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# GOOD PRACTICES CATALOGUE

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SAPIENZA UNIVERSITY OF ROME – PDTA Department

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# INTRODUCTION

## Good practices on coastal governance collection

### COASTING MED PROJECT

#### An overview

Nowadays coastline has undergone an intense urbanization process caused by housing needs, industrial uses, tourist exploitation based, most of all, on intensive use patterns. As a result of this process, coastal zones, especially in the Mediterranean area, suffer for the unsustainable expansion of settlements and the exponential increase of tourist flows pressure. To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area, COASTING supports the implementation and dissemination of an integrated coastal recovery and management tool based on a multilevel governance model (Coast/Bay Contract or *Contrat de Baie*). Through the capitalization process, Partners will define a common methodology focusing on sustainable tourism and contributing to a joint institutional uptake.

COASTING had its official start in February 2018 and the activities was planned to last for a period of 18 months till end July 2019, with an extension of six months until January 2020.

#### Partners

- Andalusian Federation of Towns and Provinces (LEAD PARTNER) – FAMP (ES)
- Lazio Region - Regional Directorate for housing policies and territorial, landscape and urban planning – LR (IT)
- Gozo Regional Committee – GRC (MT)
- Sapienza University of Rome – PDTA Department (IT)
- Aix Marseille Provence Metropolis – AMP (FR)
- Dubrovnik Neretva Regional Development Agency - DUNEA (HR)
- Region of Epirus - Regional Unit of Thesprotia (EL)
- Municipality of Saranda (AL)
- Sicilian Region - Department of Cultural Heritage and of Sicilian Identity – SR (IT)

Associated: UNIMED (IT), Junta de Andalucia (ES), FEMP- Federación Española de Municipios y Provincias (ES)

## GOOD PRACTICES COLLECTION

### Catalogue of good practices

The activity consists in collecting and systematising good practices related to coastal governance and sustainable tourism management, with the purpose of creating a MED Coast Observatory and improving the multilevel governance tool (Coast Contract or Contrat de Baie) focusing more deeply on tourism sustainability and valorisation.

The PDTA Department of Sapienza University of Rome has coordinated the activity, setting the scientific format and collecting Partners' Good practices, analysing and presenting them as a catalogue of representative strategies and tools dedicated to coastal areas management, delivering insights on the Partners' national/regional context, the institutional framework and the level of stakeholder' involvement.

### Coastingwiki

As part of the capitalisation process, the good practices collected by COASTING Partners will be shared in a publicly available online tool so as to start the building of an open Wikisource dedicated to coastal and sustainable tourism management case studies. This tool has been designed by Sapienza University as a permanent network (MED Coast Observatory) that will be implemented by the mainstreaming process. The aim of the Wikisource is to share and exchange knowledge and disseminate good practices and lessons learnt to a broader audience in the networking activity for policy makers, practitioners and researchers of coastal management.

[Read more](#)

## **METHODOLOGY AND THEMES**

This Catalogue highlights the 12 good practices collected and identified in 6 different contexts associated with COASTING Partners.

- FAMP-01 Andalusian Strategy for ICZM
- FAMP-02 Conil Strategic Plan 2012
- LR-01 REWETLAND
- LR-02 Isole Slow
- GRC-01 Eco Gozo
- AMP-01 Bay Contract
- DUNEA-01 ICZM Guidelines Dubrovnik Neretva
- DUNEA-02 ICZM Group Dubrovnik Neretva
- ROE\_RUT – 01 MARISCA
- ROE\_RUT – 02 PIMCA
- SR-01 CUL.TUR.A.S.
- SR-02 CONSUME-LESS

The PDTA Department of Sapienza University of Rome has analysed and systematized the good practices collected dividing them in 3 common themes basing on common objectives and focus areas in order to enlighten their transferability in COASTING.

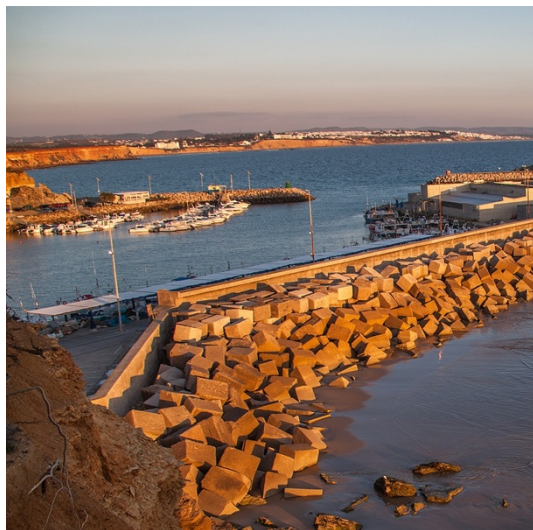
1. Sustainable tourism (5 good practices)
2. ICZM (4 good practices)
3. Participatory process and Governance (3 good practices)



# THEME 1 SUSTAINABLE TOURISM





**GOOD PRACTICE N°1**

Title	Plan Estratégico Conil 2012 - 2012 Conil Strategic Plan
Good Practice code	FAMP – 01
<b>SUMMARY</b>	
Summary description	<p>Conil was evolving from a traditional society that based its livelihood on orchard agriculture and artisanal fishing to a society that, increasingly, earned its income from providing services to tourists, which entailed a series of problems such as strong urban planning pressure; the rapid introduction of tourist developments; or an accelerated sociological change, which would compromise the evolution of the fledgling destination and its future generations. Thanks to the plan, the destination can grow according to the resources and quality of life; maintain its natural and cultural heritage; take advantage of the existing potential to generate stable and quality employment; and improve and modernize the mechanisms of social cohesion and participation.</p>
Type	Plan
EU Challenges for sustainable tourism	<ul style="list-style-type: none"> <li><b>x</b> (i) preserving and giving value to natural and cultural heritage and diversity</li> <li><b>x</b> (ii) minimising resource use and production of waste</li> <li><b>x</b> (iii) enhancing local community prosperity and quality of life</li> <li>(iv) reducing the seasonality of demand</li> <li>(v) limiting the environmental impact of tourism-related transport</li> </ul>

- (vi) making holidays accessible to all
- (vii) improving the quality of tourism jobs
- (viii) mitigating and adapting to climate change

Further challenges:

- improvement of urban structure and urban quality
- promoting sustainability
- support fisheries sector

EU Principles	<ul style="list-style-type: none"> <li>x (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li>x (ii) planning for the long term</li> <li>x (iii) involving stakeholders</li> <li>x (iv) multilevel governance</li> <li>x (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	It is interesting because the strategy attempts to make citizen participation compatible within a framework of real governance, the territorial sustainability embodied in the renunciation of the urbanization of the coastal front, and the maintenance of a high level of joint competitiveness of the destination, reflected

#### GENERAL INFORMATION

Location	Andalucía, Spain Conil, Bahía de Cádiz
Period	Start and finish dates: 2002-2012 Project scheduling: N/A
Status	Closed
Budget	70.862.876,78 €
Financial sources	Local financing (Conil City Council); regional administration; provincial financing; (provincial council); state financing (central administration).

#### BACKGROUND INFORMATION

Territorial context	<p>The territorial-tourist reality of Conil de la Frontera has a population of 21,900 inhabitants, reaching in summer (high season) a population of between 80,000 and 90,000 people, compared to a hotel floor of some 4,800 beds (to which must be added some 6,000 beds in tourist camps).</p> <p>Conil's assets are made up of:</p> <ul style="list-style-type: none"> <li>- The physical and natural environment, its orchards and beaches, its pine forests and junipers, its birds and its water resources.</li> <li>- The natural and traditional landscapes, the identity of its historical centre and the traditional knowledge of artisanal fishing, the historical buildings and the traditional customs of Conil.</li> </ul>
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Relation to policies and strategies	<ul style="list-style-type: none"> <li>- Adaptation of the urban landscape and public spaces</li> <li>- Incorporation of cultural resources</li> <li>- Adaptation of the urban landscape and public spaces</li> <li>- Incorporation of cultural resources</li> <li>- Specific means for tourist mobility</li> <li>- Promotion of tourist and environmental quality</li> <li>- Priority to hotel implementation</li> <li>- Promotion of sports activities aimed at tourists</li> <li>- Strengthening of the Tourist Board</li> <li>- Boosting tourist animation</li> <li>- Good practice awareness campaign</li> </ul> <p>In addition, the plan includes other actions related to sustainable development and support for the fisheries sector.</p>
Regulatory framework	<ul style="list-style-type: none"> <li>- Law 13/2011 also establishes other instruments for tourism planning that must be adjusted to the specifications and guidelines provided for in the plan</li> <li>- Strategic Plan of Internationalisation of the Andalusian Economy Horizon 2020</li> <li>- Environment Plan, Horizon 2017</li> <li>- Landscape Strategy of Andalusia</li> </ul>
<b>SPECIFIC INFORMATION</b>	
Objectives	<p>The main objectives of the plan are as follows:</p> <ul style="list-style-type: none"> <li>- Growing in terms of resources and quality of life</li> <li>- Maintain the natural and cultural heritage</li> <li>- To take advantage of the existing potential to generate stable and quality employment.</li> <li>- Improve and modernise the mechanisms for social cohesion and participation.</li> </ul> <p>These objectives were approved by the Economic and Social Council, expanded with the participation of municipal political groups, and define the substance of the future that Conil aims to achieve in the next ten years.</p>
Developers (and governance)	<p>The plan was promoted by the Conil de la Frontera Town Council, but its approach has been totally participatory; between the Plan's management bodies and Working Groups, more than 160 people have participated in the identification of threats and opportunities and in the elaboration of the contents. The main groups were: An Economic and Social Council, members of municipal political groups and members of the Plan Directorate.</p> <p>Within the groups were researchers, the tourism sector as a whole, as well as public institutions, local authorities, entrepreneurs, associations and foundations.</p>

Beneficiaries	The municipality of Conil and its coast in particular, but also the bay of Cadiz and the local communities and the next generations; local and regional economic players (individual and collective); current and future tourists; and all the agents involved.
Innovation aspects	<p>The following Working Groups were held, divided by themes where tourism has an influence:</p> <ul style="list-style-type: none"> <li>- Agriculture and Related Activities</li> <li>- Fishing</li> <li>- Urban Management and Environment</li> <li>- Culture and Society</li> <li>- Urban Economies</li> </ul> <p>Until then, in the Andalusian coast, there had been a scarce and weak tradition of integral planning of tourist destinations understood as such, beyond sectoral</p>
Actions	<ul style="list-style-type: none"> <li>- A new urban structure in the littoral: new productive spaces, the planning of the growth of the city and the improvement of the axes of communication between the coast and the n-340.</li> <li>- Greater value of the natural and cultural heritage: with protection instruments (natural spaces, historic centre) and instruments for promotion and valorisation.</li> <li>- Impulse of the housing and the district: policy to guarantee access to housing for the inhabitants of Conil.</li> <li>- The port and the central littoral as the economic engine of tourism and employment: a new urban space of a tourist nature will be created.</li> <li>- Commercial and leisure vitality: the protection and appreciation of the urban complex and its personal, traditional and seafaring atmosphere.</li> </ul>
Stakeholders involvement	<p>The approach has been fully participatory; more than 160 people have participated in the identification of threats and opportunities and in the preparation of the final contents of the Plan's management bodies and working groups.</p> <p>They were opinion groups representative of the different local agents, public and private, members of the local tourism system, whose conclusions were approved by the municipal plenary and therefore adopted by the government team promoting the process. Concrete, not generalist, consensus was reached on the desirable options for the future. They were conducted through a series of regular meetings with these groups.</p>

Results achieved	<ul style="list-style-type: none"> <li>- the provision of new production areas, the planning of the growth of the city and the improvement of the communication axes between the coast and the N-340.</li> <li>- library facilities and cultural facilities, fishing interpretation centres, and tourism, the classroom of the sea, etc.</li> <li>- development of more liveable city concepts, with better conditions for coexistence and human relations.</li> <li>- new investment initiatives in hotels that will complete the existing one to form a large tourist centre on the coast of Cadiz.</li> <li>- development and implementation of competitive offers with large supermarkets and supermarkets. new forms of business.</li> </ul>
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#### **POTENCIAL FOR LEARNING AND TRANSFER**

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Challenges and obstacles	<ul style="list-style-type: none"> <li>- High level of seasonality</li> <li>- Excessive pressure from summer residential activity</li> <li>- Weak road access (roads)</li> <li>- Lack of open spaces, pedestrian and recreational areas</li> <li>- Road traffic and parking problems</li> <li>- Scarcity of equipment for specific cars (sports, ecotourism, etc.)</li> <li>- Low professional qualification</li> <li>- Reduced local awareness of the value of tourist space</li> <li>- Generalization of congestion due to increased pressure of the holiday activity on the tourist area</li> <li>- Extent of illegal building activities</li> <li>- High participation of the informal economy</li> </ul>
Success factors	<ul style="list-style-type: none"> <li>- High quality and diversified core resources</li> <li>- Positive and hospitable acceptance</li> <li>- Incorporation of hotel facilities with a European vision</li> <li>- Gradual penetration of the image of sensitive tourism</li> <li>- Increasing propensity of a market segment of medium and high purchasing power to destinations with environmental uniqueness and quality</li> <li>- Interest of tour operators in offers from "small charming southern coastal villages"</li> <li>- Inclusion of Conil in a much broader spatial framework</li> </ul>
Transferability in COASTING project	<p>It is interesting that there is a detriment to a territorial design in the medium to long term for greater environmental, social and even economic sustainability. It is in this context that the debates on the most appropriate modes of public management to face the new scenarios are framed, debates in which the concept and practice of governance acquire an increasingly relevant role.</p>

It highlights a practice of "integrated strategic planning of a sustainable tourist destination", within which manifestations of strategic, urban, environmental and tourist planning can be detected.

