



## Greek pilot

*Aquaculture Unleashed: Transforming Greece's Waters into Touristic Treasures - Embracing Aquaculture as a Sustainable Delight for Local Communities*



Funded by the European Union (H2020 Grant Agreement no 862915). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them

19/09/2023

[WWW.H2020UNITED.EU](http://WWW.H2020UNITED.EU)   

# Greek pilot

## Pilot Description

- The Greek Pilot (PATROKLOS Pilot site) is situated in the 59th km of Athens-Sounio Ave., Palaia Fokaia, Attiki, Greece, in the wider area of Cape Sounio.
- **KASTELORIZO AQUACULTURE SA operates a fish-farming unit** on floating facilities. KASTELORIZO provides the aquaculture unit and **Planet Blue utilizes this marine space for its touristic diving activities.**
- **Co-existence scenarios** are facilitated with the use of WINGS' monitoring and management platform, **AQUAWINGS**, that is deployed to ensure:
  - best multi-use of aquaculture and tourist activities
  - minimization of environmental impact



# The problem

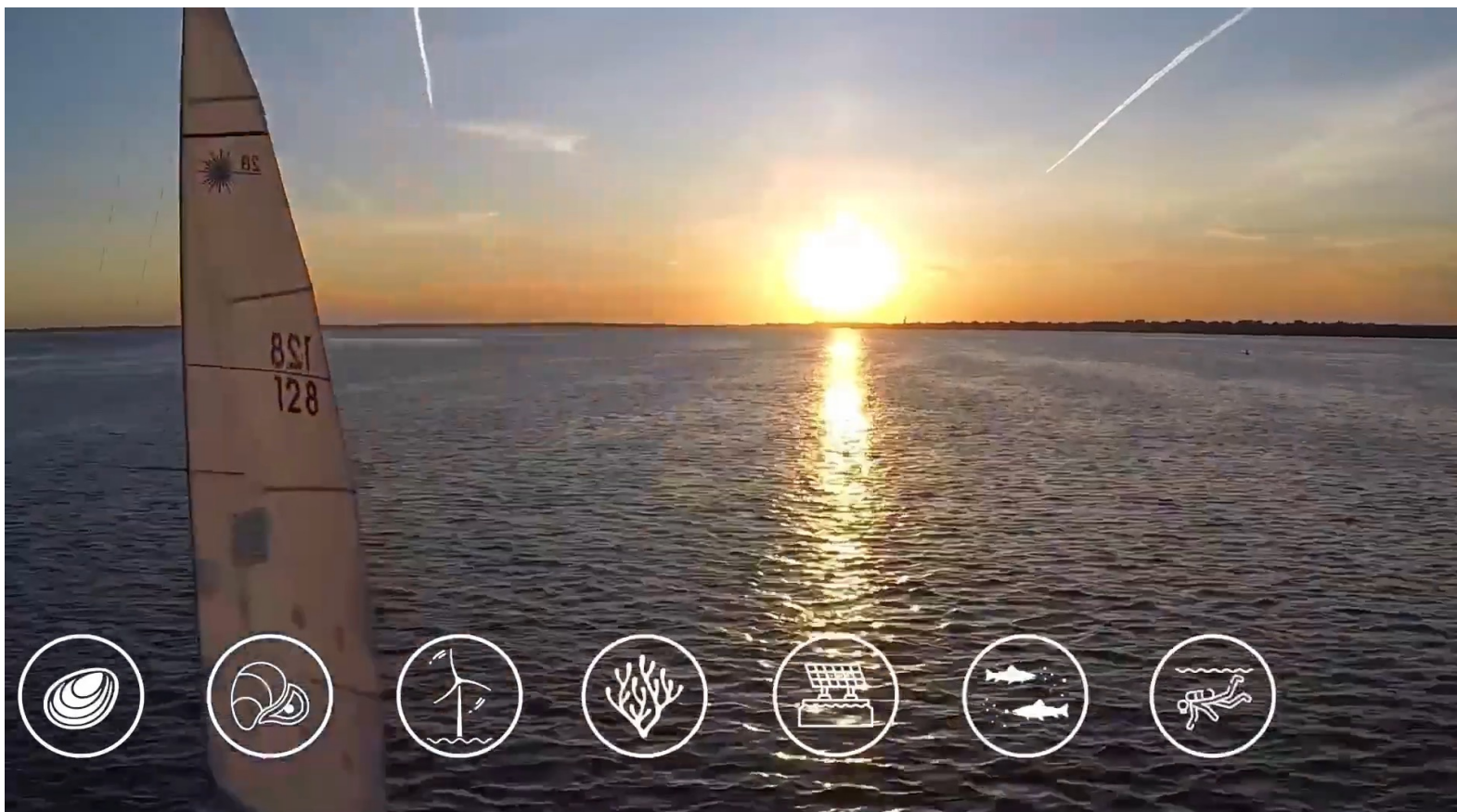
- Greece's waters hold untapped potential for sustainable aquaculture and thriving tourism.
- Traditional approaches limit growth in these sectors, resulting in missed opportunities.
- We need innovative solutions to bridge the gap between aquaculture and tourism.
- Our vision: Transform Greece's waters into a sustainable treasure for locals and visitors through multi-use integration.





