

BlueMove



2025
Annual
Report

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Foreword

In 2025, we continued our mission with renewed conviction: small-scale fishers in the Mediterranean are ready to embrace more sustainable practices, provided that the financial, technical and human support available to them is genuinely tailored to their realities.

This year was notably marked by an exchange visit of Greek fishers to Cyprus, organised by WWF Greece. These exchanges reminded us that innovation does not lie solely in financial tools, but also in trust, dialogue and the sharing of knowledge and experience.

2025 also brought into focus the challenges we still need to address. In Cyprus, the difficulties encountered in setting up pre-financing solutions confirmed that access to finance remains one of the main barriers to action.

I would like to warmly thank the members of BlueMove's Board of Directors (Thomas Binet, Marie-Aude Sévin, Marco Costantini and Julien Sémelin) for their commitment, trust and guidance throughout the year. Their support has been essential in helping BlueMove continue to evolve with rigour, pragmatism and ambition.

Finally, I would like to thank all our partners, local teams, technical assistants, financial institutions and fishers who bring BlueMove to life every day. Together, we are gradually building a mechanism capable of supporting a fair, practical and lasting transition for Mediterranean fisheries.



Camille Richer

Environmental Fund
Manager

Larnaca fishing harbour, Cyprus



Introduction

The transition towards sustainable fisheries depends on the ability of small-scale fishers to adapt their practices, modernise their equipment and secure their economic activities.

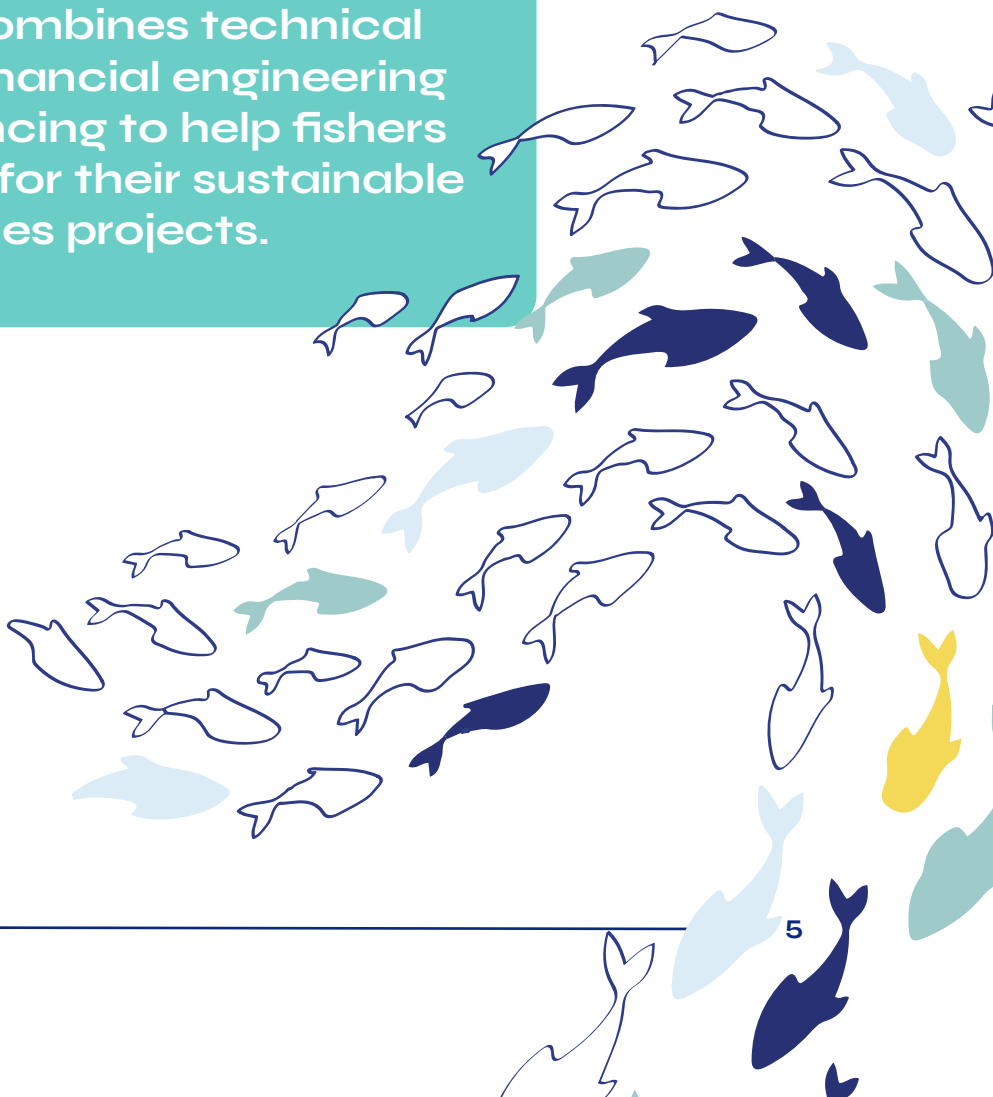
Yet between European ambitions, national frameworks and administrative realities, access to funding often remains complex, fragmented and poorly suited to the economic cycles and specific risks of small-scale fisheries. This mismatch slows the uptake of more selective gear, safety equipment and biodiversity-friendly investments.

