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# Med Coast for Blue Growth GENERAL PRESENTATION



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CPMR INTERMEDITERRANEAN  
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## «Med Coast for Blue Growth» (MC4BG) – GENERAL INFORMATION (1/2)

*“Common approaches and planning tools to boost sustainable coastal and maritime tourism in the Mediterranean”*

Officially labelled by  
the 43 UfM countries,  
Senior Officials Meeting held  
on the 11<sup>th</sup> of December 2017

### Sustainable tourism-driven and oriented action plans:

- Demonstrating the feasibility and effectiveness of a **planning process** on Pilot Areas following ICZM/MSP principles
- Showing the importance of local **stakeholder's engagement** on key issues for sustainable coastal tourism development.
- Preparing for the implementation of **concrete pilot actions**, such as for examples recovery of beach dunes, dredging with sediment reuse for nourishment, lodging prototypes, differentiated and de-seasonal touristic offer, etc.



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Creating conditions for safety, protection, wellness and sustainability-oriented development of the Mediterranean coastal areas <http://ufmsecretariat.org/project/medcoast4bg-med-coasts-blue-growth/>

MedCoast4BG – Med Coasts for Blue Growth

Water & Environment



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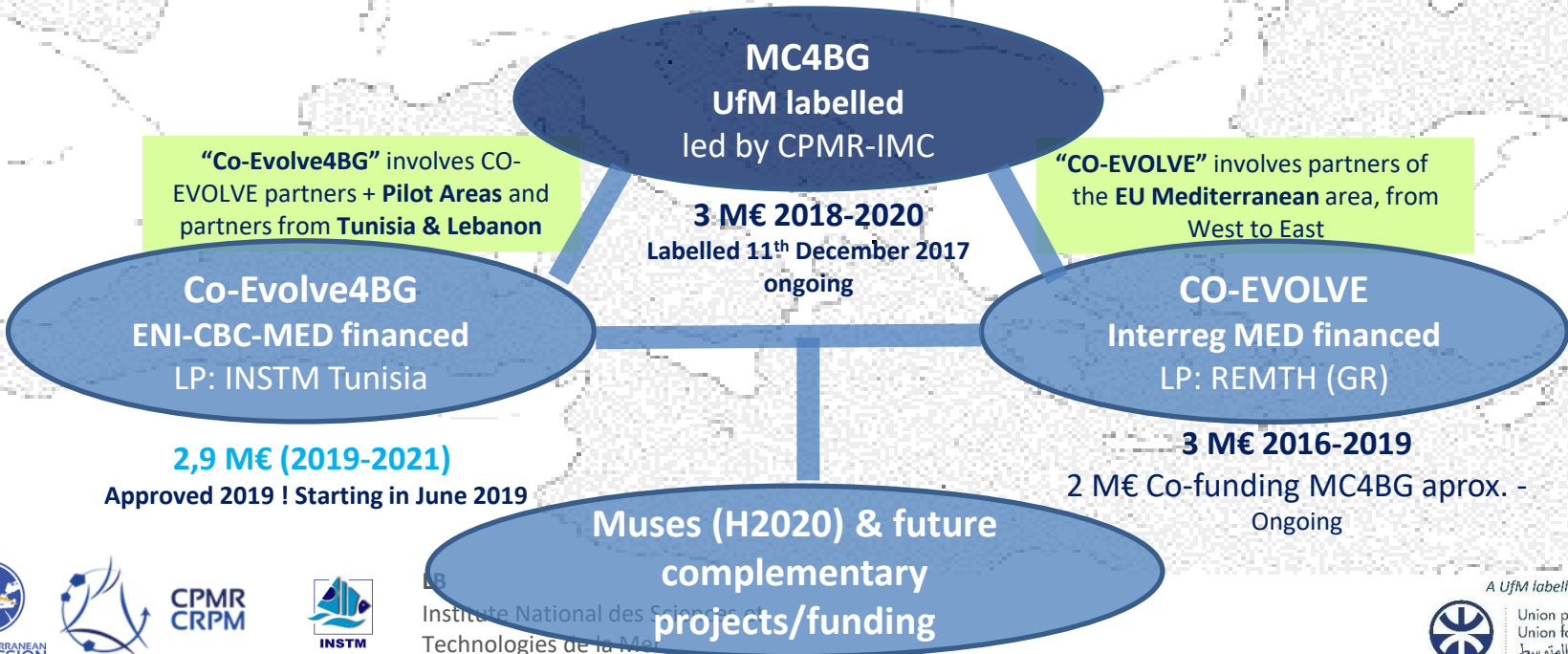


