



Mediterranean Coast Day 2025

Campaign Report

Mediterranean Coast Day 2025. Campaign Report.

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Acknowledgments

We express our sincere gratitude to all those who contributed to the success of Mediterranean Coast Day 2025.

This initiative, organised under the UNEP Mediterranean Action Plan and the GEF MedProgramme's Child Project 2.1, would not have been possible without the dedication and collaboration of numerous individuals and organisations. This year, the campaign also benefited from the French Government's support through an additional voluntary contribution.

A special appreciation is extended to the Tunisian Ministry of Environment and the Agency for Protection and Development of the Littoral (APAL) for hosting the regional celebration in Tunis on 25 September, which spotlighted the key messages of UN Sustainable Development Goal 16: "Peace, Justice, and Strong Institutions".

We are also grateful to all the institutions and organisations that contributed to our „Inspiring Impact campaign: Mediterranean institutions for coastal resilience“, by showcasing how they are advancing a more resilient and inclusive future for our coastal zones – from ministries and municipalities to NGOs, research centres, the private sector and regional networks.

Appreciation is further extended to all the organisations that marked Coast Day through their own awareness-raising and policy events, including the Republic of Slovenia for coordinating the Mediterranean Coast and Macro-Regional Strategies Week, the Hellenic Marine Environment Protection Association (HELMEPA) for organising the International Coastal Cleanup Campaign in Greece, and the MEDSEA Foundation for organising an awareness-raising event in Sardinia, Italy.

We also wish to acknowledge the UNEP/MAP–Barcelona Convention system for its continued engagement in promoting Coast Day. We further recognise the continued support and engagement of the UNEP/MAP Coordinator in advancing this initiative, as well as the ongoing contribution of INFO/RAC in managing the Coast Day website and producing a dedicated video for each edition. This year, particular appreciation is extended to MedWaves for engaging the Switchers community in the initiative.

Finally, we extend our appreciation to all other regional partners and organisations whose contributions continue to strengthen the visibility, outreach and collective impact of Coast Day across the Mediterranean.

*Peace, Justice,
and Strong
Institutions*

United Nations
Sustainable
Development
Goal 16

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1

Executive summary

This report presents the results of the 2025 Mediterranean Coast Day digital campaign and regional celebration – a flagship initiative under the UNEP/MAP Barcelona Convention system. Mediterranean Coast Day 2025 reaffirmed its role as a growing regional platform for advancing sustainable coastal management across the Mediterranean, bringing together institutions, partners and communities around a shared vision of resilient coastal futures.

Mediterranean Coast Day 2025: From Awareness to Action

Celebrated annually on 25 September since 2007, Coast Day has evolved from an institutional observance into a dynamic mechanism for mobilising action, raising awareness and strengthening cooperation in support of the ICZM Protocol and broader regional priorities. In 2025, it was further recognised as a flagship initiative under the Mediterranean Strategy for Sustainable Development, as adopted by Decision IG.27/4 of the Contracting Parties to the Barcelona Convention.

Since 2022, the initiative has been supported through the Global Environment Facility (GEF) MedProgramme, under Child Project 2.1: *“Mediterranean Coastal Zones: Water Security, Climate Resilience, and Habitat Protection.”* Implemented by PAP/RAC, the UNEP/MAP Regional Activity Centre for coastal management and one of the executing partners, this support continued in 2025, further strengthening regional cooperation and action.

The 2025 campaign, *“Inspiring Impact: Mediterranean institutions for coastal resilience”*, focused on the role of institutions in delivering sustainable development, aligning with United Nations Sustainable Development Goal 16 (*Peace, Justice and Strong Institutions*). It also marked key milestones, including the 80th anniversary of the United Nations, the 50th anniversary of UNEP/MAP, the 40th anniversary of SPA/RAC and the 30th anniversary of APAL. These milestones highlight the central role of institutions in advancing sustainable development. Activities in 2025 further reinforced the importance of strong, effective institutions in addressing coastal challenges.

Through a coordinated digital campaign and a regional celebration in Tunis, the initiative demonstrated the value of combining regional visibility with local engagement. The digital campaign reached approximately 42 million impressions and generated over 320,000 clicks across 21 Mediterranean countries, significantly expanding the visibility of coastal sustainability issues and institutional efforts.

A central innovation of the 2025 edition was the use of targeted digital tools and storytelling approaches – including social media campaigns and an ArcGIS Story Map – to showcase concrete examples of institutional impact, from policy development and coastal protection to research, innovation and capacity-building.

*Building
effective,
accountable and
inclusive
institutions at
all levels*

United Nations
Sustainable
Development
Goal 16

The regional event in Tunis further reinforced these messages, highlighting the importance of multi-level governance and stakeholder engagement in advancing integrated coastal management.

Overall, Mediterranean Coast Day 2025 demonstrated that a coordinated, region-wide approach can effectively raise awareness, strengthen institutional visibility, and foster a shared sense of responsibility for the future of Mediterranean coastal zones.

Looking ahead, Coast Day offers a scalable platform to further mobilise partnerships, align regional initiatives, and support the implementation of integrated coastal management across the Mediterranean and beyond.

2

Introduction

Mediterranean Coast Day is a unique event in the Mediterranean, dedicated to promoting the value of coastal areas and encouraging active engagement in their preservation.

Why it matters

Led by PAP/RAC in collaboration with UNEP/MAP and its regional offices, Coast Day serves two main purposes:

- **Raise awareness:** Highlight the importance of our coasts and inspire a serious commitment to protect them.
- **Advocate action:** Offer a platform to promote sustainable coastal management, particularly through the implementation of the Mediterranean Protocol on Integrated Coastal Zone Management (ICZM).

Celebrated every September 25th, this day honours the first ratification of the ICZM Protocol by Slovenia.

How it works

Each year, a main event takes place in a different country, inspiring simultaneous celebrations across the Mediterranean. Each edition is built around a different theme. Past themes have included women's roles in achieving coastal sustainability, coastal resilience, the importance of aquifers, beach management, coastal urbanisation trends, coastal tourism, children's perspectives, etc.

To amplify visibility, PAP/RAC invites distinguished personalities as Coast Ambassadors – renowned writers, artists, sportsmen, scientists, policymakers and activists who use their platforms to advocate for coastal sustainability. These ambassadors engage policymakers and the public through interviews, public messages, and participation in the main event.

Local NGOs and individuals are also encouraged to organise their own events, engaging communities in celebrating their unique coastal environments. Beyond the main celebrations, UNEP/MAP partners and civil society organisations host activities that mobilise communities and raise awareness about coastal issues.

In recent years, Coast Day has increasingly integrated digital communication and social media engagement as a core awareness-raising tool, building on the main celebration and strengthening outreach across the Mediterranean.

*Coast Day -
raising
awareness and
inspiring action
for our coasts*

2025 action theme: Mediterranean institutions for coastal resilience

Behind every thriving coastline are the people and institutions working tirelessly to protect it.

This perspective shaped the 2025 Coast Day, which focused on the institutions driving meaningful change across the Mediterranean. From designing policies and implementing protection measures to advancing research and spreading knowledge, these organisations play a vital role in building a sustainable coastal future.

The 2025 edition recognised and celebrated their efforts – and invited everyone to get involved in supporting the people and processes shaping our coastal communities.

3

Digital campaign

This year's campaign was carried out during the period July–October 2025, building on preparatory work for the digital campaign initiated in March. A communications expert and a graphic designer were involved in the preparatory phase, with the digital marketing specialist joining at a later stage, ahead of the campaign launch.

3.1 Campaign strategies

3.1.1 Main platforms

- Coast Day website (managed by INFO/RAC)
- PAP/RAC's website and social media accounts – LinkedIn, Meta platforms (Instagram and Facebook)

3.1.2 Key messages

Grounded on a Mediterranean perspective, a series of messages was developed to feed into the overall campaign communication:

- **Coasts won't become resilient by themselves.**
- **Inspiring impact is more than an idea: it's a call to lead.**
- **Achieving coastal resilience is our shared mission.**
- **In the Mediterranean, the ICZM Protocol is the key to collaborative coastal resilience and a shared sustainable future.**
- **Sustainable coastal management isn't optional – it's urgent.**

*Inspiring impact
is more than
an idea:
it's a call to lead*

3.1.3 Tagline

- **Inspiring Impact: Mediterranean institutions for coastal resilience**



3.2 Engagement tactics

To encourage participation and engagement on social media, the following engagement tactics were used:

Visuals and social media cards

A dedicated visual for the 2025 edition of #MedCoastDay was created – using different colours and motifs to reflect both Mediterranean culture and the theme of sustainable development – in various formats:

- 1080x1080 | 1920x1080 | 1080x1920 | 1200x1200 | 1200x1500 | GIF animation
- cover photos for the Coast Day website, Facebook, LinkedIn and MS Forms
- email signatures.

This visual was later adapted using images from the #InspiringImpact campaign to develop a dedicated visual for the Coast Day StoryMap.



Social media card with tagline / StoryMap cover

Visually appealing social media cards – featuring text-only, photo-only, and text-and-photo placeholders – were also designed to promote the campaign, share key messages and stories, highlight quotes from prominent figures, and enhance Coast Day visibility during the main event.



LinkedIn carousel text placeholders



Story/reel social media cards (tagline and text & photo placeholders)



LinkedIn cover



Facebook cover



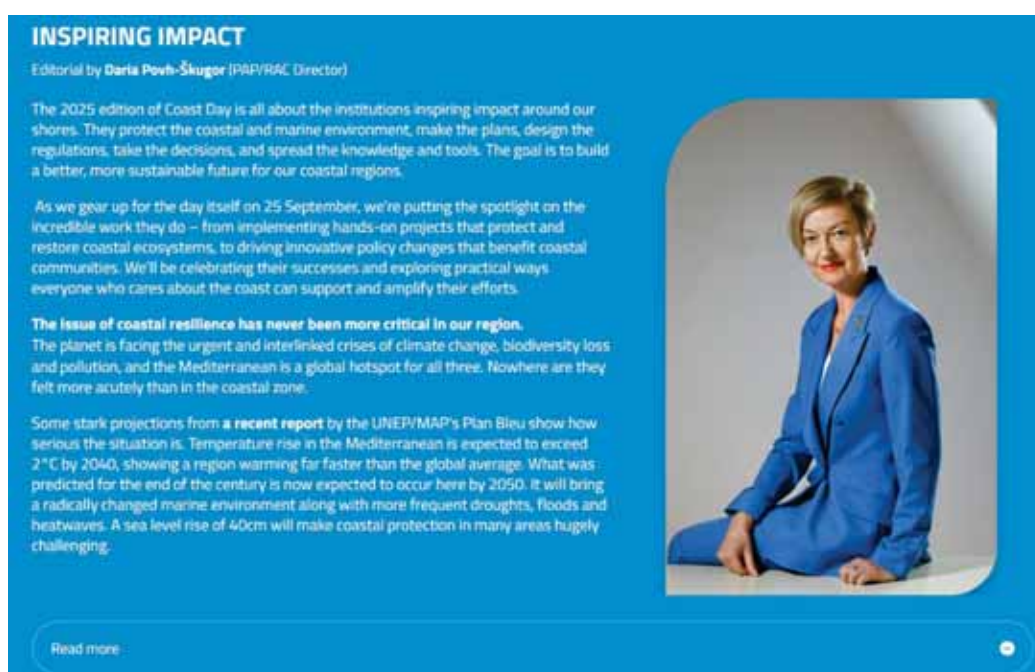
Email signature

Editorial

The PAP/RAC Director wrote a compelling editorial explaining why the 2025 edition of Coast Day was all about the institutions' inspiring impact around our shores. By making the plans, designing the regulations, making the decisions, and spreading the knowledge and tools, they are building a sustainable future for our coastal regions.

“Institutions are not abstract. They are made of people, and they exist to serve people.”

Daria Povh Škugor
PAP/RAC Director



Coast Day 2025 editorial published on the Coast Day website

Digital marketing ads

Targeted digital marketing ads were placed on Meta platforms (Facebook and Instagram) from late July to mid-October 2025. These ads amplified the campaign's reach across the region, spotlighting key messages and contributions collected during the campaign.

Direct institutional engagement for story contributions

Between May and September 2025, institutions and organisations across the region were encouraged to share stories of their impact directly through dedicated questionnaires (read more in Section 3.2.2).

Calls to action

Engaging calls to action in posts and ads inspired followers to contribute to the sustainability narrative. Strategic tagging and hashtags – #MedCoastDay and #InspiringImpact – helped amplify the campaign, strengthening its presence and visibility across platforms.

Email campaign

Partners and collaborators, including NGOs in the UNEP/MAP network, were encouraged to promote the campaign by using shared digital assets. They were provided with a 2025 toolkit (which was also made available on the Coast Day website), including social media cards, a poster, a roll-up banner and the Coast Day leaflet to ensure consistent visual branding across partner channels.

Moreover, they were invited to organise their own Coast Day events on September 25th.

See Annex 5.11 for the complete list of links to posts and articles shared by partners and other organisations across the region.

Innovative tools

An ArcGIS Story Map was used to present contributions through a dynamic and interactive map, effectively enhancing engagement and capturing attention.

Media outreach

A media advisory and a press release were drafted ahead of the main Coast Day celebration.

The purpose of the media advisory was to explain the importance of Mediterranean Coast Day and the 2025 edition, emphasising that it takes all of us – institutions, businesses and citizens – working together to plan, protect and act. Drawing on curated forerunner stories and Coast Day contributions, it included a selection of examples showing how institutions and citizens are driving real change on the ground, together with a set of useful links and additional theme-related materials intended to spark media interest.

The press release focused on the main celebration of Mediterranean Coast Day 2025 in Tunis, Tunisia. Framed within the 50th anniversary of the Barcelona Convention, it highlighted the urgency for institutions and citizens to join forces to protect one of the world's most vulnerable regions. It featured quotes from the UNEP/MAP Coordinator, the PAP/RAC Director and the Tunisian Ministry of Environment.

Both the media advisory and the press release were prepared in English and French (see Annexes 5.1 – 5.4) and disseminated to a wide network of media outlets across the region. Special efforts were made to promote the event in Tunisia by drafting a dedicated press release, in Arabic and French, tailored to the local context (see Annexes 5.5 – 5.6).

*It takes
institutions,
businesses and
citizens working
together to plan,
protect and act
for our coasts*

Articles and broadcasts on Coast Day 2025 were featured on EFE: VERDE, MedGreenJournalism, Agence Tunis Afrique Presse, Jawhara FM, Nessma TV Environment, RTCI, Television Tunisienne, Radio Tunisie Culture and TV Watania, as well as on the GEF IW: Learn and UNEP/MAP websites (see Annex 5.11 for the full list of links).

Promotional material

In addition to the digital assets developed for the social media campaign, physical promotional materials were produced to increase visibility of Coast Day. These included:

- event roll-up banner
- tote bag
- notebook
- poster
- file folder
- Coast Day brochure in French and English
- 2026 calendar (marking the date of next Coast Day).

These promotional materials reinforced the campaign narrative beyond online channels and supported engagement during the main celebration in Tunisia.

The roll-up banner and poster were also made available on the Coast Day website to support the organisation of Coast Day events across the region.



Tote bag



Coast Day brochure



Coast Day brochure



2026 calendar

3.2.1 Forerunner stories

Four institutional stories were selected and developed based on in-depth interviews with directors and desk research. They were chosen to illustrate governance leadership, long-term commitment and practical efforts to strengthen coastal resilience across the Mediterranean, reflecting decades of dedication and partnership for a sustainable Mediterranean, and different levels of responsibility within the Barcelona Convention system – regional mandate, coordination mechanism, national implementation and sustained policy leadership.

UNEP/MAP

Established in 1975, [UNEP/MAP](#) is celebrating 50 years and honouring a legacy this year. By bringing together 21 countries and the EU, it has laid the foundation for coordinated environmental action across the Mediterranean.

PAP/RAC

For nearly five decades, [PAP/RAC](#) has been a driving force behind Mediterranean coastal protection, promoting integrated planning and regional cooperation.

Ministry of Natural Resources and Spatial Planning of Slovenia

[Slovenia's](#) 46 km of coastline may be small, but its leadership in integrated coastal zone management is a powerful example for the entire Mediterranean.

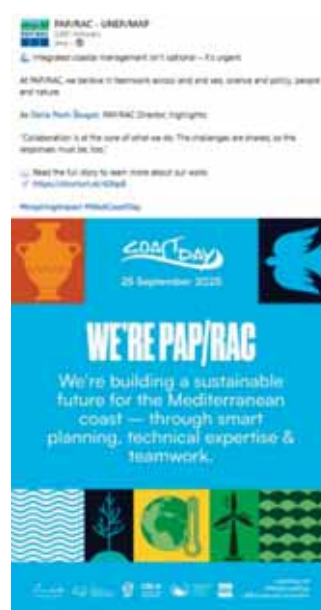
Agency for Protection and Development of the Littoral (APAL)

Marking 30 years of coastal planning and protection, their efforts showcase the national commitment to coastal resilience in Tunisia.

Three stories were featured on the Coast Day website under the “Stories in Focus” section, and all of them were included in the #InspiringImpact StoryMap (see Section 3.2.2).

These curated stories were further promoted through engaging carousel posts, which were used as content foundations for the digital marketing campaign to increase visibility, reach and audience engagement across social media platforms.

*UNEP/MAP
is celebrating
50 years of
coordinated
environmental
action across the
Mediterranean*



Note: Full narratives are provided in Annexes 5.7 – 5.9.

3.2.2 Direct institutional engagement & StoryMap initiative

To collect impact stories for Mediterranean Coast Day 2025, two tailored online questionnaires were created using MS Forms. The invitation for contribution, including the questionnaire link, was distributed in English and French from May to September 2025.

- Version #1 – sent to PAP/RAC national focal points (ministries of environment across the region), inviting them to share how they contribute to coastal resilience.
- Version #2 – shared with regional organisations working on Mediterranean environmental issues, including WWF Mediterranean, Union for the Mediterranean, MedECC, MedCities, IUCN Med and others.

The aim was to encourage institutions and organisations to showcase their efforts in driving positive change within coastal communities and inspire others to follow their lead (see both questionnaires in Annex 2).

Thanks MedWaves, who engaged the Switchers community in the Coast Day initiative, besides ministries and municipalities, NGOs, research centres and regional networks, there were also contributions from the private sector, with two stories showing how sustainability can drive innovative entrepreneurial projects.

Responses were reviewed, edited and validated with contributors before being developed into the **"Institutions in Action: Strengthening Coastal Resilience" StoryMap** – an interactive ArcGIS platform presenting these contributions in accessible narrative form.

Under the overall Coast Day 2025 theme "Inspiring Impact: Mediterranean Institutions for Coastal Resilience", this initiative highlighted those who not only design strategies and policies but also actively put them into motion – restoring nature, empowering communities, influencing governance, and driving long-term change. The stories collected demonstrate how different actors are advancing coastal resilience despite diverse challenges.

To ensure a compelling and engaging experience, respondents were also asked to provide visual materials (photos, graphics, project images and videos) so that StoryMap entries could be presented in a more attractive and human-centred format, inspiring greater impact and collaboration across the region.

Encouraging institutions and organisations to showcase their efforts in driving positive change within coastal communities - and inspiring others to follow their lead



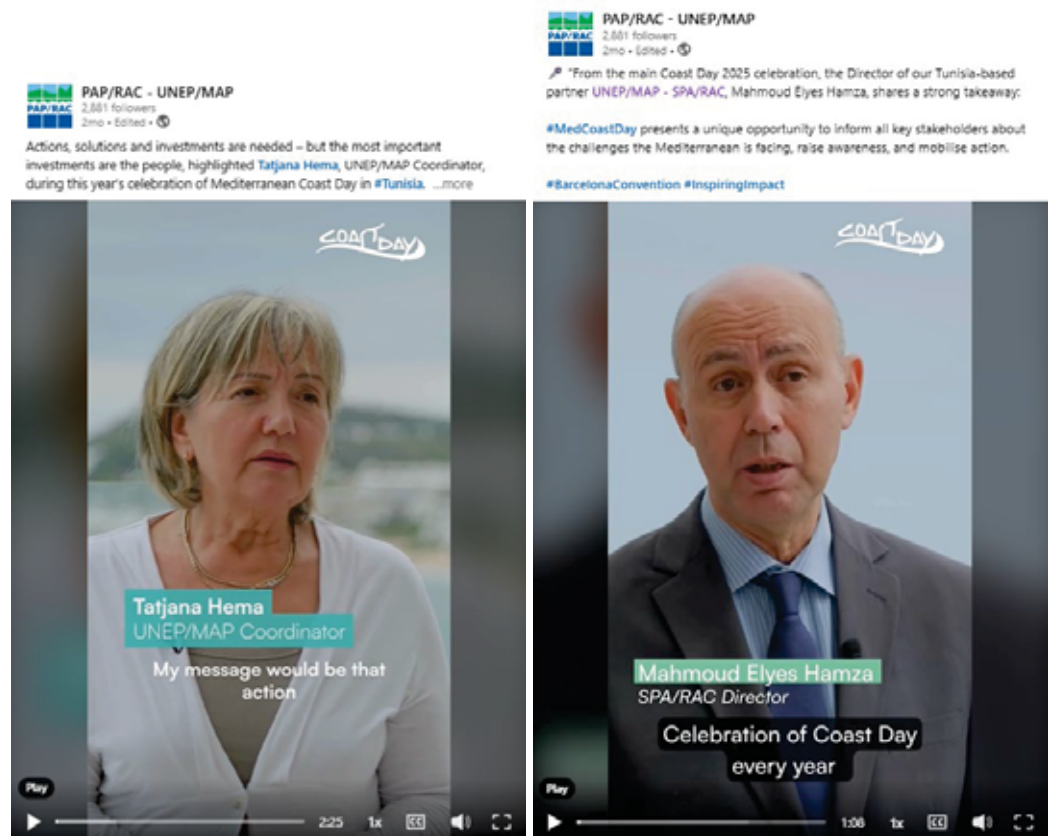


3.2.3 Integrating high-profile voices and thematic storytelling

To strengthen authenticity and emotional resonance, campaign communication incorporated real-voice testimonials and video narratives. These included:

Leadership and institutional messaging

- Curated video extracts from the main Coast Day event in Tunisia – recorded onsite and released during and post-event – featured statements by PAP/RAC, SPA/RAC and APAL Directors, the UNEP/MAP Coordinator, and PAP/RAC ICZM expert in Tunisia, reinforcing institutional commitment to mobilise action and highlighting the importance of integrated coastal management.



Video interviews

- **High-profile leadership quotes** were incorporated into campaign messaging, including a statement from Damjan Ćulafić, Montenegro's Minister of Ecology, Sustainable Development and Northern Region Development. Featured in a LinkedIn post under the #InspiringImpact banner, the Minister's message – "Our coastline is the first line of defence against climate change. We must protect it through sustainable management, reduced pressures, and the preservation of natural resources" – strengthened the political dimension of the campaign.

