



# MARINE LEISURE IN THE ATLANTIC AREA 2 PROJECT

## 2009 – 2012

### ACHIEVEMENTS AND FUTURE PROSPECTS

*This booklet has been produced to mark the 1st European Conference Marine Leisure in the Atlantic Area  
“Challenges and opportunities for sustainable development in the marine leisure sector in the Atlantic regions”  
26 and 27 October 2011 in Brest, France.*





The Atlantic Area with its 25,000 km of coastline is an exceptional location for marine leisure activities. This is why 23 European partners have come together in the Marine Leisure in the Atlantic Area 2 (NEA2) cooperation project to promote the development of a sustainable marine leisure sector in the Atlantic Area. The Brittany Region is the Project Lead, with technical support from Nautisme en Bretagne.

Since January 2009, this network of highly active partners has implemented a number of actions focusing on three themes: economic development, environmental protection and social cohesion. Some of these actions are presented in this booklet. The project has also contributed to the development of the Atlantic Watersports Games, a major event for the maritime and marine leisure identity of our regions.

At a time when the European Union is developing its Integrated Maritime Policy for major sea-basins and preparing a communication on the Atlantic Maritime Strategy, the innovative NEA and NEA2 experiences have provided the impetus in the regions concerned for a genuine coordinated development dynamic in the marine leisure sector, which is the focus of a number of challenges in European Atlantic regions.

Within this framework, Brittany Region and Finistère Departmental Council, in collaboration with all the NEA2 partners, are organising the 1st European Conference Marine Leisure in the Atlantic Area, on 26 and 27 October 2011 in Brest. Almost 300 European stakeholders will come together to exchange ideas on the issues, dynamism and sustainable development potential of the Atlantic Area marine leisure sector. They will work together to define the broad outlines of marine leisure in the future on a European scale.

I hope that this event will act as a springboard to enable Atlantic regions to progress together towards a joint marine leisure sector strategy which is a focal point for excellence and development with an international profile.

Jean-Yves Le Drian  
President, Brittany Regional Council



## THE MARINE LEISURE IN THE ATLANTIC AREA 2 (NEA2) PROJECT

Marine Leisure in the Atlantic Area 2 brings together 23 partners from five countries (Ireland, the United Kingdom, France, Spain and Portugal) and 10 regions (Northern Ireland, Southern and Eastern Ireland, South-West England, Basse-Normandie, Brittany, Pays de la Loire, Galicia, Norte de Portugal, Centro de Portugal, Andalusia).

As a project supported by the Atlantic Area European Transnational Cooperation Programme (Interreg IVB), the NEA2 Project receives a grant of €3 million from the ERDF (European Regional Development Fund) to implement the project between 1 January 2009 and 30 June 2012.

NEA2 succeeds the NEA Project (Interreg IIIB) which brought together 11 partners to carry out coordinated marine leisure tourism development actions in the Atlantic Area from 2004 to 2007.

### NEA2 Project aims

- Promote a sustainable marine leisure sector project in the Atlantic Area
- Foster transnational cooperation focusing on 3 major themes:
  - marine leisure and economic development
  - marine leisure and environmental protection
  - marine leisure and social cohesion

### Organisational structure

- A project lead partner, responsible for general project coordination and administrative and financial issues: Brittany Regional Council, which has appointed Nautisme En Bretagne as technical coordinator.
- Four partners responsible for coordinating themes:
  - “economy”: Cornwall Council
  - “environment”: Intercéltica, Associação Cultural, Desportiva e Turística
  - “social”: Finistère Departmental Council and Nautisme En Finistère
- Ten plenary meetings bringing together all of the partners were organised in 2009, 2010, 2011

### NEA2 Project action plan

- 22 joint actions were carried out collectively by several partners :
  - Twenty joint actions trialled within the framework of the three themes “economy”, “environment” and “social”
  - Two major cross-cutting actions: the development of the Atlantic Watersports Games (2009, 2010 and 2011), as well as the organisation of the European Conference “Marine Leisure in the Atlantic Area” on 26 and 27 October 2011 in Brest
- 80 local actions carried out by partners in their regions

*...Read on to discover a selection of NEA2 initiatives...*

## MARINE LEISURE AND ECONOMIC DEVELOPMENT

The Economy component of the NEA2 action plan focuses on 5 areas:

- Contribute to the development of research and innovation in the marine leisure sector
- Establish observatories to gain a better understanding of realities, developments and impacts of the marine leisure sector in the Atlantic Area
- Develop marine leisure tourism products in the Atlantic Area hinterland
- Develop the heritage boat economy
- Develop marine leisure products based on discovering the coastal, aquatic and maritime environment in the Atlantic Area: marine leisure trips, excursions and touring

Within this framework, 6 joint actions and 41 local actions have been implemented by a working group led by Cornwall Council, the coordinator for this theme. 7 of these 47 actions are presented below.

