

A European Public-Private Partnership to promote the use of innovative Artificial Reefs in the Mediterranean and Black Sea

ArtReefs promotes novel artificial reefs as versatile tools to tackle widespread challenges in the Mediterranean and Black sea regions, such as **environmental degradation**, undifferentiated **mass tourism**, **seasonality**, **lack of innovation** and **conflicts between users** of the coastal area.

During its initial phase, the project consortium has studied policy and legislation, stakeholder perceptions, possible business models and successful experiences across the world.

Research, including surveys and workshops gathering relevant stakeholders across sectors, has allowed to build a **macro-regional Joint Vision** and to develop new **Guidelines** and an **Action Plan**.

You can download these and other ArtReefs documents [here](#).



Damien Hirst, 2017. Treasures from the wreck of the Unbelievable. Ephemeral reef in Venice.

An Action Plan for Artificial Reefs in the Mediterranean and Black Sea

The **Action Plan** highlights concrete and feasible actions, gathering together the partners' expertise and inputs from an in-depth analysis. Actions are listed corresponding to strategic goals.

The main objectives of the Action Plan are to:

- 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 management plans.

To achieve these objectives, 17 specific actions have been listed.



Endorse the initiative and be a part of a Public-Private Partnership

All professionals from the tourism industry, water sports and maritime sectors, coastal planning and management, engineering, marine conservation, fisheries and aquaculture, science and education... are our direct stakeholders and will be invited to join the PPP. Particularly relevant will be coastal administrations, surfing and diving schools, sport fishing associations, yachters, nature lovers, MPA managers, spatial planners, innovators... who can have a prominent role in the design, deployment and management of novel artificial reefs.

As an organisation or individual, you can endorse this initiative, contributing towards strategic and operational goals in your region. Signing the Letter of Endorsement does not impose any legal or financial obligations, but will help to promote Blue Growth while making sure new reefs are environmentally friendly, managed participatively and well designed for their specific location and purpose.

Future workshops: an open invitation

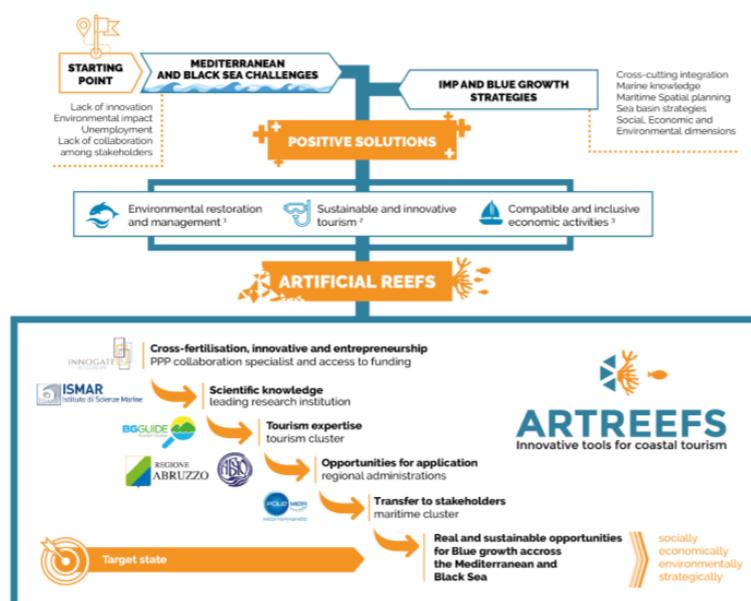
Furthermore, you can participate in programmed events and initiatives such as a workshop in Varna (Bulgaria, 10-11 October 2017), where a real case study of a new underwater museum will serve to organise a Maritime Spatial Planning workshop gathering IMP stakeholders together, exploring challenges and opportunities and developing a comprehensive Artificial Reef project and tourism package using real data and a novel environmental GIS tools.

More Blue Innovation labs will be organised in Bulgaria, France, Italy and Spain. These working sessions aim to engage stakeholders for collaborative exploration of the potential of innovative and multi-user artificial reefs. A final brokerage event will take place in Pescara, Italy, by the end of the project to facilitate match-making between public and private actors, including funding, to foster the development of viable and sustainable projects.

About ArtReefs

ArtReefs is 24-month project co-financed by the EU through the European Maritime and Fisheries Fund, and managed by the EASME.

ArtReefs aims 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 coastal stakeholders.



ArtReefs project has received funding from the European Union under grant agreement No. EASME/EMFF/2015/1.2.1.7/03/SI2.735917

The project brings together the expertise of six organisations:

- **Innagate 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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ArtReefs group



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