By foregrounding national leadership voices, this content emphasised that coastal resilience is not only a technical or community issue, but a government priority requiring institutional action.

- A storytelling video from the main event translated speeches and institutional messages into a visual narrative showing that Coast Day is about connecting people, policies and the sea.

Science-based awareness and thematic framing

- Carousel posts and video formats built around Plan Bleu's MED 2050 projections, translating scientific foresight into compelling public storytelling and framing future scenarios as a shared Mediterranean responsibility.
- A bespoke thematic illustration titled "When Your Home Disappears", created by Croatian illustrator Filip Peraić, was deployed to communicate climate urgency in a striking and accessible way. Accompanied by a caption stating that *"The science is clear – what was once expected to happen in the Mediterranean by 2100 is now racing toward us within the next 25 years... without urgent action and strong institutional support, homes, livelihoods – and an entire way of life – are at serious risk"*, the illustration connected scientific projections with emotional messaging. The asset broadened campaign reach, offering a visual narrative that resonated beyond policy circles and engaged wider public audiences.
- A Cyprus spotlight post integrated national ICZM progress into the campaign narrative, using the country's experience as an example of Protocol implementation in practice and functioning as a teaser encouraging audiences to explore the StoryMap for in-depth insights.

Illustration by
Filip Peraić



Narrative amplification and conversion toward StoryMap

- Quotes extracted from institutional stories and StoryMap contributions, which were adapted into visual formats and used to announce the main Coast Day event in Tunis, and as teaser content driving interest in the StoryMap.
- Promotional “explore the StoryMap” video directing audiences to navigate the institutional narratives and learn more about coastal resilience actions.

What would be your dream news headline about your work and contribution to coastal sustainability?



Public engagement and institutional imagination

- Vox pop interviews in Split, Croatia, highlighted public perceptions of climate change and reinforced the idea that Coast Day represents a continuous effort, not just a single day in the calendar.
- A closing video built around the “What would be your dream news headline about your work and contribution to coastal sustainability?” question – derived from the institutional/organisational survey – showcased visions of a resilient and thriving Mediterranean, and invited audiences to contribute their own aspirations.



Thematic carousel posts and videos

Guided by UN Sustainable Development Goal 16, these formats – pairing leading voices and community reflections – illustrated that coastal resilience grows stronger when communities and institutions work hand in hand with mutual trust and cooperation.

3.3 Social media campaign – key figures

*42 million
impressions and
over 320,000
clicks across 21
Mediterranean
countries*

The 2025 Mediterranean Coast Day digital campaign strengthened visibility, institutional engagement, and public awareness across the region.

Carried out between July and October 2025, the campaign combined organic communication with targeted paid promotion on LinkedIn and Meta platforms (Facebook and Instagram), supporting mobilisation, institutional storytelling, and thematic dissemination under the #InspiringImpact slogan.

3.3.1 Campaign strategy and audience segmentation

Social media campaigns on LinkedIn and Meta (Facebook and Instagram) targeted audiences across 21 Mediterranean countries, segmented into three regional groups based on average CPM levels – where CPM (*Cost per Mille*) represents the average cost of reaching 1,000 ad impressions – and broader performance patterns across the Mediterranean.

Regional targeting structure:

- **Group 1** (1–4 € CPM): Tunisia, Algeria, Morocco, Egypt, Syria* (limited), Libya* (limited), Lebanon
- **Group 2** (3–8 € CPM): Albania, Bosnia & Herzegovina, Türkiye, Cyprus, Greece, Croatia, Slovenia, Montenegro
- **Group 3** (6–16 € CPM): Monaco, Israel, Malta, Spain, France, Italy.

In total, **32 campaigns were launched** – 16 on Meta and 16 on LinkedIn – with a combined investment of €6,528.72 (€2,680.62 on Meta and €3,848.10 on LinkedIn). Together, these campaigns **generated approximately 42 million impressions and over 320,000 clicks**.

All paid ads were built upon and adapted from PAP/RAC's organic social media content – ensuring consistency of voice and reinforcing institutional messaging throughout the campaign.

3.3.2 Performance overview

Total campaign metrics

Metric	Result
Campaign Period	July 31 – October 31, 2025
Total Campaign Budget	€6,528.72
Countries Targeted	21 Mediterranean countries
Platforms Used	Meta (FB & IG) + LinkedIn
Impressions	42,461,438

Platform results

Meta (Facebook & Instagram)

Metric	Result
Campaign Period	July 31 – October 31, 2025
Total Campaign Budget	€2,680,62
Total Reach	31,905,136
Total Link Clicks	265,276
Impressions	36,997,218
Followers gained (FB + IG)	140

Meta delivered the largest reach and strongest cost efficiency, particularly in Group 1 countries such as Tunisia, Egypt, and Morocco.

LinkedIn

Metric	Full Campaign (Jul 31 - Oct 28)
Total Spend	€3,848.10
Total Impressions	5,464,220
Total Clicks	54,764
Total Engagements	98,581
Followers gained	818

While more costly per impression, LinkedIn excelled in professional engagement – especially through Document Ads and video formats resonating with institutional and expert audiences.

Top performing campaigns

Meta Ads:

- Short video from the Coast Day event in Tunis, with captions highlighting cooperation between institutions, civil society and coastal communities: **161,356 clicks**, 9.88% CTR (click through rate) – **highest engagement on Meta**.



- Ad invitation to audiences to explore the interactive StoryMap showcasing institutional resilience stories across the Mediterranean: **36,692 clicks**, 3.83% CTR.



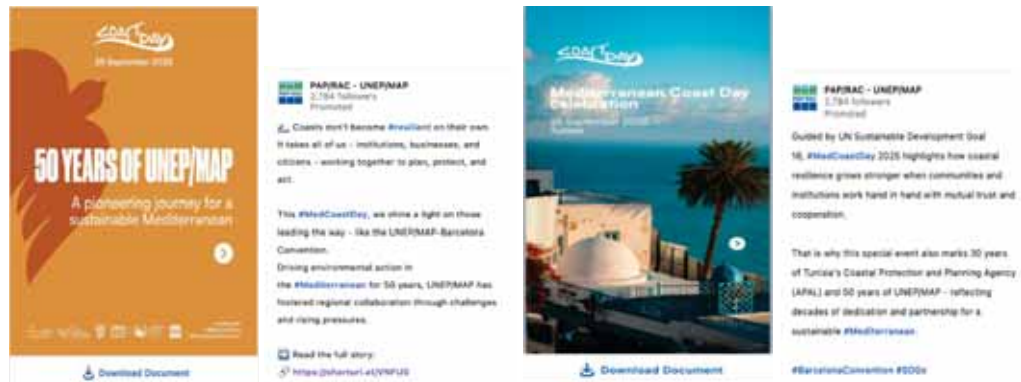
- Video presenting PAP/RAC's mission and contribution to coastal resilience and cooperation, reinforcing Coast Day's message of institutional cooperation: **35,292 clicks**, 5.16% CTR.



- Awareness ad using a campaign illustration "When your home disappears" to raise awareness about the vulnerability of Mediterranean coasts to climate change impacts: **8,060 profile visits**, 0.60% CTR.

LinkedIn Ads:

- Document ad carousel presenting 50 years of the Barcelona Convention and stressing collaboration across government, business and citizens: **32,216 clicks**, 12.41% engagement – **best-performing LinkedIn ad**.



- Document ad promoting the 2025 Coast Day main celebration and institutional milestones, including Tunisia's APAL 30th and UNEP/MAP's 50th anniversaries: **22,092 engagements**, 15.18% engagement rate – **highest LinkedIn engagement**.
- Carousel ad raising awareness on UNEP/MAP's Plan Bleu projections for 2050, highlighting the urgency of collective action and positioning #MedCoastDay as a call to protect coasts and inspire regional cooperation: 3.3 million reach, 4,582 engagements – most cost-efficient visibility ad on LinkedIn.



- Ad promoting institutions featured in the Coast Day 2025 StoryMap, encouraging audiences to explore their efforts and join the #InspireImpact movement: **3,115 engagements** – reinforced visibility and collaboration theme.

These results demonstrate that campaigns centred on real institutional stories, collaborative messages and visual storytelling generated the highest impact (full report provided as Annex 5.10).

3.3.3 Key insights

Social media campaign – Key insights

- Meta platforms (41.1% of budget) delivered mass reach: 31.9 M total impressions across both platforms
- LinkedIn (58.9% of budget) excelled at professional engagement: 2,4% engagement rate (media)
- Group 1 countries (Tunisia, Algeria, Morocco, Egypt, Lebanon, Libya) delivered excellent cost-efficiency with CPM's of €0.025 – €0.05
- Group 3 countries (France, Italy, Spain, Israel) showed 4 to 8 times higher CPM's but reached key institutional stakeholders
- On Meta, video-led formats were clear winners, achieving major cost efficiency and engagement
- On LinkedIn, Document and Video Ads proved most effective for engagement and message retention, while carousel awareness ads achieved outstanding cost efficiency for visibility

4

Regional celebration in Tunisia

The Mediterranean Coast Day was held on September 25, 2025, at the Mövenpick Hotel in Gammarth, Tunisia, as part of sub-project 2.1 of the GEF MedProgramme.

The event, organized jointly by PAP/RAC and the Agency for Coastal Protection and Land Use Planning (APAL) brought together more than 160 participants, including representatives of international organisations (UNEP/MAP, UNESCO IHP, GWP Med, SPA/RAC, PAP/RAC), national institutions (Ministry of the Environment, Ministry of National Defence, Ministry of Finance, Ministry of Technology and Communication, Ministry of Commerce, Ministry of Agriculture, Water Resources and Fisheries, Ministry of Social Affairs, Ministry of Industry, Ministry of Tourism, Ministry of State Domains and Land Affairs, Ministry of Equipment, National Sanitation Office, National Waste Management Agency, National Agency for Environmental Protection), as well as civil society organisations.

The celebration was framed around the role of institutions in driving sustainable coastal development in the Mediterranean. From policy development and the implementation of protective measures to advancing research and disseminating knowledge, these actors play a vital role in building a sustainable coastal future.

The 2025 edition recognised and showcased these contributions, while also encouraging broader engagement in supporting these institutions, people and processes that underpin resilient coastal communities.

Welcome and opening Messages

The event opened with a series of welcome and keynote messages from representatives of key institutions, setting the tone for the celebration and highlighting the central role of institutions in advancing sustainable coastal development across the Mediterranean.

Mr Mehdi Ben Haj, Acting Director of APAL, opened the day's proceedings. In his address, he recalled the regional context of the annual celebration of Coast Day, initiated within the framework of the Mediterranean Action Plan and the Barcelona Convention, which aims to strengthen cooperation among Mediterranean countries in the face of environmental pressures affecting coastal areas.

He presented APAL's main missions and the actions undertaken since its establishment, particularly in protecting the public maritime domain, monitoring coastal ecosystems, combating coastal erosion, restoring natural environments, and regulating coastal development. He also emphasised the need to strengthen institutional, legal, and financial frameworks, as well as cooperation with national and international partners, to effectively address the challenges posed by climate change and sea-level rise.



Mr Mehdi Ben Haj, Acting Director of APAL



Ms Wafa Ben Romdhane, Head of the Municipal Affairs Department at the Governorate of Tunis

Ms Wafa Ben Romdhane, Head of the Municipal Affairs Department at the Governorate of Tunis, then took the floor. She emphasised the strategic importance of the Mediterranean Sea as a shared historical, cultural, and environmental space, and the collective responsibility of coastal territories and countries for its protection. She noted that the annual celebration of Mediterranean Coast Day, held on 25 September, aims to promote the natural and environmental heritage of coastal areas and to highlight the role of institutions and organisations working to protect the coastline and the marine environment. Her remarks also placed this initiative within the framework of the UNEP/MAP, launched in 1976 and dedicated to promoting sustainable development. She further highlighted the environmental and development challenges facing the Mediterranean region, calling for strengthened cooperation, solidarity, and the exchange of experiences to identify appropriate short-, medium- and long-term solutions.

Ms Tatjana Hema, UNEP/MAP Coordinator, then took the floor. She emphasised the importance of this year's theme, *"Mediterranean Institutions for Coastal Resilience"*, paying tribute to individuals and institutions committed to coastal and marine protection, and highlighting in particular the crucial role of PAP/RAC in supporting the implementation of the ICZM Protocol.

"In the coming decade, regional institutions will have to become the guardians of our sea, but above all the catalysts for collective solutions so that the Mediterranean can become a global model for adaptation to climate change and sea-level rise."

Tatjana Hema,
UNEP/MAP Coordinator

She underlined the central role of regional institutions in the governance of coastal and marine areas, including facilitating cross-border cooperation, preventing pollution, and promoting sustainable planning in the face of climate change. Tunisia was highlighted as one of the most active countries in the Mediterranean in this field.

The coordinator also presented several recent achievements, including the Adriatic sub-regional plan to combat oil spills, progress in the sustainable management of ballast water, as well as the updated Mediterranean Strategy for Sustainable Development and the Regional Climate Change Adaptation Framework.

Finally, she invited the Parties to strengthen their collective commitment under the Barcelona Convention to build a cleaner, more sustainable, and more resilient Mediterranean coastline for future generations. She concluded by noting that a request had been made at the COP to recognise Coast Day as an official United Nations observance, reflecting its growing relevance as a regional platform for cooperation and action.



Ms Tatjana Hema, UNEP/MAP Coordinator



Ms Daria Povh Skugor, PAP/RAC Director

Ms Daria Povh Skugor, the Director of PAP/RAC, closed the opening segment of the event by introducing this year's Mediterranean Coast Day theme, which is the role of institutions, reflecting a year marked by several important anniversaries, including the 80th anniversary of the United Nations, the 50th anniversary of UNEP/MAP, the 40th anniversary of SPA/RAC, and the 30th anniversary of APAL.

In this context, this year's Coast Day focused on recognising the role of institutions as key stewards of coastal areas, in line with United Nations Sustainable Development Goal 16: *"Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels."*

She emphasised that institutions play a central role in generating tangible impact along Mediterranean coasts – from protecting coastal and marine environments to developing plans, shaping regulations, supporting decision-making, and disseminating knowledge and tools.

The celebration aimed to highlight these contributions, including the implementation of concrete projects to protect and restore coastal ecosystems, as well as the development of innovative policies benefiting coastal communities. It also provided an opportunity to recognise achievements and explore ways to further support and amplify these efforts.

Panel 1: Importance of regional institutions for the sustainable management of coastal areas in the Mediterranean

The panel highlighted the central role of regional institutions in supporting the protection and sustainable management of Mediterranean coastal zones, with particular emphasis on the Barcelona Convention as the main regional legal and governance framework.

Panel on the importance of regional institutions for the sustainable management of coastal areas in the Mediterranean



Opening the discussion, Ms Tatjana Hema, emphasised that the Convention provides a comprehensive framework for addressing key challenges in the region. With its seven Protocols, Barcelona Convention provides a framework for combating pollution, preserving biodiversity, implementing ICZM, and preventing risks from pollution from ships. She underlined its role in promoting cooperation among Mediterranean countries by establishing common standards, supporting integrated planning, and coordinating the work of Regional Activity Centres. Through initiatives such as the MedProgramme, the system has contributed to strengthening governance, reducing pollution, and supporting the implementation of concrete projects across the region, including in Tunisia. Overall, the Barcelona Convention was presented as both a legal framework and a driver of collective action in addressing major regional challenges, including climate change, pollution, biodiversity loss, and coastal urbanisation pressures.

Looking ahead, the discussion highlighted that regional institutions will play an increasingly important role in responding to climate change and sea-level rise over the coming decade. Key priorities include strengthening risk assessment, promoting nature-based solutions, advancing integrated coastal planning, and mobilising international financing. In this context, regional institutions were described not only as custodians of standards but also as platforms for innovation, solidarity, and shared action. The goal, inspired in particular by the Mediterranean Declaration of Nice (Med50), is to position the Mediterranean as a leading region in climate adaptation and sustainable coastal zone management.

Building on these perspectives, Mr Mitja Bricelj, President of the Barcelona Convention Bureau, highlighted the importance of the Mediterranean Strategy for Sustainable Development (MSSD), adopted in 2005 and updated in 2016 (MSSD 2016–2025) to align with the Sustainable Development Goals and the 2030 Agenda. He also noted that the Strategy is currently under revision, reflecting the need to respond to evolving regional challenges and priorities. Developed under the auspices of the Mediterranean Action Plan, the Strategy translates sustainable development principles into the regional context, supporting cooperation across national boundaries and promoting integrated management of natural resources, including in line with the ICZM Protocol.



Mr Mitja Bricelj, President of the Convention Bureau



Ms Christine Haffner Sifakis, Barcelona expert at MedProgramme

Ms Cristine Haffner Sifakis presented the MedProgramme, the GEF's first programmatic initiative in the Mediterranean. Its objective is to address the major transboundary environmental pressures affecting coastal areas, while strengthening climate resilience, water security, and the health of coastal communities. She highlighted its integrated, multi-sectoral approach, grounded in the Barcelona Convention, which links science, governance, and on-the-ground action. The Programme aligns with the ambition of the Nice Med50 Mediterranean Declaration to position the Mediterranean as a leading region for nature-based solutions, coastal zone adaptation, and enhanced regional cooperation.

“The GEF MedProgramme contributes to capacity building and institutional strengthening across the Mediterranean.”

Christine Haffner Sifakis,
expert at MedProgramme

The MedProgramme contributes to capacity building and institutional strengthening across the Mediterranean. Beyond technical interventions, it supports the establishment of inter-ministerial cooperation mechanisms, which are essential for managing coastal areas, implementing the Water-Energy-Food-Ecosystems Nexus, and deploying the Source-to-Sea approach. Within this framework, sub-project 2.1, was highlighted as an example of effective collaboration, bringing partners together around a shared understanding that integrated management of water and coastal resources requires

active inter-ministerial coordination and strengthened inter-sectoral cooperation. It is this shared institutional approach that transforms local demonstrations into sustainable and replicable public policies. What distinguishes it is its innovative, integrated and multi-sectoral approach: it does not limit itself to isolated projects, but acts as a regional platform that links science, policy and action, covering themes ranging from the sustainable management of groundwater and marine biodiversity to pollution control, coastal planning and climate adaptation.

Anchored in the governance framework of the Barcelona Convention – with its Protocols, regional strategies, and specialised Regional Activity Centres – the MedProgramme provides coherence and a shared vision, and creates bridges between ministries, scientists, international financial institutions, the private sector, and civil society, to foster concrete, replicable, and large-scale solutions.

Mr Elyes Hamza, Director of SPA/RAC, highlighted that the main pressures affecting the Mediterranean marine and coastal ecosystems are primarily anthropogenic, stemming from human activities. He identified four key drivers: overexploitation of fisheries resources, marine pollution, greenhouse gas emissions driving climate change, and uncontrolled coastal development.

He noted that nearly 73% of commercial fish species are overexploited, a situation exacerbated by the degradation of marine habitats, which undermines the regeneration of fish populations. Regarding pollution, he emphasised that 50% of plastic remains at the surface, while the rest accumulates on the seabed, affecting entire ecosystems. Climate change, meanwhile, is causing sea levels to rise and promoting the proliferation of approximately 1,000 non-native species, 70% of which have now become permanently established, profoundly altering Mediterranean biodiversity. Furthermore, Posidonia seagrass meadows, essential to the ecological balance, declined by 34% between 1970 and 2010, primarily due to coastal development.

In this context, he stressed the importance of balancing ecosystem conservation with the livelihoods of coastal communities. This requires strengthened scientific monitoring and the expansion of marine protected areas, which serve as essential tools for assessing human impacts and supporting ecosystem recovery.



Mr Elyes Hamza, Director of RAC/SPA



Mr Ali Ben Hammouda, Director at the General Secretariat for Maritime Affairs

He also underlined the importance of economic assessments and stakeholder engagement in ensuring that conservation measures are both scientifically sound and socially accepted. In this regard, SPA/RAC contributes to advancing evidence-based and inclusive approaches to coastal and marine management. The discussion also recalled the regional ambition to protect 30% of the Mediterranean through marine protected areas by 2030.

Ms Rita Marteleira, UNESCO – IHP representative, introduced the role of UNESCO – IHP as a bridge between scientific research and policymakers in the field of freshwater.

Within the framework of the MedProgramme, studies have been carried out on the interactions between groundwater and coastal ecosystems, the impacts of climate change on groundwater, and saltwater intrusion into coastal aquifers across the Mediterranean. Groundwater management plans are developed in close collaboration with local stakeholders. She emphasised the importance of raising awareness of groundwater resources before pressures to exploit them increase, noting that these hidden resources are often overlooked. UNESCO-IHP also contributes to transboundary groundwater management initiatives across the region.

Ms Daria Povh Skugor, Director of PAP/RAC, presented examples of the impact of PAP/RAC activities in Mediterranean countries. She recalled the first Coastal Area Management Programme (CAMP), initiated in the Bay of Kaštela, near Split, the home town of PAP/RAC, in the mid-1980s, which was successfully completed and, over the following four decades, replicated in all but one Mediterranean country.

In Algeria, CAMP Algiers, developed with PAP/RAC support in the early 2000s, has been, or is planned to be, replicated across 14 coastal provinces, where such plans are now a legal requirement.

In Croatia, following the development of a coastal plan focused on the impacts of climate variability and change for the Šibenik-Knin County, several municipalities decided to replicate this approach. While some of these projects were funded by European funds, others were financed by the local budgets.

She highlighted that a key factor in the success of these initiatives is the establishment of cross-sectoral coordination mechanisms, which serve as effective governance tools for addressing complex coastal challenges. Platforms for sharing experiences were also identified as important enablers of replication and scaling.

In closing, she referred to the celebration of Mediterranean Coast Day, including the online campaign, which reached nearly 30 million people through social media. She emphasised that the objective is to raise awareness beyond the environmental community, fostering broader public support for policy decisions promoting sustainability.

Panel 2: History of national institutions for the coastal environment

Mr Ali Ben Hammouda, Director at the General Secretariat for Maritime Affairs, stressed the need to establish a horizontal structure, such as an inter-ministerial committee, to ensure effective coordination between the various actors involved in coastal management.

He emphasized the need to implement priority actions at several levels – legal, institutional, and governance – to improve coastal environmental management. Regarding governance, he particularly stressed the need to avoid duplication of responsibilities between institutions.



Mr Ali Ben Hammouda, Director at the General Secretariat for Maritime Affairs



Ms Sabria Bnoui, Head of International Cooperation at the Ministry of the Environment

He also called for the launch of work on maritime spatial planning (MSP), an essential tool for the integrated and sustainable management of marine and coastal areas. Furthermore, he emphasized the importance of collecting and processing environmental data to create reliable

“The role of each institution has to be clearly defined in order to avoid duplication of responsibilities and to allow for their optimal functioning.”