# The solution

Join us on a virtual journey as we unveil the potential for economic growth, community acceptance, and environmental sustainability through the fusion of aquaculture and tourism.



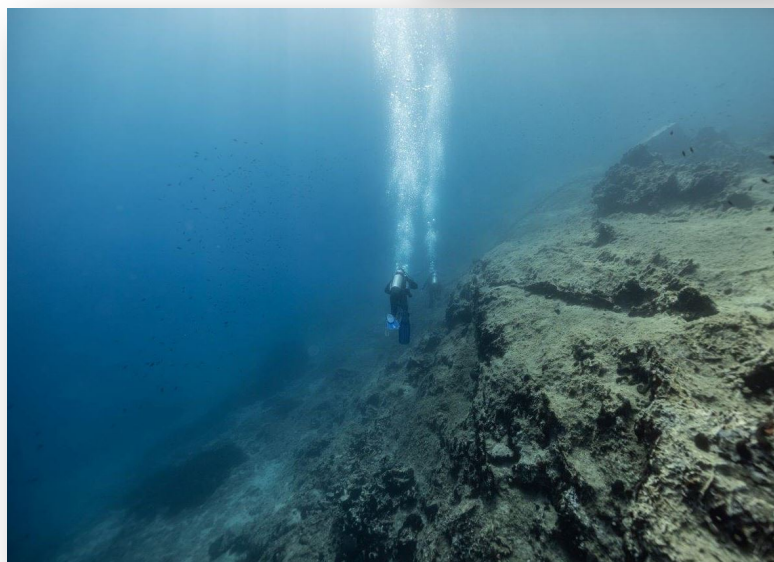
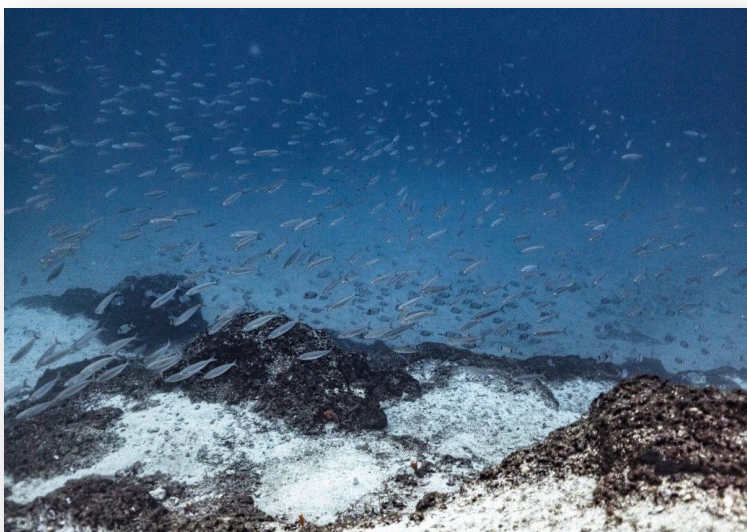
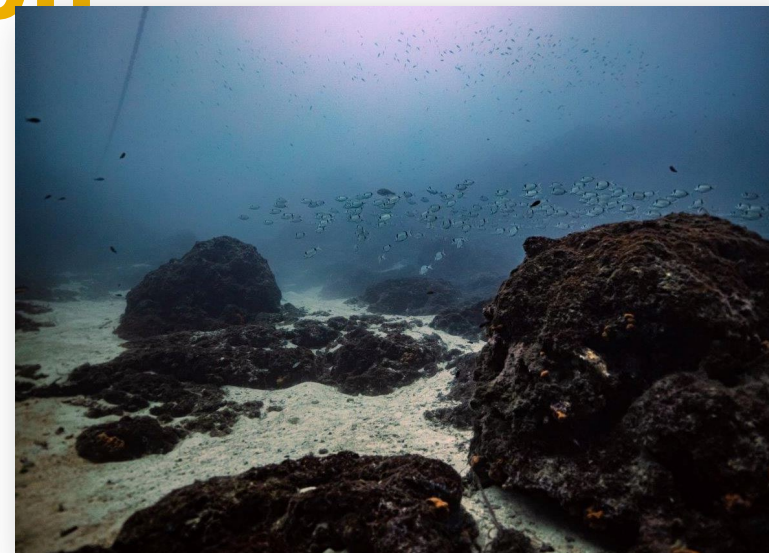


# Unique value proposition

Transforming Waters, Enriching Lives: Our pilot revolutionizes Greece's waters into sustainable, captivating destinations for both locals and tourists.

