



**Promoting Awareness and Enabling  
a Policy Framework for  
Environment and Development  
Integration in the Mediterranean  
with Focus on Integrated Coastal  
Zone Management**

**Project Implementation Manual**



**MAP/PAP, MAP/Blue Plan, World Bank/METAP  
updated in April 2009**

*This project has been financially supported by the European Union*

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# **1. Introduction**

## **1.1 Title**

Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on Integrated Coastal Zone Management<sup>1</sup>

## **1.2 Location**

Morocco, Algeria, Tunisia, Egypt, Jordan, Israel, the West Bank and Gaza, Lebanon, Syria, Turkey and the EU.

## **1.3 Duration of the project**

The project has duration of three years after the signature of the Agreement. The implementation partners requested an extension of the project for the period of three months. The project will be finalised by the end of June 2009.

## **1.4 Project partners**

MAP/PAP, MAP/Blue Plan and the World Bank/METAP.

## **1.5 Key stakeholders**

The key stakeholders in this project are policy-makers, as they are the ones that can create a favourable policy framework that will support ICZM. Besides policy-makers from the Ministries of Environment, other sector's policy-makers are recognised as important stakeholders. Therefore, it is of a special importance to involve policy-makers from some of the following ministries: tourism, agriculture, urban planning, public works, development and finance. In addition to policy-makers at the national level, policy-makers at more local level are also identified as the key stakeholders.

However, in order to build and strengthen a constituency for ICZM, the project activities aiming to promote awareness raising need to be directed towards a wider audience. Therefore, besides the government, which we may identify as a primary stakeholder, secondary stakeholders can be identified as the civil sector (including the academia) and the private sector. A draft List of stakeholders is attached as Annex I to this report.

## **1.6 Objectives**

### **1.6.1 Overall objective**

The overall objective of this proposal is to improve the enabling environment in beneficiary countries by strengthening partnership between EU/SMAP, MAP and the World Bank in order to ensure the proper allocation of resources and sustainable implementation of the SMAP III.

### **1.6.2 Specific objectives**

The specific objectives of the project are to:

- a) improve the advocacy and awareness in policy making at national level in SMAP beneficiary countries to engage them into the path towards the environmentally sustainable development;

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<sup>1</sup> ICZM represents the same discipline as ICAM (Integrated Coastal Area Management) or ICM (Integrated Coastal Management). ICAM has been used by UNCED, and subsequently has become well known around the Mediterranean and in UNEP. ICZM is preferred by the European Union Institutions, while ICM is preferred by the USA institutions. Continuing debate goes on which name is the most appropriate. In this project, terms are used as synonyms.

- b) ensure that technical assistance offered by SMAP III and the results of the National Plans of Action will be considered by policy-makers to initiate momentum for a long-term sustainability policy reform;
- c) strengthen the institutional and legal framework, as well as stakeholders' participatory capabilities, for a successful implementation of new policy initiatives;
- d) ensure that strategies and policies developed by SMAP III ICZM projects would be considered by policy-makers for a sustainable use of their coastal assets and resources by facilitating the continuous policy dialogue, efficient project implementation by participating countries, and identification of priority investment needs for the protection, restoration and rehabilitation of valuable coastal zones; and
- e) encourage and support harmonised co-operative efforts at regional level for a common policy framework for ICZM.

### **1.6.3 Two project components objectives**

The objective of the project component related to environment and development is the promotion of the Blue Plan report and raising awareness on issues included in the report. This Project Implementation Manual reviews and updates the design of the project and sets the Workplan to ensure its relevance and feasibility. It includes the content of and resources needed for each task.

The objective of the project component on coastal zones is to promote awareness of the value and state of the coasts, and to provide support to the project countries in strengthening and modifying the existing national-level enabling environment, including policy and legislation.

## **1.7 Project Implementation Manual preparation and revision**

The original PIM has been prepared jointly by MAP/PAP, MAP/Blue Plan and the World Bank/METAP in June 2006. Having in mind large discrepancies in the timing of the partners' activities, at the third co-ordination meeting held on 6th December 2006 in Rome was decided to revise this document. At that point Blue Plan finalised almost all of their activities. UNEP/MAP signed the Project Document with METAP in June 2008. PIM was revised in July and updated in November 2008, to be used among other, as an accompanying document to the Request for revision of the Project workplan and budget. A final update of the revised PIM was made in April 2009.

The purpose of the revision is:

- to update the project Workplan and harmonise the activities of the partners;
- to review the project progress with the project partners and update the foreseen activities to be jointly performed;
- to build management and stakeholder commitment to and "ownership" of the project; and
- to secure fulfilment of the overall objective despite timing differences in performance of the activities by partners;
- to justify the Request for revision of the workplan and budget and the Request for extension of the project as sent to the Contracting Authority.

## **1.8 Co-ordination**

As agreed at the third co-ordination meeting in Rome, PAP/RAC will take the role of co-ordinating the project. Although this wasn't originally planned since each partner in this project had its own contract with UNEP/MAP, lack of co-ordination created difficulties in the project implementation. Therefore, PAP/RAC will take this role starting 2008.

## 2. Summary of Main Issues

Human activities have seriously damaged the environment in the Mediterranean region. Despite many achievements, there are still important challenges faced by the Mediterranean Partner countries. Estimated damage costs of environmental degradations account for several percentages of GDP: from 2 to 5% in certain countries. A better integration of environmental issues in the Mediterranean development process is urgently needed.

Coastal water pollution, soil degradation, desertification, over-use of water resources, poor air quality, rapid growth in waste production, vehicle congestion in cities, cemented coastlines, sea pollution are among the most worrying problems. Those environmental degradations have serious consequences on human health, economic and social well-being and on biodiversity.

Coastal zones are particularly impacted by environmental problems and the cost of environmental degradation may even be higher than the national values, amounting to 1.3-8% of GDP. Indeed, in those limited zones, the concentration of population is growing fast and a rapid urbanisation is observed. As a result, human activities have seriously impacted coastal land and sea use, water quality and biodiversity. Additionally, this concentration of population contributes to an increase of the vulnerability to climate change and to other natural and man-made hazards.

The Mediterranean area in general, and coastal zone in particular, continues to be affected by the political economy and driven primarily towards investments providing short-term profits, rather than tackling the underlying policy and institutional causes, which could secure the long term sustainability of the Mediterranean region. The governance system is mainly based on the "top-down approach", and characterised by a moderate role of civil society, as well as a lack of disclosure and dissemination of information. The integration of environmental issues in development policies is weak.

The new Blue Plan Environment and Development Report (RED) alerts to the risks linked to recent observed trend. It shows that it is urgent to find and set up « win-win » scenarios (for North and South, for the environment and development) by a better integration of environmental issues in sectoral development policies and by the development of more integrated management approaches (urban and rural sustainable development, sustainable coastal development).

Integrated Coastal Zone Management (ICZM) is receiving increased attention world-wide. The rapid degradation and urbanisation of coastal zones in the Mediterranean region is of a particular concern both in EU member states and in the southern Mediterranean countries. The concentration of population and urban infrastructure has seriously impacted coastal land use, water quality, and biodiversity and increased the vulnerability to climatic changes and other natural and man-made hazards.

The concern about the degradation of coastal zones brought the EU to carry out the ICZM Demonstration Programme in its member states, adopt the Recommendation on ICZM and implement a number of other ICZM activities both at EU level and in individual member states. Since its inception, ICZM has been one of the priorities for the Short and Medium-term priority Environmental Action Programme (SMAP) and, through SMAP, several ICZM projects on the southern Mediterranean coast have been supported. The third EU contribution to SMAP (SMAP III) is aimed to:

- a) assist Mediterranean Partners in their efforts to prevent environmental degradation, improve environmental standards and integrate environmental considerations in all other relevant policies; and
- b) encourage ICZM, thus providing a much-needed momentum for advancing environment and development integration and ICZM in the region.

However, while critical environment and development and ICZM issues are well known and documented by previous work of many organisations (such as MAP/PAP, MAP/BP and METAP), the initiation, implementation and long-term sustainability of SMAP III interventions will critically depend on the existing enabling conditions at the national level. These enabling

conditions (such as supportive ICZM constituency, formal governmental mandate, sustained resource allocation, action plan, and institutional capacity) are far from established in many beneficiary countries.

In addition to supporting a successful implementation of SMAP III, the proposed partnership would increase synergies between EU/SMAP, MAP/PAP, MAP/BP and the World Bank/METAP as called for by the Second Meeting of the Ministers of Environment of the Euro-Mediterranean partnership in Athens in 2002, and reiterated by the 13<sup>th</sup> meeting of the Contracting Parties to the Barcelona Convention in Catania in November 2003. The MAP and World Bank, as implementing agencies of the forthcoming GEF Partnership for the Mediterranean Large Marine Ecosystem, would also be in an excellent position to mainstream ICZM into project activities, and resulting technical assistance and investment operations developed under this initiative.

### **3. Review of the Project Design**

#### **3.1 Policy and programme context, linkage to other ongoing activities**

This Project Implementation Manual was of particular importance due to the fact that the project proposal has been prepared almost a year before the contract signature. In the meantime, several parallel events have occurred, such as a selection of the national SMAP III projects and publication of the Blue Plan report followed by the activities to promote it.

It is believed that the SMAP III ICZM programme may initiate momentum for policy reform and institution building for a long-term sustainability of the coastal development, and to ensure that the strategies and policies developed by SMAP III ICZM projects would be considered by policy-makers for a sustainable use of their coastal assets and resources.

In order to establish linkages between this project and SMAP III ICZM projects, as well as with other ongoing ICZM activities, following will be attempted:

- providing comments and proposals on the Project Implementation Manual;
- integrating similar activities;
- integrating workshops;
- sharing human resources;
- integrating activities related to awareness promotion - SMAP III ICZM projects participating in the Awareness Raising Campaign - launching of the Coast Day;
- SMAP III ICZM projects representative participating in the Stakeholder consultation to prepare and to promote Policy Briefs;
- SMAP III ICZM projects Advisory Board representative being a member of the National ICZM Forum (where created); and
- integrating activities aiming to raise awareness and assist policy reform.

The main purpose of the above-stated activities is to increase efficiency, create synergies and avoid overlapping within the SMAP III programme and among EU, UNEP and WB.

The ICZM project component activities will be directed towards policy-makers. However, to realise a long-term result on promoting awareness, the activities will also be planned for the civil society (including academia). Within the project, governmental conception of coastal issues will be assessed. On the other hand, the conception of coastal issues of the civil society will also be analysed. Based on the comparison of the opinions, the most efficient options for awareness promotion will be selected. Differences in these considerations may reveal the most urgent priority areas in need for intervention, realistic management actions to mitigate impacts, as well as the ways of creating momentum for initiation or strengthening of the ICZM at the national level.

### List of SMAP III ICZM projects

<b>Beneficiary: Name &amp; Address</b>	<b>Action title</b>	<b>Action location</b>	<b>Action duration (Months)</b>	<b>Grant amount (€)</b>
University of Balamand El-Koura, North Lebanon, Tripoli, Lebanon	Integrated Management of East Mediterranean Coastlines	MEDA	36	924,056
EUCC – The Coastal Union Leiden, The Netherlands	Reducing conflicts of coastal natural resources in the Nador area of Morocco	MEDA	36	580,000
Centro Interdipartimentale di Ricerca per le Scienze Ambientale di Ravenna (CIRSA) University of Bologna Ravenna, Italy	Algerian Coast Management through Integration and Sustainability	MEDA	24	785,590
World Wildlife Fund European Policy Programme Roma, Italy	Integrated Coastal Area Management (ICZM) strategies for the 'Kroumirie & Mogods' Region and 'Grand Sfax' municipality in Tunisia	MEDA	30	1,240,000
Entitat metropolitana de serveis hidraulics i tractament de residus Barcelona, Spain	ALAMIM Alexandria Lake Mariout Integrated Management (Egypt)	MEDA	36	598,895
Fondation Sansouire La Tour du Valat, Arles, France	Des zones humides sensibles associées à une approche GIZC: El Kala/Moulouya (Alger/Moroc)	MEDA	36	896,626
University of Mugla Faculty of Engineering Kotekli (Mugla), Turkey	Preparation and Implementation of the Integrated Management Action Plan in collaboration with stakeholders in the inner Goekova Bay and the Sedir Island within Goekova Specially Protected Area	MEDA	36	1,067,000
Nucleo di Ricerca sulla Desertificazione dell'Università degli Studi di Sassari (NRD- UNISS) c/o Facoltà di Agraria Sassari, Italy	Plan of Action for an Integrated Coastal Zone Management in the area of Port Said (Egypt)	MEDA	36	1,499,997

## 4. Detailed Breakdown of Project Activities

Project activities and responsible partners are as follows:

- Activity I: Preparation of a detailed Project Implementation Manual and Work Plan (PAP, METAP, Blue Plan)
- Activity II: Preparation of Policy Briefs (PAP, METAP, Blue Plan)
- Activity III: Integration of environment in key economic sectors (PAP, METAP)
- Activity IV: Dissemination of the RED (Blue Plan)
- Activity V: Development of the ICZM Awareness raising strategy (PAP, METAP)
- Activity VI: Implementation of Awareness raising strategy (Blue Plan, PAP, METAP)
- Activity VII: Regional ICZM policy workshop (PAP, METAP)
- Activity VIII: National ICZM Forum (PAP, METAP)
- Activity IX: Stimulating a regional policy dialogue (Blue Plan)
- Activity X: Promoting policy implementation (PAP, METAP)
- Activity XI: Capacity building on COED and SEA (PAP, METAP)
- Activity XII: Linking policy to investment needs (PAP, METAP)

Project activities may be divided in three stages:

1. Initiation & Policy Briefs preparation
2. Capacity building & Awareness raising
3. Promoting and supporting policy reform

Project activities, stages and outcomes are represented in the following diagram:

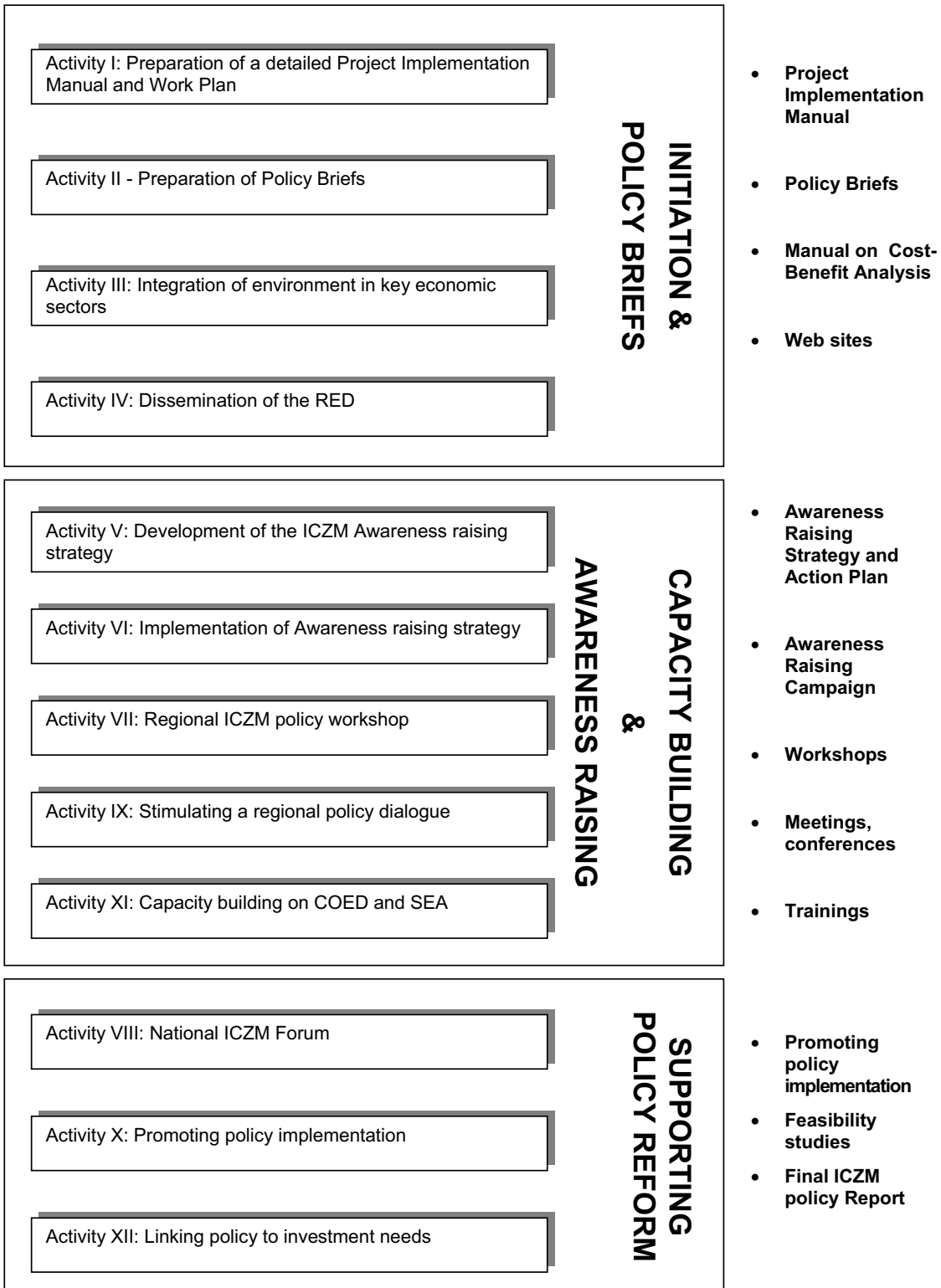


Figure 4.1 Project activities, stages and outcomes

## 4.1 Activity I: Preparation of a detailed Project Implementation Manual and Workplan

### Task I: Preparation of the Project Implementation Manual

This Project Implementation Manual was intended to improve the preparatory phase of the project. Having in mind the complexity of the project task, as well as the involvement of several partners with different tasks, more effort was needed to harmonise the activities. The Project Implementation Manual provides the opportunity for all involved partners to review the design in consultation with stakeholders and update the first Workplan that was elaborated almost a year before the project launching.

Within the Project Implementation Manual, a detailed project Workplan is presented. The Workplan is developed in close co-operation between SMAP, RMSU, PAP, the Blue Plan and METAP, and in consultation with MAP-MEDU and the DG Environment. All recommendations and Policy Briefs will be in line with the relevant EU policy.

During the preparation of this document, special attention is dedicated to setting up the linkages with the SMAP III ICZM projects, as well as with the on-going CAMPs and other ICZM projects. Management teams of the SMAP III ICZM projects were invited to propose joint activities and to set up their activities taking into consideration this project. The information on all planned workshops and meetings is to be sent to the SMAP RMSU to be included in the joint list of meetings. If possible, human resources between this project and the SMAP ICZM projects are to be shared. In this way, overlapping is to be avoided, certain activities will be merged (if needed) and synergy created. SMAP III ICZM projects are offered any output coming from PAP CAMPs or any other information or type of assistance that PAP or METAP can provide.

During the preparation of the Project Implementation Manual, the national project advisors in each eligible country in consultancy with PAP/RAC, METAP and SMAP III nominated their national consultants. PAP/RAC and METAP nominated PAP and METAP ICZM experts. Their role, in particular the role of the national consultants is of a crucial importance to this project. The national consultants will be independent ICZM experts, with good knowledge of the national situation related to the coasts and their management. They should have ability to analyse issues and information and to prepare short briefs and summaries on the key ideas. They should play the role of a co-ordinator between different experts and stakeholders, meaning they should have superior communication and interpersonal skills.

In order to build ownership in the countries, a draft version of the Project Implementation Manual, in English and in French, was sent for comments to relevant stakeholders, including management teams of the SMAP III ICZM projects, national consultants and PAP ICZM experts, as well as to all participants of the "Brainstorming meeting to co-ordinate activities of the SMAP project", held in Split in April 2006. Comments are integrated into the final version of the Project Implementation Manual.

The first informal Consultative meeting with the representatives of RMSU, PAP, BP, METAP, Info-RAC of MAP and the SMAP III Technical Assistance was held at the premises of RMSU in Rome, on 13 January 2006.

On 22-23 February 2006, the SMAP Projects Kick off meeting was held in Cairo, with the participation of EU, RMSU, MAP and representatives of all the projects that have been selected for SMAP III. During the meeting, project activities were presented and contacts established with the TA Team. The EU representative has given a number of clarifications regarding financial management of the projects, while specific recommendations to projects were given on the same occasion, during the separate meeting.

METAP - PAP consultation was held in Washington, on 7-9 March 2006, when the first draft of the Project Implementation Manual was prepared.

On 3-4 April 2006, a "Brainstorming meeting to co-ordinate activities of the SMAP project" was held in Split with the participation of PAP, BP, METAP, SMAP TA, RMSU representatives and a selected group of internationally recognised consultants. The objective of the meeting was to develop a discussion on project outputs and on the Draft Project Implementation Manual. The

Minutes of the meeting are attached as Annex III to this report. The Project Implementation Manual was finalised in June 2006, revised in June 2008, updated in November 2008 and April 2009.

During the preparatory stage of the project, a List of potential stakeholders was prepared. The List is attached as Annex I to this report.

In December 2006 partners and the representatives of the SMAP III TA and RMSU met in Sophia Antipolis for the 2nd co-ordination meeting. Minutes of the meeting are attached as Annex IV to this report.

On 10-12 February 2007, the SMAP ICZM Progress Workshop was held in Cairo, with the participation of EU, RMSU, PAP/RAC and representatives of all the projects that have been selected for SMAP III. During the meeting, ICZM projects progress was presented. The EU representative has given a number of clarifications regarding financial management of the projects.

Due to delays in the signing of the METAP's agreement, partners met in December 2007 in Rome for the 3rd co-ordination meeting. At the meeting partners produced working plan for 2008 and took the decision to revise the PIM. Minutes of the meeting are attached as Annex V to this report.

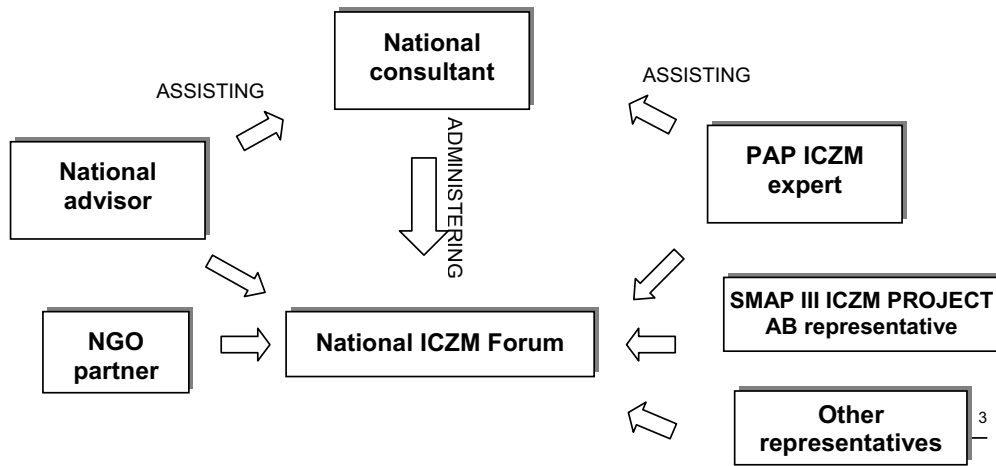
In February 2008, representatives of the EU - Cairo office, PAP/RAC, Blue Plan and SMAP III TA met in Istanbul for the SMAP III TA workshop on sustainable tourism and ICZM.

In November 2008, a request for extension of the project until March 30, 2009 and revision of the workplan and budget was jointly submitted to the EU to allow enough time for PAP/RAC, METAP and SMAP III TA to enhance the ICZM policy dialogue with local authorities.

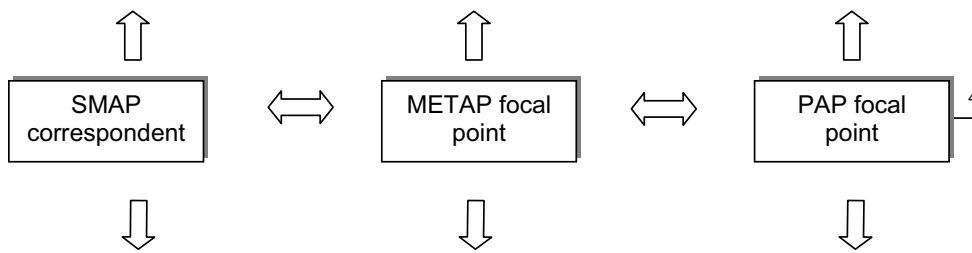
In order to maintain the momentum with local authorities that explicitly expressed their interest in pursuing the ICZM policy dialogue, another request for extension of the project until June 30, 2009 and revision of the workplan and budget was jointly submitted to the EU in February 2009. Both requests have been approved by the EC and amendments to the Grant Agreements formalized between all partners.

One of the main reasons justifying the second extension was to allow for the organization The organisation of a second regional workshop for the project, in cooperation with SMAP III TA, addressing the more strategic aspects of the policy dialogue is also envisaged, with the participation of the national counterpart agencies. This workshop will also focus on the way forward for collaboration between Mediterranean Countries and the continued adoption of ICZM principles.

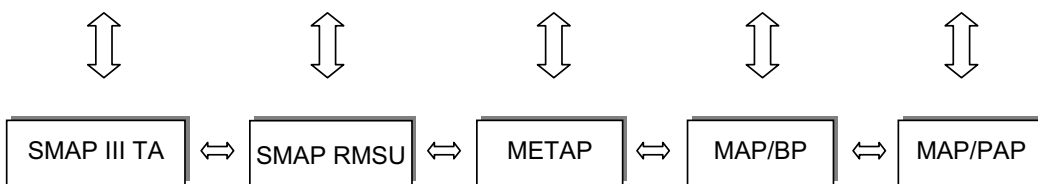
**National ICZM Teams Scheme<sup>2</sup>**



**ASSISTING / MONITORING / CO-ORDINATING**



**CO-ORDINATING / ASSISTING/ MONITORING**



**Figure 4.2: National ICZM Team Scheme**

<sup>2</sup> If there is already an ICZM body in the country, the scheme will be different

<sup>3</sup> Defined under activity VIII

<sup>4</sup> If different than national advisor

### Summary of outputs

- Project Implementation Manual

### Activity I: Preparation of a detailed Project Implementation Manual and Workplan

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
1. Preparation of the Project Implementation Manual	Project Implementation Manual	PAP/RAC METAP BP/RAC	1,2,3,4,6,7,9,1 1,12,13,16,17, 21,22,27,28,2 9,c)	01.01. - 30.06.2006	BP METAP PAP/RAC SMAP RMSU SMAP III TA		Morocco: MATE Algeria: MATE Tunisia: APAL Egypt: EEAA Jordan: MoE Israel:MoE WBG <sup>5</sup> : Palestinian MoE Lebanon: MoE Syria: MoE Turkey:MoEF
Meeting in Rome				13.01.2006	PAP/RAC BP METAP Info-RAC RMSU SMAP III TA		
Meeting in Cairo				22.02. -23.02. 2006	EU MAP METAP PAP/RAC SMAP RMSU SMAP III TA		
Meeting in Washington		METAP		07.03. - 09.03.2006	METAP PAP		
Meeting in Split	Meeting Report	PAP/RAC	8	03.04.- 04.04.2006	PAP/RAC BP/RAC METAP RMSU SMAP III TA G. Constantinides H. Coccossis Y. Henocques		

<sup>5</sup> West Bank and Gaza

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
2nd co-ordination meeting in Sophia Antipolis	Meeting Report	PAP/RAC BP SMAP III TA RMSU		14.12.2006			
Meeting in Cairo		SMAP III TA		10.02. -12.02. 2007	EU METAP PAP/RAC SMAP RMSU SMAP III TA		
3rd co-ordination meeting in Rome	Meeting Report	PAP/RAC BP METAP SMAP III TA RMSU		07.12.2007			
SMAP III TA workshop on sustainable tourism and ICZM in Istanbul		SMAP III TA		18.02 - 21.02.2008			
PIM revision	revised PIM	PAP/RAC Blue Plan METAP		July 2008	PAP/RAC Blue Plan METAP		
PIM update	updated PIM	PAP/RAC Blue Plan METAP		November 2008	PAP/RAC Blue Plan METAP		
PIM update	updated PIM	PAP/RAC Blue Plan METAP		April 2009	PAP/RAC Blue Plan METAP		

## 4.2 Activity II: Preparation of Policy Briefs

The following products will be used to improve advocacy and awareness in policy making at national and international level organisations.

### **Task I: First series Policy Briefs**

The first series of Policy Briefs will be published under the “Blue Plan Brief” series. It will present the main findings of the RED by theme (water, energy, transport, rural development, urban area, and coastal zones) and for some transversal issues (for example, financing for sustainable development). These publications will be concise (4 pages), illustrated, clear and understandable to politicians, citizens and non-expert readers who will be invited to a further detailed reading of the full report.

These Policy Briefs will be published in French and English and available as hard copies and in the electronic format, as well.

### **Task II: Executive summary of the RED**

The Executive Summary of the report will complement the Policy Brief. It will provide the main observations, analysis and conclusions of the report. The Executive Summary will be printed and published in French and English, separately from the Policy Briefs.

### **Task III: Guidance for the Second series Policy Briefs – ICZM Policy Briefs**

Policy Briefs on ICZM, which will be produced by national consultants with the help of internationally recognised experts, and assistance of national advisors, PAP and METAP, will provide a strategic guidance on critical ICZM issues in the region and individual SMAP countries. The PAP and METAP Secretariats will ensure that Policy Briefs are prepared within the strategic context of the relevant regional initiatives and well co-ordinated with the national SMAP III Action Programmes and the work of the SMAP III Technical Assistance Consultant.