Ali Ben Hammouda, Director at the General Secretariat for Maritime Affairs

databases, which are invaluable decision-making tools. Finally, he reiterated the need to strengthen regional and international cooperation in maritime affairs and the protection of marine and coastal biodiversity, a crucial condition for addressing the shared challenges facing the Mediterranean region.

During the panel, Mr Mehdi Ben Haj, acting director of APAL, presented an institutional overview of the Agency's thirty years of existence, highlighting the complexity of its mission in the face of increasing pressures on Tunisia's coastline—whether industrial, economic, or social. He emphasized that Tunisian history is inextricably linked to the sea and reminded that Tunisia is formed by a mosaic of cultures, which are reflecting on its rich and diverse coastline. It is therefore essential to preserve it while avoiding the mistakes of the past.

He welcomed the initiatives of the UNEP/MAP, which have led to a major shift in coastal management by integrating the sea and the coastline into a common and coherent approach. APAL plays a central role in this dynamic, being the only national agency responsible for both coastal and marine protection.

Mr Ben Haj also highlighted the essential role of APAL in drafting legal texts protecting the Tunisian coastline. He emphasized that in 1994, the word "coastline" was introduced for the first time into national legislation through the Planning and Urban Development Code, which defined non-building zones and served as the basis for the Agency's work. This same text also introduced the concept of the public maritime domain, thus legitimizing the APAL's jurisdiction over both the terrestrial and marine aspects of coastal zones. Since then, the Agency has continued its work by drafting the decree on the temporary occupation of the maritime domain, and then, in 2009, the law on the creation of marine protected areas. Finally, he specified that APAL continuously updates its legal framework to adapt it to new challenges and requirements of integrated coastal zone management.

The main challenge for APAL in the area of ICZM in Tunisia is coastal erosion. While riprap are easy to install, protecting the coastline while also considering the environment adequately presents a major challenge.

Mr Ben Haj concluded by reflecting on the long and effective collaboration between APAL and CAR/PAP in the field of coastal protection, which has been very fruitful.



Ms Afef Hammami Marrakchi, Professor of Law at the Faculty of Sfax



Ms Khaoula El Kadi, President of the Association for the Safeguarding of the Island of Djerba (ASSIDJE)

Ms Sabria Bnoui – Head of International Cooperation at the Ministry of Environment- emphasised the essential role of international cooperation in coastal management, which she described as a fundamental pillar for strengthening and supporting national expertise. She noted that this cooperation has led to concrete progress, such as the development of advocacy materials that resulted in Tunisia's ratification of the ICZM Protocol, even though the last step, which is depositing the instruments of ratification with the Depositary, is yet to be done.

Ms Bnoui also presented a worrying observation: nearly a quarter of the Tunisian coastline could be affected by rising sea levels, requiring urgent investments estimated at around \$2.3 billion to protect the most vulnerable areas.

On the institutional level, she highlighted the long-standing cooperation between Tunisia and its international partners, who support both the Ministry of the Environment and, most specifically, APAL, in their efforts for the protection and sustainable management of the coastline. She emphasised the particular importance of regional cooperation, recalling Tunisia's strong commitment to collaborating with the Mediterranean Action Plan, a historical and strategic partner. She mentioned the integrated approach of the MedProgramme, a particularly relevant framework, while commenting the role of SPA/RAC and of PAP/RAC, which actively supports the implementation of the ICZM strategy in Tunisia.

Finally, Ms Bnoui addressed the crucial issue of financing coastal initiatives. She called for improved access to international funds, particularly those dedicated to climate change, biodiversity, and loss and damage, for both the public and private sectors. She concluded by emphasising the need to strengthen synergy between international programs and instruments, as well as at the national level through better inter-ministerial coordination, to ensure more coherent and effective management of the Tunisian coastline.

Ms Afef Hammami Marrakchi, Professor of Law at the Faculty of Sfax presented the main results of a study conducted with PAP/RAC on the analysis of the coastal governance framework in Tunisia, with a view to ICZM. She explained that this study began with a mapping of the actors involved, revealing a wide range of stakeholders: several ministries (most of which were represented at the Coast Day), as well as affiliated agencies, observatories, coastal municipalities, and civil society.

“Continuous information-exchange channels among the relevant institutions is an essential condition for effective governance.”

*Afef Hammami Marrakchi,
Professor of Law at the Faculty of Sfax*

The study highlighted the diversity of missions and types of intervention: some actors are responsible for planning and management, others for monitoring or observation, while some deal with pollution prevention, research, or the application of sanctions. Faced with this multiplicity of actors and responsibilities, the study

focused on determining whether the division of powers is clearly defined, particularly through the analysis of legal texts.

Ms Hammami Marrakchi emphasised that APAL occupies a central position in coastal governance, as the focal point for the ICZM Protocol. However, she noted that the Agency does not always have the necessary resources to fully assume its coordinating role. She also raised the issue of the existence of continuous information-exchange channels among the relevant institutions, an essential condition for effective governance.

She emphasised that the lack of coordination between stakeholders is a major obstacle to implementing truly integrated management and proposed the creation of an inter-ministerial committee to address this. From a legal standpoint, she observed that ambiguous texts allow for multiple interpretations, with each institution sometimes seeking to expand its prerogatives, thus complicating coordination. She concluded by reiterating that the Tunisian coastline remains a highly coveted area from an institutional perspective, due to the diversity of activities taking place there, hence the need to clarify roles and ensure more coherent and transparent governance.

She concluded by stating that Tunisia had a very rich and interesting legal and institutional framework, and that it was simply necessary to propose a harmonisation between the texts to bring out a proposal that would allow for better management of coastal areas.

Discussion

The question was raised as to whether funds from international donors could be made available to regional decision-makers, particularly in emergency situations. A desire was expressed to allocate a portion of the funds for this purpose. The response was that local and regional authorities have significant funding opportunities through decentralisation projects.

Presentation of the development of a zone-based management tool for Lella Hadhria, Djerba

Ms Khaoula El Kadi – President of the Association for the Safeguarding of the Island of Djerba (ASSIDJE) – emphasised the importance of being part of the project and reiterated that there are no borders at sea, while considering the Lella Hadhria area a true gem. For this reason, she stressed the importance of designating it as a Ramsar site.

Mr Mohamed Ali Briki – Geographic Information Systems Engineer at APAL, highlighted the importance of geo-specialised tools, considered as tools for information gathering, monitoring, and analysis to anticipate risks. He presented the Lella Hadhria area as a mosaic of zones, each fragile and unique, with its own uses and multiple pressures.

He recalled the role of GIS in measuring the impacts of climate change and establishing projections for 2050 and 2100, and concluded by emphasising the importance of zoning for Lella Hadhria.

In her presentation, Ms Lobna Boudaya, project coordinator, outlined the main stages of developing an Area-Based Management Tool (ABMT) for the Lella Hadhria site in Djerba. She began by noting Djerba was chosen as the pilot area due to its significant environmental fragility and its major cultural and touristic importance, making it both a sensitive and strategic territory.

Ms Boudaya explained that the ABMT aim to find a balance between the use and conservation of resources, seeking a consensual solution that takes into account the interests of the various users – fishermen, tourism actors, local authorities, ecologists and residents.

She detailed the methodological process in three steps. The first one was to establish a participatory diagnosis, enabling the identification of existing activities and sensitive areas (such as seagrass beds, algae, coastal habitats or coastal dunes); the second one was to develop a map of uses and activities, in order to visualize interactions and potential conflicts of use; and the third one was to make collective decisions on authorized activities and the conditions of their implementation, within a framework of shared governance.

She emphasised that continuous monitoring is essential, along with adaptive measures when environmental or socio-economic conditions change. Finally, Ms Boudaya concluded her presentation by sharing several examples of international best practices in the use of Coastal Zone Management Plans (CZMPs), illustrating the relevance of this tool for reconciling development and coastal preservation.

Closure of the event

Ms Povh Skugor took the floor to thank all the participants for their valuable contributions to the day's discussions. She emphasised that with climate change, the challenges will become increasingly numerous and significant. She offered particular thanks to APAL for its active involvement in co-organizing the event and for all its efforts to advance the sustainable development of the Tunisian coastline.

Tatjana Hema reiterated these thanks and added that the real added value of Coast Day is that it brings together stakeholders from the Mediterranean coast. The Barcelona Convention is essential, but it remains just a law. What gives it life is its implementation through action. Meeting in this way allows us to see what works, what could be improved, and how UNEP/MAP can best assist countries in moving forward. The ultimate goal is to improve the quality of life for local people by protecting the coastline and the sea that we have inherited from our parents and that we want to pass on to future generations.

She concluded by reminding Tunisia that it was essential that the instruments of ratification be deposited to the depositary.

Mr Mehdi Ben Haj concluded by emphasising the strength and continuity of cooperation with institutional and regional partners, particularly in the preparation of reports, the monitoring of their results, and the conduct of ongoing projects, including those related to the national strategy for integrated coastal zone management. He stressed the importance of moving from a theoretical approach to operational implementation, reiterating that the effectiveness of public policies relies primarily on institutional anchoring, coordination among stakeholders, and the coherence of actions carried out on the ground. He highlighted the added value of regular exchanges with Mediterranean institutions, while emphasizing that levels of coordination may vary depending on the context, without diminishing their strategic importance. Mr Ben Haj finally expressed his gratitude to UNEP/MAP and the PAP/RAC for choosing the theme of this edition, also welcoming the organization of the event in Tunisia, the strong mobilization of representatives from ministries, APAL and other national institutions, and reaffirming the collective, united and sustainable commitment of all actors to the protection of the Tunisian coastline.

Visit to the exhibition

After the event, all the guests were invited to visit the scientific exhibition dedicated to marine biodiversity, which was organised in the hotel by the University of Sciences of Sfax, as part of the ORIENTATE Tunis project.

This exhibition aimed to present to the public and participants the richness and diversity of Mediterranean marine ecosystems, as well as the research work carried out by Tunisian scientists in the field of marine ecology.

Through various visual and educational media – including explanatory panels, illustrations of marine species and scientific presentations – visitors were able to discover the main characteristics of the region's marine biodiversity, as well as the challenges related to its preservation.

The exhibition was presented by Professor Lassad Neyfar, a specialist in marine ecology, who shared with participants the results of research carried out on marine ecosystems and species present in Mediterranean waters.

It provided a more informal exchange between scientists, decision-makers and participants, bringing scientific research closer to public policies and conservation actions.

In addition to the day's institutional discussions, this exhibition helped raise awareness among participants of the importance of protecting marine biodiversity and the essential role of scientific research in the sustainable management of coastal areas.

It thus constituted an enriching closing activity, concretely illustrating the links between science, awareness and environmental governance in the Mediterranean.

5

Mediterranean Coast Day events across the region

Mediterranean Coast and Macro-Regional Strategies Week in Slovenia

For more than a decade, Izola has hosted Mediterranean Coast Week, serving as a hub where science, policy, the economy and community voices converge around shared coastal challenges and opportunities.

[This year's edition](#) (15 – 17 September 2025) brought together stakeholders from the Danube, Black Sea and Mediterranean regions under the EUSAIR Pillar 3 – Environmental Quality framework. Participants exchanged best practices, strengthened cross-border cooperation and underlined the importance of integrated water and coastal management to address climate change, pollution, biodiversity loss and emerging security risks – reflecting both UN SDG 16 principles and the 2025 Coast Day theme.



"Climate Resilience: from Source to Sea" workshop

PAP/RAC participated in the "Climate Resilience: from Source to Sea" workshop, presenting how climate resilience is integrated into coastal management planning and promoting Mediterranean Coast Day messages among practitioners and policymakers.

The event also provided a platform to showcase the story of Slovenia, developed under the #InspiringImpact campaign. Slide presentations featuring PAP/RAC-produced visuals were displayed across the city, offering a tangible illustration of how national initiatives embody regional ICZM principles.

Coast Day in Sardinia – organised by MEDSEA and BLUE4ALL

To mark the 2025 edition of Coast Day, the MEDSEA Foundation and the BLUE4ALL project hosted an event in Cagliari during the Sardinia Sailing Cup, linking coastal awareness with a major public gathering.

The [programme](#) combined education, advocacy and hands-on engagement:

- schoolchildren from Up School Cagliari were invited to explore coastal ecosystems and create an artistic installation using recycled materials, promoting environmental learning and circularity values;
- a stage session focused on Mediterranean coastal challenges and the EU 30×30 strategy, featuring Capo Carbonara Marine Protected Area and RAS Ambiente, who discussed how initiatives such as BLUE4ALL contribute to advancing this conservation target.

Coast Day branding was visibly present in MEDSEA & BLUE4ALL promotional posts, showcasing that Coast Day inspires diverse actors to mobilise around shared Mediterranean priorities.



Coast Day in Cagliari

International Coastal Cleanup 2025 in Greece

Another example of Coast Day visibility came through HELMEPA's coordination of the International Coastal Cleanup (ICC) campaign in Greece, the world's largest volunteer initiative dedicated to marine protection. Running from 20 September 20 to 30 November 2025, ICC mobilised schools, university groups, scouting associations and young volunteers to participate in coastline and seabed clean-ups, turning awareness into hands-on action.

[Coast Day](#) branding was prominent in ICC campaign materials, reinforcing alignment between institutional coastal governance efforts and youth-led citizen action. Moreover, HELMEPA's ICC initiative was also featured in the StoryMap "Institutions in Action", further elevating its visibility and acknowledging HELMEPA as a Coast Day partner.

Educational film screenings in Croatia

Mediterranean Coast Day was also marked in Croatia through an educational initiative led by [Prva privatna gimnazija Varaždin](#), which organised film screenings and discussions on human impacts on the environment. The programme addressed marine pollution and explored solutions for reducing plastic waste on coasts and in the sea.

During the discussions, students proposed a range of measures – including financial penalties, restrictions on bringing food and beverages to beaches, and even a complete boycott of plastic in everyday life – demonstrating strong awareness and engagement with coastal protection issues.



Coast Day in Prva privatna gimnazija Varaždin, which organised the first Model United Nations Conference in Croatia this year – an educational simulation where students act as delegates, debating global issues and drafting solutions in a UN-style format to learn about diplomacy, international relations, research, and public speaking.

6

Overall impact

The combined efforts of the online campaign and regional celebration significantly enhanced awareness of coastal sustainability and created a dynamic platform for knowledge-sharing, participation, and network-building across the Mediterranean.

Raising awareness

The campaign succeeded in translating complex environmental challenges into accessible narratives – through leadership messaging, data-driven content, visual storytelling and institutional spotlights – making climate risks, ICZM principles, and coastal resilience more relatable to diverse audiences.

This was reflected in 42.4 million impressions, over 320,000 clicks, more than 900 new followers and record engagement peaks on thematic posts.

Engagement

Multi-format engagement tactics stimulated interaction both online and offline. This resulted in high-performing click-through rates and organic reposting of partner content, reinforcing that Mediterranean Coast Day is not a symbolic date but a year-round movement supported by dialogue and shared ownership.

Stories of impact and network building

By collecting institutional contributions, promoting success stories and developing thematic content, the campaign:

- brought forward more than 20 institutional stories of impact
- generated StoryMap interactions and post-event traffic
- strengthened linkages between Contracting Parties, NGOs, regional bodies and scientific institutions.

This positioned Coast Day as a shared Mediterranean platform for inspiration and continued cooperation.

Media work

While local media promotion in the host country proved effective and contributed to strong visibility of the event, the campaign experience highlighted the need to work more systematically on media promotion at the regional level.

Conclusion

Overall, Mediterranean Coast Day 2025 demonstrated the value of an integrated communication model – where strategic storytelling, digital marketing, institutional partnership building and event visibility produced measurable reach and meaningful engagement.

The combination of engagement tactics helped build momentum, connected stakeholders and inspired forward-looking action across the region.

Annex 1: PAP/RAC Editorial

Editorial by Daria Povh-Škugor (PAP/RAC Director)

The 2025 edition of Coast Day is all about the institutions inspiring impact around our shores. They protect the coastal and marine environment, make the plans, design the regulations, take the decisions, and spread the knowledge and tools. The goal is to build a better, more sustainable future for our coastal regions.

As we gear up for the day itself on 25 September, we're putting the spotlight on the incredible work they do – from implementing hands-on projects that protect and restore coastal ecosystems, to driving innovative policy changes that benefit coastal communities. We'll be celebrating their successes and exploring practical ways everyone who cares about the coast can support and amplify their efforts.

The issue of coastal resilience has never been more critical in our region

The planet is facing the urgent and interlinked crises of climate change, biodiversity loss and pollution, and the Mediterranean is a global hotspot for all three. Nowhere are they felt more acutely than in the coastal zone.

Some stark projections from a [recent report](#) by the UNEP/MAP's Plan Bleu show how serious the situation is. Temperature rise in the Mediterranean is expected to exceed 2°C by 2040, showing a region warming far faster than the global average. What was predicted for the end of the century is now expected to occur here by 2050. It will bring a radically changed marine environment along with more frequent droughts, floods and heatwaves. A sea level rise of 40 cm will make coastal protection in many areas hugely challenging.

Meanwhile the region's coastal population – already 150 million people – will continue to rise, growing another 20-30% by the middle of the century. Along with 400 million tourists who visit the Mediterranean (source: WTO) each year, this will put enormous pressure on finite and fragile natural resources. The way in which we approach the management of these resources will define our future societies. The need for coastal resilience is not just environmental, it's social, economic and deeply human too. It's everybody's business.

The crucial role of institutions in making things happen

Our governments are aware of this and, by ratifying the Barcelona Convention, have made a legal commitment to work together for the sustainable development of the Mediterranean coast – and they've put in place specialist institutions whose role is to help make this happen.

UN [Sustainable Development Goal 16](#) calls for 'effective, accountable and inclusive institutions at all levels'. Coast Day 2025 promotes this idea, bringing institutional strength to bear on the central regional issue of sustainable coastal development.

PAP/RAC – the UNEP/MAP regional centre for coastal management – is at the heart of these efforts, promoting the use of powerful approaches like integrated coastal zone management (ICZM) and maritime spatial planning (MSP). These methodologies bring land and sea, science and policy, nature and people together into one big picture to deal with as a whole.

*Citizens,
scientists,
businesses,
educators
and young
people must all
be part of the
equation*

The goal is to build firm, fair foundations for a more resilient future for our coasts. And here – from local and national authorities in charge of environmental protection to development agencies, from scientific bodies to non-governmental organizations – it's our institutions that are plotting the course and leading the way.

Institutions are made of people, and they exist to serve people

Crucially though, institutions are not abstract. They're made of people, and they exist to serve people. We all have a role to play in supporting them, and in holding them to account too. Coastal resilience is stronger when communities and institutions work hand in hand in mutual trust and cooperation.

Ordinary citizens, scientists, businesses, educators and young people must all be part of the equation.

Coast Day 2025 will put the spotlight on the impact inspired by specialised institutions.

We'll be exploring how small groups make a huge difference to millions. We'll also be looking at how everyone else can get involved too, supporting the people and the processes that are shaping our shared coastal futures. We'll be convening conversations, swapping stories, celebrating successes, assessing past achievements and scoping out future challenges.

If you care about our coast – today, tomorrow and far into the future – then we invite you to be a part of Coast Day 2025.

Host your own Coast Day event – register [here](#).

Follow PAP/RAC for the latest updates on [social media](#).

Annex 2: Questionnaires

National institutions (English version)

Share your impact for Mediterranean Coast Day 2025! Help us spotlight your efforts and show how your institution is making a difference for coastal communities and ecosystems.

1. **Institution**
2. **Contact person**
3. **Email**
4. **City**
5. **Country**
6. **Website/social media**
7. **Looking back at the work your Ministry has done to promote sustainable coastal development – which initiative are you most proud of, and why?** (We'd love to hear how it made a difference – not just in policy, but in people's lives, community trust, or team collaboration among stakeholders from local to national or regional levels)
8. **Reflecting on your own career within the institution, which initiative or contribution are you personally most proud of, and why?** (This could be something that challenged you, shaped your professional growth, or allowed you to make a meaningful impact – big or small – on your team, the community, or the coastal environment.)
9. **What's the toughest challenge your institution faces when it comes to protecting the coast in a sustainable and inclusive way?** (This could be legal, financial, technical, related to human resources, or even just the challenge of getting everyone to the table. Personal insights or stories are welcome!)
10. **Looking ahead, what are your top priorities for the next 5 years to make your country's coast more resilient and sustainable?**
11. **Now imagine it's 2030. What would be your dream news headline about your institution's work on sustainable coastal management?** (Let your imagination go – what success would you love to see recognised?)
12. **Do you have any visuals – photos, videos, or testimonials – that help tell your story?** These will support the 2025 Coast Day campaign and highlight the people and partnerships behind your work.

Please include a link with the visuals below, and make sure to include your organisation's logo!

Technical tips:

- Minimum size: at least 1920 x 1080 pixels
- Avoid blurry, pixelated or low-light photos
- File formats: JPEG (.jpg) or PNG (.png)

Note: By submitting this form, I agree to transfer the copyright of the submitted story to PAP/RAC without compensation and without restrictions, which includes the rights to adapt, publish, promote, and distribute the submitted story and visual materials in Croatia and internationally, for the purposes of this Call for contributions. This transfer of rights covers printed, audio, and electronic versions. Additionally, by participating in this Call, I agree to take responsibility for any potential claims by third parties contesting the use of the submitted story and visual material.

For more information, please refer to our data protection policy: <https://paprac.org/hr/zastita-osobnih-podataka>.

National institutions (French version)

Partagez votre impact pour la Journée du Littoral 2025 ! Aidez-nous à promouvoir vos efforts et à démontrer la contribution de votre institution à la protection des communautés côtières.

1. **Institution**
2. **Contact de l'interlocuteur**
3. **Email**
4. **Ville**
5. **Pays**
6. **Site Internet/ réseaux sociaux**
7. **Parmi les travaux menés par votre institution pour promouvoir le développement durable du littoral, quelle initiative considérez-vous comme la plus réussie, et pourquoi ?** (Nous aimerions savoir comment ce projet a pu faire la différence – non seulement au niveau des politiques publiques, mais également dans la vie des citoyens, en renforçant la confiance au sein des communautés ou encore en encourageant la collaboration entre les parties prenantes, au niveau local, régional ou national).
8. **En repensant à votre parcours au sein de l'institution, quelle initiative ou contribution vous rend personnellement le plus fier (ou fière), et pourquoi ?** (Cela peut être quelque chose qui vous a mis au défi, qui a contribué à votre développement professionnel, ou qui vous a permis d'avoir un impact significatif – grand ou petit – sur votre équipe, la communauté ou l'environnement côtier.)
9. **Quel est le défi le plus difficile à relever pour votre institution lorsqu'il s'agit de protéger le littoral de manière durable et inclusive ?** (Il peut s'agir d'un obstacle juridique, financier, technique, lié aux ressources humaines, ou simplement du défi de réunir les parties prenantes. Les propositions et expériences personnelles sont les bienvenues!)
10. **Quelles sont vos principales priorités pour les cinq prochaines années afin de favoriser la résilience et la durabilité du littoral dans votre pays ?**
11. **Imaginez que nous sommes en 2030. Quelle serait la une de presse idéale qui décrirait le travail de votre institution en matière de gestion durable du littoral ?** (Laissez parler votre imagination – quelle réussite souhaiteriez-vous voir reconnue?)
12. **Avez-vous des éléments visuels – photos, vidéos, témoignages – qui contribuent à faire connaître votre travail ?** (Ceux-ci viendront appuyer la campagne de la Journée du Littoral 2025 et mettrons en lumière les personnes et les partenariats à l'origine de vos projets).