True to its role as a financial catalyst, BlueSeeds acts as a bridge between

the field and decision-makers. Through our financing solution BlueMove, we combine technical assistance, financial engineering and pre-financing to enable small-scale fishers to access available funding, particularly European funding, and bring their transition projects to life.

Our work aims to restore coherence between environmental objectives, budgetary instruments and local capacities. By turning barriers identified on the ground into operational proposals, we help financing frameworks evolve and place small-scale fisheries on a lasting path towards ecological and economic resilience.

BlueMove combines technical assistance, financial engineering and pre-financing to help fishers secure grants for their sustainable fisheries projects.



Impact

216

small-scale fishers interested

in BlueMove and having taken part
in our information meetings



47

fishers supported

through technical assistance to
submit an EMFAF application

7

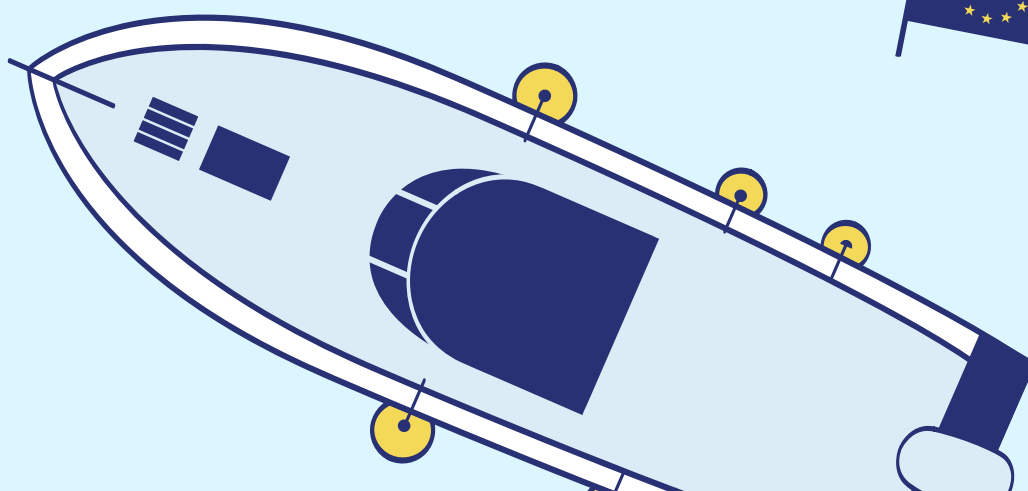
pre-financing arrangements

for fishers' sustainable projects,
provided by BlueMove for a total
amount of €33,577

€1,147,139

of EMFAF funding requested

by fishers with support from
BlueMove to finance their projects



Financing sustainable fisheries: from harbours to EU institutions

In Cyprus's fishing harbours, our Fund Manager, Camille Richer, listened to the stories of small-scale fishers. They know their environment better than anyone, yet struggle to finance more selective nets, safer equipment or innovations that are nonetheless encouraged by public policies.