### Seminar on research and innovation in the marine leisure sector

("Innovation" joint action)

- Organised by Cornwall Council, this seminar took place on 12 and 13 October 2010 in Falmouth (UK). Six partners joined forces for this action: Cornwall Council, North Devon +, Nautisme En Finistère, Nautisme En Bretagne, Intercéltica, AGAN.
- 13 European speakers expressed the desire for innovation in the marine leisure sector, particularly in the area of contributing to environmental protection. They also exchanged ideas on best practice and on several innovative experiments carried out in the Atlantic regions.
- 90 delegates from the United Kingdom, France, Spain and Portugal attended the seminar and had an opportunity to visit the Pendennis and Rustler shipyards.
- This action follows on from a study on innovation (requirements, relevant company activities, industry watch, blockers, etc.) carried out within the NEA2 framework with marine leisure businesses in Cornwall, Devon and Finistère. It was followed up by a visit to Finistère by Cornish companies in March 2011.

**Outcomes :** "Innovation" study carried out with businesses; seminar report; articles (press, websites)



### Observatory Tool for the Marine Leisure Sector in the Atlantic Area

("Observatory" joint action)



- Led by Cornwall Council and Nautisme En Finistère, eight partners came together to pursue this action: Cornwall Council, Nautisme En Finistère, Nautisme En Bretagne, North Devon +, Basse-Normandie Regional Council, La Manche Departmental Council, Pays de la Loire Regional Council, Xunta de Galicia.
- The aim is to equip the Atlantic Area with a tool which will provide regional stakeholders with an overview of the economic and social influence of the marine leisure sector on a local, regional and transnational scale.
- The tool comprises 13 indicators (5 relating to activities, 5 relating to marinas and 3 to industry, businesses and services). A user guide has been developed. Users can adapt the tool, particularly by adding indicators to suit local requirements.
- The tool was finalised in June 2011 and its completion was accompanied by a trial implementation in 6 NEA2 regions.

**Outcomes :** Observatory Tool; Results of trials in six regions



## Inventory of commercially exploitable heritage boats in the Atlantic Area

("Heritage boats economy" joint action)

- Led by Nautisme En Bretagne, this action brought together five partners: Cornwall Council, Nautisme En Bretagne, La Manche Departmental Council, Pays de la Loire Regional Council, Xunta de Galicia and Ards Borough Council.
- The aim is to promote "heritage boat" products available in the Atlantic Area based on an inventory.
- The inventory refers to the following criteria: boat characteristics, type of products offered, operational periods, management method, number of clients, turnover, number of jobs. It was carried out in 2010 and completed in 2011.
- The 2010 inventory recorded 46 service providers and 54 boats.

**Outcomes :** *Summary of the first inventory; Presentation of the boats on an interactive map on the NEA2 website*



## Development of Watersports Adventure Trails in the Atlantic Area

("Marine leisure products and the environment" joint action)

- Led by Cornwall Council and Nautisme En Bretagne, this action brought together 11 partners: Cornwall Council, Nautisme En Finistère, Nautisme En Bretagne, Pays de la Loire Regional Council, Cambados, La Manche Departmental Council, North Devon +, Mid-West Regional Authority, Intercéltica, ADELO, CIM Alto Minho.
- The aim is to develop "Atlantic Area Watersports Adventure Trails" products on the European Atlantic ocean coastline.
- The following actions were carried out: development and distribution of specifications for "Atlantic Area Watersports Adventure Trails"; implementation of a validation procedure for products; creation of an "Atlantic Area Watersports Adventure Trails" logo; trialling of "Atlantic Area Watersports Adventure Trails" in the regions: Norte de Portugal, North Devon, Cornwall; Certification of "Atlantic Area Watersports Adventure Trails" in the regions: Brittany (104), Pays de la Loire (23), La Manche (8), Galicia (2); Presentation of "Atlantic Area Watersports Adventure Trails" on an interactive map on the NEA2 website.

### Stand Up en rivière de Pont l'Abbé



**Outcomes :** *"Atlantic Area Watersports Adventure Trails" specifications, "Atlantic Area Watersports Adventure Trails" Logo, Interactive map of "Atlantic Area Watersports Adventure Trails"*

## Finistère/Cornwall Business Exchange – Cornwall Council

("Innovation" local action)



- This action was carried out in March 2011 by the Cornwall Development Company and the Cornwall Marine Network in liaison with Nautisme En Finistère, following on from the Falmouth Conference on Innovation in the Marine Leisure Sector.