Veuillez inclure un lien vers votre logo et vos images ci-dessous!

Conseils techniques :

- Taille minimale : au moins 1920 x 1980 pixels
- Evitez les photos floues, pixellisées ou à faible luminosité
- Format des fichiers : JPEG (.jpg) ou PNG (.png)

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Pour plus d'informations, veuillez consulter notre politique de protection des données : <https://paprac.org/hr/zastita-osobnih-podataka>.

MED organisations (English version)

How are you making a difference for the Mediterranean?

Mediterranean Coast Day 2025 is all about impact – share what your organisation is doing for our coasts and communities.

1. **Organisation/company name**
2. **Contact person**
3. **Email**
4. **City**
5. **Country**
6. **Website / social media**
7. **We'd love to hear how your organisation is supporting sustainable coastal development. Is there a project or action that you're particularly proud of? What makes it meaningful to you?**
8. **From your perspective, where do the biggest gaps or challenges lie in achieving healthy, inclusive, and climate-resilient Mediterranean coasts?** (Feel free to reflect on your own sector's experience – what holds progress back?)
9. **What actions, innovations, or partnerships could help accelerate progress in the face of regional threats like sea-level rise and coastal degradation?** (What's working? What's missing?)
10. **Looking ahead, what are your organisation's top priorities or upcoming initiatives to support coastal sustainability in the next 5 years?** (This could be at the community, national, or Mediterranean-wide level)
11. **Now imagine it's 2030. What would be your dream news headline about your work and contribution to coastal sustainability?** (Let your imagination go – what success would you love to see recognised?)
12. **Do you have any visuals – photos, videos, or testimonials – that help tell your story?** We'd love to include these in the Coast Day 2025 campaign to highlight the people and partnerships behind your work.

Please include a link with the visuals below, and make sure to include your organisation's logo!

Technical tips:

- Minimum size: at least 1920 x 1080 pixels
- Avoid blurry, pixelated or low-light photos
- File formats: JPEG (.jpg) or PNG (.png)

Note: By submitting this form, I agree to transfer the copyright of the submitted story to PAP/RAC without compensation and without restrictions, which includes the rights to adapt, publish, promote, and distribute the submitted story and visual materials in Croatia and internationally, for the purposes of this Call for contributions. This transfer of rights covers printed, audio, and electronic versions. Additionally, by participating in this Call, I agree to take responsibility for any potential claims by third parties contesting the use of the submitted story and visual material.

For more information, please refer to our data protection policy: <https://paprac.org/hr/zastita-osobnih-podataka>.

MED organisations (French version)

Comment contribuez-vous à la protection de la Méditerranée ?

La Journée du Littoral méditerranéen 2025 est axée sur l'impact – partagez l'action de votre organisation pour nos communautés!

1. **Nom de votre organisation/ entreprise**
2. **Contact de l'interlocuteur**
3. **Email**
4. **Ville**
5. **Pays**
6. **Site Internet/ réseaux sociaux**
7. **Nous aimerions savoir comment votre organisation soutient le développement durable du littoral. Y a-t-il un projet ou une action dont vous êtes particulièrement fier ? Qu'est-ce qui le rend important pour vous ?**
8. **Selon vous, quels sont les lacunes et les défis majeurs à relever pour parvenir à un littoral méditerranéen sain, inclusif et résilient au changement climatique ?** (N'hésitez pas à partager l'expérience de votre propre secteur – quels problèmes freinent le progrès ?)
9. **Quelles actions, innovations ou collaborations pourraient contribuer à l'accélération du progrès face aux menaces régionales telles que l'élévation du niveau de la mer et la dégradation des côtes ?** (Qu'est-ce qui fonctionne ? Qu'est-ce qui manque ?)
10. **Sur les cinq prochaines années, quelles seront les principales priorités et initiatives de votre organisation pour soutenir la durabilité du littoral ?** (Il peut s'agir d'actions au niveau local, national ou méditerranéen)
11. **Imaginez que nous sommes en 2030. Quelle serait la une de presse idéale qui décrirait votre travail et contribution à la durabilité du littoral ?** (Laissez parler votre imagination – quelle réussite souhaiteriez-vous voir reconnue ?)
12. **Avez-vous des éléments visuels – photos, vidéos, témoignages – qui contribuent à faire connaître votre travail ?** (Ceux-ci viendront appuyer la campagne de la Journée du Littoral 2025 et mettrons en lumière les personnes et les partenariats à l'origine de vos projets).

Veillez inclure un lien vers votre logo et vos images ci-dessous !

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Annex 3: Forerunner stories

UNEP/MAP

What 50 years of UNEP/MAP has made possible for a more sustainable Mediterranean

As the Barcelona Convention turns 50, the occasion isn't just ceremonial; it reaffirms the vital, ongoing role of UNEP/MAP in driving environmental action in the Mediterranean through a highly challenging time of transformation and pressure.

For Tatjana Hema, Coordinator of UNEP/MAP, the anniversary evokes a deep sense of pride. "What this process has achieved is nothing short of pioneering", she says. From launching [Integrated Coastal Zone Management protocol](#) to establishing regional institutions now mirrored globally, UNEP/MAP has long been at the forefront of sustainable coastal and marine development – sometimes quietly, but always steadily progressing.

Established in 1975, [UNEP/MAP](#) led the creation of the Barcelona Convention – the legal framework uniting 21 Mediterranean countries and the EU to protect the region's marine and coastal environment. Through its 7 Protocols, the Convention promotes the sustainable use of resources and provides the foundation for coordinated action towards a healthy and resilient Mediterranean in the long term.

Far from being a time for self-congratulation, the 50th anniversary of the [Barcelona Convention](#) serves as a call to action for the future. "We're not perfect", Tatjana Hema admits. "There's still so much to do. Implementation is lagging, and breaking the silos – across ministries, sectors, and even institutions – remains a real challenge." Yet the vitality of the system, Hema insists, lies in its ability to evolve, to listen, and to collaborate.



23rd Meeting (COP 23) of the Contracting Parties to the Barcelona Convention – Slovenia, 2023

And that vitality is visible. In the last 50 years, UNEP/MAP – through its coordination office and 8 Regional Activity Centers – have achieved, among many more successes:

- the establishment of 39 Specially Protected Areas of Mediterranean Importance (SPAMIs);
- the development of 10 national Integrated Coastal Zone Management (ICZM) strategies and coastal plans;
- the creation of the first legally binding framework for a regional plan on marine litter management.

The organization also supported the protection of many species, including the endemic Mediterranean monk seal. These are not abstract achievements: they are real advances which have direct beneficial impacts on Mediterranean communities and ecosystems

One of the most notable tools created by UNEP/MAP is its compliance mechanism. “Originally stemming from a single, vague paragraph in the Convention”, Hema recalls, “it stands today as a key instrument for both accountability and support”. The [Barcelona Convention Compliance Committee](#) embodies the strong commitment of its 22 Contracting Parties to ensure the implementation of and adherence to the Convention and its Protocols. “Our compliance mechanism isn’t about punishment”, she explains. “It’s about helping countries meet their commitments”.

Still, Hema is conscious about the scale of the task ahead. “The Mediterranean is facing overlapping pressures – climate change, tourism, pollution, biodiversity loss – but the institutional landscape remains fragmented.” She agrees a major effort should be undertaken to better connect environmental priorities and economic agendas. “We need better dialogue, particularly with the private sector. Not just awareness, but real engagement. The sea can’t be saved without economic players at the table.”

That dialogue, in her view, must include local voices. “Real change happens locally”, she insists. UNEP/MAP is now working more directly with municipalities, youth, women, and coastal communities, aiming to bring the sustainability conversation closer to home. “These people don’t just need to be consulted. They need to lead.”



UNEP/MAP Focal Points Meeting, September 2023

There is a sense of hope in her words – not naïve, but grounded in the conviction that institutions matter, and that solidarity still has meaning. “In a region that’s seen conflict, UNEP/MAP has survived thanks to the will to work together”, she reflects. “That’s not a given. That’s a choice we make – again and again.”

Looking ahead, Hema doesn’t hesitate: “We need UNEP/MAP more than ever. For the next 50 years – and beyond!”



UNEP/MAP (United Nations Environment Programme / Mediterranean Action Plan) operates through a coordinated system of 9 components based across different offices and countries in the Mediterranean.

These include the Coordinating Unit and 8 Regional Activity Centres (RACs), each with a specialized focus:

- [Coordinating Unit \(Athens, Greece\)](#): The central hub that oversees and coordinates the entire UNEP/MAP system, ensuring coherence among all components and with the Contracting Parties. It also hosts the Secretariat of the Barcelona Convention.
- [MED POL \(Athens, Greece\)](#): Programme for the Assessment and Control of Marine Pollution in the Mediterranean. Focus: Monitoring pollution from land-based sources and implementing pollution control measures.
- [PAP/RAC \(Split, Croatia\)](#): Priority Actions Programme/Regional Activity Centre. Focus: Integrated Coastal Zone Management (ICZM) and land-sea interaction, coastal planning and governance.
- [INFO/RAC \(Rome, Italy\)](#): Information and Communication/Regional Activity Centre. Focus: Data management, information systems, public awareness, communication, and digital tools.
- [REMPEC \(Valletta, Malta\)](#): Regional Marine Pollution Emergency Response Centre for the Mediterranean Sea. Focus: Preventing and responding to marine pollution from ships (oil spills, hazardous substances, etc.).
- [SPA/RAC \(Tunis, Tunisia\)](#): Specially Protected Areas/Regional Activity Centre. Focus: Marine biodiversity, protected areas, endangered species, and implementation of the SPA/BD Protocol.

- [Plan Bleu \(Marseille, France\)](#): Regional Activity Centre for Environment and Development. Focus: Foresight studies, environmental data and indicators, sustainable development scenarios, and policy support for Mediterranean planning.
- [MedWaves \(Barcelona, Spain\)](#): Sustainable Consumption and Production/Regional Activity Centre. Focus: Sustainable business practices, circular economy, green entrepreneurship, and implementation of cleaner production policies.
- [CC/RAC \(Istanbul, Republic of Türkiye\)](#): Climate change/Regional Activity Center. Focus: Climate change adaptation and mitigation in coastal areas.

PAP/RAC

Inspiring impact: how PAP/RAC is driving a better future for our shared coast

Managing the Mediterranean coastal space is an enormous challenge: it's one of the best-loved, most strategically important, but also one of the most ecologically threatened zones in the world.

With a third of our region's population living around its shores – some 150 million people, with over 400 million international tourists travelling to the region every summer (source: WTO) – the Mediterranean supports countless livelihoods through key sectors like tourism, shipping, fisheries, aquaculture and agriculture.

But the Mediterranean coast faces a range of environmental challenges that increasingly threaten its future. Rapid urbanization and mass tourism are straining fragile ecosystems, while pollution, unsustainable resource exploitation and habitat loss threaten marine biodiversity. Climate change is intensifying these pressures, disrupting natural systems and increasing risks for coastal communities.

These interconnected issues demand coordinated, long-term solutions to ensure the health and resilience of coastal ecosystems and the millions of people who depend on them – and that's where [PAP/RAC](#) comes in.



PAP/RAC National Focal Points meeting, 1980s

The Priority Actions Programme/Regional Activity Centre (PAP/RAC) is based in Split, Croatia. It was established in 1977 as part of the United Nations Environment Programme's [Mediterranean Action Plan](#), in order to respond to specific priorities jointly identified by Mediterranean countries in managing their coastal zones. PAP/RAC works through a network of formally appointed National Focal Points, ensuring close coordination and alignment with country-specific priorities and regional commitments. Its work and these priorities have evolved ever since, but the ultimate goal of the institution remains the same: the creation of a healthier Mediterranean through sustainable development.



Official signing of the Host Country Agreement between UNEP/MAP and the Republic of Croatia in Split, 1996

PAP/RAC: putting policy into practice

As a regional hub for expertise and coordination, PAP/RAC supports the implementation of the ICZM Protocol by providing countries with concrete governance tools – including coastal strategies, plans, programmes, and a range of guiding documents – to translate policy into practice. It mobilizes expert networks and engages a wide range of stakeholders to implement on-the-ground projects and develop coastal strategies, plans, and programmes across the Mediterranean.

It also contributes to monitoring and assessing the status and trends of the Mediterranean coastal and marine environment – with particular attention to hydrographic alterations, coastal ecosystems, and landscapes – helping countries adopt an ecosystem-based approach and implement measures to achieve and maintain Good Environmental Status (GES) of coastal zones.

Above all, PAP/RAC plays a vital role in strengthening regional capacities through training sessions, workshops, consultations, and conferences. It fosters communities of practice that promote peer learning, knowledge exchange, and collaborative solutions to shared coastal challenges.

Today, on the back of nearly 50 years of experience, PAP/RAC has become a leading institution in the fields of integrated coastal zone management (ICZM) and marine spatial planning (MSP) – two concepts that hardly existed in this part of the world when it launched the first ever Coastal Area Management Programme (CAMP) in Kaštela Bay, Croatia, in 1989. Since then, PAP/RAC has successfully coordinated a total of 21 CAMP projects around the Mediterranean. Bringing together stakeholders from all levels of government, civil society, academia, financial institutions and the public, these are key tools in its mission to revolutionize regional coastal planning and bring ICZM and MSP into the mainstream.



Final Conference of CAMP Otranto – “Transboundary Horizons” held in Tirana, Albania, in 2023, marking the first transboundary CAMP project since the Programme’s launch in 1989

Together, ICZM and MSP offer a lifeline towards a resilient future for our shared Mediterranean coast

ICZM is a comprehensive approach to planning and governance that recognizes the coast as a dynamic, interconnected space. It breaks down silos, linking land and sea, science and policy, institutions and communities into one big whole. ICZM actively incorporates climate change considerations, integrating both adaptation and mitigation efforts in balance with ecological, social and economic priorities for the coastal zones.

Marine spatial planning (MSP) is a strategic process that determines where and when human activities occur in marine areas to support balanced economic development and environmental protection. In the Mediterranean, it is essential for managing competing uses of limited marine space, safeguarding ecosystem health, and strengthening cooperation among countries sharing one sea.

MSP complements ICZM by applying an ecosystem approach to ensure the sustainable and equitable use of marine space, supporting coordinated planning across all uses and throughout the entire marine environment.

PAP/RAC's first generation of CAMPs were instrumental in its work preparing the ICZM Protocol to the Barcelona Convention. As PAP/RAC's director Daria Povh Škugor explains, this was "the first regional legal instrument in this part of the world dedicated to sustainable coastal management. From proposal to first draft it took seven years of meetings, consultations, expert focus groups and more. There was a huge amount of groundwork to do in getting all the countries together to negotiate a text that everyone could agree on."



Historic signing of the Protocol on Integrated Coastal Zone Management, Madrid, 2008

"Integrated coastal zone management" means a dynamic process for the sustainable management and use of coastal zones, taking into account at the same time the fragility of coastal ecosystems and landscapes, the diversity of activities and uses, their interactions, the maritime orientation of certain activities and uses and their impact on both the marine and land parts." (Article 2.)

The ICZM Protocol provides the legal framework for the integrated management of the Mediterranean coastal zone. It entered into force in 2011. Since then, PAP/RAC has worked with countries to design their own coastal strategies, plans and programmes aligned with the Protocol's principles, not least through [MedOpen](#), its flagship virtual training course on ICZM.

"We understand planning as a discipline, and its importance to long-term management – and we want to make it easier for governments and others to do it", explains Daria. "We offer guidance, experience and support. We help local actors think long-term and make sustainability practical. The solutions must be adapted to each context, but the knowledge and tools we bring to the table can be shared.

"Collaboration is at the core of what we do", Daria continues. "The challenges are shared, so the responses must be, too." PAP/RAC's recent launch of a groundbreaking online 'MSP Workspace' for regional planners is a case in point.

Finally, PAP/RAC raises awareness of coastal sustainability issues, leading campaigns like Mediterranean Coast Day to engage stakeholders and the wider public. The slogan for this year's event on 25 September is 'Inspiring impact' – which is, in fact, an accurate description of what the team at PAP/RAC does every day.

*MedOpen training course
participants in Algeria*



*On-the-ground action
by PAP/RAC: wetland
restoration in Malta, 2022*



*Zrinka Cvitešić, Croatian
actress and Ambassador
for the Coast, engaging with
youth at Mediterranean
Coast Day in Split, 2018*



[“Boka Kotorska Bay – our shared responsibility”](#) GEF MedProgramme CP 2.1 video (embedded) – Learn more about PAP/RAC’s work on the development of the Coastal Management Plan for Boka Kotorska Bay under the GEF-funded MedProgramme.

Slovenia

When 1/1000 of the Mediterranean coast becomes a model for the region's future

The Mediterranean today is faced with sea-level rise, ecological degradation, and unsustainable development, but one small country has redefined what coastal leadership looks like. With just over 46 kilometres of shoreline – a mere 1/1000 of the Mediterranean coast – Slovenia dared to ask: could a small state catalyze change for the entire region?

The answer, it turns out, was yes – and it's because of how Slovenia embraced and led the implementation of the Protocol on Integrated Coastal Zone Management (ICZM) under the Barcelona Convention. What began with visionary planning became a structural shift for nature and society, setting the pace for regional action and influencing European coastal policy.



*A former state road along the coastal cities of Koper and Izola, now repurposed for recreational use
(Copyright: Archive JZP Izola)*

Where it all began

It all began in Portorož in 2005, when Slovenia hosted the 14th Meeting of the Contracting Parties to the Barcelona Convention. There, the first-ever Mediterranean Strategy for Sustainable Development was adopted, paving the way for the ICZM Protocol – hailed by UNEP/MAP as “the Protocol of a New Generation”. This groundbreaking legal instrument brought together climate adaptation, biodiversity protection and land-sea planning under a single regional framework – the first of its kind.

And no country championed the Protocol more than Slovenia. In 2008, it led the way to the Protocol's signature in Madrid and became its first ratifier the following year; a milestone now marked annually on 25 September as Mediterranean Coast Day.

But what followed was more than celebration – a successful implementation.

Vision 1/1000 of the Mediterranean: from imagination to action

Through a new Coastal Area Management Programme (CAMP Slovenia), the country set out to apply the Protocol's principles in real life. Municipalities, ministries, scientists, and civil society worked side-by-side to sketch a new future, literally.

On the first day of the CAMP, a hand-drawn “Vision 1/1000 of the Mediterranean” emerged, depicting a coastline where restored wetlands meet clean ports, where marine farms and wild ecosystems coexist, and where communities are empowered as guardians of their coast.



Poster illustrating the development vision for the Slovenian coast, created as part of the CAMP project (Copyright: Archive JZP Izola)

This bold vision sparked a series of real-world achievements:

- River basin management and marine spatial planning were harmonized from source to sea, pioneering the “Let the water lead” approach.
- New protected areas were designated – from the Strunjan and Sečovlje Salina reserves to the Škocjan Caves, the first underground Ramsar wetland in the world.
- Pollution control advanced with the construction of a modern wastewater plant in Miren/Nova Gorica – the only one in the Adriatic-Ionian region using membrane technology to remove microplastics.
- In Koper and Izola, a coastal road was rerouted inland, turning the old highway into a peaceful coastal park now used by pedestrians, cyclists, and wildlife – a model now cited for managed retreat and nature-based solutions.

Institutions that inspire

Behind these successes are institutions with a long-term vision. The Izola Public Institute for Entrepreneurship and the EUSAIR (EU Strategy for the Adriatic and Ionian Region) Facility Point have helped translate Slovenia's early ambition into cross-border collaboration. By aligning ICZM, marine spatial planning (MSP), and river basin management, they helped build a living system of blue and green corridors, also by providing more space for water.

For more than a decade, Izola has hosted Mediterranean Coast Week, connecting science, policy, economy, and community voices around shared challenges and opportunities.

Slovenia's steady, principle-driven approach has had ripple effects far beyond its borders:

- Its Maritime Spatial Plan reflects the ecosystem approach and is aligned with key EU directives (Habitats, Water, Marine Strategy, and MSP).
- The European Commission recognized Slovenia's "Blue Corridors" concept as part of the EU Sustainable Blue Economy Strategy.
- Slovenia backed the Adriatic's designation as a Particularly Sensitive Sea Area (PSSA) and supported contingency and ballast water plans to protect regional waters.



A proactive ICZM approach – from EUSAIR Blue-Green Corridors to Marine Spatial Planning (MSP) (Copyright: Archive JZP Izola)

"At COP 23 of the Barcelona Convention, the region formally acknowledged what Slovenia had demonstrated: ICZM and MSP are not just tools. They are essential for a green and blue transition."

Marko Prem,
Deputy Director,
PAP/RAC



Public spatial planning initiative engaging citizens through the campaign "Let's Draw the Coast" (Copyright: Archive JZP Izola)

People power and the role of youth

This momentum wouldn't have been possible without trust and collaboration – across ministries, sectors, borders, and generations. Slovenia understood early that the Mediterranean's greatest strength lies in its diversity – of ecosystems, economies, and cultures, and that sustainable planning must reflect that richness.

Mitja Bricelj – a key figure in Slovenia's coastal transformation – is clear: "The future of our coasts won't be written in conference rooms alone. It depends on young people stepping forward – not just as participants, but as planners, innovators, and decision-makers. They must see themselves as co-owners of the Mediterranean's future."

This is why youth and civil society have been actively involved throughout the process, from contributing ideas to driving local implementation. It's also why Slovenia's experience is so relevant now: it shows what happens when coastal management is not only about infrastructure, but about people.

A call to go faster and further

Despite its proven benefits, the ICZM Protocol has only been ratified by 11 Mediterranean countries + the EU. That's not enough.

To create lasting change, cooperation across all levels of society is vital. This means:

- National governments must fully embed ICZM principles into coastal development strategies.
- EU institutions must invest in blue-green corridors and ICZM–MSP integration as pillars of the Green Deal.
- Local authorities must foster bottom-up participation, especially by involving youth and civil society as co-creators of change.
- CAMP-type processes must be replicated and resourced in other vulnerable coastal zones.

Along Slovenia's 46 kilometres of coast, we are already seeing what's possible. Now is the time to nurture that same ambition across the Mediterranean – and turn a small but bold idea into a region-wide legacy.