# «Med Coast for Blue Growth» (MC4BG) – GENERAL INFORMATION (2/2)

*“Common approaches and planning tools to boost sustainable coastal and maritime tourism in the Mediterranean”*

It responds to the priorities of the Union for the Mediterranean: **UfM Ministerial on Environment and Climate Change (2014)** and **UfM Ministerial on Blue Economy (2015)**, namely the use of **maritime spatial planning as a governance tool**, mobilizing efforts towards **adaptation to the impacts of climate change**, and referring to **coastal and maritime tourism among the main traditional and emerging economic sectors for the Blue Economy in the Mediterranean Sea**.

“MC4BG” involves the whole CO-EVOLVE partnership and is directed to coastal areas in the **South & East Med** and in the **Balkan area**





## «Med Coast for Blue Growth» (MC4BG) – PARTNERSHIP (current state of play)

### EU-MED PROMOTING PARTNERS

- **ITALY**
  - Region Emilia Romagna
  - Institute of Marine Sciences - National Research Council (ISMAR)
  - IUAV (Venice University)
  - Po Delta Park Veneto Region
  - Lazio Region
- **GREECE**
  - Region of East Macedonia and Thrace - REMTH
  - University of Thessaly
  - Region of Crete
- **CROATIA**
  - PAP RAC (UNEP MAP)
  - Dubrovnik Neretva Regional Development Agency (DUNEA)
  - Public Institution for Coordination and Development of Split Dalmatia County (RERA SD)
- **FRANCE**
  - Conseil General de l'Hérault
  - CPMR Intermediterranean Commission (Lead promoter)
- **SPAIN**
  - Foundation Valencia Port
  - University of Murcia and Region of Murcia

### NON-EU MED PARTNERS

- **TUNISIA**
  - National Institute of Marine Sciences and Technologies (INSTM)
  - National Agency for Environmental Protection (ANPE)
  - Agency for Coastal Protection and Planning (APAL)
  - Monastir and Sousse Regions
  - Office National du Tourisme Tunisien (ONTT)
  - National Engineering School of Tunis (ENIT)
  - DGFIOP
  - Regional Activity Centre for Specially Protected Areas
- **MOROCCO**
  - Ministry for Tourism
  - Region of L'Oriental & other authorities/actors to be defined at national/regional/local level
- **LEBANON**
  - Ministry of Works and Public Transport & Ministry of Environment
  - AL MIDAN NGO
  - AMWAJ NGO
  - BFCTH
- **MONTENEGRO**
  - Ministry of Sustainable Development and Tourism
  - Other authorities/actors to be defined at national/regional/local level