- In response to demand from a number of Cornish companies, the Cornwall Development Company and the Cornwall Marine Network decided to offer their members an opportunity to visit marine leisure businesses in Finistère. The delegation was made up of six Cornish development organisations and companies. Eight types of businesses were visited: water sports centres, shipyards, marine leisure tourist service providers and marine leisure organisations responsible for integration and disability.

**Outcomes :** *A shared desire to develop this type of exchange; Definition of tangible cooperation projects between organisations (marine leisure services in the hinterland, marine leisure and social integration, promoting maritime and marine leisure heritage, etc.)*

## Semaine du Petit Cabotage (Inshore Sailing Week) – Nautisme En Finistère

("Marine leisure products and the environment" local action)

- This local action was led by Nautisme En Finistère in the summer of 2009, 2010 and 2011.

- It involves trialling an innovative marine leisure tourism product based on the following four basic principles: 1/ sailing in small private sailing boats in a flotilla, very close to the shore, for a week; 2/ discovering nature and respect for the environment; 3/ group work, a friendly atmosphere, sharing of experiences, safety, and training on request; 4/ promotion of small ports, ports of call and the coastal and maritime heritage.



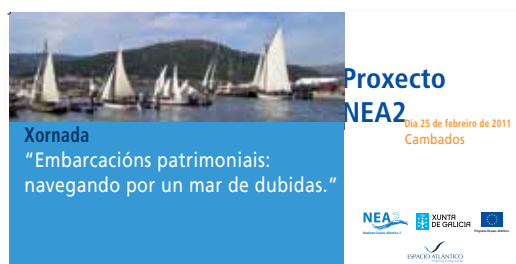
**Outcomes :** *Success of the concept (64 boats and 5 routes in 2011); High levels of customer satisfaction; 60% of customers were from outside Brittany; A desire to develop the product in other regions ( [HYPERLINK «http://www.semainedupetitcabotage.com/»](http://www.semainedupetitcabotage.com/) <http://www.semainedupetitcabotage.com/>)*

## Organisation of 4 seminars on the management of traditional boats – Xunta de Galicia (COMAR)

("Heritage boats" local action)

- These four seminars were organised by Xunta de Galicia (Consellería do Mar) in 2010 and 2011, with the support of the Galician Federation for Maritime Culture, the Maritime Museum of Galicia, NEA2 European Projects, Dorna and Fishernet.

- The aim is to achieve an understanding of the realities, issues and potential of the traditional Galician boat sector and to contribute to improved management of the vessels.



22 May 2010 (Un mar de saberes): preserving marine carpentry, an activity with economic and heritage value (in liaison with the EMD)

25 February 2011 (Un mar de dúbidas): improving awareness of issues relating to traditional boats (regulations, etc.)

21 May 2011 (Un mar de cousas) : traditional boat management sector best practice

30 June – 1 July 2011 (Tourism and heritage boats: a resource to be explored): marine leisure tourism experiences on traditional boats in the Atlantic Area (Brittany, Portugal, Galicia, the Canary Islands) and in the Mediterranean.

**Outcomes :** *an average of 60 participants per seminar; Meetings between boat managers, Galician administrative authorities and service providers from other regions.*

# MARINE LEISURE AND ENVIRONMENTAL PROTECTION

The Environment component of the NEA2 action plan focuses on 5 areas:

- Improve the environmental aspects of marine leisure facilities (water sports centres, marinas, marine leisure industries, etc.) in the Atlantic Area
- Make marine leisure activity service providers advocates for and guardians of the maritime environment
- Develop environmental best practice in the marine leisure sector in the Atlantic Area
- Develop the environmental awareness of participants in marine leisure activities in the Atlantic Area
- Provide information about and promote the organisation of events in order to improve the environmental aspects of the marine leisure sector in the Atlantic Area

Within this framework, 9 joint actions and 16 local actions have been implemented by a working group led by Intercéltica, Associação Cultural, Desportiva e Turística, the coordinator for this theme. 7 of these 25 actions are presented below.

## Improve the environmental aspects of water sports centres and marinas

("Environmental aspects of facilities" joint action)

- This action brought together eight partners: Nautisme En Finistère, Finistère Departmental Council, Diputación de Pontevedra, Diputación de A Coruña, Mid-West Regional Authority, North Devon +, Association des Ports de Plaisance de Bretagne, ADELO.

- The aim is to help water sports centres and marinas to gain a better understanding of the environmental characteristics of their facilities (energy efficiency, resource consumption, etc.), find ways to reduce the impact of marine leisure activities on the environment, acquire concepts and tools to contribute to environmental protection, encourage professionals to question their approaches, make sustainable modifications to their practices and disseminate the exemplary practices acquired.



