

# D 2.1.2 High Level Sectoral event

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Final Version 30/06/2023

Deliverable Number D.2.1.2

<b>Project Acronym</b>	TECHERA
<b>Project ID Number</b>	10417714
<b>Project Title</b>	A new technology era in the Adriatic Sea – Big data sharing and analytics for a circular sea economy
<b>Priority Axis</b>	Blue innovation
<b>Specific objective</b>	1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area
<b>Work Package Number</b>	2
<b>Work Package Title</b>	Communication activities
<b>Activity Number</b>	2.3
<b>Activity Title</b>	High Level Sectoral Event (D2.1.2)
<b>Partner in Charge</b>	PP2-AIE
<b>Partners involved</b>	ALL
<b>Status</b>	Final
<b>Distribution</b>	Public

### Partnership:



## Summary

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## Introduction

The **Adriatic-Ionian Euroregion (PP2)**, in charge of project **WP2 “Communication activities”**, managed all communication tasks with a view to the effective implementation of all internal and external communication activities and tools.

All project information, communication, and branding measures were carried out in accordance with EU and Program rules and regulations.

### 1. TECHERA Final project Conference

As far as activity 2.1 PP2 AIE organized the Techera Project Final Conference D. 2.1.1, which took place in Dubrovnik on June 19, a high-level sectoral event on the maritime economy, with the aim of integrating activities, best practices, policy outcomes and cluster recommendations.

In the opening session Natalija Adzic Interreg IT-HR Programme Project Manager gave her institutional greetings and provided an overview of the new 2021-2027 Programme with particular reference to the promotion of the blue sector.

During the first part of the event, the results of the activities within the technical WPs have been presented. All the data collected in the different previous Interreg Italy-Croatia projects capitalized by the TECHERA have been processed in digital tools to support the management of marine space and the protection of marine resources and will be presented.

Luca De Marchi, from Alma Mater Studiorum - Università di Bologna (LP) briefly explored the objectives, activities and results of the project.

Carmela Vaccaro Project Officer of the Adriatic Ionian Euroregion, Communication WP2 leader, presented the communication tools and activities carried out during project implementation. The activities of WP2 focused on the communication of the cluster and the results of WP3, showing how the products and results will be transferable. The main target groups included stakeholders of the maritime economy: policy makers, SMEs, commercial agencies, cooperatives.

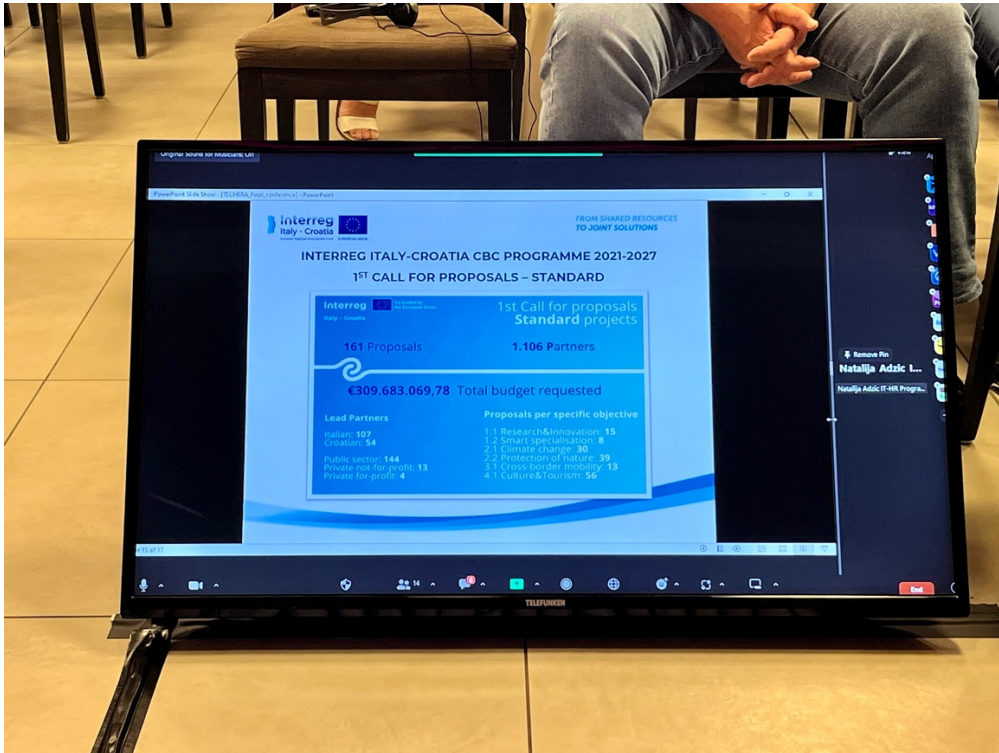
Attention has been paid to considering stakeholders at local, regional, national and international levels in order to capitalise on the results as much as possible. Digital activities were aimed at specific target groups such as young people and citizens.

Simone Libralato from OGS - Istituto Nazionale di Oceanografia e di Geofisica Sperimentale, project partner, got into the details of the clustering thematic activities that characterised WP3.

Finally, the second part of the event, dedicated to round tables, saw the participation of numerous stakeholders, invited by the Techera project partners, who spoke both in person and remotely to provide their input to this high-level sectoral event on sea economy. The main topics of the round tables, speeches and presentations that animated the second part of the event are: “Data driven solutions in the sea economy” and “Blue careers development and sustainable entrepreneurship in the Blue Economy”.