Harnessing Aquaculture's Potential: We maximize aquaculture's benefits by promoting environmental sustainability, economic growth, and job opportunities.

Tourists introduced to the beauty of aquaculture sites through immersive scuba diving experiences.

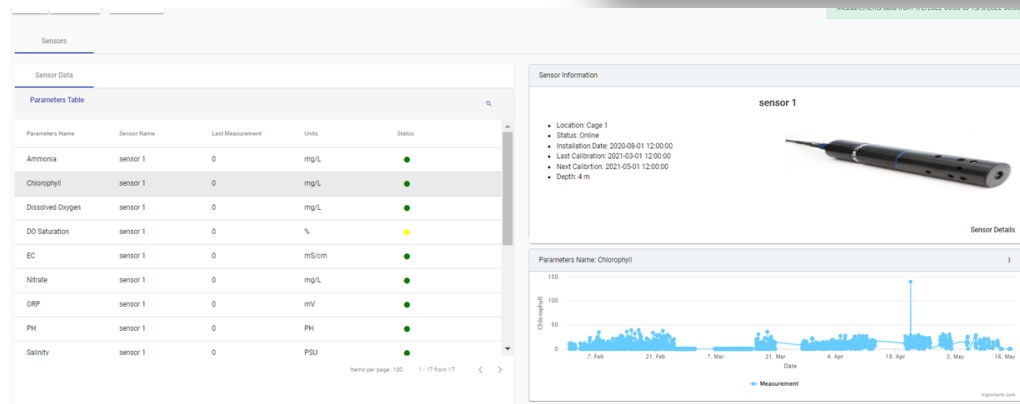
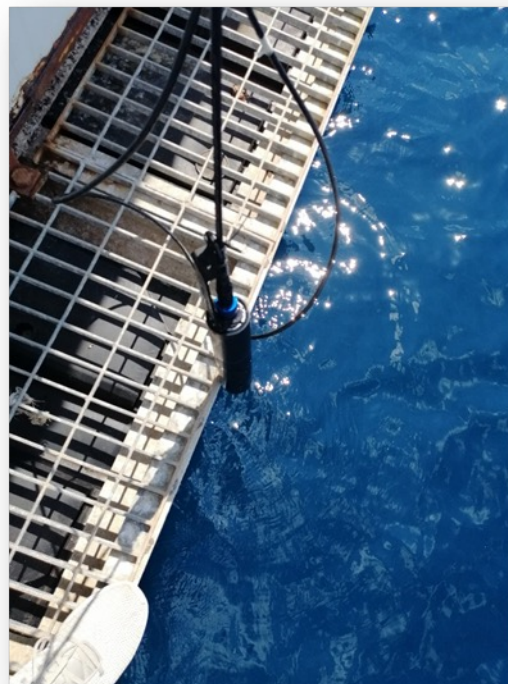


# Unique value proposition

Cutting edge cameras, sensors, and data analytics to enhance aquaculture efficiency and safety.

Fostering Acceptance: By enhancing community perception of aquaculture and boosting local businesses, we foster harmonious coexistence.

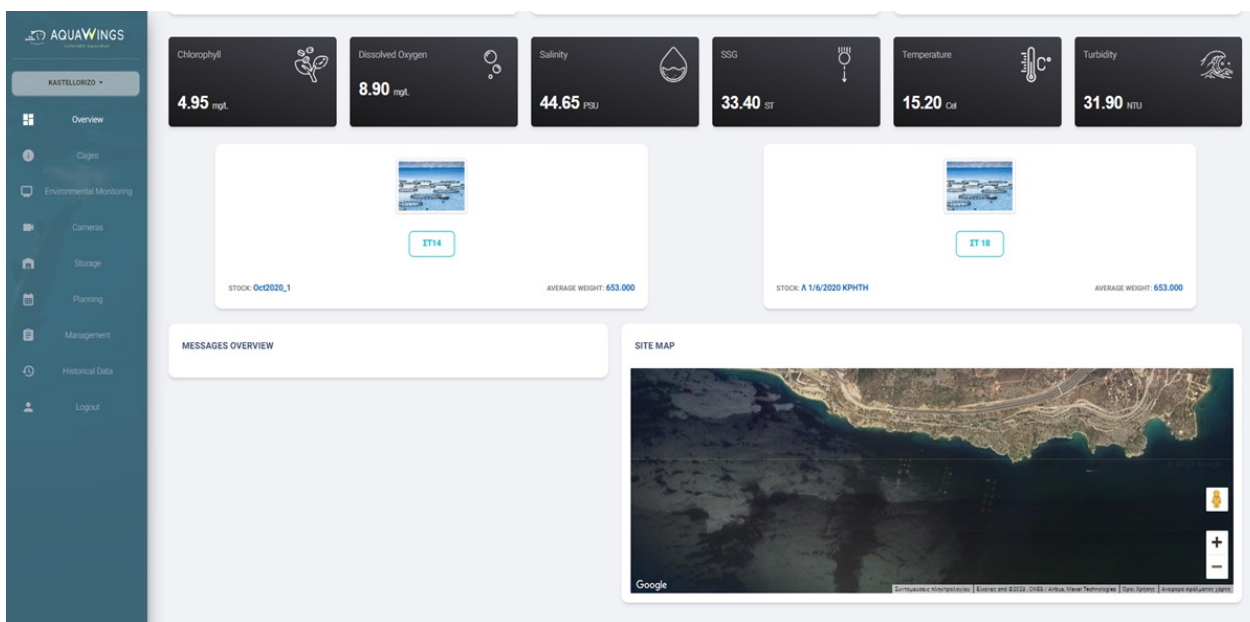
A win-win scenario, enriching aquatic environments while providing unique leisure experiences through innovative technology.





