



FAMENET



CLLD seminar: Working Group

03 June, 2026

Pärnu, Estonia

FACILITATORS

- **Aude BOURGEOIS (FAMENET)**
- **Simona Utaraitè (GE)**

SPEAKERS

- **Evgenios Savva**, Paphos FLAG, Cyprus
 - *Polis-Latsi Sea and Cultural Museum*
- **Anna Świątek** , Carp Valley FLAG, Poland
 - *Can One Fish Transform a Region? The Carp Valley Story*
- **Kersti Oja**, Lake Peipsi FLAG, Estonia
 - *Blue Revival: Sustainable Solutions for Lake Ecosystems*

SPEAKER

- **Evgenios Savva, Paphos FLAG, Cyprus**

Sea and Cultural Museum Polis-Latsi

Funded transformation: From a Storage Shed to a Cultural Museum

Presented by: Evgenios Savva (Director of Developmental Agency Paphos, Aphrodite LTD)
Email: esavva@anetpa.com.cy



Co-funded by
the European Union



Republic of Cyprus



Latsi - The Area



A scenic fishing village on the northwest coast of Cyprus.

Characteristics:

- strong seasonality with busy summers and quiet winters
- rich maritime tradition spanning over 30 centuries.

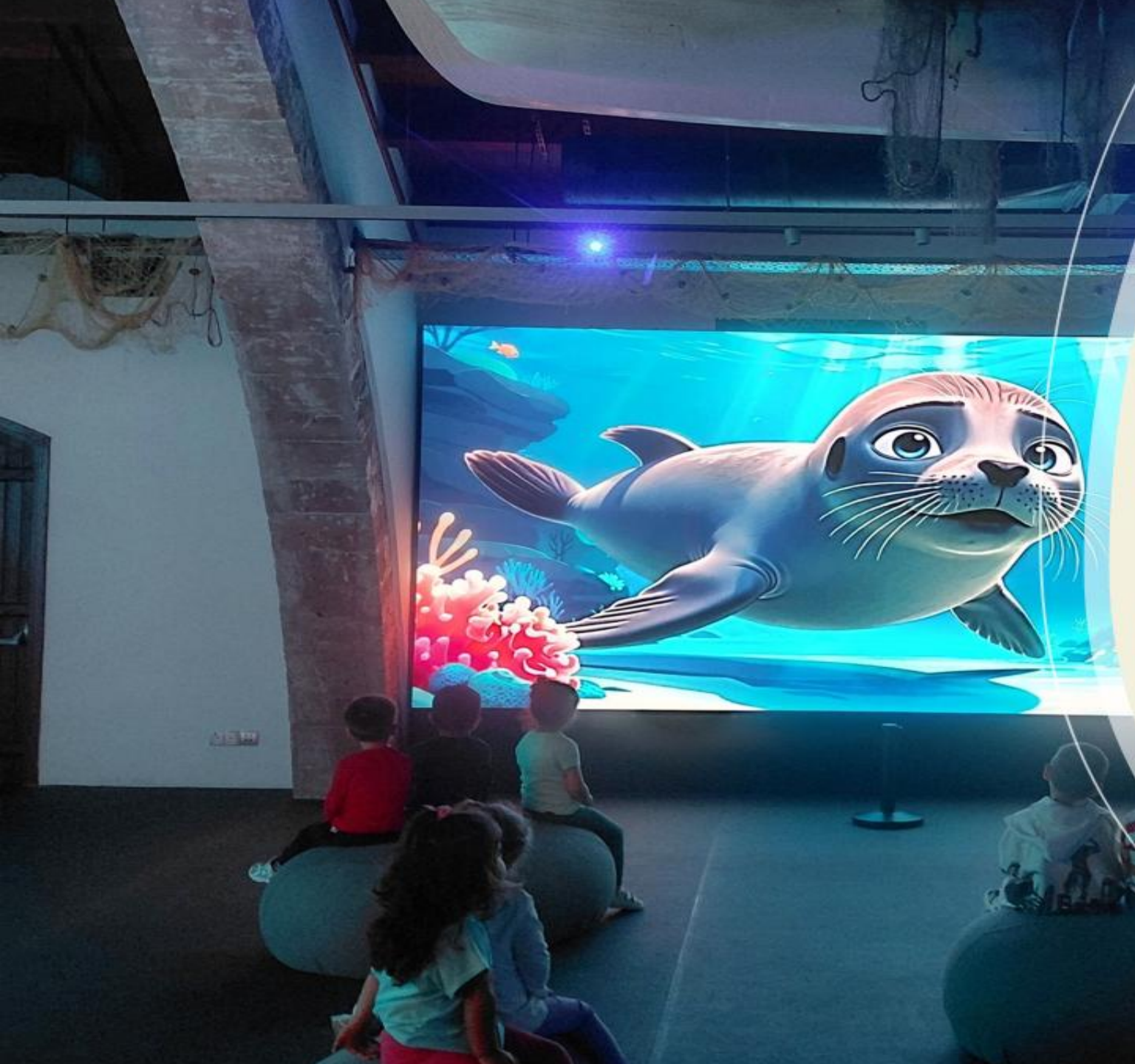


The Challenge & Vision

- The Municipality of Polis Chrysochous and the Paphos Fisheries Local Action Group aimed to:
- Reduce seasonal economic fluctuations
- Preserve maritime heritage
- Strengthen local identity

Vision: Reconnect the village with its maritime history through a Sea and Cultural Museum.





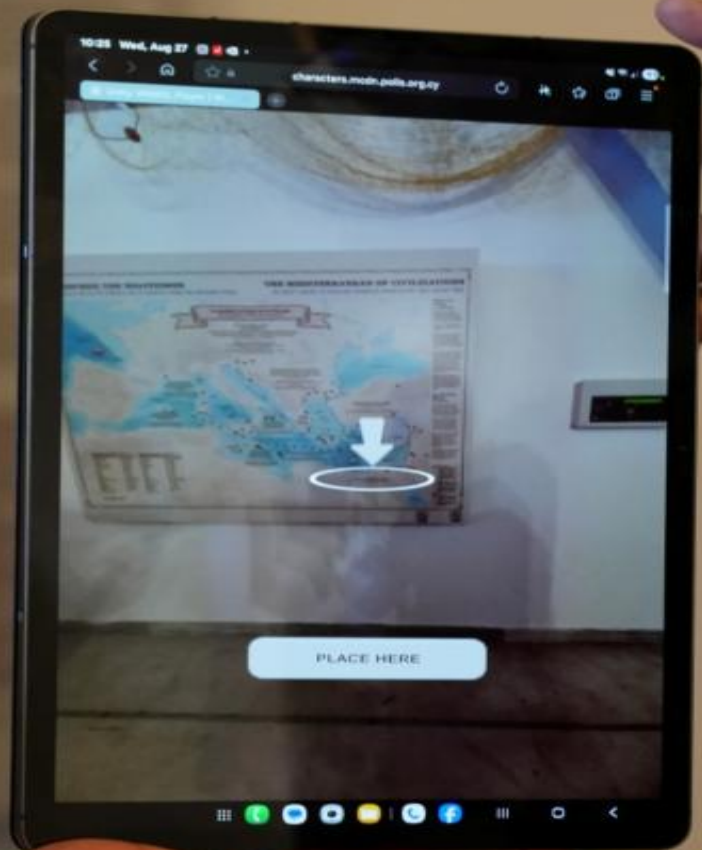
Funding Framework

- The project had a total budget of €2 million. Funding included approximately €400,000 from the EMFF (2014–2020) and €400,000 from the EMFAF (2021–2027), while the remaining amount was covered by the Municipality's contribution

Results & Impact

- Contribution to the blue economy and regional growth
- Diversification beyond seasonal tourism
- Job creation and skills development
- Preservation of maritime heritage and traditions
- Increased cultural tourism
- Stronger community identity and civic pride