## TECHERA New solutions for the Adriatic Sea in the Technology Era

Sharing *Big data* and analytical approaches  
for marine circular economy

Final Conference | Dubrovnik | 19.06.2023



## TECHERA Project - A cluster project

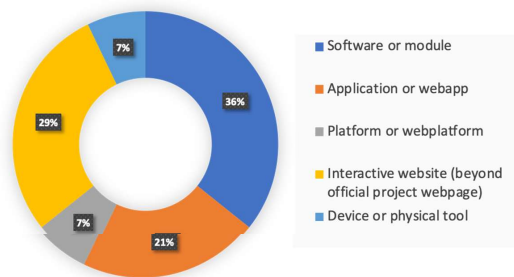
CLUSTER n. 1: Connectivity from the sea: data driven solutions in the sea economy



TECHERA is a cluster that capitalizes products of previous projects **SUSHIDROP, PRIZEFISH, ADRIREEF, ITACA, BLUE KEP** and **FAIRSEA** funded in the framework of the Italy-Croatia 2014-2020 Interreg Cooperation Programme



## The “inventory of results” – focus on ICT/operative tools



**ALL OF THEM ARE INDEPENDENT TOOL**

**BUT**

**ALL OF THEM ARE INTEROPERABLE**

**ALMOST ALL TOOLS ARE MAINTAINED AFTER PROJECT END AND AVAILABLE FOR USE OF TARGET (via WEB /upon request)**

**FROM SHARED RESOURCES TO JOINT SOLUTIONS**

Programme thematic priority: **Blue Innovation**

**Capitalization EXERCISE ON OUTPUTS** → **Exploitation plans**

Name of the output	Short description of the output	1. Coherence with 2021-2027 priorities	2. Successful and validated solution	3. Innovative solution (added value)	4. Ready to use solution	5. Transferable solution	6. Relevance of the output
FARISA Integrated platform	A spatially explicit (1/50000 scale resolution) and temporally integrated tool that integrates datasets (year 2000-2020) from physics of the sea to taxonomy of fisheries.	SO 1.1 Developing and enhancing research and innovation capacities and uptake of advanced technologies.	The FARISA Integrated platform has been used for increasing awareness, for understanding EMU for shared data, and for raising technical skills and capacities in the region also through demonstrative applications.	The platform result is a high-technological and innovative tool, intensively validated.	The platform is accessible at this website: <a href="https://farisa-italia.it/">https://farisa-italia.it/</a> and is in use as described in FARISA 2.4.2.2 "Integrated platform and key elements".	The FARISA Integrated platform has high potential transferability that is fully described in "FARISA 2.4.2.2 Guidelines for potential future implementation of the I4J using FARISA products".	YES
ADRIFREE WebGIS	The Map of Adriatic reefs webGIS provides data regarding the Adriatic natural reefs, artificial reefs and wrecks.	SO 1.1 Developing and enhancing research and innovation capacities and uptake of advanced technologies.	The ADRIFREE WebGIS was validated by incorporating the data of the Paguro beach study case. The study sites have been used in multiple surveys, including one in the framework of TECHERA.	Underwater Structure from Motion photogrammetry in ADRIFREE: The Structure from Motion is unique in the sense that it can operate both as a Remotely Operated Vehicle and as an autonomous vehicle.	The Adriatic reefs webGIS is available at <a href="https://adrifree.github.io/public/">https://adrifree.github.io/public/</a> . Open database of 3D reef DGNP at <a href="https://data.unibo.it/subjects/3d/3d/3d/3d/">https://data.unibo.it/subjects/3d/3d/3d/3d/</a>	The ADRIFREE map has been built to be accessible to scientists, public administrations and citizens. The Open Database of 3D reef DGNP is published in formats defined by the Open Geospatial Consortium (OGC) to be interoperable (location information and services FAIR (Findable, Accessible, Interoperable, Reusable)).	YES
PRULETCH APP for the valorisation of the Adriatic Fish products.	The App allows the consumer to know the Adriatic fish products and start a direct contact with the fishermen.	SO 1.4 Developing skills for smart specialisation, industrial transition and entrepreneurship.	The App has served a dual purpose: 1) Informative function, to inform consumers on daily available fish products of the Adriatic; 2) position time period, No. of Operative function, to facilitate the direct contact with the consumers, the product quality and delivery.	Advanced analytics allow to monitor the transformation of the App: No. of users in a position time period, No. of positions, No. of displayed screens for sensors, Average session length, Location of the user, "behaviour flow".	The PRULETCH app is available on Google Play and App Store. Fishermen who wish to join in the initiative can apply for registration via <a href="https://www.prulefich.eu/">https://www.prulefich.eu/</a> and will receive all the indications to join the initiative.	The APP is based on localisation, thus it could be easily transferred to other areas. First, it has been tested in Marche Region Coastal Area. The testing could be further enlarged to other Regions with the cooperation of fishermen consortium and producers' organizations.	YES

## OVERVIEW OF TECHERA IMPLEMENTATION

### Live Demonstrations: "Visors and Virtual Reality to Tell the Sea" Trieste 7/6



## OVERVIEW OF TECHERA IMPLEMENTATION

### D3.3.2 Thematic seminar with primary and high schools students on the innovation in blue sectors

November 21, 2022 in Zadar



## WP2 – Communication activities

The activities focused on communicating the cluster and the results of WP3, showing how the products and results will be transferable.

