

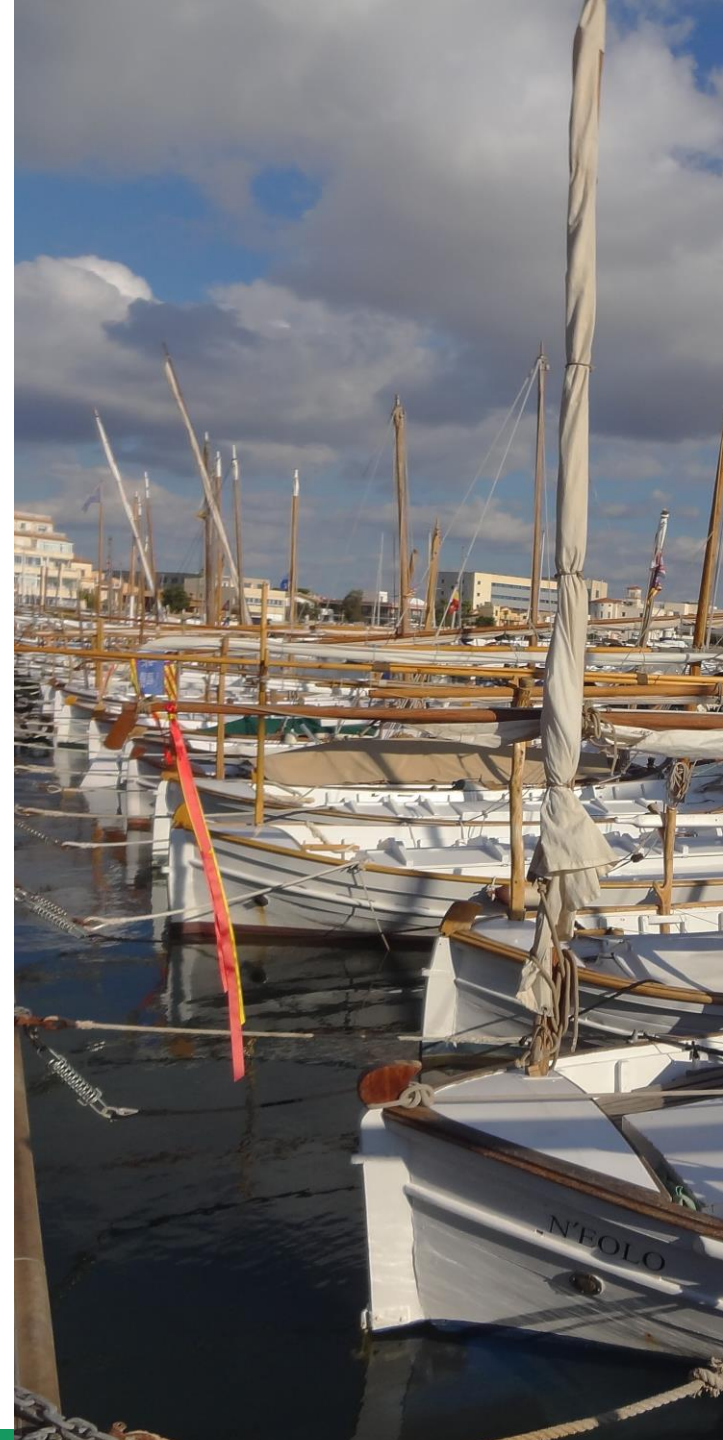
# CHERISH: Stakeholder Involvement

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# Content

- The importance of stakeholder involvement
- Stakeholder process employed
- Achievements
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- Communication tools



# The importance of stakeholder work

Engaging people who influence or have an invested interest in revitalising fishing communities and traditions

- Good practices can be shared and applied elsewhere bringing otherwise unexplored opportunities for regional growth and local businesses, citizens, and tourists
- Awareness of good practices from around the region can motivate policy makers to redevelop/update/change national policies concerning fishing communities in their own municipality/county/country.