<b>OTHER</b>	
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Notes	N/A



## GOOD PRACTICE N°2



Title	Isole Slow
Good Practice code	LR - 02
SUMMARY	
Summary description	<p>Slow Islands is a Slow Food's project started in 2005 in Sicilia and Toscana with the objective of creating a sustainable tourism model based on Slow Food best practices, capable of activating a virtuous circle for the island local development. Slow Food is a global grassroots organization, aimed to prevent the disappearance of local food cultures and traditions. Besides education and dissemination activities, it supports SME by promoting their products through Slow Food Presidia i.e. autochthonous food products, naturally grown based on local biodiversity (sustainable agriculture) and made according to tradition. Slow Islands' aim is to promote the Mediterranean small islands' life and economy, giving value to the land and the agricultural practice. In 2014 Ponza and Ventotene Islands of the archipelago of the Pontine islands joined the Slow Islands network.</p>
Type	Local initiative
EU Challenges for sustainable tourism	<ul style="list-style-type: none"> <li><b>x</b> (i) preserving and giving value to natural and cultural heritage and diversity</li> <li>(ii) minimising resource use and production of waste</li> <li><b>x</b> (iii) enhancing local community prosperity and quality of life</li> </ul>

	<ul style="list-style-type: none"> <li>x (iv) reducing the seasonality of demand</li> <li>(v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li>(vii) improving the quality of tourism jobs</li> <li>(viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<ul style="list-style-type: none"> <li>x (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li>(ii) planning for the long term</li> <li>x (iii) involving stakeholders</li> <li>(iv) multilevel governance</li> <li>x (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	<p>Slow Islands share with COASTING the objective to enhance and diversify local economies through the valorisation of natural and cultural (both material and immaterial) heritage in coastal sites that are targeted mainly in summer season. Its aim is to identify and share an integrated framework to promote new pathways for a sustainable and durable development, beyond major economic and touristic trends, reduce human pressure on most attractive sites and avoid seasonality and touch-and-go visits.</p>
<b>GENERAL INFORMATION</b>	
Location	Pontine Archipelago, Lazio Region, Italy Tyrrhenian sea
Period	Start and finish dates: 216- Project scheduling: N/A
Status	Ongoing
Budget	N/A
Financial sources	N/A
<b>BACKGROUND INFORMATION</b>	
Territorial context	<p>The Pontine Islands comprise two groups: Ponza, Palmarola, Zannone and Gavi to the northwest and Ventotene and Santo Stefano to the southeast. Ponza and Ventotene are populated; the smaller islands are not. Ventotene and Santo Stefano are land and sea conservation areas, supervised by the Ministry of the Environment, administration being in the hands of the Municipality. Even though the beaches are the most targeted attractions for mass tourism, Ventotene and Ponza also have several archaeological sites: the emperor Augustus exiled his embarrassing daughter Julia to Ventotene (then known as Pandataria); and Nero later did the same with his wife Octavia. The remains of the Roman Villa Giulia can be seen on the tip of the Eolo headland by the port. Over the centuries many other notable exiles arrived on the Pontine</p>

	islands, including the early saint Flavia Domitilla, Sandro Pertini (a prisoner of the Fascists and later President of Italy) and Mussolini (confined here for a few days in 1943).
Relation to policies and strategies	The initiative is connected to various European policies. In particular it is linked to the Europe 2020 Strategy, regarding the low carbon goals (short-chain food and products, sustainable agriculture and mobility) and the sustainable growth (diversification of local economies, increasing of accessibility and tourism, avoiding migration and depopulation of marginal areas, reducing human pressure and exploitation of human resources, giving full access to disadvantaged groups, equal rights and conditions of well-being to local communities).
Regulatory framework	<ul style="list-style-type: none"> <li>- RDP Lazio Region</li> <li>- Lazio Regional Landscape Plan</li> </ul>
<b>SPECIFIC INFORMATION</b>	
Objectives	<ul style="list-style-type: none"> <li>- To promote no invasive tourism;</li> <li>- To promote inclusive tourism with respect of the fragile environmental and social balance;</li> <li>- To strengthen connection and transportation to facilitate off season tourism;</li> <li>- To foster agricultural sustainable activities and local products – good, fair and clean according to Slow Food philosophy;</li> <li>- To promote networking with the other island communities.</li> </ul>
Developers (and governance)	<ul style="list-style-type: none"> <li>- Slow Food - NGO</li> <li>- Lazio Region</li> <li>- Municipality of Ponza and Ventotene</li> <li>- Local stakeholders</li> </ul>
Beneficiaries	<ul style="list-style-type: none"> <li>- Local communities</li> <li>- Local farmers</li> <li>- Local touristic operators</li> <li>- Tourists</li> </ul>
Innovation aspects	Through the focus on slow tourism this initiative promotes sustainable agriculture and sustainable tourism, the reinforcement of local identities, and an increased awareness on sustainable choices by producers and users. In particular, it contributes to expanding the tourist season to all year-round by encouraging slow activities. In terms of the latter, Slow Islands seeks to further highlight sustainable activities and encourage the tourists' responsible behaviours.
Actions	Slow Islands aims to create slow-communities by engaging key local stakeholders, to create synergies among existing or new tourist facilities, agriculture and handcraft activities,

	traditional short-chain foods, ecosystem services, landscape identities and other site-specific resources. It will promote and implement actions and measures inspired by the "SLOW approach" as interpreted and experienced by internationally known initiatives such as Slow-Food and Slow-City.
Stakeholders involvement	N/A
Results achieved	Since the project is still ongoing, the following are expected results. The valorisation of territorial assets is expected to progressively add nodes into a territorial network that would remain otherwise isolated. The attractiveness of sideways touristic itineraries is desirable to become a diffuse characteristic archipelago and will depend on the capacity to show a widespread range of opportunities and progressively involve new communities.
<b>POTENCIAL FOR LEARNING AND TRANSFER</b>	
Challenges and obstacles	Challenges to be faced in the targeted islands include: socio-economic disparities (e.g. GDP per capita; unemployment rates); shortcomings in transport links; less attractiveness of rural area; migration and depopulation of marginal areas; environmental threats (climate change); high seasonality in tourism, often limited to beach areas and touch-and-go visits in high targeted sites; barriers to proactive management by public administrations.
Success factors	The practice in the Pontine islands is currently ongoing, but as main reference it is possible to mention the successful experience of Slow Food and Slow Cities. The slow approach combines ethical issues with market-oriented strategies and therefore represents a valuable solution to create synergies between private and public stakeholders, engage administrations to increase accessibility to regional resources, increase competitiveness of SMEs and job opportunities.
Transferability in COASTING project	The project approach inspired by the Slow Food philosophy, together with its objectives and actions are highly transferable to the COASTING project. Indeed, they could constitute specific actions to be programmed and promoted in the context of a Coast Contract.
<b>OTHER</b>	
Contact details	Organization: SLOW FOOD Name of contact person: N/A Email: isoleslowventotene@gmail.com
Web site	N/A
Notes	N/A

### GOOD PRACTICE N°3



Title	
CUL.TUR.A.S. - CULTure et TURism Actif et Soutenable	
Good Practice code	SR - 01
<b>SUMMARY</b>	
Summary description	CUL.TUR.A.S. is a cross-border project between Sicily and Tunisia. The project aimed to identify new models for the cultural heritage exploitation, by testing a pilot project concerning the cultural heritage enlargement and the specialisation of the tourism cross-border supply on two specific segments: underwater and cycling tourism.
Type	Project
EU Challenges for sustainable tourism	<ul style="list-style-type: none"> <li><b>x</b> (i) preserving and giving value to natural and cultural heritage and diversity</li> <li>(ii) minimising resource use and production of waste</li> <li><b>x</b> (iii) enhancing local community prosperity and quality of life</li> <li><b>x</b> (iv) reducing the seasonality of demand</li> <li>(v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li>(vii) improving the quality of tourism jobs</li> <li>(viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<ul style="list-style-type: none"> <li><b>x</b> (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li>(ii) planning for the long term</li> <li><b>x</b> (iii) involving stakeholders</li> <li><b>x</b> (iv) multilevel governance</li> </ul>

(v) promoting awareness and commitment

Reason of interest for COASTING	The main reason why is that the project focus 2 particular niche market, for a new model of sustainable tourism in some areas where there is an excessive tourist pressure concentrated in summertime. Then, the realisation of a bottom up approach to promote local tourism development.
<b>GENERAL INFORMATION</b>	
Location	The province of Trapani in Sicily (Italy) and Bizerte, Tabarka and Houaria regions (Tunisia) The cross-border area Sicilia - Tunisia
Period	Start and finish dates: 2013-2016 Project scheduling: N/A
Status	Ended
Budget	1.361.000 €
Financial sources	80% European funds, 20% national funds
<b>BACKGROUND INFORMATION</b>	
Territorial context	Description relates the Province of Trapani and data are updated to 2015. Territory is morphologically changeable with a coastline of 294 kilometres marked by wide beaches, gulfs, cliffs and with the presence of tuna traps, castles, towers, mills and historical centres. The income per capita is € 8.850, a little bit less the regional data, but much less than the national data that is € 13.713. The unemployment rate is about 20% but the youth one is the 50%. The growing sectors are the tourist and the property ones. The agriculture sector is decreasing in spite of good performances of the wine and olive oil sectors. The province is rich of traditions, celebrations and popular events, mainly religious but even connected to agricultural and culinary products. Tourist flows seem to prefer hotels, from 1 to 5 stars. Tourist stays on average 3,64 days. The most of tourist flows are Italians. Among the strangers the most are French, German and US. Tourist operators have a low tendency to associate themselves.
Relation to policies and strategies	The good practice is framed within wider sustainable tourism policies taken by the Sicilian Ministry of Tourism in the Tourist Promotion Plans in the last years. These plans have focused on the experience-based tourism, the brand reputation, niche tourism, the exploitation of cultural and landscape heritage, the culinary tourism, seasonal adjustment. They have a national and international relevance and contain actions addressed to those countries that are considered strategical to increase touristic flows in Sicily.
Regulatory framework	Laws and regulations that are relevant to the good practice implementation are regulations UE, moreover those ones connected to cooperation programmes (Interreg, cross-



border programmes) and SIE funds, the National Code of cultural heritage and landscape, national and regional Tourist promotion plans.

<b>SPECIFIC INFORMATION</b>	
Objectives	<ul style="list-style-type: none"> <li>- exploiting new tourist niches</li> <li>- building a new model of partnership between public bodies and private enterprises</li> <li>- providing an experience-based tourist</li> <li>- raising awareness new generations on cultural and landscape heritage</li> <li>- increasing technical capacity of the operators</li> </ul>
Developers (and governance)	The project involves public bodies: Regional departments of cultural heritage and of tourism, the province of Trapani, the Tunisian national tourism office and the Tunisian Institute of heritage. And schools, private companies and diving and biker associations.
Beneficiaries	Beneficiaries of good practice are local communities and the next generations, local economic players, current and future tourists.
Innovation aspects	<ul style="list-style-type: none"> <li>- the new model of partnership between public bodies and private entrepreneurs, persuaded to trust the project and to invest their time and money to preserve and exploit for touristic purposes the routes created by the public body</li> <li>- the building of new supply addressed to tourist niches before ignored</li> <li>- a bottom up approach to promote local tourism development</li> </ul>
Actions	<p>The actions, made in both the territory (Sicilia and Tunisia) are:</p> <ul style="list-style-type: none"> <li>- Studies and marketing researches</li> <li>- This action includes site research, analysis of the feasibility, selection of the routes. Then, an investigation on underwater tourism and an analysis of the tourist demand and supply</li> <li>- Social and economic animation</li> <li>- Training to the operators, shared drafting of product specifications, creation of a "<i>club de produit</i>"</li> <li>- Marketing plans</li> <li>- Promotion on national and international market</li> </ul>
Stakeholders involvement	<ul style="list-style-type: none"> <li>- 10 schools in the Province of Trapani and 30 in Tunisia</li> <li>- tourist entrepreneurs</li> <li>- bike associations and diving centres</li> <li>- local public administrations</li> </ul>
Results achieved	<ul style="list-style-type: none"> <li>- 11 underwater archaeological routes and 17 cycling tourism routes in Sicily and in Tunisia, in total, were realised</li> </ul>

- Tourist demand and supply analysis in each territory (for market segment) and attention on the level of specialisation of the operators
- Market research in Sicily and in Tunisia
- Technical assistance to the operators and an ideas competition in Tunisia
- Establishment of local and cross-border operator networks with common rules
- National and international events and information, enjoyment and promotional material, for Sicily and Tunisia
- Methodological manual for the exploitation of cultural heritage

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**POTENCIAL FOR LEARNING AND TRANSFER**


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Challenges and obstacles	Some problems were at the beginning of the project in the relationship with the Tunisian partners, probably due to the difficulty to well understand the project and to different points of view about the way to conduct common actions. Some partners were at their first experience in the cooperation projects. May be a little bit of mutual diffidence too. These problems were overcome after first meetings through which partners had opportunity to better know the project and became more confident in the partnership. Other kind of problem was the slowness of administrative procedures in contrast with the necessity to respect the timetable of the project. We tried to accelerate the times by sensitizing all the internal offices involved in these procedures. Last, diffidence of private operators. Several meetings were made to win it.
Success factors	Main success factor was coordination among the partners, their professionalism and efficiency. Obviously, the goodness of the project in which, after the first period, all the partners believed strongly.
Transferability in COASTING project	The project identified a methodology, a bottom up approach to promote local tourism development, by exploiting niches of tourists very sensitive to the respect of the environment and that travel in all the period of the year. It's this kind of methodological approach that can be transferred in COASTING project.

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**OTHER**


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Contact details	Organization: SICILIAN REGION - DEPARTMENT OF CULTURAL HERITAGE AND SICILIAN IDENTITY Name of contact person: Giuseppe Avenia Email: programmazione.uo2@regione.sicilia.it
Web site	<a href="http://www.regione.sicilia.it">www.regione.sicilia.it</a>
Notes	The website output of the project CULTURAS: <a href="http://www.bikendive.com/">http://www.bikendive.com/</a>

## GOOD PRACTICE N°4



<b>Title</b>	<b>CONSUME-LESS in Mediterranean Touristic Communities</b>
Good Practice code	SR – 02
<b>SUMMARY</b>	
Summary description	<p>Consume Less in the Mediterranean Touristic Communities, (in short - Consume-Less) aims to significantly reduce energy, water and waste generated by tourist influx specifically in coastal and tourist areas. The Consume-Less project will whilst tackling the negative externalities, ensure preservation of the surrounding environment and ecosystem services which attracts tourism. Throughout the project, a tourism model was defined and already implemented in 6 cities, by means of:</p> <ul style="list-style-type: none"> <li>- Integrated approach, including multiple types of energy and water saving actions and waste prevention and management measures</li> <li>- Offer of “consume-less” services through the active involvement of tourism service providers.</li> <li>- Awareness raising and behavioural change campaigns based on the use of innovative solutions including a mix of Storytelling and SoLoMo (Social- Location-Mobile) solutions.</li> </ul> <p>The implementation strategy is characterized in particular by the introduction of brand “ConsumelessMed”, which shall be assigned to private and/or public entities participating in the initiative, and achieving sustainable management actions towards the reduction of energy, water and waste generation.</p>

The model is based on a real involvement of public entities too, setting up as first step a local management committee and developing some “demonstrative measures”:

- Actions/installations aimed at reducing waste or saving water or energy, located in places with a high visibility
- These measures play an important role in communicating to tourists the commitment of the municipalities in saving water and energy and reduce waste, becoming a part of the local awareness campaign.

