



## Report

### Celebration of the Coast Day 2008 the Mediterranean



Split, 22 December 2008



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## I Executive summary

The International Coast Day is a unique event in the Mediterranean aiming to promote the value of the coast and to call for an active engagement to preserve it. The key event of a more comprehensive awareness-raising campaign implemented within the joint UNEP, World Bank, and European Commission initiative, the overall objective of the Coast Day is twofold: it serves as a catalyst to raise the awareness on the value of the coast, and calls for a serious commitment to save it. Finally, it constitutes an opportunity to promote the implementation of the Mediterranean Protocol on Integrated Coastal Zone Management (ICZM), signed in Madrid, in January 2008.

Although relatively small, coastal areas are considered to be the most valuable parts of national territories in most of the Mediterranean countries and worldwide. However, as a result of recent environmental, social and economic changes, the sustainable development of coastal zones is highly threatened, and necessitates rapid implementation of adequate policies and measures. A recent Blue Plan publication "A Sustainable Future for the Mediterranean" warns that, unless strengthened policies in all countries to stop coastal degradation are put in place, nearly 50% of the coastline could be built-up by 2025 *versus* 40% in 2000.

In this context, the Integrated Coastal Zone Management (ICZM),

and the recently adopted ICZM Protocol are the most efficient "tools" for ensuring sustainable coastal development, and constitute an effective way to ensure that human action is undertaken with a concern over balancing economic, social and environmental goals and priorities in a long-term perspective.



Beach in Sardinia

From October 24 - November 2, 2008 the Coast Day event was celebrated in several countries of the Mediterranean region, focusing on sustainable beach management. The Coast Day campaign was a real success, and the rich programme of activities included media launches, broadcasting on local radio channels, seminars on sustainable beach management, beach cleaning activities, a photo contest, fishing excursions, exhibitions, sailing regattas and concerts.

## II Introduction

The "Coast Day" is the central event of a more comprehensive awareness raising campaign jointly implemented by the United Nations Environment Programme / Mediterranean Action Plan (UNEP/MAP), the European Commission (EC) and the World Bank within the framework of the SMAP III project. The specific objective of the SMAP III project is to promote awareness of the value and state of coasts, and to provide support to the project countries in strengthening and modifying the existing enabling environment at the national level, including policy, institutional and legislative frameworks.

The Coast Day campaign was first implemented in October 2007 with the aim to raise awareness of the value of the coast and to call for a stronger and more efficient commitment of the governments to coastal management. A series of events were organised within the framework of the Coast Day campaign, including conferences, workshops, meetings, clean-up events, sailing regattas, excursions, exhibitions, concerts, educational events for children, TV programmes and interviews. These events were organised through a wide partnership with international organisations, governmental bodies, environmental NGOs, Research Centres, Media and schools.

## *An overview of the state of the coastal areas of the Mediterranean*

Coastal areas are the most valuable part of national territories of most Mediterranean countries, and are an issue of national interest, having multiple international impacts.

However, as a result of recent environmental, social and economic changes, the sustainable development of coastal zones is highly threatened and necessitates rapid implementation of adequate policies and measures. A recent Blue Plan publication: "[A Sustainable Future for the Mediterranean](#)" warns that, unless strengthened policies in all countries to stop coastal degradation are put in place, nearly 50% of the coastline could be built-up by 2025 *versus* 40% in 2000. The same source reveals other striking facts: 60% of urban wastewater is still discharged into the sea without any treatment; tourist flows are nearly doubling (additional 137 million in coastal regions) and transport growth is increasing. Linear development along the coast is irreversibly destroying ecosystems and landscapes, in addition to coastal erosion, marine pollution, climate change and overfishing.

The table in **Annex 1** shows the baseline scenario for the overall development of the Mediterranean region up to 2025.

For all these reasons the sustainable development of coastal areas has become a priority for all States Parties to the Barcelona Convention, and a priority topic for the Mediterranean Commission on Sustainable Development (MCSO).

