



UNEP/MAP-METAP SMAP III Project

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

www.coastday.org



Coast Day Campaign Report



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

SMAP III/2008/CR2
Priority Actions Programme
Regional Activity Centre
Split, February 2008



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“Promoting Awareness and Enabling A Policy Framework for Environment and Development Integration in the Mediterranean with Focus on Integrated Coastal Zone Management (ICZM)”

UNEP/MAP SMAP III project

Coast Day Awareness-Raising Campaign

The specific objective of the SMAP III project is to promote awareness of the value and state of coasts, and to provide support to the project countries in strengthening and modifying the existing national-level enabling environment, including policy, institutional and legislative framework. In order to raise efficiently awareness among the general public and decision-makers, an awareness campaign was implemented in partnership with NGOs. NGO partners were selected in each of the project countries (except in Israel) whose role and responsibility was to organise a number of awareness-raising activities. Nine countries participated in the Awareness-Raising Campaign. Israel has not participated since they already had the Coast Day with the aim to adopt the Coastal Law. Once the Law was adopted, Israel saw no more need for the campaign. However, during the implementation of the campaign, a remarkable number of visits to the Coast Day web site from the Israeli side were noted, and the news about the campaign was transmitted in some Israeli newspapers and web sites.

The Awareness-Raising Campaign consisted of three parts, namely:

- Opinion Poll;
- Appointment of the four Ambassadors for the Coast;
- Preparation of the TV spot; and
- Coast Day celebration.

The aim of the Opinion Poll

The aim of the Opinion Poll was to identify the level of awareness of the most important coastal issues. In total, 2,513 questionnaires were filled in. In most of the countries, coast has been recognised as an important or very important resource. In addition, the majority of respondents considered the coast of their country as threatened or very threatened.

In most of the countries, respondents stated that they were exposed to some kind of pollution. Interviewees were also asked if they were aware of any current or planned activities in their country related to coastal protection and management. It is very indicative that in all the countries, the majority of respondents stated that they were not aware of such initiatives.

In most of countries, improving law enforcement was seen as the most appropriate tool for the improvement of coastal management, followed by raising public awareness. Even though in the majority of countries, most of people have not yet participated in environmental protection activities, they expressed their interest to be involved in the future.

Ambassadors for the Coast

In order to make the awareness campaign more visible to the general public, to attract attention of media, and in particular to secure an easier access to the top-level policy makers, the PAP Coast Day team decided to appoint Ambassadors for the Coast. They were selected because of their contribution to the coastal management and efforts they made towards the promotion of sustainable coastal development. It is expected that the Ambassadors for the Coast will assist PAP in their endeavours to promote sustainable coastal development.

The following Ambassadors for the Coast were appointed in 2007:

- Princess Lalla Hasna of Morocco, President of the "Fondation Mohammed VI pour la Protection de l'Environnement", particularly active in relation to the beaches. PAP participated in the annual celebration related to beaches in Morocco and officially appointed the Princess Ambassador for the Coast. Several top-level policy makers and Ministers attended, among others, this event. The event also got the attention of all the Moroccan media. The Princess expressed her deep interest in participating in the Awareness-Raising Campaign.
- Prof. Predrag Matvejevic, the author of the famous "Mediterranean Breviary", a book of lyric essays translated into 20 languages. This book promotes charisma of the Mediterranean, based on its rich history, tradition, linkages and well-known and highly appreciated life style. Prof. Matvejevic is also a member of the EC High-level Advisory group for the Mediterranean.
- Mr. Chérif Rahmani, the Algerian Minister of Land-use Planning, Environment and Tourism during whose mandate numerous successful initiatives in coastal management were realised, like the Algerian Coastal Law, creation of the national coastal commission, launching of the coastal cadastre, formulation of regional programmes for coastal valorisation and protection, delimitation, etc.
- Mr. Renato Soru, President of the Sardinia Region and a policy-maker who enabled one of the most courageous initiatives to secure sustainable coastal development in the Mediterranean. The Sardinian landscape plan, newly established Conservatory for the Coasts are only a few of the examples of his true care for the coasts.



Preparation of the TV spot

Following the recommendations of the "ICZM Marketing Strategy", PAP/RAC team concluded that the most efficient tool for raising awareness of the need for ICZM would be to prepare and broadcast a TV advert on the value of the coast, and on the need for its management.

Potential of the TV advert is considered particularly important, since the largest segments of the modern society assimilates the short TV commercial type of messages. TV advert is considered to be of crucial significance for the visibility of this initiative. The opportunity to obtain free time for broadcasting on the national TVs through the Ministries of Environment of most of the countries of the project, is an important, highly valuable circumstance that needs to be used while it exists.



Based on the market research implemented by PAP/RAC, three media agencies have been contacted to prepare proposals, namely: Largeblue (London), MOSTRA (Brussels) and Lowe Digital (Zagreb). Out of 11 proposals, proposal named ICZM Child's Play won. Commission agreed that this proposal best represents the ICZM concept, that it is the most relevant and that it has the best dramatic structure. It obeys the rules of an incitement (child playing), rising action (struggle with jigsaw), climax (dystopia view of incomplete jigsaw), falling action (as jigsaw comes together), and finally, resolution (development and nature in harmony). Finally, jigsaw is universally recognised, both an analogy for integration and a conveyor of images. The role of the child in the advert represents well the dimension of future and the need for sustainability.