**WP2's goals were been making the project better known to a wide audience and stakeholders, ensuring the transferring of projects' results within the cluster and, most of all, outside of the cluster, making the knowledge generated by projects more accessible and enhancing the visibility of project results.**

WP2 included 3 activities:

- 2.1 Online and offline events;
- 2.2 Promotional campaigns and media relations;
- 2.3 Digital and web-based activities.



## Activity 2.1 – Online and offline events

### D2.1.1 - Kick off Meeting

The **KoM was held in Ravenna (20 May 2022)** organized by the LP, and represented the first project coordination meeting.

The LP presented the project's to-be-approved work plan in all its details, including roles and duties of each PP to achieve a successful project implementation.

PPs discussed WPs, forthcoming activities and tasks.



TECHERA PROJECT Kick-off Meeting	
Palazzo Re Enzo, Sala Terza, Via Luca Landolfi n. 6, Ravenna (Italy) 17:00 - 19:00 (UTC+2)	
16:45	Registration
16:50	Introduction to TECHERA Project
16:55	Partnership and Background Presentation
17:00	LP - ANA MARIA BONDURINI - UNIVERSITY OF BOLOGNA
17:05	PP1 - JULIANO - AGENCY FOR AGRIFOOD SECTOR SERVICES OF MARCHE
17:10	PP2 - ANASTASIA - ONDARI - UNIVERSITA' DI BOLOGNA
17:15	PP3 - MARCO - LOCALITY OF BARDONA
17:20	PP4 - ANTONIO - INSTITUTE OF OCCUPATIONAL AND ENVIRONMENTAL TECHNOLOGY OGS
17:25	PP5 - VINCENZO - REGIONAL AGENCY FOR THE INNOVATION IN THE RURAL SECTOR - VENETO AGRICOLTURA
17:30	PP6 - ANDREA - EUCARTE
17:35	PP7 - CRISTINA - MINISTRY OF AGRICULTURE
17:40	Self-intro
17:45	Initial Speech - Prof. Massimo Paoletti - SmartTechnologies for marketing innovation
17:50	Presentation of activities, workflow and goals
18:00	Closing meeting and Apertif - dinner



## Activity 2.1 – Online and offline events

### D2.1.3 - Participation in Thematic and key events

**PPs participated, giving its contribution as a cluster, in the following events:**

1. **ARIEL PLUS Transnational Networking** event (INTERREG ADRION) (Split, 25.08.2022).
2. **Adriatic Sea Forum**, thematic event held in Bari on 6 and 7 October 2022, that offered to the AIE' Secretariat the opportunity to give visibility to the Techera cluster;
3. **Annual event of Interreg ITALY-CROATIA PROGRAMME**, on 24 and 25 October in Venice, focused on the presentation of the new opportunities, topics, novelties and key aspects of the first call of 2021-2027 Programme - Thematic workshop on "How to preserve the Adriatic Sea ecosystem and allow a sustainable exploitation of its resources"
4. **Sealogy 2022**, thematic event which took place in Ferrara from 16 to 18 November 2022. Sealogy has been a great opportunity not only because it brought together experts and leaders in the Blue Economy sector, but it was also a great opportunity to develop new ideas, new projects, create contacts for the enhancement and protection of the marine environmental and sustainability.
5. **MAREDIREFARE festival** (7 June 2023) in Trieste : PPs organized a Project event "Visors and Virtual Reality to Tell the Sea". The event provided an opportunity to reflect on the conservation and future of marine resources.



## Activity 2.2 – Promotional campaigns and media relations

### D2.2.2 – Media Coverage

**PPs participated, giving its contribution as a cluster, in the following events:**

#### PP1 – AMAP

realized the **1st TV report** during the thematic events during t the stakeholders' co-design workshop (SEALOGY, Ferrara, 18.11.2022). The TV report, was aired on the 30.11.2022 on Vera TV channel (local channel of Marche Region).

#### PP4 – OGS

PP04-OGS staff participated in the event "Alfabeto del Futuro" on June 23 2022 in Trieste organized by national newspapers (La Stampa, Repubblica, Il Piccolo) and broadcasted live. At this event OGS was invited to present the card game and the digital game.

Thanks to the same event PP04-OGS was able:

- To go in the newspaper Il Piccolo on day 18 June 2022, mentioning TECHERA - **N. 1 Newspaper interview**
- To participate to the "Rai Radio Uno FVG Radar" – **n. 1 radio interview** (Audio registration [https://drive.google.com/file/d/1pdSf1FJ7HYmsnlgBnzW4RDHm13ZPL6xv/view?usp=share\\_link](https://drive.google.com/file/d/1pdSf1FJ7HYmsnlgBnzW4RDHm13ZPL6xv/view?usp=share_link))
- To participated in the TV VERA program talking about Techera - **N. 1 TV interview**



## Activity 2.3 – Digital and web-based activities

### D2.3.2. Web-based resources and digital campaign

#### Management of social profiles

In terms of external communication, PP2 created social media profiles (particularly Facebook, Instagram, Twitter, LinkedIn, and the YouTube Channel) and constantly implemented and updated them with news and posts related to events, activities, and workshops done by the Lead and partners. These activities focused on communicating the cluster and the results of WP3, showing how the products and results will be transferable.