The PAP and METAP Secretariats will hire internationally recognised consultants, as follows:

Two-three internationally recognised experts on ICZM policy will be contracted to:

- provide a strategic guidance on the Policy Briefs and their relevance to international and regional agreements, such as the Mediterranean Strategy for Sustainable Development, the RED, the EU Recommendation on ICZM and the EU-Framework Water Directive, and the proposed Protocol on the Integrated Management of Mediterranean Coastal Zones;
- liaise with the EU-SMAP Technical Assistance Co-ordinator and the Blue Plan to streamline and co-ordinate the development of Policy Briefs;
- identify the most critical issues in ICZM for which Policy Briefs will be needed;
- develop the detailed Terms of References for the consultants to develop the Sectoral Policy Briefs on critical ICZM issues;
- assist, supervise and provide guidance to the local consultants on the development of the National Policy Briefs;
- prepare a Strategic Overview of ICZM in the ten Mediterranean countries that will serve as a background document on Policy Brief preparation; and
- edit and standardise the format for the National Policy Briefs.

Two-three Policy Briefs on critical ICZM issues of the regional or sub-regional importance will also be developed. These could include the Cost of Environmental Degradation (COED) in coastal zones / artificialisation of a coastline/ an *ad hoc* development of projects and activities which intensify the use of the coast/ coastal urbanisation/ coastal erosion / coastal tourism / institutional framework for ICZM/ legislative framework for ICZM / marine spatial planning / coastal landscaping / climate change/ sea level rise / marine oil pollution / coastal pollution / socio-economic processes in the hinterland /etc.

All Policy Briefs should be focused on the key critical issues, since a generic policy review can be rather weak. The issues that may raise attention, like the above mentioned, should be selected. In order to select important coastal issues, the SMAP III Sustainable Development List

of priorities can be consulted. In addition, recommendations of national SMAP workshops, recommendations of ICZM workshops, as well as the comments made on the draft protocol on ICZM will be taken into consideration. It is considered particularly efficient to express issues in monetary terms, for example about how much we are losing with coastal erosion; the monetary value of natural resources; monetary consequences of economic activities; the monetary value gained from the coast protection; etc. Particular attention should be paid to avoid short-term thinking. It is considered efficient to link ICZM with socio-economic problems (unemployment rate, weak integration of the Mediterranean in the world trade, inability to reduce the gap between the north and the south, etc.). The scenario analysis should be used wherever possible. It is also recommended to present the results graphically, including baseline and alternative scenarios. Finally, the issue should be represented with the graphs, tables and photos emphasising the spatial dimension of the issue selected. ICZM Policy Brief, being the key output of the first stage of this project, should not exceed 8 pages (5 pages of the text, plus photos, graphs, or alike). The Policy Brief will be used as a communication tool, will be printed on a high-quality paper and will include photos and images.

The Briefs would:

- include a very brief background summary;
- identify and give diagnosis of critical ICZM issues at national level;
- provide a statement on why the current approaches/policies need to be reformed;
- provide a semi-quantitative assessment of the cost of environmental degradation of critical ICZM issues;
- give recommendations for actions and major policy and institutional options and reforms to remediate critical issues; and
- identify the key areas for developing policy reforms and investment project proposals.

In the process of preparation of the national Policy Briefs, the national consultants, who would be of high standing and have access to relevant policy-makers, would:

- identify and consult the staff and policy-makers at all relevant national ministries, agencies, NGOs and other organisations, which could be considered as stakeholders;
- organise meetings and consultations with stakeholders for the missions of the regional ICZM consultants; and
- organise the high-level meetings with the ICZM Sectoral Ministry(ies) for the PAP/METAP staff for the approval and adoption of Policy Briefs.

Since the **Policy Briefs** will be a result of an in-depth analysis, consultant's working materials should be sent to PAP/RAC in the form of a **Background Document**. The Background Document is expected to be approx. 20 pages and have the same contents as the Policy Brief.

The contents of the Policy Brief will be as follows:

- Executive Summary
- Context and importance of the problem
- A Review of policy options
- Policy Recommendations
- Appendices
- Sources consulted or recommended
- Additional Information

The following documents may be consulted for the preparation of the Policy Briefs:

- Strategic guidance for the preparation of the ICZM Policy Briefs,
- ICZM Marketing Strategy,
- Project Implementation Manual,
- Strategic Overview on ICZM in ten Mediterranean countries,
- Blue Plan Report on Environment and Development,
- SMAP III Sustainable Development List of priorities,
- Recommendations of national SMAP workshops,
- Recommendations of ICZM workshops,
- Priority issues in the Mediterranean environment by EEA,

- National Action Plans by GEF, and
- Comments made on the Protocol on ICZM.

Strategic Guidance for preparation of ICZM Policy Brief is attached as Annex VI.

Terms of Reference for a national consultant to prepare and promote the Policy Brief and to administer the National ICZM Forum are attached as Annex VII.

Terms of Reference for the PAP ICZM expert to assist the national consultant in the preparation and promotion of the Policy Brief are attached as Annex VIII.

#### **Task IV: Designing the ICZM Marketing Strategy**

The ICZM expert will prepare the ICZM Marketing Strategy that will include differentiation and positioning of ICZM, where:

- "differentiation" – being the modification of ICZM to make it more attractive to the target market in SMAP; and
- "positioning" – being the creation of a favourable perception in the minds of the target policy-makers.

The Strategy will be prepared through the following **steps**:

##### **Review:**

- The existing presentation of ICZM in the Mediterranean (SWOT), plus conclusions of April brainstorming workshop. Inception discussion.

##### **Identify:**

- Potential key messages and benefits to the target audience that make ICZM exceptional (focussing on Environment and Development Integration).
- A potential (Unique Selling Proposition) USP for use as a strapline to ICZM.

##### **Test 1:**

- Panel of 3 appointed SMAP project ICZM experts + PAP/RAC staff, receive feedback

##### **Test 2:**

- Panel of 10 appointed SMAP project national consultants

##### **Prepare:**

- Key ICZM Messages and USP
- Common ICZM presentation (PowerPoint)
- Recommendations for supporting materials

Terms of Reference for a consultant to prepare the ICZM Marketing Strategy are attached as Annex VII.

#### **Task V: Draft Second series Policy Briefs: Draft ICZM Policy Briefs**

The national consultants will be contracted to produce ICZM Policy Briefs and Background Documents in each of the selected countries. Three to four PAP ICZM experts will be contracted to assist national consultants in the preparation of Policy Briefs. ICZM Policy Briefs would not be a generic descriptive analysis of the ICZM in the countries. They will be aimed at identifying the critical issues, which would be presented to policy-makers and the wider public in a convincing manner so as to bring about a prompt reaction and calls for action.

#### **Task VI: National stakeholder consultations to prepare ICZM Policy Briefs**

During the ICZM Policy Briefs preparation, national consultants should, with a support of national advisors and PAP ICZM experts, organise stakeholder consultations aiming to involve the relevant stakeholders in the process of the ICZM Policy Briefs preparation. These stakeholder consultations are to be organised early in the process of the ICZM Policy Briefs preparation in order to create a sense of ownership and to secure a participatory approach. The Awareness Raising Campaign that is to be described under the activity V is to be announced. Representatives from other relevant ministries besides the MoE are also to be involved in the stakeholder consultations. If the country has a SMAP III - ICZM Action Plan, the national consultant is to involve its Advisory Board and/or Multi-stakeholders Forum representative(s) in the preparation of the Policy Briefs.

### **Task VII: Finalisation of the Second series Policy Briefs: ICZM Policy Briefs**

The Draft ICZM Policy Briefs and Background documents will be edited and harmonised by the PAP and METAP Secretariats with the help of international experts. Policy Briefs will include photos, images, etc., and particular attention will be paid to their design. Policy Briefs will be published and translated into relevant languages and disseminated in the countries through national seminars, meetings, workshops and public awareness campaigns (Activities III, IV, and V).

#### **Summary of outputs**

- Blue Plan: Policy Briefs – first series
- Blue Plan: Executive Summary of the RED
- PAP/RAC: Strategic Guidance for preparation of ICZM Policy Brief (ENG, FRA)
- PAP/RAC: Strategic Overview on ICZM in the ten Mediterranean countries
- PAP/RAC: 4 National ICZM Policy Briefs – second series
- PAP/RAC: 4 National ICZM Policy Briefs – second series Background Documents
- PAP/RAC 1 ICZM Policy Brief on critical issues (Protecting coastal zones in the Mediterranean: An Economic and Regulatory analysis)
- METAP: 2 ICZM Policy Briefs on critical issues (COED in coastal zones/coastal urbanisation/ artificialisation of a coastline/ coastal tourism/ marine spatial planning/ institutional frameworks for ICZM/ coastal landscaping/ climate change/ sea level rise/ marine oil pollution/ coastal erosion/ coastal pollution/ socio-economic processes in the hinterland/ an *ad hoc* development of projects, etc.)

## Activity II: Preparation of Policy Briefs

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
1. First series Policy Briefs	First series Policy Briefs	BP/RAC	8,9	01.03. - 31.12.2006	BP/RAC		
2. Executive Summary of the RED	Executive Summary of the RED	BP/RAC	9	01.01. - 31.08.2006	BP/RAC		
3. Guidance for Second series Policy Briefs (ENG, FRA)	<ul style="list-style-type: none"> <li>▪ Policy Brief Guidance</li> <li>▪ Strategic Overview of ICZM in the Mediterranean countries</li> </ul>	PAP/RAC	1,3,4,6,7,8,9,11,13 ,29, c)	01.03. - 15.04.2006 01.03. - 31.07.2006	M. Radic		
4. Designing ICZM Marketing Strategy	ICZM Marketing Strategy	PAP/RAC	8,9	01.05. - 30.11.2006	B. Shipman		
5. Draft National ICZM Policy Briefs	4 Draft National ICZM Policy Briefs	PAP/RAC	7,8,9,29,c)	15.05.2006 - 30.07.2008	Y. Henocque B. Shipman C. Ehler	<p><b>National Consultants:</b> Morocco: Mohamed MENUI Algeria: Samira NATACHE Jordan: Ziyad ALLAWNEH Syria: Housney AL-AZMEH</p> <p><b>National advisors:</b> Morocco: Mme. Rajae CHAFIL Algeria: Mme. Samira NATECHE Tunisia: APAL Directeur Général Egypt: Mr. Mohamed FAROUK Jordan: Mr. Khalil Majali Israel: Ms. Galia BEN-SHOHAN Lebanon: Mr. Khalil ZEIN Syria: Ms. Reem ABED-RABBOH Turkey:Ms. Gulsun YESILHUYUK</p>	<p>Morocco: MATE Algeria: MATE Tunisia: APAL Egypt: EEAA Jordan: MoE Israel:MoE Lebanon: MoE Syria: MoE Turkey:MoEF</p>

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
6. National stakeholder consultations to prepare ICZM Policy Briefs	<ul style="list-style-type: none"> <li>▪ Background report</li> </ul>	PAP/RAC	7,8,9,c)	01.06.2006-15.06.2008	PAP/RAC METAP SMAP III TA SMAP RMSU	<b>National consultants:</b> Morocco: Mohamed MENUI Algeria: Samira NATACHE Tunisia: Sihem SLIM Jordan: Ziyad ALLAWNEH Syria: Housney AL-AZMEH  <b>National advisors:</b> Morocco: Mme. Rajae CHAFIL Algeria: Mme. Samira NATECHE Tunisia: APAL Directeur Général Jordan: Mr. Khalid Majali Syria: Ms. Reem ABED-RABBOH	Morocco: MATE Algeria: MATE Tunisia: APAL Syria: MoE Turkey:MoEF
7. Finalisation of ICZM Policy Briefs	4 National ICZM Policy Briefs	PAP/RAC METAP	7,8,9,c)	31.12.2006 31.12.2008	PAP/RAC METAP SMAP III TA Y. Henocque B. Shipman C. Ehler	<b>National consultants:</b> Morocco: Mohamed MENUI Algeria: Samira NATACHE Jordan: Ziyad ALAWNEH Syria: Housney AL-AZMEH  <b>National advisors:</b> Morocco: Mme. Rajae Algeria: Mme. Samira NATECHE Syria: Ms. Reem ABED-RABBOH	Morocco: MATE Algeria: MATE Jordan: MoE and ASEZA Syria: MoE
8. Finalisation of Regional ICZM Policy Briefs on critical issues	2-3 ICZM regional policy briefs on critical issues	METAP PAP/RAC		01.05.2006-30.06.2009	Dahlia Lotayef Fadi Doumani Gael Gregoire Anil Markandya		Lebanon: Ministry of Environment and Ministry of Public Works and Transports Egypt: Ministry of Housing, Utilities and Urban Development

### 4.3 Activity III: Integration of environment into key economic sectors

#### **Task I: National Workshops to discuss and promote ICZM Policy Briefs**

ICZM Policy Briefs produced in Activity II will be promoted and disseminated beyond the Ministries responsible for ICZM through regular meetings, national seminars, workshops and other fora. They are going to be the basis for discussions with high-level policy-makers to build ownership and political commitment. The realisation of these workshops will depend on the availability of the top-policy makers.

National ICZM Policy Briefs, once finalised and adopted by the Ministries responsible for ICZM, will be presented and discussed with other stakeholders in national workshops. These workshops would target mid-level and high policy-makers in the sectors with an important stake in ICZM and promote the necessary policy reforms identified in the Policy Briefs. The activities will be carried out by the national consultant, PAP ICZM expert, ICZM national advisor, PAP Focal Point (if different than the national advisor), SMAP correspondent, EC Delegation, PAP and METAP staff, as well as by the local experts involved in the development of Policy Briefs. If the country has a SMAP III - ICZM Action Plan, the national consultant should invite its representative(s) to the workshop. On the occasion of this workshop, press releases and other media events will be prepared by national consultants and the PAP ICZM expert, and promoted through the national media. However, in order to bring the message outside of the MoE, support of the entire society is needed. Therefore, the Awareness Raising Campaign will be implemented. The first promotional materials on Awareness Raising Campaign are to be distributed during the national workshop to discuss and promote Policy Briefs. MedOpen - a virtual training course on ICZM will shortly be introduced. ICZM Policy Briefs will be widely disseminated to all interested stakeholders.

During the mission of the PAP ICZM expert, EC Delegation, PAP and METAP staff, a meeting could be organised with the high-level policy-makers to discuss ICZM issues identified in the ICZM Policy Briefs and to ensure future activities of the Government related to the recommendations provided within the Policy Briefs. This meeting is optional and is to be organised by the national consultant and ICZM national advisor in case that some important representative of the governmental body may not attend the workshop. In such case, project representatives may visit the selected policy maker. Additional participants are possible, if interested.

#### **Task II: National Workshop to discuss the ICZM Mediterranean Protocol implementation**

News related to the Protocol on the Integrated Management of Mediterranean Coastal Zone are going to be presented. Specific meetings with top-level policy makers on implementation requests for the ICZM Protocol will be organised.

#### **Task III: Preparation of a Draft Manual on Cost-Benefit Analysis**

A Draft Manual for the application of the Cost-Benefit Analysis and the internalisation of externalities to the characterisation of environmental issues and the determination of solutions in energy and/or water will be developed. The Manual shall reflect country realities and the practical possibilities of implementation.

#### **Task IV: Regional Workshop**

A 4-day workshop attended by not more than five participants per country selected from the identified and potential practitioners will be conducted in the second year of the project. The workshop will focus on tools and best practices of the integration of environment into key economic sectors.

#### **Summary of outputs**

- Reports of National Workshops to discuss and promote ICZM Policy Brief
- Reports of National Workshop to discuss implementation of the Mediterranean Protocol on ICZM
- Draft Manual on Cost-Benefit Analysis
- Regional Workshop Report

### Activity III: Integration of environment in key economic sectors

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
1. National Workshops to promote ICZM Policy Briefs	National Workshop Reports	PAP/RAC METAP	7,8,9	15.10.- 31.03.2009	Henocque Shipman Ehler PAP/RAC METAP SMAP III TA	<b>National consultants:</b> Morocco: Mohamed MENUI Algeria: Samira NATECHE Jordan: Ziyad ALAWNEH Syria: Housney AL AZMEH  <b>National advisors:</b> Morocco: Mme. Rajae CHAFIL Algeria: Mme. Samira NATECHE Jordan: Mr. Khalid Majali Syria: Ms. Reem ABED-RABBOH	Morocco: MATE Algeria: MATE Jordan: MoE and ASEZA Syria: MoE
2. National Workshop to discuss implementation of the Mediterranean Protocol on ICZM	National Workshop Reports	PAP/RAC		01.01.2007 - 31.12.2008		<b>National advisors:</b> Morocco: Mme. Rajae CHAFIL Algeria: Mme. Samira NATECHE Tunisia: APAL Directeur Général Egypt: Mr. Mohamed FAROUK Jordan: Mr. Khalil Majali Israel: Ms. Galia BEN-SHOHAN Lebanon: Mr. Khalil ZEIN Syria: Ms. Reem ABED-RABBOH Turkey: Ms. Gulsun YESILHUYUK	Morocco: MATE Algeria: MATE Tunisia: APAL Egypt: EEAA Jordan: MoE Israel: MoE Lebanon: MoE Syria: MoE Turkey: MoEF
3. Preparation of a Draft Manual on Cost-Benefit Analysis	Manual on Cost-Benefit Analysis	METAP			METAP	Mutasem El Fadl	American University of Beirut
4. Regional Workshop	Regional Workshop Report	METAP	Manual on Cost-Benefit Analysis	29.04. - 03.05.2008	METAP SMAP III TA	Mutasem El Fadl	American University of Beirut

#### 4.4 Activity IV: Dissemination of the RED

The objective of this project activity is to produce a certain number of products to advertise and present the report. All the products will be available in French and English. Additionally, the flyer will be produced also in Arabic.

The Outputs of this phase should provide the Blue Plan with tools and products necessary to present, advertise and promote the report.

**All the products produced will be disseminated free of charge as hard copies or in the electronic format.**

##### **Task I: Preparation of the RED dissemination, promotion and the RED awareness raising strategy**

The entire staff of the Blue Plan will actively participate to the promotion of the project and to the awareness raising. Before the implementation of communication strategy, the latter has to be defined and approved by all the staff members. To that end, the Blue Plan undertook an internal participatory work with all the staff members to define a communication strategy and a common way to communicate about the report.

This task requires an internal work to define:

- Objectives of the communication plan
- The main message we want to highlight
- The target audience to be selected
- Actions needed to reach our objectives

This brainstorming will provide the Blue Plan with:

- The results expected from the promotion of the report
- Impacts to be avoided
- The message we want to disseminate
- The target audience identified
- The way we communicate

This activity requires intervention of a professional senior consultant in the field of communication, and, if possible, used to work in the Mediterranean region with the Mediterranean partners (media, NGO, the Euro-Mediterranean network, etc.).

##### **Task II: Adaptation of the Blue Plan web-site to inform about the RED**

Around two months before the publication of the report, the Blue Plan web-site was equipped with a specific alert system (a pop-up window) informing the visitors of the site about a new report to be published. This temporary alert system was removed at the date of the report publication.

##### **Task III: Creation of the Blue Plan provisory web page (to be replaced as soon as possible by a dedicated web-site)**

At the date of publication, the report was advertised on the Blue Plan homepage in a permanent way. A dedicated web-site is foreseen in that project. However, elaboration of this web-site will take some time. For that reason, the Blue Plan has created a simple single web-page where main information is available (about conferences and press briefing, press release, press kit). As soon as the dedicated web-site is ready, information contained on the temporary web page will be transferred to the dedicated web-site and the temporary web page will be deleted.

##### **Task IV: Preparation of an e-mailing list: collection and selection of contacts to be included in the mailing list**

The e-mailing list is of key importance for dissemination of the documents and information about the events derived from the report. The Blue Plan already has its own e-mailing list. The list mainly includes contact details of persons working in the environment field. This database will

be used as a basis of the e-mailing list, which will be enlarged with contact details of persons from non-environmental administrations and organisations, in particular, organisations targeted during the task 1.

#### **Task V: Update and maintenance of the e-mailing list**

The previous task will be completed by a permanent collection of new e-mail contacts by the Blue Plan staff when participating at conferences and meetings. A new functionality will be added to the Blue Plan web-site to allow visitors to enter their e-mail address and receive news from the Blue Plan.

#### **Task VI: Products to be used for the presentation of the report**

- Power point presentation summarising the report findings and conclusions
- Thematic power point presentation summarising chapters of the report (water, energy in priority)

These products will be used to present findings and conclusions of the report. This presentation will be adapted not to exceed 20 minutes of talk. The design and layout of slides will be in line with the report style. The speech needed to make the presentation will be prepared by the Plan Bleu staff. Specific training of the staff will be organised to make people confident and ready to present the report at national forum, specific events and conferences. Advise of a professional communication consultant will be required.

#### **Task VII: Marketing products**

- Flyer: a flyer in French, English and Arabic describing the content of the report and showing few illustrations.
- Kakemono (posters): bilingual posters to show the report at conferences and events.

#### **Task VIII: Products targeting the media**

- Press kit: the Blue Plan staff will prepare the content of this product with the help (to define the content) of a professional communication consultant. It will be composed of around 14 separate sheets explaining the context of the production of the report and giving the main conclusions of each chapter and of the overall report.
- Press release: produced internally with advice of a professional communication consultant.

#### **Task IX: Electronic newsletter and web-site**

- A short electronic newsletter informing about products and events related to the report: all contact persons included in the database will be informed by e-mail each time a new document or a new product is prepared, or a new event has occurred. This e-mail will be in the form of a news containing information, documents and/or links to new products downloadable from the Blue Plan web-site. Around 7 newsletters are expected to be sent.
- A dedicated web-site including around 4 internet pages hosted on the Blue Plan web-site: this web-site will be developed by an external contracting company specialised in communication. It aims at presenting the report and storing all the documents and information produced during the project.

The preparation and sending of the newsletter and the maintenance and update of the dedicated web-site will be done during the project.

Outputs:

- Strategic working document for the promotion of the Blue Plan report
- RED web-site
- BP e-mailing list
- RED Presentation products

#### Activity IV: Dissemination of the RED

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
1. Preparation of the RED dissemination, promotion and RED awareness raising strategy		BP/RAC	8,9	01.10.2005 – 31.12.2005 <sup>6</sup>	BP/RAC C. APOTHELOZ		
2. Adaptation of the Blue Plan web-site		BP/RAC		01.10.2005 <sup>6</sup>	BP/RAC D. TISSERAND		
3. Creation of a provisory web-page		BP/RAC		01.10. - 30.06.2006	BP/RAC		
4. Preparation of an e-mailing list	E-mailing list	BP/RAC		01.01. - 31.12.2006	BP/RAC		
5. Update & maint.of the e-mailing list	E-mailing list	BP/RAC		01.01. - 31.12.2006	BP/RAC		
6. RED presentation products	<ul style="list-style-type: none"> <li>▪ Power point presentation summarising the report</li> <li>▪ Thematic Power point presentation</li> </ul>	BP/RAC	9	01.01. – 31.12.2006	BP/RAC Expert to be selected		
7. Marketing products	<ul style="list-style-type: none"> <li>▪ Flyer</li> <li>▪ Kakemono (posters)</li> </ul>	BP/RAC	9	01.01. – 31.05.2006	BP/RAC		
8. Products targeting the media	<ul style="list-style-type: none"> <li>▪ Press kit</li> <li>▪ Press release</li> </ul>	BP/RAC	9	01.09. – 30.11.2005 and up to 07.2006	BP/RAC C. APOTHELOZ		
9. Electronic newsletter and web-site	<ul style="list-style-type: none"> <li>▪ Short electronic newsletter</li> <li>▪ web-site</li> </ul>	BP/RAC		01.01. – 31.12.2006	BP/RAC Expert to be selected		

<sup>6</sup> Costs of the year 2005 are covered by Plan Bleu own contribution

#### 4.5 Activity V: Development of the ICZM Awareness raising strategy

Based on the issues identified in the Policy Briefs, one – two experts in awareness raising will develop a Strategy for Awareness raising and awareness materials. The ICZM Awareness raising strategy will serve as a guide for awareness raising actions that are to be performed within this project but also in general.

The ICZM Awareness raising strategy will be directed to the two main segments of the target audience: policy-makers and civil society (including the academia). The ICZM Awareness raising strategy will serve as a key document to involve policy-makers, the public and the academia in the ICZM. If the country has a SMAP III - ICZM Action Plan, the management team will be invited to participate in the implementation of the ICZM Awareness raising strategy.

##### **Task I: Activity Plan**

A Plan for the Activity V will be developed in order to create a vision and a way of a successful activity implementation. The Activity Plan will be focused on policy-makers and the ways of raising awareness on the policy level. Still, in order to create favourable conditions among the general public that can support awareness on the policy level, the activities toward raising awareness among the civil society will be necessary. Therefore, the Activity Plan will include the overview of actions for the civil society level, as well.

##### **Task II: Defining the Target Audience**

It is believed that the most efficient way of promoting awareness and subsequently enabling a policy framework is to direct project activities to three main levels, i.e. policy-makers, the academia and the civil society. Namely, policy-makers are the key target group of the project , as they are the ones that can create a favourable policy framework that will support ICZM. Still, in order to enable and facilitate the processes on policy level, the appropriate level of awareness among the civil society and experts (the academia) is essential.

Therefore, the first step in designing the ICZM Awareness raising strategy would be to define the target audience, which would include: policy-makers at national, regional and local levels, together with the important representatives of the civil society.

##### **Task III: Establishing an advisory service to the Ministers**

One ICZM national advisor, preferably a governmental representative, would be nominated per country to: provide advice to the key ministers and/or to the sustainable development committee; provide assistance to policy-makers; develop objectives that can be understood by communities and the public; and to establish a network of the advisors to act as a sounding board to SMAP, MAP and METAP. This role will be proposed to PAP/RAC national focal point.

The ICZM national advisors are going to be nominated at the very beginning of the project, on-the-job trained through preparation of the National ICZM Policy Briefs and briefed through the ICZM briefings performed by PAP ICZM experts. The main objectives of the ICZM briefing are as follows:

- to prepare ICZM Policy Brief workshop;
- to prepare assessment of the reactions on the Policy Briefs;
- to assess willingness and readiness of the policy-makers to undertake the policy reforms proposed within the Policy Briefs;
- to assess the obstacles that are to be expected;
- to define "easy wins" that may be realised when policy reform started; and
- to agree on the plan for further actions within this project.

Through the contacts of the PAP ICZM expert, national advisor and the national consultant the needs assessment will be performed. The PAP expert will propose the topics for the ICZM briefings, and the national advisor and national consultant will select the ones they consider useful. Also, they may propose the additional topics, which are important for a particular country situation. In this way, the ICZM briefings will be tailor-made for each country.

The ICZM briefings will last up to 1 day, where the practical, step-by-step plan on how to reach the recommendations from the Policy Brief will be developed.

The additional topics for the ICZM briefings may be as follows:

- Overview of the ICZM documents (the European Model law on sustainable management of coastal zones and the European code of conduct for coastal zones; EC "ICZM: A Strategy for Europe"; EC Recommendation concerning the implementation of ICZM in Europe; the Protocol on the Integrated Management of Mediterranean Coastal Zones);
- Assessment of application of general ICZM principles and objectives in the country;
- Definition of the coastal zone, different countries examples;
- National definition of the coastal zone (how to improve the existing one or defining the way of how to initiate creation of the new one, including the first idea of the definition);
- Overview of a successful legislative framework in different countries;
- Brainstorming on how to initiate creation of the coastal law, or improve the existing one, if needed (who, when, where, what);
- Overview of successful and potentially applicable institutional frameworks in other countries;
- Brainstorming on potential national ICZM co-ordination body, including development of a practical, step-by-step plan on how to reach the institutional solution proposed (who, when, where, what);
- Options for improving the public participation;
- Proposing the topics for the sub-regional workshop; and
- Other topics proposed by the national advisors.

National advisors would guide and assist the relevant target groups to reach a consensus on ICZM issues, and to define their role in the implementation of the awareness raising campaign.

#### **Task IV: Fora for integrating environment and development**

A Forum for integrating environment and development will be organised in the form of a think-tank of local experts selected on the basis of their managerial and technical expertise, substantial national and international experience and leadership and key high decision-makers. The Forum will discuss the major inter-sectoral environmental issues confronting the country, and propose practical recommendations on how to integrate environment into policies and programmes.

Environmental implications of selected sector policies would be examined in the Forum and specific targets would be developed with appropriate monitoring indicators. Sectoral policies will be discussed with emphasis on lessons learned and exchange of experience among the DCMs.

The Forum has been merged with the new final Strategic Policy Dialogue Workshop to be held in June 2009 (see Activity XII Task 4).

#### **Task V: Finalisation of the ICZM Awareness raising strategy**

The ICZM Awareness raising strategy will be verified among the identified target groups. It will include: a statement on the purpose of the Strategy; causes of problems and possible solutions; an overview of possible options for the awareness raising, which can be applicable to the Mediterranean; awareness raising strategic objectives and the general Action Plan. Awareness raising strategy and action plan will be used during organisation of the Coast Day campaign.

During preparation of the Strategy key ICZM issues from the RED and other key documents are to be identified and presented, according to the guidelines set out in the ICZM Marketing Strategy. Analysis of the key target groups is to be made through the questionnaire. Draft Strategy will be verified in the smaller workshop with the ICZM experts and the representatives from the SMAP eligible countries.

If the country has a SMAP III – ICZM Action Plan, the management team will be invited to participate in the organisation of the Coast Day.

One NGO will be selected from the SMAP, MAP and MCSD NGOs partners to be a partner in organising the Coast Day campaign. NGOs will participate in implementing the Awareness raising campaign – the Coast Day. The advantage will be given to NGOs already partners in the SMAP ICZM programme and to the NGOs experienced in coastal management and awareness promotion. If the country has the SMAP III – ICZM projects, the representatives of the management teams and of the Advisory Bodies will be invited to participate in the campaign.

Among other activities, the NGO partner will conduct an opinion poll to identify awareness levels on the most important coastal issues, as well as on the SMAP initiatives. The findings will be evaluated, compared with those of experts and the government and disseminated. The findings of the opinion poll will also help to select the key issues in each country that are going to be a theme of the Coast Day. The main objective of the Coast Day would be to promote the common vision of the coast, its importance and management options.