### ***Integrated Coastal Zone Management (ICZM)***

In this context, the Integrated Coastal Zone Management (ICZM) has proved to be the most efficient "tool" for sustainable coastal development. ICZM focuses on facilitating dialogue across different sectors and levels of government, agreements and compromises between all parties involved in the use of coastal resources. Being a participatory process which involves strategic planning that considers local values, needs and priorities for efficient coastal management, it provides an effective way to ensure that human action is undertaken with a concern over balancing economic, social and environmental goals in a long-term perspective.

### ***New legal instrument: ICZM Protocol***

A number of guidelines, white papers and studies have been produced and circulated, but none of them responded to the need of addressing a common regional perspective in a legally-binding manner. One of the most important steps enabling countries to better manage their coastal zones and to deal with the emerging coastal environmental challenges is the adoption of the Protocol on ICZM in the Mediterranean in January 2008.

The Protocol is a unique legal instrument that allows the countries to better manage their coastal zones,

as well as to deal with the emerging coastal environmental challenges, such as the climate change. It focuses on legal and operational reinforcement, requiring the creation of coastal laws, active involvement of civil society, and the promotion of integrated coastal area management. Launched to act at several levels, it calls for a strong political commitment, and reminds of the necessity to change behaviour for all the actors in the coastal areas. Political will for a stronger commitment to ICZM together with behavioural changes are the essential prerequisites to promote and preserve the coasts of tomorrow – coasts that are resilient, productive, diverse, distinctive, attractive, and healthy.

As indicated in the Protocol, under *Article 15 on Awareness-raising, training, education and research*, "The Parties undertake to carry out, at the national, regional or local level, awareness-raising activities on integrated coastal zone management and to develop educational programmes, training and public education on this subject.

### ***Coast Day Campaign for an enabling framework for regional co-operation and involvement of stakeholders at various scales***

The overall objective of the Coast Day campaign is **twofold**: it serves as a catalyst to raise the awareness of policy makers and the general public on the value of the Mediterranean coasts, and to call for a serious commitment to save it; and

it promotes the implementation of the ICZM Protocol signed in Madrid in January 2008. Acting at various levels, its objective is to call for the commitment of all stakeholders on the urgent need for a more effective coastal management.

In this view, a joint **Call for Action**<sup>1</sup> was launched by UNEP/MAP and PAP/RAC on October 21, 2008 to all relevant civil society partners and Ministries in the Mediterranean region calling for their support of the Coast Day campaign.

The Coast Day event in 2008 was celebrated in most countries of the Mediterranean region, and the thematic focus was sustainable beach management, with the aim to promote the value of beaches as one of the most important coastal ecosystems, that play a key role in coastal tourism and economy.

Beaches are among the most important coastal ecosystems, and the ICZM Protocol has recognised their importance. In particular, the Protocol advocates the adoption of measures "to ensure the protection and conservation, through legislation, planning and management of marine and coastal areas, in particular of those hosting habitats and species of high conservation value, such as dunes and beaches" (Article 10).

However, beach attractiveness and value are not incontestable in every given situation. A number of studies show that beach scenery,

accessibility, historic features, safety and basic services all contribute to the beach attractiveness. In addition, presence of litter on the beach is the single most important deterrent to beach usage (Ronan, 2008). Frequent beach cleaning activities are, therefore, key for obtaining a high value of this natural resource.

In response to this and as part of the Coast Day campaign, PAP/RAC invited all partner organisations in the participating countries to contribute to the joint call for action aiming to improve beach management and litter monitoring at national and regional levels. As a result, beach cleaning and litter monitoring activities were organised in Algeria, Cyprus, Jordan, Italy, Morocco, Tunisia and Turkey.



Children cleaning a beach in Turkey

### **III Coast Day 2008 – programme of activities in the participating countries**

The Coast Day 2008 campaign was implemented in partnership with selected NGOs, whose role and responsibility was to organise a number of awareness-raising activities. Although the Coast Day was launched on October 24, several

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<sup>1</sup> The integral version of the Call for Action is available in Annex 2



NGOs used different opportunities to promote the event before and after this date.

In **Algeria** the Coast Day event was celebrated in the national park of El Kala and was implemented by the Ministry of Agriculture and Rural Development with the support of local NGOs. The rich programme included media launch, press release in local newspapers, poster exhibition, broadcasting on local radio channels and a press conference. Specific activities included the action of beach cleaning, photo contest, beach volley contest, and fishing excursion.