**Η ιστορία δεν είναι
πια μόνο για τα βιβλία**

Είναι μια ζωντανή εμπειρία που την αγγίζεις

Development Perspective & Conclusion

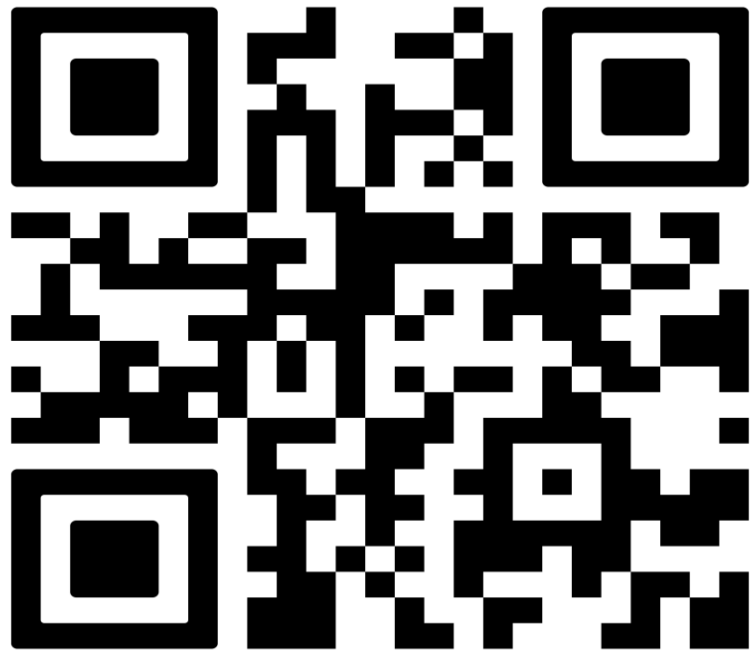
The Polis-Latsi Sea and Cultural Museum demonstrates how targeted EU funding can:

- Transform local vision into tangible infrastructure
- Promote sustainable regional development
- Support cultural preservation as a driver of growth
- It stands as a model project linking **heritage, tourism, and blue economy.**



Thank you for your attention!

Learn more about Sea & Culture Museum



Learn more about Paphos FLAG



Co-funded by the
European Union

WORKING QUESTIONS



- What are your main takeaways from the presentation?
- Where did cooperation create value (vs more complexity)?
- If you had to replicate this project in your area, what would fail first and why?



Time for lunch

(We start again in plenary at 14:00)



FAMENET



Welcome back ! Working Group

03 June, 2026

Pärnu, Estonia

WE NOW HAVE THREE CARDS...

- **The SPY card**
- **The CREATIVITY card**
- **The DEVILS ADVOCATE card**

...Do we want to use one?

SPEAKER

- **Anna Świątek** , Carp Valley FLAG, Poland

Can One Fish Transform a Region?

