

## Activities

### INITIATIONS AND POLICY BRIEFS

- Project Implementation Plan
- Policy Briefs
- Integration of environment in key economic sectors
- Dissemination of the RED

### CAPACITY BUILDUNG & AWARENESS RAISING

- Development of ICZM awareness raising strategy
- Implementation of ICZM awareness raising campaign
- Sub-regional ICZM policy workshop
- Stimulating a regional policy dialogue
- Capacity building on COED and SEA

### SUPPORTING POLICY REFORM

- National ICZM Forum
- Promoting policy implementation
- Linking policy to investment needs

## Duration

The project was launched in January 2006. The Blue Plan is engaged in the project till December 2007, while PAP/RAC and METAP's engagement lasts till December 2008.

## Partners

### Blue Plan

<http://www.planbleu.org>

### Priority Actions Programme (PAP/RAC)

<http://www.pap-thecoastcentre.org>

### of the Mediterranean Action Plan (MAP)

<http://www.unepmap.org>

### METAP of the World Bank

<http://metap.org>

The project is implemented in the countries of the southern Mediterranean rim, in collaboration with and with support of the national Ministries of Environment, Environmental and Coastal Agencies, represented by PAP/RAC Focal Points and SMAP correspondents.

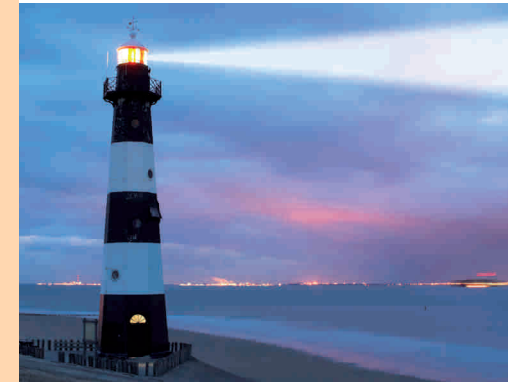
Awareness Raising Campaign - Coast Day is organised with support of the national Ministries of Environment, Environmental and Coastal Agencies and in partnership with the selected NGO Partners.



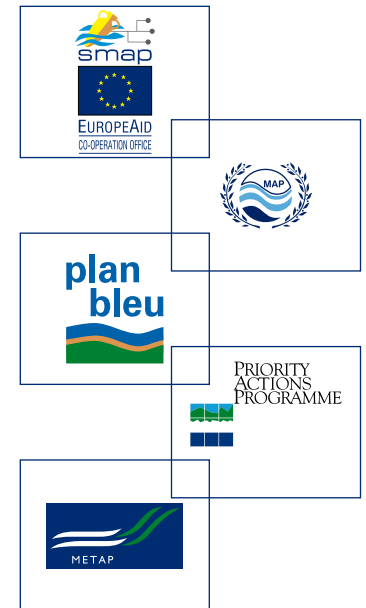
This project has been financially supported by the European Union



Promoting awareness and enabling a policy framework for environment and development integration in the Mediterranean, with focus on Integrated Coastal Zone Management (ICZM)



SMAP III ICZM for the Mediterranean



## Objectives of the project

The overall objective of this project 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.

The specific objectives of the project are to:

- improve environmental awareness in policy-making at national level;
- build momentum for a long-term sustainability policy reform;
- strengthen the institutional and legal framework, as well as stakeholders participation;
- ensure that strategies and policies developed by SMAP III ICZM projects will be considered by policy-makers; and
- encourage and support efforts at regional level for a common policy framework for ICZM.

## About the project

The project consists of two main components:

- integration of environment and development, implemented by the Blue Plan and METAP; and
- the integrated management of coastal zones, implemented by PAP/RAC and METAP.



The main Blue Plan's initiative in the framework of the first component is to promote the findings of its 2005 report "A sustainable future for the Mediterranean". This report brings together the contributions of the riparian countries, the European Union, and more than 300 experts of both Mediterranean shores trying to explore what will be the Mediterranean Basin in 2025. It takes stock of changes, draws attention to the main risks associated with the continuation of current trends, and calls for action by proposing strategic orientations to reconcile development with the environment and reinforce solidarity between both rims.

More about this report you may find at:

<http://www.planbleu.org/red>

Within the second component related to the ICZM, PAP/RAC and METAP will attempt to create impetus for change within the national authorities responsible for coastal management. Through preparation and presentation of the ICZM Policy Briefs containing recommendations related to selected key coastal issues, PAP and METAP will contribute to creation of a political will crucial for sustainable coastal development. Feasibility studies for investments in institutional strengthening, infrastructure and promotion of bankable projects to rehabilitate and protect valuable coastal zones will also be implemented.

Capacity building for both components will be realised through several regional workshops (ICZM policy, cost-benefit, CoED and SEA), as well as through conferences, meetings and hands-on trainings. In addition, a permanent and free **virtual training on ICZM is available at:**

<http://www.medopen.org>

More information on SMAP III project you may find at PAP web site, under Activities/Other initiatives/SMAP III:

<http://www.pap-thecoastcentre.org>

Another important initiative is PAP/RAC's awareness raising campaign - Coast Day.



More about Coast Day you may find at:

<http://coastday.org>



## Target stakeholders

The key stakeholders in this project are the top level policy-makers, as they are the ones that can make changes towards more sustainable development. Besides policy-makers from the Ministries of Environment, policy-makers from other ministries like the Ministries of Tourism, Agriculture, Urban Planning, Public Works, Development and Finance have been recognised as important stakeholders.

In addition to policy-makers at the national level, policy-makers at lower level have also been identified as the key stakeholders.

Project activities aiming to promote awareness raising are directed towards a wider audience. Therefore, besides the government as a primary stakeholder, the civil sector (including the academia) and the private sector are identified as secondary stakeholders.