An Algerian beach

In **Croatia** the Coast Day event was organised with the support of the UNDP's Project "COAST", in co-operation with the NGO "Split Healthy City", under the high patronage of the Ministry of Environmental Protection, Physical Planning and Construction. The main component of the event was the sailing race entitled "Coast for all" that took place in Split, on Tuesday, October 28.

Participants of the sailing race were

children, persons with special needs, students and senior citizens. In addition, the members of the sailing team that represented Croatia in that year's Olympic Games in Beijing, were appointed Croatian Ambassadors for the Coast for the year 2008/2009. They were chosen as representatives of a sport that stands for environmental awareness, but also owing to their altruistic fair play gesture and solidarity demonstrated during the Olympic Games in Beijing.



Sailing regatta in Croatia

The Coast Day event was further promoted by the Croatian radio club "Vidova Gora" from the island of Brač, which made more than 700 digital connections and 2400 telegraphic connections with radio amateurs worldwide. A specially designed QSL card will be sent to all those that have responded to the signal 9A0COAST.



Coast Day postcard

In **Cyprus** three mass media extensively supported the celebration of the Coast Day event which focused on sustainable beach management. Radio Cosmos ([www.radiocosmos.com.cy](http://www.radiocosmos.com.cy)) included in its everyday programme jingles with short messages referring to beach and coastal zone management, and the necessity for protecting coasts for our future, and reference to the Coast Day.

The Magic TV of Paphos ([magictv07@gmail.com.cy](mailto:magictv07@gmail.com.cy)) broadcasted the Coast Day TV film once every day during the week 20 – 24 October. The TV also presented a talk show on Beach Management – Coast Day, the 24th October, hosting Ms. Xenia Loizidou, Coastal Engineer. The Radio ASTRA presented a radio program on ICZM protocol on **September 24**.

The central event on October 24 was a workshop entitled “Our coasts: what we can do for them”, which took place at the International School of Paphos (<http://www.isop-ed.org/index.html>), co-ordinated by **AKTI** and with the participation of



and coverage by mass media.



A beach in Cyprus

In **Egypt** the Coast Day activities included awareness raising and promotion of the Coast Day, as well as support to the ICZM Protocol, and the adoption of the National Strategy for ICZM. The PAP/RAC team provided guidance on the elaboration of the ICZM strategy during the meeting with the Minister of the Environment of Egypt, organised on October 19, 2008.

In **Greece** the Coast Day celebration was promoted by the Fisheries Research Institute and by the Hellenic Network on Coastal Research. The activities included the following: publication of an article about the Coast Day at the newsletter of ENCORA/HENCORE and in the local media; broadcasting of the TV spot at the web site of HENCORE ([www.hencore.gr](http://www.hencore.gr)) and on local TV stations (East Macedonia & Thrace Region); and the dissemination of an informative article about the Coast Day initiative in the local newspapers of Thessaloniki, Greece.



A wide-angle photograph of a sandy beach. In the foreground, a white metal railing is visible, suggesting a viewing platform or staircase. The beach is composed of light-colored sand with some footprints. A group of about ten people, including adults and children, are walking along the shoreline towards the right. The ocean is a light blue-green color with gentle waves. In the background, a grassy hill or dune is visible under a clear sky.

Particularly successful was the Coast Day celebration in Sardinia, **Italy**, where a 7-day long programme of activities was organised. Its “Open Coast” Programme was a major communication and outreach campaign to raise awareness concerning the need to protect, promote and manage the sustainable development of one of the island’s major resources, its coastal areas.

**COAST DAY**

Una settimana di iniziative per vivere e scoprire le coste sardo  
**25 ottobre – 2 novembre 2008**

Sabini di Montebelluna, Cagliari  
 Arca del Faro, Sassari; Teatro culturale repertorio, Isola d'Arca e Paganà  
 R. Vitozzi e Cicerone  
 FRA, ARCA, Centro, Arcadenti, Istituzioni culturali, ospitalità e gestione.

Ministero dell'Istruzione, dell'Università e della Ricerca

www.sardegnaonline.it

In **Jordan** the non-governmental organisation *Land and Human to Advocate Progress (LHAP)* organised the clean-up campaign in Jordan on Saturday, October 25, 2008, in collaboration with Wadi ElHour Youth Centre.

