

**Development of the artisanal fisheries sector and related tourism products.  
Gran Canaria fishing network**

<http://www.grancanariapescaenred.com/>

<i>Date :</i>	2014
<i>Location :</i>	Canary Islands, Spain
<i>Client :</i>	Cabildo Insular de Gran Canaria
<i>Description :</i>	<p>The overall objective of the project is the promotion of the artisanal sector: fishing villages, boats, fishing gears, traditions and, in general, the local cultural values through the promotion of fishing as a tourist and cultural asset and the diversification of the activities.</p> <p>The specific objectives are to:</p> <ul style="list-style-type: none"><li>a) identify and define, with the involvement of stakeholders, tourist, cultural and ethnographic generic and specific products for each fishing entity (cofradía/cooperative).</li><li>b) highlight different aspects of the artisanal fisheries sector in Gran Canaria.</li><li>c) create synergies with other sectors and related administrations contributing to the diversification of activities and the socio-economic development.</li><li>d) develop possible tourist products for every fishing village</li><li>e) create a distinctive brand for the artisanal fishermen of Gran Canaria.</li><li>f) develop and launch a digital platform, as a main tool for the promotion of the fishing sector as a tourist and cultural value of Gran Canaria.</li><li>g) develop and implement tools at the service of the local fishing sector that facilitate its adaptation to the administrative framework (both environmental and fishing aspects) of the activity.</li><li>h) raise awareness about the importance of the application of the rules relating to minimum sizes.</li><li>i) facilitate the application of the rules relating to the first sale of fishery products</li><li>j) promote the correct performance of sustainable fishing activities and the respect to the marine environment</li><li>k) promote the sustainability of recreational fisheries and the coexistence with the professionals</li><li>l) improve the commercialization of products resulting from the good environmental practices.</li></ul>