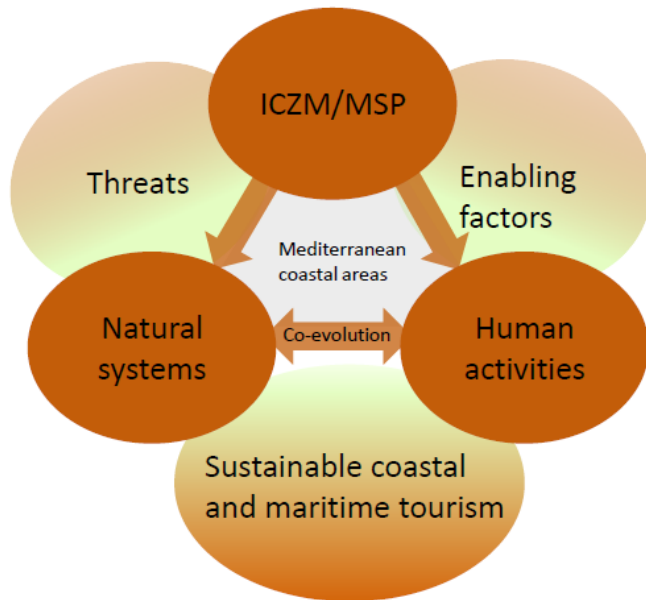
# CO-EVOLVE

*“Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism”*

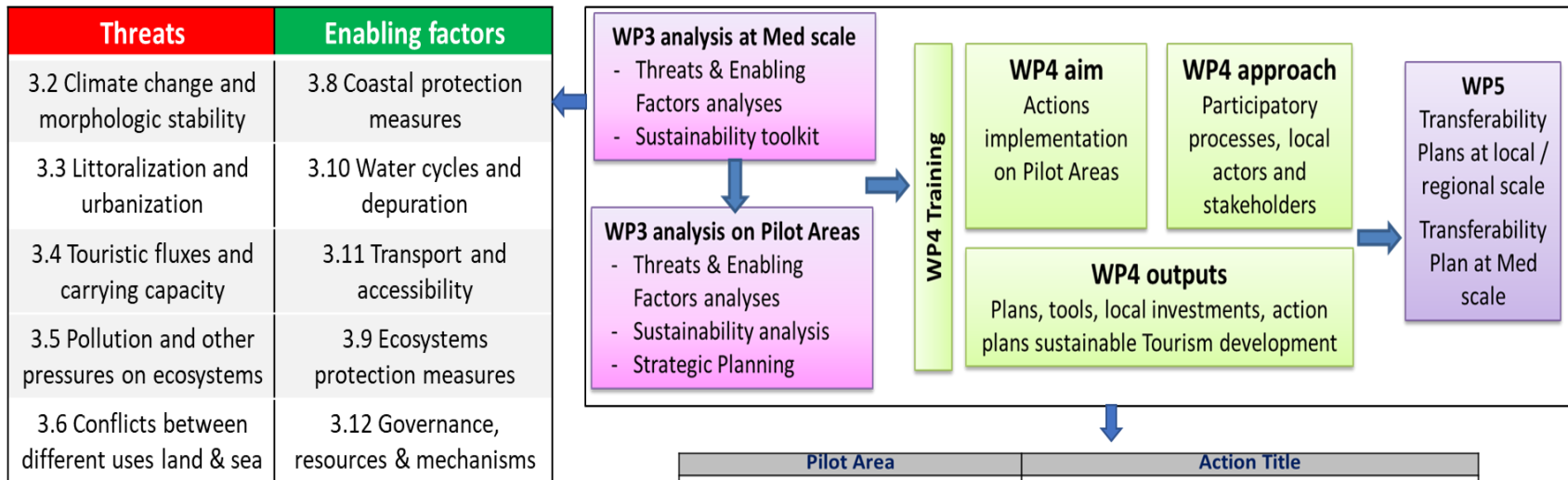
CO-EVOLVE aims at analysing and promoting the co-evolution of human activities and natural systems in touristic coastal areas, allowing sustainable development of touristic activities and demonstrating through pilot actions the feasibility and effectiveness of an ICZM/MSP-based planning process.

CO-EVOLVE recognises tourism as major economic driver and employment producer in the MED (11.3% of GDP and 11.5% of employment in 2014) **BUT ...**

... Continuous growth of tourism in MED coastal areas exerts pressures on environmental and cultural resources of the coastal zones, and affects negatively social, economic and cultural patterns of tourist destinations.



# CO-EVOLVE'S OVERALL METHODOLOGY



**Output 3.1 - Integrated analysis of threats and enabling factors for sustainable tourism at MED scale** to: address policies at Med scale; develop sound and sustainable action plans (WP4); develop transferability plans (WP5).