The Carp Valley Story



Where the Inspiration Began

Discovering new ideas in Bavaria



1. STUDY VISIT
to Bavarian FLAG
(Germany)



2. PEOPLE TOGETHER
30 local stakeholders:
fish farmers, local authorities,
NGOs, community leaders



3. INSPIRATION
A network of colorful carp
symbols strengthening local
identity and tourism





DOLINA
KARPIA

Building the Carp Valley Identity

From inspiration to a shared visual system

WHAT WE CREATED



CARP VALLEY
LOGO



DOLINA
KARPIA



MUNICIPAL
PICTOGRAMS



BRZEŹNICA



KALWARIA
ZEBRZYDOWSKA



LANCKORONA



MUCHARZ



OSIEK



POLANKA
WIELKA



PRZECISZÓW



SPYTKOWICE



STRYSZÓW



TOMICE



ZATOR



VISUAL IDENTITY
GUIDELINES



LARGE CARP
SCULPTURES

~2 m tall, placed in key
locations across the region



DURATION
2nd half of 2018



BUDGET
30,000 EUR



COOPERATION
Polish & Bavarian FLAGs

Two levels of cooperation

Working together across borders and within our region

1 INTERNATIONAL COOPERATION

Two partner organizations – one shared vision



TIRSCHENREUTH
Bavaria, Germany



2 LOCAL COOPERATION

Bringing together diverse people and perspectives



FISH FARMERS
Experience and knowledge from the fisheries sector



LOCAL AUTHORITIES
Public perspective and responsibility for the region



NGOs & LOCAL LEADERS
Social engagement and community development



LOCAL PRODUCERS
Entrepreneurial spirit and local products



COMMUNITY LEADERS
Local knowledge, passion and influence



Different people, different perspectives

Working together across the public, social, economic and fisheries sectors.

This diversity is our strength. It helped us create a shared vision for Carp Valley.



DOLINA
KARPIA

Why this project?

The need for change and stronger regional identity



Strong fishing heritage, but low visibility

Our rich tradition was not widely recognized or promoted.



Carp seen mainly as a seasonal product

Associated mostly with Christmas, not with tourism or everyday life.



No consistent visual identity

Lack of a unified visual system across the region.



Weak local identification with the region

Residents did not strongly identify with the idea of Carp Valley.

Main challenges:



Changing perception of carp

From a traditional product to a modern, attractive symbol of the region.



Engaging local producers in the Carp Valley brand

Convincing producers to join the local brand program and use the Carp Valley logo.



Encouraging municipalities to use a shared visual system

Promoting and implementing a consistent visual identity across the region.



Aligning different stakeholders

Working together across public, social, economic and fisheries sectors, each with different perspectives.

Carp Valley in Practice

A consistent visual identity across the region

community
services



tourism &
recreation



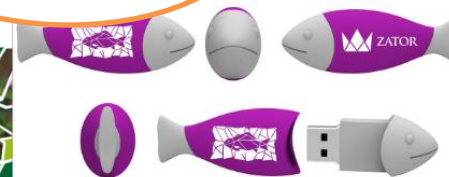
public
administration



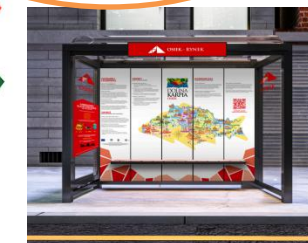
local products



promotional
materials &
gadgets



public space &
communication



WORKING QUESTIONS



- What are your main takeaways from the presentation?
- What changes when cooperation moves from local to national level?
- What was the added value of national cooperation/ would it have been better staying local?



Time for a break
(We start again at 16:00)



FAMENET



Welcome back ! Working Group

03 June, 2026

Pärnu, Estonia

Revision of cards (when to play one?)

SPEAKER

- **Kersti Oja**, Lake Peipsi FLAG, Estonia

Interreg



Co-funded by
the European Union

Estonia – Latvia

Blue Revival: *Sustainable Solutions for Lake Ecosystems* (EE-LV00223)