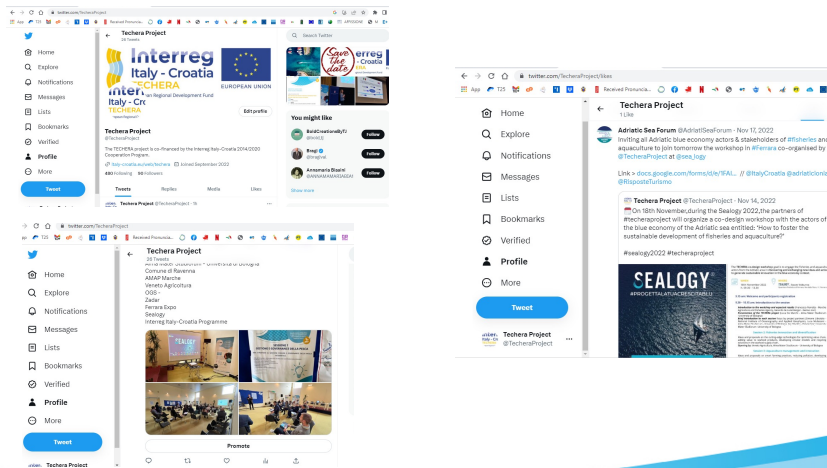


Social media were also linked on project's website



## AIE TASKS: Management of social profiles

Twitter <https://twitter.com/TecheraProject>



## AIE TASKS: Management of social profiles

The TV report recorder during the stakeholders co-design event on the 18<sup>th</sup> of November is available at the following link:

<https://veratv.it/index.php/2022/11/30/techera-il-progetto-di-cooperazione-tra-italia-e-croazia-su-innovazione-e-sostenibilita-nella-pesca-e-acquacoltura/>

and on the TECHERA youtube channel

[https://youtu.be/SajN4\\_4YMFs](https://youtu.be/SajN4_4YMFs)



## LINKS TO COMMUNICATION CHANNELS

Table 3 Links to communication channels	
Communication channel	Link
Website	<a href="https://programming14-20.italy-croatia.eu/web/techera">https://programming14-20.italy-croatia.eu/web/techera</a>
Facebook	<a href="https://www.facebook.com/techeraproject">https://www.facebook.com/techeraproject</a>
LinkedIn	<a href="https://www.linkedin.com/company/techera-project/">https://www.linkedin.com/company/techera-project/</a>
Twitter	<a href="https://twitter.com/TecheraProject">https://twitter.com/TecheraProject</a>
Instagram	<a href="https://www.instagram.com/techera_project/">https://www.instagram.com/techera_project/</a>
YouTube	<a href="https://www.youtube.com/channel/UCerINxxRs2499517b9sr8Zg">https://www.youtube.com/channel/UCerINxxRs2499517b9sr8Zg</a>



## AIE TASKS: Customised Project Poster

The project poster was printed and installed by each partner at the headquarters of their organisation.



## AIE TASKS: Design and Production of Brochures, roll-up, Flyers, folders and block-notes, USB, pens, cotton shopper bags

Photo showing the promotional materials:





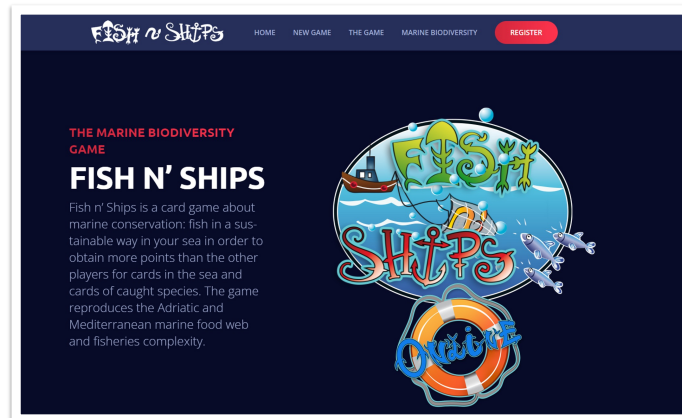
## D.2.3.3 “Digital gaming for communicating sustainability in the blue sector”

TECHERA Project

Final Conference | Dubrovnik | 19 June 2023

European Regional Development Fund

## Fish n' Ships: Modifiche al gioco online



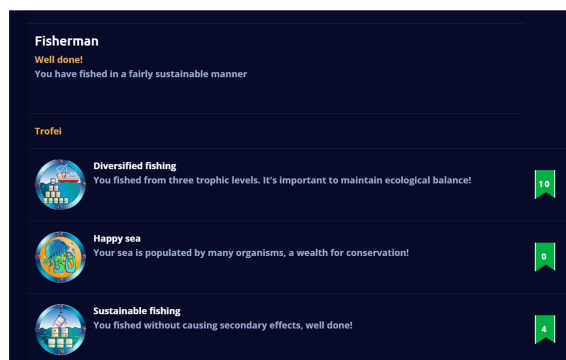
## Fish n' Ships: Modifiche al gioco online

- La versione single player del gioco è stata sviluppata al fine di ottimizzare le opportunità dei giocatori di utilizzare la piattaforma senza aspettare gli avversari.
- Al fine di consentire ai giocatori di apprezzare gli aspetti sociali del gioco, è stata introdotta la scelta del ruolo da giocare, tra quattro profili:
  - A: Pescatore - Più focalizzato sulla pesca sostenibile
  - B: Ambientalista - focalizzato maggiormente sulla conservazione della natura
  - C: Ricercatore - focalizzato maggiormente sulla resilienza dell'ambiente marino
  - D: Generico - un ruolo libero da linee guida.