Winning design of the 2023 public architectural competition for the comprehensive redevelopment of the coastal promenade between Izola and Koper (Copyright: Chamber of Architecture and Spatial Planning of Slovenia (ZAPS))



["Coast and Macroregional Strategies Week"](#) video (embedded)

APAL

Inside the mission to protect Tunisia's coast

As Tunisia prepares to mark the 30th anniversary of its Coastal Protection and Planning Agency ([APAL](#)) in 2025, the occasion offers more than a moment of reflection – it underscores a decades-long commitment to safeguarding the nation's most fragile and vital edge: the coastline.

Charged with implementing national coastal policy, APAL leads efforts in Integrated Coastal Zone Management (ICZM) through a blend of scientific observation, strategic planning, and broad-based collaboration. By uniting ministries, municipalities, NGOs, the private sector, and local communities, the agency strives to balance environmental protection with sustainable development along Tunisia's 2,290-kilometer shore. Its work spans beach regeneration, marine spatial planning, and climate adaptation, including responses to erosion and rising sea levels.

For Mehdi Ben Haj, APAL's Director General, this mission is as much about building relationships as it is about delivering policy. "We're not here to impose – we're here to collaborate", he explains. It's a principle that defines APAL's approach: listening first, then acting together.

One place where this approach is deeply rooted is the Kerkennah Islands. There, APAL has established local committees uniting fishers, civil society groups, and municipal leaders in co-designing solutions. "In Kerkennah, dialogue is everything", says Ben Cheikh.

And the sea won't wait for us to act: the problems are growing and the stakes are rising all the time. Tunisia is [one of the Mediterranean countries most exposed](#) to coastal erosion, and climate change is already reshaping its shoreline. APAL has recently produced detailed vulnerability maps projecting sea level rise through 2100. These are not abstract models – they're tools for hard decisions, from reinforcing urban coastlines to stepping back from high-risk areas. Kerkennah is a testing ground for these evolving strategies.

APAL's commitment to Nature-based Solutions is central to its vision. Instead of relying on hard infrastructure, the agency promotes regenerative approaches – restoring dunes with traditional ganivelle fencing, reviving beaches, and working hand-in-hand with local councils to plan more resilient coasts.

"You can't build resilience from a distance", says Ben Haj. "You have to show up, listen, and create something together." Among his proudest achievements is the deep, sustained collaboration with Tunisia's 96 coastal municipalities. From Bizerte to Sousse to Kerkennah, APAL has led major protection and regeneration projects by involving communities directly – not just as beneficiaries, but as active co-creators.

He also reflects on APAL's broader role across the Mediterranean, where it has become a respected regional player. Inspired in part by France's Conservatoire du Littoral, Tunisia was an early leader in coastal protection, establishing APAL in the 1990s. Today, the agency continues this legacy by partnering with international institutions, exchanging best practices, raising community awareness of the issues, and contributing to a shared Mediterranean vision grounded in science, solidarity, and resilience.

As the region braces for a changing climate, APAL's model offers hope – practical, adaptive, and rooted in human connection. Whether mobilizing €150 million for coastal resilience, shaping national policy, or guiding local action, APAL is not just reacting to change. It's shaping it – one shoreline, one community, one conversation at a time.

*"Local voices
don't just echo –
they steer the
ship."*

Mehdi Ben Haj,
APAL's Director
General

Annex 4: Contributions

ALGUNO: Algae farming – a solution for the future

In the Marchica lagoon, near the city of Nador, Morocco, an innovative project is reinventing the link between economic development and coastal protection. The [ALGUNO](#) organisation is leading a pioneering initiative in sustainable algae farming, a first in the Oriental region. A 16-hectare pilot farm cultivates local seaweed for the production of natural agricultural biostimulants, an alternative to chemical fertilisers.

This project, combining ecological preservation, agricultural innovation and social inclusiveness, embodies a new path for the Mediterranean blue economy.



*Algae farming –
a solution for the future*

Concrete impact

What sets ALGUNO apart is its systemic approach. By promoting a renewable resource without altering the ecosystem, the initiative:

- protects coastal areas from overexploitation;
- creates sustainable green jobs for local communities;
- reduces agricultural pollution, particularly nitrate runoff that threatens marine biodiversity.

Beyond its direct impact, the project has climate and social ambitions: adaptation to the effects of climate change, food security, and active participation in the Sustainable Development Goals (SDGs 2, 13, 14).

Betting on nature and local areas

ALGUNO does not hide from the challenges it faces. These include the overexploitation of marine resources, exacerbated by the lack of sustainable regulation; the fragmentation of stakeholders (scientists, authorities, local communities); limited access to training and funding; and the lack of mechanisms for adapting to climate change.

“Sustainable seaweed farming is a promising innovation: it protects coastlines, captures carbon and drives a local circular economy.”

Abdelilah Hamada,
ALGUNO Director

Faced with these threats, ALGUNO promotes solutions rooted in natural ecosystems and regional dynamics. Seaweed farming, for example, is not limited to agricultural production: it plays many roles in the fight for coastal sustainability.

To speed up change, the organization is calling for better regional coordination between public, private and scientific actors. It also encourages the creation of accessible funding for projects with a strong local impact, as well as the sharing of best practices and wider access to scientific data and technological tools.



Biostimulating fertilizers from sustainable management of algae

A source of inspiration for the Mediterranean

ALGUNO has set out an ambitious roadmap for the coming years based on five priorities. The organization plans to triple the size of its seaweed farm from 16 to 50 hectares in order to strengthen coastal protection and natural water filtration. It also wants to develop new natural biostimulants, adapted to Mediterranean crops, to reduce the use of chemical inputs.

At the same time, ALGUNO will launch a training programme dedicated to young people and women, in order to offer them opportunities in blue economy professions, and strengthen its partnerships with research institutes and regional cooperatives to share best practices and expand the model. Finally, the organization intends to actively advocate for the integration of sustainable seaweed farming into public coastal protection policies.

ALGUNO's experience in Marchica shows that sustainable, local and inclusive alternatives are possible. Driven by community engagement, respect for ecosystems and green innovation, this project embodies a vision of a resilient, vibrant and united Mediterranean coastline.

ALGUNO is a member of the Switchers community, an initiative of [MedWaves](#) – the UNEP/MAP regional activity centre promoting the sustainable consumption and production approach.

[Read the Switchers article!](#)

CLIC RECYCLE: Turning waste into coastal resilience

Along the Mediterranean shoreline, an unlikely material is helping restore our seas: human hair.

[CLIC RECYCLE](#), a clean tech company based in Barcelona, Spain, is pioneering the transformation of hair waste into patented, nature-based technologies that both regenerate ecosystems and fight pollution. One of their proudest achievements is the creation of the CLIC SEA Decontamination Barriers.

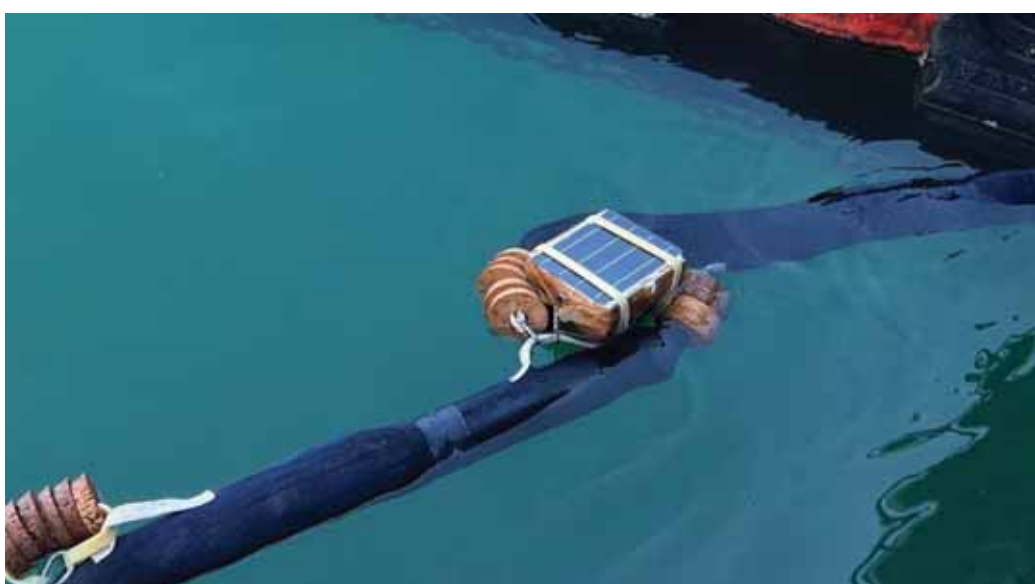
"We believe that aligning circular innovation with climate adaptation strategies is essential to bridge these gaps."

Valerie Itey,
founder of CLIC
RECYCLE

These modular, plastic-free barriers harness the natural properties of hair to trap hydrocarbons and heavy metals – two of the most dangerous pollutants threatening marine biodiversity. Developed and tested during a two-year pilot in the Port of Barcelona, the barriers proved their worth: cleaner water, measurable drops in pollutants, and even the return of marine life. Instead of relying on plastics or synthetic chemicals, this solution works with nature, setting a new benchmark for sustainable marine protection.

What makes this project stand out is not only its environmental impact but also the cross-sectoral collaboration behind it. Port authorities, public agencies, universities, and marine scientists all came together to design and implement a solution grounded in both science and community. Smart sensors were embedded in the barriers to monitor key water quality indicators, with real-time data shared via an IoT platform and mobile API in the customer profile. The result: proof that nature-based, data-enhanced innovation can help restore polluted waters and strengthen coastal resilience.

Recognized by the Solar Impulse Foundation, the project is highlighted in A Solutions Guide for the Blue Economy.



The pilot test in action at the Port of Barcelona

[Explore the Guide](#)

Breaking barriers to regeneration

Despite this success, the path to healthier Mediterranean coasts remains challenging. According to CLIC RECYCLE, the biggest obstacles include fragmented governance, limited integration of nature-based solutions, and a lack of public awareness. Coastal regions often rely on short-term fixes, setting aside ecosystem-based planning and the long-term benefits of circular innovation.

Another challenge lies in connecting communities with the systems needed to transform waste into solutions. Local waste streams – like hair – hold enormous regenerative potential, yet the infrastructure to process and apply them at scale is still lacking. Moreover, funding cycles rarely support the kinds of transdisciplinary, trans-Mediterranean partnerships that blend science, tech, and community action, and that are essential for meaningful climate adaptation. That is why CLIC RECYCLE sees three elements as key: wider adoption, supportive public procurement, and early-stage funding.

At the heart of their message is a call for recognition: circular innovation must be seen as central – not peripheral – to environmental strategies. Aligning nature-based technologies with coastal planning could unlock scalable, low-carbon solutions that protect and restore vulnerable marine ecosystems.

[Video](#) (embedded) / From salons to the sea: watch how CLIC RECYCLE turns human hair waste into powerful tools for water decontamination and preservation

Scaling impact across the Mediterranean

When asked for their plans for the future, CLIC RECYCLE is focused on expanding the reach of its innovations across the Mediterranean. Over the next five years, the company wants to scale up the deployment of both CLIC SEA and Smart CLIC SEA barriers, forging new strategic partnerships with port authorities, marine institutes, and regional development programs.

A key priority is strengthening their circular supply chain, turning local waste streams into effective tools for ecosystem restoration. At the same time, they will continue to develop their smart technologies, integrating IoT platforms, blockchain, and AI into real-time monitoring systems that enhance transparency and support data-driven decision-making.

But their mission goes beyond technology. CLIC RECYCLE is also launching educational and co-creation initiatives with youth, hairdressers, and coastal communities to promote waste literacy and citizen engagement. The goal is to inspire a broader cultural shift – where regenerative practices become not just possible, but standard.

In the face of rising sea levels and accelerating environmental threats, CLIC RECYCLE offers a hopeful blueprint: one where waste becomes resource, data empowers action, and coasts are not only protected, but renewed.

CLIC RECYCLE is a member of the Switchers community, an initiative of [MedWaves](#) – the UNEP/MAP regional activity centre promoting the sustainable consumption and production approach.

[Read the Switchers article!](#)

“Partnerships between tech startups, local governments, and marine science institutions are essential to deliver impactful, data-driven solutions.”

Valerie Itey

CMCC: Modelling a nature-based future

As climate change is putting increasing pressure on the Mediterranean's coasts, the need for solutions that are innovative, inclusive, and grounded in science has never been greater.

But who decides where, when, and how to act?

The [CMCC Foundation](#) (Euro-Mediterranean Center on Climate Change) is dedicated to answering these questions – bridging climate science and society, turning knowledge into action.

Recognised as an international point of reference in climate research, CMCC maintains partnerships with institutions, centres, and networks in more than 70 countries – from the Mediterranean and Africa to India, China, the United States, and Japan. Headquartered in Italy, it operates across seven locations (Lecce, Bologna, Caserta, Milan, Sassari, Venice, and Viterbo), making it a global hub for climate knowledge and innovation.

CMCC supports sustainable coastal development through a mix of interdisciplinary research, advanced modelling, and collaborative engagement. Instead of working alone, it brings together scientists, policymakers, and local communities to co-create strategies that are based on both solid data and local realities.



A flagship example is the [DesirMED](#) project, a Horizon Europe initiative helping communities and regional leaders in the Mediterranean plan for climate resilience.

With 34 partners, including PAP/RAC, the CMCC Foundation plays a central role, driving the use of innovative technologies and placing Nature-based Solutions (NbS) at the core of adaptation strategies.

Co-creation and collaboration

For CMCC, research works best *with* society, not just *for* it. Through collaborative scenario planning, DesirMED helps local stakeholders explore long-term coastal futures and develop solutions that are both ecologically sound and socially fair.

This approach also improves the science itself: integrating local knowledge, values, and perspectives produces more accurate, relevant, and trusted adaptation strategies. By embedding participation in research, CMCC turns complex models into tools for dialogue, learning, and more robust and shared decision-making.

Tackling the roadblocks

CMCC's experience shows that the biggest barriers to sustainable coasts are often institutional and data-related. Coastal governance is fragmented, with overlapping regulations across sectors and administrative levels. Reliable, high spatio-temporal resolution data on Nature-based Solutions performance is also scarce, making it hard to measure and showcase the effectiveness of nature-based solutions compared to traditional grey infrastructure.

These gaps slow down informed decisions and undermine the integration of science into adaptation planning. Too often, policy focuses on short-term needs rather than long-term resilience, and opportunities for adaptive, ecosystem-based management are missed.

Innovative tools and inclusive processes

To address these challenges, CMCC is investing in AI-enhanced modelling and digital twin technologies that allow simulating coastal systems in real time. These tools support risk assessments, scenario planning, and evidence-based policymaking.

At the same time, CMCC promotes participatory methods like citizen science, adaptation festivals, and community engagement events to make science accessible, relatable, and actionable.

“Partnerships across scales are critical.”

Elisa Furlan, Senior scientist at CMCC

"Partnerships across scales are critical. Linking local communities, policymakers, practitioners, and research institutions fosters knowledge exchange, co-creation of solutions, and capacity-building needed to accelerate the implementation of transformative solutions for long-term resilience." says Elisa Furlan, Senior scientist in climate risk, assessment and adaptation planning at CMCC. As she explains, a stronger mechanism is needed to translate scientific knowledge into real-world governance and planning frameworks, ensuring adaptation measures are effectively implemented.



DesirMED's events – engaging the young generation in science projects!

Climate adaptation: the way forward

Holding a leadership role in projects under the EU Mission on Climate Change Adaptation, CMCC has set clear strategic priorities for the years ahead, which they are planning to boost through adaptation festivals, hands-on events, and creative dialogue:

- expanding Nature-based Solutions with advanced modelling;
- enhancing digital twin capabilities for integrated planning;
- improving monitoring systems to build real-world evidence;
- contributing to mediterranean-wide climate governance dialogues;
- strengthening capacity-building in EU regions.

Ultimately, CMCC's work is driven by a clear conviction: **adaptation is not just a technical or scientific challenge, but also a social one.**

Building resilient coasts means building trust, partnerships, and shared visions for the future. By turning scientific knowledge into a participatory, inclusive process, CMCC is helping to ensure that adaptation is not only planned, but lived, especially in the communities that need it most.

Conservatoire du Littoral: 50 years of protecting France's coastline for the common good

Created in 1975 to preserve the 'natural coastal third' from urbanisation, the [Conservatoire du littoral](#) has established itself as a key player in the protection of France's coastline. For fifty years, it has had a profound impact on public policy and the daily lives of citizens. Thanks to land acquisition and the principle of inalienability, sites are preserved for the long term and accessible to all. Each year, nearly 80 million visitors frequent the 840 sites managed by the Conservatoire, contributing to the quality of life and attractiveness of the regions. This success is based on a unique network: 340 local structures and more than 900 guards work hand in hand with communities, bringing together elected officials, scientists, farmers, hunters and users in an ongoing dialogue.

Faced with climate challenges and erosion threatening nearly half of the coastline, the Conservatory has come up with innovative solutions. Flexible coastal zone management, nature-based solutions, reversible developments: these are just some of the approaches trialled with the State and local authorities. These collective efforts have shaped a genuine shared culture, strengthening our ability to act together in the face of the climate crisis.

European and international collaboration

Beyond landscape protection, the Conservatoire has become a catalyst for cooperation. Its model, which combines strategic vision and field partnerships, is recognised far beyond France's borders.

Since the 1990s, it has developed a vast Mediterranean network bringing together international institutions, ministries, coastal agencies, local authorities, funding bodies, NGOs and research centres, offering technical expertise and institutional support to numerous projects. Among these partnerships is PAP/RAC, a long-time collaborator of the Conservatoire, on initiatives such as the Land-Sea Forum in the Var (2018) and the ICZM workshop in Antibes (2023) as part of the celebration of Mediterranean Coast Day in France (2015) to promote integrated coastal zone management in the Mediterranean.

“Reality has exceeded our ambitions. Training future ICZM professionals will be a major issue in the years to come.”

Fabrice Bernard,
PAP/RAC NFP
for France

After three decades at the head of the European and International Delegation, Fabrice Bernard highlights two particularly important contributions made by the Conservatoire:

- The promotion of operational co-management of natural areas, which has now become common practice in protected areas, thanks to training courses and feedback in France and Tunisia.
- The launch of COGICO, a MOOC (*Massive Open Online Course*) dedicated to island management, which has already attracted more than 3,000 registrants from 67 countries, with 170 videos and 9 modules. A face-to-face session brought together the 30 best learners in May 2025, and seven new modules are planned.

A model under pressure

Despite its successes, the Conservatoire faces a major challenge: protecting the coastline in the long term as pressures intensify. Urbanisation, increased erosion due to climate change and stagnating funding are putting its cooperation model at risk. Any challenge to this inclusive governance could erode local trust, which is the cornerstone of its work.

The Conservatoire faces a difficult task: securing its resources, maintaining its institutional legitimacy and continuing to encourage regional dialogue in order to guarantee the future of France's coastlines.

Priorities for the next five years

In coming years, adapting to climate change will be the Conservatoire's top priority: anticipating coastal changes, testing and rolling out low-impact, reversible solutions will be essential. Consolidating land management will also remain crucial to protecting sensitive areas from urbanisation.

The Conservatoire will continue to focus on local governance, strengthening its partnerships and drawing on its network of managers and coastal guards. As Fabrice Bernard points out, this cooperation in the field is essential for effective and shared management of sites.

Maintaining public access, which generates nearly 80 million visits annually, while promoting sustainable practices such as agriculture, fishing and ecotourism, is an essential balance. Finally, institutional and financial stability will be crucial for the institution to continue its unique role as a catalyst for innovation and cooperation in the service of a vibrant, inclusive and sustainable coastline.

Cyprus' Ministry of Agriculture, Rural Development and Environment: Paving the way to ICZM Protocol Ratification

As it moves closer to ratifying the Integrated Coastal Zone Management (ICZM) Protocol, Cyprus has made significant progress in applying the Protocol's provisions into practice – starting with the Coastal Area Management Programme (CAMP) for Cyprus, launched in 2006 and piloted by the Ministry's Department of Environment ([DoE](#)) of the Ministry of Agriculture, Rural Development and Environment and PAP/RAC.

This [2-year](#) Programme aimed to strengthen existing coastal policies and practices and to build a common understanding of ICZM among all stakeholders.

The (DoE) continued in this direction, spearheading the preparation of the National Strategy and Action Plan for ICZM, which paves the way for further coastal management in Cyprus.

“The real challenge is not just financial, technical or legal: it is systemic.”

Fabrice Bernard

“Securing the ratification of the ICZM Protocol is at the top of both the Department’s and the Ministry’s agendas.”

Yiota Lazarou,
Environmental
Officer at the DoE
and PAP/RAC NFP
for Cyprus

On the road to implementation

Another milestone came on 8 October 2021, when the Cabinet of Ministers approved the National Governance System, tasked with coordinating actions for implementing ICZM across the Republic. Together, the strategy and governance system form crucial steps toward a comprehensive and sustainable approach to managing Cyprus’s coastlines.

The DoE ensures that ICZM principles are more than policy on paper. New Local Development Plans undergo Strategic Impact Assessment, and coastal projects are reviewed under the Environmental Impact Assessment Law, both with ICZM provisions in mind.

Collaboration is central – the DoE regularly works with the Department of Public Works and the Department of Town Planning and Housing to align decision-making, strengthening coastal resilience and supporting sustainable development.

Raising awareness through dialogue

Public awareness is equally essential, as highlighted by Yiota Lazarou, Environmental Officer at the DoE and PAP/RAC National Focal Point for Cyprus. Citizens, researchers, NGOs, and policymakers all need to be part of the conversation if long-term solutions are to succeed.

A landmark example came on 24 October 2024, when the DoE organized a [Conference on Nature-based Solutions for Coastal Protection and Resilience](#). Seventy-two participants – including local authorities, academics, policy experts, and keynote speakers from PAP/RAC, government, and universities – explored the benefits of “soft” approaches such as ecosystem restoration.

With active backing from the Minister of Agriculture, Rural Development and Environment and the Commissioner for the Environment and Animal Welfare, the event became a vital networking and learning platform, underscoring the role of collective action in tackling coastal challenges.



Pachyammos, Cyprus

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Navigating obstacles with a clear objective

However, despite all efforts and progress achieved, the road towards the formal ratification of the ICZM Protocol is far from easy. Coordinating multiple authorities and reconciling overlapping national, EU, and international frameworks remains a complex task.

And as Yiota Lazarou explains, the lack of an integrated ICZM approach makes coordination all the more difficult. Conflicting policies, competing land uses, and strong development pressures compound the challenge, while limited financial and human resources add further constraints.

Overcoming these challenges is essential for Cyprus to fully commit to the Protocol and its long-term coastal protection goals.

This is why the DoE has made its priorities clear: securing the ratification of the ICZM Protocol is at the top of the agenda. By 2028, the Ministry will revisit and update the National Strategy and Action Plan to accommodate structural changes in governance as well as new information provided, ensuring that its provisions remain relevant and fully implemented.