**Output 3.2 - Tourism sustainability analysis and toolkit** to define level of sustainability of tourism (baseline and target values) within the Programme, developing an operational Tourism Sustainability Toolkit to be applied at Mediterranean scale.

**Output 3.3 - Development of tourism oriented action plans** and evaluation of their benefits. On the basis of the previous outputs, tourism-driven or tourism-oriented strategic action plans will be developed in Pilot Areas.

Pilot Area	Action Title
1. <b>REMTH:</b> Alexandroupoli-Makri and Thassos-Keramoti areas (Greece)	4.3 – Ensuring lasting sustainability of coastal and marine tourism development in REMTH
2. <b>Emilia-Romagna:</b> Cattolica Port area and Lido di Spina-Comacchio (Italy)	4.4 – Implement regional ICZM guidelines principles for sustainable tourism and coastal management
3. <b>Veneto:</b> Rosolina Mare and Polesine Camerin-Eni power station area (Italy)	4.5 – Planning center for Delta area and demonstration on movable lodging prototype
4. <b>Valencia</b> Port area (Spain)	4.6 – Improve governance and facilitate mainstreaming into public action of the guiding principles set out in the ICZM Med Protocol
5. <b>Hérault Département:</b> Lido of Maguelone and Grand Delta of Orb river (France)	4.7 – Experimental adaptation of planning and management of tourist fluxes in coastal areas subject to CC
6. <b>Kastela bay, Split</b> (Croatia)	4.8 – Valorization of environmental and cultural heritage for a sustainable tourism-driven development in Kastela bay
7. <b>Neretva River Delta, Dubrovnik</b> (Croatia)	4.9 – Implementation of integrated management plan for Dubrovnik-Neretva River Delta

# Co-Evolve4BG: EXPECTED RESULTS

## General Objective

Co-Evolve4BG project aims at analyzing and promoting the co-evolution of human activities and natural systems in touristic coastal areas, allowing sustainable development of touristic activities based on the principles of ICZM/MSP and promoting Blue Growth in the Mediterranean.



## Specific Objectives

- Addressing priorities (threats and enabling factors) for sustainable development of coastal and maritime tourism at Med scale and in 7 pilot areas from 5 countries.
- Supporting the implementation of sustainable development in pilot areas based on touristic driven knowledge and ecosystem planning effort (ICZM/MSP principles for sustainable coastal tourism development).
- Provides local authorities/stakeholders with long term management tools enabling an integrated approach of the coastal zone management.
- Creating opportunities for jobs in coastal and maritime tourism sector.

# Co-Evolve4BG PARTNERS & PILOT AREAS

## 9 Partners (4 EU + 5 Non-EU Partners)

## Pilot areas



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PP1  
Regione Lazio



PP2  
ΠΕΡΙΦΕΡΕΙΑ ΑΝΑΤΟΛΙΚΗΣ  
ΜΑΚΕΔΟΝΙΑΣ ΘΡΑΚΗΣ



PP3  
Universidad de Murcia



PP4  
Fundación de la Comunidad  
Valenciana para la Investigación,  
Promoción y Estudios Comerciales  
de Valenciaport