Type	Project
EU Challenges for sustainable tourism	<ul style="list-style-type: none"> <li><b>x</b> (i) preserving and giving value to natural and cultural heritage and diversity</li> <li><b>x</b> (ii) minimising resource use and production of waste</li> <li><b>x</b> (iii) enhancing local community prosperity and quality of life</li> <li><b>x</b> (iv) reducing the seasonality of demand</li> <li>(v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li><b>x</b> (vii) improving the quality of tourism jobs</li> <li>(viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<ul style="list-style-type: none"> <li><b>x</b> (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li><b>x</b> (ii) planning for the long term</li> <li><b>x</b> (iii) involving stakeholders</li> <li>(iv) multilevel governance</li> <li><b>x</b> (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	The Consume-Less project is closely linked to all other relevant sectorial strategies and policies for sustainable tourism in the Mediterranean region, especially to Integrated Coastal Zone Management (ICZM) and ultimately Maritime Spatial Planning (MSP) by enhancing the capacity and empowering public authorities and tourist destination stakeholders, towards integrated and eco-systemic approaches.
<b>GENERAL INFORMATION</b>	
Location (see also: Images)	Gozo (Malta); Vélez-Málaga (Spain); Saranda (Albania); Ragusa (Sicily, Italy); Realmonte (Sicily, Italy); Naxos (Greece). Mediterranean Sea
Period	Start and finish dates: 2016-2019 Project scheduling: Testing phase 2017/2018, Transferring 2018, Capitalisation 2019
Status	Ongoing
Budget	2,635,000.00 €

Financial sources	<p>The Consume-Less Project is funded under the INTERREG MED Programme 2014-2020 which is a Transnational European Cooperation Programme for the Mediterranean area, which encourages cooperation between med regions in 10 EU Member States as well as potential candidates. The objective of the Programme is to promote sustainable growth in the MED by fostering innovative concepts and practices as well as a reasonable use of resources and by supporting social integration through an integrated and territorially based cooperation approach. The programme focuses on smart, sustainable and inclusive growth.</p>
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**BACKGROUND INFORMATION**


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Territorial context	<p>Most of the coastal cities in the MED area are interested by high touristic flows. The socio-economic impact of these visitors is extraordinary and tourism, with the economic and employment opportunities it creates, has become a key factor in overall socio-economic development strategies in touristic areas. At the same time, tourism brings a range of negative externalities and tourist cities have to face additional challenges related to water and energy savings, waste prevention and management due to their geographical and climatic conditions, the seasonality of tourism flow and the specificity of tourism industry. These challenges threaten the preservation and conservation of those ecosystem services - sea, beaches, natural resources and products - offered by tourism destinations, that ensures not only the environmental survival of tourist cities but also their attractiveness. The minimization of resource use (energy, water) and waste production, according to a "consume-less" model, as well as the preservation of the ecosystem services and the exploitation of natural resources, becomes thus a key factor for qualifying the touristic offer and promoting a smart and sustainable growth in Mediterranean tourist coastal cities.</p>
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Relation to policies and strategies	<ul style="list-style-type: none"> <li>- Europe 2020 Strategy: more sustainable Europe, towards a low-carbon economy, that includes the 20% of reduction of GHG emissions and increasing 20% in energy efficiency. The EU is aiming to progressively decrease primary energy consumption by 2020 and 2030. Energy efficiency in buildings (EEB) is a key topic to EU policy.</li> <li>- Horizon 2020: Secure, clean and efficient energy; Climate action, environment, resource efficiency and raw materials. Covenant of Mayors initiative (voluntary commit to increasing energy efficiency and use of removable energy sources on their territories) the aims at reducing the CO2 emissions by 2020.</li> </ul>
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	<ul style="list-style-type: none"> <li>- Territorial Agenda of the European Union 2020: towards an Inclusive, Smart and Sustainable Europe of diverse Regions (2011).</li> <li>- Macro-regional EUSAIR and EUSALP (point C.3.1.b).</li> <li>- Circular Economy Roadmap: a more ambitious circular economy strategy to transform Europe into a more competitive source-efficient economy, addressing a range of economic sectors, including waste, energy and water efficiency. The new strategy will include a new legislative proposal on waste targets, taking into account the input already given to us during public consultations, and by Council and in Parliament, in particular the comments made by many that the previous proposals needed to be more country-specific.</li> </ul>
Regulatory framework	<p>The main objective of the Administration's action foreseen, among other things, by the new European planning, PRINT (Regional plan of internationalization) a policy of integration of the regional tourism offer, which also involves areas different from those of the "UNESCO area", the National Strategical Plan for Tourism; PO FESR Sicilia – <i>Strategia innovazione e ricerca</i> (RIS3); and the Regional plan of tourist propaganda 2017.</p>
<b>SPECIFIC INFORMATION</b>	
Objectives	<ul style="list-style-type: none"> <li>- To contribute to sustainable water, energy and waste management with particular focus on the reduction in the consumption of water and energy as well as waste reduction through prevention of waste generation in the tourism sector in Mediterranean cities.</li> <li>- To promote sustainable tourism models, based on the enhancement of local historical heritage, natural resources and products.</li> <li>- To promote responsible behaviour of tourists.</li> </ul>
Developers (and governance)	<ul style="list-style-type: none"> <li>- Local public authorities such as local municipalities</li> <li>- National public authorities</li> <li>- Regional public authorities</li> <li>- Trade associations</li> <li>- SMEs and entrepreneurs of the tourist sector</li> </ul> <p>The local entities and the associations are normally the members of the local committee. The final beneficiaries (with an important role for reaching the final goal) are the entrepreneurs of the tourism sector.</p>
Beneficiaries	<ul style="list-style-type: none"> <li>- Municipality staff and decision makers</li> <li>- Trade and Tourism business associations</li> <li>- Public or private companies responsible for waste, water and energy management</li> <li>- Public or private companies/organizations responsible for managing most relevant tourism attractions in the pilot areas (i.e. museums, natural parks etc.)</li> </ul>



	<ul style="list-style-type: none"> <li>- Environmental Protection Agencies</li> <li>- Environmental NGOs</li> <li>- Tourism agencies and tour-operators</li> <li>- Tourism service providers.</li> </ul>
Innovation aspects	<p>The model can be defined “territorial” and “inclusive”, involving from the biggest to the smallest facility of a touristic community. The Consume-Less model is based on the qualification of the coastal territories as ConsumelessMed locations and on the enhancement of this peculiarity through an innovative communication and territorial marketing campaign, both implemented by directly involving all interested actors. The Awareness raising and behavioural change campaigns based on the use of multiple behaviour change approaches and innovative solutions including a mix of storytelling and SoLoMo (Social-Location-Mobile solutions).</p>
Actions	<ul style="list-style-type: none"> <li>- The local committee is settled up</li> <li>- The label is assigned to the facilities respecting at least the compulsory criteria</li> <li>- The demonstrative measures is implemented and promoted</li> <li>- The platform <a href="http://www.consumelessmed.org">www.consumelessmed.org</a> promotes the labelled facilities and the stories and news of the consumelessMed destination and the social campaign #consumelesstraveler is animated providing video/message by the travellers</li> <li>- Implementation of a common monitoring approach</li> <li>- Implementation of an ad-hoc territorial marketing strategy</li> <li>- Mainstreaming at regional level</li> </ul>
Stakeholders involvement	<p>The involvement of local stakeholders (trade associations and other key actors of the sector) in the development of the Consumeless model is a key element of the implementation approach (they are the local committee, first step of the strategy); the second step will involve the service providers (hotels, restaurants, cafes, beach resorts etc.) for driving the territory toward a more sustainable strategy and hospitality paradigm, thus the tourists and citizens who are the stories to tell for describing the territory and the travel experiences. The model includes a strategy for involving each group by means of thematic conferences, workshop, training, be-to-be meeting and atypical events for animating the territory. The social strategies and the influencers can have a strategic role for reaching the goal. An innovative way to involve the local community and the service provider has been the “<i>Workation: Work+vacation</i>”</p>

an important experiment for mixing work (freelancer paid for work on the project) with the local actors. During these 10 days of *Workation* held in Ragusa (Sicily) the freelancer (called digital nomads) developed all the communication and social strategies for the project and merged with the local communities for telling their stories.

#### Results achieved

- 6 destinations ConsumelessMed and 6 local action plans
- over 200 voluntary agreements for the local committee
- more than 150 facilities with the label
- A platform for promoting the ConsumelessMed destinations, facilities, stories, travellers and so on [www.consumelessmed.org](http://www.consumelessmed.org)
- Involvement of thousands of citizens and travellers by means of atypical events
- ConsumelessMed label guidelines and the Consume-Less Model
- workers trained
- Realisation of 6 demonstrative measures
- Thousands of people reached by the Consume-Less awareness raising campaign

#### POTENCIAL FOR LEARNING AND TRANSFER

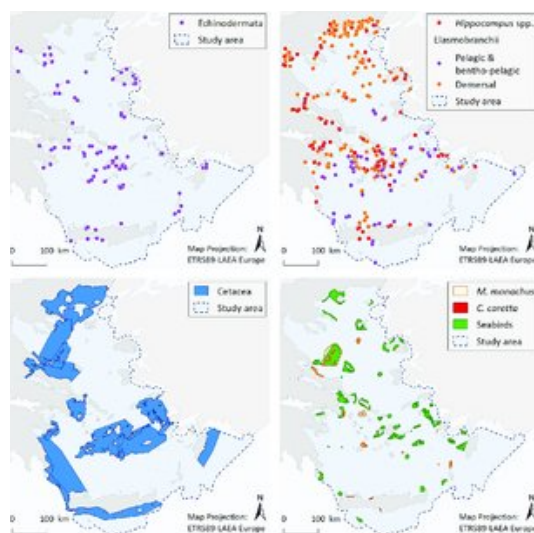
#### Challenges and obstacles

The main problem is that the private actors don't understand immediately the opportunity to invest their time and energy promoting sustainable behaviour managing their business. The sustainable tourism is yet considered a "niche" tourism and not an added value. Furthermore, the synergies public-private, but also between privates, are complicated because they supposed to have to share their customers. So for a tangible impact on this sector we need carry out stakeholders by this misunderstanding and involve mostly the public sector. Regional strategies started too recently to talk about sustainability on the tourism plans, this retards is an obstacle to implement any larger plan, anyway the municipalities are answering with interest.

#### Success factors

The main success factor is that there isn't other label as ConsumelessMed which with an international vision start involving the local actors public and private for redefining their destination as a Sustainable (thus "consumeless") destination. This goal is strictly linked to the possibility to match the demand at marketing level with a clear strategy. This potentiality is not completely reached in the project but during the capitalization phase will be enhanced by means of training and mainstreaming measures.

Transferability in COASTING project	<p>The collaboration atmosphere created during the project debating with the local public and private stakeholders is an essential point for planning and implementing good practices and model. Data acquired and information collected by these actors are the base for planning also strategies linked to the coasting objectives. The economic operators working on the coastal areas need to be involved in common projects for planning together with the decision makers. The Consumeless model is a good first approach for giving them the possibility to contribute to a sustainable plan without a big effort and benefit of the marketing and communication strategy for became more attractive. Furthermore, step by step it's possible to develop more complicate strategies for reach more ambitious goals. Each Coasting partner who are interested in implementing the Model can benefit of the support of the Consumeless partners.</p>
<b>OTHER</b>	
Contact details	<p>Organization: Lead Partner – THE ENERGY AND WATER AGENCY; Technical partner - SVI.MED.ONLUS – EUROMEDITERRANEAN CENTRE FOR THE SUSTAINABLE DEVELOPMENT</p> <p>Name of contact person: Manuel Sapiano; Barbara Sarnari</p> <p>Email: manuel.sapiano@gov.mt; b.sarnari@svimed.eu</p>
Web site	Programme Website – <a href="http://www.consume-less.interreg-med.eu">www.consume-less.interreg-med.eu</a>
Notes	Consumeless platform - <a href="http://www.consumelessmed.org">www.consumelessmed.org</a>

**GOOD PRACTICE N°5****Title**

**MARine Spatial Conservation planning in the Aegean sea - MARISCA**

**Good Practice code**

ROE-RUT - 01

**SUMMARY**

## Summary description

MARISCA is a project co-funded by the European Environmental Area Financial Mechanism, (EEA FM 2009-2014), and by the Public Investments Programme (PIP) under the theme «Integrated Marine and Inland Water Management», “Increased knowledge concerning the integrated marine and islands policy or the protection / management of coastal areas” that took place from 01/12/2015 to 31/12/2016 with a budget of EUR 390.000. Composed by 3 partners (University of the Aegean, Hellenic Centre for Marine Research (HCMR) and the Institute of Marine Research (IMR) from 2 countries (Greece and Norway), MARISCA aimed to improve the protection and conservation of biodiversity in the context of an integrated Marine Spatial Plan (MSP) in the Aegean Sea. Hence, MARISCA delivered a number of maps charting biodiversity and various types of human activity in the Aegean, including distinct types of touristic offers, thereby facilitating the formation of maritime spatial plans. By

juxtaposing MARISCA biodiversity and touristic activity maps, it is possible to analyse how various types of touristic activity (e.g. marinas, diving centres, hotels) affect distinct types of fauna and flora (from porifera to cetacea). The ultimate aim was to propose a network of Marine Protected Areas (MPAs) and protection zones for the conservation of all important and threatened habitats and species, as defined by national and community legislation and international agreements.

Type	Project
EU Challenges for sustainable tourism	<p>Please choose one or more challenges tackled by the good practice, among the following:</p> <ul style="list-style-type: none"> <li><b>x</b> (i) preserving and giving value to natural and cultural heritage and diversity</li> <li><b>x</b> (ii) minimising resource use and production of waste</li> <li><b>x</b> (iii) enhancing local community prosperity and quality of life</li> <li>(iv) reducing the seasonality of demand</li> <li><b>x</b> (v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li>(vii) improving the quality of tourism jobs</li> <li>(viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<p>Please choose one or more principle implemented by the good practice, among the following:</p> <ul style="list-style-type: none"> <li><b>x</b> (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li><b>x</b> (ii) planning for the long term</li> <li>(iii) involving stakeholders</li> <li>(iv) multilevel governance</li> <li>(v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	<p>MARISCA provides a model for the mapping of biodiversity in Greek coastal areas alongside human activities that affect it (e.g. touristic activities). MARISCA outputs can be used as an example of how to systematise data about biodiversity &amp; human activities such as tourism in the coastal zone. It can be used as a good practice for mapping biodiversity &amp; human activities that forms the basis of a common methodology for ICZM-MSP and is a prerequisite for implementing the mainstreamed Bay Contract.</p>

**GENERAL INFORMATION**

Location	Greece / East Macedonia and Thrace, North Aegean, South Aegean, Crete, Peloponnese, Attika, Central Greece, Thessaly, Central Macedonia Aegean Sea
Period	Start and finish dates: 01/12/2015 to 31/12/2016 Project scheduling: WP 1: Management and Coordination WP 2: Mapping ecological features WP 3: Analysis and mapping of human activities and pressures (in areas with important habitats and/or species), and of existing spatial management measures WP 4: Economic valuation of marine ecosystems in accordance to Directive 2014/89/EC establishing a framework for Maritime Spatial Planning WP 5: Collection of new data - field work WP 6: Defining operational objectives - together with stakeholders WP 7: Designing a network of Marine Protected Areas - Marine Spatial Planning WP 8: Dissemination activities
Status	Closed
Budget	390.000 €
Financial sources	85% -Funded by the European Environmental Area Financial Mechanism, (EEA FM 2009-2014) (EU funding) 15% - Funded by the Public Investments Programme (PIP) of Greece (national funding)

**BACKGROUND INFORMATION**

Territorial context	Tourism is a main contributor to the growth of Greek economy. Demand for Greece has been growing steadily since 2012 and it has four features: 1. 35% of the bulk originates from 4 EU countries and most of it from EU 2. Most of it is deployed in only five destinations 3. It is particularly seasonal with a 3 months' period (summer) amounting for the bulk of demand. 4. The average stay is systematically dropping, but with daily receipts remaining robust. 5. Supply is deployed along three dimensions; geography, star rating and hotel unit size. 6. The prospects of Greek tourism are good: arrivals are increasing, the length of stay is not declining fast,
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average daily spending is constant, the number of significant tourist origins is going up.