**Outcomes:** 80 audits were carried out jointly across the regions (Finistère, Pontevedra, La Coruña, Mid-West, North Devon); Adoption of specifications for NEA2 pilot facilities; Inclusion of pilot facilities on an online interactive map ([www.nea2.eu](http://www.nea2.eu))

## Guide to organising environmentally friendly marine leisure events

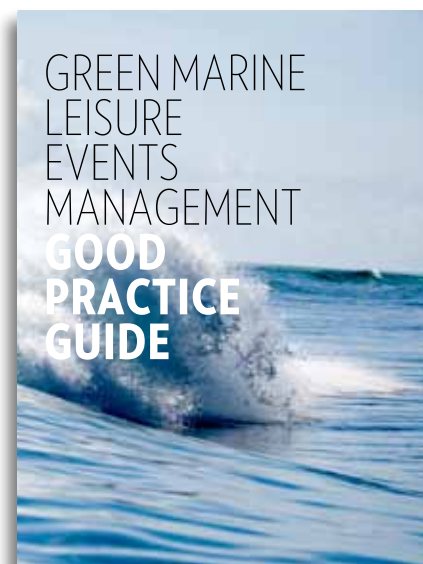
("Marine leisure events and the environment" joint action)

- Five partners came together for this event: Cornwall Council, COAST, Intercéltica, Finistère Departmental Council, Mid-West Regional Authority.

-The aim is for marine leisure events organised in the Atlantic Area to demonstrate an exemplary approach to the protection and promotion of the environment. A sustainable marine leisure event therefore naturally combines the values embodied in sport (e.g. health, respect, inclusivity and fair play) with the values associated with the responsible pursuit of activities on environmental, social and governance levels.

- Quality marine leisure events therefore provide a major opportunity to use their high profile to work with athletes, spectators, organisers, sponsors and host regions to make positive changes.

**Outcomes:** An NEA2 guide for organising environmentally friendly marine leisure events has been produced.





## Support marinas in achieving the award of environmental labels

("Best practice" joint action)

- This action brought together 3 partners: Portos de Galicia, Association des Ports de Plaisance de Bretagne and Intercéltica.
- The aim of this action is encourage marinas to achieve the award of environmental labels such as the Blue Flag, ISO14001 and Emas.
- Within the framework of this joint action, Portos de Galicia organised two seminars on 28 October 2009 and 24 November 2010 (60 participants for each seminar): environmental issues for marinas, presentation of the Blue Flag label, steps required to achieve it. As a result of this action, 8 Galician marinas have been awarded the Blue Flag.
- A comparison of the various existing certifications for marinas was also produced.
- An interactive map was made available online, presenting 70 "green" ports in the Atlantic Area. (This action was extended to other regions which are not project participants: the Azores, the Algarve, Wales, Border, Midland and Western Ireland, País Vasco, etc.).
- The NEA2 network is taking part in the working group set up within the framework of the CEN (European Committee for Standardisation) in order to develop a specific environmental certification for marinas (lead partner: APPB).



**Outcomes :** Report of the Portos de Galicia seminars ; Comparison of various certifications ; Interactive map presenting 70 "green" marinas in the Atlantic Area.

## "Initiatives Océanes"

("Marine leisure events and the environment" joint action)

- In March 2010, this initiative brought together seven NEA2 partners from four countries: Intercéltica, the Irish Canoe Union, La Manche Departmental Council, Diputación de A Coruña, ADELO, CIM Alto Minho – Valimar.
- The aim of the joint action is to provide coordinated support with organising and promoting events combining marine leisure and the environment. The first action of this type took place within the framework of a "marine leisure" partnership at the "Initiatives Océanes" event organised by the Surfrider Foundation.
- This action provided an opportunity for 3,000 participants in marine leisure activities to gather on the European Atlantic coast and to clear up 15 tonnes of litter from the coast and the banks of lakes and rivers.



**Outcomes :** Presentation of the report ; Review of the press ; Poster.



### Surf Bus study – North Devon + ("Environmental aspects" local action)

- This local action was carried out by North Devon +.
- Its aims were to identify the requirement for facilities for transporting water sports equipment on buses, to develop access to beaches for young people and non-drivers, to reduce road traffic on coastal roads in the peak season and to encourage car-free tourism.
- North Devon + therefore carried out a feasibility study which was published in February 2010.
- Following this study, two buses were equipped and brought into service in June 2011



*Outcomes : Study; Review of the press*



### Guide for responsible use of the sea and coasts – Xunta de Galicia ("Environmental best practice" local action)

- The aim for the Xunta de Galicia (Consellería do Mar) was to produce a guide book to responsible behaviour in the marine environment and on the Galician coast ("Manual de uso responsable del mar y la costa"), and to distribute it in water sports centres and training centres for marine leisure activity supervisors.
- Participants in marine leisure activities, and young people in particular, are the target readership for the guide book.