Project duration: 34 months, January 2026 - October 2028

Kersti Oja
Development Association of Peipsi Fishery Area
kersti@pkak.ee



**PEIPSI KALANDUSPIIRKONNA
ARENDAJATE KOGU**

pkak.ee

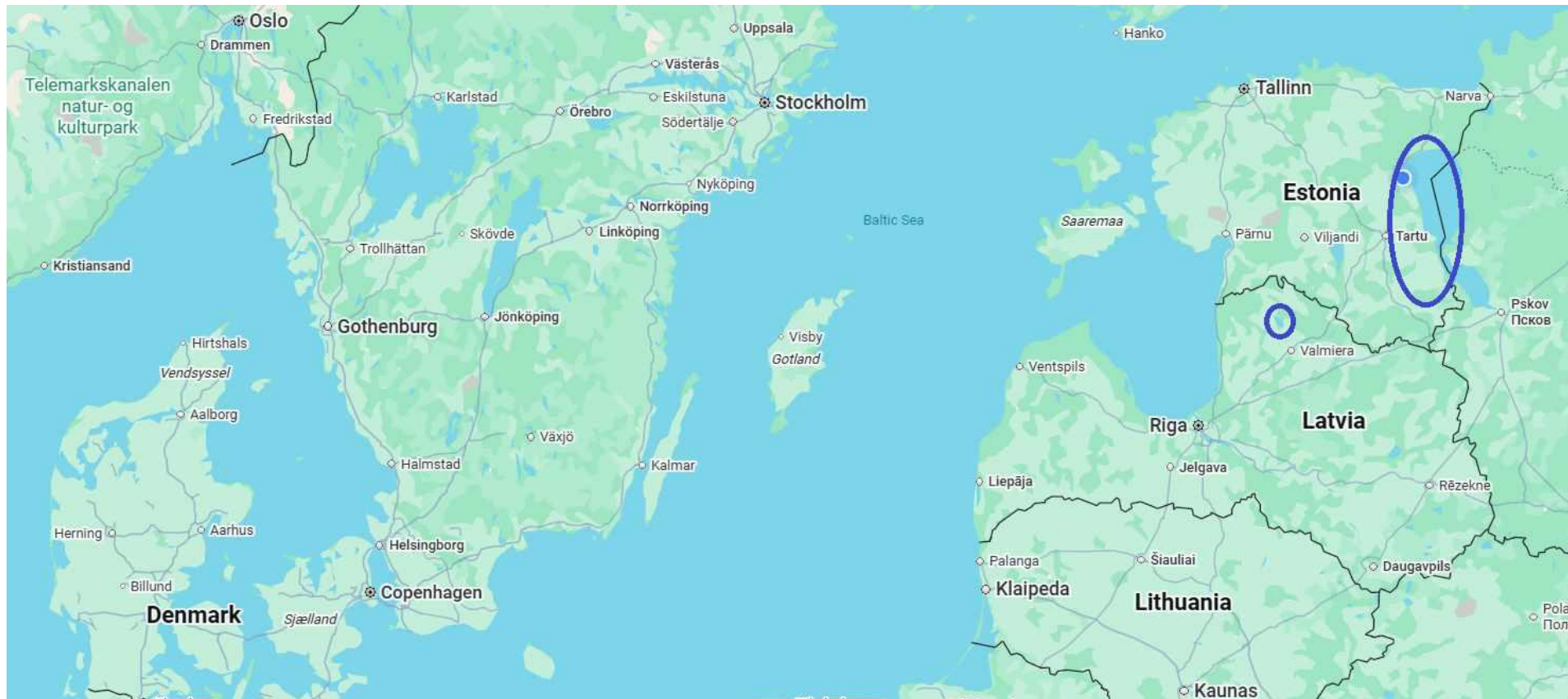
PARTNERS

1. Peipsi Center for Transboundary Cooperation, Estonia
2. University of Tartu Estonian Marine Institute, Estonia
3. Development Association of Peipsi Fishery Area, Estonia
4. Institute of Food Safety, Animal Health and Environment "BIOR", Latvia
5. Valmiera Municipality, Latvia



MAIN FOCUS

The project focuses on the **removal of the invasive zebra mussel** (*Dreissena polymorpha*) from Lake Peipsi (Estonia) and Lake Burtnieks (Latvia) and **repurposing the biomass** into valuable products.



