

Assemblée Générale de la Fédération Européenne de Destinations Touristiques Nautiques

***General Meeting of the European Federation of
Nautical Tourism Destinations***

Heritage Hotel Life Palace

Representative of Portugal: **FÓRUM OCEANO**

Participant: **ANTÓNIO JOSÉ CORREIA**

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Donegal County Council – Ireland

- Paddy Doherty
- Joy Harron

Fórum Oceano – Portugal

- António José Correia

France Station Nautique - France

- Bernard Faucon
- Gérard Marty
- Alain Auton

Assonautica Nord Sardegna – Italie

- Italo Sene
- Marisa

Grad Šibenik – Croatie

- Dino Karadole

Associació d'Estacions Nàutiques de Catalunya (AENC) – Espagne



FÓRUM **OCEANO**

Associação da Economia do Mar

FÓRUM OCEANO – Associação da Economia do Mar (Association of Maritime Economy) is a private non-profit corporate body, which aims to promote the Maritime Economy.

VIEW

Maritime activities are dynamic and competitive segments of the economy, capable of valorising the sea and its resources, generating value and creating qualified employment, contributing to the strengthening of Portugal's position in the global economy.

MISSION

To strengthen the dynamic of strategic cooperation between actors - companies, R&D centers, higher education institutions, public administration bodies - and to promote the competitiveness of the major value chains that use the Sea and marine resources as central elements of their activity in order to contribute to sustainable economic growth, exports and employment and to increase the relative importance of the economy of the sea in the national economy.

CLUSTER OF THE PORTUGUESE SEA

Recognised by the Government of Portugal as a Competitiveness Cluster(2009 e 2017)

Cluster Recognition Ceremony -
2017



Participation in international networks



ENMC – European Network of Maritime Clusters

Confederation of European clusters whose objectives are, among others, the sharing of good practices and the promotion of maritime interests with the European Commission.



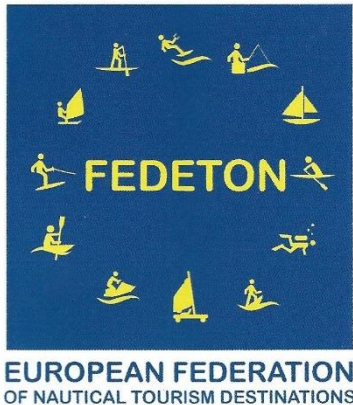
ECCP – European Cluster Collaboration Platform

On-line platform, developed by DG Enterprise & Industry, which integrates clusters and other European organizations, allowing the fostering of networking and international networking.

BTCA – BlueTech Cluster Alliance

Transatlantic Network of European and North American Maritime Clusters. Composed of Clusters from seven countries - Portugal, Spain, France, UK, Ireland, Canada and USA - the BTCA emerged in 2017.

Participation in international networks



FEDETON - European Federation of Nautical Tourism Destinations

FÓRUM OCEANO is a member of FEDETON - European Federation of Nautical Tourism Destinations - since 2016, representing the National Association in this European network, also composed of the Associations of France and Spain and members Sibenik / Croatia, Donegal / Ireland and Assonautica Nord Sardegna / Italy.



Wild Sea Europe (WSE)

European network dedicated to the promotion of green maritime tourism. The participation allows the members of the FÓRUM OCEANO to promote and sell their products through a specialized platform and participate in projects that are part of this objective.

ESTAÇÕES NÁUTICAS PORTUGAL



**ESTAÇÕES
NÁUTICAS**
PORTUGAL



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- 2014-2015
- Promoted by AEP -Business Association of Portugal in cooperation with FÓRUM OCEANO
- The Project aimed to answer the following question:

What should we do to develop, in Portugal, a collective strategy to accelerate the organisation of the nautical sector, enhancing it to compete in the global market?