*Outcomes : 2,000 guide books have been produced and distributed*

### "Marine leisure, the environment and tourism" symposium – Diputación de Huelva ("Marine leisure events and the environment" local action)

- This local action was carried out by the Diputación de Huelva, with the aim of demonstrating the benefits for a region of developing marine leisure activities and facilities whilst respecting and promoting the environment.
- The symposium was organised on 3 and 4 June 2010 for an audience of 60 people (managers of bodies and businesses involved in marine leisure activities and tourism, elected political representatives and local authority technical experts) from Andalusia and southern Portugal.
- The success of this first symposium devoted to this topic fostered the launch of a number of new sustainable marine leisure initiatives in the Huelva region.



*Outcomes : Conference report*

## MARINE LEISURE AND SOCIAL COHESION

The Social component of the NEA2 action plan focuses on 4 areas :

- Establish actions to raise awareness about marine leisure and sea-related careers for young and socially excluded people and provide pre-employment training
- Develop facilities and training for supervisory staff in order to promote marine leisure activities for people with disabilities in the Atlantic Area
- Promote exchanges between groups of young people (school pupils, outdoor activity centres, marine leisure vocational training programme students) based on marine leisure and activities involving discovering maritime and aquatic environments
- Organise events and actions aimed at promoting wider access to water sports and developing participation by socially excluded people and people with disabilities

Within this framework, 5 joint actions and 20 local actions have been implemented by a working group led by Finistère Departmental Council and Nautisme En Finistère, the Coordinators for this theme. 7 of the 25 actions are presented below.

### Modules for discovering marine leisure and sea-related careers

("Discovering marine leisure and sea-related careers" joint action)



- These modules, aimed at young job-seekers and the socially excluded, were put in place in 2010 and 2011 by three partners: Cornwall Council, Nautisme En Finistère and Vigo Town Council.

- This joint action has a number of aims:

- 1/ offer an introduction to pre-training and/or vocational training as an educational and/or integration tool
- 2/ draw on participation in marine leisure activities to promote integration into work in the maritime and marine leisure sector for young jobseekers and the socially excluded
- 3/ improve awareness of marine leisure careers and promote links between sea-related careers

- One or two sessions were organised each year based on the complementary features existing between theoretical courses and practical vocational placements. Marine leisure activities, opportunities to meet professionals and discovery workshops were offered according to the terms established in liaison with

local integration services.

- NEA2 facilitated the creation of a transnational network addressing this issue, which will make it possible to increase cooperation relating to training in the marine leisure field.

**Outcomes :** *Comparative summary of actions carried out, practical information sheet, press articles.*

### Inventory of sites and facilities adapted for use by people with disabilities

("Facilities for participation in marine leisure by people with disabilities" joint action)

- This action was carried out by seven partners: Ards Borough Council, Cornwall Council, Nautisme En Finistère, AGAN, Portos de Galicia, Pays de la Loire Regional Council, La Manche Departmental Council.

- The aim was to increase awareness of sites and facilities adapted for use by people with disabilities

- A database was set up collating information on several sites adapted for people with disabilities along the whole Atlantic coastline and on the equipment used. These sites and facilities were placed on the interactive map available on the NEA2 website

- NEA2 facilitated the creation of a transnational network relating to this issue which will continue to work on updating data and uploading it to partner sites

**Outcomes :** *Inventory of specially adapted sites and facilities, Interactive map.*



## Develop and promote inclusive marine leisure events and activities

("Actions and events offering wider access to marine leisure activities for the socially excluded and people with disabilities" joint action)

- This action brought together seven partners: CIM Alto Minho, Mid-West Regional Authority, Nautisme En Finistère, Xunta de Galicia, ADELO, La Manche Departmental Council, Intercéltica.
- The aim of this joint action is to promote sporting or non-sporting involvement for all sections of society traditionally under-represented in marine leisure activities (people with disabilities, socially excluded young people and adults, the elderly, etc.).
- The number of inclusive marine leisure events has increased significantly in the Atlantic Area. A list of events is available on the interactive map on the NEA2 website.
- The project has facilitated the creation of a network of inclusive event organisers prepared to become involved in cooperation and in promoting these events jointly.