ACTIVITIES

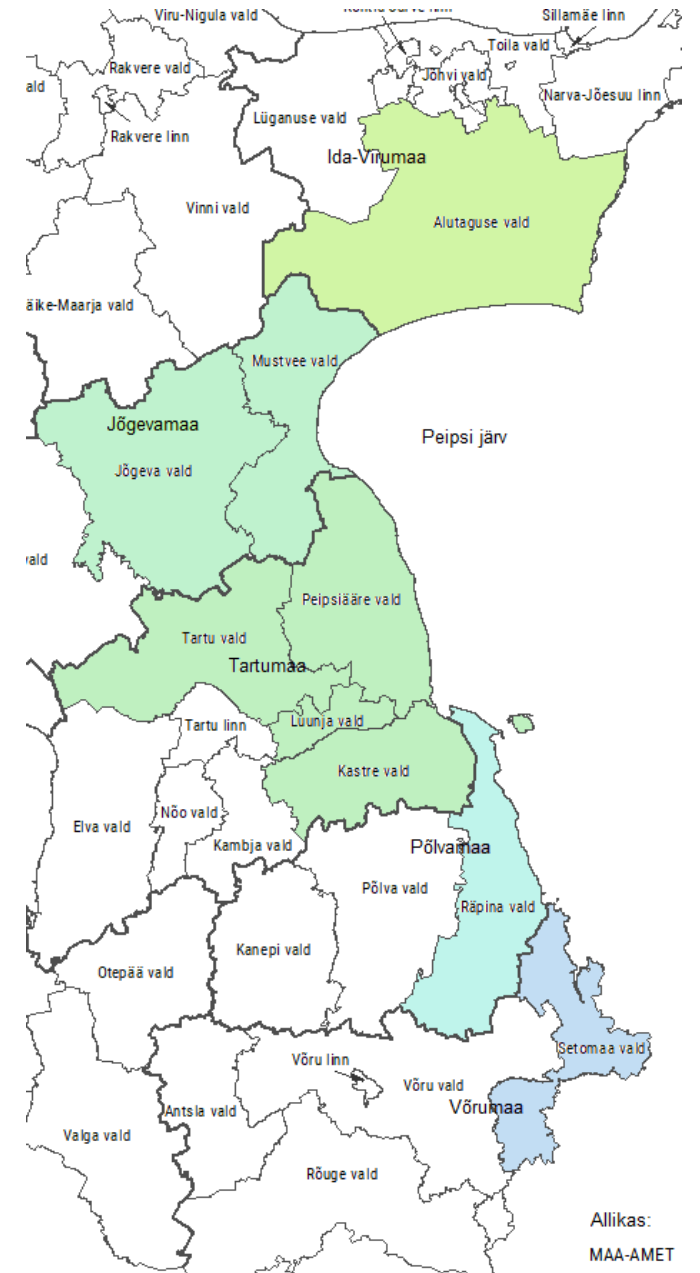
- 1. Reducing nutrient levels** in lakes through mussel removal.
- 2. Developing innovative uses** for shells and biomass, such as fertilizer, animal feed, and protein powder.
- 3. Adapting techniques** for specific locations, including using abandoned fishing nets in Lake Peipsi and breeding lines in Lake Burtnieks.
- 4. Communication** and stakeholder engagement.



OUR TASK

Development Association of Peipsi Fishery Area has **97 members** – local municipalities, fisheries and tourism sector, NGOs.

✓ **Stakeholder involvement**



CHALLENGES AND OPPORTUNITIES

- Navigating **regulatory delays**
(restrictions on breeding lines in Lake Peipsi)
- Overcoming **skepticism** within the conservative fishing Industry
- + Possibility for fisheries sector -
diversified activities and new income
- + **Additional funding** for FLAG



THANK YOU!



WORKING QUESTIONS



- What are your main takeaways from the presentation?
- What is one thing, that you think could have made this project even better?
- What is the real added value of transnational cooperation?

BONUS QUESTIONS



- You have €1 million to fund a cooperation idea – what would it be and what do you do
- How do you measure the success of a cooperation project?
- How does innovation relate to cooperation?

THE FINAL FEEDBACK

How do we want to report back to plenary tomorrow?

- *Who?*
- *How?*
- *Why?*



See you tomorrow!

**Dinner starts at 19:00
at the Pärnu concert hall**



FAMENET

You know where to find us!

events@famenet.eu

www.famenet.eu