During her mission to Cyprus, Camille encountered a recurring reality: the willingness to act is there, technical solutions exist, but access to funding remains an obstacle course. It is too complex, too slow and too disconnected from the specific risks faced by small-scale fisheries.

This structural divide is one of the main barriers to the transition towards sustainable fisheries.

A few months later, this reality from the field echoed in Brussels. During an Implementation Dialogue on Small-Scale and Coastal Fisheries organised



Marios Papageorgiou, Director of the Enalia Physis Environmental Research Centre, presents the BlueMove mechanism to small-scale fishers in Ayia Napa, Cyprus.

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by the European Commission in November, BlueSeeds spoke before the European Commissioner for Fisheries and Oceans, Kóstas Kadís. Our message was clear: European schemes exist, but they do not fully work for the very people they are meant to support.

Drawing on the operational experience of our BlueMove pre-financing mechanism, our Fund Manager Camille Richer presented the barriers observed across the Mediterranean: inconsistencies between environmental objectives and funding eligibility criteria, delayed or absent calls for proposals, and a lack of visibility on national timelines...

We took on the role of translator and mediator, turning situations experienced by fishers into operational messages for European decision-makers.



Camille Richer, BlueMove Fund Manager, met the European Commissioner for Fisheries and Oceans, Kostas Kadić, in Brussels in November.

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Our support for small-scale fishers in the Mediterranean

Our BlueMove mechanism combines technical assistance, financial engineering and pre-financing to help small-scale fishers mobilise the European Maritime, Fisheries and Aquaculture Fund (EMFAF) to secure grants for their sustainable projects.

On the ground, our technical assistants support small-scale fishers at every

stage: analysing needs, understanding European calls for proposals and interpreting eligibility criteria, preparing administrative documents and project applications, developing quotations for new purchases, and liaising with managing authorities. Despite the structural challenges outlined above, we were able to make progress in several Mediterranean countries.



In Croatia

In Croatia, BlueMove and WWF Adria supported 25 small-scale fishers. Three were able to access pre-financing totalling €16,592 through the Croatian ethical finance cooperative ZEF.

In total, €951,910 in EMFAF grants are expected to be mobilised, mainly for

investments in energy efficiency and decarbonisation, including engines and optimisation, more selective equipment, and safety on board.

The Croatian experience confirms that when calls are published and authorities cooperate, the BlueMove model can generate significant leverage.

In Cyprus

In partnership with Enalia Physis, six workshops brought together 66 participants and generated interest from 25 fishers. Eight received individual support. The needs expressed focused in particular on passive and selective gear, but the national eligibility framework limited the investments authorised. Six applications were approved for devices designed to reduce interactions with marine mammals, representing €36,396 in funding requested.

Faced with banking constraints and timelines that were incompatible with the calls for proposals, BlueMove directly advanced €16,985 to four fishers in the form of repayable pre-financing. This experience also revealed systemic weaknesses: dependence on

international suppliers, delivery times that can jeopardise project timelines, and banks that remain poorly adapted to the realities of small-scale fisheries.

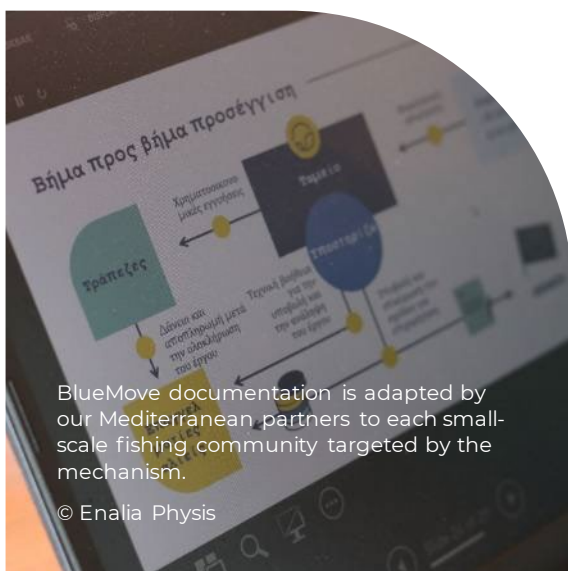


In Portugal

In Portugal, WWF Portugal gathered 45 fishers within communities engaged in co-management approaches. Many were concerned about having to navigate the multiple application platforms required by the Portuguese authorities, and only 14

requested technical support from BlueMove. None chose to use pre-financing, as the interest rates proposed by the financing organisations we approached were considered too high.