## Fish n' Ships: Modifiche al gioco online

- È stata introdotta una valutazione finale dell'operato del giocatore, sulla base del suo comportamento durante la partita e della corrispondenza con il ruolo scelto



## WP3 – Clustering thematic activities

The activities of WP3 were conceived to build synergies among the 6 Interreg Italy-Croatia projects: **SUSHIDROP, PRIZEFISH, ADRIREEF, FAIRSEA, ITACA and BLUE KEP**

WP3 activities were done in order to **increase sustainability and transferability of results**.

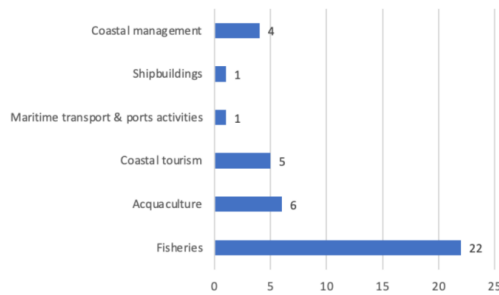
The efforts also result in a reflection of future needs in order to make quality recommendations and flagship for the next programming period.

This will be reached through the following activities:

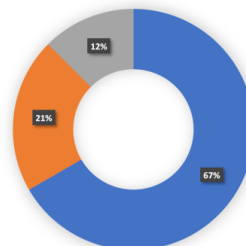
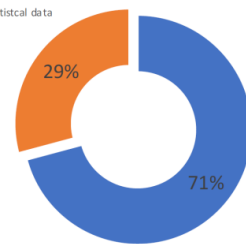
- 3.1. Exchange and exploitation of projects' results
- 3.2. Contributions to the next programming period
- 3.3. Awareness raising and engagement



### Inventory of results from previous projects (D3.1.1) Sectors targeted and data-based tools analysis



■ Use of statistical data  
■ No use of statistical data

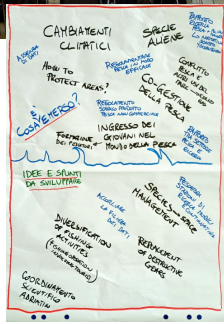


■ Free ■ Upon request/registration ■ Upon authorization



**Stakeholder workshop for knowledge co-production (D3.2.1)**

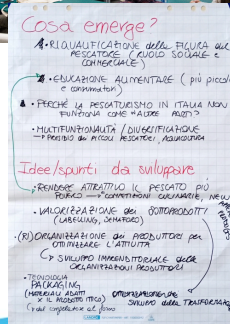
Session 1: Fisheries management and governance



Session 2: Fisheries innovation and diversification



Session 3: Aquaculture management and innovation



Each session produced 4 project ideas co-developed for a total of 12 projects



**Activity 3.2 - Contributions to the next programming period**

**Flagship paper on data-driven solutions for sea economy (D3.2.3)**

Analysis of scientific papers produced in the last decades on blue sector, constrained to fisheries and aquaculture.

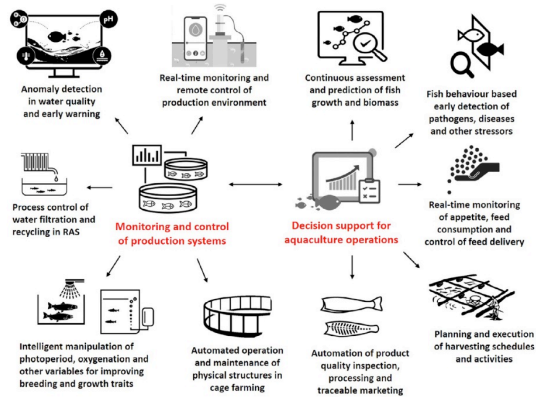
Structured analysis by setting a matrix of

relevant Issues  
Against possible data-driven solutions

To identify: most studied/less studies crossings, trends over time, relevant niches