**Outcomes:** NEA2 list of inclusive events, Interactive map, "Guide to inclusive events" information sheet



## A joystick system enabling people with disabilities to pilot boats – Nautisme En Finistère

("Facilities for participation in marine leisure by people with disabilities" local action)



- This local action carried out by Nautisme En Finistère, has facilitated the development and trialling of a remote steering system (joystick) for piloting a sailing boat. The equipment can be adapted for several types of sailing boat.
- This system allows people with motor deficits to take an active part in sailing a boat.
- Sailing clubs which want to adapt their boats for these users could use this equipment.

**Outcomes :** One of the main outcomes of this action is the marketing of the equipment.

## Marine leisure trips for people with disabilities – Diputación de Huelva

("Actions and events offering wider access to marine leisure activities for the socially excluded and people with disabilities" local action)

- This local action was carried out in 2011 by the Diputación de Huelva. Its aim was to enable people with disabilities to experience the sea and its environment.
- Eight trips have been organised in small groups of 30 people with disabilities (mostly people with physical disabilities and learning difficulties with minor motor deficits), with appropriate supervision (one instructor per five participants).
- These trips are a major first. They have proved to be particularly rewarding for people with disabilities, their parents and the supervisors, who all put a lot of effort into them.

**Outcomes :** The large number of participants (240 people) has created a significant impetus to extend this action.



## Accessibility grants for adapted facilities - Cornwall Council

("Facilities for participation in marine leisure by people with disabilities" local action)



- This local action was carried out in 2011 by Cornwall Council, in the form of a call for proposals (Accessibility grants).
- The aim was to encourage companies, non-profit associations and local schools to acquire equipment adapted for users with disabilities.
- Within this framework, five projects were selected and received financial support totaling £20,000 (€23,000).

**Outcomes :** *Improved access to water sports; Wider participation in water sports. New adapted facilities for users (adapted surf boards, adapted sailing boats, etc.)*

## Portugal – Galicia marine leisure exchange

### "Navegamos Todos" – Intercéltica

("Promote exchanges between groups of young people" local action)

- This initiative was carried out in 2011 by Intercéltica.
- The aim was to promote a cross-border "marine leisure exchange" between young people with disabilities.
- 30 young people from northern Portugal and Galicia sailed at La Coruña, took part in a workshop entitled "Nós de Marinheiro" (Sailors' Knots) and visited the Finisterrae aquarium (Galicia)

**Outcomes :** *This action made a tangible contribution to providing access to marine leisure and the marine environment for people with disabilities; significant opportunities for future exchanges.*



## Nautica CIM Alto Minho (2010, 2011) – CIM Alto Minho

("Actions and events offering wider access to marine leisure activities for the socially excluded and people with disabilities" local action)

- Implemented by CIM Alto Minho, this local action was carried out in June 2010 and repeated in June 2011.
- The event comprises two separate activities each year:
  - 1/ A socially inclusive trip bringing together young sportsmen and women from a kayak club and 55 socially excluded young people
  - 2/ A kayak trip during which 20 residents from a retirement home are supervised by young kayakers.



- The activity designed for the group of young people gave them an opportunity to enjoy a friendly atmosphere. It showed them that sport in general and canoeing in particular could offer new experiences, such as the example of the commitment of sportsmen and women from a club.
- The activity designed for senior citizens was a pleasurable social occasion in the form of a fun outdoor activity.

**Outcomes :** *A desire to develop these experiments.*

## THE ATLANTIC WATERSPORTS GAMES

*"A sporting event which takes place in a different region of the Atlantic Arc every year, bringing together promising young water sports talent"*

The idea of developing the Interceltic Watersports Games (which have existed since 1996) into a new concept - the Atlantic Watersports Games - came about during the events in Morlaix (Brittany) in 2007 and in Getxo (País Vasco) in 2008. This new concept has gained momentum and became a reality within the framework of the NEA2 Project.

### The Atlantic Watersports Games offer a new European sporting event every year:

- for promising young talent from the Atlantic Area regions
- bringing together all watersports, ranging from the most traditional (sailing, rowing, kayaking) to the most recent (surfing, kite surfing, finswimming, surf life saving, etc.)
- meets the requirements of sports federations looking for international level training events for young athletes

### The Atlantic Watersports Games are also an opportunity to achieve the following goals:

- present a young, dynamic image of marine leisure in the Atlantic Area
- promote the marine leisure expertise of the Atlantic Area
- promote new water sports
- foster the emergence of regional dynamics focusing on marine leisure
- foster relationships between leaders and young people in the Atlantic Regions
- contribute to the emergence of young European sea enthusiasts

NEA2 Project support for the organisers and delegation leaders has helped make the three Atlantic Watersports Games events a reality and a success:

- in Portugal in 2009 (Viana do Castelo, Norte de Portugal), organised by Intercéltica
- in Spain in 2010 (Santander, Cantabria), organised by the Cantabria Regional Government
- in the United Kingdom in 2011 (Bideford, North Devon), organised by North Devon +

This event is organised annually governed by the International Watersports Games Committee, with the support of Brittany Ferries, and is sponsored by the Atlantic Arc Commission of the Conference of Peripheral Maritime Regions (CPMR).