7. Key challenges for Greek tourism is the fact that arrivals remain peaky, daily spending is modest by international standards and the same legacy destinations attract most of the demand.

8. Hotels in Greece are in general internationally competitive.

Relation to policies and strategies	Directive 2014/89 / EU of the European Parliament and the EU Council establishing a framework for Maritime Spatial Planning: Each Member State must establish and implement maritime spatial planning, taking into account economic, social and environmental aspects for supporting and promoting sustainable development at sea by implementing an ecosystem approach. MARISCA will provide a good basis for the national development plan in the Aegean, which is to be based on this Directive.
Regulatory framework	Directive 2014/89 / EU

#### **SPECIFIC INFORMATION**

Objectives	<p>MARISCA's main objective is to contribute towards the protection and conservation of biodiversity in the context of an integrated Marine Spatial Plan (MSP) in the Aegean Sea, taking full account of human activities in coastal areas that might affect it, such as touristic development, fisheries and marine transportation. In addition to this, MARISCA aimed to achieve the following:</p> <ul style="list-style-type: none"> <li>- Establishment of a network of Marine Protected Areas (MPAs) and protection zones for the conservation of all important and vulnerable habitats and species, as defined by national and community legislation and international agreements.</li> <li>- Mapping ecological features and biodiversity in the Aegean Sea.</li> <li>- Analyzing and mapping human activities, such as touristic development, and pressures and estimating cumulative impacts of human activities in areas of high interest and of existing spatial management measures.</li> <li>- Valuating marine ecosystems in the framework of Marine Spatial Planning (MSP).</li> </ul>
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Developers (and governance)	<ul style="list-style-type: none"> <li>- University of the Aegean, Department of Marine Sciences: The University conducts research in fields akin to marine ecosystem health, and ICZM-MSP.</li> <li>- The Hellenic Centre for Marine Research: HCMR conducts scientific and technological research related to the study and protection of the hydrosphere.</li> <li>- The Institute for Marine Research: Norway's largest centre of marine science, responsible for the MAREANO program which is the basis for MSP in Norway.</li> </ul>
Beneficiaries	<ul style="list-style-type: none"> <li>- Local/ regional authorities and policy developers benefit from access to resources that allow for the easy assessment of the uses of the maritime environment in the Aegean and facilitate MSP;</li> <li>- Tourism stakeholders benefit from access to resources and methodologies for MSP that can help minimize natural heritage degradation due to tourism;</li> <li>- Tourists and the next generations benefit from having access to maritime natural heritage that is not degraded due to tourism.</li> </ul>
Innovation aspects	<p>MARISCA is the first sea-floor mapping project and integrated landscape planning project to be applied in the Aegean. Sea floor mapping was made possible via the utilisation of all cutting-edge available technologies such as drones, side scan sonars, ROV &amp; Drop Cameras, UW visual surveys. In addition, MARISCA combined the sea-floor mapping approach with a complete evaluation of economic activities in the Aegean, including specific indicators for estimating the impact of human activities.</p>
Actions	<ul style="list-style-type: none"> <li>- Analysis of existing information on biodiversity.</li> <li>- Data collection for the validation of cross-checking of low reliability data, for the verification of results from spatial distribution models and for ground – truthing of remote sense analysis.</li> <li>- Data collection for the distribution of human activities in the Aegean.</li> <li>- Estimation of the impact of human activities on biodiversity.</li> <li>- Design of a network of marine protected areas using the “Marxan with zones” software.</li> </ul>

Stakeholders involvement	<p>MARISCA involved stakeholders in the following ways:</p> <p>During the data collection process, research and environmental management organisations (universities, NGOs, NATURA areas' managing authorities) contributed with all available published or unpublished data.</p> <p>Public Administrations, responsible for the implementation of Directives 92/43/EEC, 2009/147/EC, 2008/56/EC and 2014/89/EC, and related stakeholders were approached to provide feedback on the congruence of MARISCA results with the implementation of European Directives and with good international practices.</p> <p>Stakeholders were approached through communication and dissemination activities (conferences, website &amp; social media platforms, conferences, information booklets) to promote project outcomes.</p>
Results achieved	<p>By preparing maps, MARISCA helped develop an all-encompassing view of economic activity in the Aegean and its impact on biodiversity. For tourism, policy developers and stakeholders can juxtapose the maps of biodiversity and touristic activities and, after consulting the deliverables 'D4.1: Assessment of the value of basic goods and services of Aegean ecosystems' &amp; 'D4.2: Assessment of the cost of their degradation', make new plans for touristic development that tackle negative tourism effects.</p>
<b>POTENCIAL FOR LEARNING AND TRANSFER</b>	
Challenges and obstacles	<p>The key problems faced by the team carrying out the MARISCA project were the following:</p> <ul style="list-style-type: none"> <li>- The concepts of ICZM-MSP and, in general, integrated planning was something entirely unfamiliar to Greek public administration and stakeholders, who—at the time but frequently also today—abided by a sectorial perspective to sustainable development.</li> <li>- There was no legislation advocating the adoption of ICZM-MSP practices in Greece.</li> </ul>
Success factors	<ul style="list-style-type: none"> <li>- MARISCA initiated MSP in the Aegean by not only analyzing and mapping current biodiversity and human activity patterns, but also by considering potential future uses of the study area, such as</li> </ul>

	<p>mining for oil or raw materials, installation of offshore wind energy turbines, changes in the intensity of tourism.</p> <ul style="list-style-type: none"> <li>- MARISCA utilized innovative software that has already been used and tested with success in other areas, including the Mediterranean (Israel).</li> </ul>
Transferability in COASTING project	<ul style="list-style-type: none"> <li>- Governance of coastal and maritime areas can be effective only if it is grounded on multiple types of data and innovative assessment methods capable of estimating the impact of touristic or other activities on the environment. MARISCA with its innovative sea-floor mapping and integrated landscape planning methodology can be used as the basis for ICZM-MSP in the context of the mainstreamed COASTING Bay Contract.</li> <li>- The utilisation of all cutting-edge available technologies such as innovative software drones, side scan sonars, ROV &amp; Drop Cameras, UW visual surveys, allows for an improved evaluation of touristic impacts on the environment. Hence, these tools and methods can lead to an enhanced planning of tourism activities in coastal zones.</li> <li>- Considering the future uses of the study area, such as changes in patterns of touristic development, is another key MARISCA aspect that can be transferred to COASTING practices.</li> </ul>
<b>OTHER</b>	
Contact details	<p>Organization: UNIVERSITY OF THE AEGEAN (DEPARTMENT OF MARINE SCIENCES)</p> <p>Name of contact person: Stelios Katsanevakis, Assoc. Professor</p>
Web site	<p>Email: <a href="http://www.marisca.eu/index.php/en/contact">http://www.marisca.eu/index.php/en/contact</a></p> <p><a href="http://www.marisca.eu/index.php/en/">http://www.marisca.eu/index.php/en/</a></p>
Notes	<p><a href="http://www.marisca.eu/index.php/en/bibliography">http://www.marisca.eu/index.php/en/bibliography</a></p>



# THEME 2

## ICZM



**GOOD PRACTICE N°6**

**Title** **Andalusian Strategy for Integrated Coastal Zone Management (AS-ICZM)**  
**Estrategia Andaluza de Gestión Integrada de Zonas Costeras (EA-GIZC)**

**Good Practice code** FAMP - 02

**SUMMARY**

**Summary description** The project is based on promoting the rational use of the territory, facilitating the development of human activities but under the premises of the fragility of coastal areas, the protection of their landscapes and the ecological balance between present and future generations. Its main axes are "Building a strong system of partnerships for a new policy" and "Having appropriate instruments for an integrated coastal management model", from a physical and natural, economic and social, and legal and administrative approach.

**Type** Strategy

**EU Challenges for sustainable tourism**

- (i) preserving and giving value to natural and cultural heritage and diversity
- x** (ii) minimising resource use and production of waste
- (iii) enhancing local community prosperity and quality of life
- (iv) reducing the seasonality of demand
- x** (v) limiting the environmental impact of tourism-related transport
- (vi) making holidays accessible to all
- (vii) improving the quality of tourism jobs

- x (viii) mitigating and adapting to climate change

Further challenges:

- Coastal environmental recovery.
- Improving the quality of Andalusian coastal waters.
- To ensure the future economic development of the Andalusian coast through the protection and conservation of the most important processes and natural resources.
- To manage in a sustainable way the public heritage of the Andalusian coast, both natural and cultural.
- To promote an equitable distribution of costs and benefits between the economic activities developed on the Andalusian coast and the users of its resources.

EU Principles	<ul style="list-style-type: none"> <li>x (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li>(ii) planning for the long term</li> <li>x (iii) involving stakeholders</li> <li>(iv) multilevel governance</li> <li>x (v) promoting awareness and commitment</li> </ul> <p>Further principles:</p> <ul style="list-style-type: none"> <li>- operate according to the principle of subsidiarity</li> <li>- institutional coordination and cooperation</li> <li>- Integrated environmental management of the coastline.</li> </ul>
Reason of interest for COASTING	<p>Because one of the priorities of the strategy is to achieve multilateral cooperation in the institutional environment, ensuring coordination between public entities, private companies and social agents. Therefore, in the context of an integrated management initiative of Coastal Areas, tourism management would be part of a model of participatory coastal management, such as the involvement of sustainable tourism in coastal areas, as well as in the planning and use of facilities and facilities to diversify the tourist offer.</p>

#### GENERAL INFORMATION

Location	Andalucía, Spain Andalusian coastline
Period	Start and finish dates: 2005-2008 Project scheduling: N/A
Status	Closed
Budget	1 million €



Financial sources	It is a project financed with public funds and investments, co-financed by the European Union, the Spanish State and the Regional Government of Andalusia. European/national/regional.
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**BACKGROUND INFORMATION**


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Territorial context	The coast of Andalusia stretches for 800 km. with two geographically distinct stretches: a western sector to the Strait of Gibraltar, exposed to the Atlantic Ocean, and an eastern sector, from the Strait to Almeria, exposed to the Mediterranean Sea. Andalusia concentrates a large part of its population on the coast, so the physical characteristics of these areas, which correspond to the human habitat itself, are extremely interesting when it comes to analyse our quality of life. Tourism has a great significance within the Andalusian productive system and, therefore, a large part of the active population depends on this set of activities. economic. In addition, some more competitive sectors of the economy (intensive agriculture), strategic (petrochemical industry), or emerging (renewable energy, aquaculture), is concentrated on the coast.
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Relation to policies and strategies	<ul style="list-style-type: none"> <li>- To Establish elements of policy linkages;</li> <li>- To establish a sustainable tourism initiative as a framework for collaboration with other entities in the field of local development, to establish a common area of action between tourism policy and that of territorial planning, urban planning and public works and to specify collaboration measures between environmental and tourism control policy;</li> <li>- To facilitate the support of other institutions and entities in the promotion of sustainable tourism on the coast;</li> <li>- To improve the planning and use of facilities and equipment to diversify the tourist offer.</li> </ul>
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Regulatory framework	<ul style="list-style-type: none"> <li>- Integrated: Andalusian Strategy for Sustainable Development. Agenda 21 Andalusia, Andalusian Strategy for Climate Change;</li> <li>- Environmental: Andalusia's Environmental Plan (2004-2010), Criteria for the management of the Andalusian DPMT's ZSP, Andalusia's Sustainable Management of the Marine Environment Programme, Andalusia's Coastal Water Police Plan, Andalusia's Wetlands Plan, Andalusia's Biodiversity Conservation Plan, Andalusia's Climate Change Strategy, Environmental Education, etc;</li> </ul>
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- Territorial and infrastructure: Spatial Planning Plan of Andalusia, Ports Plan of Andalusia, Regional Guidelines of the Andalusian Coast<sup>42</sup>;
- Economic: General Plan for Sustainable Tourism in Andalusia (2008-2011), Areas of interest for the marine cultures of Andalusia, etc.

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**SPECIFIC INFORMATION**


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Objectives	The main objective is to carry out integrated coastal management from the perspective of sustainability. In this sense, it is important to achieve a certain balance between the conservation of the socio-environmental values of the Andalusian coast and its economic development needs.
Developers (and governance)	<ul style="list-style-type: none"> <li>- The participation of institutional representatives with decision-making power is essential from the structures of the Directorates-General to the Councillors themselves;</li> <li>- the senior officials of the Central Services (Heads of Service, Coordinators...) of the Junta de Andalucía;</li> <li>- the provincial social and institutional agents: municipal politicians and technicians, associations, of neighbours, environmental groups, representatives of farmers and fishermen, businessmen, traders, trade union organizations, government technicians, autonomic and central, etc;</li> <li>- Research Groups from different Andalusian Universities.</li> </ul>
Beneficiaries	Local communities and the next generations; local and regional economic players (individual and collective); current and future tourists; and all the agents involved, as described above.
Innovation aspects	<ul style="list-style-type: none"> <li>- Inclusion of the marine environment in the integration of all sectors of activity;</li> <li>- It is in tune with natural processes, with the conservation of coastal resources, with instruments linked to sustainable development, with public domain goods;</li> <li>- Establishment of protocols for relations with other Departments and Public Administrations, with links to certain environmental instruments and other instruments of a strategic nature, in relation to the generation and dissemination of information of interest for the decision-making process;</li> <li>- Mechanisms established for the relationship with a considerable number of social and institutional actors involved in a participatory process.</li> </ul>

Actions	<ul style="list-style-type: none"> <li>- Formulate an institutional policy for ICZM;</li> <li>- Improve coordination and institutional cooperation in matters related to the Andalusian coast;</li> <li>- Encourage public participation with a view to greater involvement;</li> <li>- Identify new institutional roles and responsibilities</li> <li>- Amend, adapt or adopt the necessary standard-setting instruments;</li> <li>- To have the necessary strategic and operational instruments, both regulatory (normative) and voluntary, at their disposal;</li> <li>- Create instruments for the implementation and monitoring of the strategy itself;</li> <li>- Ensure adequate technical training, understanding ICZM as a governance process;</li> <li>- Educate for sustainability in the coastal areas of Andalusia;</li> <li>- Provide sufficient public information and knowledge to cope with the process of change.</li> </ul>
Stakeholders involvement	<p>The objective of this participation is not only simple information to citizens but goes further: the citizens themselves have debated, qualified or proposed what the Andalusian Strategy for Integrated Coastal Zone Management should be like. This participation has been in open days. All those who, individually or on behalf of the institutions represented, wished to know in detail what had been done to date about the criteria used for the formulation of the Andalusian Strategy for Integrated Coastal Zone Management. The participation tools used have been:</p> <ul style="list-style-type: none"> <li>- The provincial days were held between May and July 2007;</li> <li>- Development of Working Groups, divided into project goals;</li> <li>- Working dynamics;</li> <li>- Debates.</li> </ul>
Results achieved	<ul style="list-style-type: none"> <li>- An Indicator System for ICZM was created;</li> <li>- Implement the Balanced Scorecard (Balanced Scorecard) as the information and control tool of the strategic process in its implementation phase;</li> <li>- New criteria for the regulation and management of the economic-financial regime of the DPMT;</li> <li>- The Public Fund for the Improvement and Conservation of the Coast was created. This instrument</li> </ul>

will serve to encourage and channel joint action between the three administrations and individuals;

- Conduct a Study on the Economic Impact of Natural Processes and Coastal Resources;
- Initiate a project called Transfer of costs 0 Development of the Program for the Sustainability of the Andalusian Coastal Area;
- Training in educational institutions;
- Our coastline has a future.