PP5  
Agence Nationale de Protection  
de l'Environnement



PP6  
Ministry of Public Works and  
Transport

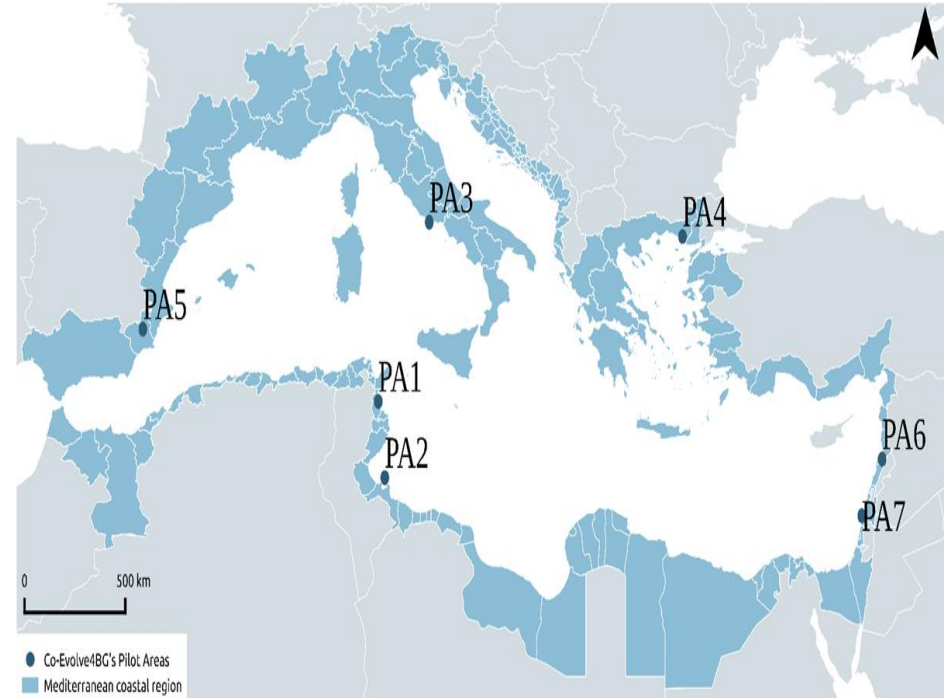


PP7  
Al Midan NGO



PP8  
AMWAJ NGO

The spatial distribution of the selected Pilot Areas for Co-Evolve4BG Project





# Co-Evolve4BG: ARCHITECTURE & LEADERS



WP  
01

Management / INSTM

- 1.1. Project Organizational Structure
- 1.2. Project Monitoring and Evaluation System
- 1.3. Committee meeting and Progress reports
- 1.4. Quality Management reports

- 2.1. Communication strategy
- 2.2. Communication tools
- 2.3. Interaction with Horizontal Projects
- 2.4. Transferability plan at Pilot Areas and regional scale



WP  
02

Communication / FVP



WP  
03

Analysis at MED scale / U. Murcia

- 3.1. Integrated analysis of Threats and Enabling Factors for sustainable tourism at MED scale
- 3.2. Tourism sustainability analysis Toolkit

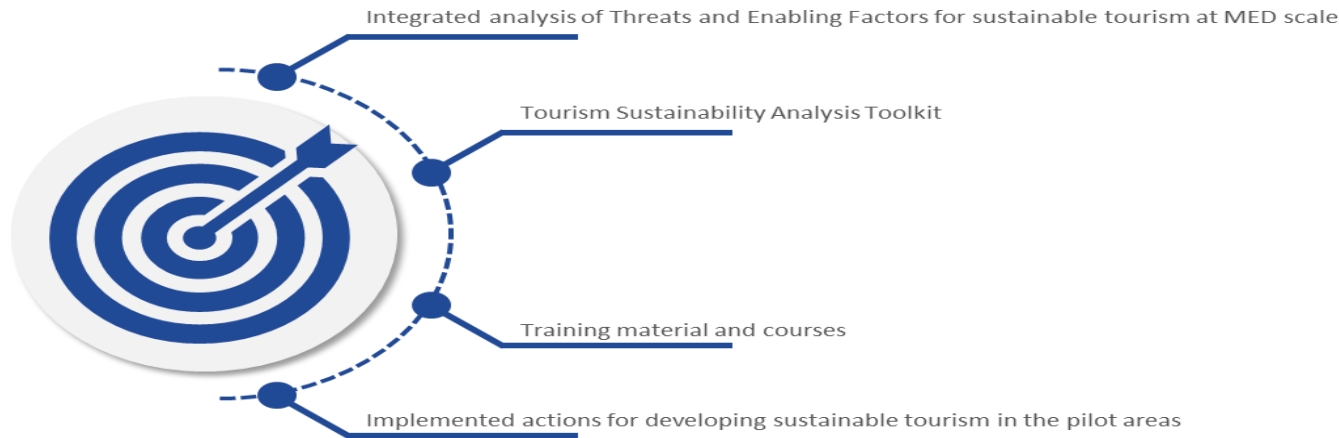
- 4.1. Training material and courses
- 4.2. Implemented actions for developing sustainable tourism in the pilot areas