The friends, staff and supporters of LHAP and young people of the Youth Centre first had a football game on the occasion, preceded by a speech to inform them about the concept of the Coast Day and the relevance of ICZM for the preservation of the coast.



Clean-up event in Jordan

The clean-up campaign took place at the Dead Beach - Maeen Spa Water **Spot** outlet to the Dead Sea, which is of strategic importance and is known as an area overcrowded by tourists who come to swim in this water for health treatment reasons.

In **Morocco** the non-governmental organisation "Solidarity and Co-operation of the East (ESCO)" organised a one-day seminar entitled: "All together to safeguard the coasts of the Mediterranean" in collaboration with the civil society partner organisations, students and experts. The event was organised with the support of the Institute for Research and Development, and financed by the Ministry of Foreign Affairs.

The event was extensively covered by the media: it was broadcasted on the Moroccan 2M TV channel during the prime news on October 25 (<http://www.2m.tv/video/>).

In addition, the representatives of ESCO presented the program of the seminar during a radio interview on the RTM regional station on October 23, 2008.



Coast Day celebration in Oujda, Morocco

The Cape Radio, stationed in Tangier, advertised the seminar on several occasions, and finally, the radio operator Assouat was also interested in the event, and the representatives of ESCO were interviewed by this radio station.

The press on the Internet also gave importance to this event: Oujda news and Oujda portal launched a press release announcing the International Coast Day and the seminar in Oujda. Moreover, a video on the celebration of the Coast Day was uploaded on You Tube and is available at the following link:

[http://www.youtube.com/watch?v=3cVi0\\_zBs-k](http://www.youtube.com/watch?v=3cVi0_zBs-k), whereas the web site of

ESCO provides further information on the event: <http://www.oujdaesco.tk/>.

In addition, it is important to recall that within the framework of the Coast Day celebration, an “**open letter**” asking for an urgent commitment to save the coast was addressed to the Moroccan Prime Minister.



The Coast Day was also celebrated in **Nador**, where a workshop on the future of the Mar Chica was organised by the local NGO Forum of Urbanism, Environment and Development (FUED). The Mar Chica is the largest lagoon of the southern Mediterranean coast, which has been classified Ramsar site

owing to its important ecological and biological diversity. This site is however currently exposed to serious threats due to uncontrolled solid waste discharges from the nearby cities (Nador, Segangan, Bni ansar, Selouane, Arekmane,...). The aim of the workshop was to highlight these challenges and to look for sustainable ways to address them.

Finally, the Foundation for the Protection of the Environment Mohammed VI also supported the Coast Day initiative by widely distributing promotional and educational materials.

In **Montenegro**, the Public Enterprise for Coastal Zone Management and the Institute for Biology organised a press conference on the significance of the Coast Day on Friday, October 24.

Educational materials and posters were distributed in 20 schools in the period October 24-30, and experts from the Institute of Biology lectured on the significance of coastal management and marine life protection. In addition, the Ministry of Tourism organised a press conference during which the Coast Day initiative was promoted.

In **Tunisia** the Coast Day ceremony took place at the youth centre of Marsa and was organised by the Agency for the Protection of the Littoral (APAL) and the World Wildlife Fund (WWF) Office in Tunisia.

The objectives of this incentive were to sensitise the general public on the need to safeguard the coast and to contribute to “concretise” regular



protection of our coastal inheritance by taking the Coast Day as a good initiative complementary to other initiatives related to sustainable coastal development.

The rich programme of activities included documentary film projections, presentations on the theme of the value of beaches and the integrated management of the Coastal Zone in Tunisia, educational

#### Coast Day celebration in Tunisia

and environmental animations, and beach cleaning activities.

Finally, in **Turkey** a Coast Day panel was organised in Foca on October 24. Coastal municipalities, representatives of relevant institutions, NGOs and residents of Foca were invited to the panel. The panel aimed to highlight the economic, environmental and cultural importance of coastal areas and to engage the public to protect them.

Another panel was organised in Kusadasi in the first week of November, and was entitled: "Footsteps of Civilisations". In addition, coast day materials were presented during the international conference on coastal areas that was held in Gokova on October 14-18, 2008.