From the final conclusions of the report:

“The surveys carried out throughout the project “Portugal Náutico” resulted in a set of conclusions, namely:

**Reinforcement of the attractiveness to the national helmsman;
A broad vision for the sector;
Coordination of activities through a one-stop shop;
Strengthening the capacity of actors to approach the business;
Creation of an entrepreneurial vision;
International joint promotion.**

During the project it was verified the need for an effective and continuous bet for the reinforcement of the sector's entrepreneurial capacity and the bet on a collective strategy. It is now necessary to continue. ”

Guidance defined by “Portugal Náutico”:

"To create the necessary organisational conditions for the execution and follow-up of projects, in particular through the creation of a dynamic nucleus operating within and under the coordination of FÓRUM OCEANO."



**Signature of the Protocol Enhancing Working Group of “Portugal Náutico”
Fórum do Mar – Matosinhos, 19 November 2015**

Initial Subscribers:

- **Fórum Oceano** – Associação da Economia do Mar
- **AEP** – Associação Empresarial de Portugal
- **ANC** – Associação Nacional de Cruzeiros
- **APECATE** – Associação Portuguesa das Empresas de Congressos, Animação Turística e Eventos
- **APPR** – Associação Portuguesa de Portos de Recreio
- **Câmara Municipal de Peniche**
- **Comunidade Intermunicipal da Região de Aveiro**
- **Comunidade Intermunicipal da Região de Coimbra**
- **Comunidade Intermunicipal do Alto Minho**
- **Comunidade Intermunicipal do Oeste**
- **DOCAPESCA** – Portos e Lotas, S.A.
- **MARALGARVE** – Associação para a dinamização do conhecimento e da economia do Mar do Algarve
- **Turismo de Portugal, I.P.**
- **Turismo do Alentejo** – ERT

Subsequent Adhesions:

- **APORVELA** - Associação Portuguesa de Treino de Vela
- **Câmara Municipal de Cascais**
- **Câmara Municipal de Ílhavo**
- **Câmara Municipal de Lisboa**
- **Câmara Municipal de Mértola**
- **Câmara Municipal do Seixal**
- **DGPM** – Direção Geral de Política do Mar
- **Inclusive Sailing**
- **INOVARIA**
- **IPL** – Instituto Politécnico de Leiria
- **SaeR** - Sociedade de Avaliação de Empresas e Risco
- **Sines Tecnopolo**
- **Turismo Centro de Portugal**
- **VdA** – Vieira de Almeida Sociedade de Advogados

International Involvement:

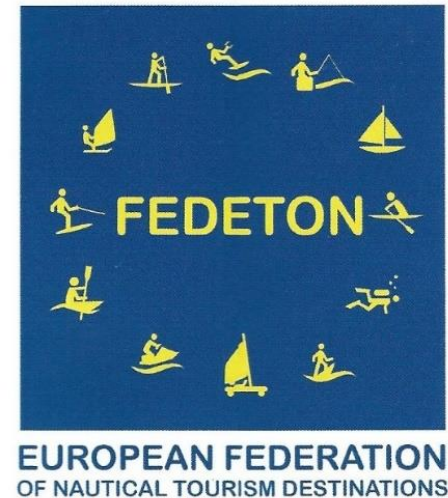
- Wildsea Europe

<https://www.wildsea.eu/>



- FEDETON

<http://www.nautical-tourism.eu/>



“FÓRUM OCEANO” participates in the Project:
WAOH! Route “Wildsea Atlantic Ocean Heritage Route:
 A dive into adventure”
 Kick Off Meeting (Galicia, Spain) 21 - 23 Feb 2018.

Goals:

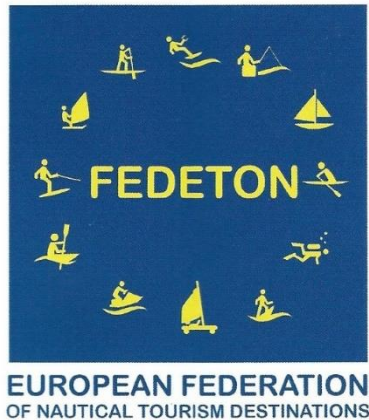
Create a route of 10 destinations of excellence in the area of diving; (Algarve / Portimão, Sesimbra and Cascais)

Create 2 new international ecotourism products;

Develop organizational and management capabilities of tourism products with the operators involved.



