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ARTREEFS - Innovative tools for coastal tourism
DISSEMINATION and BROKERAGE event of the ARTREEFS project

On Tuesday, the **12th June 2018** in the hall "**Sala Figlia di Iorio - Palazzo della Provincia**" - **Piazza Italia n. 30 - Pescara**, it will be held the final dissemination and meeting event with local, regional and European accredited stakeholders about artificial marine reefs regarding the "**Artreefs**" project that sees the Abruzzo Region - Department of Tourism, Culture and Landscape, partner of a European partnership led by INNOGATE (Spanish leader).

The "**Artreefs**" project was launched in August 2016 and will end in 2018 in Pescara with two events:

1. Dissemination Event: dissemination of the achieved results and analysis of the potentialities for a sustainable development of the Adriatic coast focused on the use of artificial reefs;
2. Brokerage Event: unique opportunity for meetings among public and private sectors, institutional authorities, universities, research centres, companies, NGOs, sports associations, etc., to consolidate and/or create new partnerships in the field of tourist packages using artificial reefs for blue growth.

The Abruzzo Region - Department of Tourism, Culture and Landscape, winner of the project based on direct funds "**Artreefs**", together with five other European organizations (INNOGATE to Europe, CNR-ISMAR, Pôle Mer Méditerranée, Bulgarian Guide, Bulgarian Union of Local Authorities of the Black Sea), promoted the use of innovative artificial reefs as a versatile tool to tackle widespread challenges in the Mediterranean and Black sea regions, such as environmental degradation, undifferentiated mass tourism, lack of innovation, seasonality and conflicts between users of the coastal area.





After an initial phase of the project, during which policy, legislation, possible business models were studied and researches were carried out in collaboration with stakeholders from all sectors, it was defined a common macro-regional vision and it was created an Action Plan.

Many organizations, DMCs, tourism professionals that deal with, for example, water sports and maritime sectors, coastal planning and management, engineering, marine conservation, fisheries and aquaculture, science and education, have joined the public-private partnership to achieve the following objectives:

- Promote artificial reefs for environmental protection and coastal management;
- Showcase their potential for sustainable tourism and complementary activities;
- Promote cooperation between maritime stakeholders;
- Ensure new artificial reefs are socially, environmentally and economically sustainable, and count with viable and participatory long-term participatory management plans.

**Director Responsible of the Project
Dr Rita Panzone**



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