Green.TV, a sister company of Largeblue, produced the TV spot, since this company is exempted from the VAT. TV spot was filmed in Tunisia, in August 2007, and produced in five languages. The English, French and Arabic versions were produced by the resources of this project, while the MAP Office in Athens produced the version in Greek. The Italian Region of Sardinia produced the Italian version of the TV spot.

Information about the TV advert was sent to more than 100 TV stations in the eligible countries. Finally, the TV spot was broadcasted on 17 TV stations. It was shown at the MedFilm Festival in Rome, on the green.tv, on YouTube and during the screening event on the occasion of the Coast Day in Plaka, Athens.

Launching of the Coast Day

Although Coast Day was launched on October 24, several NGOs used different opportunities to promote the event before this date. A Table of Activities related to the Awareness-Raising Campaign in all the project countries is attached as Annex I to this report.

Coast Day was celebrated in 15 Mediterranean countries, including: Algeria, Morocco, Egypt, Jordan, The Palestinian National Authority, Lebanon, Syria, Turkey, Greece, Cyprus, Croatia, Montenegro, the Italian Regions of Sardinia and Liguria, France and in the Spanish Region of Andalusia.

Initially, there were 20 partners. Later on, 40 more joined them, so that finally 60 partners participated in the celebration. The Coast Day bilingual (English and French) web site was opened in May 2007 at the following address: <http://www.coastday.org>. By the end of 2007, a number of 70 news was published. During 2007, more than 5,000 visitors visited the Coast Day web site, 176,007 hits were performed and 3.38 GB of bandwidth was downloaded. Thirty links were established to the Coast Day web site. It is interesting to note that although no activities were performed after November and although only one news was placed on the web site, 1,000 visitors came to the site during January 2008. This brings us to the conclusion that there is an active, remarkable interest for the Coast Day celebration.

During the Coast Day, 12 workshops were held, namely, in: Morocco, Algeria, Egypt, Jordan, The Palestinian National Authority, Syria, Italy and Cyprus. Six more workshops were held for schools in Morocco, Algeria, Syria, Greece and Cyprus, while several conferences were organised in Algeria and a coastal panel was held in Turkey.

Concerts were held in Egypt, Syria and Italy, while six clean up campaigns were held in Morocco, Algeria, Egypt, Syria and Greece. Kayak excursions were held in Turkey and on the lake of Nador, Morocco. Environmental exposition was held in Lattakia and Syria. A marathon was held in Egypt, drawing contests in Morocco and Algeria, together with photo, poster and other exhibitions. The SMAP Clearing House provided a Virtual Treasure Hunt on the Coast Day. During the Coast Day, 20 TVs informed about the event, while many other media (newspapers and radio) followed the event.

Particularly successful and interesting was a Coast Day celebration in Sardinia. Actually, Sardinia organised a Coast Week (La settimana delle coste Sarde) with a 7-day programme. During the week, 5 Marine Protected Areas (MPAs) had "open doors", a sailing regatta was held, excursions and courses of wind surf, kite surf and scuba diving and a concert of a Tunisian musician were organised. Environmental education activities were also organised jointly with schools and local people.

A two-day conference was held in Cagliari, starting with a Round Table of directors of the Sardinian MPAs, representing 20% of the total of the Italian MPAs. The Round Table resulted in a Manifest of the MPAs. On the second day, architects, scientists and writers discussed the coastal development, the coastal protection and coastal management issues. Also, the challenge

of proposing a different model of development - a sustainable one was stressed in particular. Mr. Moustafa Fouda, Head of the Nature Conservation Sector of the Egyptian Environmental Affairs Agency (EEAA), Mr. Giorgio Andrian from the UNESCO-ROSTE office in Venice, Ms. Tiny McKinney of SMAP TA, Mr. Ivica Trumbic, PAP/RAC Director and Mr. Cherif Raman, the Algerian Minister of Land-use Planning, Environment and Tourism participated to the event. The press followed all the events, and the local and national journals published a number of articles. The Coast Day TV spot was broadcasted on the two Sardinian TVs, and on a satellite TV - Eco TV.

On the conference day, during the sailing regatta, the Italian national TV Rai Tre broadcasted a TV emission, which was dedicated to the Coast Day and coastal management. The emission - "Ambiente Italia", is a TV show broadcasted already for 15 years every Saturday afternoon. For one hour and a half, different coastal issues were presented and discussed in a fascinating and interesting way. Numerous guests presented different aspects of the coasts and coastal management in Italy, but also in Egypt and other parts of the Mediterranean.

Finally, the MAP Office in Athens contributed significantly to the Coast Day celebration. The MAP Office co-ordinated activities of seven Greek partners in organising Coast Day. MAP presented Coast Day to UNEP as the Mediterranean contribution to the UN DAY. In addition, the MAP Office, in collaboration with partners, organised a screening event in Plaka, Athens.

Posters, leaflets, bookmarks, stickers, CDs and other relevant promotional materials were widely disseminated in all the countries of the project.



Printed and disseminated promotional materials in numbers

SMAP	ARB	ENG	FRA	TUR	Total
Policy Brief Folder	*	*	*		1500
Policy Brief Morocco			300		300
Background document Morocco			50		50
SMAP flyer		300	300		600
Coast Day flyer	1000	800	800	500	3100
Coast Day bookmarks	1000	1000	1000		3000
Coast Day posters	350	350	350		1050
Coast Day stickers	550	800	550	100	2000
Coast Day CDs		*	*		500

Coast Day Activities Performed by Project Partners and Supporters

Algeria

Institutions and organisations involved:

- Ministère de l'Aménagement du Territoire et de l'Environnement;
- Association "Les amis du Mont Chénoua"; and
- SMAP III Projet Amis.