- European Federation of Nautical Tourism Destinations
- FÓRUM OCEANO has been a member since July 2016 and a representative from Portugal



Regulation for Certification

- Action of the Portugal Náutico Working Group
- Experiences in France and Spain
- Framework provided by FEDETON



**Elaboration of the Regulation for
Certification of ENP**

Mission of the Portugal Náutico Working Group to the Nautical Stations of France:

November 2016

Presentation and visit to Nautical Stations (French West zone):

- **Royan**
- **Rochefort**

- **Participants:**
 - Fórum Oceano,
 - APECATE
 - Comunidade Intermunicipal
do Alto Minho
 - INOVA-RIA



International Missions: France





International Missions: France

www.station-nautique.com



International Missions: Spain

Mission of the Portugal Náutico Working Group to the Nautical Stations of Spain:
Visit to the nautical station of Le Estartit
April 2017

Participants:

- Fórum Oceano
- APECATE
- Comunidade Intermunicipal do Alto Minho
- INOVA-RIA



International Missions: Spain



- The Nautical Station is a network of quality nautical tourism, organised from the integrated valorisation of nautical resources present in a territory and its promotion.

Regardless of the legal form, the Nautical Stations must integrate in their structure:

- A Coordinating entity of the Nautical Station - responsible for executing the action plan and monitoring the defined policy and ensuring its representation;
- A Nautical Station Council - responsible for the formulation of the guidelines and the action plan.

It aggregates a set of local and regional entities identified with a territory, involving:

- Local / Regional Public Administration
- Entities of the State Business Sector
- Regional Tourism Entities and Regional Tourism Promotion Agencies
- Education and training organisations
- Nautical clubs and nautical training centres
- Management of ports, marinas, berths, shipyards and water plans
- Restaurants, hotels, stores, cultural animation, travel agencies and tourist animation companies

- Interaction platform
- Promote cooperation in territories
- Diversification of the tourism offer
- Tackling seasonality
- Increasing spend per visitor
- Image of reference and quality
- Joint promotion of tourism products at international level

