



## **Fishing Zealand's Values**

(Approved by the board of Fishing Zealand on June 12th, 2013.)

### **The Purpose of Fishing Zealand**

The underlying purpose of the Fishing Zealand project is to improve the natural environment, the aquatic environment and the possibilities for fishing on Zealand and the islands with a view to developing the potential of sport fishing as an activity that generates revenue.

Fishing Zealand operates within 5 main categories:

- Releasing of fish
- The natural environment
- Youth
- Communication
- Product development

### **A cooperative project**

Fishing Zealand is a cooperative project between Zealand's municipalities and Denmark's Sport Fishing Association.

But in praxis the cooperation will be broader.

The cooperation will include the majority of municipalities, numerous departments in the individual municipalities, tourist organizations, Danish Sportfisher Association and the association's local clubs, other sport fishing clubs and organizations, plus external partners in the form of local tourism organizations and businesses.

Fishing Zealand's name and logo must be credible in order to give added value to participating parties.

Thus, it is a prerequisite for the success of the project that all those involved act in accordance with the purpose of the project. If one participating party does not keep these values in mind, it will be detrimental to all those involved in the project.

Fishing Zealand has formulated a value statement that partners who take part in the project are expected to adhere to.

### **Value Statement**

It is imperative for Fishing Zealand that use of the natural environment and the marine environment is sustainable. There must be an equilibrium between use and protection. Fishing Zealand's

partners are expected to contribute toward strengthening the natural environment, including improving the quality of offers and facilities promoting and supporting sport fishing, and to make efforts toward developing activities that involve young people.

## **The municipalities**

Rivers, lakes, wetlands and coastal waters of good quality are a necessary requirement for ensuring good, sustainable fishing, something that is of the utmost importance for both native and foreign tourists. Thus it is important to focus on good water quality for both fresh water, brackish water and marine areas.

The member municipalities are expected to work actively to ensure good water quality in lakes and rivers and to improve the conditions for spawning and growth of trout, pike, perch and other types of fish. This involves both water quality, water flow, passages and physical variation.

By the end of 2015 (or at the latest 18 months after joining Fishing Zealand) the quality of the natural environment in the number of lakes and rivers corresponding to that stipulated in the national water plan must be improved, and at least 1 or 2 additional efforts will have been undertaken to improve the spawning conditions for trout, pike or perch.

The member municipalities are expected to work actively toward improving accessibility (physical and/or legal) to suitable fishing spots.

By the end of 2016 (or at the latest 24 months after joining Fishing Zealand) at least 2 fishing spots in each of the participating municipalities must have become accessible, and at least one spot suited for handicapped sport fishermen should have been determined and prepared.

In order to ensure good service offers, the participating municipalities are expected to establish business groups. At the latest one year after the municipality has joined Fishing Zealand, a business group with at least 5 participating businesses in each group should have been established.

## **Sport fishermen**

Denmark's Sport Fishing Association and the participating sport fishermen from Zealand and the islands concentrate on the following 3 areas in order to reestablish large and authentic fish populations that are so robust that increased fishing with a rod and line will be sustainable:

1. Improving the environment in rivers, lakes and marine areas.
2. Regulating fishing.
3. Releasing of fish.

Sport fishermen work towards establishing passages and environments for spawning and growth in fresh water. Every year a large number of restoration projects are carried out in suitable areas.

Sport fishermen will work in cooperation with municipalities and landowners on other relevant activities that are beneficial to the wild fish population. This is also the case, for example, in the marine areas where the reconstruction of rock reefs and hard bottom areas will benefit biodiversity.

Sport fishermen will also work to ensure that fishing is undertaken so it does not damage the fish populations. This holds for all types of fishing in both fresh water and salt water. In some areas there is a need to be sure that the fish can migrate freely in salt water between the marine feeding grounds and the spawning areas in fresh water. This aspect, and others that involve control with fishing, fishing laws and regulations should also be addressed.

The primary focus of sport fishermen in Fishing Zealand is to help the wild fish populations. However, it is necessary to supplement these populations with the releasing of fish, primarily trout. This work in the project, which is carried out by organizations that belong to Zealand's Trout Association, is conducted according to the guidelines set forth by the government research organization DTU Aqua. This means, among other things, that the releasing that takes place is genetically controlled, with the use of local wild fish and with respect for the capacity of the respective eco-systems.

DTU Aqua functions in an advisory capacity in relation to sport fishermen, which ensures that work within these 3 areas is carried out based on a high level of expertise.

## **Businesses and tourist organizations**

Fishing Zealand's name and logo must signal quality

A number of quality standards have been set up relating to various types of businesses and organizations. At present there are standards for the following types of businesses and organizations:

Fishing vessels, vacation houses, fishing equipment outfitters, accommodations, tourist offices.

Fishing Zealand's standards of quality are similar to those ActiveDenmark (VisitDenmark) has set up for its "Fishing Denmark".

Members of Fishing Zealand's business groups who want to use Fishing Zealand's name and logo must live up to the standards and quality requirements that are relevant for the activities of the business.