On the Coast Day, the Association "Les amis du Mont Chénoua" organised a series of five conferences on different themes. The first topic was focused on the effects of climate change on coastal zones. Researchers from the 'Institut des Sciences de la Mer et de l'Aménagement du Littoral' presented the results of the studies they had prepared on the Algerian coastal zones.

Other topics elaborated at the workshop dealt with pollution and aquaculture issues. At the cultural and sport centre of Tipasa, an exhibition was organised presenting the works developed by schools and NGOs, in particular focused on:

- Marine pollution;
- Results of a survey on the opinion of people on coastal zones;
- Pictures on protected areas in Tipasa;
- Environment and public health;
- Fires, urbanisation, deforestation, and their effects on coastal zones;
- Water management;
- State of the Earth; and
- Illegal discharges.



The SMAP project AMIS has as well performed the activities for the Coast Day in Algeria. In particular, some leaflets have been printed and distributed to people in Algiers.

Cyprus

Institutions and organisations involved:

- NGO AKTI; and
- Environment Service – Ministry of Agriculture.

NGO AKTI participated in the regional campaign through implementing activities to contribute to the development and implementation of the Awareness-Raising Strategy.

The activities implemented in the frame of the Coast Day were as follows:

1. On October 5, AKTI organised a workshop at Pervolia Community on the issue of ICZM. The workshop was very successful with the participation of all the members of the Community Council, NGO members of the "Network for sustainable development" and local citizens. Leaflets relevant to ICZM and coastal development (prepared by AKTI) have been distributed during the workshop.
2. On October 6, the Mobile Information Centre of AKTI organised a visit at Peristerona village to inform people about Coast Day. They also organised activities for children and disseminated more than 200 leaflets on ICZM (published within the framework of the project "Network for a sustainable future").
3. On October 24, the Coast Day event was organised by the Environment Service acting as the National Focal Point for PAP/RAC, and held at the Makarios C' elementary school. It was very constructive and very informative to the students aged 9-11. The event started with a welcoming speech by the Director of the school who mentioned the importance of that day. Then, the Mayor of Larnaca welcomed all those participating in the event, specifying the necessity of managing the coast in order to avoid negative effects like erosion. The NGO Cymepa stressed the importance of the Blue Flag programme (52 beaches were awarded BF in 2006) and the Eco-School Programme (280 schools joined the programme) that are being implemented under the auspices of this organisation. Ms. Joanna Constantinidou, presented, on behalf of the Environment Service, the reasons to celebrate the coast, the activities concentrated on the coast, the characteristics of the coast in Cyprus and the vision of the coast developed within the Coast Day initiative. A video prepared by PAP/RAC was also shown. The event was concluded with a presentation of Mr. Glafkos Constantinides, MAP-PAP/RAC CAMP Cyprus Project Task Manager, who pointed out the objectives, activities, the study area and outcomes of the CAMP. Some of 140 students participating in the event commented some points of the presentations, making suggestions on how to reduce pollution on the coast. During that day, 3,000 copies of a flyer prepared by the Environment Service in the framework of the CAMP Cyprus were disseminated to the elementary and high schools that are under the Eco-School Programme.
4. Articles prepared by AKTI have been published in:
 - Mediterranean SOS Magazine (www.medsos.gr); and
 - Foni tis Pafou newspaper (the weekend before 24 October).
5. Radio programmes:
 - 24 October, ASTRA radio, 8:00 – 9:00, live interview on COAST DAY and ICZM during the program "European issues"; and
 - 25 October, Radio Pafos, 08:00 – 09:00, live interview on COAST DAY and ICZM during the programme "Proines diadromes".



Egypt

Institutions and organisations involved:

- Egyptian Environmental Affairs Agency (EEAA); and
- Friends of Environment Association (FEA).

NGO FEA participated in the regional campaign through implementing activities contributing to the development and implementation of the Awareness-Raising Strategy. The activities implemented in the frame of the Coast Day included:

1. On August 24, 'Clean-up the Med' event was organised. The event took place at the Stanley beach, and the main sponsors were FEA, VEOLIA, and E3OP, and the Governor of Alexandria. The Bibliotheca Alexandrina, the Alexandria Nursery, the Mahmoud Saied Museum and the EEAA also participated in the event. At 10 am, a marathon, with 350 participants, opened the ceremony. At the arrival at Stanley beach, environmental education activities were performed for the visitors of the beach. In the afternoon, children from the Alexandria nursery made a show on environmental issues.
2. Data collection for making a book. FEA volunteers collected data from the EEAA, the Alexandrina marina, the sanitary drainage, the Bibliotheca Alexandrina, and the National Agency for the Protection of Coastal Zone. The book should include the following chapters.

- Introduction;
- Coastal activities;
- Coastal pollution causes in Egypt;
- The Soaking Monuments and its effects for the coastal pollution;
- The Red Extend;
- The Coast Day celebration;
- The International Legal Protection for the Coastal Zone;
- The coastal zone and its main challenges;
- Regeneration and modification of the Maruit Lake and its surroundings;
- The destructive effects of marine pollution for the coast;
- The next five years goals; and
- General Recommendations.



3. On October 24, the Coast Day event was organised at the El-Mahrosa hotel in the presence of the Palestinian Ambassador, San Mark Association, and El-Huria Association. The event was covered by Beaty TV and Alexandria TV. Mr. Mohamed Abd El-Azzize El-Gendy, Chairman of the workshop, gave the welcoming speech. Four issues were presented by the Egyptian experts, namely: the causes of coastal pollution, coastal zone planning, the effects of marine pollution, and the International and Legal protection of the coastal zone. The day was closed by a singing ceremony.