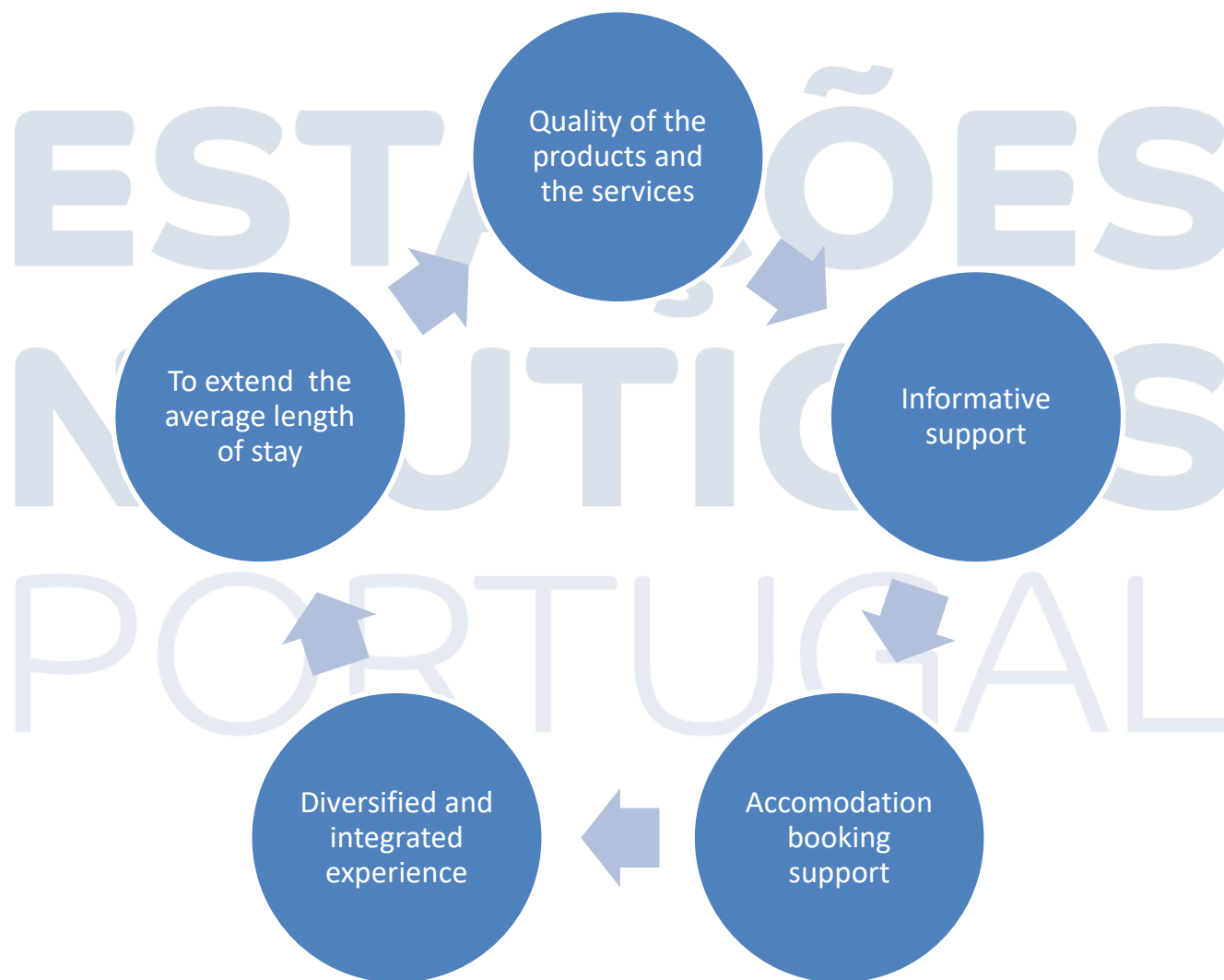
They include the offer of:

- Accommodation
- Restoration
- Water Activities
- Other activities and services relevant to attracting tourists



