical measures to preserve the resources and ensure the seafood traceability*

Fishermen will use more sustainable practices and more selective gears in their day-by-day operation, collecting and tracking data on real time for a sound monitoring.

- *measures to improve the access the market, creating added-value to SSF services and products*

Fishermen will be involved in the creation and implementation of promotional and informative initiatives so to communicate the SSF traditional and cultural values, its contribution to the ecosystem-based approach to different target groups: students, restaurants and buyers, consumers, tourism.

Fisheries related tourism itineraries are expected to be organized to unlock its potential for income diversification, cooking shows and B2B and B2C events will be arranged to raise awareness on SSF products added-value for the market.

Training activities to empower SSF operators with news skills will accompany the activities implementation.

**NEWS #2:**

**Period:** 26-27June 2021

**TITLE: ADRISMARTFISH at the Small-scale artisanal fisheries Feast of San Benedetto del Tronto**

**NEWS CONTENT:**

The Adrismartfish project was presented at the local event dedicated to small-scale fisheries that took place on 26 and 27 June 2021 in San Benedetto del Tronto, in Marche Region. This two-day event was aimed at promoting artisanal fisheries to a wide public by means of a dense programme which included conferences, seminars, talk- show, cooking-shows and fisheries-related tourism paths. In this context, the regional consortium of small-scale fisheries – Co.Ge.Pa –set -up and managed the Adrismartfish info point and arranged a blue trekking for tourist, students and citizens from city to sea within the project pilot actions activities dedicated to market innovation.

**Annexes to be uploaded:** Programme, Trekking programme,n. 1photo