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#### **POTENCIAL FOR LEARNING AND TRANSFER**

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##### Challenges and obstacles

- Lack of specific legal support to support the shift towards a more integrated management model;
- Lack of legal and administrative definition of the coastal environment for concerted actions and use of certain operational instruments;
- Excessive fragmentation of responsibilities related to coastal management: between different administrative levels;
- There is no coastal administration or specific coordination and cooperation bodies;
- Lack of mechanisms for participation and cooperation in coastal affairs;
- Institutional mismatch between different scales and between departments of the JA;
- Absence of an institutional training programme that meets the needs of ICZM.

##### Success factors

- Growing social demand for more sustainable management.
- Economic sectors demand another model of administration.
- Intention to establish some strategic alliances within the Andalusian government itself in relation to a more integrated management of our coastal areas.
- New policies related to water resources. Very favourable national and international context for initiatives applied to ICZM.
- Professional diversity in the most important departments linked to ICZM.
- Andalusian university groups specialized in research and training on ICZM.
- Educational and awareness-raising programmes on consolidated coastal issues.

##### Transferability in COASTING project

It is interesting for COASTING to create an institutional policy to achieve an integrated model of tourism management in coastal areas, as an explicit and public

commitment to the citizens, users or stakeholders of the coast. Another interesting aspect is the coordination and cooperation, in matters related to the coastal zone, between public institutions and local actors. Also, to encourage public participation so that social partners become stakeholders in the programme, and active agents of the alliance system.

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**OTHER**


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Contact details	Organization: TERRITORIAL DELEGATION OF ENVIRONMENT AND TERRITORIAL PLANNING IN SEVILLE
	Name of contact person: N/A
	Email: dtse.cmaot@juntadeandalucia.es
Web site	<a href="http://www.juntadeandalucia.es/medioambiente">www.juntadeandalucia.es/medioambiente</a>
Notes	N/A

**GOOD PRACTICE N°7**

<b>Title</b>	<b>The Guidelines for Integral Management of the Coastal Area of Dubrovnik Neretva Region</b>
Good Practice code	DUNEA - 01
<b>SUMMARY</b>	
Summary description	<p>Guidelines for integral coastal zone management of the Dubrovnik-Neretva County were made at the initiative of the Regional Development Agency DUNEA and Dubrovnik-Neretva County, within the COASTANCE project funded by the MED European Union program. The guidelines consist of two parts: the first part is about principles and instruments of integrated coastal management are discussed, while the second one provides additional information on defining the coastal area, the ecosystem approach and the context of integrated coastal management at the international and at the Croatian level. The COASTANCE project aimed at protecting the coast, as one of the most important resources of the Dubrovnik-Neretva County, and sustainable coastal planning in the context of the Mediterranean basin, in cooperation with other partner areas - 9 Mediterranean regions from different countries. The project's objective was to develop a long-term integrated coastal zone management plan using innovative approaches to tackling coastal erosion problems and other consequences of climate change.</p>
Type	Programme

EU Challenges for sustainable tourism	<ul style="list-style-type: none"> <li>x (i) preserving and giving value to natural and cultural heritage and diversity</li> <li>(ii) minimising resource use and production of waste</li> <li>x (iii) enhancing local community prosperity and quality of life</li> <li>(iv) reducing the seasonality of demand</li> <li>x (v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li>(vii) improving the quality of tourism jobs</li> <li>x (viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<ul style="list-style-type: none"> <li>x (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li>x (ii) planning for the long term</li> <li>x (iii) involving stakeholders</li> <li>x (iv) multilevel governance</li> <li>x (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	The Dubrovnik-Neretva County uses a number of instruments characteristic for Integrated Coastal Zone Management. However, there is still insufficient efforts of addressing some key coastal problems. These guidelines examine ways of improving the existing coastal zone management system. Guidelines show how existing good initiatives should be strengthened and how to encourage change in existing concepts. So, these Guidelines can be a good basis for COASTING project.
<b>GENERAL INFORMATION</b>	
Location (see also: Images)	Dubrovnik-Neretva County, Croatia Adriatic Sea
Period	Start and finish dates: 2011 Project scheduling: N/A
Status	Closed
Budget	About 28.000 €
Financial sources	These guidelines were funded by the European Union and the Regional Agency DUNEA on regional level.
<b>BACKGROUND INFORMATION</b>	
Territorial context	The Dubrovnik-Neretva Region is the southernmost region of the Republic of Croatia and it is territorially organized into 22 units of local government and self-government with five cities and 17 municipalities. The Region consists of two basic functional and physiognomic units: a relatively narrow longitudinal coastal area with a string of offshore islands and closer islands (most notably Korčula, Mljet, Lastovo and the Elaphiti Island group) and the area of Lower Neretva with its gravitating coastal zone. Dubrovnik Neretva

Region's economy is profoundly influenced by its geographic position, the length, indentation and quality of its coast, by the rich cultural and historical heritage, by numerous protected areas. According to the last population census from 2011, the Dubrovnik Neretva Region has 122,568 inhabitants. Tourism is the most important industry in Dubrovnik Neretva Region. According to the number of tourist nights, the dominant centre is the City of Dubrovnik. In the last ten years the number of tourist arrivals has doubled and the number of overnight stays has increased. In the structure of accommodation capacities of private rooms and apartments are still the dominant form of offer. The Region is the leader in the segment of the number of cruise ship visits.

Relation to policies and strategies

The good practice is framed within the Mediterranean Action Plan (MAP) established under the United Nations Environment Program (UNEP) 1975. The MAP is the first in a series of regional marine programs which are established for better living for the inhabitants of the countries surrounding the Mediterranean Sea and the establishment of strengthening of mutual cooperation and harmonization of joint management of natural resources. It also focuses on environmental protection, the promotion of a sustainable management model, as well as harmonizing relations between Mediterranean countries. Republic of Croatia has signed the Convention for the Protection of the Marine Environment and the Coastal Area of the Mediterranean (the so-called Barcelona Conventions), which represents the legal framework for MAP. The good practice is, also, framed within Development Strategy of Dubrovnik-Neretva County on regional level. Development Strategy of the Dubrovnik-Neretva County is a fundamental and comprehensive strategic document that, starting with development resources and achievements, sets out guidelines for the future economic and overall necessary, potential and desired development.

Regulatory framework

- Development Strategy of Dubrovnik-Neretva County, 2011.
- Environmental Protection Program of Dubrovnik-Neretva County, 2010.
- Spatial Plan of Dubrovnik-Neretva County, 2010.
- Water and Sea Protection Study of the Dubrovnik-Neretva County, 2008.
- Direct pollution coast assessment of cruising tourism in Croatian Adriatic, 2010.

- A plan of intervention in case of sudden pollution of the sea in the Dubrovnik-Neretva County, 2010.
- Assessment of vulnerability of population, material and cultural goods and the environment from catastrophic and major accidents of Dubrovnik-Neretva County, 2010.

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**SPECIFIC INFORMATION**


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Objectives	<ul style="list-style-type: none"> <li>- to explain the integrated coastal management process, its fundamental goals and the benefits, which its implementation brings.</li> <li>- to promote a coordinated approach of institutions involved in planning and managing the coastal area</li> <li>- to strengthen the awareness of coastal problems and the need to find integral solutions that respect and harmonize the interests of all sides.</li> </ul>
Developers (and governance)	<ul style="list-style-type: none"> <li>- Priority Actions Programme Regional Activity Centre (State authority).</li> <li>- Representatives of the administrative departments of Dubrovnik-Neretva County (Region authority).</li> </ul>
Beneficiaries	The guidelines are intended for representatives of county and local authorities who are directly involved in the coastal area management process as well as all other stakeholders involved in this process.
Innovation aspects	Dubrovnik-Neretva County is the first County in Republic of Croatia that has developed the Guidelines for Integral Management of the Coastal Area.
Actions	<ul style="list-style-type: none"> <li>- Detecting key coastal problems of the Dubrovnik-Neretva County</li> <li>- Description of key phases and implementing instruments of Integral Coastal Zone Management</li> <li>- Analysis of key development documents (County Spatial Plan, Environmental Program and County Development Strategy) important for the coastal area</li> <li>- Involvement of stakeholders, involved in coastal zone management of County, in development of guidelines.</li> </ul>
Stakeholders involvement	The Guidelines for Integral Management of the Coastal Area of Dubrovnik Neretva Region have been developed by the Priority Actions Programme Regional Activity Centre with the help of representatives of the administrative departments and public institutions of Dubrovnik-Neretva County. Representatives of regional authorities have contributed to the development of a document with participation in discussions and the transfer of professional studies.



Results achieved	<ul style="list-style-type: none"> <li>- The guidelines set the preconditions for the implementation of the Integrated Coastal Management in the Dubrovnik-Neretva County.</li> <li>- Better knowledge of employees in public administration of the county about Integrated Coastal Zone Management.</li> </ul>
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**POTENCIAL FOR LEARNING AND TRANSFER**


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Challenges and obstacles	Since the Dubrovnik-Neretva County is the first county in Croatia that has developed The Guidelines for Integral Management of the Coastal Area of Dubrovnik Neretva Region, there wasn't any challenges and obstacles.
Success factors	Based on the proposal of the working group that participated in the development of the guidelines, a number of pilot projects were proposed for the creation of the preconditions and the strengthening of the capacity for the integrated management of the coastal area of the Dubrovnik-Neretva County. The guidelines were used as input for further projects: COASTGAP, CO-EVOLVE, etc.
Transferability in COASTING project	The Guidelines deal with the coastal profile of the Dubrovnik-Neretva County and show the key coastal problems of the county. They also provide a description of integral coastal zone management (protocol, key phases, strategic instruments, integral coastal management instruments and integrated coastal management obligations in Croatia). This document analyses key development documents of the Dubrovnik-Neretva County important for the coastal area. In view of the aforementioned, the guidelines can also be used in the COASTING project, which would be the basis for further work within capitalization work package.

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**OTHER**


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Contact details	Organization: REGIONAL DEVELOPMENT AGENCY DUBROVNIK-NERETVA COUNTY - DUNEA <hr/> Name of contact person: N/A <hr/> Email: info@dunea.hr
Web site	N/A
Notes	N/A

**GOOD PRACTICE N°8**

Title	<b>The Group for Integrated Coastal Management in the Dubrovnik-Neretva County</b>
Good Practice code	REGIONAL AGENCY DUNEA - 02
<b>SUMMARY</b>	
Summary description	Through project COASTANCE (Integral Coastal Management) and following through project COASTGAP (Coastal Governance and Adaptation Policies in the Mediterranean), in which the Regional Agency DUNEA participated as a partner, a Group for Integrated Coastal Management in Dubrovnik- Neretva County have been formed. The group consists of 24 representatives of all institutions in the Dubrovnik Neretva County that directly or indirectly deal with the protection, evaluation and management of coastal areas of the County.
Type	Local initiative
EU Challenges for sustainable tourism	<ul style="list-style-type: none"> <li><b>x</b> (i) preserving and giving value to natural and cultural heritage and diversity</li> <li>(ii) minimising resource use and production of waste</li> <li><b>x</b> (iii) enhancing local community prosperity and quality of life</li> <li>(iv) reducing the seasonality of demand</li> <li><b>x</b> (v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li>(vii) improving the quality of tourism jobs</li> </ul>

	<ul style="list-style-type: none"> <li>x (viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<ul style="list-style-type: none"> <li>x (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li>x (ii) planning for the long term</li> <li>x (iii) involving stakeholders</li> <li>x (iv) multilevel governance</li> <li>x (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	By activating this group, inputs from all relevant sectors in the Dubrovnik Neretva County related to the ICZM issues, which the COASTING project deals with, can be obtained.
<b>GENERAL INFORMATION</b>	
Location (see also: Images)	Dubrovnik-Neretva County, Croatia Adriatic Sea
Period	Start and finish dates: 2008 Project scheduling: N/A
Status	The group is formed but it is not currently active.
Budget	N/A
Financial sources	N/A
<b>BACKGROUND INFORMATION</b>	
Territorial context	The Dubrovnik-Neretva Region is the southernmost region of the Republic of Croatia and it is territorially organized into 22 units of local government and self-government with five cities and 17 municipalities. The Region consists of two basic functional and physiognomic units: a relatively narrow longitudinal coastal area with a string of offshore islands and closer islands (most notably Korčula, Mljet, Lastovo and the Elaphiti Island group) and the area of Lower Neretva with its gravitating coastal zone. Dubrovnik Neretva Region's economy is profoundly influenced by its geographic position, the length, indentation and quality of its coast, by the rich cultural and historical heritage, by numerous protected areas. According to the last population census from 2011, the Dubrovnik Neretva Region has 122,568 inhabitants. Tourism is the most important industry in Dubrovnik Neretva Region. According to the number of tourist nights, the dominant centre is the City of Dubrovnik. In the last ten years the number of tourist arrivals has doubled and the number of overnight stays has increased. In the structure of accommodation capacities of private rooms and apartments are still the dominant form of offer. The Region is the leader in the segment of the number of cruise ship visits.
Relation to policies and strategies	The good practice is framed within the Mediterranean Action Plan (MAP) established under the United Nations Environment Program (UNEP) 1975. The MAP is the first in a

series of regional marine programs which are established for better living for the inhabitants of the countries surrounding the Mediterranean Sea and the establishment of strengthening of mutual cooperation and harmonization of joint management of natural resources. It also focuses on environmental protection, the promotion of a sustainable management model, as well as harmonizing relations between Mediterranean countries. Republic of Croatia has signed the Convention for the Protection of the Marine Environment and the Coastal Area of the Mediterranean (the so-called Barcelona Conventions), which represents the legal framework for MAP. The good practice is, also, framed within Development Strategy of Dubrovnik-Neretva County on regional level. Development Strategy of the Dubrovnik-Neretva County is a fundamental and comprehensive strategic document that, starting with development resources and achievements, sets out guidelines for the future economic and overall necessary, potential and desired development.