2009



2011

2010





## NEA2 : A NETWORK WHICH ACTIVELY PROMOTES MARINE LEISURE IN THE ATLANTIC AREA

The network of NEA2 Project partners has developed its relationships with a number of regional, national, European and international networks:

- related to marine leisure: businesses, sporting and marine leisure activity federations, ports, tourism
- active in the business, environment and social action fields
- associated with other European maritime and marine leisure projects: Dorna, Sail-West, Fishernet

The network also took part in and provided speakers for the General Assembly of the Atlantic Arc Commission of the Conference of Peripheral Maritime Regions (CPMR): Santander in 2009, Rennes in 2010, La Rochelle in 2011.

Moreover, NEA2 partners were very actively involved in two major European initiatives:

### • European Maritime Day (EMD)

The NEA2 network took part in conferences in 2009 (Rome), 2010 (Gijon, as speaker) and 2011 (Gdansk).

It also designated and supported seven marine leisure events annually within the framework of EMD Local Events.

### • The European Commission consultation on the Atlantic Region strategy

By taking an active part in this consultation, the partners wanted to demonstrate the reality of the marine leisure sector in the Atlantic Area to the European authorities. The aim was also to show how this sector could contribute to a strategy for the maritime development of this European Area. Almost all partners contributed individually and the NEA2 network submitted a collective contribution to the European Commission on 15 October 2010.

## INITIAL ASSESSMENT OF THE NEA AND NEA2 PROJECTS

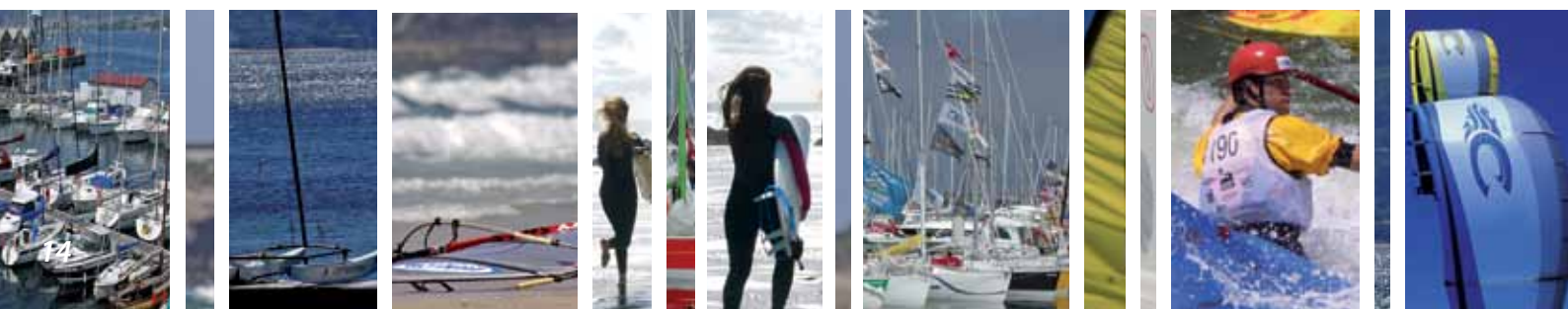
The NEA and NEA2 Projects, supported by the European Interreg Atlantic Area programmes, have facilitated the implementation of **cooperative undertakings** focusing on marine leisure, as well as **the creation and development of shared tools** designed for long-term use.

Work by the partners has also led to a **greater awareness** on the part of a number of stakeholders (institutions, development organisations, etc.) of:

- the economic and social influence of the marine leisure sector in the Atlantic Area
- regional development issues (employment, the environment, social cohesion, etc.)
- economic performance issues (innovation, international competition, marketing, training, etc.)
- governance issues in the sector (within the context of the Atlantic Area maritime strategy)
- the development potential of the Atlantic Area marine leisure sector

Finally, the NEA and NEA2 Projects reaffirmed the emergence of a desire jointly to forge a sustainable development strategy for the marine leisure sector in the Atlantic Area.