It is believed that the understanding of the value of the coast has reached a critical point, so that it can be expected that the idea of dedicating a special day to the coast will be successful. The Coast Day is intended to be a key event of the Awareness Raising Campaign on the value of the coast that is to be launched and implemented in the framework of the SMAP project: Promoting Awareness and Enabling Policy Framework for Environment and Development Integration in the Mediterranean with Focus on Integrated Coastal Management. The event is going to be organised in the countries of the project, but the idea will be promoted among the PAP/RAC international network of institutions and organisations working on ICZM.

During the campaign, a special emphasis will be given to the media, especially TV, since it is considered to be the most powerful awareness-raising tool. The possibility of a video clip and a documentary production is going to be examined.

#### **Awareness Raising Campaign Action Plan**

1. Selection of a Coast Day logo and slogan, April-May 2006
  - Outputs: Logo and slogan
2. Identifying national partners, April-September 2008
  - contacting NFP in order to obtain information on potential partners for the organisation of the event;
  - identifying regions;
  - identifying institutions, organisations and associations to be involved;
  - identifying target groups;
  - selecting a partner association;
  - selecting a national co-ordinator;
  - initiating and facilitating contacts with the relevant ministry, the national expert working on the Policy Brief, PAP/RAC experts on ICZM; and
  - assisting in the identification of national donors and sponsors.
3. Promoting the idea internationally, April 2006 - December 2008
  - identifying other financing sources; and
  - promoting the idea among the ICZM institutions and organisations.

Output: A List of international institutions and organisations implementing the Coast Day campaign
4. Communication activities
  - identifying media activities (press release, press conference, documentary, TV, radio and newspapers);
  - contacting international media;
  - organisation of the 1st press conference, June 2006;
  - production of a video clip for ARC – Coast Day;
  - identifying possible options for the production of a documentary on ICZM; and
  - establishing and maintaining relations with media
  - maintaining web site.

Outputs: Press releases, Press clipping, web site, TV spot.

5. Preparation of the Coast Day, June 2006 – October 2008
  - finalising the Activity Plan with national co-ordinators;
  - organising the opinion poll (on the phone or in the field) among the coastal population on most urgent coastal issues, June-September 2006;
  - identifying the results of the national opinion poll, October 2006 – November 2007;
  - preparing the 1<sup>st</sup> ARC Report: Comparing national results of the expert assessment and opinion poll, January 2007; and
  - preparing a Coast Day brochure and other promotional materials (bookmarks, stickers, etc.), January 2007 – February 2007.

Outputs: ARC National Activity Plans (to be available on the Coast Day website), Guidance for Opinion polls, Comparison document on the National Opinion polls, Coast Day brochure and other promotional materials

#### **Task VI: Creation and maintenance of a project web-site**

At the beginning of the activity, a project web-page will be created in co-operation with the SMAP RMSU. The options for hosting the web-page will be defined taking into consideration the existing alternatives. The National Policy Briefs will be available to download from the web-page. Other important project outputs will also be available to download from the project web-page. Information about the project will be disseminated using all SMAP RMSU dissemination tools (web-site, bulletin, newsletter, etc.).

The web-site for the campaign will also be created. This web site would be linked to other major ICZM web-sites relevant to the region. The web-site will include the web opinion poll on the awareness levels. Once designed and set up, the existence and use of the web-site will be announced and widely promoted.

Information regarding the Coast Day will be disseminated through the Mediterranean ICZM Clearing House, SMAP Clearing House and SMAP RMSU, and available on the web pages of the national partners' institutions. In addition, all mailing lists (PAP/RAC's, Blue Plan's and SMAP RMSU's) will be used for the promotion of the Coast Day initiative).

#### **Summary of outputs**

- ICZM Awareness Raising Strategy;
- Forum for integrating environment and development Report (merged with the new Strategic Policy Dialogue Workshop to be held in June 2009 (see Activity XII Task 4));
- Project web page and the campaign web-site;
- Coast Day Logo and slogan;
- List of international institutions and organisations implementing the Coast Day event;
- TV spot for ARC - Coast Day
- Guidance for Opinion polls;
- Comparison document on the National Opinion polls; and
- Coast Day leaflet and other promotional materials.

### Activity V: Development of the ICZM Awareness raising strategy

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
1. Activity Plan	(to be available on the web site www.coastday.org)	PAP/RAC METAP	8,9,7,11,12,13,27,28	01.04.2006-31.10.2008	M. Radic Y. Henocque B. Shipman C. Ehler		Morocco: MATE, FUED Algeria: MATE, Association des amis du mont Chenoua Tunisia: APAL, WWF Egypt: EEAA, FOEA Jordan: MoE, LHAP WBG <sup>5</sup> : GUN-GEO Lebanon: MoE, UNADEP Syria: MoE, Syrian Coastal Society for Environment Protection Tunisia: WWF Turkey: MoEF, SAD
2. Defining the Target Audience	▪ Detailed list of stakeholders in ten Mediterranean countries	PAP/RAC METAP	8	01.04.2006-31.12.2007	M. Radic		
3. Establishing advisory services	▪ National advisors nominated	PAP/RAC METAP	1,3,4,6,7,9,11,12,13,16,17,21,22,27,29,c)	01.06.2006-31.12.2008	Y. Henocque B. Shipman C. Ehler	<b>National consultants:</b> Morocco: Mohamed MENUI Jordan: Ziyad ALAWNEH Syria: Housney AL AZMEH  <b>National advisors:</b> Morocco: Mme. Rajae CHAFIL Algeria: Mme. Samira NATECHE Tunisia: APAL Directeur Général Egypt: Mr. Mohamed FAROUK Jordan: Khalid Majali Lebanon: Mr. Khalil ZEIN Syria: Ms. Reem ABED-RABBOH Turkey: Ms. Gulsun YESILHUYUK	Morocco: MATE Algeria: MATE Tunisia: APAL Egypt: EEAA Jordan: MoE WBG: MoE Lebanon: MoE Syria: MoE Turkey: MoEF

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
4. Fora for integrating E&D merged with Strategic Policy Dialogue Workshop	▪ (see Activity XII Task 4).	METAP		11.06.2009 - 12.06.2009			
5. Finalisation of the Awareness raising strategy	<ul style="list-style-type: none"> <li>▪ ICZM Awareness raising strategy</li> <li>▪ Guidance for Opinion Polls</li> <li>▪ Comparison document</li> <li>▪ Coast Day Logo and slogan</li> <li>▪ List of International organisations supporting/ implementing the Coast Day event</li> <li>▪ Communication materials (Press releases, Press clippings, web-site)</li> <li>▪ TV spot</li> <li>▪ Coast Day leaflet and other promotional materials (ICZM Policy Brief folder, bookmark, leaflet, sticker)</li> </ul>	PAP/RAC METAP	1,2,3,4,6,7,8,9,11,12,13,25,26,27, 28,c)	01.04.2006-30.04.2008	M. Radić F Santoro B. Shipman K. Gee	<b>National advisors:</b> Morocco: Mme. Rajae CHAFIL Algeria: Mme. Samira NATECHE Tunisia: APAL Directeur Général Egypt: Mr. Mohamed FAROUK Jordan: Khalid Majali Lebanon: Mr. Khalil ZEIN Syria: Ms. Reem ABED-RABBOH Turkey: Ms. Gulsun YESILHUYUK	Morocco: MATE, FUED Algeria: MATE, Association des amis du mont Chenoua Tunisia: APAL, WWF Egypt: EEAA, FOEA Jordan: MoE, LHAP WBG <sup>5</sup> : GUN-GEO Lebanon: MoE, UNADEP Syria: MoE, Syrian Coastal Society for Environment Protection Tunisia: WWF Turkey: MoEF, SAD
6. Creation and maintenance of a campaign web-site	▪ Web-site www.coastday.org	PAP/RAC	8	01.06.2006 - 30.06.2009	ITLaganini		

## 4.6 Activity VI: Implementation of the Awareness raising strategy

### **Task I: Organisation of a conference debate in Brussels, in a Mashrek and Maghreb country**

The aim of these events is to inform and raise awareness of policy-makers, civil society, private sector and other stakeholders on: the reasons and impacts of non-sustainable trends observed in the region; possible benefits of going toward a better integration of environment in development policies; and on the proposed actions to reach a sustainable path of development.

The events will take form of a conference debate. The standard event will last around two hours and will be split into 3 to 4 parts, namely:

1. The introduction will be done by a high representative of the Blue Plan and MAP.
2. Presentation of the main findings of the report will be proposed by the Blue Plan.
3. Several experts in the fields covered by the report will be invited to give their opinion; thereafter, the participants will be invited to put questions.
4. A press point will be organised, if possible and needed.

The events will be organised in partnership with:

- **Brussels:** the event was organised in December 2005 at the European Parliament in partnership with NGO and European institutions (European Agency for Environment).
- **Mashrek:** the event will be organised in Lebanon with the Ministry of Environment and associating as much as possible international organisations and national administrations, the civil society, media, etc. of Mashrek countries.
- **Maghreb:** the event will be organised in Tunisia with the Ministry of Environment and associating as much as possible international organisations and national administrations, the civil society, media, etc. of Maghreb countries.

These events will be organised under the responsibility of the Blue Plan with the help of professional consulting communication experts/companies used to organise such events and to deal with the media relationships. Travel and per diem for the invited people and experts participating at the conference are planned. Travel, per diem and fees for the non-Blue Plan staff expert giving speech or presentation are planned.

### **Task II: Participating in major events organised at the Euro-Mediterranean level to present and promote the Blue Plan report**

Permanent efforts will be dedicated to the identification of possible partnerships to be mobilised to improve dissemination efficiency and visibility of the Blue Plan report events and Forum organised by other Euro-Mediterranean thematic networks (ERF conferences, Femise conferences, the SMAP Forum, CIHEAM events, etc.). Presentations of report results will be proposed to network conferences and events, and documents and flyers will be sent and disseminated.

### **Task III: Implementing ICZM Awareness raising activities**

When the ICZM Awareness raising strategy has been completed and approved, the implementation phase will be launched. By making use of the ICZM national advisory services, experts in awareness raising would communicate with target groups according to the strategy, reproduce and disseminate the awareness raising materials, and carry out all the deliverables defined in the strategy.

Implementation of the ICZM Awareness raising strategy would include the following activities:

1. Implementing the Coast Day, February 2007 – November 2008
  - dissemination of promotional materials, February 2007 – October 2008;
  - the Coast Day event;
  - preparation of a report on the Coast Day event;
  - dissemination of the results.

Outputs: Dissemination list, Reports on the Coast Day event

2. Communication activities, May 2006 – December 2007
  - organisation of regular press releases;
  - maintaining relations with the media;
  - maintaining the web-site;
  - launching of the Coast Day event with media coverage.

Output: Communication reports

3. Fund raising for follow-up

**Summary of outputs**

- Meeting Reports;
- Dissemination list;
- Reports on the Coast Day event and dissemination list;
- Communication reports.

### Activity VI: Implementation of the Awareness raising strategy

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
1. Organisation of a conference debate in Brussels, the Mashrek and Maghreb country		BP/RAC		01. 11.2005 - 31.08.2006	BP/RAC		
2. Participating in major events organised at the Euro-Med. level		BP/RAC		01.09.2005 - 31.12.2007	BP/RAC		
3. Implementing ICZM awareness raising activities	<ul style="list-style-type: none"> <li>▪ Dissemination list</li> <li>▪ Reports on the Coast Day event</li> <li>• Communication reports</li> <li>• Press releases</li> <li>• Certificates for appointed Ambassadors for the Coast</li> </ul>	PAP/RAC	1,2,3,4,6,7,8,9 ,11,12,13,25,26,27, 28.c)	01.02.2007 - 31.12.2008	M. Radic F. Santoro K. Mlikota	<b>National advisors:</b> Morocco: Mme. Rajae CHAFIL Algeria: Mme. Samira NATECHE Tunisia: APAL Directeur Général Egypt: Mr. Mohamed FAROUK Jordan: Khalid Majali Lebanon: Mr. Khalil ZEIN Syria: Ms. Reem ABED-RABBOH Turkey:Ms. Gulsun YESILHUYUK	Morocco: MATE, FUED Algeria: MATE, Association des amis du mont Chenoua Tunisia: APAL, WWF Egypt: EEAA, FOGA Jordan: MoE, LHAP WBG <sup>5</sup> : GUN-GEO Lebanon: MoE, UNADEP Syria: MoE, Syrian Coastal Society for Environment Protection Tunisia: WWF Turkey: MoEF, SAD



#### 4.7 Activity VII: Regional ICZM policy workshop

Regional high-level workshop would be conducted to share experiences in developing the ICZM policy between the neighbouring countries. The workshops would invite 3-4 representatives of the different sectors from each of the countries.

The workshop topics will be selected during the preparation of Policy Briefs. They will be directed towards the critical issues that will be identified in the countries. In addition, during the ICZM briefings performed within the activity V, the PAP ICZM expert and the national advisor will finalise the topics for the workshop. Possible topics are as follows:

- Overview of the EC ICZM Policy;
- Overview of the Mediterranean Protocol on the ICZM;
- Lessons from different ICZM policies around the world;
- Overview of a successful ICZM policies in different Mediterranean countries;
- ICZM Awareness Raising Strategy;
- Economic reasons for the coastal setback;
- Overview of successful and potentially applicable institutional frameworks in other countries;
- Policies, Strategies and Plans;
- Local level ICZM;
- Options for improving the public participation; and
- Other topics proposed by the ICZM national advisors.

#### **Task I: Regional ICZM Policy Workshop**

The workshop is to be organised for about 80 participants and will be held in English and in French. The workshop will last for 3 days. Three PAP international ICZM consultants will have their presentations at the workshop. The EU Delegation, PAP, Blue Plan and METAP representatives will also lecture at the workshop. Recent initiatives related to the ICZM policy in the countries of the project will be presented. The last day of the workshop will be open to the general public and will present the demonstration of the successful awareness-raising event.

#### **Summary of outputs**

- Workshop Report
- Workshop web-site

### Activity VII: Regional ICZM policy workshop

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
Regional ICZM Policy Workshop	<ul style="list-style-type: none"> <li>Workshop Report</li> <li>Workshop website www.coastday.org/iczm_policy_workshop</li> </ul>	PAP/RAC METAP	1,2,3,4,6,7,9,11,12,13,16,17,19,21,22,26,27,28,c)	19.05.2008 - 21.05.2008	Y. Henocque B. Shipman A. Markandya F. Bernard J. Parpal G. Berlangi F. Doumani G. Gregoire MAP PAP/RAC Blue Plan METAP EC SMAP III TA	Italy: Renato Soru Alessio Satta Francesca Santoro Giuseppe BIGGIO Alessandro De Martini Giampaolo Visioli Ignazio Camarda Sandro Roggio Sandro Demuro Algeria: Samir Grimes Egypt: Mostafa K. Tolba Jordan: Ziyad ALLAWNEH Morocco: Lhoucine Tijani Morocco: Abdelhay ZEROUALI Syria: Housney AL-AZMEH Tunisia: Monem KALLEL EU (ENPI): Anna Catte	Autonomous Region of Sardinia, Italy Morocco: MATE, FUED Algeria: MATE, Association des amis du mont Chenoua Tunisia: APAL, WWF Egypt: EEAA, FOEA Jordan: MoE, LHAP WBG <sup>5</sup> : GUN-GEO Lebanon: MoE, UNADEP Syria: MoE, Syrian Coastal Society for Environment Protection Tunisia: WWF Turkey: MoEF, SAD

## 4.8 Activity VIII: National ICZM Forum

### **Task I: Establishment of a National ICZM Forum/ Committee**

The initiative to establish a National ICZM Forum/ Committee composed of the top-level policy makers (Ministers or Deputy-Ministers) from ICZM relevant Ministries, including local level governments and national ICZM experts is to be launched in one country. The members of the Forum are to be proposed by the national advisor, national consultant, PAP Focal Point, SMAP correspondent, PAP, METAP and SMAP III TA. National ICZM Forum should take a lead in implementing Mediterranean Protocol on ICZM, defining national vision of the coast and policy related to the coast. It should also lead the process of preparation National ICZM Strategy and Action Plan.

The role of the National ICZM Forum in the countries, which have not yet established operational fora (i.e. identified lead agencies for ICZM and developed the basic legislation) would be to strengthen the institutional and legal framework for the implementation of new ICZM policy initiatives for bringing forward the policy dialogue and to promote policy implementation. It should ensure a continuous dialogue between the project (and our local consultants/advisory service) and policy-makers to promote new policy reforms identified in the Policy Briefs.

The National ICZM Forum should contact the Advisory committees/boards, if any, created within the SMAP III ICZM projects. Participation of their representative to the meetings of the National ICZM Forum is to be ensured. Finally, the National ICZM Forum will be obligated to reply to requests of the SMAP III ICZM projects, and to provide them with the assistance, if needed.

Administrator's tasks will be the same in both cases, whether the country will create the National ICZM Forum or use the existing body/committee. In the latter case, the Administrator will act as a Focal Point for this project.

### **Task II: National ICZM Forum meetings**

The main output of the National ICZM Forum will be to prepare proposals for strengthening of the ICZM institutional and legal framework, to propose new policy measures based on the Policy Brief recommendations, as well as an Action Plan on how to realise these proposals. For this task, PAP will ensure the ICZM expert support. This expert should attend at least two meetings of the Forum yearly, which will be secured by PAP and METAP. The national advisor is also expected to attend the meetings. Finally, the National ICZM Forum should be involved in the organisation of the Coast Day, described under the activity V.

### **Summary of outputs**

- National ICZM Forum Members List
- National ICZM Forum meeting reports

**Activity VIII: National ICZM Forum**

<b>Task</b>	<b>Outputs</b>	<b>Responsible partner</b>	<b>Relevant documents</b>	<b>Period of impl.</b>	<b>Intern. experts /organisation</b>	<b>National expert's name</b>	<b>Counterpart institution</b>
Establishment of the National ICZM Forum/Committee	Interministerial Committee for ICZM in Syria	PAP/RAC METAP	8	01.06.2008- 01.06.2009		<b>National consultants:</b> Syria: Housney Al-Azmeh  <b>National advisors:</b> Syria: Ms. Reem ABED-RABBOH	Syria: MoE
National ICZM Forum meetings	Meeting Reports	PAP/RAC METAP	8	01.06.2008 30.06.2009		<b>National consultants:</b> Syria: Housney Al-Azmeh  <b>National advisors:</b> Syria: Ms. Reem ABED-RABBOH	Syria: MoE

#### 4.9 Activity IX: Stimulating a regional policy dialogue

##### **Task I: Participating in/establishing training/fora events at national level**

The Blue Plan will present and explain the main results of the report at national level. This activity will be done in close co-ordination with SMAP “Environmental policy assistance and institutional strengthening” project activity and with the activities implemented in the framework of the Mediterranean Strategy for Sustainable Development (MSSD) follow-up. Indeed, the Blue Plan has in parallel a mandate to assess the progress made toward the objectives of the MSSD.

This session will be on environment and development integration issues and prospective studies dedicated to policy-makers and stakeholders, the private sector, NGOs and the media in order to familiarise them with the concept of sustainable development, and to convince them that huge benefits can be expected. Discussions will be based on the presentation of the Blue Plan report (power point presentation) and Policy Briefs.

The session will be organised in close co-operation with each country administration. If requested, attention will be focused on water and energy issues in particular.

Travel and per diem for the invited people and experts participating at the conference are planned. Travel, per diem and fees for the non-Blue Plan staff expert giving speech or presentation are planned.

**Activity IX: Stimulating a regional policy dialogue**

<b>Task</b>	<b>Outputs</b>	<b>Responsible partner</b>	<b>Relevant documents</b>	<b>Period of impl.</b>	<b>Intern. experts /organisation</b>	<b>National expert's name</b>	<b>Counterpart institution</b>
Participating in/establishing training/fora events at national level		BP/RAC		01.01.2006 - 30.06.2007	BP/RAC	To be decided, depending on the countries request	

## 4.10 Activity X: Promoting policy implementation

### **Task I: Proposals for promoting policy implementation**

This project activity would consist of a consolidation of the policy-making process and will provide support to policy-makers for the adoption and implementation of policies agreed upon in the Policy Briefs. It is expected that the experiences from the national SMAP III ICZM projects will also provide a considerable input to the policy-making process. Another source of input will be the recent and on-going CAMP projects, as well as other ICZM projects in the countries of the project. Synthesising policy and institutional elements developed by individual SMAP III projects at the local level, CAMPs at the local, sub-national and national level, as well as by other ICZM projects would be upstreamed into the national ICZM policy and be submitted to policy-makers.

As the next step, proposals for promoting policy implementation will be prepared after Policy Briefs. These proposals will depend on the country response to the Policy Brief recommendations, and may take different forms. PAP and METAP will concentrate their activities in a few countries that will be assessed as willing and ready to undertake policy reforms suggested by Policy Briefs. Proposals for promoting policy measures are to be discussed within the National ICZM Forum or within the ICZM agency.

Within this activity, 3 main tasks will be implemented. The first will be in Algeria, as a response to the direct request of the Minister of Environment, Mr. Cherif Rahmani, who asked PAP/RAC to assist in finalisation of 2 coastal management projects which Algeria implemented (CAMP Oran and CAMP Annaba), following the model of a highly successful MAP CAMP project that was implemented in Algeria, from 2001 to 2006. Also, assistance in preparation of a ToR for the Master Plan for Coastal Management in Algeria will be provided.

The local level Mediterranean ICZM network, proposed and agreed within the Sardinia Charter will also be established. This network should serve as a sustainable network of local practitioners, parties and actors across the Region, who along with other stakeholders shall promote the application of the Mediterranean Protocol on ICZM as an effective management framework to achieve sustainable coastal development.

The establishment of the new ICZM body (Inter-ministerial Committee) in Syria will be supported by PAP/RAC financial and expert assistance. In collaboration with PAP/RAC the responsible Ministry and the national consultant will prepare the Detailed Study on the IMC for ICZM in Syria, The Vision for the Coast of Syria towards the Year 2025 (or other agreed period of time) and The Outline of the National Policy towards ICZM in Syria. These documents, once adopted by the Inter-Ministerial Committee will be submitted to the Higher Council for Environmental Protection and Sustainable Development for final governmental approval.

At the request made by the Ministry of State for Environmental Affairs, Egyptian Environmental Affairs Agency (EEAA), PAP/RAC will provide assistance in the preparation of the Outline for the National ICZM Strategy for Egypt.

### **Task II: Meeting on proposals for promoting policy implementation**

A meeting with the senior policy-makers will be organised to familiarise them with the proposals for promoting policy implementation and to come to an agreement on the preparation of Action Plans for policy implementation. The EU Delegation, PAP and METAP representatives, as well as the ICZM experts are to attend the meeting.

### **Summary of outputs**

- Revised final report for 2 coastal management projects in Algeria
- Outline of the local level ICZM network (to be included as part of in the final ICZM policy report)
- Detailed Study on the IMC for ICZM in Syria
- The Vision for the Coast of Syria towards the Year 2025 (or other agreed period of time) and The Outline of the National Policy towards ICZM in Syria

- Report of the meeting to prepare Action Plans for policy implementation
- ToR for Schema Directeur d'Aménagement du Littoral (SDAL) – Algeria
- Revised final report for CAMP Oran and CAMP Annaba
- National ICZM Strategy for Egypt

### Activity X: Promoting policy implementation

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
Proposals for promoting policy implementation	Revised final report for 2 coastal management projects in Algeria	PAP/RAC	1,2,3,4,5,6,7,8,9,11,12,13,16,17,21,22,26,27,28 .c)	01.10.2008-31.03.2009	Jacques DENIS	Samira NATECHE	Algeria: MATE
Proposals for promoting policy implementation	Detailed Study on the IMC for ICZM in Syria			15.06.2008 - 30.09.2008		Reem Abed RABBOH Housney AL AZMEH	MoE IMC for ICZM
Proposals for promoting policy implementation	The Vision for the Coast of Syria towards the Year 2025 and The Outline of The National Policy towards ICZM in Syria	PAP/RAC		01.06.2008 - 01.04.2009	Brian SHIPMAN	Reem Abed RABBOH Housney AL AZMEH	MoE IMC for ICZM
Proposals for promoting policy implementation	ToR for Master Plan for Coastal Management in Algeria	PAP/RAC		01.01.2008-31.03.2009	Philippe MACCLENANHAN		
Proposals for promoting policy implementation	An Outline of the National ICZM Strategy for Egypt	PAP/RAC		15.11.2008 - 20.03.2009	Philippe MACCLENANHAN	Mahmoud Kh. El-Sayed	EEAA
Meeting on new policy measures	Report of the meeting on Proposals for promoting policy implementation	PAP/RAC METAP	1,2,3,4,5,6,7,8,9,11,12,13,16,17,21,22,26,27,28 .c)	01.09.2008 - 30.06.2009	Depending on the countries and activities selected	Depending on the countries and activities selected	Depending on the countries selected

#### 4.11 Activity XI: Capacity building on COED and SEA

Capacity building for Cost of Environmental Degradation (COED) and Strategic Environmental Assessments (SEA) and related projects will be carried out to support the identification of management actions and investment needs in coastal zones. These assessments will feed into the long-term strategic planning of critical coastal zones.

##### **Task I: COED in 2 countries**

COED assessment and, in particular, the cost of remediation can be a powerful mean of raising awareness about environmental issues. METAP experience in assisting countries to assess the cost of environment and degradation demonstrated that expressing issues in economic terms could make it easier for policy-makers to incorporate and prioritise the environment. A preliminary assessment of the COED in pilot coastal zones in Morocco, Algeria, Tunisia and Egypt shows that COED can amount to between 1,3-8% of GDP. Within the project, these assessments will be expanded to 2 additional countries.

##### **Task II: SEA in 1 country**

In order to improve building capacities for SEA, 1 assessment will be done. SEA is to be applied in ICZM because it:

- aims at sustainability (social, cultural, ecological, economical);
- brings stakeholders together, raises awareness;
- considers environmental impacts;
- helps towards systematic planning; and
- works as a tool for mitigation.

Also, it improves the political will, applicability of assessments, timing, tiering, alternatives, specific assessment methods and approaches, reporting and public participation.

##### **Summary of outputs**

- COED Reports
- SEA Report

#### Final SMAP III Conference (Alexandria, February 2009)

The final SMAP III Conference in Alexandria in 2009 will present experiences in the implementation of the Project and lessons learned from coastal zone management projects. The Conference will also contribute significantly to the dissemination of results of SMAP III Programme. SMAP III TA office asked METAP and PAP for contribution to meet the organisation costs. Following positive response of EC Delegation in Egypt on the subject, METAP and PAP agreed to contribute to the organisation of the Conference.

**Activity XI: Capacity building on COED and SEA**

<b>Task</b>	<b>Outputs</b>	<b>Responsible partner</b>	<b>Relevant documents</b>	<b>Period of impl.</b>	<b>Intern. experts /organisation</b>	<b>National expert's name</b>	<b>Counterpart institution</b>
COED in 2 countries	COED Reports	METAP		01.01.2007-30.06.2009	Fadi Doumani Alexis Gazzo		Lebanon: MOE Syria: MOE
SEA in 1 country	SEA Report	METAP PAP/RAC		01.01.2007-30.06.2009	Maged Hamed		Egypt: MOE

## 4.12 Activity XII: Linking the policy to investment needs

### **Task I: ICZM policy report**

The final ICZM Policy report should be prepared, summarising new ICZM policy achievements in eligible countries, not necessarily related with SMAP III Project itself.

### **Task II: ICZM policy for inclusion into country strategy and programming**

The recommendations in the Policy Briefs and consequent achievements need to be integrated into national strategies and programming. These recommendations will also be supported by inputs from the eight ICZM projects (Plans of Action) supported under SMAP III in several countries. These projects are often localised and implemented by a wide range of institutions, which may not have an easy access to high level policy-makers. Together with the SMAP III Technical Assistance Co-ordinator, the present activity will integrate the experiences from the eight Plans of Action and extract useful elements, which can be upstreamed and used in policy development at national level. Based on the Policy Briefs, policy reforms undertaken by the countries, and COED assessments, METAP will assist the countries to identify priority investments, which could be included in the discussions with donors.

### **Task III: Investments**

Investments in institutional strengthening, infrastructure and rehabilitation and protection of valuable coastal zones are to be identified, planned and implemented. These investments will be promoted through the Country Partnership Strategy (CPS). The activity also includes the contribution to potential preparation of feasibility studies for such investments and promotion of bankable projects in conjunction with the policy briefs and strategic environmental assessments to be conducted in 3 countries.

This activity will be developed in close co-operation with the EU Mediterranean De-Pollution Initiative and the GEF Partnership for the Mediterranean Large Marine Ecosystem.

### **Task IV: Strategic Policy Dialogue and Integration of Environment and Development Workshop**

A final regional workshop in cooperation with PAP/RAC and SMAP III TA, addressing the more strategic aspects of the policy dialogue will be organized in June 2009 with the participation of the national counterpart agencies. The workshop, which will be merged with the Forum for integrating environment and development (Activity V, Task 4), will focus on the way forward for collaboration between Mediterranean Countries and the continued adoption of ICZM principles.