Regulatory framework	National Level:
	<ul style="list-style-type: none"> <li>- Law on Spatial Planning and construction (NN 76/07, 38/09)</li> <li>- Environmental Protection Act (NN 110/07)</li> <li>- Law on Nature Protection (NN 70/05, 139/08)</li> <li>- Regional Development Act (NN 153/09)</li> <li>- National Environmental Protection Strategy (2002)</li> <li>- Strategy for Sustainable Development of the Republic of Croatia (2009)</li> <li>- Regional Development Strategy of the Republic of Croatia (2010)</li> </ul>
	Regional level:
	<ul style="list-style-type: none"> <li>- Development Strategy of Dubrovnik-Neretva County (2011)</li> <li>- Environmental Protection Program of Dubrovnik-Neretva County (2010)</li> <li>- Spatial Plan of Dubrovnik-Neretva County (2010).</li> </ul>

#### SPECIFIC INFORMATION

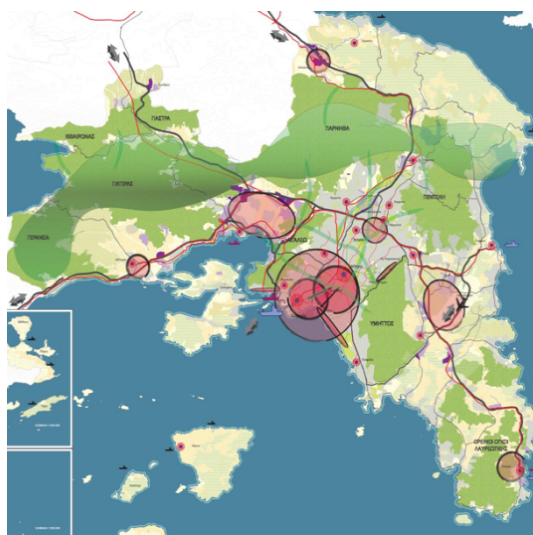
Objectives	<ul style="list-style-type: none"> <li>- joint cooperation</li> <li>- synergistic action</li> <li>- forming new project ideas</li> <li>- exchange of knowledge and data, etc.</li> </ul>
Developers (and governance)	<ul style="list-style-type: none"> <li>- DUNEA</li> <li>- Institute for Spatial Planning of Dubrovnik Neretva County</li> </ul>

	<ul style="list-style-type: none"> <li>- Department of Tourism, Maritime, Enterprise and Energy of Dubrovnik Neretva County</li> <li>- Department for Environmental and Nature protection of Dubrovnik Neretva County</li> <li>- Public Institution for Management of Protected Natural Values of Dubrovnik Neretva County – Department for Environmental Health</li> <li>- University of Dubrovnik – Aquaculture department</li> <li>- University of Dubrovnik – Maritime department</li> <li>- Dubrovnik-Neretva County Port Authority</li> <li>- Vela Luka Municipality Port Authority</li> <li>- Croatian Forests (Forestry offices Metković)</li> <li>- Croatian Roads (Technical offices Dubrovnik)</li> <li>- Municipality of Župa Dubrovačka</li> <li>- City of Dubrovnik Development Agency DURA</li> <li>- City of Dubrovnik Department for Urbanism, Spatial Planning and Environmental Protection.</li> </ul>
Beneficiaries	Beneficiaries of this good practice are representatives of county and local authorities who are directly involved in the coastal area management process as well as all other stakeholders involved in this process.
Innovation aspects	As the ICZM Protocol specifically stresses the need for cross-sectoral institutional coordination and the involvement of all relevant administrative bodies to tackle the problems affecting the coast, the establishment of such a group in the Dubrovnik Neretva County is a major step for the County in terms of Integral Coastal Management.
Actions	<ul style="list-style-type: none"> <li>- drafting “The Guidelines for Integral Management of the Coastal Area of Dubrovnik Neretva Region”</li> <li>- four round tables discussing key coastal problems.</li> </ul>
Stakeholders involvement	This Group consists of representatives of all institutions in the Dubrovnik Neretva County that directly or indirectly deal with the protection, evaluation and management of coastal areas of the County.
Results achieved	<ul style="list-style-type: none"> <li>- With the help of this group, the Guidelines for Integral Management of the Coastal Area of Dubrovnik Neretva Region were obtained.</li> <li>- The group's work resulted in several project ideas. The draft idea for the ICZM Plan of the Dubrovnik Neretva County was included in the Joint Action Plan (within the COASTGAP project the aim was to launch a Joint Action Plan to Adjust Climate Change in the Mediterranean).</li> </ul>

#### **POTENCIAL FOR LEARNING AND TRANSFER**

Challenges and obstacles	N/A
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Success factors	A success factor is in the work and interest of people who are confronted with issues of integrated coastal management.
Transferability in COASTING project	Through the COASTING project, it is possible to activate the work of this group, which could greatly contribute to the project through its work, as it includes all relevant institutions that deal with the protection, evaluation and management of coastal areas of the County.
<b>OTHER</b>	
Contact details	Organization: REGIONAL DEVELOPMENT AGENCY DUBROVNIK-NERETVA COUNTY - DUNEA Name of contact person: N/A Email: info@dunea.hr
Web site	N/A
Notes	N/A

**GOOD PRACTICE N°9**

Title	<b>Plan for the Integrated Management of the Coasts of Attika – Strategic Plan for Athens 2021 (PIMCA)</b>
Good Practice code	ROE-RUT - 02
<b>SUMMARY</b>	
Summary description	The Plan for the Integrated Management of the Coasts of Attika is a plan for the promotion of already underway policies and the development of new ones for the protection, opening up, upgrade and elevation of particular areas and landscapes of the Marine Front, in relation to their differentiated roles and particular physiognomies.
Type	Plan (National Strategy)
EU Challenges for sustainable tourism	<p>Please choose one or more challenges tackled by the good practice, among the following:</p> <ul style="list-style-type: none"> <li><b>x</b> (i) preserving and giving value to natural and cultural heritage and diversity</li> <li><b>x</b> (ii) minimising resource use and production of waste</li> <li><b>x</b> (iii) enhancing local community prosperity and quality of life</li> <li><b>x</b> (iv) reducing the seasonality of demand</li> <li>(v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li><b>x</b> (vii) improving the quality of tourism jobs</li> <li>(viii) mitigating and adapting to climate change</li> </ul>

EU Principles	<p>Please choose one or more principle implemented by the good practice, among the following:</p> <ul style="list-style-type: none"> <li><b>x</b> (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li><b>x</b> (ii) planning for the long term</li> <li><b>x</b> (iii) involving stakeholders</li> <li><b>x</b> (iv) multilevel governance</li> <li><b>x</b> (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	<p>PIMCA covers the entire range of interventions that promote ICZM and sustainable touristic development in the coasts, such as the following:</p> <ul style="list-style-type: none"> <li>- Landscape design interventions such as architectural interventions and formation of cycling routes that showcase the coasts' unique identity.</li> <li>- New multi-level governance structures, such as synergies between the Region and Municipalities, and intermunicipal governance schemes to initiate strategic development planning, including touristic development.</li> </ul>
<b>GENERAL INFORMATION</b>	
Location	<p>Greece - Attika</p> <p>Coasts of Attika including the coasts of the Municipalities of Piraeus, Moschato-Tavros, Kallithea, Palaio Faliro, Alimos, Elliniko/Argyroupoli, Glyfada, Vari-Voula-Vouliagmeni, Kropia.</p>
Period	<p>Start and finish dates: 1985 – ongoing with updates</p> <p>Project scheduling:</p> <p>Step 1: Updating of legislation concerning coastal management in Attika.</p> <p>Step 2: Development of ICZM plan for the Marine Front</p> <p>Step 3: Mapping and development of cycling routes for the Marine Front.</p> <p>Step 4: Mapping, design and development of water airport.</p> <p>Step 5: Mapping, design and development of sea transport.</p> <p>Step 6: Establishment of a new Museum of Nautical Tradition.</p> <p>Step 7: Architectural interventions to showcase the unique identity of the Marine Front.</p>
Status	Ongoing
Budget	N/A
Financial sources	<p>PIMCA receives public (the Ministry of the Environment, Energy and Climate Change) funding as part of the Strategic Plan for Athens 2021.</p>



## BACKGROUND INFORMATION

Territorial context	<p>PIMCA aims to develop the integrated management of the Marine Front of Athens which is the sum of the coasts of Municipalities of Attika which are included in the Athens Metropolitan area. The Marine Front is:</p> <ul style="list-style-type: none"> <li>- A constituent element of the physiognomy of Athens / Attika</li> <li>- An irreplaceable environmental resource under threat</li> <li>- A privileged place for multiple activities and everyday outlets for the area residents, without intensive uses and through the stimulation of its public nature.</li> <li>- The Marine Front is part of Athens, which attracts the biggest number of tourists than any other place in the country, reporting e.g. the arrival of about 2.5 million tourists in 2012 (SETE, 2013).</li> <li>- The Marine Front is an area that faces common problems for Greek tourism, such as the fact that arrivals remain peaky, daily spending is modest by international standards and the same legacy destinations attract most of the demand.</li> <li>- Hotels in the Marine Front are in general internationally competitive.</li> </ul>
Relation to policies and strategies	<p>PIMCA is based on the following regulations:</p> <ul style="list-style-type: none"> <li>- Current Greek regulation with regards to landscape planning.</li> <li>- The new Strategic Plan for Athens 2021.</li> <li>- The Presidential Decree for the Coasts.</li> <li>- Law N. 4426/2016 about integrated coastal management and climate change (187/A/2016).</li> </ul>
Regulatory framework	N/A

## SPECIFIC INFORMATION

Objectives	<p>PIMCA's key objectives of PIMCA are:</p> <ul style="list-style-type: none"> <li>- Opening up of the city towards the sea and assurance of the coasts' public nature, thereby making it more attractive &amp; accessible to tourists.</li> <li>- Single and integrated planning and management for the entire coastal zone.</li> <li>- Removal of incompatible activities with the coast and its public nature, thereby delivering a sustainable model of tourism.</li> <li>- Regeneration schemes of bioclimatic nature for the upgrade of both the artificial and natural coastal Landscape.</li> </ul>
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Developers (and governance)	<p>PIMCA aims to develop a new governance model for the Marine Front of the Athens Metropolitan area, and aspires to involve national and regional public authorities, local municipalities and stakeholders in synergistic governance schemes capable of making multiple interventions in the development of the Marine Front. Within this context, PIMCA aims to capitalise upon the knowledge of all relevant research organisations and the experience derived from similar applications in Interreg projects.</p>
Beneficiaries	<p>PIMCA beneficiaries include the following:</p> <ul style="list-style-type: none"> <li>- Greek national, regional and local authorities will manage to build their capacity to participate in new intermunicipal, multilevel and synergistic governance schemes.</li> <li>- Local residents of the Marine Front will be able to enjoy its unique character through a number of new infrastructures (e.g. cycling routes).</li> <li>- Tourists will be further attracted by the Marine Front due to showcasing its unique character and developing new sea transport infrastructures.</li> </ul>
Innovation aspects	<p>The innovative aspects of PIMCA are:</p> <ul style="list-style-type: none"> <li>- The innovative intermunicipal and synergistic schemes for the governance and development of the Marine Front of Athens.</li> <li>- The establishment of cycling routes which will contribute to rebranding Athens as a city that is friendly to cyclists.</li> <li>- The architectural interventions to the Marine Front which are expected to highlight its unique character and attract more tourists.</li> </ul>
Actions	<p>The main actions that take place during PIMCA's implementation are:</p> <ul style="list-style-type: none"> <li>- Analysis of current condition of the Marine Front.</li> <li>- Identification of different spatial zones and their potential.</li> <li>- Recording and evaluation of potential interventions</li> <li>- Development of a framework for ICZM</li> <li>- Establishment of free public spaces in the Marine Front</li> <li>- Establishment of free public beaches</li> <li>- Development of sea transport</li> <li>- Establishment of connections with the rest of Athens</li> <li>- Development of innovative multi-level governance schemes</li> </ul>

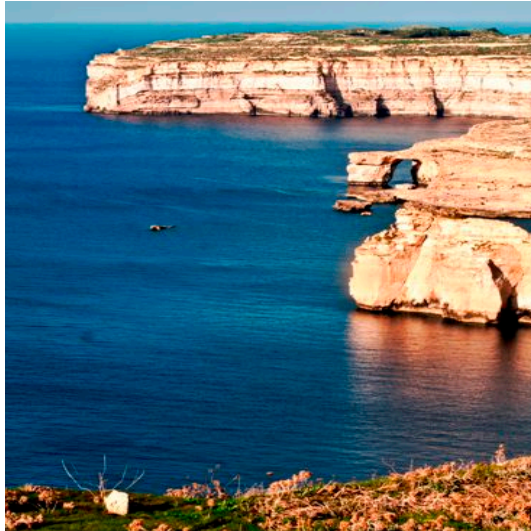
Stakeholders involvement	<p>As part of the Strategic Plan for Attika (SPA), PIMCA was developed after extensive public consultation with key stakeholders and the general public:</p> <ul style="list-style-type: none"> <li>- July 2011: Presentation of the strategic priorities of SPA 2021. Launching of the Public Consultation procedure.</li> <li>- September 2011: Forwarding of the SPA 2021 Law Draft and SEA to the Regional Council of Attika and subsequent posting at the website of the Organization for the Master Plan and the Environment of Athens. Start of the preparation of the Action Plan.</li> <li>- October 2011: Transfer to and approval of the proposals by the Regional Council of Attika. Promotion of predicted consultation procedures.</li> <li>- November 2011: Completion of public consultation. Finalization of the SPA 2021 Law.</li> <li>- December 2011: Submission of the SPA 2021 Law Draft and its Action Plan to the Minister of Environment, Energy &amp; Climate Change – forwarding for final approval to the Greek Parliament.</li> </ul>
Results achieved	<p>PIMCA key results are:</p> <ul style="list-style-type: none"> <li>- Strengthening of Attika's appeal in terms of tourist destination. Enhancement of the Marine Front as a constituent element of the cultural / economic profile of Athens seen as a Mediterranean Capital.</li> <li>- Enhancement of Attika Landscape as a major resource, of environmental and development nature.</li> <li>- Establishment of open public spaces and beaches in the Marine Front</li> <li>- Protection and promotion of so far untouched by human activities ecosystems in the Marine Front (e.g. Agios Kosmas)</li> </ul>
<b>POTENCIAL FOR LEARNING AND TRANSFER</b>	
Challenges and obstacles	<p>The key obstacle to the implementation of PIMCA was the fact that there was not one institution centrally responsible for the development of the Marine Front. On the contrary, the Region of Attika, alongside the Municipalities were used to a fragmentary governance model, unable to deliver efficient integrated development planning. At the same time the private sector in the territory was not accustomed to function according to a development plan, were market provisions take into account environmental and social sustainability.</p>
Success factors	<p>The success of PIMCA so far was due to the overall awareness in the area of the need for interventions that will enhance</p>

	access of the public to the Marine Front. In addition, a key success factor was the potential for touristic development due to the further integration of the Marine Front in the metropolitan area of Athens and the promotion of its unique character and natural heritage.
Transferability in COASTING project	COASTING can take advantage of PIMCA's innovative approach to ICZM in urban coastal zones. More precisely, the synergistic and/or intermunicipal schemes for coastal governance can be applied in the coastal zone of partnership territories and contribute to the enhancement of the model of touristic development. Such innovative multi-level governance schemes with the participation of regional and local public authorities and stakeholders of the private sector could include elements that can be usefully integrated in the mainstreamed Bay contract. In addition, the architectural interventions and the development of infrastructures that showcase the unique character of the coastal zone of Attika could be further applied in partnership territories.
<b>OTHER</b>	
Contact details	<p>Organization: MINISTRY OF ENVIRONMENT &amp; ENERGY</p> <p>Name of contact person: Stelios Katsanevakis, Assoc. Professor</p> <p>Email: <a href="http://www.ypeka.gr/Default.aspx?tabid=234&amp;language=el-GR">http://www.ypeka.gr/Default.aspx?tabid=234&amp;language=el-GR</a></p>
Web site	
Notes	