France

Tour de Valat, in partnership with the association Migratory species Rhône-Mediterranean and the Regional National Park – Camarque organised an excursion in the area. The objective was to better understand the hydrological changes between the sea and the wetland zone by following the baby anguillas.

Greece

Institutions and organisations involved:

- UNEP-MAP;
- Hellenic Centre for Marine Research;
- Hellenic Network on Coastal Research;

- Fisheries Research Institute;
- MedWet;
- ELLINIKI ETAIRIA, for the Protection of the Environment and the Cultural Heritage; and
- Institut Français d'Athènes.

On October 23, Mr. Andreas Papatsiotsos gave an interview to the ERT3, a public national TV channel in Greece, on the Coast Day celebration. The Hellenic Network on Coastal Research helped the publication of several articles in Kathimerini and in the Macedonian Press Agency. The main discussion points of the live interview on ERT3 were the following:

- Greece has the longest coastline in Europe;
- Presentation of HENCORE;
- No national strategy on ICZM has been developed for Greece so far;
- Lack of policy on implementing ICZM principles in Greece;
- Funding proposals in Greece for research projects should be a priority of policy-makers;
- The degradation of the Greek coasts and seas is still a reversible procedure;
- Critical coastal issues in Greece are coastal erosion and the lack of a policy framework for ICZM in Greece;
- Implementation of the CZM is highly dependent on the national policy;
- Proposed indicators for evaluating the Greek seas have to be included in the Greek strategy on ICZM;
- The extension of the landing corridor of the "Makedonia Airport" in Thessaloniki is a typical large-scale project with adverse effects on the coast; and
- Climate change will effect the coastal zones during the following years; therefore, further studies are required on this issue.



An article done by Mr. Elias Dimitriou, from the Hellenic Centre of Marine Research, was also published in the Crete newspaper Imeraakton.

On Wednesday, October 24, the National Agricultural Research Foundation - Fisheries Research Institute, in co-operation with the local Environmental Education Office of the Kavala Prefecture and the Municipality of Eleftheres, performed the activities for the launch of the 1st Mediterranean Coast Day. During the day, more than 150 pupils from seven schools (one from Nea Peramos, Municipality of Eleftheres, and six from Kavala, Municipality of Kavala) took part in a clean-up event, which was organised on the beach of Nea Irakleitsa, a beach which was awarded the Blue Flag in 2007. The pupils were then transferred to the Fisheries Research Institute, where the TV advert was shown to them. Then, they discussed the problems and the future of the coasts. Moreover, a movie on the fishing activities in the Region of East Macedonia and Thrace (produced by N.AG.RE.F. – F.R.I.) was also shown. Finally, the pupils were guided to the Aquaculture Department of the Institute.

Apart from the clean-up event, there were three press releases (the first was sent a week before, the second two days before and the third on the same day of the event) to the local media in order to promote Coast Day and the clean-up event. Two interviews were given to an equal number of radio stations (ERA, Radio Evdomi), while the Coast Day video was broadcasted by two TV stations: DELTA TV in Evros prefecture and TV PROINI in Kavala. Interviews and articles on the Coast Day were hosted in many local newspapers. Finally, a one-hour TV

programme on the Coast Day and Integrated Coastal Zone Management (ICZM) with participation of an FRI researcher, Dr. M. Koutrakis, was hosted by the local TV PROINI in the afternoon of October 24.

Med Wet (Mediterranean Initiative of the Ramsar Convention on Wetlands) organised an awareness-raising screening. The screening event took place in Athens, on October 24. The screening was co-hosted by UNEP-MAP, MedWet, the French Institute in Athens, and Elliniki Etairia.

Italy

Institutions and organisations involved:

- International Marine Centre;
- Regione Sardegna;
- Ecoturismo Italia;
- Regione Liguria;
- SMAP RMSU;
- Beachmed Project;
- Eco TV; and
- Rai Tre.

The Coast Day events in Sardinia started with the activities organised in the marine protected areas around the island. Four Marine Protected Areas (Penisola del Sinis – Isola di Mal di Ventre, Capo Caccia – Isola Piana, Tavolara – Punta Coda Cavallo, and Capo Carbonara) and two National Parks (Arcipelago della Maddalena, and Parco Asinara) were the main actors in the first days of the event (from October 21 to 25). Excursions and courses of wind surf, kite surf and scuba diving were organised. Environmental education activities were performed jointly with schools and local people.



On October 26 and 27, the events took place at the Manifattura Tabacchi in Cagliari. A two-day event in Cagliari started with an important Round Table of the directors of the Sardinia Marine Protected Areas, representing 20% of the total of the Italian Marine Protected Areas. The Directors of Miramare and Cinqueterre Marine Protected Areas participated as well. As a result of the discussion, a Manifest of the Marine Protected Areas was prepared. Many people participated at the concert with Anouar Brahem, a Tunisian musician, organised by the end of the day.