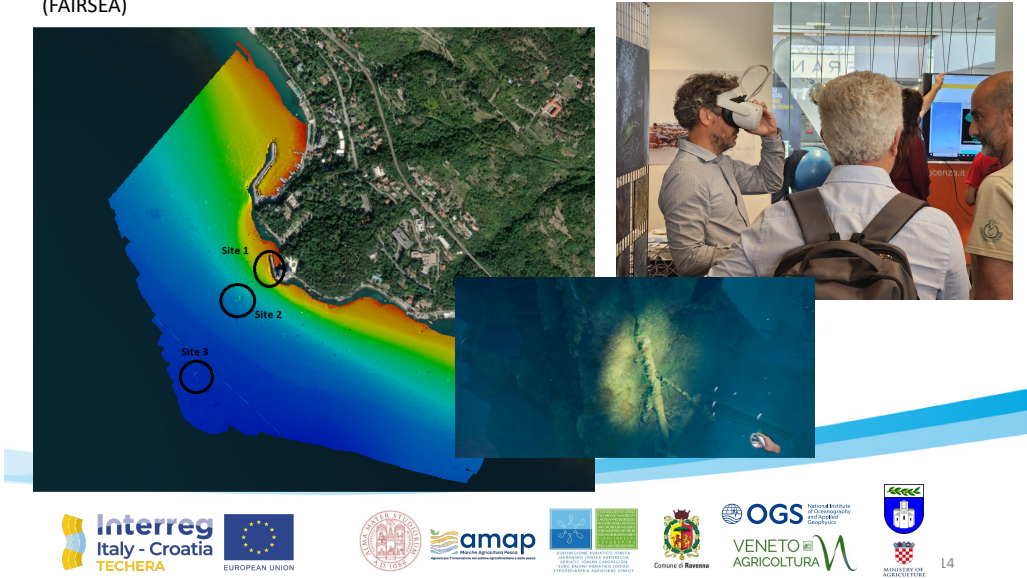


Applications of data mining and machine learning framework in aquaculture and fisheries: A review  
J. Ghaly<sup>1</sup>, N. San-Kanalam<sup>1</sup>, A. Kozgar<sup>1</sup>



**Study visit: Virtual exploration of the Adriatic Sea (D 3.3.1)**

the interactive VR tool with 3D images and reconstructions of the Paguro wreck (ADRIREEF); the Reef data acquisition with drones (ADRIREEF and SUSHIDROP; Ecological Data gathering in an open Platform (FAIRSEA)





## 1. ROUNDETABLE 1: “Data driven solutions in the sea economy”

**Moderator: Luca Mulazzani (UNIBO - LP)**

The main thematic issues were addressed by selected high-level experts/stakeholders:

**Lav BAVČEVIĆ** – Associate Professor of the Department of Ecology, Agronomy and Aquaculture, University of Zadar

She reported that as we talk about the collection of data in aquaculture and fisheries, the management system has already been established and has become official protocols for data collection at the level of the countries at the level of the European Union and at the level of the price of the complete, little. They are slightly different, but for the most part it is a very similar set of data. What has been observed as 1 of the problems with it is. Yes it is. The estimate depends on the amount of data that is collected. Of course, at the moment, the quality of the data being collected gives a certain level of reliability that could be improved by collecting new data or perhaps by increasing the amount of data that is collected in terms of space and time.

**MAURO COSOLO Friuli Venezia Giulia Region**

ARGOS project deals with data collection for small-scale fishing activities, importance of co-creation and codecision and the involvement of fishermen in data collection processes and management decisions.

**LUCA DI NICOLA** (IT company contact), InfoTeam expert in innovative IT solutions in the "Blue Economy" sector.

Information Technology systems for the marketing of fish products. Relevance for small-scale fishing activities for the optimized sale of products the developed precision systems allow you to optimize fishing effort and consequently reduce fuel consumption. It requires data updated at the edge of real time, the EDMONET system data is provided in 12 hours.

**THOMAS GALVAN** (Researcher at AGRI.TE.CO. sc)

They produced the report on the General Fisheries States which shows that operators ask for data in real time, not after two or three years as happens now, especially for those fish species such as small pelagics which have a short life cycle.

**MARIO LOVRINOV** (Director of Maribu d.o.o.)

It presents the data collection system used in aquaculture to manage problems relating to weather warnings or the presence of diseases. This is data that is open access, easy to interpret and evident for all operators in the aquaculture sector.

**Luca Mulazzani** presented the territorial planning activities that can be implemented by integrating data obtained from fishing activities, aquaculture activities, data on the use of the sea.

**DANIELA MARIĆ PFANNKUCHEN** (Ruđer Bošković Institute)

It presents the activities of the "Interreg IT-HR CASCADE" project from which the importance of correct communication of data and results emerged for their own use by those involved in dissemination such as websites and newspapers.

**FEDERICO MORA** (3D&Realtime Artist) – consultant for the Italian Videogame Academy (AIV)

He deals with graphic realities and immersive 3D realities. The use of these tools allows us to open our attention to issues that are otherwise not perceived.

**Luca Mulazzani** is connected to the research sector of behavioral economics, thanks also to his experience as a former game designer. Immersive simulations to understand the effect of marine protected areas on fishing activities outside marine protected areas. Effective communication between fishermen and researchers is thus made possible by making both parties experience the problem first-hand (the immersive reality allows you to experience the problems first-hand).

**MARIJANA PEĆAREVIĆ** – Vice Rector for Science and International Relations of the University of Dubrovnik

Discussed the issues represented by waste islands in the context of maritime transport activities, this links to the different uses of the sea, the ecosystem services of the marine environment and their economic value.



**ANDREA TORRESAN – (ARPA Veneto Region)**

In the “Interreg IT-HR MARLESS” project one of the most important actions of the marles project was the standardization of data collection between Italy and Croatia, from which an algorithm was then developed to predict waste pressure along the coasts. These predictive systems must then be confirmed with adequate and precise field data collection.

**PIERGIORGIO VASI – (Emilia Romagna Region)**

It presents the results of the ARGOS project in which the accuracy of the available data was comprehensively assessed. The data must be continuous and dynamic, not static photographs that fishermen feel distant and not very relevant to their reality. ARGOS has created an Adriatic Advisory Council and Steering Committee where community points based on real data are addressed. the situation of past years is a reality that no longer exists, trawling is becoming extinct. fishermen in the Adriatic in the future will not be fishermen from the Ionian Adriatic regions but will be fleets from other nations. We need fishing operators linked to the area to take care of the area.









