

Get involved in the European public-private partnership to promote the use of Artificial Reefs in the Mediterranean and Black Sea

The ArtReefs project seeks to promote innovative artificial reefs as a versatile tool to tackle widespread challenges in the Mediterranean and Black sea regions, such as environmental degradation and conflicts between users of the coastal area.

The project studied during the last months prominent challenges related to the deployment of Artificial Reefs tackling the legislation, the perception of stakeholders, the possible business models and successful experiences across the world.

These activities were conducted through desk research, interviews and workshops gathering relevant stakeholders as actors from the tourism industry, public organisation and companies developing artificial reefs. It allows building among the partners a joint vision and designing guidelines and action plan.



Action Plan to deploy Artificial Reefs in the Mediterranean and Black Sea

The Action Plan highlights concrete and feasible actions by gathering together partners' know-how, thematic knowledge and inputs from the in-depth analysis of policies, programmes, stakeholders and best practices related to artificial reef use for tourism purposes, carried out at international level. The activities are structured in thematic areas to ensure their correspondence to strategic goals and to reflect the interest of the consortium partners, as a proxy for the involved regions.

The main objectives of the action plan are:

- Promote artificial reefs for environmental protection and coastal management
- Showcase the potential of artificial reefs for sustainable tourism and complementary activities
- Promote cooperation between Integrated Maritime Policy stakeholders around the issue of artificial reefs;
- Ensure that new artificial reef developments are sustainable and properly managed.

To achieve these objectives, 17 specific actions are planned which can be categorized as follows:

- Actions dedicated to the realization of a framework for environmental preservation and sustainable tourism by artificial reefs;



- Actions dedicated to facilitate transnational exchanges and development of local and regional networks;
- Actions dedicated to the development of specific tools to optimize the implementation of artificial reefs for recreational use.
- Actions dedicate to the deployment of standard methodology to facilitate the management and monitoring artificial reefs for recreational use.

The ArtReefs Action Plan does not rely on own funds but it is conceived to catalyze the existing funding at national and European levels.

Endorse the initiative and get involved in the Public Private Partnership

Professionals from Tourism Industry (Tour operators, Travel agency, Hotels, Restaurant, Diving clubs etc.), Public Authorities (Local, Regional and National), Innovative companies designing/ implementing Artificial Reefs, Research organisations and Associations (Environmental, fishing, yachting, etc.) will be invited to join the PPP.

If you are interested by the ArtReefs Joint Vision and the related Action Plan for sustainable development and promotion of Artificial Reefs as a tool for sustainable coastal tourism, you can commit your organization to support and endorse the initiative, providing inputs and contributions in helping ArtReefs' strategic and operational goals achievement, by signing a letter which is non-binding and does not impose any legal or financial obligations or liabilities to the your organization.

You will be also involved and invited to participate to events and initiatives such as the workshop in Varna (Bulgaria), on 10-11 October 2017, where a real case study for the deployment of an underwater museum in the Bulgarian Black Sea coast will be used to develop a comprehensive Artificial Reef tourism package, with the active participation of cross-sectoral stakeholders.

Additionally, Blue innovation labs will be organised by the end of 2017 in Bulgaria, France, Italy and Spain. These working sessions will invite and engage all stakeholders that can intervene in the adaptation and transfer of ArtReefs tourism package.

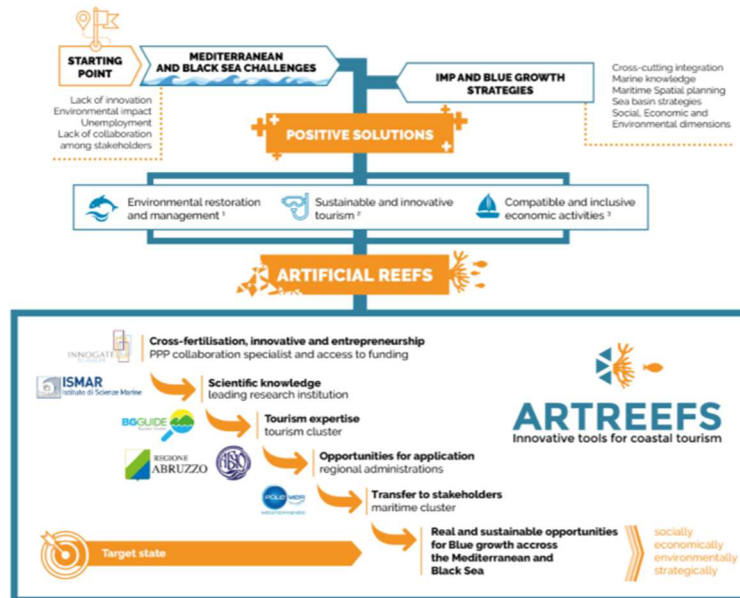
Finally, a brokerage event is planned in Pescara (Italy) by the end of the project (July 2018) to facilitate the match-making of public and private, cross-sectorial and transdisciplinary industrial and research partnerships in the realm of comprehensive tourism packages using artificial reefs for blue growth.



About ArtReefs

ArtReefs is a 24-month collaborative project financed by the European Union through the Executive Agency for SMES and the European Maritime and Fisheries Fund.

Its aim is to promote the use of custom-designed artificial reefs as versatile infrastructures to generate innovative tourism packages, complementary economic activities and beneficial services for nature, leading to the creation of jobs and greater cooperation between related stakeholders.



The project brings together the expertise of six organisations:

- **Innogat to Europe:** a Spanish SME specialised in innovation and entrepreneurship;
- **CNR-ISMAR:** the marine branch of the Italian National Research Council;
- **Pôle Mer Méditerranée** from France, the largest maritime cluster in the region;
- **National Tourism Cluster “Bulgarian Guide”**, specialised in sustainable and alternative tourism;
- **The Italian region of Abruzzo**, leading Integrated Coastal Management in the Adriatic;
- **The Union of Bulgarian Black Sea Local Authorities**, a regional network of 21 municipalities in the Black Sea.

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