In the morning of the second day, architects, scientists, and writers discussed the coastal development, the coastal protection, and coastal management issues. The challenge of proposing a different model of development, a sustainable one, was discussed as well. In the afternoon, the theme of the Round Table was how the international co-operation could help implement such a shift, and how this was already happening in the Mediterranean area. Mr. Moustafa Fouda, Head of the Nature Conservation Sector of the Egyptian Environmental Affairs Agency (EEAA) stressed the importance of co-operating with a country such as Italy. Mr. Giorgio Andrian, from the UNESCO-ROSTE office in Venice, talked about how the international organisations should help the single state in implementing protocols and directives, which had already been signed. Ms. Tiny McKinney of SMAP TA has shown what the European Union is already doing with the SMAP projects around the



Mediterranean. Mr. Ivica Trumbic, Director of PAP/RAC, presented the Protocol on ICZM to the general public. Mr. Cherif Raman, the Algerian Minister of Land-use Planning, Environment and Tourism, and the "Ambassador for the Coast", pointed out Sardinia as an example for the Mediterranean. He said that the Sardinian tourism was perfectly integrated in the community, in the territory and in the economy, but at the same time, respecting the environment. At a political level, he concluded, Sardinia and Algeria are ready to co-operate on the improvement of the future of the Mediterranean. The press covered all the events, and the local and national journals published a number of articles.

On October 27, the Italian national TV Rai Tre broadcasted a TV emission, which was dedicated to the Coast Day. The emission – "Ambiente Italia", is a TV show broadcasted already for 15 years every Saturday afternoon, and is totally dedicated to environmental issues. That Saturday the emission was dedicated to the Coast Day and to the coastal management. The emission was made at Marina Piccola in Cagliari, during the sailing regatta to celebrate Coast Day. For one hour and a half, different coastal issues were presented and discussed in a fascinating and interesting way. Numerous, well selected guests, presented different aspects of the coasts and coastal management in Italy, but also in Egypt and other parts of the Mediterranean. Mr. Ivica Trumbic, Director of PAP/RAC, presented the Coast Day initiative, as well as the new ICZM Protocol, while Ms. Tiny McKinney, from SMAP III TA, presented the EU initiatives in the southern Mediterranean countries.

Many people participated and demonstrated a great interest in the initiative. Environmental education activities were performed with children, and the celebration of this first Sardinian Coast Day was concluded by a musical show.

In Italy, the Coast Day TV spot was broadcasted by the two Sardinian TVs, and via satellite TV - Eco TV.

The Regional Authority of Liguria organised a press conference to present Coast Day. The Coast Day celebration took place on the occasion of the Beachmed project conference.

On the Coast Day, Wednesday, October 24, 2007, the SMAP Clearing House organised a Treasure Hunt – an online information search contest on the Clearing House portal. It was open to participants from all the Mediterranean countries. A number of 30 people participated and 105 people visited the Clearing House on the Coast Day. Three people completed it successfully, and were awarded a copy of the Blue Plan's Report on Environment and Development in the Mediterranean. The report analyses and provides an extensive information on the dynamic interactions between populations, economic activities and natural resources in six main sectors/areas: water, energy, transport, urban areas, rural areas and coastal zones.

Jordan

Institutions and organisations involved:

- Ministry of Environment; and
- Land and Human to Advocate Progress.

Land and Human to Advocate Progress (LHAP) participated in the regional campaign through implementing activities contributing to the development and implementation of the Awareness-Raising Strategy.

The activities implemented in the frame of the Coast Day included:

Conducting of a survey during which the public opinion was identified on the key environmental issues related to coastal zone of both the Dead Sea and Aqaba.

During the preparation of the study, 300 questionnaires were filled in, of which 200 by telephone and 100 based on interpersonal interviews. Interpersonal interviews were conducted on the Dead Sea Coast, on Friday, March 2 (Muslim Holiday), when families use to go to the Jordan Valley attracted by the warm and beauty of the Dead Sea. The targeted interviewees included married couples, single men and women, residents, visitors and employees.

Moreover, the stakeholders were grouped into male and female (call phones were done in the morning, when the majority of those at home are females). The majority of interviewees were civil servants with a university degree and those who completed secondary schools. It must be pointed out that there are no towns or localities on the Dead Sea coast and, therefore, the sampling was done randomly on visitors coming from different parts of Jordan to enjoy the Jordan Valley and the Dead Sea.

Organisation of a national seminar on the occasion of the Coast Day, on October 24, 2007.

On the occasion of the Coast Day, LHAP, in collaboration with the Ministry of Environment / SMAP correspondent, the Jordanian Society for Desertification Control and Badia Development, organised a national seminar. The seminar was organised under the patronage of his Excellency, the Minister of Water and Irrigation. The title of the seminar was "The Economic, Social and Environmental Value of the Coast and the Importance of Its Protection". The meeting took place in the premises of the Arena Space Hotel, in Amman, on October 24, 2007. The workshop was organised with the aim to address the Ammani people who are the ones who visit Aqaba and the Dead Sea coast. The activities usually organised in Aqaba are mostly not dealing with this important segment of the Jordanian community, who reside in Amman and are financially capable of going frequently to Aqaba and the Dead Sea. Thus, they contribute to coastal pollution and degradation.



The Coast Day national seminar addressed all the sectors. Therefore, more than 60 participants attended the meeting representing the government, private sector, NGOs, universities and media.



The seminar tackled the following topics:

- protection of the coast and improvement of coastal area management;
- increasing of the awareness-raising of local communities and the commitment of authorities in charge of coastal protection and management;
- protection and improvement of marine environment;
- protection of sensitive marine ecosystems;
- improvement of the wastewater management system;
- strengthening of partnership among NGOs; and
- strengthening responsibility to protect and save the Dead Sea.

Several presentations were, then, delivered dealing with the development of the Dead Sea coast, environmental implications, and ICZM implementation.