## 2. Roundtable 2: “Blue careers development and sustainable entrepreneurship in the Blue Economy”

**Moderator: Valentina Andrić (Ministry of Agriculture - Croatia)**



The main thematic issues were addressed by selected high-level experts/stakeholders:

**Massimo BELLAVISTA** – (Emilia-Romagna Fishing and Aquaculture Manager of Legacoop Agroalimentare)

Serious problem relating to the lack of schools suitable for training fishermen, there is a lack of an educational path relating to careers in the Blue Economy sector. Currently the endangered species is the fisherman. In Italy there is no regulatory instrument for education in the fishing production sector (there are no formalized internships, there is no school curriculum for the training of fishermen, this sector is also missing in job orientation activities). Similarly, the part relating to orientation towards responsible consumption is also missing.

**Valentina Andrić** presented the Croatian reality, where mandatory training is provided for fishing operators.

**Valerio Roberto CAVALLUCCI** – Director, FLAG Costa dei Trabocchi

His speech underlined how artisanal fishing has very low levels of entrepreneurship. Contributions are needed for the purchase of new engines with greater energy efficiency and reduced pollution. At the same time, contributions are needed for the adoption of tools for selective fishing, to obtain a reduction in undersized fish and an efficient return of the still alive waste, guaranteeing its survival. At the “mariculture” level, the highest level of entrepreneurship is found in the production of mussels where we find the implementation of various supports such as origin and quality marks (Cozza dei Trabocchi).

**Valentina Andrić** addressed the sector operators present to discuss the ways in which students choose a career as fisheries operators once they finish their studies.

**Mario CVJETOVIĆ** – ORKA d.o.o.

He belongs to a family-run SME company for four generations. They own two fishing boats: the first boat is operated by the same captain, now in his fifties, who has been following the exact same practices for thirty years. The second boat is managed by a captain of about thirty years old who comes from sailing and who speaks English.

He stated that currently there is no educational institution to learn the art and practices of fishing, for example there is no school for mending nets, but information and methodologies are passed down from generation to generation.

At the moment in Croatia many fishing boats do tourism, boats are used to bring tourists instead of for fishing activities. In this way the operators have better working hours and better working conditions represented for example by being well dressed in an environment of smiles and an easy life. In the reality of fishing there is a lack of workers, those who exist come from third countries, they are the ones willing to work 12 hours of hard work at sea.

**Valentina Andrić** highlighted how it is a priority to increase the dignity of operators in the fishing sector because this productive activity generates food. Otherwise we will be increasingly forced to import food from third countries.

**Antonio FRANUŠIĆ** – Fishery and shellfish craft "Tonći"

His artisanal family business was founded in 1956 and has been involved in fishing and mussel farming ever since. He reported that the problems they face during this period are due to rising temperatures and increasing pollution. Even in this sector the difficulty is due to the lack of workforce and the need to increase economic and social sustainability.

**Giorgia GIOACCHINI** – Prof. of the Department of Life and Environmental Sciences (DISVA), Polytechnic University of Marche



offers a master's university training course in Aquaculture Future created thanks to EMFF funding in which the teachers are operators in the sector. In this master's degree, those who are trained must be in contact with the productive reality, to speak the same language they must deal together, bringing researchers, sector operators and political

administrators to the same table.

**Otello GIOVANARDI** – CNR-IRBIM Associate Professor

He presented his experience of more than fifty years of research applied to fisheries and aquaculture. Based on his career, he hopes for the creation of new applied research consortia to reduce the fragmentation that now exists in Italy. They should appoint a trusted technical body that knows well the principles of bioecological sustainability which includes economic sustainability. Create



associated entrepreneurship realities to conduct applied research activities, which do not have to respond to academic indicators.

The problem of data management remains central:

- 1) fishing and aquaculture operators do not have validated protocols for data collection
- 2) researchers have accurate protocols for data collection but their activity is specific and disaggregated
- 3) the institutions are based on environmental data collection and monitoring

**Marco SPINADIN** – President of the FLAG Chioggia and Po Delta



He specified that it is necessary to develop training projects that are mandatory because there is little propensity for innovation among fishermen. Currently the European Union requires the reduction of gear and days of fishing activity. It is therefore necessary to increase revenues using marketing levers such as registered quality/origin trademarks and agreements with

large large-scale retail chains.

Italian fishing has too many fishermen (and they only think about TODAY) and too few entrepreneurs (who know how to think about TOMORROW).

Another need is that of alternative engines to the current ones which run on diesel. Furthermore, the impact of climate change is evident, in which periods of prolonged drought alter all production processes and consequently the distribution and migration ranges of species are also altered. Regarding the problem of alien species, first of all the blue crab, only commercial-sized individuals are taken and introduced into the production system, while the others are left in the sea to destroy the environment.