Exchange of ideas Improve knowledge

Sharing information Build trust

Foster cooperation

Gain new perspectives Learning

Participation Inform



# The stakeholder process

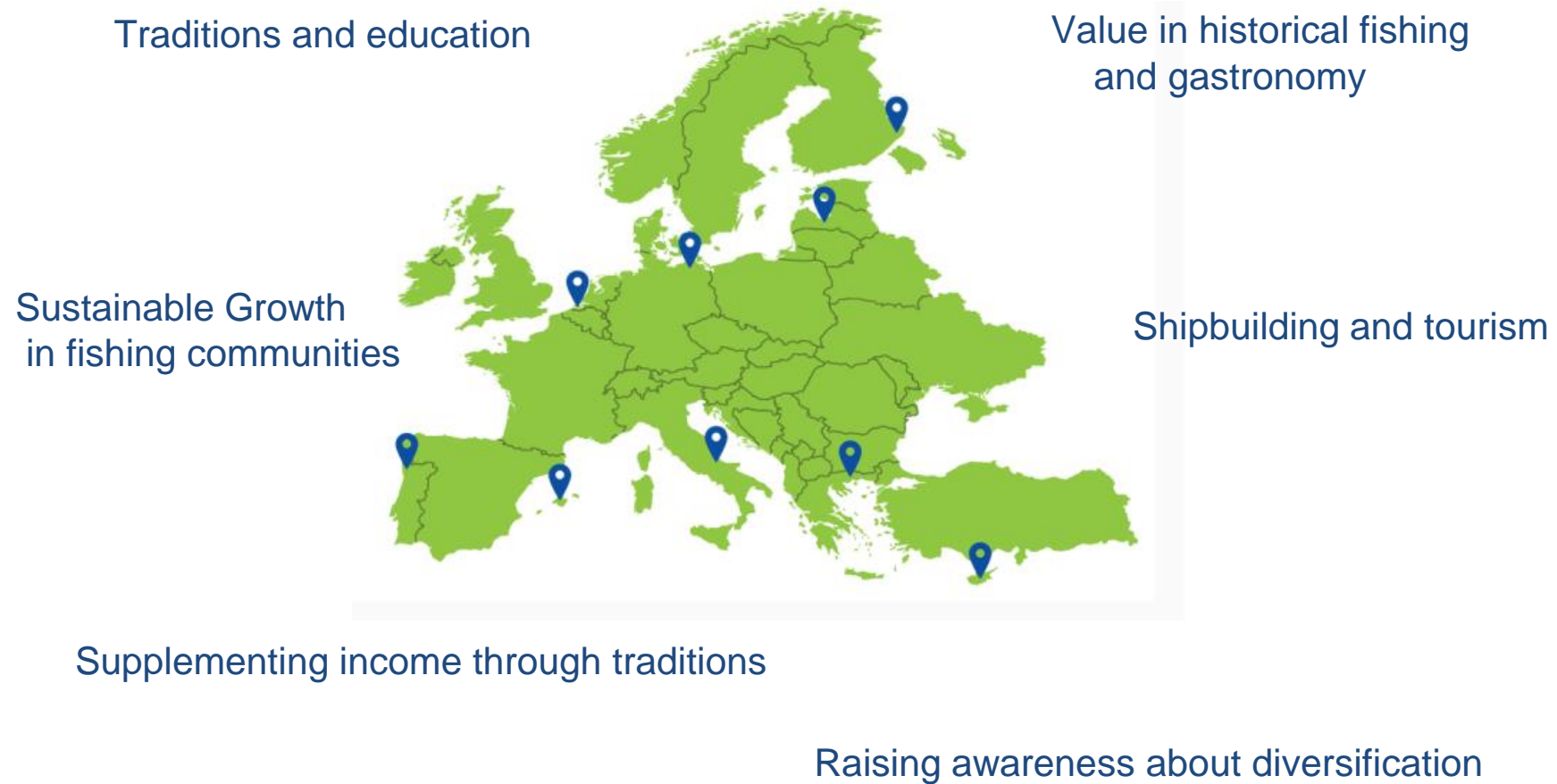
## Stakeholder mapping

Local government representatives  
National administrations for cultural heritage  
Tourism boards  
Fish Auction, fishermen and fishmongers  
Fisher associations and guilds  
University and Colleges  
Chamber of Commerce  
Community groups, NGOs  
Management of protected areas





# Local Stakeholder Groups



# The stakeholder process



# Interregional Learning & Exchange of Experience (ILEE)

## Peer review of Good Practices

Are all stakeholders actively involved?

Which stakeholders are missing that should have a role?

Is there a good level of participation and the communication between the stakeholders?

Strengths of the local networks

Areas for improvement and gaps

Lessons learnt



# Achievements

## Two examples of Participation

### 1. The Art & Community project “AMAReMAR”, *Municipality of Esposende, Portugal*

- Creative workshops
- Informal education
- Public participation
- Social cohesion

### 2. Maritime Museum of Mallorca

- Community involvement
- Stakeholder pride and buy-in
- Activation of young people
- Bridging communication gaps





# Lessons learnt

Consider

- Transfer some responsibility from municipalities to other stakeholders;
- Long-term business plans, including private investment, to preserve cultural assets;
- Visitor feedback at tourist destinations;
- Further involvement of young people
- Include fish processing industry and gastronomy within local initiatives;
- Authentic local experiences - connect them to local products & culture;
- Help fishermen to access funds, but not only for tourism purposes - FLAGs should think about next programming periods.
- Convince more fishermen to become a member of FLAG boards – gain trust.

# Next Steps

## Q&A with

Mr. Sebastià Salas, *Legal Advisor at Federation of Fishermen's Guilds of Balearic Islands.*

# Communication tools

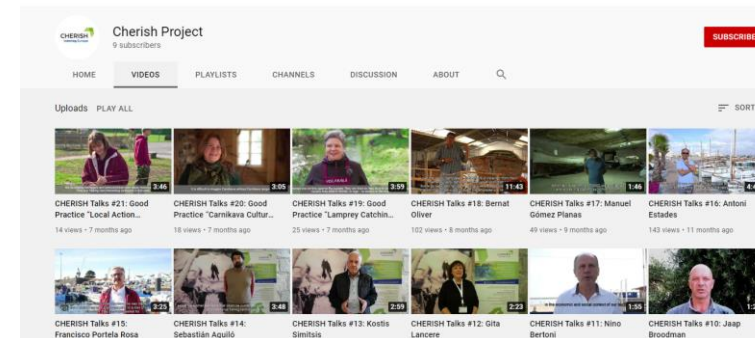
## Photo Exhibition



## You Tube Channel

**CHERISH**  
Interreg Europe

European Union  
European Regional  
Development Fund



## Information materials



Good afternoon Roos Gallaard,

**Welcome to the third CHERISH newsletter!**

CHERISH is an Interreg Europe project. Nine European regions work together to improve regional policies to protect and promote cultural heritage in fishing communities in order to boost attractiveness of these regions for businesses, citizens and tourists.

Please visit our website: [www.interreg-europe.eu/cherish](http://www.interreg-europe.eu/cherish)





Thank you!

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