ALL PROJECT OUTCOMES WILL SOON BE AVAILABLE ON THE WEBSITE: [WWW.NEA2.EU](http://WWW.NEA2.EU)





## ***A PROJECT LOOKING AHEAD TO 2025 : MAKE THE ATLANTIC AREA THE INTERNATIONAL EXCELLENCE CLUSTER FOR THE MARINE LEISURE SECTOR***

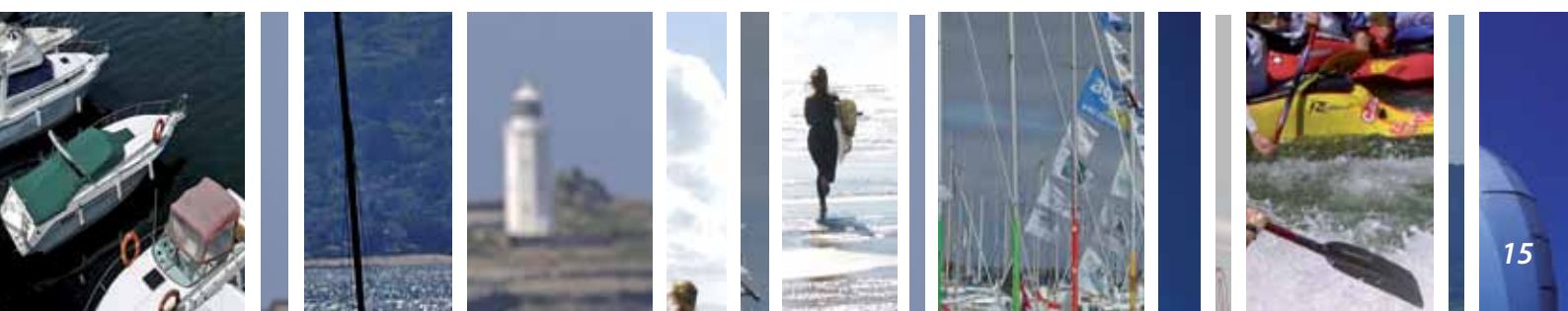
The NEA and NEA2 projects have demonstrated the influence and development potential of the Atlantic Area marine leisure sector

Cooperation between regions takes the form of exchanges and joint development actions. It is a source of mutual enrichment and progress.

Over the long-term, the establishment of cooperation mechanisms open to stakeholders in the sector has become necessary.

### **There are several potential avenues for cooperation :**

- Promote access to marine leisure sports and activities for all populations in the Atlantic Area
- Enhance the profile of Atlantic Area marine leisure on an international scale: traditional and emerging client bases, "Atlantic Area destinations" (ranges of marine leisure tourist products), development of flows and cooperation between marinas, heritage boats, new sports, aquatic sliding sports and surfing, specially adapted activities for people with disabilities, etc.
- Initiate economic cooperation via research, innovation and training; promote products and technical and industrial expertise on an international scale
- Make the Atlantic Area a test bed and showcase for environmentally friendly marine leisure
- To highlight traditional boats and to develop the skills within the maritime heritage sector in the Atlantic Area
- Consolidate the reputation of the Atlantic Watersports Games as a sporting benchmark for young people and a symbol of the Atlantic Area bond.
- Make the Atlantic Area an international centre for competitive water sports: offshore racing, Olympic disciplines, surfing, etc.
- Consolidate the marine leisure sector observatory; promote the provision and use of updated shared tools
- Facilitate communication about and promotion of marine leisure in the Atlantic area and this sector
- Create governance for marine leisure cooperation on a European Atlantic Area scale



# Partners involved in the European project Marine Leisure in the Atlantic Area 2 (NEA2)

## Northern Ireland :

Ards Borough Council

## South and East Ireland :

Mid-West Regional Authority

Irish Canoe Union (ICU)

## South West :

Cornwall Council

North Devon +

## Basse-Normandie :

Basse-Normandie Regional Council

La Manche Departmental Council

## Brittany :

Brittany Regional Council

Finistère Departmental Council

Nautisme En Bretagne (NEB)

Nautisme En Finistère (NEF)

Association des Ports de Plaisance de Bretagne (APPB)

## Pays de la Loire :

Pays de la Loire Regional Council

## Galicia :

Xunta de Galicia - Consellería do Mar

Ente Público Portos de Galicia

Asociación Galega de Actividades Náuticas (AGAN)

Diputación Provincial de A Coruña

Diputación de Pontevedra

Ayuntamiento de Cambados

## Norte de Portugal :

Intercéltica, Associação Cultural, Desportiva e Turística

Comunidade Intermunicipal do Minho Lima (CIM Alto Minho)

Área Metropolitana do Porto – associate partner

## Centro de Portugal :

Associação de Desenvolvimento Local da Bairrada e Mondego

(AD ELO)

## Andalusia :

Diputación de Huelva