# **THEME 3**

## **PARTICIPATORY PROCESS AND GOVERNANCE**



**GOOD PRACTICE N°10**

Title	Eco Gozo. A vision for an eco-island
Good Practice code	GDA - 01
SUMMARY	
Summary description	<p>Eco-Gozo is a vision for an eco-island: an exercise in foresight on the future of this island which has generated a near-general consensus. It can safely be stated that the larger majority of stakeholders on the island see the Eco-Gozo project as a historic opportunity for our island and its enduring prosperity. Government launched action on Eco-Gozo in 2008, stating clearly that through this Sustainable Development strategy, it intended to trigger a community project with a long-term vision and a commitment from the grassroots. In implementing a strategy to achieve higher levels of sustainability, policy setting and academic input are two central contributors. Yet, in addition to these, grassroots endorsement and participation, is a fundamental requirement. Eco-Gozo is a People's vision and a People's project. In launching Eco-Gozo, Government has given a name, perhaps developed a brand, to a vision which the people of Gozo themselves have communicated to the Government over the years.</p>
Type	Strategy
EU Challenges for sustainable tourism	<b>x</b> (i) preserving and giving value to natural and cultural heritage and diversity
	<b>x</b> (ii) minimising resource use and production of waste

	<ul style="list-style-type: none"> <li>x (iii) enhancing local community prosperity and quality of life</li> <li>x (iv) reducing the seasonality of demand</li> <li>(v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li>x (vii) improving the quality of tourism jobs</li> <li>(viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<ul style="list-style-type: none"> <li>x (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li>x (ii) planning for the long term</li> <li>x (iii) involving stakeholders</li> <li>x (iv) multilevel governance</li> <li>x (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	Eco-Gozo as a vision to achieve a stable and healthy environment for a better quality of life can be an inspiring example for Coasting, that aims to achieve Sustainable Development by framing coastal management and tourism sustainability. Moreover, being a collective vision, it truly embeds the bottom up character of Sustainable Development, which starts off from an awareness of our surroundings and of the impact of our actions, translated into sensible choices, and results.

#### GENERAL INFORMATION

Location	Gozo, Malta
	Southern Mediterranean Sea
Period	Start and finish dates: 2010-2020
	Project scheduling: N/A
Status	Partially implemented
Budget	€25 million (2010 – 2012)
	€1,14 million (allocated by the Coca-Cola foundation)
Financial sources	Public resources of the Ministry for Gozo, Coca-Cola Foundation and The General Soft Drinks Co. Ltd.

#### BACKGROUND INFORMATION

Territorial context	Gozo boasts a distinctive culture, history, nature and World Heritage Sites. This heritage is coupled by an unspoilt rural landscape, a particularly tranquil way of life, hospitable people, and an authentic gastronomy. The Gozitan economy in terms of per capita output and income is smaller than that of the island of Malta. Gozo has limitations in attracting foreign direct investment, arising from issues ranging from double insularity to an apparent mismatch between the needs of the industry and the skills availability of the workforce on the island. Tourism is one of the strongest sectors. Efforts have been made in recent years to
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promote Gozo as a distinct tourism destination and create other niche markets to enhance tourism sustainability for Gozo and to mitigate the problem of seasonality. It is mainly characterised by foreign and domestic tourism. Day trips account for the majority of international visits, commanding a higher share of repeat business than Malta, with 40% of tourists returning to Gozo as opposed to the 30% returning to Malta. Yet the quantity of tourist arrivals remains an issue for the island; this coupled with the great problem of seasonality of the industry, is limiting growth in investment and in taking up a professional career in tourism.

Relation to policies and strategies

N/A

Regulatory framework

N/A

#### **SPECIFIC INFORMATION**

Objectives

- To promote quality investment for more sustainable jobs
- To boost better quality of life
- To achieve a society exerting less pressure on the environment
- To enhance a wholesome natural and cultural environment
- To achieve a caring society for all
- To sustain the island's identity

Developers  
(and governance)

Eco-Gozo is a project promoted by the Ministry for Gozo. It involved a wide and complex partnership composed by (i) corporate foundations, which contributed provided financing for some specific projects (HSBC Malta Foundation; CocaCola Foundation), (ii) International Organisations (Global Water Partnership, responsibletravel.com, MEdIES); (iii) Public Organisations (Institute for Sustainable Energy of University of Malta; Institute of Earth Systems of University of Malta; Hands on farming); (iv) Private Enterprises (Magro group); (v) the 14 Gozitan Local Councils; (vi) No Governmental Organisations.

Beneficiaries

Being Eco-Gozo a comprehensive strategy focusing themes such as Economic Development, Employment and Investment, Tourism, Transport, Education, Health, Sport, Air Quality, Energy, Water, Waste, Agriculture, Natural Heritage and resources, Culture and Cultural Heritage, all generations, Urban environments, Landscape management, Rural culture and Voluntary Sector, it clearly affects a wide range of beneficiaries of the society at large, involving businesses, tourists, families etc.



Innovation aspects	<p>Eco-Gozo innovative character deals both with the shared citizen vision it has been produced by and with the wide engagement of government bodies and agencies in Gozo. The latter allowed to influence public policies in terms of support provided for tourist project promoters, to set out to make the region attractive to investors and to equip tourism development agencies with practical tools to help them bring added-value to the rural tourism enterprises in their areas.</p>
Actions	<p>Tourism is one of the strongest sectors in the economy of Gozo. Providing and supporting projects offering a better tourism product is essential for the island's economic prosperity. In this regard a number of projects have been implemented, including the improvement of interpretation facilities in heritage buildings in Gozo and Comino by Din l-Art Helwa, the publication of a book by the Gozo Philatelic Society called Gozo in Philately, as well as the provision of equipment for the residence of Karmni Grima, limits of Gharb, which will soon be re-opened as a museum by the administration of the Ta' Pinu Sanctuary. A strong campaign promoting Gozo as a cruise liner destination has also been launched by the Tourism and Economic Development Directorate. Through the EcoGozo Action Plan, support has been provided to the organisation of both new and long-standing festivals, such as the International Folk Festival [Qala], which showcases Gozo's traditional customs and folklore. Assistance was also provided to high quality festivals, such as Operas in Gozo, to improve their amenities and publicise their productions internationally, aiming to attract foreign visitors during the shoulder months. These projects included renovation works of the theatre facilities at the Astra Theatre, and the international marketing of the festival it produces annually, the replacement of an asbestos roof at the Aurora Theatre and the marketing of Gozo as a high-level destination for Baroque music through a high-quality Arts festival.</p>
Stakeholders involvement	<p>The Eco-Gozo strategy is the product of consultation process in which stakeholders (professionals, economic and social operators, private citizens, volunteers, experts and policy makers) were presented with the opportunity to come forward with their ideas on how to improve life on the island and render it more sustainable. The public consultation process was launched by the Ministry for Gozo in July 2008 and took almost a year to complete. More than a thousand submissions were received. In order to continue</p>

to build up a comprehensive picture of the population's views on their island and its future, a survey was also carried out among 400 Gozitan individuals selected on a scientific basis. The submissions received and the results of the survey were then analysed by over 60 specialists in various fields. Their suggestions were also added in order to consolidate the set of proposals submitted. In this manner, the bottom-up characteristic of the document was safeguarded, while the necessary expert input was obtained.

#### Results achieved

The strategic document of Eco-Gozo aims to resolve the complex target of Sustainability into a set of practical recommendations striving to improve the island on different levels, and sectors. The submissions received were then grouped under 28 themes ranging from Agriculture to Air Quality, Tourism, Heritage, the Elderly, Children, and so on. Under these main headings, recommendations for the sectors which are considered crucial for the continued development of the Island have been set.

#### POTENCIAL FOR LEARNING AND TRANSFER

##### Challenges and obstacles

N/A

##### Success factors

N/A

#### Transferability in COASTING project

Two main aspects of Eco-Gozo as a GP can be transferred to the COASTING context. The first concerns the participatory process and the collective vision for Gozo sustainable development; the second concerns the structure of the strategy itself. More specifically, the Eco-Gozo vision proposes a very extensive plan of actions both in terms of time and scope. It touches basically on all aspects of life and activity on the island. In this context, prioritization, together with ensuring that no sector is overlooked through overshadowing by other sectors, both gain prime importance. Action on the Eco-Gozo vision implementation have been distributed into four main priority areas, namely Economy, Environment, Society and Identity.

#### OTHER

##### Contact details

Organization: MINISTRY FOR GOZO

Name of contact person: N/A

Email: ecogozo@gov.mt

##### Web site

[www.ecogozo.com](http://www.ecogozo.com)

##### Notes

N/A

**GOOD PRACTICE N°11**

<b>Title</b>	<b>REWETLAND - a wide-area programme for improving the quality of surface water in the Agro Pontino by means of natural purification techniques</b>
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Good Practice code	LR - 01
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**SUMMARY**

Summary description

REWETLAND is a wide-area programme for improving the quality of surface water in the Agro Pontino by means of natural purification techniques. In order to facilitate the introduction of these techniques in the Agro Pontino, the Province of Latina elaborated a project together with the Municipality of Latina, the Circeo National Park, the Land Reclamation Consortium of Agro Pontino, and the consulting company U-Space. The project, co-financed by the LIFE+ Programme of the European Commission, has been implemented for four years; during this period, four pilot projects have been carried out, good practices and guidelines for the introduction of constructed wetlands in the Pontine area have been elaborated, and a programme of future interventions has been drafted and included within the local wide-area strategic programming, involving 19 municipalities of the Province. The quality of the Pontine waters and the necessary interventions for its improvement are therefore the main theme of this best practice and the multilevel governance has been the key to its success. Starting from the results of the project, the

Province of Latina promoted three River Contracts of the Agro Pontino: Cavata-Linea Pio, Lake of Paola, Amaseno, Sisto-Ufente.	
Type	Programme
EU Challenges for sustainable tourism	<ul style="list-style-type: none"> <li>x (i) preserving and giving value to natural and cultural heritage and diversity</li> <li>(ii) minimising resource use and production of waste</li> <li>(iii) enhancing local community prosperity and quality of life</li> <li>(iv) reducing the seasonality of demand</li> <li>(v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li>(vii) improving the quality of tourism jobs</li> <li>(viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<ul style="list-style-type: none"> <li>(i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li>x (ii) planning for the long term</li> <li>x (iii) involving stakeholders</li> <li>x (iv) multilevel governance</li> <li>x (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	<ul style="list-style-type: none"> <li>- Construction of a shared strategy for a wide-area environmental restoration through a participatory planning process, combining the demands of local stakeholders;</li> <li>- Cross-sectoral approach for the resolution of specific territorial problems;</li> <li>- Identification of solutions to local problems by involving multi-sectorial stakeholders;</li> <li>- Promotion of public-private partnerships for the resolution of environmental criticalities;</li> <li>- Innovative and effective environmental campaign for scholars and citizens.</li> </ul>
<b>GENERAL INFORMATION</b>	
Location	Italy, Lazio Region Tyrrhenian sea – Pontine Plain
Period	Start and finish dates: 2010-2014 Project scheduling: N/A
Status	Closed
Budget	3.706.632 €
Financial sources	EU Co-financing: 1.450.566 €
<b>BACKGROUND INFORMATION</b>	
Territorial context	The Pontine Plain is the result of the Great Land Reclamation of the 1920s a drastic work of mechanical draining of wetlands, which has deeply modified the Pontine hydrography, topography, biodiversity,

urbanisation, economy and landscape. Although the agricultural economy still characterizes this area, the progressive industrialization of agriculture has led to an alteration of the natural landscape. The tourism sector occupies an important part of the economy and in recent years has experienced a strong expansion. The main tourist destinations are obviously the seaside resorts (Sabaudia, San Felice Circeo and Terracina). A considerable attractive power is determined by the Circeo National Park. Around 200 hotels offer hospitality, with a constant increase in non-hotel facilities such as agritourist, B&B, holiday homes, hostels. In the tourism sector the seasonal gap in demand is very strong, and for the near future the goal is to reduce it by increasing the attractiveness of the territory in different periods of the year.

Relation to policies and strategies	The good practice is not framed within wider sustainable tourism policies.
Regulatory framework	<ul style="list-style-type: none"> <li>- Water Framework Directive (2000/60/EC)</li> <li>- D.Lgs 152/06</li> </ul>
<b>SPECIFIC INFORMATION</b>	
Objectives	The main objective of the project REWETLAND was to improve the quality of the surface waters of Agro Pontino, which, following detailed studies, has been proved to be under “poor” and “very bad” conditions in most canals and watercourses, according to the parameters established by the Water Framework Directive (2000/60/EC), introducing a diffuse natural water purification system. With this aim the project, besides the implementation of four pilot projects, drafted an innovative wide area planning tool called “Integrated Environmental Restoration Programme of Agro Pontino”.
Developers (and governance)	<ul style="list-style-type: none"> <li>- Province of Latina</li> <li>- 19 municipalities of the Province</li> </ul>
Beneficiaries	Main beneficiaries were the municipalities of the Pontine Plain, the Province of Latina, the Lazio Region, citizens and farmers of the area.
Innovation aspects	The Environmental Restoration Programme (ERP) for the Agro Pontino is an innovative planning tool as it does not fall within the typologies expressly provided for by territorial planning or by national and/or regional sector planning. It works on a local scale and is functional to achieving the objectives contained in Directive 2000/60/EC, and in Legislative Decree Lgs 152/06.
Actions	<ul style="list-style-type: none"> <li>- Pilot project 1 - Filter ecosystem in the Circeo National Park</li> <li>- Pilot project 2 - Urban park in Marina di Latina</li> </ul>

	<ul style="list-style-type: none"> <li>- Pilot project 3 - Buffer strips along the reclamation canals</li> <li>- Pilot project 4 - Good practices of water management in a farm</li> <li>- Definition of the Environmental restoration programme for the Agro Pontino with its specific Action Plan, guide lines, 20 project sheets.</li> <li>- Environmental and educational policies (specific labs for schools on landscape and sustainable business management).</li> </ul>
Stakeholders involvement	<p>Great commitment has been paid to the activities of participation, consultation and debate with the local stakeholders. Many segments of the local community have been involved in labs/workshops, allowing the elaboration of a SWOT analysis, result of a systematisation of their individual perceptions, and whose results have been included in the ERP. Farmers and pupils of the secondary schools, professionals and environmental associations, industry representatives and simple citizens interested in environmental quality. These frequent, and sometimes conflicting, contacts with the local communities have produced considerations that have been used later in the development of the Programme.</p>
Results achieved	<ul style="list-style-type: none"> <li>- a contribution to the implementation of EU policies related to waters through instruments, data and examples concerning the impact of widespread artificial wetlands;</li> <li>- a development of a participated process of environmental restoration;</li> <li>- the implementation of actions for monitoring the effectiveness of wetlands and buffer strips.</li> <li>- the awareness raising on the waters pollution of the Pontine Plain and on the application of the natural purification systems.</li> </ul> <p>The main direct environmental improvements that the project achieved have been the reduction of pollutants in the waters of the canals of the four pilot plants and the increase of biodiversity in the intervention sites.</p>
<b>POTENCIAL FOR LEARNING AND TRANSFER</b>	
Challenges and obstacles	<p>The most challenging elements were related to the participatory process and in particular to the necessity of creating a dialogue within different kind of stakeholders (public administrators, professionals, researchers, but also farmers, entrepreneurs, students, and citizens) and to the necessity of actively engaging the farmers, a difficult target group to make aware of the environmental issues. One</p>

more challenge was related to the difficulty of transposing a European Project output into a planning regulative instrument such as the ERP. The main problems have been overcome through a long participatory process realized through numerous occasions of debate on the project issues, which have led to a shared strategy set up through the Environmental Restoration Programme of the Agro Pontino.

