



## WHAT ABOUT PRESENTATIONS ABOUT THE PROJECT?

Before starting our work in the communities, we will host a session to present and to clarify the project to which we invite all stakeholders involved in the process of fishing, selling and consuming the fish products. It is very important that everyone is there!

## OK! WHEN?

**SANTA LUZIA**  
June 2014 

**SAGRES**  
July 2014 

**PÓVOA DE VARZIM**  
August 2014 

**SESIMBRA**  
August 2014 

**PENICHE**  
March 2015 

**Don't forget the presentation date  
in your area! Please, help us  
and spread the word.**

# VAL+

SMALL SCALE FISHERIES VALORIZATION PROJECT



## WHAT IS IT ABOUT?

VAL+ is a small scale fisheries valorization project that started in a partnership between Docapesca and two environmental non-governmental organizations: Sciaena and SPEA. We want to involve the fishing communities and the stakeholders. Raising awareness among fishermen, tradesmen, consumers, our goal is to influence them so they can make smart, more sustainable and responsible choices, taking into account their needs and wills.

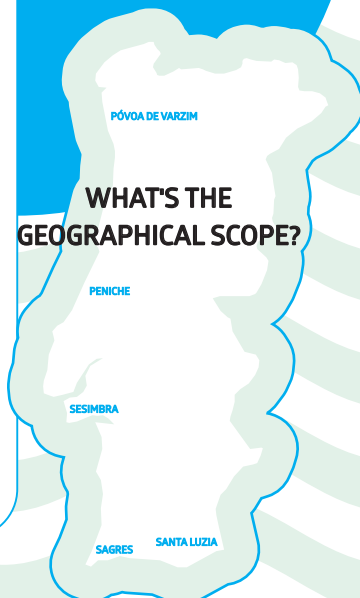
## WHAT ARE THE OBJECTIVES?

We will develop a table with sustainability criteria. These criteria will include economic, social and environmental aspects and will be adapted to the reality and specificity of the Portuguese small-scale fisheries. VAL+ will focus on fishing gears that are more selective than others, as pots and longlines.

## THE PORTUGUESE SMALL SCALE FISHERIES IN NUMBERS

- 56,7 kg of seafood consumed/per capita/year
- 48% of the landed fish comes from small scale fisheries
- 71% of the value generated comes from small scale fisheries
- 69% of all fishermen are small scale fisherman
- 90% of the registered vessels are small scale

## WHAT'S THE GEOGRAPHICAL SCOPE?



## WHO DOES TO PROJECT TARGET?

VAL+ is directed mainly to fishermen and final consumers, although it is also addressed to retailers, tradesman and also youngsters. We will work with fishermen in order to encourage the implementation of good practices that are compatible with the fishing operation, fishing gear and fisherman. Improving the information that is available to the consumer will empower them to make smart, more responsible choices when buying fishing products.

Criteria identification to develop a "sustainability table"  
May '14 - December '14

Field visits to collect data in order to characterize the fisheries  
June '14 - April '15

Fisheries' evaluation and suggestion of improvement measures  
October '14 - June '15

New indicators' selection to be presented at sale locations  
January '15 - June '15

## WHAT FISHING GEAR? WHAT SPECIES?



Project's dissemination and publicity and, at last, presenting publicly the results  
January '14 - July '15