### **Summary of outputs**

- Summary of the ICZM Policy achievements in eligible countries
- ICZM policy for inclusion into country strategy and programming Report
- Feasibility studies
- Executive note on the strategic aspects of the policy dialogue

Activity XII: Linking policy to investment needs

Task	Outputs	Responsible partner	Relevant documents	Period of impl.	Intern. experts /organisation	National expert's name	Counterpart institution
1. ICZM policy for inclusion into country strategy and programming	ICZM Policy Report: Summary of the ICZM policy achievements in the eligible countries.	PAP/RAC		1.12.2008-30.06.2009	Brian SHIPMAN Yves HENOCQUE Charles EHLER		
2. ICZM policy for inclusion into country strategy and programming	ICZM policies for inclusion into country strategy and programming Report	METAP	Policy Briefs prepared by METAP	01.01.-30.06.2009			
3. Investments	Feasibility studies prepared under the Policy Briefs (Lebanon and Syria) and the SEA ( Egypt)	METAP	COED prepared by METAP	01.07.2007-30.06.2009			
4. Strategic Policy Dialogue and Integration of Environment and Development Workshop	Executive note on the strategic aspects of the policy dialogue	METAP PAP/RAC SMAP III TA	Synthesis of relevant documents produced under SMAP	11.06.2009 12.06.2009			Decision-Makers of eligible countries

## 5. Assumptions and Risks

Major assumptions for the project are:

- Governments will make use of SMAP III for policy reforms and provide sufficient counterpart contribution as well as implementing mechanisms.
- Regional efforts for a common policy framework for ICZM are well harmonised with the SMAP framework.
- Synergy created among SMAP III projects, CAMPs and other projects will create the momentum for policy reform.
- Efficient co-operation mechanisms will be established between SMAP III TA, RMSU, PAP/RAC, Blue Plan and METAP.
- Co-operation established within this project will assist creation of the ICZM regional policy framework.
- Awareness on the ICZM benefits will be recognised within the SMAP III.
- RED's message will be taken into consideration during the policy making at the national level.
- Satisfying priority investment needs will enable sustainable use of coastal assets.
- Sufficient political will and governmental budget allocations for environmental policy reforms will enable project timely delivery and implementation.
- Willingness of sector Ministries and agencies outside environmental sector to participate will enable the integration efforts.
- Human resources selected for the project implementation will be satisfactory, since they are of a crucial importance for this project.
- SMAP III ICZM project partners will participate in joint actions proposed within this project.
- Timely setting up of efficient institutional mechanisms, involving local governments and other stakeholders will enable concrete results on the ground.
- Information on project activities will be constantly up-dated and timely provided to all potentially interested stakeholders.
- Sufficient political will among the policy-makers will enable successful capacity building and awareness promotion activities.
- NGOs selected for launching and implementation of the Awareness Raising Campaign - launching of the Coast Day will be capable to perform this task.
- National media (newspapers, TV, etc.) will be open for collaboration, and will recognise project news as interesting for publishing.

The major risks to the project are:

- Lack of a sufficient political support to reforms in environmental policy at national level - High;
- Lack of the budget allocation for policy reforms – High;
- Limited human capacities for ICZM - High;
- Lack of collaboration and co-operation, combined with overlapping among sector Ministries and agencies outside environmental sector hamper integration efforts - High;
- Possibilities for short-term profits create obstacles for taking RED's message into consideration during policy making and obstruct sustainable coastal development - High;
- Limited human capacities for integration of environment and development – Medium;
- Lack of political will decreases efficiency of capacity building and awareness promotion activities - Medium;

- Different political events in the region or in the countries decrease ICZM reforms priority in the eyes of policy-makers, media and civil society - Medium;
- Increasing political instability and risks prevent events planned in the countries - Medium;
- Limited participation from the local authorities and non-governmental entities - Low.

## 6. Workplan

### 6.1 Blue Plan Workplan

Dissemination and promotion of the Plan Belu report to stimulate policy dialogue and raise awareness about environment and development		s	o	n	d	j	f	m	a	m	j	j	a	s	o	n	d	j	f	m	a	m	j	j		
		2005					2006					2007														
<b>ACT I</b> - Definition of dissemination strategy, awareness building strategy and pre-information regarding the publication of the report	1	Preparation of a dissemination, promotion and awareness building strategy																								
	2	Adaptation of the Plan Bleu website to inform that the report is going to be published soon																								
	3	Creation of provisory web page (to be replaced by the dedicated website as soon as possible)																								
	4	Preparation of an e-mailing list: collection and selection of contacts to be included in the mailing list																								
	5	Update and maintenance of the e-mailing list																								
<b>ACT IV</b> - Dissemination of the RED. Preparation of dissemination tools and promotional products	1	Preparation of power point presentation summarizing the report																								
	2	Production of a press kit																								
	3	Production of a press release																								
	4	Preparation of thematic power point presentation summarizing thematic parts of the report (water, energy in priority)																								
	5	Preparation and sending of short electronic newsletter informing about products and events related to the report																								
	6	Preparation of a flyer																								
	7	Production of 2 kakemono (posters)																								
	8	Creation of a dedicated website 4 internet pages hosted on the Blue Plan website																								
	9	Update and maintenance of the dedicated web site																								
<b>Act II</b> - Preparation of policy briefs and summary of the report	1	Production of 7 policy briefs (one per thematic issues and one transversal)																								
	2	Production and publication of a summary of the report																								
<b>ACT VI</b> - Implementation of awareness building strategy	1	Organisation of a conference debate in Brussels																								
	2	Organisation of a conference debate in Mashrek (Lebanon)																								
	3	Organisation of a conference debate in Maghreb (Tunisia)																								
	4	Presentation and promotion of the report in conferences and events organised by other regional/international network and organisations																								
<b>ACT IX</b> - Stimulating regional policy dialogue	1	Participating/establishing training/fora, events at national level																								
Costs eligible on Plan Bleu own contribution																										
Costs eligible on SMAP contribution																										

Dissemination and promotion of the Plan Bleu report to stimulate policy dialogue and raise awareness about environment and development

		year	year 2005												year 2006												year 2007					
		month	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June								
<b>ACT I - Definition of dissemination strategy, awareness building strategy and pre-information regarding the publication of the report</b>	1	Preparation of a dissemination, promotion and awareness building strategy																														
	2	Adaptation of the Plan Bleu website to inform that the report is going to be published soon																														
	3	Creation of provisory web page (to be replaced by the dedicated website as soon as possible)																														
	4	Preparation of an e-mailing list: collection and selection of contacts to be included in the mailing list																														
	5	Update and maintenance of the e-mailing list																														
<b>ACT IV - Dissemination of the RED - Preparation of dissemination tools and promotional products</b>	1	Preparation of power point presentation summarizing the report																														
	2	Production of a press kit																														
	3	Production of a press release																														
	4	Preparation of thematic power point presentation summarizing thematic parts of the report (water, energy in priority)																														
	5	Preparation and sending of short electronic newsletter informing about products and events related to the report																														
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	4	Presentation and promotion of the report in conferences and events organised by other regional/international network and organisations																														
<b>ACT IX - Stimulating regional policy dialogue</b>	1	Participating/establishing training/forums, events at national level																														
		Costs eligible on Plan Bleu own contribution																														
		Costs eligible on SMAP contribution																														



## 7. Results to be delivered – Quantity, Quality and Time

### 7.1 Blue Plan results to be delivered – quantity, quality and time

Outputs of the project:

- Strategic working document for the promotion of the Blue Plan report: a 15-page working document providing the main conclusions and orientations resulting from the brainstorming about promotion and communication. To be ready end of October 2005, at the latest.
- Power point presentation summarising the report: two versions are produced: a short version for a 20 minutes presentation with around 15 slides; and a long version for a 45-minute presentation with around 40 slides. The power point slide show will be available both in English and French. To be ready end of October 2005, at the latest. The slide show will be adapted as needed, depending on the venue of the forum/conference.
- Thematic power point presentation, summarising chapters of the report (water, energy in priority). 15 to 20 slides for a 20-minute presentation available in French and English. To be ready in spring/summer 2006.
- Flyer: a 3-page flyer in French, English and Arabic. It will be printed in 4,000 copies in each language. To be available in March 2006 for the French and English version, and end of spring, beginning of summer for the Arabic version.
- Kakemono (posters): 2 bilingual posters will be produced. Available in spring 2006.
- Press kit: the press kit is composed of 14 separate sheets explaining the context of the production of the report and giving the main conclusions of each chapter. The sheets are included in a card carrier (kind of a jacket). Available in French and English. 1,000 copies are printed in French and 1,000 in English. To be ready beginning November 2005 (date of issuing of the report).
- Press release: one single page targeting journalists, announcing the publication of the report. Adapted press releases are produced as needed for specific events. Available in French and English in November 2005 (date of issuing of the report).
- Short electronic newsletter: this newsletter will be a bilingual French/English message. It will contain a standard “promotional layout” specifically designed and ad-hoc information about a new document, a new product or a new event occurred. Around 7 newsletters are expected to be sent between February 2006 and December 2006.
- Contact person database (e-mailing list): the Blue Plan database will be updated and maintained. Around 400 new contacts are expected to be added between September 2005 and December 2006.
- Dedicated web-site: it will include around 4 Internet pages hosted on the Blue Plan web-site but specifically designed. It will be available both in English and French in spring 2006.
- Policy Brief: 7 documents will be produced. They will be available both in French and English. 2,000 copies of each will be printed in French and 2,000 in English. The documents will be available as hard copy, as well as in the electronic format.
- Executive summary of the report: one document of around 10 to 20 pages. Available in English and French, available as hard copy (3,000 in English and 3,000 in French) and in the electronic format, as well. Available in spring 2006.

### 7.2 Priority Actions Programme results to be delivered – quantity, quality and time

- Project Implementation Manual: this document will be prepared jointly by the Blue Plan, Priority Actions Programme and METAP. A document of up to 120 pages will be prepared in English and French by 30.06.2006. This document is revised on July 2008 and modified on November 2008 and April 2009.

- Annual co-ordination meetings: three report of Co-ordination meetings will be prepared by PAP staff in English and delivery date will be 20 days after the meeting.
- Strategic Guidance for preparation of ICZM Policy Brief: a 20 page document (including annexes) in English and in French, will present the structure of Policy Briefs. Document will contain a detailed list of stakeholders in ten Mediterranean countries prepared in English (except the parts for Morocco, Tunisia and Algeria that will be in French) including an extensive list of public institutions (on national, regional, inter-regional and local level), specialised committees, scientific and non-governmental organisations; their contact details and relevant references. Delivery date will be 31.08.2006.
- Strategic Overview of ICZM in the Mediterranean countries: a 50-page document in English (except the parts for Morocco, Tunisia and Algeria that will be in French), that will include the basic countries' information on the main issues of the coastal zone, current legislation, institutions, strategies and tools dealing with coastal zone, relevant ICZM projects and a list of useful sources of information. Delivery date will be 31.07.2006.
- ICZM Marketing Strategy: a 20 page document will be prepared in English and French. Delivery date for the draft version will be 31.05.2006, and the delivery date for the final version will be 30.11.2006.
- National Policy Brief Background Documents; 4 national documents will be produced, 2 in French and 2 in English. A requested size of the Background Document will be 20 pages approximately. Delivery date for the final version is up to 30.09.2008.
- National Policy Briefs; 4 national documents will be produced, 2 in English, 2 in French and 1 in Arabic. A requested size of the documents is 8 pages. The final version with colour photos and illustrations will be published on a good quality recycled paper. Delivery date for the final version is up to 31.12. 2008.
- 1 Policy Briefs on critical issues: (coastal urbanisation / coastal tourism / marine spatial planning / institutional frameworks for ICZM / coastal landscaping / others) will be produced in English and in French. Delivery date is of 30 June 2007.
- "National Workshop to Promote ICZM Policy Briefs" Reports: Reports of 5-6 pages (excluding annexes), in English or in French, will be prepared by national consultants, up to 31.03.2009.
- "National Workshop to discuss implementation of the Mediterranean Protocol on ICZM" Reports: Short reports of these high-level policy meetings will be prepared in English or in French (depending on the country) and submitted to PAP/RAC 15 days after each meeting.
- ICZM Awareness raising strategy: a 20-page document in English and in French will be developed by one – two experts in awareness raising, based on the issues identified in the Policy Briefs. It will serve as a guide for awareness raising activities. Delivery date is of 01.05.2008.
- Guidance for Opinion polls: a 20-page document, in English, that will include the guidelines for the preparation and conduction of the opinion poll, as well as a draft version of a questionnaire (the final version of the questionnaire will be adapted according to the needs of each country). Delivery date is 15.12.2006.
- National Opinion polls: Delivery date is 31.12.2007.
- Comparison document on the results of the National Opinion polls: a 50-page document, prepared in English, that will analyse and compare national results of opinion polls. In each country, at least 300 questionnaires should be completed. National partner results will be attached to the document. Delivery date is 01.03.2008.
- Web-page of the project within the PAP/RAC web-site and the new web-site for the campaign, in English and in French, are to be established by 01.06.2006.
- Coast Day Logo and slogan: The Coast Day logo and slogan will be developed together with the national (project) partners and international organisations dealing with coastal issues. The Coast Day slogan will be produced in English and French, and translated into all national languages. Delivery date is 30.09.2006.
- List of international institutions and organisations supporting/implementing the Coast Day event: will be prepared by the end of this project activity, i.e. by 31.01.2008.

- TV spot: TV spot is to be produced in English, French and Arabic. It will promote the value of the coast and the need for its management. It will announce the Coast Day. It will last for 60". Delivery date is 30.06.2007.
- Coast Day leaflet and other promotional materials: The Coast day leaflet, together with other promotional materials (like bookmarks, diaries, stickers, etc.), will be prepared in English, French and in national languages. Delivery date is 30.06.2007.
- Report on the Coast Day events and dissemination list: a 20-page document that will analyse the activities carried out in each project country, together with the major achievement, obstacles and possible follow-up. It will include the Coast Day activities carried out outside the project area (if any). The document will be prepared in English. Delivery date for the 2007 Report is 31.03.2008. Similar report is to be prepared for the 2008 Coast day campaign.
- Communication report: a document that contains published articles, reports from the TV and radio broadcastings, as well as the list of media contacts (national and international). The report will be prepared in English. Delivery date is 30.02.2008.
- Regional ICZM Workshop Report: Reports of 15 pages (excluding annexes and training materials), in English will be prepared and delivered up to August 2008.
- National ICZM Forum Members List: prepared by national consultant by 30.09.2008.
- National ICZM Forum meeting reports: in English or in French, and delivered to PAP/RAC 15 days after each meeting.
- Detailed Study on the IMC for ICZM in Syria: prepared in English by national expert by 30.09.2008.
- Revised final report for 2 coastal management projects in Algeria: prepared in French by PAP/RAC ICZM expert by 30.09.2008.
- Outline of the local level ICZM network: prepared as part of the final ICZM Policy Report by PAP/RAC ICZM experts by 30.06.2009.
- The Vision for the Coast of Syria towards the Year 2025 (or other agreed period of time) and outline of the National Policy towards ICZM in Syria: prepared in English by national expert and approved by the relevant body. Delivery date is 01.04.2009.
- ToR for Master Plan for Coastal Management in Algeria: to be prepared by an international expert. Delivery date 31.03.2009.
- Report of the meeting to prepare action plans for policy implementation: in English or in French, and delivered to PAP/RAC 15 days after the meeting.
- ICZM Policy Report: Report summarising the achievements in the ICZM policy in the countries. To be prepared in English and in French up to 31.12.2008.
- An Outline of the National ICZM Strategy for Egypt: to be prepared in English by the international expert, in co-operation with a national expert and EEAA on the basis of the three workshops with the representatives of the line ministries and governorates. Delivery date 20.03.2009.
- ICZM Policy Report: Summary of the ICZM policy achievements in the eligible countries: to be prepared by three international experts in co-operation with national advisors. Delivery date 10.03.2009.

### 7.3 METAP results to be delivered – quantity, quality and time

- National Policy Brief/ Note for Egypt will be produced in English.
- 1-2 Policy Briefs on COED in coastal zones on the sub-regional level will be produced (Lebanon, Syria and tentatively Morocco).
- Manual on Cost-Benefit Analysis.
- Regional Workshop Report (American University of Beirut)
- Forum for integrating environment and development Report
- COED Reports based on the Policy Briefs
- SEA Reports (tentatively Jordan and Egypt)

- Feasibility studies based on the COED and SEA reports
- ICZM policy for inclusion into country strategy and programming Report

## 8. Updated LogFrame Matrix

Intervention Logic	Indicators of Achievement	Sources and means of verification	Assumptions
<b>Project goal:</b>			
To improve the enabling environment in SMAP beneficiary countries to ensure the proper initiation and sustainable implementation of the SMAP III.	<ul style="list-style-type: none"> <li>- Policy measures put in place for implementation of SMAP III objectives and projects</li> <li>- Wide-ranging use of SMAP III technical assistance</li> </ul>	<ul style="list-style-type: none"> <li>- Reviews and revision of project concepts; progress reports</li> <li>- Governmental environmental and ICZM policy documents</li> <li>- Project documents and reports</li> </ul>	
<b>Project purpose:</b>			
<ul style="list-style-type: none"> <li>a) to improve advocacy and awareness in policy making at national level to engage countries into the path of sustainable development;</li> <li>b) to create momentum for policy reform for a long-term environmental sustainability at national levels;</li> <li>c) to strengthen institutional and legal frameworks, as well as stakeholders' participatory capabilities, for successful implementation of new policy initiatives;</li> <li>d) to ensure that strategies and policies developed by SMAP III projects would be considered by policy-makers for a sustainable use of their coastal assets;</li> <li>e) to encourage harmonised co-operative efforts at regional level for a common policy framework for ICZM;</li> <li>f) to raise awareness on ICZM through local activities.</li> </ul>	<ul style="list-style-type: none"> <li>a) Increased environmental awareness</li> <li>b) Number of environmental policy measures passed and/or approved by end of SMAP III</li> <li>c) Improvement of efficiency of institutional framework for sustainable environmental management and ICZM (increase of budget allocation, increased number of staff, new departments, new bodies, etc.)</li> <li>c) Improvement of efficiency of legal framework for sustainable environmental management and ICZM (new laws, or new legal texts of any kind)</li> <li>d) Improvements in environmental management</li> <li>e) Improved implementation of regional agreements at national level</li> <li>f) Increased awareness on ICZM among policy-makers and civil society</li> </ul>	<ul style="list-style-type: none"> <li>a, b, c, d) Environmental policy documents issued and published by governments</li> <li>e) status of the regional agreements in the countries of the project</li> <li>f) success of the Awareness Raising Campaign - Report on the Coast Day event</li> <li>a, b, c, d, e, f) Project documentation and reports</li> </ul>	<ul style="list-style-type: none"> <li>a) Governments will make use of SMAP III for policy reforms and provide sufficient counterpart contribution as well as implementing mechanisms.</li> <li>b) Efficient co-operation mechanisms will be established between SMAP TA, RMSU, PAP/RAC, Blue Plan and METAP.</li> <li>c) Sufficient political will and governmental budget allocations for environmental policy reforms will enable project timely delivery and implementation.</li> <li>d) Willingness of sector Ministries and agencies outside environmental sector to participate will enable the integration efforts.</li> <li>e) Regional efforts for a common policy framework for ICZM are well harmonised with the SMAP framework.</li> <li>f) Awareness on the ICZM benefits will be recognised within the SMAP III.</li> </ul>

Intervention Logic	Indicators of Achievement	Sources and means of verification	Assumptions
<b>Expected results:</b>			
<p>a) RED widely disseminated and used for integration of environment into key economic sectors;</p> <p>b) efficient contribution of this project, CAMPs and other local projects to SMAP III projects;</p> <p>c) increased institutional performance to continue environmental and ICZM policy dialogue at national level;</p> <p>d) identification of priority investment needs for the protection, restoration and rehabilitation of valuable coastal zones</p> <p>e) increased capability to work towards regional harmonisation of ICZM policy</p> <p>f) increased knowledge and awareness about ICZM among policy-makers and civil society</p>	<p>a) Number of RED presentations, meetings and conferences</p> <p>b) Number of outputs (documents, meetings, workshops, etc.) from this project, CAMPs and other projects used by SMAP III ICZM projects</p> <p>c) Advances towards improved ICZM institutional framework; ICZM policy integrated into country strategies, programming and investment plans; number of meetings with high-level policy-makers; number of participants at training workshops, meetings, etc.</p> <p>d) 5-7 Cost of Environmental Degradation Assessments complemented</p> <p>e) Advances towards a Regional protocol on ICZM</p> <p>f) Number of local events organised in relation to ICZM</p>	<p>a, b, c, d, f) Project documentation and reports</p> <p>e) Country contributions to regional ICZM protocol and other regional efforts</p>	<p>a) RED's message will be taken into consideration during the policy making at the national level.</p> <p>b) Synergy created among SMAP II projects, CAMPs and other projects will create the momentum for policy reform.</p> <p>c) Timely setting up of efficient institutional mechanisms, involving local governments and other stakeholders will enable concrete results on the ground.</p> <p>d) Satisfying priority investment needs will enable sustainable use of coastal assets.</p> <p>e) Co-operation established within this project will assist creation of the ICZM regional policy framework.</p> <p>f) Sufficient political will among the policy-makers will enable successful capacity building and awareness promotion activities.</p>

## 9. Objective Tree

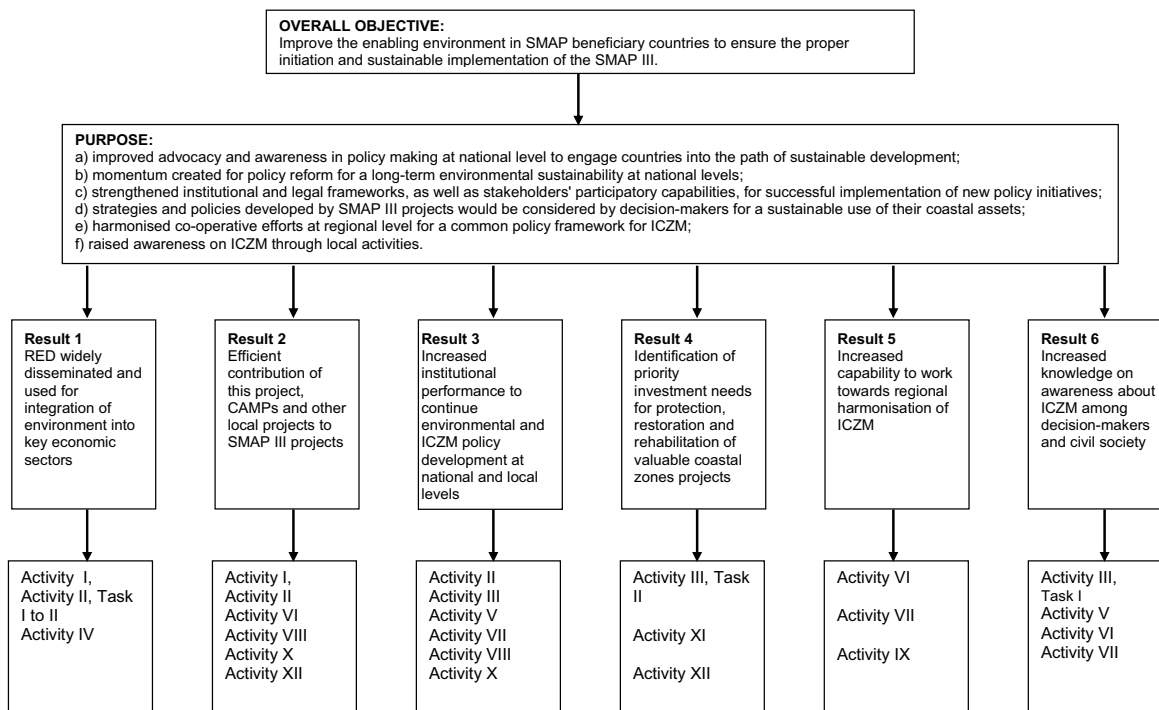


Figure 9.1 Objective tree

## Annex I: List of Stakeholders

### 1. Morocco

#### 1.1 Public institutions, national level

Ministry	Department/Contact
Ministere de l'Interieur et Communes	Departments involved in coastal and marine management <ul style="list-style-type: none"> <li>▪ Direction Generale des Collectivites Locales</li> <li>▪ Direction de la Protection Civile</li> </ul>
Ministere de l'Amenagement du Territoire, de l'Eau et de l'Environnement	<ul style="list-style-type: none"> <li>▪ Direction de l'Amenagement du Territoire</li> <li>▪ Department d'Environnement               <ul style="list-style-type: none"> <li>▪ Cellule Littoral</li> <li>▪ Direction de la Surveillance et de la Prévention des Risques/ Division Surveillance et Recherche</li> </ul> </li> <li>▪ Secretariat d'Etat charge de l'Eau               <ul style="list-style-type: none"> <li>▪ Direction de la Meteorologie Nationale</li> <li>▪ Observatoire National de l'Environnement du Maroc</li> </ul> </li> </ul>
Secretariat General du Gouvernement	
Ministere des Affaires etrangeres et de la cooperation	
Ministere de l'Equipment et des Transports	Direction des Ports et du Domaine Public Maritime
Departement des Peches Maritimes	<ul style="list-style-type: none"> <li>▪ Conseil Superieur our la Souvegarde et l'Exploitation du patrimoine Halieutique</li> <li>▪ Chambres maritimes</li> <li>▪ Office National des Peches (ONP)</li> </ul>
Ministere de l'Agriculture et du developpement Rural	
Haut Commissariat aux Eaux et Forêts et à la Lutte Contre la Désertification	
Ministere du Tourisme	
Ministere de l'Industrie et du Commerce	
Ministere de l'Education Nationale	
Ministere de la Sante Publique	
Centre Royal de Télédection Spaciale (CRTS) – Rabat	Département Océan Climat et pêches Adresse: CRTS 16,bis Av. de France, Agdal, Rabat, Maroc Tél: 037-77-63-05/06 Contact: ATILLAH Abderrahman (atillah@crt.s.gov.ma)

#### 1.2 Public institutions, regional and local level

- Regional assembly.
- Prefectorial or provincial assembly
- Communal assembly

#### 1.3 Specialised committees

##### Inter-ministerial Committees:

- Conseil National de l'Environnement;
- Conseil Supérieur pour la Sauvegarde et l'Exploitation du Patrimoine Halieutique;
- Conseil Supérieur de l'Eau et du Climat;
- Conseil Supérieur de l'Aménagement du Territoire;

- Commission nationale des études d'impact sur l'environnement;
- Commission du Littoral;
- Comité National de la Biodiversité;
- Comité National des Zones Humides.