Success factors	The involvement of local public bodies responsible for water quality were pivotal for the success of the good practice, besides the inclusion of the latter and its guidelines in a programme of future interventions. This programme was finally transposed in the strategic planning of a wide area with the involvement of 19 municipalities in the territory of the Province of Latina.
Transferability in COASTING project	The transferability may concern the adoption of a participatory process for the construction of a wide area planning instrument, aimed at protecting the environment and the landscape. Furthermore, the Provincial Authority's capability to involve and agree on the municipalities of its territory is also virtuous, through the shared adoption of a unique plan which has also allowed the start of numerous river contracts. The awareness raising activities through the itinerant info point in the municipalities of the Agro Pontino and the educational campaign such as the school labs for 1.600 pupils of the primary and secondary school were also important experiences to be transferred.
<b>OTHER</b>	
Contact details	<p>Organization: PROVINCE OF LATINA</p> <p>Name of contact person: Nicoletta Valle, project manager of REWETLAND</p> <p>Email: <a href="mailto:nicolettavalle@provincia.latina.it">nicolettavalle@provincia.latina.it</a></p>
Web site	<a href="http://www.rewetland.eu">www.rewetland.eu</a>
Notes	N/A

**GOOD PRACTICE N°12**

Title	Bay Contract
Good Practice code	AMP - 01
<b>SUMMARY</b>	
Summary description	<p>The Bay Contract is an environmental contract signed in 2015 for the coastal area under the responsibility of the Urban Community of Marseille-Provence Métropole, extended to cover Saint-Cyr-sur-Mer in the East and Martigues in the West, in order to ensure consistency across bodies of water. Inland, the contract includes the Huveaune drainage basin and most of the Les Aygalades drainage basin. It was driven by the strong ambition of local players to improve the quality of bathing water and coastal environments.</p> <p>In order to improve the quality of environments and ensure the sustainability of human activities, the Bay Contract meets the targets set by the local water development and management master plan (SDAGE) and has three main priorities:</p> <ul style="list-style-type: none"> <li>- Reduce sources of marine pollution;</li> <li>- Protect environments and ensure ecological restoration;</li> <li>- Raise awareness and educate people about the environment.</li> </ul>
Type	Environmental contract



EU Challenges for sustainable tourism	<p>Please choose one or more challenges tackled by the good practice, among the following:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> (i) preserving and giving value to natural and cultural heritage and diversity</li> <li>(ii) minimising resource use and production of waste</li> <li>(iii) enhancing local community prosperity and quality of life</li> <li>(iv) reducing the seasonality of demand</li> <li><input checked="" type="checkbox"/> (v) limiting the environmental impact of tourism-related transport</li> <li>(vi) making holidays accessible to all</li> <li>(vii) improving the quality of tourism jobs</li> <li><input checked="" type="checkbox"/> (viii) mitigating and adapting to climate change</li> </ul>
EU Principles	<p>Please choose one or more principle implemented by the good practice, among the following:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> (i) taking a holistic and integrated approach (economic, social and environmental aspects)</li> <li><input checked="" type="checkbox"/> (ii) planning for the long term</li> <li><input checked="" type="checkbox"/> (iii) involving stakeholders</li> <li><input checked="" type="checkbox"/> (iv) multilevel governance</li> <li><input checked="" type="checkbox"/> (v) promoting awareness and commitment</li> </ul>
Reason of interest for COASTING	<p>The Bay contract faces many challenges and allows bringing together a large number of actors in the same process, willing to guarantee the development of a sustainable tourism and to strengthen the coastline.</p>
<b>GENERAL INFORMATION</b>	
Location (see also: Images)	<p>France, coastline of the Metropolis Aix-Marseille-Provence (from Saint-Cyr-sur-Mer in the East and Martigues in the West and the Gulf of Fos; Inland, the contract includes the Huveaune drainage basin and most of the Les Aygalades drainage basin)</p> <p>Gulf of Lion</p>
Period	<p>Start and finish dates:</p> <ul style="list-style-type: none"> <li>- 2011: vote on the regional climate plan, the Bay Contract is one of the actions</li> <li>- April 2012: programme launch</li> <li>- October 2012: State approval obtained (from Water Agency)</li> <li>- 2015: contract signed</li> </ul> <p>Project scheduling:</p> <ul style="list-style-type: none"> <li>- First period of action: 2015-18</li> <li>- Second period of action: 2018-21</li> </ul>
Status	Ongoing
Budget	<p>The estimated total amount is 265 M € HT (without tax).</p> <ul style="list-style-type: none"> <li>- € 185.6 million for the Agglomeration Agreement;</li> </ul>

	<ul style="list-style-type: none"> <li>- € 17.6m for the River Basin Contract the Huveaune;</li> <li>- € 4.2 million for the Calypso operation;</li> <li>- € 57.6m for the actions specific to the Bay Agreement</li> </ul>
Financial sources	<ul style="list-style-type: none"> <li>- Metropolis Aix-Marseille-Provence: 142,8 M€</li> <li>- Water Agency: 63,3 M€</li> <li>- Others: 41,5 M€</li> </ul> <p>(City of Marseille, Regional Council Provence-Alpes-Côte-d'Azur, Departmental Council 13, municipalities and other financial sources like regional Parks)</p>

#### BACKGROUND INFORMATION

Territorial context	<p>The exceptional natural capital, guarantor of the living environment and the economic and touristic development of the territory, was the subject of significant anthropic pressure. Insufficient bathing water quality until 2012-2013, overcrowding of sites and conflicts of use, alteration of pivotal biocenoses in the Mediterranean, chemical and biological pollution, coastline erosion are just some of the examples.</p>
Relation to policies and strategies	<ul style="list-style-type: none"> <li>- River Contract for the Huveaune drainage basin: This is an environmental contract in its own right, managed by the Association of municipalities for the Huveaune drainage basin (SIBVH), and forms a consistent action plan. It is a response to the environmental challenges identified in the SDAGE and the Water Framework Directive (WFD) for this area, and also takes into account more local challenges, including in coastal waters downstream of the drainage basin (decline of sea inflows).</li> <li>- Agglomeration Contract (for Sanitation): This only covers the Marseille sanitation system, with the overall aim of improving its operation and reducing its impact on the quality of receiving environments and bathing waters. This large-scale programme was launched in July 2014, with plans to modernise sanitation systems, build a retention basin and modernise the area's water treatment plants.</li> <li>- Calypso Contract: This aims to reduce toxic pollution of the natural environment from ports under the Marseille urban community by addressing wastewater from careening yards and the management of hazardous waste. It applies to the coastline from Sausset-Les-Pins to La Ciotat.</li> <li>- City of Marseille bathing action plan</li> <li>- Aix-Marseille-Provence Metropolis regional climate and energy plan</li> </ul>

	<ul style="list-style-type: none"> <li>- Calanques National Park charter</li> <li>- the Natura 2000 network</li> </ul>
Regulatory framework	<ul style="list-style-type: none"> <li>- European regulation DERU (water pollution)/ European directive 2006/7/CE</li> <li>- Regulation regarding water sanitation of the city of Marseille</li> </ul>
<b>SPECIFIC INFORMATION</b>	
Objectives	<ul style="list-style-type: none"> <li>- Reduce sources of marine pollution;</li> <li>- Protect environments and ensure ecological restoration;</li> <li>- Raise awareness and educate people about the environment.</li> </ul> <p>It was driven by the strong ambition of local players to improve the quality of bathing water and coastal environments.</p>
Developers (and governance)	<p>70 actors involved:</p> <ul style="list-style-type: none"> <li>- State services such as DREAL Paca, DDTM 13, DIRM Méditerranée, Préfecture maritime, ARS Paca</li> <li>- the prefect of Bouches-du Rhône</li> <li>- Metropolis Aix-Marseille-Provence</li> <li>- City of Marseille</li> <li>- Water Agency Rhône Méditerranée (depends of the Ministry of the ecological and solidarity transition)</li> <li>- the region Provence-Alpes-Côtes-d'Azur</li> <li>- the department Bouches-du-Rhône</li> <li>- River Contract for the Huveaune drainage basin</li> <li>- Agglomeration Contract (for Sanitation)</li> <li>- Calypso Contract</li> <li>- City of Marseille bathing action plan</li> <li>- Aix-Marseille-Provence Metropolis regional climate and energy plan</li> <li>- Calanques National Park charter</li> <li>- the Natura 2000 network</li> </ul>
Beneficiaries	<ul style="list-style-type: none"> <li>- Local communities on the coastline</li> <li>- Local and regional economic players</li> <li>- National park des Calanques</li> <li>- Current and future tourists</li> <li>- Port and marina of the bay (61 ports)</li> <li>- local associations that work on environmental issues</li> <li>- boaters</li> <li>- federations of nautical societies</li> <li>- the State and its services</li> <li>- the Grand Seaport</li> </ul>
Innovation aspects	<p>The innovative aspects of the Bay contract are important to highlight: coastal governance (composed of a large number</p>

	of actors) and public and private project promoters, acting in the same direction.
Actions	<p>80 actions grouped under 17 main priorities:</p> <ol style="list-style-type: none"> <li>1. Fight against domestic pollution</li> <li>2. River Contract for the Huveaune drainage basin</li> <li>3. Fight against port pollution</li> <li>4. Specific ecological monitoring</li> <li>5. Fight against rain pollution</li> <li>6. Fight against industrial and professional pollution</li> <li>7. Coordination of coastal managers</li> <li>8. Restoration of watercourses</li> <li>9. Restoration of natural sites</li> <li>10. Ecological engineering</li> <li>11. Strategy and coordination of beacon and coastal anchorage areas</li> <li>12. Development, implementation and monitoring of management plans for artificial reefs</li> <li>13. Studies and specific actions</li> <li>14. Setting up observatories</li> <li>15. Piloting and evaluation of the Bay Contract</li> <li>16. Global comprehensive information and awareness strategy</li> <li>17. Awareness-raising actions to be implemented before the adoption of the general communication plan</li> </ol>
Stakeholders involvement	<p>Implicated stakeholders c.f. beneficiaries:</p> <ul style="list-style-type: none"> <li>- Local communities on the coastline</li> <li>- Local and regional economic players</li> <li>- National park des Calanques</li> <li>- Current and future tourists</li> <li>- Port and marina of the bay (61 ports)</li> <li>- local associations that work on environmental issues</li> <li>- boaters</li> <li>- federations of nautical societies</li> <li>- the State and its services</li> <li>- the Grand Seaport</li> </ul> <p>How?</p> <p>Thematic commissions to set the action program</p> <p>Technical committees (including financial) to record the financing of the actions</p> <p>Bay Committees of to validate the progress of the actions, the annual reports and the new perspectives.</p>
Results achieved	Due to the intrinsically cross-cutting nature of the project, in 2016 and 2017, the Bay Committee secretariat took part in creation of the Metropolis and in the technical adaptation of

the Metropolis' future maritime and coastal policy. In 2018, the Bay Contract was extended to the Gulf of Fos.

Implementation of the actions led by the Metropolis and City of Marseille, as set out in the Bay Contract, including coordination of the "communal bathing areas" entrusted to the Metropolis by the Prefecture since 2017, extending them from Marseille beaches to all 49 bathing areas located along the coastline within the scope of the Contract.

- Technical and legal support for lead partners (Marseille-Provence Chamber of Commerce and Industry, EPA Euroméditerranée, Marseille Fos Port Authority, Calanques National Park, etc.).
- Creation of several working groups and implementation of various actions set out in the Contract, focusing on issues such as the Boumandariel wetlands, coordination of communal bathing areas, discussion of the organisation of maritime uses, and implementation of the coastal manager's club through the Livre Bleu.
- Follow-up of the project owner assistance call to tender for technical, legal and financial follow-up of the Bay Contract in the Marseille metropolitan area.
- Follow-up of subsidy applications.

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#### **POTENCIAL FOR LEARNING AND TRANSFER**

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Challenges and obstacles	<p>Financing, organization, staff, mobilization of the actors, animation of the local and regional network takes time and needs extra resources:</p> <p>The Bay contract disposes of dedicated human resources (A dedicated project manager whose role is to lead the process, to coordinate all the actions to be implemented and the implementation of the concerted management on the scale of the territory of the Bay Contract, which manages the MPM project management actions and provides the interface with the relevant operational MPM departments and a technical project manager for the monitoring of operations as co-pilot of the Bay Contract) as well as logistical, computer and communication resources.</p> <p>In addition to the dedicated project manager, the secretary is also composed of one technical officer and a person in charge of administrative, legal, IT and communication support.</p>
Success factors	<ul style="list-style-type: none"> <li>- Public and private consultation played a central role in the Bay Contract drafting process.</li> <li>- Strong political porting.</li> <li>- representation on the Bay Committee from all territorial scales (local, state, department, region).</li> </ul>

	<ul style="list-style-type: none"> <li>- Legal framework of intervention: Master Plan of Development and Management of Waters, European-Framework-Directive on Water, device "Contract of environment".</li> <li>- Gathering partners around a common cause that is improving the quality of water and the coastal environment.</li> <li>- Concertation through the technical commissions.</li> <li>- Partnership.</li> </ul>
Transferability in COASTING project	<p>Yes, it can be transferred in COASTING context. Since the legal system is based on European legislation, it is replicable at the level of COASTING partners.</p> <p>The metropolis has given itself the means of its ambition. Financing, organization, staff, mobilization of the actors, animation of the local and regional network.</p>
<b>OTHER</b>	
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Notes	N/A



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