The meeting recommendations were:

- Activate the role of media institutions in relation to raising community awareness (schools, religious houses), target different sectors and make a wider geographic coverage;
- Establish a national institution in Jordan in charge of coasts of Jordan and develop a comprehensive national plan;
- Increase the participation of private sector in making decisions relating to coastal areas;

- Build the capacity of workers in the field of coastal areas issues;
- Secure facilities for domestic tourists at the coasts;
- Plant saline resistant plants near the coasts of both the Dead Sea and Aqaba;
- Give more attention to the south coast of the Dead Sea;
- Formulate a bilateral agreement between the local municipalities and hotels at the East Coast of the Dead Sea to manage solid waste and other associated issues such as flies;
- Allocate some fees to use for developing the local communities in the vicinity of the coasts;
- Enforce legislation;
- Target women in the awareness-raising campaigns, as women are important educators;
- Establish a new NGO to give attention to the Dead Sea coast suggested to be called "Friends of the Dead Sea"; and
- Document the papers of this seminar in a book.

Organisation of several national consultations and public hearing sessions on several environmental and development issues, such as coastal zone values

Preparation by LHAP of a draft Policy Brief Paper on coastal zone management in Jordan with the emphasis on the Aqaba coast

Lebanon

Institutions and organisations involved:

- Ministry of Environment - Department of Protection of Natural Resources; and
- Union of Northern Associations for Development, Environment and Patrimony.

The Coast Day celebration, organised by the Union of Northern Associations for Development, Environment and Patrimony started with a concert in Tripoli organised in collaboration with the official band of the internal security band.

After that, short presentations about Coast Day have been given by the Mayor of the city, the Ministry of Environment and by a representative of UNADEP. The Director General of the Internal Security was officially appointed the Lebanese "Ambassador for the Coast". The ceremony was broadcasted by the two national TVs, LBCI and Orange TV, as well as by some radio stations, such as the Voice of Lebanon, Free Lebanon and the Lebanese radio. At least ten national and local newspapers, such as ALMUSTAQBAL, ALANWAR, ELWIFAO, and ALADEEB, published the articles on the event. Moreover, the UNADEP President prepared an article entitled "The Mediterranean and Lebanon", which was published in ALMUSTAQBAL. Also, he gave an interview to ALMUSTAQBAL TV.



Seven TVs broadcasted the Coast Day spot, namely: the Lebanese Broadcasting Corporation (LBC), the National Broadcasting Network (NBN), the Future Television (FTV), Tele Liban (TL), Tele Lumiere, Al Manar, and New Television (NTV).

Montenegro

Institutions and organisations involved:

- Public Enterprise for Coastal Zone Management in Montenegro; and

- Ministry of Tourism and Environmental Protection.

In Montenegro, Coast Day was celebrated in the frame of the activities performed by the Ministry of Tourism and Environment. This Ministry has also prepared a press release and organised a press conference. Besides, the Coast Day activities were conducted by the Public Enterprise for Coastal Zone Management through the press release and a Painting competition, "The coast I want in the future". The competition was organised for 7 to 10-year old children. The competition was organised in co-operation with the elementary schools from six Montenegrin coastal municipalities. This activity started on the Coast Day, and was concluded on November 12. The Public Enterprise will publish the best paintings on the theme of Coastal Zone Management.

Morocco

Institutions and organisations involved:

- Ministère de l'Aménagement du Territoire, de l'Eau et l'Environnement; and
- Forum d'Urbanisme, de l'Environnement et du Développement (FUED).

FUED started the activities related to Coast Day already in the spring and summer time. A programme of different activities was put in place, aiming at involving students, associations and teachers, so as to have the maximum possibility of raising awareness of the social, cultural and ecological values of the Moroccan coasts.



The campaign started with the Opinion Poll realised in the context of a research related to the SMAP III programme: Awareness-raising and creation of a political context for the development in the Mediterranean, and for the Integrated Coastal Zone Management (ICZM). FUED, and its partners in the project, organised a survey with the Moroccan people, distributing a questionnaire on issues related to coastal zone management. In Nador, the survey lasted from February 20 to March 8, 2007, and the questionnaire was distributed to 308 people.

Other activities included:

Coast Day in Senegan

This year, FUED has chosen the theme "our coast, our future" to celebrate four days dedicated to the environment. From May 28 to June 5, 2007, FUED, in collaboration with the school S.A. ABDESSALAM, organised a programme of different activities comprising environmental education programme, a drawing contest for children and a photo exhibition. More than 200 students participated, and at the end of the celebration the artistic night with music, theatre, and poem reading was organised.



Coast Day in Nador

On July 4, an event was organised in Nador, close to Mar Chica lagoon, chosen for its ecological importance. Several sport activities were performed and many people participated in the event. Mr. Omar Naji introduced the idea of the importance of protecting the coasts because of the richness of their natural resources, but also because of the threats they are exposed to. For this reason, he

stressed, the idea of introducing the Integrated Coastal Zone Management (ICZM) must be the one on which the policies should be based on.

Coast Day in Boudinar

On August 11, an event was organised in Boudinar, and on the Sidi Driss beach, considered as one of the best in the province. The day started with putting in place the posters, and organising a workshop on coastal zone protection. Also, a campaign was held on the importance of coastal zones and major problems, which all the population and decision-makers should tackle to promote sustainable development. In the afternoon, the activities were organised on Sidi Driss beach, comprising the distribution of Coast Day T-shirts and leaflets. A beach-cleaning activity took place together with the tourists present on the beach.