## 1.4 Scientific institutions

### a) Public Institutes

Institute	Contact
Institut National des Recherches Halieutiques (INRH) – Casablanca	Département Qualité et Salubrité du Milieu Marin, Laboratoire de Chime 2 Rue, Tiznit, Casablanca Tel: 022 22 02 49 Fax: 022 26 69 67 CHAFIK Abdelghani & BENBRAHIM Samir chafik@inrh.org.ma <a href="http://www.inrh.org.ma/">http://www.inrh.org.ma/</a>
Institut Scientifique -Rabat-	Menioui Mohamed
Institut National d'Aménagement et d'Urbanisme (INAU) – Rabat	
Institut National de Statistiques et de l'Economie Appliquée – Rabat	B.P : 6217, Madinat Al Irfane, Rabat-Instituts, 10100 - Rabat Tél. (212) (0) 37 77 48 59/60 et (212) (0) 37 77 09 26/15 Fax : (212) (037) 77 94 57 Email : Webmaster@insea.ac.ma <a href="http://www.insea.ac.ma/">http://www.insea.ac.ma/</a>
Institut Agronomique et Vétérinaire Hassan II, Complexe d'Orticulture – Agadir - Institute for research, development and higher education; offers specialised courses	BP 6202 Rabat-Instituts. Ou à l'APESA. 6 Rue Mohammed Triki/Agdal Rabat. Tél. : 07-691844 ; Fax : 07-778135 <a href="http://www.iavcha.ac.ma/">http://www.iavcha.ac.ma/</a>
Institut Supérieur des Pêches Maritimes (ISPM)- Casablanca	

### b) Universities

University	Contact
Faculté des Sciences de Tétouan	
Université Ibnou Zohr - Agadir	Adresse: B.P.: 32/S-7000 Agadir Tél.: (08) 22.70.17 22.71.25 Fax: (08) 22.72.60 Contact: Youssef El Wazani yel_wazani@hotmail.com <a href="http://www.enssup.gov.ma/etablissements/univibnzohrAgadir.htm">http://www.enssup.gov.ma/etablissements/univibnzohrAgadir.htm</a>

## 1.5 Civil society organisations

Organisation	Contact
Fondation Mohammed VI pour la protection de l'environnement	Route de Zaërs, Angle Avenue Imam Malik, rue El Madani Ibn Houssaïni – Rabat President: Son Altesse Royale la Princesse Lalla Hasna Tel: 037 65-88-44 Fax : 037-65-55-31 Email : environnement@fm6e.org <a href="http://www.fm6e.org/en/accueil.htm">http://www.fm6e.org/en/accueil.htm</a>

Societe Marocaine pour le Droit de l'Environnement (SOMADE)	Morocco 53 Rond Point Mers- Sultan Casablanca Phone: 212 22 26 1115 Fax: 212 22 22 3397
Forum Maghrebin pour l'Environnement et le Développement	2 rue Zahla. BP 403 Rabat Tel/fax: 212-37-727406 <a href="mailto:vertsmaroc@yahoo.fr">vertsmaroc@yahoo.fr</a>
The MED Forum (Forum of Mediterranean NGOs for Ecology and Sustainable Development) – Morocco a member	
WWF MEDPO, Morocco Office	Morocco Ecole Nationale Forestière d'Ingénieur BP 105 Tabriquet Salé Morocco T: +212 37 86 53 44 F: +212 37 86 53 47 <a href="http://www.panda.org/about_wwf/where_we_work/mediterranean/index.cfm">http://www.panda.org/about_wwf/where_we_work/mediterranean/index.cfm</a>

## 2. Algeria

### 2.1 Public institutions, national level

Institution	Contact
Ministry of Regional Planning and the Environment: <ul style="list-style-type: none"> <li>▪ Directorate of Legal Affairs and Disputes</li> <li>▪ Department of Industry</li> <li>▪ Directorate of Biodiversity Conservation, Natural Habitats, Sites and Landscapes/Deputy of Coastal Preservation</li> </ul>	<a href="http://www.mate-dz.org/">http://www.mate-dz.org/</a>
Ministry of Fishing Resources	
Ministry of Water Resources	
Ministry of Agriculture and Rural Development	<a href="http://www.minagri.dz/">http://www.minagri.dz/</a>
Ministry of Health and Population	
Algerian Coastal Protection and Promotion (APPL)	
National Office for Waste Water Treatment (ONA)	
National Water Agency (ADE)	
National Environment and Sustainable Development Centre (ONEDD)	
National Coastal Conservatory (CNL)	
National Agency for Territorial Planning (ANAT)	
National Centre of Studies and Applied Research on Town Planning (CNERU)	
National Centre of Surveillance and Sea Rescue	
Institute of Marine Sciences and Coastal Zone Management (ISMAL)	
National Centre for Cleaner Production Technologies (CNTPP)	
National Waste Agency (AND)	
National Centre for the Development of Biological Resources (CDRB)	
National Office of Statistics (ONS)	

### 2.2 Public institutions, regional and local level

#### a) Wilaya

- Directorate of Tourism of the Wilaya
- Directorate of Environment of the Wilaya
- Directorate of water of the Wilaya
- Directorate of Fisheries
- Directorate of Health
- Directorate of Industry and Mining
- Directorate of Urban areas and Housing
- Directorate of Planning and Management of Land Use

#### b) Commune or Popular Communal Assembly (APC)

### 2.3 Specialised committees

- Le Conseil National de l'Aménagement et de Développement Durable du Territoire

- Conseil National de l'Eau
- Observatoire National de l'Environnement et du Développement durable
- Le Conseil National de l'Information Géographique (CNIG)
- Comité National des ONG algériennes pour la lutte contre la désertification (CNOA)

## 2.4 Scientific institutions

Institution	Contact
Ecole Nationale Polytechnique – Département Génie de l'Environnement	

## 2.5 Civil society organisations

Organisation	Contact/reference
Mouvement Écologique Algérien (Algerian Ecological Movement)	
Association pour la Recherche sur le Climat et l'Environnement (ARCE)	Immeuble « le Sphinx » 3ème périphérique – USTO derrière la clinique « Nekkache » 31000 - Oran Tél/Fax: +(213).41.42.72.22 Email : arce21@wissal.dz <a href="http://www.arce.asso.dz/">http://www.arce.asso.dz/</a>
The Association de réflexion d'échanges et d'action pour l'environnement et le développement (AREAED)	Adresse: 30, CHEMIN MOKRANE AOUES (2 étage). EL MOURADIA, ALGER Tél. : + 213-(0) 21 69 85 80 Fax : + 213-(0) 44 84 10 cdie-area@wissal.dz <a href="http://www.areaed.asso.dz/">http://www.areaed.asso.dz/</a>
Le Centre National d'Etudes et d'Analyses pour la Population et le Développement (CENEAP)	98, Rn1 BP34 Birkhadem, Alger, Algeria Tel: +213 21 54 29 82 Fax: +213 21 54 21 49 E-mail: ceneap@wissal.dz <a href="http://www.ceneap.com.dz/">http://www.ceneap.com.dz/</a>
Societe algerienne pour le droit de l'environnement (SADE)	
United Nations Development Programme (UNDP) – Algeria	<a href="http://www.dz.undp.org/">http://www.dz.undp.org/</a>

## 3. Tunisia

### 3.1 Public institutions, national level

Institution	Agency	Contact
Ministry of Environment and Sustainable Development	General Directorate of Environment and Life Quality of the Ministry of the Environment and Sustainable Development	
	L'Observatoire Tunisien de l'Environnement et du Développement Durable (OTED)	
	Office National de l'Assainissement (ONAS)	Head Office: 32, rue Hédi Nouria 1001 Tunis Tel: 71343200 Fax: 71350411 E-mail: boc@onas.nat.tn PR E-mail: relation.citoyen@onas.nat.tn <a href="http://www.onas.nat.tn/">http://www.onas.nat.tn/</a>

Agence Nationale de Protection de l'Environnement (ANPE) Direction des déchets	Address : 12, Rue du Cameroun - Le Belvédère - 1002 Tunis Tel: +216 71 847 122 Email : boc@anpe.nat.tn <a href="http://www.anpe.nat.tn/">http://www.anpe.nat.tn/</a>
Agence de Protection et d'Aménagement du Littoral (APAL) Agence Nationale de Gestion des Déchets	
Ministry of Infrastructures, Housing and Land use management	
Ministry of Tourism	
Ministry of Agriculture and hydraulic resources	Agence des Ports et des Installations de Pêches (APIP)
Ministry of Public Health	Direction de l'Hygiène du Milieu et de la Protection de l'Environnement of the alth

### 3.3 Specialised committees

- The National Sustainable Development Committee

### 3.4 Scientific institutions

Organisation	Contact
Centre International des Technologies de l'Environnement de Tunis (CITET), under Ministry of Environment and Sustainable Development	<a href="http://www.citet.nat.tn/">http://www.citet.nat.tn/</a> cdi@citet.nat.tn
Institut National des Sciences et Technologies de l'Océanographie et de la Pêche (INSTOP)	

### 3.5 Civil society organisations

Organisation	Contact
Association Tunisienne pour la Protection de la Nature et de l'Environ (ATPNE; Friends of the Earth Tunisia)	12 rue Tantaoui, El Jawhari, El Omrane, 1005 Tunis. Tel: (216 1) 28 81 41. Fax: (216 1) 79 72 95. Contact: Mohamed Ali Abrougui mohamedali.abrougui@atpne.rnr.tn
Association Les Amis des Oiseaux	Address: Bureau des Projets, Ariana Center – Bureau C 208/209, 2080 Ariana, Tunisia E-mail: <a href="mailto:aao@topnet.tn">aao@topnet.tn</a>
Association nationale tunisienne de la protection de la faune sauvage	Address: 12 rue Tantaoui El Jawhari, El Omrane, Tunis 1005. T/Fax: (216 1) 43 49 10.
APNEK Association pour la Protection de la Nature et de l'Environnement de Kairouan	Address: Cité Commerciale II - 2è étage - rue Mongi Bali- Kairouan, Mailing address: BP 197 - Kairouan 3100, Tunisia Tel + Fax : ++216-7 229 668 (www.europsolar.com/apnek)
WWF MEDPO, Tunisia Project Office	Bureau 4 Avenue Ahmed Khabthani 2080 Ariana T: +216 71 707 238 F: +216 71 701 750 <a href="http://www.panda.org/about_wwf/where_we_work/mediterranean/index.cfm">http://www.panda.org/about_wwf/where_we_work/mediterranean/index.cfm</a>

## 4. Arab Republic of Egypt

### 4.1 Public institutions, national level

Institution	Contact
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Institution	Contact
The Cabinet of Ministers	2 Maglas El Shaab, Cairo Tel: + 202-793-5000 Fax: +202-795-8048 Email: questions@cabinet.gov.eg <a href="http://www.cabinet.gov.eg/">http://www.cabinet.gov.eg/</a>
Ministry of State for Environmental Affairs Egyptian Environmental Affairs Agency (EEAA),	30 Misr Helwan El-Zyrae Road, Maadi , Cairo, Egypt ("Behind Maadi Sofitel Hotel") Tel: (202) 5256452 Fax: (202) 5256490 Email: eeaa@eeaa.gov.eg <a href="http://www.eeaa.gov.eg/English/main/about.asp">http://www.eeaa.gov.eg/English/main/about.asp</a>
Environmental Protection Fund (within EEAA)	30 Misr Helwan Agriculture Road, Maadi, Cairo Tel: +202 525-6451/2/3 Fax: +202 525-6451/90 E-mail: envpfund@eeaa.gov.eg <a href="http://www.eeaa.gov.eg/epf/english.htm">http://www.eeaa.gov.eg/epf/english.htm</a>
The Ministry of Water Resources and Irrigation Coastal Protection Authority Water Quality Management Unit	<a href="http://www.mwri.gov.eg/">http://www.mwri.gov.eg/</a>
Ministry of Tourism Tourism Development Authority (Environmental Unit)	TDA Address: 21 Giza St., Nile Tower, 7th Floor Tel: 202-570-3494 to 99 Fax: 202-570-3491 E-mail: yasery@mailcity.com <a href="http://www.tourinvest.com.eg/">http://www.tourinvest.com.eg/</a> <a href="http://www.touregypt.net/">http://www.touregypt.net/</a>
Ministry of Foreign Affairs Department of Environment and Sustainable Development Affairs	Ministry of Foreign Affairs Tel: 5796342 - 5796338-5746871 - 5746872-5796334 E-mail: info@mfa.gov.eg <a href="http://www.mfa.gov.eg/MFA_Portal/en-GB">http://www.mfa.gov.eg/MFA_Portal/en-GB</a>
Ministry of Agriculture and Land reclamation Egypt State information Service	3 Al Estad Al Bahary St. - Nasr City, Cairo Tel: 2617304; 2617308; 2617358; 2617344; 2617345 E-mail : feedback@sis.gov.eg <a href="http://www.sis.gov.eg/En/AboutSis/">http://www.sis.gov.eg/En/AboutSis/</a>

#### 4.2 Public institutions, regional and local level

- Local departments of the Ministry of the Environment (Law No. 4/ 1994)
- Regional branches of EEAA

#### 4.3 Public institutions, inter-regional level

- 26 Governorates and each Governorate is divided into smaller units known as Markazes
- Environmental Management Units (EMUs) - at the Governorate level;
- Environmental Units (EUs) at Markaz levels.

#### 4.4 Specialised committees

- National Committee for ICZM (law n4/1994)

#### 4.5 Scientific institutions

Institution	Contact
Egyptian Academy of Scientific research and Technology National research Centre	<a href="http://www.asrt.sci.eg/">http://www.asrt.sci.eg/</a> <a href="http://www.nrc.sci.eg/">http://www.nrc.sci.eg/</a>
Agriculture Research Centre (under Ministry of Agriculture and Land reclamation)	<a href="http://www.claes.sci.eg/arc/arc.htm">http://www.claes.sci.eg/arc/arc.htm</a>
National water Research Centre (under Ministry of Water Resources and Irrigation) Climate Change and Environmental Institute University of Alexandria	

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American University in Cairo

Address: 113 Kasr El Aini St., P.O. Box 2511, Cairo,  
11511

Tel: 20.2.794.2964 (Cairo)

<http://www.aucegypt.edu/>

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#### 4.6 Civil society organisations

Organisation	Contact
Hurghada Environmental Protection and Conservation Association	<a href="http://www.hepca.com/">http://www.hepca.com/</a>
CEDARE - Centre for Environment & Developemnt for Arab Region and Europe	<a href="http://www.cedare.int/">http://www.cedare.int/</a>

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#### 5. Jordan

- Ministry of Environment

#### 6. Israel

- Ministry of the Environment;
- EIA Section - Planning Department,
- Policy and Planning Department
- Division of International Relations

#### 7. West Bank and Gaza Strip

- Palestinian Ministry of Environment

#### 8. Lebanon

##### 8.1.Public institutions, national level

Institution	Contact
Ministry of the Environment	<a href="http://www.moe.gov.lb/">http://www.moe.gov.lb/</a>
Council for Development and Reconstruction (CDR)	<a href="http://www.cdr.gov.lb/">http://www.cdr.gov.lb/</a>
Ministry of Tourism	BEIRUT 550 Central Bank Street Tel:961 - 1 - 340940 / 4 Tix: 20898 LE Fax : 01 /340945 P.O.Box : 11/5344, Beirut, Lebanon E-mail: <a href="mailto:mot@lebanon-tourism.gov.lb">mot@lebanon-tourism.gov.lb</a> <a href="http://www.lebanon-tourism.gov.lb/">http://www.lebanon-tourism.gov.lb/</a>
Ministry of Agriculture	<a href="http://www.agriculture.gov.lb/">http://www.agriculture.gov.lb/</a>
Ministry of Public works and Transport Directorate General for Urban Planning (DGUP) Higher Council for Urban Planning (HCUP)	
Investment Development Authority of Lebanon (IDAL). METAP, Unit of Planning and Programming (UPP).	<a href="http://www.idal.com.lb/">http://www.idal.com.lb/</a>

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##### 8.2 Public institutions, inter-regional level

- There are only the mouhafazats (or Governorates), that could be considered as interregional services, but they are not in charge of managing the coast.
- There are Water Services whose initial number (24) has been reduced at 4, and correspond to Mouhafazats (or Governorates). These Services are: Service of Water of Mount Lebanon, Service of Water of Békaa, Service of the South Lebanon and Nabatyieh, Service of Water of Beirut.

##### 8.3 Specialised committees

- Specialised Committees are proposed within the framework of MAP CAMP

##### 8.4 Scientific institutions

Institution	Contact
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American University of Beirut	P.O.Box: 11-0236 Riad El Solh 11072020
Balamand University	
National Council for Scientific Research (CNSR)	<a href="http://www.cnrs.edu.lb/">http://www.cnrs.edu.lb/</a>
Industrial Research Institute	

## 8.5 Civil society organisations

Organisation	Contact
AFDC (Association for Forest Development and Conservation)	AFDC Ramlieh Office Aley Tel.: +961 5 280430 Fax: +961 5 280431 E-mail: <a href="mailto:afdc@afdc.org.lb">afdc@afdc.org.lb</a>
UNDP – Lebanon Country Office.	
Society for the Protection of Nature in Lebanon	
Elard – consultancy company	<a href="http://www.elard-group.com/index.html">http://www.elard-group.com/index.html</a>

## 8.6 International organisations

Organisation	Contact
Economic and Social Commission for Western Asia	<a href="http://www.escwa.org.lb/">http://www.escwa.org.lb/</a>
ONU in Lebanon	<a href="http://www.un.org.lb/">http://www.un.org.lb/</a>
UNESCO in Lebanon	<a href="http://www.unesco.org.lb/">http://www.unesco.org.lb/</a>
United Nations Program for the development	<a href="http://www.undp.org.lb/">http://www.undp.org.lb/</a>
USAID in Lebanon	<a href="http://www.usaidlebanon.org.lb">www.usaidlebanon.org.lb</a>
Delegation of the European Union in Lebanon	<a href="http://www.dellbn.cec.eu.int/index.html">http://www.dellbn.cec.eu.int/index.html</a>

## 9. Syria

### 9.1 Public institutions, national level

- Prime Minister's Office;
- Ministry of Environment;
- Ministry of Local Administration;
- Higher Council for Environmental Safety (HCES);
- General Commission for Environmental Affairs (GCEA);
- The Ministry of Irrigation;
- EIA Unit, under Ministry of Environment.

### 9.2 Public institutions, regional and local level

- 11 General Environment Directorates (GEDs) at the local level

### 9.3 Specialised committees

- Committee established under MoE (2003?) to consider the adoption of ISO 14000.

### 9.4 Civil society organisations

Organisation	Contact
Syrian Environment Association	P.O. Box: 35216, Syria Mr. Tarek Al Bouchi
Environment Protection & Sustainable Development	P. O. Box: 33717, Damascus
Environment Protection Society	
Syrian society for Wildlife Conservation	

Society of Coastal area for protection of health and environment	
Chamber of Tourism	Tel: +963 11 2128563 Fax: +963 11 2133297 E-mail: <a href="mailto:Toursimchamber.dam@tarassul.sy">Toursimchamber.dam@tarassul.sy</a>

## 9.5 Scientific institutions

Organisation	Contact
Center of Environmental Researches	Tel: +963 11 2136071 Fax: +963 11 6622309 E-mail: <a href="mailto:esrc@mail.sy">esrc@mail.sy</a>
Centre of Scientific Studies and Researches	Tel: +963 11 5130345 E-mail: <a href="mailto:dsfakir@scs-net.org">dsfakir@scs-net.org</a>
University of Damascus	Tel: +963 94281802 Fax: +963 11 3117730 E-mail: <a href="mailto:kayyal@scs-net.org">kayyal@scs-net.org</a>
Scientific Environmental Researches Centre (SERC) Teshrin University	

## 9.6 Media

- Tichreen Newspaper
- AL-Baeth Newspaper
- AL-Thwaraa Newspaper
- Syrian Arabic Agency News (Saana)
- The Radio of Damascus

## 10. Turkey

### 10.1 Public institutions, national level

Institution	Contact
Prime Minister's Office	<a href="http://www.basbakanlik.gov.tr/sour.ce/index.asp?wss=basbakanlik.gov.tr&amp;wpg=ana">http://www.basbakanlik.gov.tr/sour.ce/index.asp?wss=basbakanlik.gov.tr&amp;wpg=ana</a>
State Planning Organisation	<a href="http://www.dpt.gov.tr/ing/">http://www.dpt.gov.tr/ing/</a>
Ministry of Environment and Forestry	<a href="http://www.cevreorman.gov.tr/">http://www.cevreorman.gov.tr/</a>
Ministry Public Works and Settlements	
Ministry of Culture and Tourism	<a href="http://www.kultur.gov.tr/EN/Default.aspx?17A16AE30572D313D4AF1EF75F7A79681D9DD78D03148A6E">http://www.kultur.gov.tr/EN/Default.aspx?17A16AE30572D313D4AF1EF75F7A79681D9DD78D03148A6E</a>
Agriculture and Rural Affairs	<a href="http://www.tarim.gov.tr/">http://www.tarim.gov.tr/</a>
Ministry of Energy and Natural Resources	<a href="http://www.enerji.gov.tr/">http://www.enerji.gov.tr/</a>

### 10.2. Public institutions, regional and local level

- General Directorates for different sectors (hydraulics, water work, construction of harbours, railways and airports, National Parks)
- Governing provinces and municipalities
- Authority for the Specially Protected Areas (Under Ministry of Environment and Forestry)
- Regional Development Agency (to be; proposed by the new law called Public Administration Law)

### 10.3. Inter-regional level

- Regional Directorate for governmental hydraulic works

### 10.4 Specialised committees

- National Committee for planning of Turkish coastal zones

### 10.5 Scientific institutions

University	Contact
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Middle East Technical University (METU)	<a href="http://www.metu.edu.tr/about/research.php">http://www.metu.edu.tr/about/research.php</a>
<ul style="list-style-type: none"> <li>▪ Department of Civil Engineering</li> <li>▪ Department of geological engineering, Remote Sensing and GIS Laboratory</li> </ul>	
University of Mugla	<a href="http://www.mu.edu.tr/e/administration/organization.html">http://www.mu.edu.tr/e/administration/organization.html</a>

## 10.6 Civil society organisations

Name of the association	Web-site
MEDCOAST	<a href="http://www.medcoast.org.tr">www.medcoast.org.tr</a>
Association for Preserving the Natural Life (DHKD )	<a href="http://www.dhkd.org">www.dhkd.org</a>
WWF-Turkey (Foundation for Preserving the Natural Life)	<a href="http://www.wwf.org.tr">www.wwf.org.tr</a>
Greenpeace Mediterranean Campaign Office	<a href="http://www.greenpeacemed.org.mt/">http://www.greenpeacemed.org.mt/</a>
Foundation for Preserving the Environmental and Cultural Values (ÇEKÜL)	<a href="http://www.cekulvakfi.org.tr">www.cekulvakfi.org.tr</a>
Foundation for Forestation and Combating with Erosion in Turkey and (TEMA)	<a href="http://www.tema.org.tr">www.tema.org.tr</a>
Turkish Marine Environment Protection Association (TURMEPA)	<a href="http://www.turmepa.org.tr">www.turmepa.org.tr</a>
Turkish Marine Research Foundation (TÜDAV)	<a href="http://www.tudav.org">www.tudav.org</a>
Underwater Research Association (SAD)	<a href="http://www.sad-uwrs.org">www.sad-uwrs.org</a>
Mediterranean Seal Research Group (AFAG)	<a href="http://www.afaq.org">www.afaq.org</a>
Bird Research Association (KAD)	<a href="http://www.kad.org.tr">www.kad.org.tr</a>
Foundation for Preserving Environment and Recycling of Package Wastes (ÇEVKO)	<a href="http://www.cevko.org.tr">www.cevko.org.tr</a>
Buğday Association of Fostering the Ecological Life	<a href="http://www.bugday.org">www.bugday.org</a>
KORDON Association (Urban and Environmental Culture Association)	<a href="http://www.kordon.org">http://www.kordon.org</a>
Akyaka Lovers Association	<a href="http://www.akyaka.org">www.akyaka.org</a>
Pamukkale Association for Search-Rescue & Natural Sports	<a href="http://www.pakdos.org.tr/">http://www.pakdos.org.tr/</a>
ÇevGön Diyarbakır Environment Volunteers Association	<a href="http://www.cevgon.org.tr.tc/">http://www.cevgon.org.tr.tc/</a>
Istanbul Water Initiative	<a href="http://www.istanbulunsuyu.net/">http://www.istanbulunsuyu.net/</a>
Turkish Foundation for Preserving Environment and Green Development	<a href="http://www.turcek.org.tr">http://www.turcek.org.tr</a>

## Annex II:

### List of relevant Documents

#### a) ICZM

1. Council of Europe. 2002. Recommendation of the European Parliament and of the Council of 30 May 2002 concerning the implementation of Integrated Coastal Zone Management in Europe (2002/413/EC). [http://europa.eu.int/eur-lex/pri/en/oj/dat/2002/l\\_148/l\\_14820020606en00240027.pdf](http://europa.eu.int/eur-lex/pri/en/oj/dat/2002/l_148/l_14820020606en00240027.pdf)
2. Council of Europe. 1999. Model law on sustainable management of coastal zones and European code of conduct for coastal zones. ISBN 92-871-4153-3. Strasbourg, Council of Europe. Nature and Environment series No. 101.
3. European Commission. 2005. Horizon 2020 Initiative. [http://europa.eu.int/comm/environment/enlarg/med/horizon\\_2020\\_en.htm](http://europa.eu.int/comm/environment/enlarg/med/horizon_2020_en.htm)
4. European Commission. 2000. A Communication from the Commission to the Council and the European Parliament on "Integrated Coastal Zone Management: A Strategy for Europe" (COM/00/547 of 17 Sept. 2000). <http://europa.eu.int/comm/environment/iczm/comm2000.htm>
5. European Commission. 2000. Directive 2000/60/EC of the European Parliament and of the Council of 23 October 2000 establishing a framework for Community action in the field of water policy. <http://europa.eu.int/eur-lex/lex/LexUriServ/LexUriServ.do?uri=CELEX:32000L0060:EN:HTML>
6. EEA. 2000. State and pressure of the Marine and Coastal Mediterranean Environment. Environmental assessment report No 5.
7. European Union, DG Environment. 2003. Applicability of Convergence Road-Map for the NIS for the Mediterranean region - Final Report. [http://europa.eu.int/comm/environment/enlarg/pdf/031222\\_finalreport.pdf](http://europa.eu.int/comm/environment/enlarg/pdf/031222_finalreport.pdf)
8. MAP/PAP, MAP/Blue Plan, METAP. 2006. Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on Integrated Coastal Management - Project Implementation Manual. Split: PAP/RAC.
9. MAP/Blue Plan, 2005, The sustainable future for the Mediterranean: The Blue Plan's Environment and Development Outlook. London: EartheScan.ppxiii+450. ENG/FRA.
10. MAP, Agenda Med 21;
11. MAP. 2005. Mediterranean Strategy for Sustainable Development, A framework for Environmental Sustainability and Shared Prosperity. Athens: UNEP/MAP. [http://www.emwis.org/documents/pdf/20050627\\_engl277-4annl.pdf](http://www.emwis.org/documents/pdf/20050627_engl277-4annl.pdf)
12. MCSD. 1997. Recommendations on the Integrated and Sustainable Management of Coastal Zones. <http://www.pap-thecoastcentre.org/test/recommendCZM.doc>
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## **Annex III:**

### **Minutes of the Brainstorming Meeting to Co-ordinate Activities of the SMAP III Programme**

With special reference to the Project: "PROMOTING AWARENESS AND ENABLING A POLICY FRAMEWORK FOR ENVIRONMENT AND DEVELOPMENT INTEGRATION IN THE MEDITERRANEAN WITH FOCUS ON ICZM" (SMAP III, UNEP/MAP, METAP)

#### **Background information**

1. Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on ICZM is an SMAP III project implemented by METAP, PAP/RAC and BP/RAC of MAP. The project is created with the objective to improve the enabling environment in beneficiary countries by strengthening partnership between the EU/SMAP, MAP and the World Bank in order to ensure proper allocation of resources and sustainable implementation of the SMAP III.

It is believed that the new SMAP III programme (which comprises ICZM Projects, the SMAP III Technical Assistance (TA), the Regional Management and Support Unit (RMSU) and the UNEP/MAP-METAP Project) may initiate momentum for policy reform and institution building for a long-term sustainability of the coastal development. One of the tasks of this programme is to ensure that the strategies and policies developed by SMAP III programme would be considered by decision-makers for a sustainable use of their ICZM assets and resources.

#### **Participation**

2. Sixteen participants, including the representatives of SMAP III TA, RMSU, METAP, BP and PAP, and a selected group of internationally recognised consultants attended the meeting. A complete List of participants is attached as Appendix I.

#### **Objectives of the meeting**

3. The meeting had the following objectives:
  - to ensure harmonisation and synergy and to avoid overlapping of partners and other SMAP III TA ICZM projects;
  - to discuss expected results of and activities to be implemented in the SMAP project;
  - to exchange Workplans, find opportunities for optimising capacity building and information activities;
  - to discuss and provide inputs to the draft Project Implementation Manual; and
  - to identify potential obstacles to the project, and define the most suitable approaches and possible course of action.

#### **Agenda item 1: Opening of the Meeting**

4. The meeting was opened by Mr. I. Trumbić, PAP/RAC Director, who welcomed the participants on behalf of PAP/RAC, and of his own. He gave an introductory note on UNEP/MAP – METAP project and presented the Agenda of the meeting. The Agenda of the meeting is attached as Appendix II.

## Agenda item 2: Presentation of the SMAP III, UNEP/MAP- METAP project proposal

5. Mr. Trumbić presented the way the project was created. He explained the motivation of the EC for such a project, justified the need for the project in the present circumstances and described the process of its preparation. Also, he presented project objectives and structure of the project proposal, which was prepared little more than a year ago. He pointed out the need to secure harmonisation and synergy, and to avoid overlapping of different SMAP III activities in the Mediterranean. Finally, he pointed out the need to define the target audience for this project.
6. The participants agreed on the need to discuss the target audience, in particular taking into account that ICZM issues in the region are not only within the Ministries of Environment, but also in other sectoral Ministries, which, therefore, should be involved in the project. In order to reach this objective, support to PAP, MAP, METAP and SMAP Focal Points should be ensured in a way to provide them with the tools they may discuss with other sectoral ministries, such as the ministries of: tourism, urban planning, public works, agriculture, development and finance, which were mentioned as of particular interest. So, what needs to be done is to establish a certain empowerment process within the Ministries of Environment. However, in order to bring the message outside of the Ministry of Environment, support of the entire society is needed. It was pointed out that the regional support for ICZM would be obtained by focusing the project on the key critical issues, like artificialisation of the coastline, an *ad hoc* development of the projects and activities, which intensify the use of the coastline, coastal urbanisation, coastal erosion, socio-economic processes in the hinterland, etc. It was concluded that the project activities should be selected depending on the target group. Once the target group is defined, it can be decided on whether we need the conferences, mass campaigns, meetings or alike. The participants pointed out the lack of political support as the main risk for the project. Also, the need was stressed to mobilise the target audience at the national and regional level. Finally, the participants accepted the following definition of the target audience.

The key stakeholders in this project are policy-makers, as they are the ones that can create a favourable policy framework that will support ICZM. Besides policy-makers from the Ministries of Environment other sectoral policy-makers are recognised as important stakeholders. Therefore, it is of special importance to involve policy-makers from some of the following ministries: tourism, agriculture, urban planning, public works, development and finance. In addition to policy-makers at the national level, policy-makers at more local level are also identified as the key stakeholders.

However, in order to build and strengthen a constituency for ICZM, the project activities aiming to promote awareness raising need to be directed towards a wider audience. Therefore, besides the government, which may be identified as a primary stakeholder - secondary stakeholders can be identified as the civil sector (including the academia) and the private sector. Further in-country assessments of audiences could be organised in order to identify the proper targets.

## Agenda item 3: Presentation of the SMAP III TA Activities

7. Mr. H. Behnfeld, Team Leader, SMAP III TA, introduced the SMAP III TA activities. He presented the regional co-operation framework with the European institutions and international organisations, the SMAP III TA team, and the SMAP general approach. He particularly stressed the need for co-operation with the EU "Horizon 2020 Initiative". He gave an overview of the four SMAP components, i.e. A, B, C and D, their tasks and outputs. Mr. Behnfeld explained the project identification process, and presented their Workplan. In his second presentation, Mr. Behnfeld introduced the component A: Sustainable Development and Environmental Integration, describing 10 steps of the development of Sustainable Development activities. Finally, he presented the Workplan for this component.
8. Mr. E. Bajot, Deputy Team Leader, SMAP III TA, provided an overview of the SMAP III ICZM projects, explaining the goal of the SMAP III initiative. He presented the statistics of

applied and selected projects in the countries, and analysed success according to the status of project applicants. The overview of the partners of selected ICZM projects was given, as well as of selected projects themselves, including their specific features, possibilities of cross-fertilisation such as the training, protected areas management tools and projects management and institutional structure of the SMAP III ICZM projects. Finally, he pointed out the strengths, weaknesses and risks of these projects and explained their linkages with the national level.

9. The participants asked about criteria for the ICZM project selection. The absence of selected municipal and national institution projects was assessed as an important issue in these countries, although several project proposals had been submitted. PAP representatives asked for the contact details of the relevant persons in the national institutions that proposed projects for the SMAP III ICZM call for proposals.
10. SMAP III TA representatives highlighted the need to link with the Advisory Boards and Steering Committees of the ICZM projects. They described the Steering Committees as partners, management committees, and not as ICZM bodies, while Advisory Boards are created to provide advises to the projects. Advisory Boards, as well as Multi-stakeholders Forums, may be the proper partners for co-operation and for synergy creation within the SMAP III initiatives.
11. SMAP III TA representatives noticed that SMAP correspondents were not mentioned in the Project Manual. Also, they asked for explanation about how the project would create ownership at the initiation stage. They pointed out the need in the region for on-ground projects, emphasising that the task of this project is to link the Strategy with the on-going projects. According to them, the private sector was not sufficiently targeted in the project. Finally, they stressed the importance of assessing awareness levels and needs within the countries in order to determine relevant actions to be taken by the project
12. In answering to the question about the mandate of the SMAP III, UNEP/MAP-METAP project relevant to stakeholders, the partners expressed their intention to target policy-makers as high as possible. They mentioned a case when the result of a similar project was delivered to the country president.

