Circular Case Study

San Remo Fisherman's Co-Op

San Remo Fisherman's Co-op has long been at the forefront of sustainable fishing, employing circular practices that emphasise the full utilisation of fish resources, waste reduction, and environmental stewardship. Their participation in the Circular Economy Business Accelerator Program has amplified their efforts.

Founded in 1948, the Co-op has served as a cornerstone of the local community for over five generations. Their deep commitment to circularity is anchored in a respect for both local traditions and the long-term health of the marine environment. By ensuring that every part of the fish is used, the Co-op reduces waste and maximises value, turning bycatch into products such as pelican feed, fish sauce, and surplus fish parts for local restaurants. Their dedication to local craftsmanship is evident in their production and repair of fishing nets, which are made locally to reduce transportation emissions and support the regional economy.

The Co-op also employs humane fishing methods, favouring nets over long lines to lessen the impact on marine life. By practising underfishing, they allow fish populations to regenerate naturally, fostering a more resilient ocean ecosystem.



Each net is repaired by hand locally

One of their most innovative initiatives involves collaboration with an Oyster Hatchery, where they are working to use sponges for seafloor regeneration on decommissioned oil rigs, helping restore critical marine habitats.

Furthermore, the Co-op has partnered with Wildlife Coast Cruises to design a compostable and marine biodegradable bait bag, addressing the pervasive issue of marine plastic pollution.



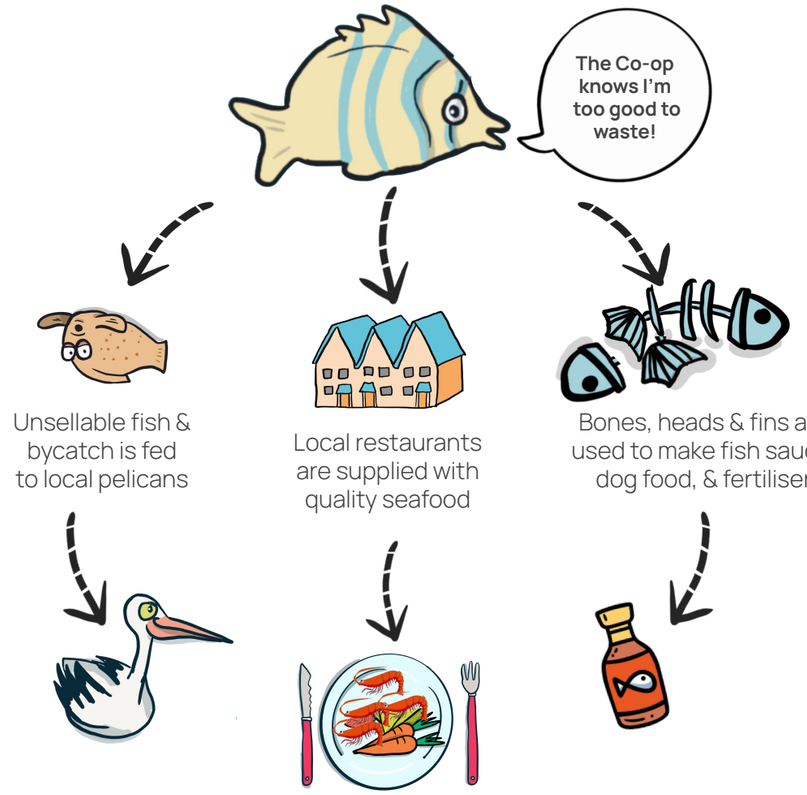
Transparency is another key value for the Co-op. All of their boats are equipped with live cameras, providing real-time monitoring to ensure sustainable practices are being followed. Through these measures, the Co-op not only contributes to the sustainability of local ecosystems but also reduces its environmental footprint, working to ensure healthier oceans for future generations.

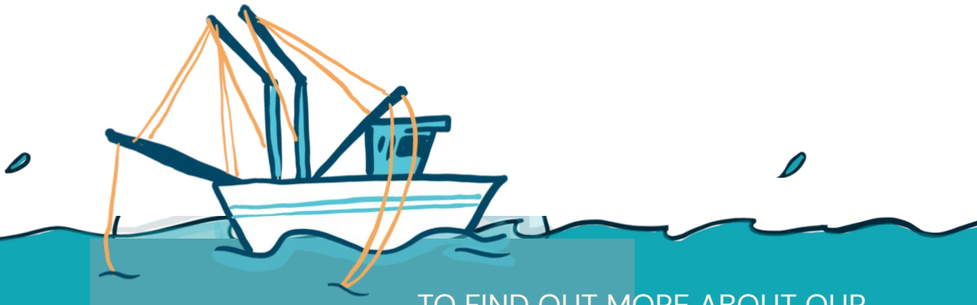
The Co-op's ongoing dedication to sustainable fishing practices serves as a powerful example of the impact that community-driven initiatives can have on environmental conservation.

Since joining the Circular Economy Business Accelerator Program, the Co-op has shifted its communication strategy, aligning it more effectively with its sustainability goals.

Rather than relying on fragmented messaging across their website, social media, and packaging, they've integrated their circular action plan into a new unified strategy for the next 3-5 years. This has laid the groundwork for the development of a new business plan that reflects their sustainability commitments. With this stronger foundation in place, the Co-op is now poised to implement initiatives that are structurally supported by both their strategy and business plan.

In addition to these efforts, the Co-op has begun exploring opportunities in ocean environmental tourism to diversify their business and deepen their connection to the local community and marine conservation. Through these combined initiatives, the Co-op is demonstrating that sustainable practices and community involvement can drive both environmental and economic resilience, proving the vital role of local organisations in safeguarding our planet's future.





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