# Proprietary Technology

- **Advanced Monitoring:** Our project leverages state-of-the-art cameras, sensors, and data analytics developed by WINGS ICT Solutions. These technologies provide real-time insights into aquaculture operations, ensuring optimal conditions for both fish and tourism activities.
- **Underwater Expertise:** Our underwater cameras capture high-resolution imagery, allowing for detailed analysis of fish behavior and ecosystem health.



# Proprietary Technology

- **Wireless Connectivity:** Our proprietary wireless data transmission system enables seamless communication between devices, overcoming challenges posed by wired connections in marine environments.
- **Solar-Powered Solutions:** We prioritize environmental sustainability by incorporating solar panels to power our monitoring equipment, reducing reliance on traditional energy sources.
- High scientific validity and robustness was achieved through the deployment of our system in various geographical locations.

*WINGS has applied for a patent for our revolutionary "Automated System and Method for Estimating Average Fish Weight in an Aquaculture Environment."*

*This innovative technology allows us to accurately estimate fish weights, optimizing aquaculture management and resource utilization.*



WINGS Smart Gateway installed in the site



Solar panels installed in the site



# Competition

- In the realm of ocean multi-use projects, our Greek pilot stands as a pioneering initiative.
- While other projects may focus on individual sectors, our approach seamlessly integrates aquaculture and tourism for maximum synergy.
- Limited instances of similar multi-use projects exist, giving us a significant advantage in terms of innovation and market positioning.
- Unlike single-use initiatives, our project maximizes resource sharing, operational efficiency, and economic growth. Our combined approach attracts environmentally conscious tourists and supports local economies.



# Marketing Plan & Sales Structure

- **Introducing a New Attraction:** Showcasing the exciting trend of diving in aquaculture sites to our customers/members.
- **Highlighting Natural Beauty:** Emphasizing the unique experience of witnessing wild fish gather around aquaculture sites during diving tours.
- **Empowering Aquaculture Business:** Providing a comprehensive monitoring and decision support platform to enhance operational control and productivity.
- **Enhancing Infrastructure Inspections:** Equipping the scuba diving center with ROVs for efficient and thorough infrastructure inspections, such as anchor assessments.
- **Potential for Joint Benefits:** Leveraging the aquaculture owner's restaurants to promote aquaculture products and enhance the overall touristic experience.
- **Building Local Support:** Engaging local stakeholders, travel agencies, restaurants, press, and public ministry to rally behind the united goals for long-term community benefits.



# The team

- Kastelorizo Aquaculture: Experienced aquaculture company, contributing valuable insights into sustainable fish farming practices and operational expertise.
- Planet Blue Diving Center: Renowned scuba diving center, bringing a wealth of knowledge in underwater exploration and touristic experiences.
- WINGS ICT Solutions: Industry leader in innovative technological solutions, driving the integration of advanced cameras, sensors, and data analytics for optimal aquaculture and tourism operations.

**Collaborative Synergy:** The combined expertise of our team members ensures seamless integration, efficient operations, and maximized benefits from the multi-use project.

# Call for action

## *Join Us in Transforming Greece's Waters*

Embrace the opportunity to be part of a groundbreaking initiative that combines aquaculture and tourism for sustainable growth and community enrichment.

Collaboration: We invite potential partners, investors, and stakeholders to join forces with us in shaping the future of ocean multi-use.

Innovation: By leveraging cutting-edge technology, we're pioneering a new era of responsible aquaculture and immersive tourism experiences.

**Together: Let's unlock the potential of our seas, creating a legacy of economic, social, and environmental benefits for current and future generations.**







WWW.H2020UNITED.EU   



**Evangelia Lamprakopoulou**

elabrakopoulou@wings-ict-solutions.eu