#### Agenda item 4: Presentation of the SMAP RMSU Activities

13. Ms. T. Törnroos, SMAP RMSU Co-ordinator, presented the activities of the SMAP RMSU, the SMAP RMSU as Consortium between APAT and SYKE, as well as SMAP I and SMAP II phase activities. She illustrated policy support they are providing, in particular through the national workshops, and explained their monitoring, information and communication activities. She emphasised the importance of the SMAP Correspondents network and presented the SMAP-web portal and bulletin. She also described the SMAP Clearing House network and activities taken to reinforce it. Finally, Ms. Törnroos announced a regional meeting on the Clearing House implementation and a regional workshop, which will be organised in June 2006 and September 2006, respectively.
14. RMSU and SMAP III TA representatives stressed the need for taking into consideration a free trade area in the Mediterranean, and the SEA of the free trade area currently in preparation. RMSU representatives pointed out the importance of integrating environment in these plans. For this purpose, FEMISE, Economic Research Forum, FEMIP and the World Bank activities could be useful, as well as the annual Economic Research Forum Conference to be organised in Cairo, in December 2006.

#### Agenda item 5: Open discussion on promoting awareness

15. The participants pointed out the need to select issues that may raise attention, like coastal

erosion, CoED, resource depletion, conflict of uses, coastal pollution, tsunamis, sea level rise, climate changes, etc. It was concluded that it would be particularly efficient to express these issues in monetary terms, for example, to present how much we are losing with coastal erosion. Also, the value of natural resources should be expressed in monetary terms, and a way of how to maintain these values should be proposed. Consequences of economic activities for every stakeholder should be presented in monetary terms. It was suggested to link ICZM topics with socio-economic problems (unemployment rate, weak integration of the Mediterranean in the world trade, inability to reduce the gap between the north and the south, etc.). One of the participants suggested adapting scenarios from RED to national level in order to "sell" ICZM or other approaches of coastal management. It was pointed out that the cash flow should be presented early enough in order to avoid a short-term thinking. Also, it was recommended that the national consultant be a local informer who would be familiar with the local situation. As an example, the experience of Lebanon with WWTP was given where a project had failed because of inability of the state to expropriate the land. This example was given in order to demonstrate the need for knowledge of local conditions when undertaking a local project and to focus efforts where they are needed and where efforts undertaken will lead to effective results in a cost effective manner. The problem occurred with the Ministry of Finance and this is why the sectoral Ministries should be involved in the project. The Blue Plan representative pointed out that the way should be found of how to mitigate discrepancy of the time span between the Blue Plan scenario, which is until 2025, and the Ministerial planning, which is up to 5 years. Finally, it was concluded that the purpose of the set back lines is not only to save the coast, but also to protect lives and properties from the potential consequences of the sea level rise.

16. Regarding the dissemination of project outputs to increase awareness, it was concluded that they should be carefully selected. The participants proposed to initiate a simple mutual brochure (or a flyer) on SMAP III activities, which will help stakeholders to differentiate among the ongoing projects within the SMAP III Programme. As to the proposal to prepare a general brochure on ICZM for policy-makers, one of the participants suggested to use TV, which is much more efficient in the target countries. The example of Lebanon was given where 300 persons read one book yearly. In addition, it was pointed out that MEDA countries are having the lowest Internet rate in the world. One-to-one meetings were proposed as efficient. A way should be found to raise awareness of people, for example, by explaining the issues of universal value, like freedom or security. However, marketing research should be done before the dissemination tool for ICZM promotion is going to be chosen. Also, the role of national newspapers was pointed out for the efficient promotion of the ideas. The example of climate change was presented, where the efforts of the scientific community to promote awareness on this issue had finally produced some results. However, this activity was accompanied with a strong media campaign. The natural catastrophes that had happened eased the job for the scientists. Today, the impact can be noticed on each advertising of oil companies. They are all showing care for the environment.
17. Following proposals were given during the discussion:
  - need to create a simple common flyer, which provides an overview about the SMAP III activities;
  - need to establish a joint list of meetings for the partners;
  - need to contribute to Horizon 2020;
  - need for the National Strategy of Sustainable Development for the Coastal Zones;
  - need to involve all participating countries that are ready and willing to enter policy reform; however, it would be unrealistic to expect that all countries advance at the same pace. Some countries, like Algeria, have already allocated some money to ICZM and are very committed while others may not at all be willing to proceed;
  - monetary value from protecting the coast should be presented - in particular examples like the one when the maintenance of the beach is more expensive once the hotel is built than it was before the intervention;
  - links should be established with the SMAP III ICZM projects, on-going CAMPs and other local ICZM initiatives;

- in order to fight corruption and secure success of this initiative, support of the civil society and NGOs needs to be assured;
- in order to select priorities for the Policy Briefs, the SMAP III Sustainable Development List of priorities and other existing documents should be consulted;
- already established Sustainable Development Committees in the countries could be good channels for awareness raising;
- it is important to keep SMAP, MAP and METAP correspondent and NFPs informed on the project;
- it is possible to merge mailing lists of SMAP RMSU (about 1,000 contacts) and the Blue Plan into one mailing list, and to use it for dissemination of project outputs; and
- marketing approach to ICZM should be emphasised.

#### Agenda item 6: Presentation of the Plan Blue Project Implementation Manual

18. On the second day of the Brainstorming meeting, Mr. S. Quefelec, Economist of the BP, presented the Blue Plan activities related to this project. He introduced the report by reviewing a 30-year long history of the co-operation in the region. He pointed out the key messages of the RED, described its structure and emphasised that 300 scientists had participated in its preparation. He presented the activities that are to be taken in order to promote the findings of the Report on Environment and Development, as well as the activities already realised and those currently on-going. He explained the outputs that are to be delivered, including a dedicated web-site, and sub-regional conferences to be organised. Finally, he concluded by expressing the readiness of the Blue Plan to co-operate with all the partners in order to improve and enhance all SMAP initiatives.

#### Agenda item 7: Presentation of the PAP/RAC Project Implementation Manual

19. Ms. D. Povh, PAP/RAC Environmental Economist, presented a part of the Project Implementation Manual prepared by PAP/RAC. She explained the status of the project, its main stages, objectives and the key stakeholders. She gave a detailed breakdown of project activities, pointing out several issues to be discussed. She described the structure of the outputs to be prepared and emphasised the importance of the missions in the countries. Ms. Povh presented capacity building activities, including hands-on training in each country for 1-2 persons who will be nominated for national advisors. She mentioned the National ICZM Forum that is to be launched during the project, and options for linking the Forum within the network of ICZM activities in the countries, in particular with SMAP ICZM projects. Finally, she gave several ideas for promoting policy implementation, and invited the participants to give their suggestions. Ms. Povh concluded by emphasising the key risk for the project - the lack of political will. Finally, she presented the PAP Project Workplan.

#### Agenda item 8: Presentation of the METAP Project Implementation Manual

20. Mr. A. Alm, MNSRE Senior Environmental Specialist, presented METAP activities within this project. He introduced Policy Briefs on critical ICZM issues of the regional or sub-regional importance that will also be developed. These could include the Cost of Environmental Degradation (COED) in coastal areas/coastal urbanisation/artificialisation of a coastline, coastal tourism/marine spatial planning/ institutional frameworks for ICZM/ coastal landscaping/climate change/sea level rise/marine oil pollution/coastal erosion/socio-economic processes in the hinterland, etc.) He invited the participants to discuss the procedure of selection of the most critical issues. He announced the workshop on integration of environment into key economic sectors that is to be organised. Also, he presented SEA and CoED activities that will be realised within this project. Finally, Mr. Alm concluded with the options for linking policy with the investment needs, and the prospective for the bankable projects in the region.

## Agenda item 9: Discussion

21. Based on the presented Project Implementation Manual of the UNEP/MAP-METAP project, following proposals have been made:

- The baseline document would be the National Policy Briefs, which would target a few specific issues, and be concrete as much as possible since the generic policy review can be rather weak. Policy Briefs would define specific ICZM problems, analyse what is going wrong and provide sustainable country specific policy reforms to initiate remediation activities. Experiences and lessons learned from CAMPs should be considered; still it should go beyond CAMP itself and a "step further" should be done as well.
- Implementation of specific project activities would need to be tailor-made and will strongly vary from one country to another. For example, the proposed advisory body may take different forms in different countries (in some countries there may already be a suitable agency or fora, while in other countries it may be an individual), and in some countries it may be even unnecessary. Therefore, the need for a National Workplan has been identified. This will be a short operational document, containing description of activities, Workplans and teams for the implementation of the projects in the countries.
- Consultant to prepare the National Policy Briefs should not be a person from the Ministry (as they cannot be contracted), but a technical specialist who is well connected with relevant persons at Ministerial levels; also, this person should have the sense of responsibility for the efficient actions implementation. He/she should play the role of a co-ordinator between different experts and stakeholders (not to establish contacts just with one policy maker and/or expert).
- Hands-on training in different countries should be adjusted according to a particular country situation; training needs assessment should be undertaken in order to realise concrete training needs; training should be focused on the issues identified in the Policy Brief.
- Hands-on training could be done before Policy Briefs are prepared, to create sufficient understanding for the later presented Policy Briefs, i.e. in the preparatory phase of the project - the process of Policy Briefs drafting. The first "drafts" of Policy Briefs should be in a form of recommendations; comments on Policy Briefs might be given during hands-on trainings. Therefore, it is recommended that the term "*training*" (for hands-on training) is replaced with "*briefing*".
- In planning sub-regional workshops, sub-regions should be considered in relation to their geographic position, and not in relation to language spoken in these countries.
- In targeting decision-makers, the approach through the Arab league might be considered (CAMRE - Council of Arab Ministers Responsible for Environment); the CAMRE ministers meet on fixed dates.
- Project could be presented at the high-level meeting of European ministers, to be held in Cairo, in November.
- ICZM National Forums could be useful, but collaboration with similar Fora organised within (8) ICZM National Actions projects funded under SMAP III Programme is to be ensured, in order not to duplicate, but rather to compliment the activities.
- Organisation of Forums should be adapted to a particular country situation: in some countries, these Forums might not be necessary. The Forums might initiate and/or support creation of a coastal agency (as is the case in Tunisia). In some countries, it might be more useful to support existing councils, instead of creating a new Forum.
- Advisory body should help in selecting important issues to which Policy Briefs should be oriented, which means that this body should be established at the very beginning of the project.
- All SMAP RMSU dissemination tools should be highly used (web-site, bulletin, newsletter, etc.). All project publication and communication materials should have the same, recognisable template. All web-sites (SMAP web-site and all SMAP projects) should be linked together, as well as the web pages to be developed by the Blue Plan and PAP/RAC.
- In terms of Activity X, it might be more useful to direct the efforts to those countries where results are more likely to be achieved; if the situation in the country is not mature enough, it might not be beneficial to push the activities too much - rather to focus on other

countries. The National Workplans will define in detail what will be realised in a particular country, as well as who are the key actors for project design and implementation. As an example, one participant mentioned that Lebanon has gone through a CAMP, SMAP I, MedWetCoast, and protected areas project, all of which dealt with Coastal Zone Management in a way or another. Lebanon has also a draft coastal law that has not been passed yet. The rationale behind the National Reports is to do an analytical assessment of the local problems hindering proper coastal zone management at all levels.

- Visibility of EU should be strongly emphasised (in trainings, etc.).
- It is important to define how 8 national projects can feed into the policy development process - as a first step, PAP will send a circular asking NAPs to provide information on their planned events.
- Updating of the White Paper produced in 2001 was proposed.

#### Agenda item 10: Presentation of the ICZM Awareness Raising Strategy

22. Ms. M. Radić, PAP/RAC, presented the activities V and VI, Development and Implementation of ICZM Awareness Raising Strategy. She introduced the ICZM Awareness Raising Strategy and a Campaign to be prepared within this activity, as well as policy-makers as the key target group. However, she stressed that in order to enable and facilitate the processes on policy level, the appropriate level of awareness among the civil society, experts (the academia) and private investors is essential. Therefore, the activities for NGOs, the academia and civil society in general will be realised through these two activities. Ms. Radić presented capacity building activities to be taken within these two activities, as well as the national teams who are to realise them. She presented the Coast Day initiative to be launched in the countries of the project, mentioning that the initiative would be spread in the Mediterranean and other countries world-wide within the regular PAP activities. For this event, special attention will be paid to the media. Finally, Ms. Radić presented the Workplan for the two activities.

#### Agenda item 11: Discussion

23. The participants proposed to organise a competition process - a call for proposals for the selection of NGOs to organise the Coast Day in the countries. In this way, political problems that might appear later on would be avoided. The other possibility is to select an NGO from the formal list of NGOs co-operating with MCSA. In addition, it was found important to organise a competition for the creation of a logo and slogan throughout all Mediterranean countries. The participants pointed out the importance of monitoring realisation of the idea. Following interesting initiatives and products were proposed to be used for the Coast Day: Nicola Hulot Foundation, RAC SPA documentary on marine environment; UNEP Environment Day; EC booklet for kids - Secret about Environment; Ramsar Wetland Day; and Arab Environment Day (October 14).
24. SMAP III TA representatives pointed out that it was rather difficult to explain to the SMAP stakeholders who is doing what in the framework of the SMAP programme. It was agreed between all participants that SMAP RMSU will, therefore, make a web presentation and present a proposal for a leaflet so as to make SMAP Regional projects and relevant activities more transparent and understandable.
25. It was announced that the SMAP RMSU regional event is to be organised in September 2006, tentatively in Rome.
26. Mr. Y. Henocque, CHARM Co-director and Team Leader, tried to link the activities with the project results. The exercise is attached as Appendix III to this report. He pointed out the importance of defining well LFM in order to keep focus within the project and to limit it to

certain scope of activities. Also, he emphasised the importance of setting up a co-ordination body from the very beginning of the project. Finally, he warned on the lack of activities directly linked to the realisation of the result 2.

#### Agenda item 12: Closure of the meeting

27. In the conclusive address, the participants of the meeting thanked PAP for the excellent organisation of the meeting. The meeting was a good opportunity to assess and enhance co-operation among the partners, as well as the co-operation between all SMAP III actors. They expressed their satisfaction with numerous proposals that came out from a useful and constructive discussion. It was agreed that UNEP/MAP-METAP will prepare draft Minutes of the Meeting from the discussions, which then will be circulated to the participants for further comments.
28. The meeting was closed on April 4, at 14:00 hours. Thereafter and on the following day, bilateral meetings between the SMAP III actors took place.

## **Appendix I: List of participants**

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## **Appendix II: Agenda of the meeting**

### **Monday, April 03**

09:00 – 9:30	Opening of the meeting. Proposed objectives of the meeting. Background information ( <b>I. Trumbic</b> ).
09:30 – 10:15	Project Proposal presentation: "Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on Integrated Coastal Management" ( <b>I. Trumbic</b> ).
10:15 – 11:00	Presentation of the SMAP III TA activities and projects ( <b>E. Baijot, H. Behnfeld, C. Rizk</b> ).
11:15 - 12:00	Presentation of the SMAP RMSU activities ( <b>A. Candeloro, T. Törnroos</b> ).
12:00 – 13:00	Discussion on establishing relations among the projects and possibilities for synergy creation.
14:00 – 15:30	Open discussion on promoting awareness ( <b>moderator I. Trumbic</b> ).
16:00 - 17:00	Continuation.

### **Tuesday, April 04**

09:00 – 09:30	Presentation of the Project Implementation Manual - Blue Plan Activities ( <b>S. Quefelec</b> ).
09:30 – 09:45	Discussion.
09:45 – 10:15	Presentation of the Project Implementation Manual - Priority Actions Programme Activities ( <b>D. Povh</b> ).
10:15 – 10:30	Discussion.
10:30 – 11:00	Presentation of the Coast Day initiative ( <b>M. Radic</b> ).
11:00 – 11:15	Discussion.
11:30 – 12:00	Presentation of the Project Implementation Manual – METAP Activities ( <b>A. Alm</b> ).
12:00 – 13:30	Open discussion.
13:30	Closure of the meeting.

### **Afternoon session for project partners only (BP/RAC , PAP/RAC and METAP)**

14:30 – 17:00	Discussion on the project organisation and financing ( <b>moderator I. Trumbic</b> ).
16:15 – 17:00	Continuation.
17:00	Closure of the meeting.

## **Annex IV: Minutes of the 2nd Co-ordination Meeting**

Sophia Antipolis, 14 December 2006

### **Background information**

1. Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on ICAM is SMAP III project implemented by METAP, PAP/RAC and BP/RAC of MAP. The project is created with the objective to improve the enabling environment in beneficiary countries by strengthening partnership between the EU/SMAP, MAP and the World Bank in order to ensure proper allocation of resources and sustainable implementation of the SMAP III.

It is believed that the new SMAP III programme (which comprises the ICAM Projects, the SMAP III Technical Assistance (TA), the Regional Management and Support Unit (RMSU) and the UNEP/MAP-METAP Project) may initiate momentum for policy reform and institution building for a long-term sustainability of the coastal development. One of the tasks of this programme is to ensure that the strategies and policies developed by SMAP III programme would be considered by the decision-makers for a sustainable use of their ICAM assets and resources.

### **Participation**

2. The meeting was attended by 7 participants, including the representatives of SMAP III TA, RMSU, BP and PAP. A complete List of participants is attached as Appendix I.

### **Objectives of the meeting**

3. The meeting had the following objectives:
  - to co-ordinate activities, ensure harmonisation and synergy and to avoid overlapping;
  - to harmonise Work Plans, find opportunities for optimising capacity building and information activities;
  - to identify potential obstacles and define the most suitable approaches and possible course of action.

### **Agenda item 1: Opening of the meeting**

4. Mr. Henri-Luc Thibault, Director of Blue Plan, opened the meeting, welcomed the participants and presented the Agenda of the meeting. The Agenda of the meeting is attached as Appendix II. He informed them about the Blue Plan new stage and its 4 strategic objectives: to identify and collect environmental and socio-economic data; to build and use sustainable development indicators; to carry out thematic and prospective studies; and to communicate and widely disseminate findings and results. The main challenge for the Blue Plan work and for this SMAP III project is to involve economic and sectoral Ministries. In this connection, he mentioned what happened in a recent Ministerial conference on Agriculture he attended in Cairo, where out of the 10 ministers present at the conference, only one was aware of MAP and the MSSD. Therefore, one of the main objectives of this meeting was to see how to work together for reaching the actors outside the environmental field. Finally, he informed the participants that the Blue Plan will calculate

the CO2 emissions generated both by every meeting organized (CO2 emissions generated by this meeting would amount one tonne) and by its staff missions, in view of compensating the accumulated emissions at the end of the year.

5. Mr. Ivica Trumbic, Director of PAP, thanked for the Blue Plan hospitality. He reminded of the context of this rather unusual project, having much flexibility as an advantage but at the same time making it difficult for the absence of a previous precise programme. He pointed out the fact of a certain fatigue being identified in the countries, overloaded by numerous initiatives from different co-operation agencies and institutions. Therefore, he stressed the need for avoiding further overlapping, strengthening synergies and uniting efforts for a successful implementation of this project.

The absence of METAP, a key partner in this project, was deeply regretted. The other partners expressed their concern about the continuation and the successful implementation of joint activities of the project. MAP headquarters in Athens has been requested to solve the formality regarding the METAP contract, since this delay is putting the project in danger.

#### Agenda item 2: Review of the progress of the SMAP III TA activities

6. Mr. Etienne Bajiot, SMAP III TA Team Leader, presented progress of SMAP III Technical assistance activities. The main issue has been the identification of needs for technical assistance in the 10 beneficiary countries along two activity lines: sustainable development national needs (support to the adoption of national strategies for sustainable development, SIA, preparation of Guidelines for sustainable development, etc.) and ICZM needs in the 8 selected projects (training, GIS and indicators, strengthening national ICZM body, etc.). Two workshops were announced, the 1st regional workshop on SD to be held in Istanbul, Turkey, on 21-22 February 2007, and another one for national ICZM projects in February or March in Morocco or Egypt. Discussion during the presentation was very lively and detailed, so that the participants decided to modify the agenda and make discussions during the different presentations. Mr. Bajiot proposed to improve synergy with the Blue Plan for SD activities and indicators, and with PAP for ICZM, especially because of weak capacities and thus need for training. He mentioned several cases where lack of co-operation between the local actors and the national ones could actually compromise the result of the projects. In addition, he expressed their willingness to collaborate with other PAP activities, like "Destinations" project and CAMP Morocco. He concluded inviting for increased co-operation between the project partners for regional and subregional workshops. The power point presentation is contained in Annex III of this Report.

#### Agenda item 3: Review of the progress of the SMAP RMSU activities

7. Mr. Alessandro Candeloro, SMAP-RMSU Information Manager, began recalling RMSU main activity lines: improving project management capacity and visibility (project level); supporting SMAP correspondents through national workshops organized in 8 countries during 2005 to promote environmental integration (policy level); and information and communication (cross cutting activity). As regards the latter, he presented the information and communication strategy objectives, described the SMAP III web-based clearinghouse, and focused on key challenges in implementing the clearinghouse. Since RMSU mandate is arriving to an end, the challenge now is to integrate the clearinghouse into a longer institutional perspective, to consolidate it and to ensure a sustainable hand-over to the European Environment Agency. This makes part of RMSU Phase III that will be proposed for EU funding. The power point presentation is contained in Annex IV of this Report.

Mr. Trumbic proposed that the ICZM component of the RMSU clearinghouse might be handed over to PAP, since PAP has a specific Mediterranean ICZM clearinghouse since March 2003.

#### Agenda item 4: Review of the progress of the Blue Plan activities

8. Mrs. Silvia Laria, Blue Plan Programme Officer on urban areas, presented a review of Blue Plan project-related activities during 2006, especially the new products (Policy Briefs and website). Policy briefs have been published (English and French) on Energy and on Water issues, and distributed at this co-ordination meeting; the others on Urban, Rural and Coastal areas, and on Transport and Tourism are scheduled for January to April 2007. As for the website, the new RED-dedicated pages are available since end of September 2006, the full version of all RED chapters is now downloadable, and the number of the web visitors has increased (average of 7,000 visitors/month, 8,500 visitors in November 2006). For the raising awareness activity, Blue Plan experts have participated to near 100 events at the Euro-Mediterranean level since end of 2005, and presented RED main findings; this second semester, focus has been made on high level fora in sectoral fields (Energy, Water, Agriculture, etc.) and, more recently, in economy/finance meetings with donors. Finally, as regards the organisation of events at sub-regional and national level, the Beirut event having been cancelled in July, the feasibility of a workshop in Egypt is being examined, while two others are scheduled in Tunisia and Algeria for the first quarter of 2007. However, she pointed out the difficulty in reaching and mobilizing the economic and sectoral ministries when working with environmental correspondents in a country, and concluded asking for improved co-operation among the project partners for the subregional and national workshops. The power point presentation is contained in Annex V of this Report.

#### Agenda item 5: Review of the progress of the PAP/RAC activities

9. Mrs. Daria Povh, PAP Environmental Economist, presented a review of PAP project-related activities during 2006. She reported on the establishing of national teams and the status of ICZM Policy Briefs preparation. She presented in detail the findings of the ICZM marketing strategy, by introducing ICZM branding process, the slogan and the images selected for presenting the coastal future we want. New detailed data on the state of the environment as well as the negative trends present everywhere are causing something called 'Doomsday paradox' that can be illustrated through the approach "let's enjoy it while we can". For that reason the new approach is suggested for ICZM, more simple, achievable and more marketing oriented, presented by the slogan "iczm a better way". The ICZM process will also be presented in a refreshed and simplified manner. For that reason it is considered that PAP and the Blue Plan materials should be disseminated together. Therefore, PAP inquired from the Blue Plan the RED extracts to be disseminated together with the ICZM Policy Briefs. In addition, PAP asked for the right to use Blue Plan's designs of the traditional and modern Mediterranean slope. Also, the possibility of designing a new "a better way slope" was suggested. Finally, Ms. Povh presented the Coast day initiative. She invited SMAP III TA office to assist PAP in implementing this event. In particular, she invited SMAP RMSU office to include the Coast day event into their project proposal for financing of the third stage of the SMAP RMSU. The power point presentation is contained in Annex VI of this Report.

In the discussion that followed the idea on making a documentary on the SMAP III initiative was presented. The main trigger for this proposal was obstacle detected in reaching the top-level policy makers. It has been assessed that this obstacle could be overcome by using the power of the media, TV in particular. TV documentary would consist of 4 parts:

- introductory part (presentation of institutions and project);
- presentation of the RED findings;
- interview with the top-level policy makers (prime ministers and presidents, ministers, etc.) on their vision for the coasts of their countries and on their opinion on the ICZM Policy Briefs:

- Coast day shots and interviews with the celebrities.

#### Agenda item 6: Concluding remarks

10. The following conclusions have been reached:

- the co-operation should be improved, in particular in the field of organising meetings, training, workshops and conferences at the regional, sub-regional and the national level;
  - Blue Plan proposed to the SMAP III TA office to join their sub-regional event, for instance, including the presentation of RED main findings in one of the first sessions of the regional workshop to be held in Istanbul;
  - PAP proposed to Blue Plan to join their national events, where possible;
  - SMAP III proposed to Blue Plan to strengthen their collaboration in the field of SD activities and indicators and to PAP to strengthen the collaboration in the field of ICZM activities in the SMAP countries;
- SMAP III TA office has been required for assistance for the organisation of the Coast Day event and for taking over the idea and promoting it throughout the national ICZM projects;
- SMAP RMSU has been invited to add the Coast Day into their programme for financing of the third stage;
- partners have been invited to investigate opportunities for making a joint media product (TV documentary or reportage within the international magazine like National Geographic or similar).

|

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## Appendix II: Agenda of the meeting

### Thursday, December 14

10:30 – 10:45	Opening of the meeting. Proposed objectives of the meeting. Background information ( <b>H.L. Thibault, I. Trumbic</b> ).
10:45 – 11:30	Presentation of the progress of the SMAP III TA activities and projects ( <b>E. Baijot, N. Marchesi</b> ).
11:30 – 12:30	Discussion.
12:30 – 13:00	Presentation of the progress of the SMAP RMSU activities ( <b>A. Candeloro</b> ).
13:00 – 14:30	Lunch break.
14:30 - 15:00	Presentation of the progress of the Blue Plan Activities ( <b>F. Pintus</b> ).
15:00 – 15:30	Discussion.
15:30 – 16:00	Presentation of progress of the PAP/RAC Activities ( <b>I. Trumbić, D. Povh</b> ).
16:00 – 16:30	Discussion.
16:30 – 17:00	Concluding remarks.
17:00	Closure of the meeting.



## **Annex V: Minutes of the 3rd Co-ordination Meeting**

Rome, 7th December 2007

### Background information

29. The objective of the SMAP III project is to promote awareness and enable a policy framework for the integration of Environment and Development in the Mediterranean with a focus on ICZM. The project is implemented by World Bank/METAP, and Priority Actions Programme/RAC and Blue Plan/RAC of MAP. The project strives to improve the enabling environment in beneficiary countries by strengthening partnership between the EU/SMAP, MAP and the World Bank in order to ensure proper allocation of resources and sustainable implementation of the SMAP III. Project partners usually meet by the end of the year to co-ordinate their activities and enhance collaboration. This meeting was assessed as particularly important, since the project is supposed to be ended in 2008.

### Participation

30. The meeting was attended by 10 participants, including the representatives of SMAP III TA, RMSU, APAT, METAP, BP and PAP. A complete List of participants is attached as Appendix I.

Administrative difficulties hampered METAP from signing the EC-funded UNEP/METAP contract for 1 year and 9 months, which caused significant delays in the implementation of the project. Therefore, the partners and representatives of SMAP III met to discuss and agree on an urgent work plan that will help deliver all the outputs by the end of the project, in December 2008.

SMAP III TA representatives, as well as RMSU representatives attended all co-ordination meetings of the partners in order to harmonise activities in the countries, but also to provide assistance to this project.

This meeting was hosted at APAT premises. Ms. M. dalla Costa, Head of International Relations Services of APAT, has been kindly requested to chair this meeting.

### Objectives of the meeting

31. The meeting had the following objectives:

- to co-ordinate activities, ensure collaboration, harmonisation and synergy as well as to avoid overlapping of the activities (in particular workshops, meetings and training) in the countries; and
- to develop an urgent joint Work Plan for the implementation of the remaining activities while seeking a better collaboration on awareness raising activities.

### Agenda item 1: Opening of the meeting

32. Ms. dalla Costa opened the meeting, welcoming the participants and presenting the Agenda of the meeting. The Agenda of the meeting is attached as Appendix II. Ms. dalla Costa presented the mail sent by Mr. J. Menendez Bonilla with the suggestions to be taken into consideration and discussed during the meeting of the partners. Comments given by Mr. Bonilla are attached as Appendix III.

## Agenda item 2: Review of the progress of the Blue Plan activities

33. Mr. J. P. Giraud, Programme Officer of the Blue Plan, presented the status of the Blue Plan activities from the MAP METAP SMAP III project. He pointed out that according to their contract, the BP had fulfilled the foreseen obligations by delivering all the planned outputs. He added that the BP is, however, willing to participate and contribute to the implementation of the project. Mr. Giraud announced that in Morocco, in February, a conference on the urban mobility would be organised jointly by the Blue Plan and the World Bank/Marseille Office as their last planned activity. While acknowledging the delays in the UNEP/METAP contract signing, the BP stressed the need to make the necessary extra effort to achieve the project's main goal. To that end, the BP specialists are ready to attend the key workshops and meetings, and occasionally contribute resource persons. This is in particular related to the Regional ICZM Policy Workshop that is to be organised by PAP/RAC and tentatively to be held in Cagliari, Sardinia, in April/May 2008. This also stands for the Regional Workshop on Integrating Environment and Development that METAP is planning to organise in 2008.

