



International training package

International training on fishery diversification activities

Activity A.3.2.1

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Summary

This document defines the international training package on fishery diversification activities targeted to trainers and mentors who will be in charge of implementing the Local training activities A. 3.2.3 fishermen, micro, small and medium enterprises (MSMEs) and business organization/cooperatives of the fishery sector of the target territories of this project: France (notably Corsica), Italy (notably Sardinia, Liguria and Puglia), Tunisia, Lebanon, and Palestine.

The main training objective is to increase the level of training of fishers by supporting diversification through the development of complementary activities related to the main activity of fishing.

The training activities focus on different areas of expertise to strengthen the skills of the beneficiaries and broaden their knowledge through training sessions led by international experts in the fishery sector.



INTRODUCTION

The economics for a small-scale fisher has always been precarious as the world fish stocks have been in decline for the last half-century. Many efforts have been put forth to expand the economic sustainability and resilience of the Small-Scale Fishery (SSF) sector by integrating the income derived from the main fishing activity with additional sources of income from new activities strictly connected with the sector.

Fishery Mediterranean Network (FISHMEDNET) project was developed as a response to strengthen the fisheries sector by providing the necessary tools for stakeholders in the sector to develop and innovate new products and services offered, build new joint business models to diversify fisheries, strengthen the capacities and encourage public authorities for sustainable development in the fishing sector.

Within the framework of the FISHMEDNET project, the training represents only a step of a framework of actions on which the course structure has been elaborated. Moreover, these courses were developed following a census of best practices in each target territory, the clustering of the diversification activities, and standardizing them into more detailed business models, in the perspective of the potential collaboration through future business alliances and the FISHMEDNET e- platform.

These courses are based on 4 business models recommended by each partner country as an activity for the small-scale fisher sector found in the target territories of this project and represent support to companies wishing to enhance their skills and develop new businesses in the scope of diversification of fisheries activities.



COURSE OBJECTIVES

The training course has the specific objective of providing knowledge and improving the skills of participants (trainers) in diversification activities in the fisheries sector, which will support cooperatives and fishing enterprises in the development of new commercial activities.

The training activities are an opportunity to establish direct relationships between companies and offer fishing MSMEs (Micro, Small, and Medium Enterprises) active in these services the opportunity to come together in Mediterranean business alliances built around the 4 business models developed within the project. The business alliances will provide members with a common business model, related training and technical assistance, greater awareness of consumers/users thanks to common labels linked to defined standards, and finally, an opportunity to offer their product and service to potential consumers/users/companies partners thanks to participation in international trade fairs and the development of a common e-commerce platform.

METHODOLOGY

The course will consist of video-recorded lessons, structured in 4 training modules of about 4 hours each, for a total duration of 16 hours.

Each module (4-hour/module) includes training sessions of 15-20 minutes, for a total of 4 hours. The experts will explain the topics of the course through interviews with operators, testimonies of good practices, and deepening critical issues and opportunities of the fisheries diversification activities being trained.

The video lessons are in Italian and subtitled in English, Arabic, and French by expert interpreters. The trainers identified by the partnership are the direct beneficiaries of the international training (training for trainers), who in turn will be responsible teachers of face-to-face training at the local/national level aimed at fishing enterprises, operators in the sector, and cooperatives.

The video courses will be available at any time on the Moodle e-learning © platform (dl.iamb.it). Moodle is an Open source E-Learning platform released under an open-source license, widely used internationally as it is available in different languages. The platform will allow to the administration of courses, monitoring, and tracking participants' accesses, and uploading and managing contents and training documents.

All trainers can access and use the video content after registering.



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The international training will address in detail the business models developed: services to community, Aquaculture, Sustainable coastal tourism, and Food sector, as follows:



STRUCTURE AND COURSE CONTENTS

Below are the details of the training contents foreseen for each module:

MODULES	TOPICS
1 – Services to community	<ul style="list-style-type: none"> • Sea turtles in the Mediterranean: threats and safeguarding • Procedures for proper management of by-catches • Marine litter monitoring and water quality assessment: official protocols for sampling and methodology to apply • Alien species and protected species monitoring • Sustainable fishery and resource management • Natural and cultural heritage: Port Museum case-study
2 – Aquaculture	<ul style="list-style-type: none"> • Aquaculture and diversification • Necessary conditions for a sustainable aquaculture farm • Sustainable aquaculture: models to follow • External factors affecting aquaculture projects • Farm management and maintenance: biosecurity • The benefits of the public/private partnership • Guidelines for successful aquaculture investment



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<p>3 - Sustainable coastal tourism</p>	<ul style="list-style-type: none"> • Pesca-tourism and itti-tourism: what are they? • How to start diversifying? • The basic steps for starting a new business venture • The basic steps for starting a new business venture. 2nd part • The marketing and communication plan • How are tour packages differentiated according to the vessel? • From the land to the table: the value added • What are the European regulations governing onboard catering? • Best practices of Pesca-tourism experiences
<p>4 - Food Industry</p>	<ul style="list-style-type: none"> • Mediterranean seafood products • Value chain • Post-capture phase • Seafood processing technologies • Lab community and processing opportunities • Quality and safety of seafood products • Packaging and shelf life of seafood products • Valorisation of discards • Distribution and marketing, today and tomorrow • Certifications and collective and sustainability labels
<p>MODULE 0 "business alliances, e-platform, and label"</p>	<p>Module 0 is a cross-sectional session carried out online with FISHMEDNET experts. This session illustrates the functions and structure of the e-commerce platform developed within the project and the commercial alliances to be implemented for the implementation of the FISHMEDNET network.</p>



LEARNING OUTCOMES

Participants have the opportunity to acquire and deepen knowledge and skills in different areas:

Module 1 – Services to community

Participants will acquire the ability to use monitoring protocols and methodologies related to different areas of expertise to support research bodies and competent authorities: monitoring of marine litter and water sampling protocols, and monitoring of invasive alien species. Furthermore, the course will provide participants with the ability to carry out, in line with official methodologies, experimental sampling campaigns and acquire knowledge about first aid procedures for protected marine species (e.g. sea turtles).

Module 2 - Aquaculture

Participants will acquire the necessary elements for starting an aquaculture business, and developing knowledge of start-up and business management strategies. In addition, critical aspects and opportunities related to the aquaculture sector will be explored.

Module 3 - Sustainable coastal tourism

Participants will develop skills in new tourism-related activities such as Itti-tourism and Pesca-tourism. As part of these activities, participants at the end of the course will be able to organize a day of fishing tourism.

Module 4 – Food sector

Participants will expand their knowledge related to the main processes of transformation and conservation of fish and the management of physical-chemical and biological risks related to the processing of fish products.



DELIVERY OF CERTIFICATES

The certificate of attendance of the course is expected, subject to the attendance of 100% of the hours and the submission of the evaluation test.