Adding value

Creating
diversified and
integrated
experiences



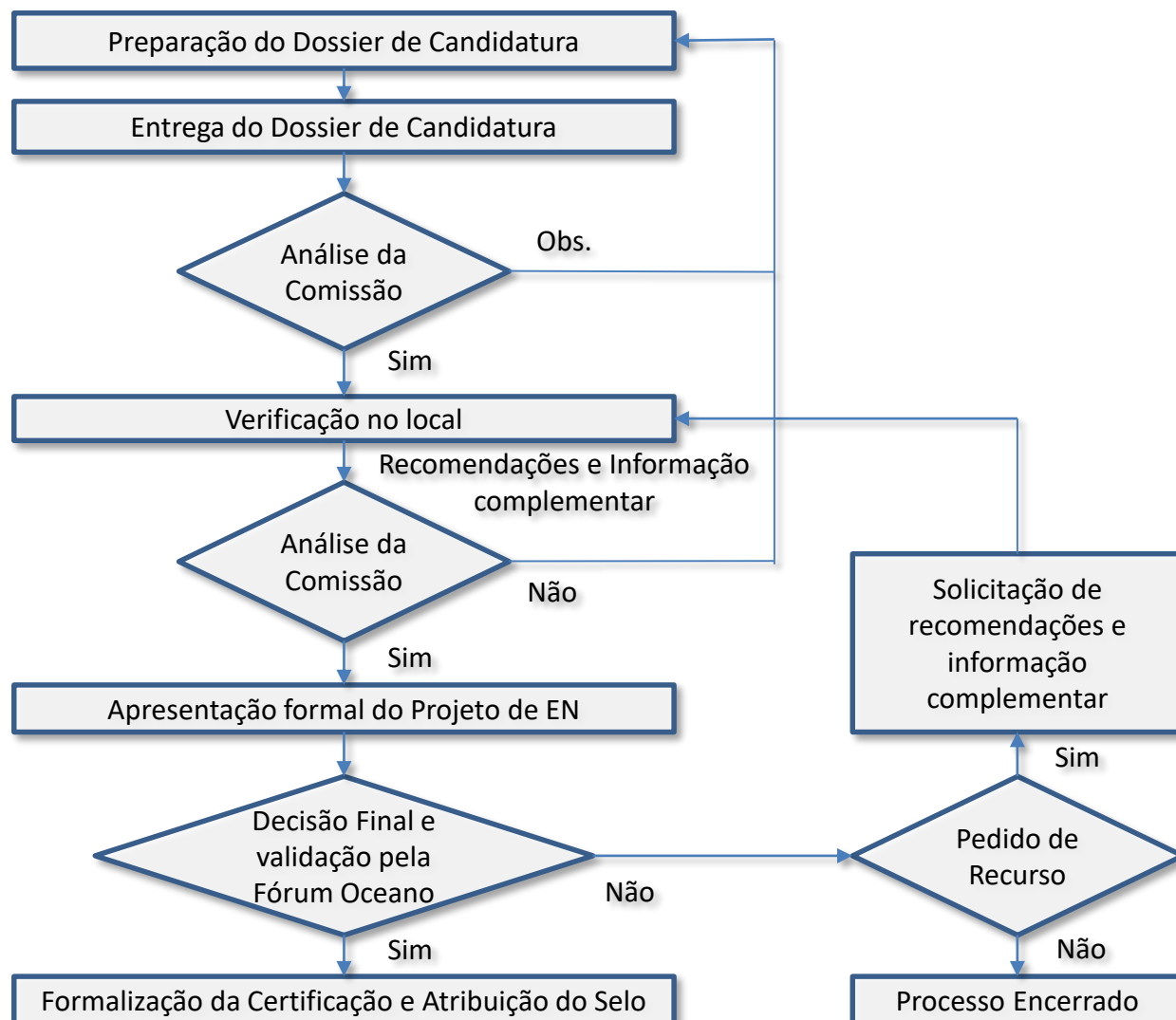
General principles:

- Local and cooperative organisation
- Permanent and easy access
- Communication
- Multiple and permanent nautical offer
- Access of local populations to nautical activities
- Accessibility and adaptation of services and infrastructures
- Annual nautical calendar
- Respect for the environment
- Structuring of supply
- Quality of the offer

Criteria for the evaluation of applications:

- Cooperation
- Community openness and participation
- Relevance of the strategy
- Relevance of the nautical offer
- Relevance of the complementary offer
- Expected Results and Impacts
- Consistency with other strategies and interventions
- Information, reservations and communication
- Safety
- Quality
- Environmental Sustainability
- Accessibility
- Monitoring

Certification Process



- In order to obtain certification and integrate the network of the Portuguese Nautical Stations, an application must be submitted to the FÓRUM OCEANO, which is the entity responsible for certification
- The first phase of application for the certification process runs from March 1 to June 30

Applications coordinated by a member of
Fórum Oceano – 1000€

Other applications - 2000€

The fee will be charged when the
application process is submitted

The Evaluation Committee is composed by a group of entities representing the Central and Local Public Administration, Maritime-Tourist Operators and other representatives of the sector, who are responsible for monitoring, analysing and evaluating the application processes for the certification of EN.