WP  
04

Testing on Pilot Areas / REMTH

# Co-Evolve4BG: EXPECTED ACHIEVEMENTS



## Integrated analysis of Threats and Enabling Factors for sustainable tourism at MED scale

### THREATS

1. Climate change and morphological stability
2. Littoralisation and urbanization
3. Touristic fluxes and carrying capacity
4. Pollution and other anthropogenic pressures affecting ecosystems
5. Conflict/Synergy among different uses on land and at sea and land-sea interaction in Blue Growth
6. Safety and security challenges
7. Tourist well-being and health emergencies

### ENABLING FACTORS

1. Habitat and Endemic Species
2. Cultural and natural heritage sites
3. Coastal protection measures
4. Ecosystems protection
5. Water supply and depuration
6. Transports and accessibility
7. Tourist well-being and infection prevention and control
8. Legislation, Administrative constraints, Governance, Financial resources and mechanisms
9. Local community

# Co-Evolve4BG: EXPECTED ACHIEVEMENTS

## Tourism Sustainability Analysis Toolkit



### Co-Evolve4BG Toolkit

Based on previous efforts (CO-EVOLVE project, ETIS indicators...), an operational tourism sustainability Toolkit will be created.

### Customized Toolkit

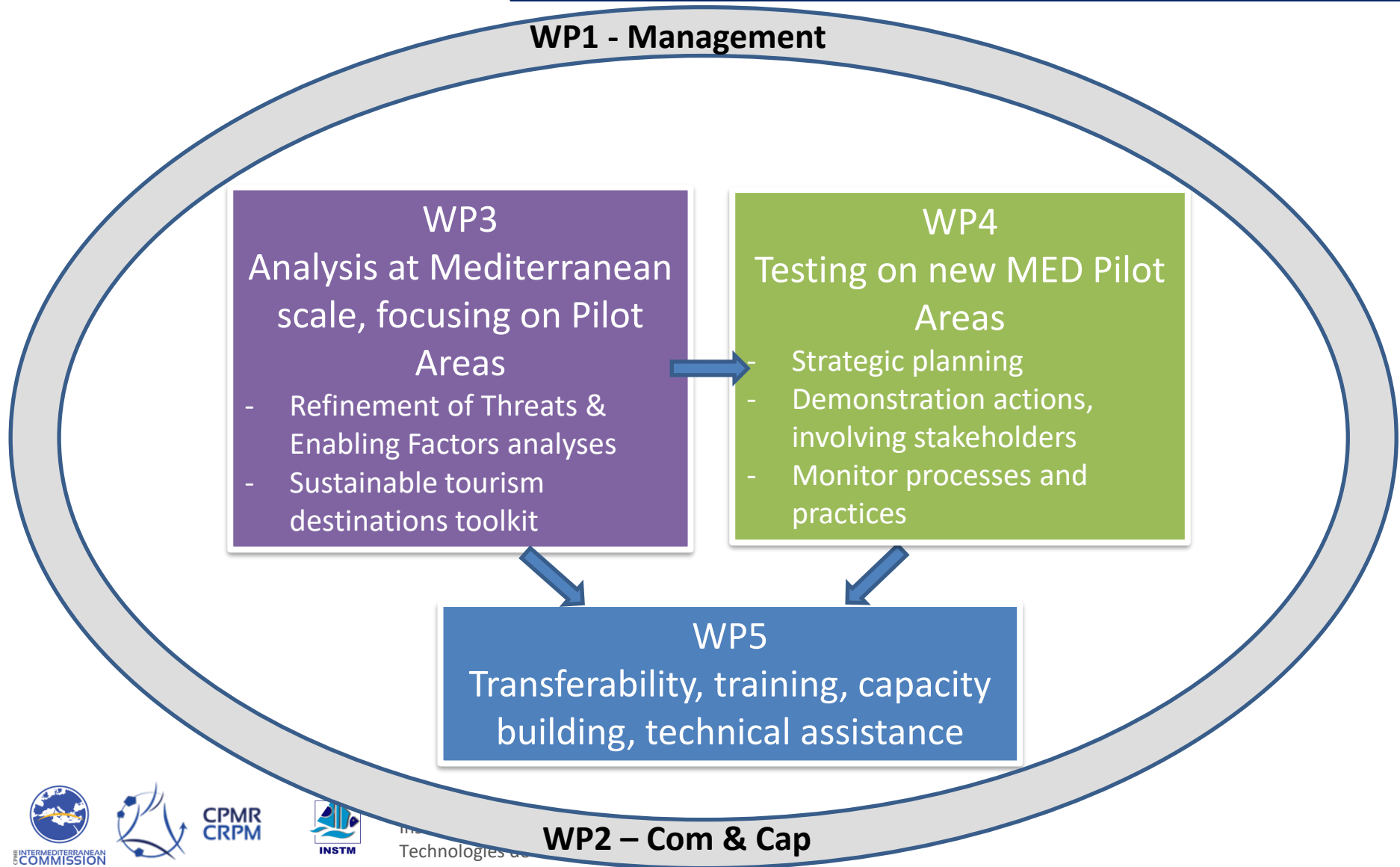
To assess the sustainability in PA, partners will be in charge of customizing the Toolkit while taking into consideration the priorities identified in each PA (characteristics, issues ...). The customization process will be done in interaction with the Local Actors/Stakeholders.