For Cyprus, the future of its coasts depends on balancing development with sustainability, coordination with action, and policy with public participation. With the right steps, the island has the tools to build resilient coastlines for generations to come.



*NbS conference
in Cyprus*

CYMEPA: Setting high standards for Cyprus' coastlines

Since 1994, the [Cyprus Marine Environment Protection Association \(CYMEPA\)](#) has been running the [Blue Flag Programme](#) in Cyprus. This internationally recognised award is presented to beaches, marinas, and tourism boats that meet stringent environmental, educational, organisational, and safety standards.

The programme, which operates in cooperation with the Foundation for Environmental Education (FEE), has reshaped the way municipalities manage the island's most precious natural asset – the coastline. More than just a symbol, it unites communities, government bodies, and civil society in a shared mission – to ensure that Cyprus's coastlines remain clean, safe, and responsibly managed.

Quality, maintenance, safety – pillars of coastal protection

To qualify for a Blue Flag, local authorities must meet rigorous international criteria. Water quality is tested every two weeks (far more frequently than required by other standards), and results are displayed publicly on beaches to ensure transparency and accountability. Beaches are maintained with proper waste and recycling facilities, and nearby ecosystems are protected. Safety is a cornerstone – lifeguards must be present during designated hours, equipment must be readily available, and emergency plans must be in place. Access for all, including people with disabilities, is mandatory. Each site must also educate the public by displaying information about the programme and organising at least one environmental awareness activity every year.

[Learn more about Blue Flag Global:](#) Since Cyprus joined the EU in 2004, the European Bathing Water Directive has been in force, and Cyprus consistently ranks among countries with the cleanest bathing waters in Europe.

Embedded post – [EU Environment](#)

Institutional collaboration – the key to addressing ongoing challenges

Behind every Blue Flag raised on Cyprus' shores stands a network of collaboration. The National Jury, which evaluates applications and inspects beaches, brings together representatives from government, municipalities, communities, consumer associations, NGOs, and maritime institutions. This diverse group ensures that decisions are inclusive and that standards are consistently applied.



*“Reaching
consensus isn’t
always easy.”*

Michael Ierides,
CYMEPA's Secretary
General

For Michael Ierides, President of the National Jury, creating this committee and fostering cooperation among such a wide range of stakeholders has been both a challenge and an achievement. Reaching consensus isn't always easy. Several obstacles like raising the necessary funds, protecting coasts from overdevelopment, ensuring continued free access, and providing sufficient lifeguards remain ongoing concerns.

Collaboration with Cypriot authorities helps address several of these challenges. Lifeguard deployment is organised in cooperation with the Ministry of the Interior and the Joint Rescue Coordination Centre (JRCC). Local authorities alert all competent authorities upon detecting pollution, inform the public, while CYMEPA works to identify and control pollution sources until water quality is restored.



Meet the CYMEPA team!

Looking ahead

Although the Blue Flag stands as CYMEPA's proudest achievement over the last 30 years, the organisation continues to pursue an ambitious vision. Protecting the coastline from the impacts of overdevelopment and mass tourism is a top priority, as is the creation and expansion of marine protected areas. Empowering local authorities to play an even stronger role in coastal stewardship is also seen as key to long-term success.

CYMEPA works to achieve these goals through initiatives such as the ongoing [METAVASEA](#) project, which focuses on reducing carbon emissions from shipping activities in the Eastern Mediterranean – demonstrating its commitment to collaborative and sustainable solutions for Cyprus' coasts.

ENSSMAL: Training Algeria's future coastal experts

Located in Algiers, the [National School of Marine Sciences and Coastal Management \(ENSSMAL\)](#) is a training and research institution which specialises in oceanography, coastal development and integrated coastal zone management. Committed to training future professionals capable of meeting tomorrow's coastal challenges, the institution is implementing several initiatives to protect and enhance the Algerian coastline through an ambitious higher-education programme covering technical and managerial fields.

BIODIVAL 3: A programme to promote marine biodiversity

From 20 to 31 July 2025, the wilaya of Aïn Témouchent hosted the [third edition](#) of BIODIVAL, one of ENSSMAL's flagship initiatives. A genuine undertaking in the field of marine biodiversity, BIODIVAL is part of an innovative approach to training and raising awareness of

sustainable coastal development issues, such as ICZM, MSP, seawater desalination, microplastic waste in the sea, and more.

With financial support from Béni Saf Water SPA Company, this summer school-like programme brings together students, scientists, experts and economic stakeholders to discuss key maritime issues.



BIODIVAL participants visited the western coast of the Ain Témouchent wilaya

The goal is clear: to immerse future engineers in the reality of fieldwork, allowing them to gain professional and cross-disciplinary skills, as well as autonomy and adaptability. BIODIVAL also promotes direct student-expert dialogue, creating opportunities for internships, collaborations and future academic or professional projects.

A varied programme for complete immersion

Participants in this edition explored a variety of strategic topics: marine spatial planning (MSP), integrated coastal zone management (ICZM), marine taxonomy, environmental negotiation, key habitats in the Mediterranean, underwater photography and geographic information systems (GIS).

Among the highlights were explorations of key coastal sites such as the cliffs of Djorf El Zouanif, which are particularly affected by erosion. Accompanied by professional divers, they carried out a seabed clean-up operation in the Rechgoun marine protected area. The students also visited a desalination plant, discovering the crucial challenges of water management in a tense climate context.

[Explore the BIODIVAL 2025 edition](#)

BANBIOM – the Algerian marine biodiversity database

One of ENSSMAL's most notable achievements is the creation of BANBIOM, the first national database on marine biodiversity. Funded by the Directorate General for Scientific Research and Technological Development, this platform meets three needs: centralising data on Algerian marine biodiversity, listing experts in the field, and providing a national reference framework for the promotion of marine biological resources.

More than just an archiving tool, BANBIOM is designed to have a significant socio-economic impact. It contributes to addressing the challenges of food security and the preservation of national genetic resources. It is also a decision-making tool, a system for monitoring environmental threats, and an awareness-raising platform for institutions and the general public.



During the BIODIVAL programme, students took part in a seabed-cleaning operation and visited a seawater desalination plant

The challenges of translating scientific research into practice

Despite these advances, the institution faces several challenges. One of the most complex remains the validation and public dissemination of scientific data. Academic results are not always easily understandable or usable by decision-makers and field agents, which limits their impact on public policy.

Another major obstacle, according to ENSSMAL, is the lack of continuity in actions. In particular, the regular change of project managers creates interruptions that are detrimental to long-term initiatives that are crucial to coastal protection.

Towards a resilient Algerian coastline

To meet future challenges, ENSSMAL has drawn up an ambitious five-year roadmap:

1. Developing a combined vulnerability model for the Algerian coastline.
2. Analysing the carbon footprint of maritime activities in Algeria.
3. Launching two new Master's degrees: one in blue economy, the other in maritime and coastal forecasting.
4. Adapting the UNESCO-IOC MSP guidelines to the Algerian context.
5. Transforming BANBIOM into a national observatory for coastal areas, integrating natural (including climate change) and socio-economic parameters.

Through initiatives such as BIODIVAL and BANBIOM, ENSSMAL trains the professionals of tomorrow, develops tools for research and governance, and mobilises a wide range of stakeholders. The institution's work is instrumental in building a more resilient, inclusive and sustainable Algerian coastline.



BIODIVAL participants in front of the Chat El Hilla water desalination plant in Beni Saf

GFCM: Turning the tide for Mediterranean fisheries

The Mediterranean Sea has long been a source of life, culture, and livelihoods for millions of people living along its shores. Leading efforts to protect this unique marine environment is the General Fisheries Commission for the Mediterranean ([GFCM](#)). Operating under the Food and Agriculture Organization ([FAO](#)) of the United Nations, the GFCM supports countries in sustainably managing fisheries and aquaculture, fostering regional cooperation to tackle the growing pressures on coastal and marine ecosystems across the Mediterranean and Black Sea. By working closely with scientists, fishers, and governments, the GFCM helps coastal communities thrive in harmony with healthy ecosystems.

[Video](#) embedded – Watch the video (2019) to discover why fishing and aquaculture are vital for the Mediterranean region.

A new model for conservation: The Otranto FRA

A major milestone for the GFCM is the creation of the Otranto Fisheries Restricted Area (FRA). Established in November 2024 and enforced from April 2025, this FRA is located in the Adriatic Sea – the smallest of the four GFCM Mediterranean subregions. Shared by six countries, the Adriatic is biologically rich but faces serious challenges like overfishing, habitat loss, and climate change.

This achievement reflects a decade of work, notably through the [FishEBM Med](#) project (Fisheries and Ecosystem-Based Management for the Blue Economy of the Mediterranean). Thanks to funding from the Global Environment Facility (GEF), the GFCM used advanced tools such as remotely operated vehicle (ROV) surveys to identify vulnerable habitats like rare bamboo coral forests. These scientific insights were combined with local ecological research, socioeconomic studies, and extensive stakeholder consultations, guiding the adoption of the Otranto Fisheries Restricted Area (FRA), which bans bottom trawling in the core protection zone to safeguard sensitive marine life, while allowing limited, regulated fishing in buffer zones to maintain fishery productivity.

Balancing conservation with sustainable use, this two-fold approach underscores the GFCM's dedication to science-driven policy, cooperation, and inclusive governance.

Recognizing fisheries restricted areas as conservation tools

The GFCM has consistently been promoting spatial protection as a tool for both fisheries management and biodiversity conservation. However, they highlight that global targets – Target 14.5 of the United Nations Sustainable Development Goals, which calls on countries to conserve 10 percent of coastal and marine areas by 2020, and the Kunming-Montreal Global Biodiversity Framework, which sets as a target the protection of 30 percent of the planet by 2030 (“30 by 30” target) – can be met either by increasing the number of MPAs or through already existing spatial management measures.



[Dashboard](#) embedded / Fisheries Restricted Areas

For FRAs to contribute to these targets, they must be formally recognized as Other Effective Area-Based Conservation Measures (OECMs) through a specialized screening process. This is why, GFCM, with support from FAO, also provides training and engagement opportunities for member countries, helping to level the playing field across the region by building knowledge, expertise, and infrastructure needed for effective and equitable marine conservation.

Improving compliance to maximize results

“While marine protected areas (MPAs) are the best-known tool used to protect coastal and marine areas and preserve marine biodiversity and ecosystems, the Convention on Biological Diversity (CBD) acknowledges that other spatial management measures, such as FRAs, can help preserve biodiversity.”

Anna Carlson, Fishery Officer (Livelihoods)
at the GFCM Secretariat, FAO & FishEBM
Projects Manager

Sustained regional cooperation has been crucial to preserving the Adriatic’s biodiversity and promoting sustainable fishing practices. Structures like the GFCM Subregional Committee for the Adriatic Sea and the Adriatic Sea Subregional Technical Unit facilitate ongoing collaboration, building on the foundations laid by the FAO AdriaMed Project, initiated in 1999.

This cooperation also underpins compliance and ensures enforcement of GFCM decisions. In response to illegal, unreported, and unregulated fishing, the GFCM has supported stronger port inspection protocols, enhanced data reporting requirements, and the use of electronic logbooks, automated identification systems, and vessel monitoring systems.

[Learn more about GFCM's approach.](#)

Voluntary joint inspection schemes have strengthened enforcement at sea and in ports – especially in the Strait of Sicily, where a joint GFCM initiative monitors multiple FRAs, including those east of Adventure Bank and Malta Bank.

In 2025, the GFCM expanded this work by helping Montenegro equip its small-scale vessel fleet with tracking devices, reinforcing its monitoring capabilities, and ensuring alignment with sustainable practices.



Committed to reinforcing FRAs

Over the next five years, the GFCM is prioritizing the reinforcement of FRAs as vital management tools. This includes aligning them with multiannual fisheries management plans and monitoring, control, and surveillance frameworks.

The GFCM is also conducting pilot studies on deep-sea fisheries, focusing on the socioeconomic relevance of demersal fisheries between 800 and 1000 metres depth. These studies may inform a future adjustment of the deep-sea FRA's depth limit to 800 metres.

As global targets for marine protection grow more ambitious, initiatives like FishEBM Med and the establishment of FRAs demonstrate that meaningful progress is not only possible, but already underway.



HELMEPA: People-powered change for climate-resilient coasts

"That's what makes it work: it's theirs. It's real. It speaks to them."

Stathis
Kostakopoulos,
Head of
Environmental
Affairs & Initiatives

On the Greek island of Chios, where the coast is not just a place but a way of life, sustainable coastal development takes on a deeply human face. [HELMEPA](#) (Hellenic Marine Environment Protection Association) and its flagship program, the Chios Climate Chance project, are at the heart of this people-first movement.

Climate action embedded in daily life

The Chios Climate Chance project is more than a campaign: it's a community-driven transformation. Launched as a national-level pilot, the initiative flipped the script on traditional climate communication. *Before delivering messages, HELMEPA listened.*

Through a wide-reaching consultation process – including surveys, focus groups, and open dialogue across all age groups and regions of the island – the project gathered deep insights into how local people perceive climate change. The result was a campaign co-created with the community, using local expressions, everyday language, and culturally relevant visuals.

This bottom-up approach gave residents a real stake in the outcome. The message became theirs, and because it spoke their language, it resonated deeply. More than 5,500 residents have since become Climate Ambassadors, engaging in hands-on learning and digital experiences designed to shift mindsets and inspire new, sustainable habits.

The campaign's reach extends far beyond classrooms or conferences. Climate messages are seamlessly woven into everyday spaces: schools, buses, markets, cafes, festivals, and even bank branches. The focus on ocean literacy and coastal protection is especially relevant in a place where life is lived by the sea.

Beach and underwater cleanups, experiential learning, and environmental engagement have become part of the island's rhythm. This integrated approach reflects HELMEPA's belief that sustainable coastal development isn't a distant goal: it's a daily practice, rooted in local ownership and collective action.



Chios Climate Chance initiative, implemented by the Hellenic Marine Environment Protection Association (HELMEPA), co-funded by "Maria Tsakos" Public Benefit Foundation and John S. Latsis Public Benefit Foundation



Lost in translation: From policy to everyday citizens

However, despite growing awareness of coastal threats, major gaps remain. One of the biggest, according to HELMEPA, is the disconnect between scientific knowledge, policymaking, and public understanding. Climate data often stays locked in technical language, inaccessible to the very communities it's meant to protect.

This is especially true for islanders, youth, and vulnerable groups, whose voices are frequently missing from climate planning. Education systems still lack climate content, citizen science is underutilized, and uneven data collection hinders the development of tailored, place-based solutions.

Governance across the Mediterranean also remains fragmented, with uneven policy enforcement and underfunded environmental bodies. HELMEPA argues that healthy, inclusive, and climate-resilient coasts require more than information – they demand collaboration, local engagement, and tools that make sense to people.

What works: inclusion, knowledge and shared ownership

For HELMEPA, success is built on shared ownership and practical tools that inspire participation, not just understanding.

“What’s often missing is simplicity. People need practical, relatable tools, not just reports.”

Stathis Kostakopoulos

This philosophy is embedded across all of HELMEPA's programs. Through its HELMEPA Academy, the organisation trains seafarers, fishers, youth, civil servants, and volunteers using a bottom-up method informed by local feedback. The goal: make learning relevant, hands-on, and impactful.

The award-winning METAVASEA initiative exemplifies this approach. Led by HELMEPA, it unites over 100 maritime actors in the Eastern Mediterranean to accelerate maritime decarbonisation and climate awareness. It's designed to reach two million people and is tightly connected to cleanups, youth programs, blue economy initiatives, and ocean literacy campaigns. With more than 5,000 cleanups and nearly 500,000 volunteers since its founding, HELMEPA has shown that informed citizens can build resilient coasts.



The future? Scaling up successes

Over the next five years, [HELMEPA](#) will expand its reach through citizen science, education, and strategic partnerships. Its Marine Litter Monitoring Program will grow to include new coastal areas across Greece, pairing seasonal cleanups with data collection aligned to EU standards.

Youth programs – already engaging over 30,000 young people annually – will become even more solution-oriented. Using a “train-the-trainer” model, HELMEPA will equip volunteer educators with tools to support learning in schools, on beaches, and in local communities. Every month, roughly 700 people engage with HELMEPA's outreach, helping to demystify scientific terms and turn complex issues into accessible knowledge.

The HELMEPA Academy will scale up its training programs with new masterclasses in sustainability, ocean leadership, green maritime skills, and soft skills development. METAVASEA will continue to lead regional maritime climate action through inclusive, locally grounded engagement.

As Secretariat of INTERMEPA, HELMEPA will also support the creation of new Marine Environment Protection Associations worldwide—expanding its model globally and strengthening a connected, climate-ready coastal community.

Because when communities lead, coasts thrive.



"Maria's Home – Education and Culture Campus" point to Chios on the globe – marking the start of their journey as Climate Ambassadors, ready to inspire change from their island to the world



"Maria's Home – Education and Culture Campus" point to Chios on the globe – marking the start of their journey as Climate Ambassadors, ready to inspire change from their island to the world

IUCN Mediterranean: Grassroots solutions for a sustainable coast

In the face of accelerating climate change and coastal degradation, grassroots innovation is emerging as a vital force for environmental sustainability in the Mediterranean. At the heart of this movement is [Mubadarat](#), a regional initiative led by [IUCN Centre for Mediterranean Cooperation](#) (IUCN Med), designed to empower civil society organisations (CSOs) in North Africa. Through targeted subgrants and capacity-building, Mubadarat is helping local actors take the lead in preserving the region's coasts and marine ecosystems.

Local action, global impact

Mubadarat supports a wide spectrum of environmental efforts, from biodiversity protection to climate resilience. However, the initiative's most meaningful achievements lie in its coastal and marine projects, which are vital for the well-being and sustainability of local communities.

Among the standout projects:

- In Egypt, the [Association for Women's Rights in Sinai](#) launched an ambitious project aiming at protecting sea turtle species along the Arish coastline.
- In Morocco, [AMPESA](#) uses diving to promote marine awareness and foster stewardship of underwater ecosystems
- In Tunisia, [Notre Grand Bleu](#) advocates for the protection of Posidonia seagrass, a marine plant critical for climate adaptation.

What sets Mubadarat apart is its commitment to locally driven solutions. These organisations are often first responders to environmental threats, and by equipping them with the tools and support they need, IUCN Med is enabling real, lasting change grounded in community knowledge.

[Explore more projects!](#)



Saltmarshes near the city of Zuwara, Libya

Obstacles to overcome

Despite progress, significant barriers still hinder efforts to create healthy, inclusive, and climate-resilient Mediterranean coasts – particularly in the Southern Mediterranean.

Local actors frequently struggle with limited funding, training, and institutional backing. Coastal ecosystems continue to suffer from unchecked development, pollution, and a lack of community engagement in marine governance. While regional coordination is gradually improving, inclusive participation and long-term investment remain glaring gaps.



The charfia is a unique ancestral fishing technique used on the island of Kerkennah, Tunisia. It relies on the annual construction of a fixed structure made from palm leaves

“Enforcement of marine protection is often weak”, highlights IUCN-Med. Pressure from anchoring, coastal infrastructure, and tourism continues to degrade fragile habitats like *Posidonia* meadows. National policies often do not account for the full ecological value of vegetated marine habitats, and cross-border efforts to monitor ecosystem health remain fragmented. On that note, the lack of investment in marine data collection and ecosystem monitoring – which limits countries’ ability to make informed decisions – is seen as another critical challenge. The tourism and maritime sectors, key players in coastal sustainability, are also not yet sufficiently engaged in sustainable practices.

Innovation and collaboration as catalysts for change

To accelerate progress, IUCN Med emphasizes the importance of strengthening grassroots leadership. Mubadarat has demonstrated that small, flexible grants can spark innovation:

- Near the city of Zuwara, Libya, [Edama for Nature Conservation](#) is aiming to preserve over 56 hectares of coastal saline wetlands, a vital habitat for residents and migratory birds.
- In Tunisia, [ORES](#) is helping to preserve traditional nature-based fishing techniques and aims to plant 400 palm trees with the help of fishing families in the Kerkennah islands.



Fishermen using the charfia technique, built with natural materials



Woman taking part in a palm tree plantation on the island of Kerkennah

[Video](#) embedded / Discover the tradition of nature-based fishing in Tunisia!

Such projects illustrate the power of targeted support, particularly when paired with collaboration across sectors. Partnerships between CSOs, local authorities, and private enterprises are crucial for scaling public campaigns, joint monitoring initiatives, and sustainable tourism efforts.

Regional cooperation models, such as the Mediterranean Posidonia Network, show promise in uniting countries and sectors. However, scaling up Nature-based Solutions, enforcing anchoring regulations, and enhancing spatial planning are essential next steps.

Moreover, the Blue Carbon Strategy offers a framework for integrating marine ecosystems into national climate goals, but progress now depends on strong political will, consistent monitoring standards, restoration investment, and the development of financial tools to reward ecosystem protection.

Towards a brighter future: building resilience through civil society

Over the next five years, IUCN Med plans to deepen its support for civil society as a cornerstone of its coastal sustainability strategy. Strengthening the Mubadarat initiative will remain central, with a continued focus on addressing biodiversity loss, fostering climate adaptation, and promoting sustainable use of natural resources—both on land and at sea.

Civil society organisations bring innovative thinking, deep community trust, and a powerful ability to drive social change. IUCN Med will focus on enhancing their capacities, facilitating cross-border collaboration, and scaling Nature-based Solutions to restore ecosystems and build more resilient societies.



In El Arish, Egypt, the Sinai Women's Rights Association leads community efforts to protect endangered sea turtles by training fishers to reduce accidental catches

At the same time, implementing the Mediterranean Blue Carbon Strategy will be a top priority. Restoring dunes, wetlands, and seagrass meadows will help protect coasts from erosion, mitigate flooding, and support local communities. Reinforcing marine protected areas, tackling plastic pollution from land-based sources, and improving policy coherence across governance levels will also be critical components of IUCN Med's future agenda.

As sea levels rise and environmental pressures mount, IUCN Med's work underscores a powerful truth: sustainable coastal development starts with empowered communities.

And with the right support, local action can ripple out to transform an entire region.

Italian Ministry of Environment and Energy Security: CAMP Otranto – a milestone in transboundary coastal planning

Two words capture Italy's approach to coastal management: innovation and ambition.

This vision rests on the strong foundation set by CAMP Italy (2014–2016), the country's first multi-area Coastal Area Management Programme coordinated by PAP/RAC. It tested Integrated Coastal Zone Management (ICZM) methodologies through pilot actions in Emilia-Romagna, Tuscany, and Sardinia – covering five coastal zones, three regions, three seas, and around 900 km of coastline.

CAMP Italy laid the groundwork for transnational initiatives, strengthening Italy's role as a key actor in Mediterranean coastal protection.