Although operational deployment was limited, the project helped raise awareness among Portuguese institutions of the barriers faced by fishers: around ten dedicated support desks are expected to be opened to assist grant applications.



In Greece

Despite in-depth work with WWF Greece and several coordination meetings, no funding could be triggered in 2025. The Greek calls under the 2021–2027 EMFAF funding cycle dedicated to small-scale fisheries had still not been published, despite repeated announcements. Meetings with fishers nevertheless made it possible to identify needs, prepare pre-financing scenarios through microfinance or direct

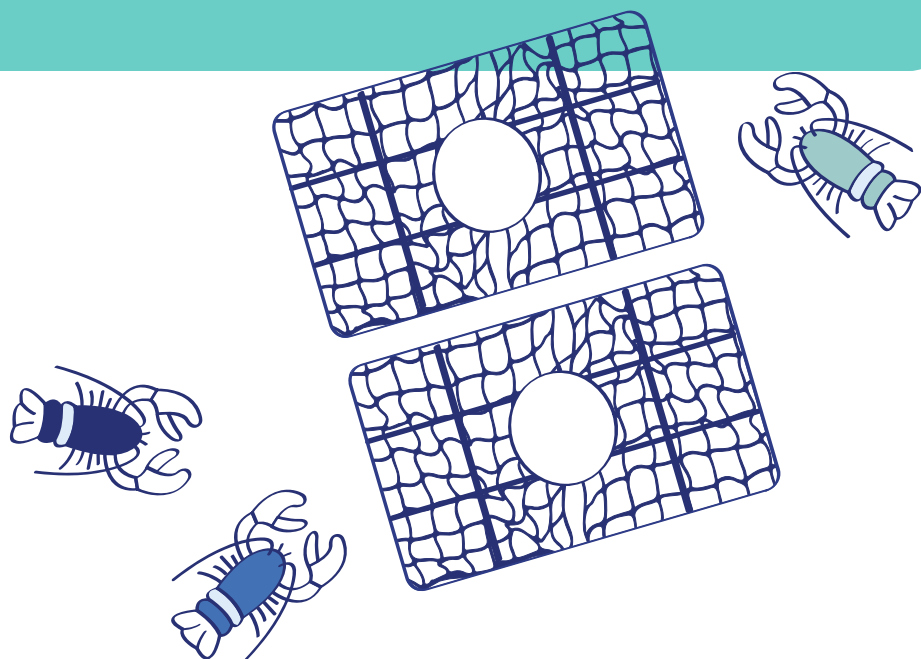
advances, and initiate dialogue with potential financial partners in 2025.

These experiences with European fishing communities show that the challenge is not only financial. It lies at the intersection of European regulation, national implementation, fishers' administrative capacity and access to suitable financial products.

Both successes and barriers are feeding into the evolution of the BlueMove model: we are simplifying tools, diversifying financial partners able to lend to fishers, and advocating for greater coherence between environmental objectives and the budgetary instruments available to fishers.



**The challenge is not only financial.
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Financial report

Data in €	2022-2023	2024	2025
Income	1,040,923	25,232	13,070
Expenditure	-64,885	-59,199	-125,010
Surplus or deficit (-)	976,038	-33,967	-111,940
Voluntary contributions in kind	16,472	17,600	-
Outstanding loans to fishers	-	-	33,577

Contact



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Partners



Adria



Ante Sladoljev



Portugal



Greece



Eirini Renata
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About

BlueMove is a non-profit association registered in France under the 1901 Law.

It has been approved by the French tax authorities under Article 238 bis 4 of the French General Tax Code, enabling it to issue tax receipts for

donations received and to provide financial support as well as advisory services to small and medium-sized enterprises in the small-scale fisheries sector.

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