### Quali-quantify Tourism Sustainability

Based on the results of the customized Toolkit for each PA an assessment for the Coastal/Maritime tourism sustainability will be carried out.



## «Med Coast for Blue Growth» (MC4BG) – ARCHITECTURE







## «Med Coast for Blue Growth» (MC4BG) – WORKING PACKAGES

### Overview on “MC4BG” Working Packages

*WPs-conceived to mirror CO-EVOLVE's: co-leadership of current WPs leaders in CO-EVOLVE and CO-EVOLVE4BG. All partners should contribute to the WP activities.*

- WP1: Management**
- WP2: Communication, Transferability & Capitalisation**
- WP3: Analysis at Mediterranean scale**
- WP4: Testing on MED Pilot Areas**
- WP5 Transferability, training, capacity building & technical assistance**



## «Med Coast for Blue Growth» (MC4BG) – WORKING PACKAGES

### Working Package 1- Management

*Flexible “light” structure – for the moment online coordination mainly and ad hoc meeting back to back with CO-EVOLVE meetings*

- MANAGING BOARD:** CPMR (MC4BG promoter, CO-EVOLVE WP2 Leader), REMTH (Co-Evolve LP), RER (Co-Evolve WP4 Leader), ISMAR (Co-Evolve WP3 Leader), INSTM (Co-Evolve4BG LP) + Union for the Mediterranean Secretariat
- STEERING COMMITTEE:** 1 Person (and one deputy) per partner directly involved “core partners” (with co-funding) + one state representative per non-EU Med country involved and UfMS
- ASSEMBLY OF STAKEHOLDERS/BENEFICIARIES (wider group of MC4BG supporting key players):** All partners in the SC (more than one representative) + Associated partners (No funding-in kind contribution) & Other interested authorities and organizations
- ADVISORY BOARD?** With external experts, representatives of the EC/WTO/initiatives (e.g. BLUEMED, WESTMED, EUSAIR...) to be develop in the future according to opportunities.



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