Coast Day in Kariat Arekmane

From August 21 to 24, FUED, in collaboration with Senegan association for culture and development, organised the Awareness-Raising Campaign on the coastal protection day. To that end, FUED has chosen the Arekmane beach, which is well known, and therefore, full of tourists. On the first day, about 100 children aged 10 to 16, participated in the cleaning event. In the afternoon, they participated in a campaign to explain the importance of coastal zone protection to the tourists present on the beach.

Creation of a song for the Coast Day

In collaboration with Ihanjaren n zghanhane, a song for the Coast Day has been realised.

Awareness-Raising Campaign in Nador

On October 21, FUED, together with the local population, organised an Awareness-Raising Campaign in Nador. T-shirts and leaflets providing information on the Coast Day initiative were distributed. The local population demonstrated a great interest and FUED team answered to all the questions posed by the people.

Filming of the event

Organisation of a workshop for the Coast Day

On October 24, a big workshop was organised by FUED and held at the Chamber of Commerce, Industry and Services of Nador. More than 100 people attended the workshop, including representatives of local authorities, coastal municipalities and NGOs, together with the students, teachers, researchers and journalists. At the workshop, several presentations were given tackling the Coast Day initiative; Mediterranean coasts; the activities performed by FUED for the Coast Day; and the Nador coastal zone. Following the presentations, students, who have prepared different works on coastal zone protection, have been given symbolic awards. During the same day, the Coast Day spot, a film made by FUED on the Coast Day, has been presented as well.



Preparation and distribution of a press release in Arabic

FUED has prepared a press release in French and Arabic that has been distributed to the press.

Appointment of the HRH Princess Lalla Hasna Ambassador for the Coast

On October 30, a "Clean Beach 2007" award ceremony took place at the local beach in Tanger. Trophies were awarded by HRH Princess Lalla Hasnaa, President of the Foundation Mohammed VI for the Protection of Environment. In the presence of members of the Moroccan government, representatives of international institutions and national associations dealing with the protection of environment, trophies have been awarded to seven Moroccan beaches, as well as to their public and private sponsors, who distinguished themselves in beach management respectful of environment and environmental education.

On this occasion, PAP/RAC Director officially appointed HRH Princess Lalla Hasnaa the "Ambassador for the Coast". The title was conferred to HRH in recognition of Her engagement in favour of the protection of environment and Her support, which will give a major impetus to common efforts of MAP-UNEP and riparian countries in ensuring sustainable development of Mediterranean coastal areas.

After the official ceremony, HRH Princess Lalla Hasnaa received PAP/RAC representatives and the UNDP resident representative in Morocco in a private audience in order to figure out with them actions to be taken in the years to come aiming to raise awareness of coastal issues. Next year, a central celebration of the "Coast Day" for the entire Mediterranean, organised under the patronage of HRH, could be the first concrete action in that sense.



The Palestinian National Authority

Institutions and organisations involved:

- Ministry of Environmental Affairs; and
- The General Union of Non-Governmental Environmental Organisations.

The Coast Day partner in the Palestinian National Authority, the General Union of Non Governmental Environmental Organisations (GUN-GEO) has undertaken four main activities within the Coast Day project, namely:

- A survey in the central area of the Gaza Strip, involving fishermen and people working at the Ministry of Tourism. A result of this survey is the decision to prepare a workplan for the coastal zone management.

An opinion poll to identify the most important issues related to coastal zone management according to people's perception. About 300 people have been interviewed in the Gaza coastal zone.

- A workshop in Deir Al Balah, attended by 40 people from different sectors, including the representatives of municipalities, the Ministry of Tourism, the Local Governorate, and the Ministry of Agriculture. During the workshop, the importance of the coastal area for The Palestinian National Authority was stressed, and the SMAP programme was discussed. Also, the activities performed for the Coast Day were presented to the participants. In particular, the Coast Day promotional material was distributed to schools and NGOs.
- The day after, a cleaning campaign was organised in the coastal zone of the Gaza Strip with more than 130 young volunteers, cleaning an area of 20 km from North Gaza to Nusairat.
- Media covered the Coast Day events with articles published in newspapers, and with a TV emission.



Syria

Institutions and organisations involved:

- Ministry of State for Environmental Affairs; and
- Syrian Coastal Society for Environment Protection.

The Syrian Coastal Society for Environmental Protection organised two main activities for the Coast Day campaign: a survey to evaluate the degree of awareness of environmental problems of the Syrian coast, involving 300 people; and the Coast Day campaign.

The activities performed within the Coast Day campaign were the following:

- Forums;
- Lectures;
- TV Interviews:
 - On August 15, 2007, an interview was given by the association's president, Dr. Suheir, during the programme "Good morning Syria" on the National TV in Lattakia.
 - On October 24, 2007, an interview was given by the association's president, Dr. Suheir, on the National TV in Lattakia.
- The Press Conference, following the launching of the Coast Day, was attended by the delegates and journalists from more than 10 local and national TVs, the "Dunia" TV and some private TV channels.
- The National TV broadcasted an interview with the Association President held at Damascus in the "Crosspoint" programme belonging to the EU.
- Visits to local firms, schools, organisations and associations, including distribution of stickers, wallpapers, posters and brochures.



The Coast Day celebration lasted from October 24 to 26, 2007. It started with the press release followed by launching of the campaign. It focused on the importance of coastal areas, and stressed the need to protect the environment and natural resources, considering the equilibrium between the human activities (i.e., dumping, water and power consumption, etc.) and the ecological system through implementing the Integrated Coastal Zone Management (ICZM).