Finally, a digital photo contest on coastal areas was organised by the Underwater Research Society, whereas a painting contest among schoolchildren was organised on this occasion, and the results were shown both during the panel and the reception of the Coast Day event.



Coast Day concert in Turkey

With only two months of preparation and very limited financial resources, the Coast Day 2008 was even better celebrated than the Coast Day 2007. In the coming years the aim will be to celebrate the day in several places and on various occasions in the summer, and to present all these activities in a meeting on October 24. All activities, documents and sample photos are also presented at the Ministry of Environment web site [www.cevreorman.gov.tr](http://www.cevreorman.gov.tr).

## IV Conclusion

The successful implementation of the Coast Day campaign since its first launch in 2007 has testified to which extent information-sharing and awareness-raising activities are crucial to further stimulate the countries of the Mediterranean region to join their forces in addressing the concerns that hamper the sustainable development of their coastal areas.

Acting at different levels, the campaign has successfully reached the policy-makers and has allowed the civil society organisations and the general public to have their say in issues that are of vital importance for all. Moreover, the campaign further fostered the co-operation among the different stakeholders and has created favourable conditions for the ICZM regional policy framework.

With a slogan “Together we make the difference” the different countries of the region stood up in a joint effort to achieve their own vision of the Mediterranean coasts: coasts that are resilient, productive, diverse, distinctive, attractive, and healthy.





## **References**

MAP/PAP, MAP/Blue Plan, METAP. 2006. Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on Integrated Coastal Management - Project Implementation Manual. Split: PAP/RAC.

MAP/Blue Plan, 2005, The sustainable future for the Mediterranean: The Blue Plan's Environment and Development Outlook. London.

PAP/RAC. 2007. ICZM Protocol in the Mediterranean (as signed in Madrid on 21 January 2008)

UNEP/MAP/PAP. 2001. Good Practices Guidelines for Integrated Coastal Area Management in the Mediterranean / Principes de meilleures pratiques pour la gestion intégrée des zones côtières en Méditerranée. Split: PAP/RAC.

## **Web sites:**

Blue Plan: <http://www.planbleu.org/indexUK.html>

European Commission. Environment.ICZM homepage:  
<http://europa.eu.int/comm/environment/iczm/>

PAP/RAC: <http://www.pap-thecoastcentre.org/index.php?lang=en>

MAP: <http://www.unepmap.gr>

## Annex 1

### Table of assumptions for the baseline scenario for the development of the Mediterranean region

<b>Table 5</b> Assumptions for the baseline scenario (2025)	
<b>Determinant</b>	<b>Assumed changes</b>
<b>Climate change</b>	Global warming less than 1°C by 2025 Accelerated occurrence of extreme natural phenomena (droughts, floods)
<b>Population</b>	Decrease and rapid convergence in fertility rates Slowdown in population growth but still an additional 96 million in the region by 2025: <ul style="list-style-type: none"> <li>• 3.7 million more inhabitants per year in the SEMC</li> <li>• 31 million more in coastal zones by 2025</li> <li>• 40 million more households by 2025, with decreases in household size.</li> </ul> Ageing accelerating in the North South and east have 3 million net more people of working age per year Spread of poor eco-efficient consumption patterns 105 million more urban dwellers by 2025, of which 33 million will be in the coastal regions Rural population stability
<b>Globalization and trade</b>	Persistence, but lowering, of more or less open conflicts Boom in the market economy, spread of the technological paradigm and the information society Strong world growth (driven by the Asian pole) Relative drop of the Euro-Mediterranean pole: ageing in the north, poor development in the south Intensification of trade between the EU and the SEMC: <ul style="list-style-type: none"> <li>• evolution towards free trade, with progressive steps in the agriculture sector</li> <li>• persistence of clandestine immigration to the EU</li> <li>• tourism in 2025: <ul style="list-style-type: none"> <li>– at country level: 178 million more international tourist arrivals</li> <li>– at coastal region level: 136 million more tourist (international and national) arrivals</li> </ul> </li> <li>• growth in Euro-Mediterranean trade</li> <li>• increase in capital flows from the EU to the SEMC</li> </ul>
<b>Regional cooperation and integration</b>	Northern shore more and more integrated into the EU Weakness of Euro-Mediterranean integration that varies between countries Limited cooperation between SEMC Regional Euro-Mediterranean cooperation on the environment with limited resources
<b>Environmental governance</b>	Environmental policies remaining more reactive and curative than preventive Environment largely remaining a matter for states Poor integration of the environment into development Weakened land planning and regional development policies in national political agendas Environmental governance remaining impotent in the face of sustainable development challenges
<b>Reforms within SEMC</b>	Uneven continuation of socio-economic reforms in the SEMC, with limited room for manoeuvre and focused mainly on economic upgrading