# Agenda






EUROREGIONE ADRIATICO IONICA  
 JADRANSKO JONSKA EUROREGIJA  
 ADRIATIC IONIAN EUROREGION  
 EURO RAJONI ADRIATIKO IONIAN  
 ΕΥΡΩΠΕΡΙΦΕΡΕΙΑ ΑΔΡΙΑΤΙΚΗΣ ΙΟΝΙΟΥ



## Techera project Final Conference

Interreg Italy-Croatia Programme 2014-2020

19<sup>th</sup> June 2023 | Dubrovnik (Croatia)

Venue: Hotel Adria - Radnička ul. 46, 20000, Dubrovnik (Croatia)

Find it on Google Maps:  
<https://goo.gl/maps/B2Q6cR9UG8ypWj4e7>



European Regional Development Fund

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## AGENDA Final Conference

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- 10.00 – 10.15 **Welcome and Registration**
- 10.15 – 10:25 **Institutional greetings by Mr. Nikola DOBROSLAVIĆ, (President of the Adriatic Ionian Euroregion)**
- 10:25 – 10:35 **Institutional greetings and overview of the new 2021-2027 Programme by Mrs. Natalija Adžić, Project Manager - Joint Secretariat, Interreg Italy - Croatia CBC Programme**
- 10.35 – 10.45 **Presentation of the agenda and Introduction to the TECHERA project**
- **Luca De Marchi** (Alma Mater Studiorum – Università di Bologna - LP)
- 10.45 – 11.00 **WPT 2 – Communication activities**  
(WP Leader: Adriatic Ionian Euroregion – PP2)
- **Carmela Vaccaro** (AIE)
- WPT 2.1 - Online and offline events**  
**WPT 2.2 - Promotional campaigns and media relations**  
**WPT 2.3 - Digital and web-based activities**
- 11.00 – 11.15. **WPT 3 – Clustering thematic activities**  
(WP Leader: Istituto Nazionale di Oceanografia e di Geofisica Sperimentale – OGS – PP5)
- **Simone Libralato** (OGS)
- WPT 3.1 - Exchange and exploitation of projects' results**  
**WPT 3.2 - Contributions to the next programming period**  
**WPT 3.3 - Awareness raising and engagement**
- 11.15 – 11.30 **Coffee break**

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## AGENDA Round-table

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- 11.30 – 12.30 **Stakeholders Round table: 1st section “Data driven solutions in the sea economy”**  
*Moderator: Luca Mulazzani (UNIBO - LP)*
- **Lav BAVČEVIĆ** – Associate professor of Department of Ecology, Agronomy and Aquaculture, University of Zadar
  - **Mauro COSOLO** – Friuli Venezia Giulia Region

- **Luca DI NICOLA** – InfoTeam expert in innovative IT solutions in the "Blue Economy" sector
- **Thomas GALVAN** – Researcher at AGRI.TE.CO. s.c.
- **Giuseppe GARGANO** – CREA Bari
- **Mateo IVANAC** – Representative of the Croatian Chamber of Economy, "Interreg ITA-HR InnovaMare"
- **Mario LOVRINOV** – Director of Maribu d.o.o.
- **Daniela MARIĆ PFANNKUCHEN** – Ruđer Bošković Institute, "Interreg ITA-HR CASCADE"
- **Federico MORA** – 3D&Realtime artist – consultant of "Accademia Italiana Videogiochi" (AIV)
- **Marijana PEĆAREVIĆ** – Vice Rector for science and international relations at University of Dubrovnik
- **Andrea TORRESAN** – ARPA Regione Veneto "Interreg ITA-HR MARLESS"
- **Piergiorgio VASI** – Emilia Romagna Region

**12.30 – 13.30 Stakeholders Round table: 2<sup>nd</sup> section: «Blue careers development and sustainable entrepreneurship in the Blue Economy»**

*Moderator: Valentina Andrić (Ministry of Agriculture - Croatia)*

- **Massimo BELLAVISTA** – Emilia-Romagna Fishing and Aquaculture Manager of Legacoop Agroalimentare
- **Valerio Roberto CAVALLUCCI** – Director, FLAG Costa dei Trabocchi
- **Mario CVJETOVIĆ** – ORKA d.o.o.
- **Antonio FRANUŠIĆ** – Fishery and shellfish craft "Tonći"
- **Giorgia GIOACCHINI** – Prof. of the Department of Life and Environmental Sciences (DISVA), Polytechnic University of Marche
- **Otello GIOVANARDI** – CNR-IRBIM Associate Professor
- **Marco SPINADIN** – President of the FLAG Chioggia e Delta del Po

**13:30 – 13.45 Conclusions**

**13:45 – 14:45 Networking light lunch**

In order to participate, you must register at the following link:

<https://tinyurl.com/5ywjz83p>

For the remote connection you may use the following link:

<https://us06web.zoom.us/j/81415271424?pwd=ODREWU9oYm9CdDREc0xXVk1bHNnQT09>

 **Interreg**  
Italy - Croatia  
TECHERA

  
EUROPEAN UNION

  
EUROREGIONE ADRIATICO IONICA  
JADRANSKO JONSKA EUROREGIJA  
ADRIATIC IONIAN EUROREGION  
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ΕΥΡΩΠΕΡΙΕΡΕΙΑ ΑΔΡΙΑΤΙΚΗΣ ΙΟΝΙΟΥ

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**Contact person for logistics**

**Mrs. Carmela Vaccaro**  
Secretariat of the Adriatic Ionian Euroregion  
Email: [carmela.vaccaro.eu@gmail.com](mailto:carmela.vaccaro.eu@gmail.com)

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**For more information about the project visit**  
<https://programming14-20.italy-croatia.eu/web/techera>

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**Working languages**  
Italian and Croatian (Translation Service available for the entire conference)

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## Annexes

PPT presentation of WP1

PPT presentation of WP2

PPT presentation of WP3

Participants list