The event took place at the Arab cultural centre of Lattakia. It started with the exhibition of artistic works related to environmental issues. The opening speech was given by Dr. Suheir Al Rayes, followed by a speech of the Syrian "Ambassador for the Coast", Mr. Malek Zein, Honourable Consul of Hungary.

The Tishrin University, Women's Union, the Lattakia Municipality, the Youth Union, Association members, the local society, and representatives of five governorates (i.e., Damascus, Soueida, Hama, Tartous and Aleppo) participated at the event. In total, the event was attended by more than 2,000 people. In addition, the president of the ruling party, other parties' presidents, the former Minister of Industry, the GORS Director General, managers and members of the People's Assembly, were also present. On the following day, three speeches tackling technical issues were given on, respectively: the coastal zone management, marine life along the Syrian coast and the ICZM case study.



On the following day, the activities started with a visit to the Marine Diversity Exhibition, followed by a Cleaning Campaign on the South Coast of Lattakia and in the City of Banias.

Turkey

Institutions and organisations involved:

- Ministry of Environment and Forestry; and
- The Underwater Research Society (SAD).

The activities performed by SAD within the Coast Day campaign included a survey on the coastal zone management issues (Opinion Poll), and the Coast Day event.

The Opinion Poll took place between February and May 2007, and included a questionnaire applied to the users of coastal zones and resources. The questionnaire was answered by 332 respondents. The aim of the survey was to gather data about how much Turkish citizens care for coastal zones and resources, and to examine the level of awareness of coastal zone management. Most of respondents considered mass tourism and marine pollution from households as important threats (23% of respondents decided for both issues). A number of 24% and 19% of respondents stated that the improvement of legislation and the creation of a specific institution would be the most appropriate solution for coastal zone issues. Finally, 87% of respondents have never heard about Integrated Coastal Zone Management.

The Coast Day Campaign was performed as a whole-year series of events in Turkey. The aim of the campaign was to announce Coast Day on different locations and at various platforms. Thus, SAD could reach the citizens and relevant stakeholders in some coastal provinces other than the ones here celebrations took place on the Coast Day. The campaign included a sea-kayak expedition (in partnership with Sahilkesif), some receptions, appointment of the Ambassador for the Coast, a panel and announcements for the Coast Day. In more detail, the following activities have been part of the Coast Day Campaign in Turkey:

- SAD combined "The Conquest Coast Expedition 2007" with the Coast Day Campaign as a project partner. The sea-kayak expedition was organised by SAD in 2007. This three and a half-month adventure was combined with the campaign in order to announce and take attraction to the Coast Day, and to apply the additional questionnaires to the coastal zone users through its route. The Coast Day team of SAD joined the Sahilkesif team on some locations to make joint events and press releases. The expedition succeeded to emphasise the issue of coastal environment conservation and to introduce to the public the idea to undertake environmentally friendly sports activities, which do not cause pollution.
- Mr. Hakan Öge was appointed "Ambassador for the Coast" in Turkey, and was presented to the public at the Bodrum reception, on July 27. A press release was made with a heading "The explorers meet in Bodrum..." to emphasise the common points of Ambassadors for the Coast and the Sahilkesif team. Mr. Öge had just finished a three-year long world expedition by a sailing boat when he was presented to the media.
- Furthermore, SAD, together with the Coastal Zone Management Turkish National Committee (KAYTMK), organised a photography competition in order to visually inventory the coastal zones of the country, to raise public awareness and to help conservation of coastal resources.
- A panel was organised by SAD and the Institute of Marine Sciences and Technology (IMST) of Dokuz Eylül University in Izmir, on October 5. The aim of the panel was to announce Coast Day to institutions, academia, non-governmental organisations and other coastal zone stakeholders, as well as to form the "National Coast



Day Statement". Thus, the panel was named the Coast Day Panel. About 70 participants attended the panel, which was held at IMST (Izmir). It included the only Coastal Zone Management education programme in Turkey. By giving a full support to this panel, the Institute became an "activity partner" of SAD in the campaign.

- Through the campaign, announcements for the Coast Day were made at all platforms, and the public was invited to celebrations on October 24. SAD also prepared a web site (www.kiyigunu.org) for the campaign. All the events were announced at this web site, together with press releases.



Moreover, the announcements were made in the internet environment by SAD and related groups. The AFBKA network members were also informed about the campaign. Additionally, the Mudanya partner - Mudanya Sailing Club, made announcements for the Coast Day celebration at its own web site.

- The celebration of the Coast Day, on October 24, was planned to be performed through partnerships in Turkey. In order to achieve this goal, SAD made a list of activities doable by any partner all around the country, which were in concordance with the ones mentioned through the project. These activities were grouped under the themes "Integrated Management, Education and Awareness, Raising Public Awareness and Take Attention and Communicate". The whole-year campaign activities were also organised so as to be in this structure. Another aim of the national campaign was to celebrate Coast Day in various coastal areas, and thus to widen this celebration throughout as many coastal provinces as possible in the following years. This took a response from Bodrum (Mugla), Foça (Izmir), Urla (Izmir) and Mudanya (Bursa). To take as much attention of the media as possible, Bodrum was chosen as the first main celebration location. Because of another activity organised in the week in Bodrum, Foça, as one of the special environmental protection areas of Turkey, was then chosen as the central celebration area. Albay Çolak Ibrahim Bey Primary School from Urla (Izmir) was interested in the Coast Day celebration and offered to make a coast-cleaning activity on October 24. Foça Municipality (Izmir) hosted the celebrations for the Coast Day, and Mudanya Sailing Club from Bursa also marked the Coast Day celebration.

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with focus on Integrated Coastal Zone Management**