The participants stressed the need to enhance joint workshops, as well as to take into consideration the list of Focal Points of the Horizon 2020 initiative among the EU delegations. Ms. T. Törnroos, SMAP RMSU Co-ordinator, informed the participants of positive and efficient assistance of the EU delegates, promising to send a list of these contacts. The partners, as well as SMAP III TA and SMAP RMSU confirmed their intention to inform each other about every event planned in 2008. Finally, the partners commented on the experiences in Israel where contacts repeatedly expressed pale interest for participation in the SMAP III activities.

## Agenda item 3: Review of the progress of the PAP/RAC activities

11. Mrs. D. Povh, PAP Environmental Economist, presented a review of PAP project-related activities by December 2007. She succinctly presented PAP's main outputs and its relation to the project activities. She informed the audience about the implementation status of the ICZM Policy Briefs, pointing out that PAP had decided not to present the final Policy Briefs until METAP was on board. Therefore, only the Moroccan ICZM Policy Briefs were finalised and presented. In Morocco, the Awareness Raising Campaign enabled PAP to efficiently involve the top-level policy makers. But, it was concluded that to achieve the project objective, it is important to organise ICZM Policy Briefs workshops jointly with METAP and SMAP III TA. In that way, the ICZM Policy Briefs for Syria, prepared in October 2007, would benefit from the SMAP III TA and METAP input. Also, the national workshop could eventually be organised jointly with them. Similarly, the Algerian ICZM Policy Briefs could follow the same path. Furthermore, a regional ICZM Policy Brief on economic and regulatory analysis of ICZM in the Mediterranean is going to be presented during the Regional ICZM Policy Workshop.

Also, a Marketing and Awareness Raising Strategy developed in the framework of the Awareness Raising Campaign was validated by the highly successful campaign with the key event - launching of the Coast Day. Namely, the appointed Ambassadors for the Coast were recruited, and a number of outputs and activities performed in the framework of this campaign were discussed. Although PAP initiated Coast Day by launching it in 9 countries with 20 partners, the Coast Day event ended up by being celebrated in 16 countries and with more than 60 partners participating to the event. In the framework of this campaign, TV adverts in English, French, Arabic, Italian and Greek were produced and broadcasted on 17 TV stations. A number of 20 TV stations informed about the event, as well as numerous newspapers, radio stations and web sites. Finally, the Italian national TV "Rai tre" joined the Sardinian Coast Day celebration producing a high quality emission on coastal management in the Mediterranean (with no financial contribution from the project). Twelve workshops were held, several conferences, a panel, concerts, sailing regattas, clean-up campaigns, photo, poster and other exhibitions and marathons were realised. Finally, SMAP Clearing house provided a virtual treasure hunt while 5 marine protected areas had "open doors"

during entire week. Coast Day well achieved its purpose - it enabled PAP to reach the top-level policy makers in the countries through new and different channels and proved to be the perfect tool for raising awareness through the media. The power point presentation is contained in Appendix IV of this Report.

Finally, Mrs. Povh reminded the partners of the initial agreement between Mr. Alm Anders and METAP regarding the joint implementation of the awareness raising campaign where METAP was ready to contribute with financial and human resources. This issue still needs to be discussed with the new METAP Co-ordinator, Mrs. D. Lotayef, who replaced Mr. Sherif Arif. As PAP has already spent all its resources for this activity in 2007, Mrs. Povh expressed the hope of PAP that the new METAP team would consider pledging some resources to continue this activity also in 2008. In conclusion, she said that PAP also hoped that METAP would be in a position to financially contribute to the implementation of the Coast Day in 2008.

#### Agenda item 4: Review of the progress of the METAP activities

12. Mrs. Lotayef, METAP Co-ordinator, informed the participants about her new position in this project. She, then, introduced her colleague, Mr. F. Doumani, METAP consultant engaged on the project. Mr. Doumani quickly presented the Policy Note on Egypt's Optimisation of Wastewater Investments in Urban Coastal Zone in the Mediterranean. The note was also distributed to the participants. Mrs. Lotayef said that they were aware of the fact that time was short to implement the project, but she also expressed her hope that the successful finalisation of the project by the end of 2008 would be feasible.

She informed the participants that METAP had finalised CoED studies for all the northern African countries except for Libya. All the studies are available on the METAP web site. METAP is involved in the preparation of the upcoming GEF LME project for the Mediterranean, as well as in the preparation of several pollution abatement projects, e.g., the Egyptian Lake Maryut and Lake Nador in Morocco. The World Bank is closely working with the Water and Wastewater sector in the countries in order to build ownership. The World Bank is also assisting the countries in finding the way to optimise investments in the water sector. The mission of the Director of the Sustainable Development Department to Egypt is scheduled for the mid-December to notably lay the grounds for a fact-finding mission by the METAP team in January 2008 to explore the possibility of organising a highly visible event linking policy to investments. In this connection Mr. Behnfeld raised the necessity of prior information of such events, so that coordination might be enhanced in between SMAP III The possibilities to connect these investments in de-pollution with the SMAP III MAP METAP project will be investigated. METAP has prepared an environmental assessment and cost of the oil spill in Lebanon and is exploring the proper venues for its dissemination. This could also be linked to the SMAP III project. Mrs. Lotayef mentioned the training manual for CoED, which is produced in English, French and Arabic and is available on the METAP web site.

Finally, Mrs. Lotayef concluded with the remark that many people in the countries are involved in this project, like PAP, BP and METAP Focal Points, SMAP correspondents, Horizon 2020 Focal Points and national advisors. She proposed that national advisors should be considered by all the partners as the main sole Focal Points to ensure activity harmonisation and information dissemination. Moreover, Mrs. Lotayef suggested tapping any opportunity if she is in the region to organise a short co-ordination meeting to follow up on the advancement of the project with the partners.

#### Agenda item 5: Review of the progress of the SMAP III TA activities

9. Mr. Hartwig Behnfeld, SMAP III TA Project Manager, presented SMAP III Technical

Assistance results and challenges. He pointed out their intention to assist in the provision of bankable ICZM plans by the end of the SMAP III ICZM projects. Most of these projects will end in July 2008. SMAP III TA is to end its operations in August 2008, but they got a 10-month extension. He informed the participants that the office in Cairo will be shut down and that a temporary office will probably be located in Lebanon, where one of their resource persons, Mr. Charbel Risk, is based. Mr. Behnfeld sought some activity co-ordination with METAP on the Lake Maryut in Egypt. He presented the ongoing activity in Jordan where SMAP III TA is planning to distil the lessons from the World Bank's Country Environmental Assessment in order to produce and disseminate a "Road Map" for SEAs. This activity was requested by the country. Furthermore, another activity called for countries to identify 5-6 CZ environmental issues out of which 3 priorities were selected and 1 implemented. In the same token the Committee for sustainable development in Egypt requested some help to implement the NSSD. Although the Strategy was prepared (by previous assistance with the WB), the Committee was not sure how to implement it. Therefore, SMAP III TA organised a workshop to present sustainable development tools. Mr. Behnfeld presented other SMAP III TA activities and outputs related to ICZM and SD projects. He announced 2 regional workshops (SD and ICZM) to be held in Istanbul in February 2008, presented SMAP III TA way of planning activities and announced a final meeting in June 2008. Finally, he concluded by pointing out the importance of networking with the donors to ensure funding of the implementation of the projects as well as finding ways to transfer the knowledge gained on the local level to the national level. The power point presentation is attached in Appendix V of this Report.

#### Agenda item 6: Review of the progress of the SMAP RMSU activities

10. Ms. Törnroos presented SMAP RMSU engagement related to the SMAP I, SMAP II and SMAP III projects. She pointed out that out of 13 SMAP I and SMAP II projects, 2 are still in operation. She described the series of national workshops organised for the SMAP Correspondents in 2004-05 to promote environmental policy integration and SMAP III call for proposals (documented also at [www.smaponline.net](http://www.smaponline.net)), and finally introduced the SMAP Clearing House initiative. She pointed out that SMAP RMSU mandate was extended twice but that the office was finally going to be shut down. Only a co-ordinator will remain for some more time to monitor the progress of the two ongoing SMAP II projects. Ms. Dalla Costa proposed to PAP/RAC to use some of its funding to link its ICZM Clearing House with the SMAP Clearing House and maintain its updating. Also, she pointed out that the Clearing House is hosted by a server of the European Environment Agency (EEA), yet some junior staff is available for help in APAT after project closure. Therefore, she concluded that some solution for the future maintenance of the ICZM Clearing House could be found. Mr. I. Trumbic, PAP/RAC Director, replied that PAP would take into consideration this proposal.

#### Agenda item 7: Detailed work plan of the activities

11. Before the elaboration of the detailed work plan, the participants proposed to go through the suggestions of the EU delegate, Mr. M. Bonilla, based on the comments of Mr. Galigalis, MED Monitor, who recently visited MAP and PAP/RAC. Mr. Trumbic pointed out that the actual meeting corresponds to the suggestion number 2, and emphasised the importance of the 3rd suggestion. Mr. Behnfeld agreed and confirmed again the importance of increased co-ordination among the partners and stressed the need for combining actual and remaining resources. Mr. Trumbic proposed the establishment of the milestone meetings/events. Namely, 3 meetings/events were identified where all or some partners could meet: SMAP III TA Regional Workshops in Istanbul, in February 2008; PAP/RAC Regional ICZM Policy Workshop in April/May 2008, in Sardinia; and the Final Regional Workshop for the SMAP III projects in June 2008. The partners agreed that although it was not originally planned - since each partner has its own contract with one of the institutions - project co-ordination is necessary. PAP volunteered for this task, which was gladly accepted by all partners. The partners commented on the relationship with the SMAP III ICZM projects where no budget was foreseen for activity integration or for collaboration. Finally, partners expressed their worries that the transaction costs for having many small projects are rather high, and

wondered if that was the most optimal option for the European Aid in the region to promote sustainable development.

12. The partners prepared a detailed work plan of the activities by the end of 2008 in the form of a table that is presented in Appendix VI.

**Agenda item 8: Closure of the meeting**

13. The meeting was closed on the same day, at 18:00.

## Appendix I: List of participants

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## Appendix II: Agenda of the meeting

### Friday, December 7

- |               |  |
|---------------|--|
| 10:00 – 10:15 | Opening of the meeting   |
| 10:15 – 13:30 | Progress report on the activities implemented and presentation of the activities that need to be carried out before the termination of individual contracts: <ul style="list-style-type: none"><li>• Blue Plan</li><li>• Priority Actions Programme</li><li>• METAP</li><li>• SMAP III TA</li><li>• RMSU</li></ul> |
| 14:30 – 16:00 | Discussion on the activities that have to be carried out jointly by several partners   |
| 16:15 – 18:00 | Detailed work-plan of the activities by the end of 2008  |
| 18:00         | Closure of the meeting   |

### Appendix III: Suggestions of the EU Delegation to the project partners

Subject: RE: SMAP Coordination meeting Rome, 7 December 2007  
Date: Thu, 6 Dec 2007 10:27:42 +0200  
From: MENENDEZ BONILLA Javier <Javier.MENENDEZ-BONILLA@ec.europa.eu>  
To: Ivica Trumbic <ivica.trumbic@ppa.htnet.hr>, THIBAUT Henri-Luc <hlthibault@planbleu.org>, Daria Povh <daria.povh@ppa.htnet.hr>, Hartwig Behnfeld <Hartwig.Behnfeld@ta-smap.com>, Plan Blue <planbleu@planbleu.org>, Alessandro Candeloro <candeloro@apat.it>, Maria Dalla Costa <dallacosta@apat.it>, <dlotayef@worldbank.org>, Jean-Pierre Giraud <jpgiraud@planbleu.org>, LAVINA Jesus (AIDCO) <Jesus.LAVINA@ec.europa.eu>, <Tea.Tornroos@ymparisto.fi>, Monique Viel <monique.viel@apat.it> CC: HERRERO ROMEU Anna (RELEX) <Anna.HERRERO@ec.europa.eu>, LAVINA Jesus (AIDCO) <Jesus.LAVINA@ec.europa.eu>

Dear all,

I am very sorry not to be able to participate in the important meeting you will be having tomorrow.

I would like, however, to share with you a few reflections and comments (after having also met yesterday with Mr. Galigalis, the MED Monitor who was recently visiting UNEP and PAP/RAC in Athens and Split, respectively) in the hope that they can be discussed among yourselves during the meeting tomorrow:

- The project is a unique one among all the SMAP activities, and as such offers important possibilities to have a wide regional impact in terms of awareness of ICZM issues in the Mediterranean.
- In order to maximise the potential impact of the project, however, there is a need to strongly reinforce the co-ordination among all the partners: UNEP/MAP (with its two Regional Activity Centres: PAP/RAC and Blue Plan/RAC) and METAP/WB.
- In this context, all partners should be involved in securing “high-level policy makers” attendance to key planned activities (i.e.: key media events, Policy Brief workshops, etc.). The project should also examine a broader interpretation of “high-level policy makers”, to include carrier senior civil servants of different ministries, members of parliaments, political parties, professional associations (i.e. urban planners), influential media, etc. This should be considered in the planning of the Policy Briefings presentations, etc.
- Synergies should be further explored with the other SMAP III projects (best practices, examples, etc.) as well as with SMAP III T/A, notably in terms of communication (i.e.:

mailing lists of Bleu Plan and SMAP III T/A, media campaigns, etc.).

- Closer collaboration with the EC Delegations in the different Mediterranean countries should also be pursued. The visibility of the EU as a donor should be ensured (please, apply the EU visibility guidelines) and it can be used as an entry point to involve the EC Delegations more.
- The project seems to have an important under-expenditure so far. It is thus expected that together with the next annual progress report in January, the project submit a clear work plan for the remaining 12 months of how it is expected to use the remaining budget.
- Should there be the need to adjust the project activities/budget in order to achieve the project objectives and maximise the budget available, the EC is ready to examine eventual changes/reallocation of budget, if required.

I hope these comments/suggestions will be helpful in your discussions, and we are keen to hear about the outcome of these. Do not hesitate to contact us, if needed,

Best regards,

Javier

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**Appendix IV: Review of the progress of the PAP/RAC activities (PPT)**

**Appendix V: Review of the progress of the SMAP III TA activities (PPT)**

## Appendix VI: Detailed Work Plan

ACTIVITY	TASKS				DEADLINE	
	COORDINATION	PAP	SMAP III	METAP		BP
<b>Activity I: Preparation of a detailed Project Implementation Manual and Work Plan (PAP, METAP, Blue Plan)</b>		Revision - PAP will add part on co-ordination; PAP will revise part of manual with the conclusions of the partner's meeting		METAP will revise its part, including budget and send relevant comments	all BP tasks (2-6) will be moved to the activity 4	end January
<b>Activity II: Preparation of Policy Briefs (PAP, METAP, Blue Plan)</b>		- provided ToR for Policy Brief - Strategic Guidance for preparation of ICZM Policy Brief, July 2006	SMAP III will brief partners on their progress – update during the next SD/ICZM workshop in Istanbul -19 – 21/01/08	METAP will provide comments on Algeria and Syrian PB in 10 days; METAP will inform PAP on the possibilities for collaboration in Lebanon and in Jordan	1st series of Policy Briefs (thematic PB) finalised	June 2008
<b>Syria</b>		- provided ICZM Policy Brief, February 2008	SMAP III 26.01 - 01.02 mission in Syria; the SMAP III TA mission will be delayed because there is no respond up to now. It might be that the whole TA might be cancelled.	METAP is going to Syria in January - will try to come during the SMAP III mission; till April METAP will have preliminary updated CoED data		February 2008
<b>Algeria</b>		provided ICZM Policy Brief	Memo of Understanding for TA with CNL signed but activities will be delayed due to security concerns ; related to review of the CAMP of Annba and Oran	METAP will provide comments in 10 days		March 2007

ACTIVITY	TASKS				DEADLINE
COORDINATION	PAP	SMAP III	METAP	BP	
<b>Jordan</b>	provided ICZM Policy Brief, August 2008	Taking WB results to produce road map for SEA	WB country environmental analysis; TTL (Rafaello) will respond to this and propose collaboration if possible		August 2008
<b>Egypt</b>	(collaboration with METAP)	No major event planned for now.	will provide time schedule by the beginning of January		METAP will provide time schedule by the beginning of January
<b>Lebanon</b>		IMAC ICZM strategy workshop planned for March 2008	CoED - will inform whether their work is relevant for the coastal zone		will be decided by end January
<b>Tunisia</b>	- Sardinian Charter	Work on indicators with APAL completed;	will inform whether their work is relevant for the coastal zone		May 2008
<b>Turkey</b>			And if they can participate to the SMAP III TA workshop on Tourism and CZ in February, Istanbul		to be finally decided after the Istanbul's meeting
<b>Morocco</b>	provided ICZM Policy Brief, Mars 2007				Mars 2007
<b>Sub-regional</b>	Protecting Coastal Zones in the Mediterranean: An Economic and Regulatory Analysis, June 2007		2nd one to be done by METAP possibly on the climate change/sea-level rise to be presented at the ICZM policy workshop		June 2007

ACTIVITY	TASKS				DEADLINE
COORDINATION	PAP	SMAP III	METAP	BP	
<b>Activity III: Integration of environment in key economic sectors (PAP, METAP)</b>	presenting national ICZM policy briefs	SMAP III TA Participation could be of interest	METAP's workshop on environment and development	participation to the METAP workshop as a resource person	
<b>Syria</b>	presented ICZM Policy Brief, Damascus, 08 May 2008	SMAP III 26.01 - 01.02 mission in Syria; delayed with no precise dates; wait for OK from Syria	tentatively in April METAP will present preliminary updated CoED in the joint workshop with PAP and SMAP III TA		May 2008
<b>Algeria</b>					February
<b>Jordan</b>		taking WB results	WB country environmental analysis; TTL (Rafaello) will respond to this		February
<b>Egypt</b>			beginning of January time schedule		METAP will provide time schedule by the beginning of January
<b>Lebanon</b>	/		CoED		will be decided by end February
<b>Tunisia</b>	/		will inform whether their work is relevant for the coastal zone		June
<b>Turkey</b>	/ to be finally decided after the Istanbul's meeting		participation in the SMAP III TA workshop in February, Istanbul		
<b>Morocco</b>	presented ICZM Policy Brief, Rabat, 08 May 2007				May 2007
<b>Sub-regional</b>	presented at Regional Workshop in Sardinia, 19-21 May 2008		to be done by METAP possibly on the climate change/sea-level rise to be presented at the ICZM policy workshop		May 2008

ACTIVITY	TASKS				DEADLINE
	PAP	SMAP III	METAP	BP	
<b>Activity IV: Dissemination of the RED (Blue Plan)</b>				22-23 January, Morocco, Skira, Urban mobility in co-operation with the WB (Marseille)	January 2008
<b>Activity V: Development of the ICZM Awareness raising strategy (PAP, METAP)</b>	finalised Awareness raising strategy, April 2008 - Opinion Poll guidance, December 2006 - ICZM Marketing Strategy, November 2006 - Coast day Campaign Report, February 2008 - Coast day Communication Report, February 2008	Several ICZM projects have developed awareness plans; would be appropriate to disseminate PAP awareness to all the ICZM projects			April 2008
<b>Activity VI: Implementation of Awareness raising strategy (Blue Plan, PAP, METAP)</b>	plan of activities for Ambassadors, investigating opportunities for Coast Day 2008, using CH and promoting it	To coordinate with ICZM projects to involve them for the 2 <sup>nd</sup> and last time	METAP will consider how to implement Awareness Raising Campaign in 2008		December 2008
<b>Activity VII: Regional ICZM policy workshop (PAP, METAP)</b>	Sardinia May 19-21, 2008	Link to results from the ICZM/SD workshop planned for 19 – 21/01/08 in Istanbul.	Regional Policy Brief on the climate change/sea-level rise to be presented	participation to the workshop as a resource person (presentation of the "coastal area" chapter of the RED)	May 2008

ACTIVITY	TASKS				DEADLINE
<b>COORDINATION</b> <u>Activity VIII: National ICZM Forum (PAP, METAP)</u>	<b>PAP</b> PAP leads: Syrian IMC, September 2008	<b>SMAP III</b> To take into consideration activities developed by SMAP III TA with national level in Morocco, Algeria, Tunisia, plus lessons learned from all the projects	<b>METAP</b> to participate	<b>BP</b>	December 2008
<u>Activity IX: Stimulating a regional policy dialogue (Blue Plan)</u>				Activity finalised in 2005	Activity finalised in 2005
<u>Activity X: Promoting policy implementation (PAP, METAP)</u>	PAP to lead		to participate		December 2008
<u>Activity XI: Capacity building on COED and SEA (PAP, METAP)</u>	PAP participates		Syria - coastal zone CoED, Lebanon - Fadi, possibly Jordan; SEA - concrete cases where it should be applied, e.g., Lake Maryut and more based on SMAP III ICZM projects; to be decided whether SEA training materials will be developed/adapted to ICZM with the help of PAP or having 2/3 studies		CoED - initiate from January to March; SEA - decide by March
<u>Activity XII: Linking policy to investment needs (PAP, METAP)</u>	PAP participates		Use the SMAP III TA February Istanbul venue to possibly SEA interventions.  Lebanon (Cost of Hostilities) and Egypt (Wastewater Treatment Optimisation have already been initiated)		Co-ordinate with Anders Alm  To be determined by March and January, respectively

## **Annex VI:**

### **Strategic Guidance for preparation of ICZM Policy Brief**

#### 1. General Observation on the Policy Brief

The Policy Brief is a document, which outlines the rationale for choosing a particular policy alternative or course of action in a current policy debate. Briefing is used to explain the issue, problem or subject and to provide position and offer recommendation on the matter. The purpose of the Policy Brief is to convince the target audience on the urgency of the current problem and the need to adopt the preferred alternative or course of action outlined and therefore, to serve as an impetus for action.

*The Policy Brief is a marketing and communication tool that should be simple, accurate and always timely.*

- Briefing should be explained in a *simple* way and to the point; the focus of the Brief needs to be limited to a particular problem and/or area of problem. The most memorable messages are simple and reflect good insight of the issue. All aspects of the briefing need to be focused on achieving the intended goal of convincing the target audience.
- Policy Brief must be based on *rational argument*, supported by evidence that the problem exists and the consequences of adopting different alternatives. Use of pictures and charts is highly recommended as they provide information that is more memorable than words.
- *Time* for briefing should be *carefully* considered, bearing in mind extreme time pressure that policy-makers have. Preferably, the Briefs should be delivered to policy-makers in advance, allowing them to prepare for the announced briefing.

Usually, policy-makers are the key audience for a Policy Brief but, it is also possible that the document is targeting a wide but knowledgeable audience.

It is common that Policy Briefs do not exceed 6-8 pages in length; still, the recommended length is 3 pages of written material, without appendices and additional supporting materials that can be attached to Policy Brief in order to further explain its contents. The Policy Brief should be promotional and "catch the eye" of the target audience in order to create a favourable impression. Therefore, use of colours, logos and photographs can be of substantial help.

#### 2. The Policy Briefs within SMAP III Project

To improve the advocacy and awareness in policy making at national level, two series of Policy Briefs in selected countries will be prepared:

- a) The first series will be presenting the main finding of the Blue Plan's *Environment and Development Outlook - A Sustainable Future for the Mediterranean (RED)* by theme (water, energy, transport, rural development, urban area, coastal zones) and for some transversal issues, such as financing for sustainable development. These Policy Briefs will be concise, illustrated, clear and understandable to politicians, citizens and non-expert readers who will be invited to a further detailed reading of the full report;
- b) The second series of Policy Briefs will include ten national Policy Briefs as well as two-three Policy Briefs on critical ICZM issues of the regional or sub-regional importance. The latter could include the Cost of Environmental Degradation (COED) in coastal zones, coastal urbanisation, artificialisation of a coastline, coastal tourism, marine spatial planning, institutional framework for ICZM, legal framework, coastal landscaping, climate change, sea level rise, marine oil pollution, coastal erosion, coastal pollution, socio-economic processes

in the hinterland, *ad hoc* development of projects, etc.

## 2.1 Second series of Policy Briefs: National ICZM Policy Briefs

Policy Briefs on ICZM will provide a strategic guidance on critical ICZM issues in the region and individual SMAP countries; they will address priority issues in ICZM with the purpose of coming up with a common vision, needs assessment and management approach.

When producing ICZM Policy Briefs, it is recommended to target the specific issues, to be concrete as much as possible. The Policy Briefs would not be a generic descriptive analysis of the ICZM in the countries. They will be aimed at identifying the critical issues, which would be presented to decision-makers and the wider public in a convincing manner so as to bring about a prompt reaction and calls for action. Experiences and lessons learned from MAP CAMPs and other demonstration projects should be considered; still, it should go beyond projects themselves and *ac"step further"* should be indicated as well.

National ICZM Policy Briefs would be prepared through a participatory process involving relevant stakeholders.

It is envisaged that, prior to Policy Brief development, its objectives, development process and ways of implementation would be presented on the national workshop, involving relevant stakeholders. Also, main issues, involved in the Policy Briefs, should be discussed and shared on consultative meetings with policy-makers, in order to revise and adjust them to national policy objectives and priorities. The final version of Policy Briefs would be promoted through high-level official meetings and a workshop organised for a wider group of stakeholders.

ICZM Policy Briefs will be prepared within the strategic context of the relevant regional initiatives (like Euro-Mediterranean partnership with its ICZM component - SMAP, EU ICZM Demonstration programme, an adopted EU Strategy and its related Recommendation on ICZM, EU Marine Strategy and MAP ICZM Strategy, presently under discussion) and well co-ordinated with the national SMAP III Action Programmes and the work of the SMAP III Technical Assistance Consultant. They should be in line with relevant international and regional agreements, such as the Mediterranean Strategy for Sustainable Development, the RED, the EU Recommendation on ICZM, EU- Water Framework Directive and the Proposed Protocol on the Integrated Management of Mediterranean Coastal Zones.

## 3. ICZM Policy Brief Structure

Depending on its purpose, objective and author, Policy Briefs may vary. Although there is much variation in its scope, and therefore structure, the most common elements of Policy Brief are as follows:

- Title of the Policy Brief
- Executive summary
- Context and importance of the problem
- Review of policy option(s)
- Policy recommendations
- Appendices
- Sources consulted or recommended

It is recommended that ICZM Policy Briefs follow the presented structure. They should be structured in such a way to catch the attention of policy-makers and outline the necessary steps to strengthen their policy and institutional framework in order to better address the issues in ICZM. Therefore, each of the outlined paragraphs should be elaborated as suggested below.

**Executive Summary**, whose purpose is to convince the policy makers in the country that the Brief is worth in-dept investigation. It should be composed of:

- A summary of countries coastal issues addressed; what are the country's main coastal problems and opportunities;
- A statement on current policy gaps (coastal, and relevant sectoral) in addressing coastal issues;

- A statement why ICZM can be a favourable policy option;
- In line with stated opportunities, list the recommendations for action; what should be done in order to strengthen integrated coastal management approach in the country.

Executive summary should not exceed 3 paragraphs in length.

**Context and Importance of the Problem**, whose purpose is to convince the policy makers that coastal problem exists, and that solution for sustainable management of coastal resources is possible with utilisation of ICZM. It should be composed of:

- A clear statement of the coastal issues in focus:
- A summary of the facts related to described coastal issues (to introduce as much as possible numbers, figures and even charts that can help in clearly describing the problem);
- Background information: only essential facts relevant to understand the coastal problem, related to weakness and external threats, as well as strengths and opportunities for change; Also, a short overview of the root causes of the problem;
- A statement of the policy implications of the problem (coastal and pertaining sectoral) which clearly indicates the importance of actions toward improvement of ICZM policy.

**Review of Current Policy Options**, whose purpose is to outline the shortcoming of the current policy approach in dealing with coastal issues and to indicate need for change. It should be composed of:

- A short overview of the current policy options (these information may include current legislation in place like Environmental Law, Coastal Law, Laws on MPAs, waste, water, etc; as well as available strategies, policies, institutions, agreements and tools);
- An argument illustrating why and how these policies are failing. It is considered particularly efficient to express these issues in monetary terms, for example, about how much we are losing with coastal erosion; monetary consequences of economic activities; the monetary value gained from the coast protection; etc. Also, it could be linked with socio-economic problems (unemployment rate, weak integration of the Mediterranean in the world trade, inability to reduce the gap between the north and the south, etc.). The scenario analysis, including baseline and alternative scenarios, should be used wherever possible.

**Policy Recommendations**, whose purpose is to provide a detailed and convincing proposal on how the shortcomings of current policy approach can be improved. It should:

- In "one" sentence, indicate the need for change of the current approach and point out where change needs to occur (e.g., proposing new legislation like Coastal Law, change of existing legislation, strengthening of institutional framework, improvement of existing coastal tools, etc.);
- A breakdown of the specific practical steps or policy measures, toward ICZM, that need to be implemented;

- Indicate what will be the value of these measures for improving economic, social and environmental situation in the country;
- A short paragraph indicating how these measures will be integrated with other ongoing projects, related to indicated issues, in particular, SMAP III ICZM projects and CAMPs;
- A closing paragraph re-emphasising the importance of action.

If necessary, **Appendices**, like additional documents (or document summaries), might be added, in order to further support the arguments stated in the Policy Brief.

Also, in order to lead the readers of Policy Brief to further reading on the subject, list of cited (or recommended) books, articles, and on-line sources may be added, at the end of the Brief.

## **Annex VII:**

### **Terms of Reference for A National Consultant to prepare and promote the ICZM Policy Brief**

#### Background information

**“Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on ICZM”** is an SMAP III project implemented by METAP, PAP/RAC and BP/RAC of MAP. The project is created with the objective to improve the enabling environment in beneficiary countries by strengthening partnership between the EU/SMAP, MAP and the World Bank in order to ensure the proper allocation of resources and sustainable implementation of the SMAP III.

It is believed that the new SMAP III ICZM programme may initiate momentum for policy reform and institution building for a long-term sustainability of the coastal development. One of the tasks of this project is to ensure that the strategies and policies developed by SMAP III projects would be considered by the decision-makers for a sustainable use of their coastal assets and resources.