Breaking new ground in coastal management

In 2021, Italy and Albania launched [CAMP Otranto](#) – the first transboundary CAMP project under the Barcelona Convention. It focused on the Strait of Otranto, a 72-km waterway linking Italy's Puglia region (the provinces of Brindisi and Lecce) with Albania's Vlora region.

For centuries, the Strait has been a vital maritime passage, but today it faces pressing environmental pressures: coastal erosion and flooding risks, deep-sea trawling, impacts of maritime industries, alarming levels of marine litter (91% plastic) and rapid expansion of tourism infrastructure, threatening marine ecosystems and water quality.

Recognising the shared nature of these challenges, both countries joined forces to design common solutions and harmonised management strategies.

[Explore the ABMT Feasibility Study for the Otranto Strait!](#)

Sharing know-how across the Adriatic

Over two years, CAMP Otranto raised awareness about the importance of this biodiversity hotspot, developed joint tools for coastal and marine ecosystem management, and strengthened institutional capacity on ICZM and Maritime Spatial Planning (MSP).

One of the most significant outcomes was a set of recommendations for enhancing cooperation through area-based management tools (ABMTs), such as specially protected areas or fisheries-restricted zones. The project also put forward policy suggestions to support sustainable practices and reinforce ICZM through economic activities.

Despite differences in policies, regulations, and data availability among the two countries, these became opportunities for learning and creative problem-solving.

True to its tagline – “Fostering partnerships across the Adriatic” – CAMP Otranto promoted skills exchange and mutual understanding by addressing both local and regional environmental concerns. It paved the way for future collaboration in the area – one that sees borders not as barriers, but as bridges.

Embedded [Policy brief](#) and [video](#) / Transboundary cooperation in a nutshell!

“CAMP Otranto represents an important milestone for the promotion of the ICZM protocol in the Mediterranean region.”

Riccardo Piraccini,
PAP/RAC NFP for
Italy / Ministry of
Environment and
Energy Security



What's next for Italy?

The Ministry's work is far from over: its next primary task will be to harmonise and optimise the many tools and frameworks already developed for managing marine and coastal environments.

Special attention will be given to strengthening three core approaches: Integrated Coastal Zone Management (ICZM), Maritime spatial planning, and the ecosystem approach.

These strategies are key to ensuring that future development along Italy's coastlines is not only economically viable but also environmentally sustainable and socially inclusive.

As part of the Cooperation Agreement between the Italian Ministry of Environment and Energy Security (MASE) and UNEP/Mediterranean Action Plan (MAP), Italy is providing an additional voluntary contribution to the Barcelona Convention, supporting a variety of activities across the Mediterranean.

LNESP: Watchman of Morocco's coasts

At the heart of Morocco's efforts to achieve a sustainable coastline, the National Laboratory for Pollution Studies and Monitoring ([LNESP](#)) plays a central role. Located in Rabat, this leading state institution has a dual mission: to monitor and identify environmental pollution, and to control this pollution in order to support environmental management and protection policies. Through several nationwide programmes, the LNESP takes concrete action to preserve the quality of beaches, waters and coastal ecosystems.

Healthy beaches for all

The LNESP's most emblematic initiative is the National Bathing Water Quality Monitoring Programme. In 2024, this programme covered 199 beaches (488 stations), including around 80 Mediterranean beaches, and produced 190 bathing profiles, 49 of which were updated in accordance with standard NM 03.7.199. These profiles identify sources of pollution, assess health risks and define the actions needed to preserve water quality. These profiles make it possible to identify sources of pollution, assess health risks to bathers and define the actions to be taken to preserve water quality.

Transparency towards the public is also a priority for the LNESE. To achieve this, the laboratory provides two tools:

- [Regular water quality reports](#), accessible to beach managers via a digital platform for on-site display and rapid intervention in the event of non-compliance.
- The '[Iplages](#)' application, which provides citizens with real-time information on water quality and useful data on beaches. Developed in-house, the app is described by the LNESE as a 'major achievement' in terms of communication with the general public.

Beyond water: careful and extensive monitoring

The LNESE's work is not limited to bathing water quality – the laboratory also monitors sand quality and the presence of marine litter on beaches.

In 2024, samples were taken from 64 beaches, including 26 in the Mediterranean, to analyse mycological indicators that could have pathological and health effects on holidaymakers. At the same time, campaigns to characterise and classify marine litter are being carried out to improve its management.

The National Programme for Monitoring Land-Based Pollution (MED POL), under the Barcelona Convention, assesses pollution carried to the sea by rivers and discharges. Fifteen stations currently cover the Moroccan coastline from Tangier to Saïdia, and the results show a general improvement thanks to efforts to treat wastewater and connect urban areas to sewerage networks.

Integrated coastal assessment

The LNESE also considers the overall state of the marine and coastal environment. As part of the Integrated Monitoring and Assessment Programme (IMAP), carried out under the Barcelona Convention, the LNESE contributes to a quantitative analysis of the ecological status according to common indicators of the Ecological Objectives. Conducted in four areas – Tangier, Tetouan, Al Hoceima, Nador-Saïdia, it assesses:

- chemical contaminants (heavy metals, PAHs) in sediments and biota (EO9);
- nutrients and chlorophyll in water (EO5); and
- marine litter (EO10).

The 2023 data show Good Environmental Status (GES) for the majority of the sites monitored, particularly regarding chlorophyll concentrations and the chemical quality of the environments.

Button: [Learn more about IMAP!](#)

International recognition despite challenges

Since its restructuring in 2014, the LNESE has carried out several major projects that reinforce its role as a reference point. The implementation of a quality management system led to ISO 17025 accreditation in 2020, providing international recognition of its scientific and technical expertise.

These successes do not however detract from the challenges encountered. Mobilising human resources remains a crucial issue in order to meet the laboratory's growing demands. Similarly, the creation of regional branches seems essential to ensure better coverage of the territory and strengthen proximity to local realities.

An ambitious roadmap for the coming years

Over the next five years, the LNEP intends to broaden its scope of action:

- extend monitoring of bathing water quality and marine litter to the entire coastline;
- implement the measures of the National Action Plan (NAP) against pollution;
- eliminate all identified sources of pollution; and
- develop scientific and technical decision-making tools to strengthen coastal resilience.

By combining scientific expertise and technological innovation, the LNEP has established itself as a key player in Morocco's strategy for a sustainable coastline. Its daily actions pave the way for informed and responsible coastal management, serving present and future generations.

Lebanon's Ministry of Environment: The road to sustainable coastal governance

Lebanon's coastline has always been central to the country's identity – a space where communities live, work, and connect with the Mediterranean. Yet rapid urbanization, pollution, and fragmented governance have left it increasingly vulnerable.

Since the launch of [CAMP Lebanon](#) in 2001, coordinated by the Priority Actions Programme/Regional Activity Centre (PAP/RAC) to help the country incorporate environmental objectives into national development priorities and protection measures, Lebanon has steadily strengthened coastal management. A crucial milestone came in 2014, when the country acceded to the Integrated Coastal Zone Management (ICZM) Protocol under the Barcelona Convention.

Today, in partnership with local stakeholders and international partners like PAP/RAC within the GEF-funded MedProgramme, the [Ministry of Environment](#) is leading ambitious reforms to protect the coast while ensuring it continues to support livelihoods, culture, and resilience. As part of this effort, the Ministry is drafting a [new National ICZM Strategy and accompanying ICZM Law](#) – key instruments that could transform how Lebanon manages, safeguards, and governs its coastal areas.

Defining the coast by nature

The new Draft Strategy and Law build on earlier groundwork, notably the 2015 draft ICZM strategy, introducing innovative and necessary updates. For the first time in Lebanon's history, the coastal zone will be defined based on natural ecosystem boundaries, such as estuaries, wetlands, and adjacent territorial waters – in addition to the administrative lines.

This ecosystem-based approach will help authorities better understand and address the pressures threatening coastal sustainability. Its dual objective is clear: to establish a well-defined coastal zone and to create a comprehensive framework for the effective management of Lebanon's coasts.

Putting people first – in the making and implementation of the ICZM Strategy

From the very beginning, the ICZM Strategy has placed people at the centre of both its design and implementation.

It aims to foster thriving, resilient communities by promoting the sustainable use of Lebanon's coastal natural and cultural assets. Key aspects focus on community well-being, quality of life, and social equity across generations. These values translate into concrete goals:

"I am most proud of Lebanon's accession to the ICZM Protocol by decree in 2014, which was later endorsed by the Barcelona Convention Secretariat in 2017."

Adel Yacoub,
PAP/RAC FP at the
Lebanese Ministry
of Environment

guaranteeing free public access to beaches and natural resources, improving transport, and supporting a diversified and sustainable coastal economy.

Equally important is the collaborative process through which the Strategy has been shaped. The ICZM Strategy and Law reflect a shared vision for Lebanon's coasts that has been shaped through extensive national consultations with public institutions, the private sector, NGOs, scientific experts, and local communities. This inclusive approach was showcased during a Multi-stakeholder Consultation Meeting held in Beirut from July 1–3, 2025. Bringing together local, national, and Mediterranean partners, the event served as a platform for diverse voices to contribute to the future of Lebanon's coasts. One of the meeting's highlights was a workshop based on Plan Bleu's Climagine methodology – a scenario-planning and foresight tool that helped participants explore options for implementing the ICZM Strategy and Law.

Advancing sustainability in the Damour River Basin

The MedProgramme consultation in July 2025 also marked a critical step toward the development of an Integrated Management Plan (IMP) for the Damour river basin, following a "source-to-sea" approach, encompassing the entire basin from inland to the coast.

The plan's goals are wide-ranging: reducing environmental stress, improving water security, restoring habitats, strengthening climate resilience, and supporting sustainable socio-economic development. Stakeholder workshops were held to build a shared vision for this vital region, ensuring that the plan reflects the needs and knowledge of local communities.

In parallel, the Ministry of Environment has advanced the use of Environmental Impact Assessments (EIA) and Strategic Environmental Assessments (SEA) for new coastal developments. These tools are essential for minimizing the environmental risks of future projects. Here too, local communities have played a crucial role, contributing their insights and lived experiences to guide decision-making.

Overcoming present and future challenges

Despite significant progress, Lebanon's ICZM journey still continues to face major obstacles. Weak law enforcement, limited financial resources to implement local activities, and fragmented institutional mandates for coastal legislation have slowed both the drafting and implementation of coastal strategies. This institutional complexity makes it difficult to coordinate a unified approach, delaying the translation of plans into action.

To tackle these issues, the ministry has set clear priorities for the next five years:

- strengthening dialogue between all national coastal actors;
- bridging institutional gaps and coordinating mandates; and
- integrating ICZM topics into university curricula.

These steps aim to lay the foundation for a more effective, inclusive, and sustainable future for Lebanon's coasts. Overall, Lebanon's commitment to ICZM is a testament to its recognition of the coast as both a natural treasure and a lifeline for communities. Through collaboration, innovation, and persistent effort, the Ministry of Environment is steering the country toward a future where people and nature thrive together.

MedECC: Informing coastal policy through climate and environmental science

The [Mediterranean Experts on Climate and Environmental Change \(MedECC\)](#) is an open and independent international scientific expert network, established in 2015 and currently based at [Plan Bleu](#) in Marseille, France. Through its science-policy interface, MedECC is playing a pivotal role in providing scientific insights to support regional action toward more resilient, inclusive, and sustainable coasts.

A decade of scientific collaboration and trust-building

Since its founding ten years ago, MedECC has built a vast, voluntary network of over 350 scientists who contribute to in-depth assessment reports, which in turn support evidence-based policymaking. These experts work across disciplines and borders, producing timely and accessible scientific insights aimed at mitigating the impacts of climate and environmental change in the Mediterranean Basin.

One of MedECC's landmark achievements is the First Mediterranean Assessment Report (2020), a foundational document that provided an integrated view of the region's environmental risks. This was followed by the Special Report on Climate and Environmental Coastal Risks in the Mediterranean, whose Summary for Policymakers was released in 2024, with the full report published in August 2025.

Button: [Explore the Report here!](#)

These reports serve as critical tools for regional leaders, stakeholders, and civil society, enabling better decision-making rooted in robust scientific knowledge.

By aligning its efforts with regional frameworks such as UNEP/MAP, Plan Bleu, the Union for the Mediterranean, and the Mediterranean Strategy for Sustainable Development, MedECC enhances both the relevance and reach of its work. Through active participation in high-level policy events and ministerial forums, the network's findings are increasingly contributing to shaping regional agendas and national climate strategies.

Embedded [video](#) / MedECC received the North-South Prize 2020 from the Council of Europe – watch the video to learn more about their work!

Tackling the region's most pressing coastal challenges

Despite growing recognition and collaboration, the path to a climate-resilient Mediterranean coast remains fraught with challenges. One of the most pressing issues, as highlighted by MedECC, is the uneven availability and quality of environmental data across the region, which complicates our shared understanding of coastal risks and hinders coordinated responses to threats like sea-level rise and marine pollution.

Institutional fragmentation further complicates progress, especially in addressing transboundary challenges. Meanwhile, inclusive adaptation planning is limited by social inequalities and the marginalisation of vulnerable communities, reducing the overall effectiveness of resilience strategies. Bridging these socio-economic gaps is essential for a just transition to climate-resilient coasts.

Current coastal protection often relies on high-cost engineering solutions, which can disrupt natural landscapes and harm biodiversity. In many areas, sea-level rise has yet to be factored adequately into risk management approaches, raising concerns about maladaptation and future lock-ins. Without timely and coordinated action, the region could face risks of

irreversible damage – especially if global temperatures rise beyond 3°C, pushing ecosystems past their adaptation limits.

Advancing solutions: What to aim for

To respond to these escalating threats, MedECC underlines the importance of integrated, catchment-scale adaptation strategies over isolated or reactive measures. Conservation of coastal ecosystems, particularly those with high carbon sequestration potential like wetlands, is essential. However, such measures must be supported by effective climate mitigation to avoid crossing adaptation thresholds.

“Inclusive governance is the key.”

Julie Gattacceca,
MedECC
Secretariat

Nature-based solutions – such as restoring blue carbon ecosystems – hold promise for both environmental and economic gains, though land-use conflicts often present barriers. In the long run, landward relocation may become a more viable option, despite spatial and social challenges.

Legal frameworks, economic incentives, and behavioural strategies can all play a role in promoting climate-resilient development. There is also a need to transition the region's blue economy and coastal tourism models toward low-impact, circular approaches that align with long-term sustainability goals.

As MedECC highlights, this kind of governance is the only way forward. Engaging scientists, policymakers, and local communities, vulnerable groups in particular, in the co-creation of adaptation strategies ensures that solutions are both effective and equitable.

Towards a new era of assessment and action

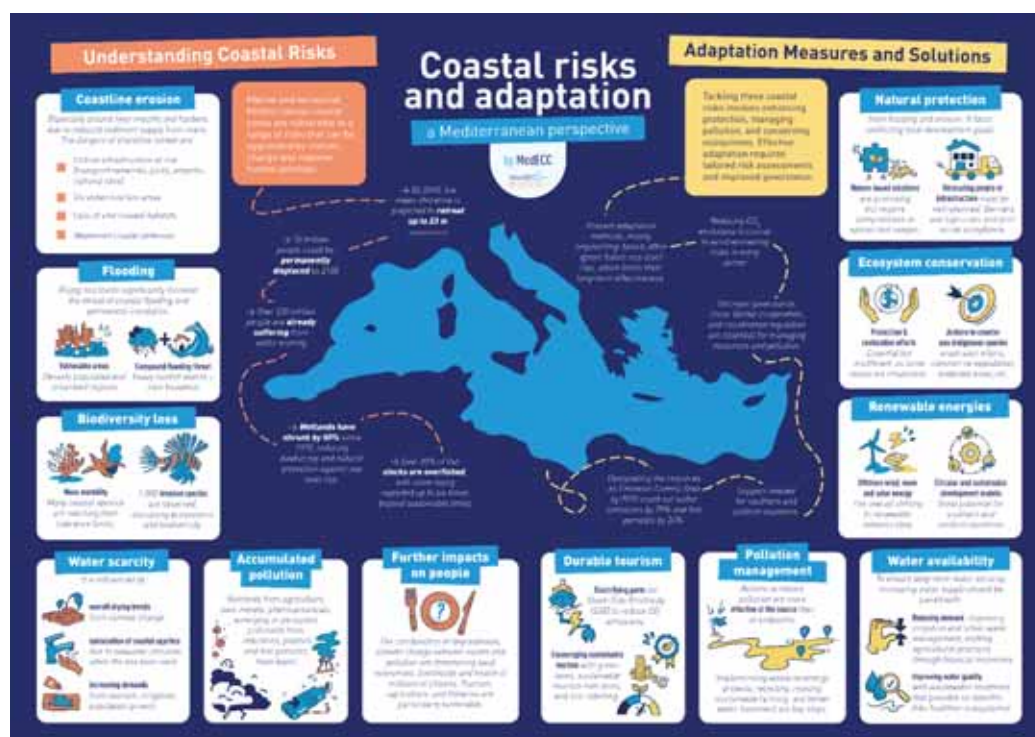
MedECC's future priorities are firmly rooted in expanding its reach and accessibility. Over the next five years, its top priority will be the development of the *Second Mediterranean Assessment Report (MAR2)*. This new report will take a more holistic approach, focusing on the interconnected risks facing coastal ecosystems and urban areas while assessing the experiences of implementing regional solutions.

To broaden its impact, MedECC will also create thematic fact sheets tailored for a wider, non-specialist audience and make them available in multiple languages. They also plan to launch capacity-building workshops to strengthen national science-policy interfaces and ensure scientific knowledge reaches decision-makers at every level.

A trusted voice for the Mediterranean's future

What makes MedECC's work especially meaningful is its growing role as a trusted science-policy bridge. In a region marked by diversity and complexity, this collective effort is fostering the kind of cross-border cooperation and informed governance essential for a sustainable future.

As the Mediterranean faces rising seas and deepening environmental risks, MedECC continues to lead by example – proving that when science and policy converge, transformative change is not just possible, but within reach.



MedPAN: Managing MPAs, a crucial task for the Mediterranean

Over the past several years, [MedPAN](#) has established itself as a key player in the sustainable protection of the Mediterranean coastline. By bringing together a network of marine protected area (MPA) managers, the organisation provides daily support for marine and coastal ecosystem conservation efforts. Most of these MPAs are located in coastal areas and often include wetlands of ecological importance, recognised in particular under the Ramsar Convention.

Through training courses, regional workshops, practical guides and sharing of experiences, MedPAN promotes the emergence of collective and innovative solutions to address coastal environmental challenges.

One of the flagship projects coordinated by MedPAN is [INTERREG MPA Networks](#), which has tested and refined effective governance approaches at several pilot sites. The lessons learned have been compiled in summary notes and shared publicly on the MedPAN website to inspire the entire MPA community in the Mediterranean.

At the same time, MedPAN is working closely with MedFund, a fund dedicated to supporting the long-term management of MPAs, providing sustainable financial and strategic support to these fragile areas.



The Gökova MPA, Port Cros National Park, and Strunjan Landscape Park illustrate the richness of Marine Protected Areas in the Mediterranean. With MPA NETWORKS, administrators are joining forces to better protect the sea and its resources

The central role of nature-based solutions

For MedPAN, the key to a healthy, inclusive and resilient Mediterranean coastline lies in greater recognition and integration of nature-based solutions. Protecting coastal ecosystems and, where possible, restoring them, is essential to enabling a return to a coastline capable of responding to the impacts of climate change.

“The preservation of lagoons, coastal ponds and salt marshes is both an ecological and a heritage response.”

Carole Martinez,
Policy Manager at
MedPAN

But this requires a more ambitious integration of these solutions into local land use policies. More and more cities are committing to this approach, whether through local MPA management, involvement in networks such as [MedCities](#), or through coalitions such as [SeaTies](#) or the Coalition of Coastal Cities and Regions, launched at the recent United Nations Ocean Conference (UNOC3).

To address sea level rise and coastal degradation, MedPAN advocates an approach based on coordinating land use and enhancing natural coastal areas. Rather than relying solely on costly grey infrastructure, the focus should be on green and blue infrastructure, which can adapt to natural dynamics such as sea level rise. Beyond planning, other tools such as bay contracts or wetland contracts enable integrated and collaborative management between public actors, local authorities, land managers and citizens.



On the Kuriat Islands in Tunisia, MPA managers are raising awareness while protecting a sea turtle nest

A renewed outlook for the next five years

By 2030, MedPAN intends to strengthen its support for MPA managers to ensure effective and sustainable coastal management. One of the main focuses of the 2026–2030 strategy, currently under review, will be to better integrate the issue of climate change into all of the network's actions.

Consultations, surveys and workshops show that there are high expectations in this area, which MedPAN intends to translate into concrete and structural initiatives for its members and partners.

Embedded [video](#): Learn more about the revision of the MedPAN strategy for 2026-2030!

Montenegro's Ministry of Ecology, Sustainable Development and Northern Region Development: Boka Kotorska Bay – a model for future coastal management plans

“This Plan represents a major step forward in protecting one of Montenegro's most valuable and fragile coastal areas. Hopefully, it will become a model for future planning.”

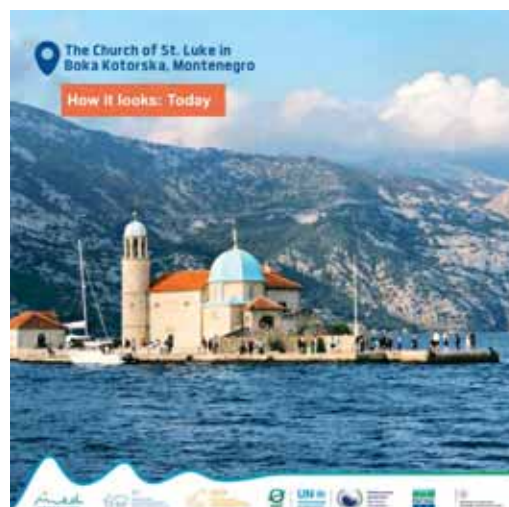
Milica Rudić, Head of Unit for marine and coastal ecosystems at the Ministry

Montenegro's work on coastal protection and sustainable development has a strong track record, shaped in particular by programmes and strategies developed over the last two decades. From the [Coastal Area Management Programme](#) (CAMP) to the [National Strategy for Integrated Coastal Zone Management](#) (ICZM) developed and adopted in 2015 – which led to important changes in coastal legislation – the country has developed the knowledge, tools, and institutions necessary to manage coastal development responsibly. International projects, such as the [GEF Adriatic](#), have also driven forward new approaches, resulting in the country's first [Marine Spatial Plan](#) and the first national Integrated Monitoring Programme for the marine and coastal environment.

Boka Kotorska Bay: recognising an urgent need for coastal planning

Building on this foundation, the Ministry of Ecology, Sustainable Development and Northern Region Development has developed the Coastal Management Plan for Boka Kotorska Bay under the GEF-funded MedProgramme. This plan is crucial for safeguarding this fragile coastal ecosystem, as it integrates climate change resilience with sustainable development principles on a sub-national level.