## **Annex 2**

### **A CALL TO CELEBRATE THE COAST DAY IN THE MEDITERRANEAN**

*Athens, 20 October 2008*

Building upon the great achievement of the Contracting Parties of the Barcelona Convention, the signing of the new Protocol on Integrated Coastal Zone Management (ICZM) in January 2008 in Madrid, and more than 30 years of successful work of the Mediterranean Action Plan, we are establishing a new coastal initiative: the Mediterranean Coast Day.

The Coast Day is a unique event, aiming at promoting the value of the coast and calling for an active engagement in its management. Its main objectives are to promote the ratification and implementation of the Mediterranean ICZM Protocol and to serve as a catalyst to raise the awareness of policy makers and the general public of the value of the Mediterranean coast, calling for their serious commitment to save it.

The Mediterranean coastal area, a 46,000 km long chain of important and fragile ecosystems such as beaches, dunes, reefs, lagoons, swamps, estuaries, deltas and rocky shores, is one of the most important assets of the Mediterranean. In addition, the Mediterranean Sea is rich in endemic flora and fauna; with only 0.8% of the total ocean surface it contains 7% of all the marine species known worldwide.

However, increased anthropic pressures on this important resource result in, *inter alia*, 40% of the total length of the coastal area already being occupied by linear urbanisation, identification of 101 priority pollution hotspots, mainly resulting from land-based sources. Also, the Mediterranean Sea is one of the world's busiest waterways accounting for 15% of the global shipping activity, with transit rise projections expected to rise by 23% over the next ten years.

For the Mediterranean region, climate experts anticipate, during the 21<sup>st</sup> Century, an increase in air temperature in the range of 2.2 C° to 5.1 C°, a significant decrease in rainfall, ranging from -4 and -27%, increase in drought periods, frequency and force of extreme events, such as heat waves, droughts or floods, and an increase of the sea level of up to 35 cm. All these events are likely to cause severe impacts on agriculture and fisheries, coastal infrastructure, human health and energy sector.

One of the most important steps enabling countries to better manage their coastal zones and to deal with the emerging coastal environmental challenges is the adoption of the Mediterranean ICZM Protocol. The new Protocol, which is a unique legal instrument in the entire international community, is considered to be the right path towards ensuring sustainable coastal development, as it provides an effective way of ensuring that human actions are undertaken with a concern for balancing economic, social and environmental goals and priorities in a long-term perspective.

All of the Mediterranean countries are proud of this important new step they have jointly undertaken. They are willing to share this experience with other coastal countries of the world. Celebrating the Coast Day would be the most important toll in raising awareness of that process.

Therefore, the Mediterranean Action Plan (MAP) and the Priority Actions Programme Regional Activity Centre (PAP/RAC) have established the Mediterranean Coast Day, to be celebrated annually. This year the Coast Day will be celebrated in the week of 24 – 31 October.

Convinced that awareness raising of the value of the coast and the need for its integrated management is the key to the creation and implementation of successful coastal policies, MAP and PAP/RAC invite the Contracting Parties to the Convention for the Protection of Marine Environment and the Coastal Region of the Mediterranean (Barcelona Convention), all regional and non-governmental organisations, as well as individuals to celebrate, in an appropriate manner, the Coast Day.

United Nations Environment Programme  
/ Mediterranean Action Plan (UNEP/MAP)

Paul Mifsud

Co-ordinator

United Nations Environment Programme  
/ Mediterranean Action Plan  
Priority Actions Programme Regional  
Activity Centre (UNEP/MAP/PAP/RAC)

Ivica Trumbic  
Director