Specific objectives of this project are defined as follows:

- a) to improve the advocacy and awareness in policy making at national level in SMAP beneficiary countries to engage them into the path towards the environmentally sustainable development;
- b) to ensure that technical assistance offered by SMAP III and the results of the National Plans of Action will be considered by decision-makers to initiate momentum for a long-term sustainability policy reform;
- c) to strengthen the institutional and legal framework, as well as stakeholders' participatory capabilities, for a successful implementation of new policy initiatives;
- d) to ensure that strategies and policies developed by SMAP III ICZM projects would be considered by decision-makers for a sustainable use of their coastal assets and resources by facilitating the continuous policy dialogue, efficient project implementation by participating countries, and identification of priority investment needs for the protection, restoration and rehabilitation of valuable coastal zones; and
- e) to encourage and support harmonised co-operative efforts at regional level for a common policy framework for ICZM.

The objective of the project component on coastal zones, to which this ToR is related, is to promote awareness of the value and state of the coasts, and to provide support to the project countries in strengthening and modifying the existing national-level enabling environment, including policy and legislation.

This is a three-year project, for which the contract has been signed in January 2006, meaning that the project is to be finalised by the end of 2008. The Project Implementation Manual has been prepared during February - April 2006. The ToRs for the national consultant and PAP ICZM expert are prepared in April 2006.

#### **General description of the post of the National Consultant to prepare and promote ICZM Policy Briefs**

The consultant will participate in the formulation and implementation of the project, in co-operation with the PAP ICZM expert, national advisor, PAP, METAP and SMAP III TA Office. The assistance to consultant will be provided by PAP ICZM expert, engaged by PAP, during the preparation of ICZM Policy Briefs and along the project preparation and implementation. The PAP ICZM expert will revise ICZM Policy Briefs prepared by the national consultant. The

national consultant will be engaged among the national experts, but paid by and acting on behalf of PAP/RAC (in close co-operation with the Ministry of the Environment).

## Detailed job description

The national consultant will specifically perform the following tasks:

### 1. Prepare the ICZM Policy Briefs.

**Policy Briefs** should address important coastal issues, since a generic policy review can be rather weak. Possible material that may raise attention could include the results of the Cost of Environmental Degradation (COED) in coastal zones, where available. Important coastal issues may be: artificialisation of a coastline/ an *ad hoc* development of projects and activities which intensify the use of the coast/ coastal urbanisation/ coastal erosion / coastal tourism / institutional framework for ICZM/ legislative framework for ICZM / marine spatial planning / coastal landscaping / climate change/ sea level rise / marine oil pollution / coastal pollution / socio-economic processes in the hinterland /etc. However, Policy Briefs will be aimed at identifying the coastal issues, which would be presented to decision-makers and the wider public in a convincing manner so as to bring about a prompt reaction and calls for action. It is considered particularly efficient to express these issues in monetary terms, for example, about how much we are losing with coastal erosion; monetary consequences of economic activities; the monetary value gained from the coast protection; etc. Particular attention should be paid to avoid short-term thinking. It is considered efficient to link ICZM with socio-economic problems (unemployment rate, weak integration of the Mediterranean in the world trade, inability to reduce the gap between the north and the south, etc.). The scenario analysis should be used wherever possible. It is also recommended to present the results graphically, including baseline and alternative scenarios.

Finally, the issue should be represented with the graphs, tables and photos emphasising the spatial dimension of the issue selected. ICZM Policy Brief, being the key output of the first stage of this project, should not exceed 8 pages (5 pages of the text, plus photos, graphs, or alike).

The contents of the **ICZM Policy Brief** will be as follows:

- Executive Summary
- Context and importance of the problem
- A Review of policy options
- Policy Recommendations
- Appendices
- Sources consulted or recommended
- Additional Information

Since the **Policy Briefs** will be a result of an in-depth analysis, consultant's working materials should be sent to PAP/RAC in the form of a **Background Document**. The Background Document is expected to be approx. 20 pages and have the same contents as the Policy Brief.

The following documents may be consulted for the preparation of the Policy Briefs:

- Strategic guidance for the preparation of the ICZM Policy Briefs,
- ICZM Marketing Strategy,
- Project Implementation Manual,
- Strategic Overview on ICZM in ten Mediterranean countries,
- Blue Plan Report on Environment and Development,
- SMAP III Sustainable Development List of priorities,
- Recommendations of national SMAP workshops,
- Recommendations of ICZM workshops,
- Priority issues in the Mediterranean environment by EEA,
- National Action Plans by GEF, and
- Comments made on the draft Protocol on ICZM.

## **2. Organise and conduct the National stakeholder consultation to Prepare ICZM Policy Briefs**

With the support of the ICZM national advisor, MoE/ICZM agency, PAP/RAC, METAP, and in co-operation with the PAP ICZM expert, the national consultant will select participants and conduct the stakeholder consultation to prepare ICZM Policy Briefs. The objective of the stakeholder consultation is to involve stakeholders in the process of preparation of ICZM Policy Briefs. This stakeholder consultation is to be organised early in the process of ICZM Policy Brief preparation in order to create sense of ownership and to secure participatory approach. If the country has a SMAP III - ICZM Action Plan, the national consultant should ensure the participation of its Advisory Board and/or Multi-stakeholders Forum representative(s). Finally, among stakeholders to be consulted, high level policy makers from the other ministries, besides MoE are to be involved. On the occasion of this stakeholder consultation, the national consultant should, with the assistance of PAP ICZM expert, prepare a press release and ensure its publishing in the national newspapers. The consultant will also prepare a report of the stakeholder consultation (not longer than 5 pages, excluding annexes) and send it to PAP/RAC. The list of participants and all published press releases should be enclosed to the report.

## **3. Organise and conduct the Workshop to Promote ICZM Policy Briefs**

With the support of the ICZM national advisor, MoE/ICZM Agency, PAP/RAC, METAP, and in co-operation with the PAP ICZM expert, the national consultant will set the agenda, modes of presentation, select participants and, actually, conduct the Workshop to Promote ICZM Policy Briefs. The objective of the workshop is to promote ICZM Policy Briefs, assess the willingness of the policy-makers to undertake the proposed policy reforms and to identify the following actions that need to be done. Larger audience is expected at this second Workshop. On the occasion of this workshop, the national consultant should, with the assistance of the PAP ICZM expert, prepare a press release and ensure its publishing in the national newspapers. The consultant will also prepare a report of the workshop (not longer than 5 pages, excluding annexes) and send it to PAP/RAC. The Agenda of the workshop, the List of participants and all published press releases should be enclosed to the report.

## **4. Organise a high-level policy-makers meeting to promote ICZM Policy Briefs**

The national consultant will organise a high-level policy-makers meeting to promote ICZM Policy Briefs with the support of the ICZM national advisor, and in co-operation with the PAP ICZM expert. The objective of the meeting is to assess the willingness of the policy-makers to undertake the proposed policy reforms and to discuss the details of the following actions that need to be done. Policy-makers from other ministries, besides the MoE, should attend the meeting. Besides the national consultant and PAP ICZM expert, the ICZM national advisor, EC Delegation, PAP and METAP representatives are to attend the meeting. The consultant will also prepare the report of a meeting (not longer than 3 pages, excluding annexes) and send it to PAP/RAC. The List of participants should be enclosed to the report.

## **5. Participate in the ICZM briefing**

Together with the national advisor, the consultant will select the topical ICZM issues to discuss at the briefing. In order to select those issues, the issues proposed in the Project Implementation Manual are to be taken into consideration. However, this ICZM briefing, performed by the PAP ICZM expert will be tailor-made according to the needs of the national advisor and consultant. The objective of the ICZM briefing is to assess the reactions on the ICZM Policy Briefs, willingness and readiness of the policy-makers to undertake the policy reforms proposed within the ICZM Policy Briefs and to agree on the plan of further actions within this project. In addition, a proposal of the topics for the sub-regional ICZM policy workshop will be prepared.

## **6. Administer the National ICZM Forum**

The national consultant will act as Administrator of the National ICZM Forum, meaning that he/she will organise 1 meeting yearly (3 meetings in total). However, in the 1st year, all Forum members will be invited to the workshop - so, if the Administrator does not conclude differently, there is no need for the additional meetings. The main output of the National ICZM Forum will be to push for policy reform proposed within ICZM Policy Brief, as well as to create an Action Plan on how to realise these proposals. The PAP ICZM expert will assist the national consultant in a way to prepare a short paper related to implementation of the policy reform proposed within the ICZM Policy Brief.

## **7. Prepare Yearly Progress Reports**

These reports will be prepared in order to identify early if there are any problems in the project implementation, and to summarise the yearly achievements of the project.

### **Job requirements**

The consultant's educational background should be in the field of coastal zone management, urban and regional planning, natural sciences, economy, social sciences, or natural resources management.

The consultant should have at least 5 years of experience in working on the ICZM. The consultant should have good knowledge of the country coastal management situation. He/she should have the ability to analyse issues and information and to prepare short briefs and summaries on key ideas. He/she should also have strong research skills, combined with superior communication and interpersonal skills.

The consultant has to be fluent in English/French, both in written and oral format.

### **Outputs and deadlines**

The consultant will have to submit the following outputs:

Report of the National stakeholder consultation to prepare ICZM Policy Briefs	September 1, 2006
Draft ICZM Policy Briefs (Brochure and Background Report)	July 15, 2006
ICZM Policy Briefs (Brochure and Background Report)	September 15, 2006
Report of the Workshop to Promote ICZM Policy Briefs	15 days after the workshop
Report of the high official Meeting to Promote ICZM Policy Briefs	15 days after the meeting
Reports of the National ICZM Forum meetings (2)	15 days after each meeting
Yearly Progress Reports	15 days after a year expires

### **Duration of the assignment**

The duration of the assignment is estimated at 36 months. However, the additional activities are possible in the year 2007, and 2008, if the willingness and readiness to undertake the ICZM policy reforms will be identified in the country. In that case, another contract will be signed in 2007.

The consultant is required to submit each report in the electronic form.

## **Annex VIII:**

### **Terms of Reference for the PAP ICZM Expert to assist the National Consultant in the preparation and promotion of the ICZM Policy Brief**

#### Background information

**“Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on ICZM”** is an SMAP III project implemented by METAP, PAP/RAC and BP/RAC of MAP. The project is created with the objective to improve the enabling environment in beneficiary countries by strengthening partnership between the EU/SMAP, MAP and the World Bank in order to ensure the proper allocation of resources and sustainable implementation of the SMAP III.

It is believed that the new SMAP III ICZM programme may initiate momentum for policy reform and institution building for a long-term sustainability of the coastal development. One of the tasks of this project is to ensure that the strategies and policies developed by SMAP III projects would be considered by the decision-makers for a sustainable use of their coastal assets and resources.

Specific objectives of this project are defined as follows:

- a) to improve the advocacy and awareness in policy making at national level in SMAP beneficiary countries to engage them into the path towards the environmentally sustainable development;
- b) to ensure that technical assistance offered by SMAP III and the results of the National Plans of Action will be considered by decision-makers to initiate momentum for a long-term sustainability policy reform;
- c) to strengthen the institutional and legal framework, as well as stakeholders' participatory capabilities, for a successful implementation of new policy initiatives;
- d) to ensure that strategies and policies developed by SMAP III ICZM projects would be considered by decision-makers for a sustainable use of their coastal assets and resources by facilitating the continuous policy dialogue, efficient project implementation by participating countries, and identification of priority investment needs for the protection, restoration and rehabilitation of valuable coastal zones; and
- e) to encourage and support harmonised co-operative efforts at regional level for a common policy framework for ICZM.

The objective of the project component on coastal zones, to which this ToR is related, is to promote awareness of the value and state of the coasts, and to provide support to the project countries in strengthening and modifying the existing national-level enabling environment, including policy and legislation.

This is a three-year project, for which the contract has been signed in January 2006, meaning that the project is to be finalised by the end of 2008. The Project Implementation Manual has been prepared during February - April 2006. The ToRs for the national consultant and PAP ICZM expert are prepared in April 2006.

#### General description of the post of PAP ICZM expert to assist the national consultant in the preparation and promotion of ICZM Policy Briefs

The PAP ICZM expert will assist the national consultant in the formulation and implementation

of the project, in co-operation with national advisor, PAP, METAP and SMAP III TA Office. The PAP ICZM expert will provide assistance to national consultant during the preparation of ICZM Policy Briefs and along the project preparation and implementation, including preparation and realisation of the workshops and meetings. The PAP ICZM expert will revise ICZM Policy Briefs prepared by the national consultant.

### Detailed job description

The PAP ICZM expert will specifically perform the following tasks:

#### **1. Assist the national consultant in preparation of the Draft ICZM Policy Briefs and revise the Draft ICZM Policy Briefs**

**Policy Briefs** should address important coastal issues, since a generic policy review can be rather weak. Possible material that may raise attention could include the results of the Cost of Environmental Degradation (COED) in coastal zones, where available. Important coastal issues may be: artificialisation of a coastline/ an *ad hoc* development of projects and activities which intensify the use of the coast/ coastal urbanisation/ coastal erosion / coastal tourism / institutional framework for ICZM/ legislative framework for ICZM / marine spatial planning / coastal landscaping / climate change/ sea level rise / marine oil pollution / coastal pollution / socio-economic processes in the hinterland /etc. However, Policy Briefs will be aimed at identifying the coastal issues, which would be presented to decision-makers and the wider public in a convincing manner so as to bring about a prompt reaction and calls for action. It is considered particularly efficient to express these issues in monetary terms, for example, about how much we are losing with coastal erosion; monetary consequences of economic activities; the monetary value gained from the coast protection; etc. Particular attention should be paid to avoid short-term thinking. It is considered efficient to link ICZM with socio-economic problems (unemployment rate, weak integration of the Mediterranean in the world trade, inability to reduce the gap between the north and the south, etc.). The scenario analysis should be used wherever possible. It is also recommended to present the results graphically, including baseline and alternative scenarios.

Finally, the issue should be represented with the graphs, tables and photos emphasising the spatial dimension of the issue selected. ICZM Policy Brief, being the key output of the first stage of this project, should not exceed 8 pages (5 pages of the text, plus photos, graphs, or alike).

The contents of the **ICZM Policy Brief** will be as follows:

- Executive Summary
- Context and importance of the problem
- A Review of policy options
- Policy Recommendations
- Appendices
- Sources consulted or recommended
- Additional Information

Since the **Policy Briefs** will be a result of an in-depth analysis, consultant's working materials should be sent to PAP/RAC in the form of a **Background Document**. The Background Document is expected to be approx. 20 pages and have the same contents as the Policy Brief.

The following documents may be consulted for the preparation of the Policy Briefs:

- Strategic guidance for the preparation of the ICZM Policy Briefs,
- ICZM Marketing Strategy,
- Project Implementation Manual,
- Strategic Overview on ICZM in ten Mediterranean countries,
- Blue Plan Report on Environment and Development,
- SMAP III Sustainable Development List of priorities,
- Recommendations of national SMAP workshops,
- Recommendations of ICZM workshops,

- Priority issues in the Mediterranean environment by EEA,
- National Action Plans by GEF, and
- Comments made on the draft Protocol on ICZM.

**2. Assist the national consultant in preparation and conduction of the National stakeholder consultation to prepare ICZM Policy Briefs**

The PAP ICZM expert will assist the national consultant in selecting participants and conducting the stakeholder consultations to Prepare ICZM Policy Briefs. The objective of the stakeholder consultation is to involve stakeholders in the process of preparation of ICZM Policy Briefs. This stakeholder consultation is to be organised early in the process of ICZM Policy Brief preparation in order to create sense of ownership, to secure participatory approach and to support the work of the national consultant by offering a wider framework of the project. If the country has a SMAP III - ICZM Action Plan, the national consultant should ensure the participation of its Advisory Board and/or Multi-stakeholders Forum representative(s). Finally, among stakeholders to be consulted, high level policy makers from the other ministries, besides MoE are to be involved. On the occasion of this stakeholder consultation, the PAP ICZM expert will assist the national consultant in preparation of the press release for the national newspapers.

**3. Assist the national consultant in organising and conducting the Workshop to Promote ICZM Policy Briefs**

The PAP ICZM expert will assist the national consultant in setting the agenda, modes of presentation, selecting participants and conducting the Workshop to Promote ICZM Policy Briefs. The objective of the workshop is to promote ICZM Policy Briefs, assess the willingness of the policy-makers to undertake proposed policy reforms and to identify the following actions that need to be done. Larger audience is expected at this Workshop.

**4. Assist the national consultant in organising a high-level policy-makers meeting to promote ICZM Policy Briefs**

The PAP ICZM expert will assist the national consultant in organising a high-level policy-makers meeting to promote ICZM Policy Briefs with the support of the ICZM national advisor. The objective of the meeting is to assess the willingness of the policy-makers to undertake the proposed policy reforms and to discuss the details of the following actions that need to be done. Policy-makers from other ministries, besides the MoE, should attend the meeting. Besides the national consultant and PAP ICZM expert, the ICZM national advisor, EC Delegation, PAP and METAP representatives are to attend the meeting.

**5. Organise and realise the ICZM briefing**

According to the selection of the ICZM issues provided by the national advisor and national consultant, the PAP ICZM expert will prepare and conduct the ICZM briefing. The main objectives of the ICZM briefing are as follows:

- to assess the reactions on the *ICZM* Policy Briefs;
- to assess willingness and readiness of the policy-makers to undertake the policy reforms proposed within the *ICZM* Policy Briefs;
- to assess the obstacles that are to be expected;
- to define "easy wins" that may be realised when policy reform started; and
- to agree on the plan for further actions within this project.

In addition, a proposal of the topics for the sub-regional ICZM policy workshop will be prepared. Materials prepared for the ICZM briefing are to be sent to PAP/RAC in a form of an ICZM briefing report.

## **6. Provide support to the National ICZM Forum Administrator**

The PAP ICZM expert will Provide support to the National ICZM Forum Administrator in the second and third year of the project through short papers prepared for the meeting of the National ICZM Forum. Papers should provide proposals for the implementation of the policy reform proposed within the ICZM Policy Briefs, including further actions to be taken. The more detailed contents of these support papers will be decided by the national consultant and national advisor a month before the meeting.

## **7. Prepare Yearly Progress Reports**

These reports will be prepared in order to identify early if there are any problems in the project implementation, and to summarise the yearly achievements of the project.

### **Job requirements**

The consultant's educational background should be in the field of coastal zone management, urban and regional planning, natural sciences, economy, social sciences, or natural resources management.

The consultant should have at least 15 years of experience in working on the ICZM. The consultant should have good knowledge of the country coastal management situation. He/she should have the ability to analyse issues and information and to prepare short briefs and summaries on key ideas. He/she should also have strong research skills, combined with superior communication and interpersonal skills.

The consultant has to be fluent in English/French, both in written and oral format.

### **Outputs and deadlines**

The PAP ICZM expert will have to submit the following outputs:

Draft ICZM Policy Briefs (Brochure and Background Report)	July 15, 2006
ICZM Policy Briefs (Brochure and Background Report)	September 15, 2006
ICZM Briefing Report	15 days after ICZM Briefing
Proposals for the implementation of the policy reform proposed within the ICZM Policy Briefs (2)	prior to the National ICZM Forum meetings
Yearly Progress Reports	15 days after a year expires

### **Duration of the assignment**

The duration of the assignment is estimated at 36 months. However, the additional activities are possible in the year 2007, and 2008, if the willingness and readiness to undertake the ICZM policy reforms will be identified in any of the countries the international expert was involved. In that case, another contract will be signed in 2007.

The PAP ICZM expert is required to submit the output in the electronic form.

## **Annex IX:**

### **Terms of Reference for a Consultant to prepare the ICZM Marketing Strategy**

#### Background information

**“Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on ICZM”** is SMAP III project implemented by METAP, PAP/RAC and BP/RAC of MAP. The project is created with the objective to improve the enabling environment in beneficiary countries by strengthening partnership between the EU/SMAP, MAP and the World Bank in order to ensure the proper allocation of resources and sustainable implementation of the SMAP III.

It is believed that the new SMAP III ICZM programme may initiate momentum for policy reform and institution building for a long-term sustainability of the coastal development. One of the tasks of this project is to ensure that the strategies and policies developed by SMAP III projects would be considered by the decision-makers for a sustainable use of their coastal assets and resources.

Specific objectives of this project are defined as follows:

- a) improve the advocacy and awareness in policy making at national level in SMAP beneficiary countries to engage them into the path towards the environmentally sustainable development;
- b) ensure that technical assistance offered by SMAP III and the results of the National Plans of Action will be considered by decision-makers to initiate momentum for a long term sustainability policy reform;
- c) strengthen the institutional and legal framework, as well as stakeholders' participatory capabilities, for a successful implementation of new policy initiatives;
- d) ensure that strategies and policies developed by SMAP III ICZM projects would be considered by decision-makers for a sustainable use of their coastal assets and resources by facilitating the continuous policy dialogue, efficient project implementation by participating countries, and identification of priority investment needs for the protection, restoration and rehabilitation of valuable coastal zones; and
- e) encourage and support harmonised co-operative efforts at regional level for a common policy framework for ICZM.

The objective of the project component on coastal zones, to which this ToR is related, is to promote awareness of the value and state of the coasts, and to provide support to the project countries in strengthening and modifying the existing national-level enabling environment, including policy and legislation.

This is a three-year project, for which the contract has been signed in January 2006, meaning that the project is to be finalised by the end of 2008. The Project Implementation Manual has been prepared during February – April 2006. ToRs for the consultants are prepared in April 2006.

#### **General description of the post of a Consultant to prepare the ICZM – Marketing Strategy**

The consultant will prepare the above-mentioned strategy, where "differentiation" being the modification of ICZM to make it more attractive to the target market in SMAP; and "positioning" being the creation a favourable perception in the minds of the target policy-makers. The consultant will test the potential key messages on the smaller group of ICZM experts and

practitioners. Final version of the Strategy will be distributed to the consultants working on the preparation of Policy Briefs 2<sup>nd</sup> series. The consultant will prepare the ICZM – Marketing Strategy in co-operation with the PAP, METAP, SMAP III TA Office and relevant national institutions in the countries of the project.

## Detailed job description

The consultant will specifically perform the following tasks:

### 1. Prepare the ICZM – Marketing Strategy

<b>Process &amp; workstages:</b>		
<b>Work Stage</b>	<b>Task</b>	<b>Days</b>
	Review: <ul style="list-style-type: none"> <li>▪ existing presentation of ICZM in the Mediterranean (SWOT), plus conclusions of April brainstorming workshop. Inception discussion.</li> </ul>	1.5
	Identify: <ul style="list-style-type: none"> <li>▪ Potential key messages and benefits to the target audience that make ICZM exceptional (focussing on Environment and Development Integration).</li> <li>▪ A potential USP for use as a strapline to ICZM.</li> </ul>	3
	Test 1: <ul style="list-style-type: none"> <li>▪ Panel of 3 appointed SMAP project ICZM experts + PAP/RAC staff, receive feedback.</li> </ul>	1
	Test 2: <ul style="list-style-type: none"> <li>▪ Panel of 10 appointed SMAP project national consultants.</li> </ul>	1
	Prepare: <ul style="list-style-type: none"> <li>▪ Key ICZM Messages and USP</li> <li>▪ Common ICZM presentation (PowerPoint)</li> <li>▪ Recommendations for supporting materials</li> </ul>	4
<b>TOTAL</b>		<b>10.5</b>

### 2. During the preparation of the ICZM – Marketing Strategy the consultant will take into consideration the following documents:

- Strategic guidance for preparation of ICZM Policy Brief;
- Project Implementation Manual;
- National Workplan Outline;
- Strategic Overview of ICZM in the ten Mediterranean countries; and
- Blue Plan Report on Environment and Development.

## Job requirements

The consultant's educational background should be in the field of coastal zone management, urban and regional planning, natural sciences, economy, social sciences, or natural resources management.

The consultant should have at least 10 years of experience in working on the ICZM. The consultant should have good knowledge of the coastal management situation in different countries and regions of the world. He/she should have the ability to analyse issues and information and to present the key ideas in the marketing friendly manner. He/she should also have strong research skills, combined with superior communication and interpersonal skills.

The consultant has to be fluent in English, both in written and oral format.

## Outputs and deadlines

The consultant will have to submit the following output:

149. ICZM – Marketing Strategy: June 30, 2006

### Duration of the assignment

The duration of the assignment is estimated at 2 months. However, additional activities are possible within this project. In that case, another contract will be signed.

The consultant is required to submit each report in the electronic format and in 3 hard copies.



## **Annex X: Terms of Reference for a Consultant to prepare the ICZM Awareness Raising Strategy**

Background information

**Promoting Awareness and Enabling a Policy Framework for Environment and Development Integration in the Mediterranean with Focus on ICZM** is SMAP III project implemented by METAP, PAP/RAC and BP/RAC of MAP. The project is created with the objective to improve the enabling environment in beneficiary countries by strengthening partnership between the EU/SMAP, MAP and the World Bank in order to ensure the proper allocation of resources and sustainable implementation of the SMAP III.

It is believed that the new SMAP III ICZM programme may initiate momentum for policy reform and institution building for a long-term sustainability of the coastal development. One of the tasks of this project is to ensure that the strategies and policies developed by SMAP III projects would be considered by the decision-makers for a sustainable use of their ICZM assets and resources.

Specific objectives of this project are defined as follows:

- a) improve the advocacy and awareness in policy making at national level in SMAP beneficiary countries to engage them into the path towards the environmentally sustainable development;
- b) ensure that technical assistance offered by SMAP III and the results of the National Plans of Action will be considered by decision-makers to initiate momentum for a long term sustainability policy reform;
- c) strengthen the institutional and legal framework, as well as stakeholders' participatory capabilities, for a successful implementation of new policy initiatives;
- d) ensure that strategies and policies developed by SMAP III ICZM projects would be considered by decision-makers for a sustainable use of their coastal assets and resources by facilitating the continuous policy dialogue, efficient project implementation by participating countries, and identification of priority investment needs for the protection, restoration and rehabilitation of valuable coastal areas; and
- e) encourage and support harmonised co-operative efforts at regional level for a common policy framework for ICZM.

The objective of the project component on coastal zones, to which this ToR is related, is to promote awareness of the value and state of the coasts, and to provide support to the project countries in strengthening and modifying the existing national-level enabling environment, including policy and legislation.

This is a three-year project, for which the contract has been signed in January 2006, meaning that the project is to be finalised by the end of 2008. The Project Implementation Manual has been prepared during February - April 2006.

## General description of the post of a Consultant to prepare the ICZM - AWARENESS RAISING STRATEGY (ARS)

The consultant will prepare the above-mentioned strategy, in the framework of the Activity V: "Development of the ICZM Awareness Raising Strategy" of the project. ARS will serve as a guide for awareness raising actions that are to be performed within the project, as well as for future awareness raising activities in Mediterranean. ICZM Awareness Raising Strategy will also contain a bibliographic review of the important documents on the topic of awareness.

The Strategy will help create an enabling environment in order to:

- **inform** policy makers and other key stakeholders of the issues and benefits of ICZM and,
- help **promote changes in the behaviour** of both policy maker, key stakeholders and civil society.

The consultant will prepare the ICZM - Awareness Raising Strategy in co-operation with the PAP, METAP, SMAP III TA Office and relevant national institutions in the countries of the project.

### Detailed job description

The consultant will specifically perform the following tasks:

Activity	Days	Dates
1. Identification and presentation of <b>key ICZM issues</b> from the RED and other key documents, according to the guidelines set out in the ICZM Marketing Strategy	2	May 30th
2. Development and presentation of <b>ICZM alternative development scenarios</b> from RED as set out in ICZM Marketing Strategy, including 'desired' scenario graphic	2	June 15th
3. Analysis of <b>key target groups in policy makers</b> in cooperation with national experts (questionnaire)	2	June 30th
4. Analysis of <b>key target groups in civil society</b> in cooperation with national experts (questionnaire)	2	June 30th
5. Preparation of <b>draft ICZM Awareness Raising Strategy</b>	6	July 31
<b>6. Revision of Coast Day Action Plan</b>	3	June 15th
7. <b>Consult</b> national ICZM experts and key national contacts in SMAP III countries (PAP/RAC to co-ordinate)	2	September 10th
8. Prepare and Submit <b>Final ICZM Awareness Raising Strategy</b> and supporting material	6	September 30th
<b>Total</b>	<b>25</b>	

**During the preparation of the ICZM - Awareness Raising Strategy** the consultant will take into consideration the following documents:

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- *Horizon 2020 Initiative;*
- *Mediterranean Strategy for Sustainable Development;*
- *Blue Plan Report on Environment and Development;* and
- *Draft Protocol on the Integrated Management of Mediterranean Coastal Zones;*
- *EU Recommendation on ICZM*
- *EU-Framework Water Directive;*
- *Draft EU Marine Strategy;*
- *Project Implementation Manual;*
- *Strategic Overview on ICZM in ten Mediterranean countries;*
- *National Policy Briefs.*

### Job requirements

The consultant's educational background should be in the field of coastal zone management, urban and regional planning, natural sciences, economy, social sciences, or natural resources management.

The consultant should have at least 15 years of experience in working on the ICZM. The consultant should have good knowledge of the coastal management situation in different countries and regions of the world. He/she should have the ability to analyse issues and information and to present the key ideas in the friendly manner, suitable to be used for awareness raising and public involvement. He/she should also have strong research skills, combined with superior communication and interpersonal skills.

The consultant has to be fluent in English, both in written and oral format.

### Outputs

- 1 Presentation of key issues in ppt. format
- 2 Alternative scenario presentation in ppt. format
- 3 'Desired' ICZM scenario graphic in pdf.
- 4 Coast Day Action Plan
- 5 1 x Consultation workshop (including ppt and mission report)
- 6 ICZM Awareness Raising Strategy document (max 30 pages)

### Duration of the assignment

The duration of the assignment is estimated at 4 months, starting with May 1st and ending by September 30. The consultant is required to submit each report in an electronic form.