- FÓRUM OCEANO – Associação da Economia do Mar
- TURISMO DE PORTUGAL, I.P.
- ANMP - Associação Nacional de Municípios Portugueses
- APECATE - Associação Portuguesa de Empresas de Congressos, Animação Turística e Eventos
- ANC - Associação Nacional De Cruzeiros
- APPR - Associação Portuguesa de Portos de Recreio
- DGE - Direção-Geral de Educação
- DGPM - Direção-Geral de Política do Mar do Ministério do Mar (MM)
- FEDETON





Presentation and Launch of the Application Process with the presence of:

Secretary of State for Tourism

Secretary of State for Fisheries, representing the Minister for Sea

President of Turismo de Portugal





JOANA PRATAS – *Olympic Sailing Boat*



HUGO VAU – *Big Wave Surfer*



TERESA ALMEIDA - *Bodyboarder*



- **FÓRUM OCEANO, in collaboration with several entities, promoted a set of actions, across the country, to present and to clarify the certification process of the Portuguese Nautical Stations.**

Algarve

26 de março | 15h | Entidade Regional de Turismo

Organização: CCDR Algarve, ERT Algarve, Maralgarve e Fórum Oceano

Centro

28 de março | 10h30 | CCDR Centro

Organização: CCDR-C, ERT do Centro e Fórum Oceano

Lisboa

9 de abril | 10h30 | ERT de Lisboa

Organização: CCDR LVT, ERT de Lisboa, AML-Área Metropolitana de Lisboa e Fórum Oceano

9 de abril, 12h30m, APPR – Associação Portuguesa de Portos de Recreio

Porto e Norte

11 de abril | 15h00 | Turismo do Porto e Norte de Portugal, ER

Organização: CCDR Norte, Turismo do Porto e Norte de Portugal, ER e Fórum Oceano

Alentejo e Ribatejo

12 de abril | 14h | NERE-Núcleo Empresarial Região de Évora

Organização: CCDR Alentejo, ERT do Alentejo e Fórum Oceano











- More information, regulation and application form at:

<http://www.forumoceano.pt/p158-estacoes-nauticas-de-portugal--pt>

<http://www.turismodeportugal.pt/SiteCollectionDocuments/Estrategia/estrategia-turismo-2027.pdf>

Dinamização do comércio tradicional e das suas «joias com história», promovendo a identidade e autenticidade de Portugal.

Valorização e promoção do consumo informado, através de uma marca ativa e identitária da produção nacional – «Portugal Sou Eu»

Projetos de valorização dos espaços de vivência das comunidades locais, estimulando a contribuição do turismo para a melhoria da qualidade de vida e para a fixação de residentes.

Afirmar o turismo na economia do mar

Reforço do posicionamento de Portugal como um destino de atividades náuticas, desportivas e de lazer associadas ao mar, em toda a costa e como destino de *surf* de referência internacional.

Dinamização e valorização de infraestruturas, equipamentos e serviços de apoio ao turismo náutico, nomeadamente, portos, marinas e centros náuticos.

Atividades náuticas de usufruto do mar ligadas ao mergulho, vela, canoagem, observação de cetáceos e aves marinhas, pesca, passeios marítimo-turísticos e atividades de praia, que integrem a sustentabilidade na cultura náutica do mar.

Dinamização de «rotas de experiências» e ofertas turísticas em torno do mar e das atividades náuticas.

Ações de valorização do litoral, incluindo a requalificação das marginais e valorização das praias.

Projetos de turismo de saúde e bem-estar associado às propriedades terapêuticas do Mar.

Valorização dos produtos do mar associados à Dieta Mediterrânica.

Potenciar economicamente o património natural e rural e assegurar a sua conservação

Desenvolvimento do turismo de natureza e em espaço rural através de projetos de valorização económica e de uma gestão ativa do património natural e rural, onde se inclui a rede de nacional áreas protegidas, as reservas da biosfera e os Geoparques reconhecidos pela UNESCO, nomeadamente, no contexto da promoção da marca Natural.PT.

Infraestruturas e serviços de apoio ao turismo de natureza e/ou ao turismo em espaço rural, sinalética e elementos



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