Recognising growing environmental and climate pressures – including the fact that nearly half (48%) of Boka Kotorska's coastline has been altered by human activity – the Ministry launched the Coastal Management Plan of the Boka Kotorska Bay to address them through a comprehensive, inclusive, and forward-looking strategy.



A region-wide collaboration

From the outset, this 3-year initiative brought together local communities, businesses, experts and relevant government authorities, ensuring a participatory and transparent process. Coordinated by PAP/RAC, this collaborative approach helped build a shared understanding of both the risks and opportunities facing the Boka Kotorska Bay, leading to more informed, locally tailored solutions.

Three coastal municipalities – Herceg Novi, Kotor, and Tivat – played a central role. Tivat hosted the first consultation workshop, where Plan Bleu's Climagine methodology was introduced. This participatory tool helped identify the Plan's key priority areas:

- water and waste management;
- land use and transport;
- sustainable tourism; and
- protection of the marine environment.



MedProgramme conference – “Collaborating for a Sustainable Future: Adapting to Climate Change in Boka Kotorska While Enabling Socio-Economic Growth

Button: [Explore the Plan's highlights](#)

This methodical process has produced a robust framework that not only protects one of Montenegro's most precious regions but also lays the groundwork for other integrated coastal zone management (ICZM) initiatives across the country.

“Supported by PAP/RAC, the Ministry of Ecology, Sustainable Development, and Development of the North of Montenegro, in partnership with local and national stakeholders, is taking a proactive role in fostering the sustainable development of Boka Kotorska Bay through the development of its Coastal Management Plan.”

Tamara Brajović, Head of Division for Integrated Management of Marine and Terrestrial Ecosystems

On 10 December 2024, in Kotor, the Coastal Management Plan for Boka Kotorska Bay was presented to local and national stakeholders at the MedProgramme conference, “Collaborating for a Sustainable Future: Adapting to Climate Change in Boka Kotorska While Enabling Socio-Economic Growth”, which made [headlines](#) across Montenegro. Its suggested measures will be instrumental in establishing a real coastal zone management system, and its recommendations – as highlighted by Ministry's Ms Rudić – will also inform the development of local and small-scale spatial plans.

Embedded [video](#): The Coastal Management Plan for Boka Kotorska Bay was developed under the GEF-funded MedProgramme's Child Project 2.1: "Mediterranean Coastal Zones – Water Security, Climate Resilience, and Habitat Protection", and the SCCF Project: "Enhancing Regional Climate Change Adaptation in the Mediterranean Marine and Coastal Areas.

“To unlock the full potential of this Plan, we must ensure its full implementation, not just leave it as words on paper. This will require continuous collaboration across all levels of government, institutions, the expert community, and, of course, the citizens, who are the ultimate beneficiaries of this invaluable area.”

Zoran Dabetić, State Secretary from the Ministry of Ecology, Spatial Planning, and Urbanism of Montenegro

Ongoing challenges: development vs. preservation

Despite these successes, the Ministry remains clear-eyed about the challenges ahead. One of the most pressing issues is striking a balance between rapid tourism development and environmental preservation. The demand for new hotels, resorts, and supporting infrastructure often conflicts with the need to protect fragile coastal ecosystems. This tension is especially acute during the high tourist season, when the lack of effective inspection and enforcement mechanisms can lead to unchecked development and environmental degradation.

There is also the broader issue of competing priorities. Short-term economic gains often seem more urgent than long-term sustainability, particularly in areas where tourism is a primary economic driver. Ensuring that growth does not come at the cost of environmental integrity is a complex but essential task.

On to the next steps

To build on the momentum of the Coastal Management Plan for Boka Kotorska Bay and continue advancing sustainable coastal development, the Ministry has identified five key priorities for the next five years:

1. Improved wastewater treatment and reduction of marine pollution
2. Further development of sustainable tourism, with an emphasis on eco-tourism
3. Proclamation of new Marine Protected Areas (MPAs) and better management of existing ones
4. Coastal protection and restoration
5. Active participation of local communities in decision-making processes.

“Our coastline is the first line of defence against climate change. We must protect it through sustainable management, reduced pressures, and the preservation of natural resources.”

Damjan Ćulafić, Minister of Ecology, Sustainable Development and Northern Region Development

These priorities reflect the Ministry's commitment to long-term coastal resilience and its recognition that successful environmental governance depends on both strategic planning and community involvement.

SPA/RAC: Marine and Coastal Protected Areas – far more than conservation zones

For over forty years, the Specially Protected Areas Regional Activity Centre ([SPA/RAC](#)), one of the operational centres of the UNEP/MAP, has been working towards the sustainable development of the Mediterranean coasts. Its mission focuses on promoting the conservation of marine and coastal biodiversity, as well as ensuring the sustainable management of natural resources. This work is firmly anchored in the Protocol concerning Specially Protected Areas and Biological Diversity in the Mediterranean (SPA/BD Protocol), the Post-2020 Strategic Action Programme for the conservation of biodiversity and sustainable management of natural resources in the Mediterranean region ([Post-2020 SAPBIO](#)), and the Post-2020 Regional Strategy for Marine and Coastal Protected Areas ([MCPA](#)) and Other Effective Area-Based Conservation Measures (OECM) in the Mediterranean.

“Transparency, coordination, and the inclusion of local communities are essential pillars for building effective and sustainable governance.”

Dorra Maaoui,
Communications
Assistant at
SPA/RAC

SPA/RAC supports the Contracting Parties to the Barcelona Convention in implementing coherent and effective policies, promoting inclusive governance that values local stakeholders' participation and gender equity. The organization also recognizes the importance of traditional knowledge, ensuring a harmonious balance between ecological protection and sustainable human development. This approach brings together science, local practices, and climate-related challenges.

Embedded [video](#): "The best asset we have for a healthy and sustainable Mediterranean is us!"

A growing network of protected areas, but persistent challenges

SPA/RAC takes great pride in its role in developing the Mediterranean network of marine and coastal protected areas (MCPAs). Through major projects such as the EU-funded SEMPA and the GEF CP.3.1 project financed by the Global Environment Facility, the organization supports countries in the establishment and effective management of these areas. These initiatives encourage local participation, address climate change challenges, and safeguard sensitive and vital coastal habitats such as seagrass meadows, salt marshes, and coastal dunes.

Despite progress in MCPAs across the Mediterranean, significant challenges remain. MCPA coverage is still insufficient, particularly in the southern and eastern Mediterranean. Human and financial resources are limited, and national policies often struggle to adopt a fully integrated ecosystem-based approach that includes climate considerations. Furthermore, governance is frequently fragmented and sectoral, slowing the coordination required for successful nature-based conservation measures.

To address these challenges, it is crucial to strengthen regional coherence by leveraging tools available for the region, such as Specially Protected Areas of Mediterranean Importance (SPAMIs) and OECMs, alongside rigorous, accessible, and shared scientific monitoring.



Nueva Tabarca

Nature-based solutions and regional cooperation – keys to resilience

In the face of mounting threats such as sea level rise and coastal degradation, SPA/RAC is actively promoting Nature-based Solutions (NbS). These solutions offer sustainable responses by restoring and protecting key natural habitats, thereby strengthening ecosystem resilience while delivering tangible benefits to local communities.

To accelerate progress, the organization focuses on integrated marine spatial planning, enhancing local management capacities, and mobilizing innovative and sustainable financing. Networking and regional partnerships, particularly within the SEMPA and GEF CP.3.1 projects, help pool efforts, exchange knowledge, and ensure consistency across various conservation measures.



Posidonie – Iles Kuriat

“Marine and coastal conservation is only possible if efforts are shared, coordinated, and supported by all. Together, we can build a healthy, inclusive, and resilient Mediterranean Sea.”

Mahmoud Elyes
Hamza,
SPA/RAC Director

Looking ahead: priorities and initiatives

Over the next five years, SPA/RAC's priorities will revolve around:

- **Expanding and effectively managing the MCPA network**, paying particular attention to engaging local stakeholders and valuing traditional knowledge.
- **Strengthening the integration of biodiversity into public policies** by promoting ecosystem-based planning and providing technical support to the Contracting parties for the implementation of coherent strategies at regional and global levels.
- **Enhancing climate resilience** through pilot projects for coastal habitat restoration and promoting ecosystem-based approaches.
- **Fostering ongoing regional cooperation** through the facilitation of networks such as SPAMIs, as well as the organization of training sessions, knowledge exchange, and communication initiatives.

A call for collective action

This year's Mediterranean Coast Day, SPA/RAC is issuing a strong call to all stakeholders – governments, local actors, NGOs, and citizens – to join this collective effort.

Sunce: From seagrass to fishing ports – Nature-based Solutions for the Adriatic

Headquartered in Split, Croatia, [Sunce](#) is a non-governmental and non-profit organisation, dedicated to nature and environmental protection. It advocates, educates, and informs the public about environmentally responsible solutions, drawing on scientific evidence, good practices, and many years of field experience. One of Sunce's main areas of work is sea and coastal protection, and it champions new and effective initiatives, many of which rely on nature-based solutions (NbS).

Flagship projects

Among Sunce's numerous initiatives, they are particularly proud of [BIOPRESSADRIA](#), which stands out for its impact and cross-border reach. The project addresses biodiversity loss caused by human activity by protecting seagrass meadows like *Posidonia oceanica*, a vital habitat that supports marine life and stabilizes the coastline. These underwater meadows act as natural buffers against erosion and are crucial for sustaining Adriatic biodiversity.

Complementing this effort is [FishNoWaste](#), a project aimed at reducing waste in fishing ports, promoting sustainable fishing practices, and safeguarding marine resources while supporting coastal economies. Together, these projects underscore Sunce's commitment to creating a cleaner, healthier marine environment.

Sunce is also involved in [DesirMED](#), a forward-thinking project promoting Nature-based Solutions to enhance climate resilience across the Mediterranean. These approaches focus on working with natural systems to adapt to the impacts of climate change, such as rising sea levels and coastal degradation.

Button: [Read more about Sunce's projects](#)

*Monitoring the *Posidonia oceanica* meadows*



*Traditional cleanup
action of the fishing port
in Tribunj, Croatia*



*A Citizen contacted
Sunce's "Green Phone"
after spotting waste in
the Northern port of Split*



Building stronger frameworks for action

However, tackling the Mediterranean's fragmented governance landscape remains a major challenge, slowing decision-making and hindering effective conservation. At the same time, high tourism pressure and rapid coastal urbanization place further strain on natural habitats, increase pollution, and deplete resources – often outpacing ongoing conservation efforts.

This is why Sunce emphasizes the need for integrated, science-based strategies that combine strong governance with cross-sector collaboration. A key obstacle, they note, is the lack of spatial planning that incorporates long-term climate projections and ecosystem-based approaches. "Local authorities also frequently lack the capacity or political support needed to act effectively", Sunce underlines, illustrating how these gaps can delay the implementation of critical coastal protection measures.

Fighting environmental crime

To strengthen environmental protection and coastal resilience in the Adriatic, Sunce boldly proposes a national strategy and action plan to combat environmental crimes. This framework would set clear objectives, define institutional responsibilities, and establish robust enforcement mechanisms. Its effective implementation requires adequate funding, trained personnel, and advanced technology for monitoring and enforcement. Equally important is standardising judicial practices to ensure consistent prosecution and sentencing of

environmental offences, as inconsistent rulings can undermine enforcement efforts and weaken public trust.

Yet, they emphasise that legal measures alone are not enough – public education is crucial. Awareness campaigns and outreach initiatives highlight the importance of preserving coastal ecosystems and demonstrate the social and environmental consequences of ecosystem degradation. This helps prevent violations and encourages responsible behaviour among citizens and local stakeholders.

Sunce's upcoming priorities

Sunce's roadmap combines community-driven action, policy advocacy, and regional collaboration:

- **Locally:** expand education and engagement programs to empower citizens and local stakeholders.
- **Nationally:** advocate for stronger environmental governance.
- **Mediterranean level:** continue participating in EU-funded initiatives supporting nature-based solutions, biodiversity protection, and climate adaptation.

Through this multi-level approach, Sunce is not only protecting the Adriatic but helping chart a sustainable future for coastal communities across the Mediterranean.



Every breath you take, every fish you eat... It's thanks to Posidonia!

Syrian Virtual University: Rebuilding coasts, empowering minds: Syria's IMNR Program

In 2021, a groundbreaking academic initiative marked a turning point for Syria's environmental recovery efforts. The Syrian Virtual University ([SVU](#)) launched its Master's in Integrated Management of Natural Resources (IMNR), a pioneering program aimed at rebuilding the country's capacity to manage and protect its fragile ecosystems. Designed during a critical time of ecological restoration following years of conflict, the IMNR program is not only a symbol of resilience but also a practical step toward sustainable coastal development.



Backed by the support of regional organizations – including PAP/RAC, whose experts give lectures on Integrated Coastal Zone Management (ICZM) and Marine Spatial Planning (MSP) – the program was developed to equip a new generation of professionals: scientists, engineers, economists, and others, with the knowledge and skills needed to address the pressing challenges facing Syria's environment. Its emphasis on ecosystem conservation and restoration is especially timely, as Syria's coastal zones continue to face threats from erosion, pollution, and the escalating impacts of climate change.

A focused approach to coastal protection

What sets the IMNR program apart is its multidisciplinary, locally grounded approach. Covering topics like environmental science, strategic planning, adaptive and participatory management, and ecosystem valuation, the curriculum provides students with a robust toolkit for managing natural resources in a rapidly changing climate. These skills are directly applicable to the country's coastal areas, where environmental degradation has been particularly severe.

The program doesn't stop at theory. Its design ensures real-world application at the local level, empowering graduates to develop strategies tailored to Syria's unique coastal challenges. By fostering collaboration between academia, policy-makers, and communities, the IMNR program strengthens the links between science, policy, and practice – a critical step in building resilient and sustainable coastal ecosystems.

The program's multidisciplinary approach can be seen in the variety of students' graduation projects. Among the 41 students who have graduated from the program, projects have ranged from MPA designations to assessments of land use changes, documentation of unique wild plant species, and even mangrove plantations as an adaptation measure.

Innovating for a climate-resilient Mediterranean

The team behind the IMNR program recognizes that achieving healthy, inclusive, and climate-resilient coasts in the Mediterranean requires fresh and out-of-the-box thinking. Their answer? Local, national, and integrated projects that are innovative and tailored to real-world conditions. This approach ensures that climate adaptation strategies are not only scientifically sound but also socially and culturally relevant.



Looking ahead, the program aims to take things a step further. Over the next five years, SVU is prioritizing the implementation of graduation project outcomes, turning student research into tangible, on-the-ground solutions. These initiatives will focus on boosting the resilience of Syria's coastal and marine ecosystems, translating academic knowledge into environmental impact.

Türkiye's Ministry of Environment, Urbanization and Climate Change: Fostering partnerships – building sustainable coastal areas through collaboration

The Republic of Türkiye has spent nearly two decades creating a framework that balances environmental, social, and economic dimensions along its coastal areas. At its heart is the Integrated Coastal Zone Management (ICZM) initiative, which has evolved into a dynamic and adaptive process shaped by institutions at every level. Combining technical planning tools, community engagement, and interinstitutional cooperation, Türkiye developed a comprehensive coastal plan that integrates land–sea interactions. This work has strengthened local awareness of climate change, improved institutional coordination, and laid the foundation for future Marine Spatial Planning (MSP) efforts. Most importantly, it has built trust among local stakeholders and shown the value of inclusive, ecosystem-based coastal planning in coastal zones.

Within the Ministry's work, integrating Integrated Coastal Zone Management (ICZM) into Türkiye's national spatial planning system as a living, dynamic, and adaptive process has been a central priority. Achieving this has required persistence, cross-sector dialogue, and the capacity to bridge administrative boundaries and institutional mandates.

The effort has been especially impactful thanks to a strong, continuous, and mutually supportive partnership with PAP/RAC. PAP/RAC's technical guidance and regional perspective helped contextualise and evolve the approach, while national-level implementation generated tangible insights into how ICZM can work in practice.

“We need to make the shift towards anticipatory and resilience-based planning.”

Yavuz Erdal
Kayapınar, Director
General for Spatial
Planning, Ministry
of Environment,
Urbanization and
Climate Change,
Republic of Türkiye

This partnership has produced tangible results, from the early CAMP Izmir (1991–1993) and a 2005 state-of-the-art review of ICZM in Türkiye, to a series of training initiatives on coastal monitoring and marine spatial planning in 2023 and 2024. The most recent outcome is the CAMP Türkiye project, scheduled to begin in 2026.

Going beyond the technical

Coastal planning is often misunderstood as purely technical, but in reality, it must be adaptive and participatory. Ensuring genuine stakeholder involvement – beyond box-checking exercises – demands time, institutional effort, and long-term commitment.

Building a participatory culture in which coastal communities feel ownership of and trust in planning processes has been among the most important and complex tasks. A persistent challenge is addressing the socio-cultural dimensions of planning to ensure that ICZM remains a living, adaptive process rather than a static plan.



Marine Spatial Planning training organised by PAP/RAC in Izmir, 2024

Focusing on actionable policies

Looking ahead, Türkiye's Ministry of Environment, Urbanization, and Climate Change is prioritizing the transformation of climate adaptation principles into concrete, actionable policies fully integrated into the national planning system.

Strengthening data-driven systems and ensuring that their outcomes directly inform strategic policies and implementable spatial decisions is also a key goal. Enhancing the connection between science, policy, and practice is essential to building coastal resilience in the face of growing environmental and socio-economic pressures.

Through its long-standing commitment to ICZM and forward-looking priorities, Türkiye is charting a sustainable course for its coastal zones – one rooted in collaboration, adaptability, and community trust.

Investing in the Mediterranean coast – beyond a financial commitment

Coastal sustainability begins with strong foundations – and financial support is one of the most critical. At the [Union for the Mediterranean](#) (UfM), empowering countries with the tools and funding they need to build climate-resilient coastlines is central to its mission.

The UfM is an intergovernmental organisation that brings together 43 countries, working to enhance regional integration through inclusive development and climate action. Its efforts span economic growth, environmental protection, and collaborative policymaking.

Under this mandate, the UfM launched the Blue Mediterranean Partnership (BMP) in 2024 – a flagship initiative that unites international financial institutions, the European Commission, and Mediterranean countries to accelerate sustainable blue economy investments, particularly in Southern Mediterranean countries.

The Partnership will play a vital role in mobilising funding for projects that both protect marine ecosystems and support livelihoods, from nature-positive infrastructure to sustainable fisheries and tourism. Morocco's first Offshore Wind project will be constructed near Essaouira starting 2029, as a direct result of BMP funding.

Embedded [video](#): Blue Mediterranean Partnership

“By bridging policy and finance, the Partnership helps turn environmental ambition into real change – ensuring that our coasts and seas remain a source of life, opportunity, and shared prosperity for generations to come.”

UfM

Although political will to address environmental challenges is growing, countries across the Mediterranean still face real barriers: fragmented governance, limited access to finance, and technical or data-related gaps all slow progress on the ground. The Blue Mediterranean Partnership was designed to help close those gaps – not only by mobilising investment, but by creating a platform for regional dialogue, coordination, and shared ownership of coastal resilience solutions. It encourages locally driven, nature-based approaches, encouraging community involvement and inclusive planning. Its mission is not only to finance change – but to turn promises into lasting impact.

From sea-level rise to coastal degradation, coastal threats are mounting. To respond effectively, the UfM is calling for a scaling-up of innovative financing tools like those embedded in the BMP – tools that support sustainable infrastructure and adaptive measures that work with nature, not against it.

Collaboration is key. Solutions must be integrated and cross-sectoral – engaging governments, scientific institutions, local communities, and financial partners. That's why the

UfM organises events across the region, with the Stakeholder Conference on Sustainable Blue Economy being one of the most important.

Over the next five years, the UfM will continue to invest in coastal resilience through four key priorities:

- Expanding the Blue Mediterranean Partnership, unlocking greater financing for blue economy projects in the Southern Mediterranean.
- Promoting nature-based solutions and integrated coastal zone management, to tackle environmental threats like erosion, pollution, and climate impacts.
- Strengthening data and monitoring systems, in collaboration with scientific partners, to guide smarter policymaking.
- Enhancing inclusion and capacity-building, ensuring that local authorities, youth, and vulnerable communities shape to take part in shaping resilient coastal futures.

Through these initiatives, the UfM aims to build a more connected, informed, and prepared Mediterranean – where coasts are not only protected, but are thriving hubs of opportunity and sustainability.



The 2nd UfM Stakeholder Conference on Sustainable Blue Economy, held in Athens in February 2024, gathered over 350 participants to share knowledge, align priorities, and strengthen cooperation

WWF Med: Women at the helm: encouraging inclusion in fisheries

In April 2025, for the first time, over 40 women fishers from across the Mediterranean gathered in Split for a two-day retreat dedicated to empowering women in the small-scale fisheries sector. The event, jointly organized by WWF Mediterranean Marine Initiative (WWF MMI) and WWF Adria, was an important step in supporting more inclusive and sustainable coastal development in the region.

This retreat wasn't just about sharing stories: it was about shaping the future. The women came with a wealth of knowledge and experience and left with new contacts, skills, and a collective mission: to strengthen the voice and visibility of women in fisheries. Through knowledge-sharing, team-building, and practical exchanges, the event highlighted the

“Events like these allow us to take up space and be at the front: often, women are the ones doing all of the jobs on fishing boats, whether it's for fishing tourism or not. From ancient times, fishing has been about women.”

Antonia Vassileiou, owner and manager of a fishing tourism company in Greece

important role of women in the Mediterranean's marine economy and created valuable connections that can support small-scale and sustainable fisheries across the region.

Coastal communities at the heart of Mediterranean environmental efforts

The Mediterranean Sea is both a cradle of biodiversity and a lifeline for millions of people. But it's also a region under pressure. Overfishing, pollution, rising sea levels, and coastal degradation pose significant threats to marine ecosystems and to the livelihoods of those who depend on them, especially small-scale fishers.

And who better to solve these problems than the people actively facing them every day?

Fishermen, marine scientists, tradespeople, residents, tourism operators: policies should be informed from the ground up, and the answers must imperatively come from stakeholders, through workshops, interviews, and consultation processes. It is the only way to ensure that the process is as inclusive as possible, and that the outcome and results address significant issues.

However, while many coastal communities are already working on the frontlines of adaptation and stewardship, too often their insights are missing from policy conversations. And within these communities, women are even more underrepresented, despite playing essential roles in processing, marketing, and managing fishery resources.

Women in fisheries: one piece of the WWF Med puzzle

“We want to help kick-start a movement guided by the people who depend on healthy seas for their survival.”

Luca Eufemia,
Project Manager –
Small Scale
Fisheries, WWF
Mediterranean
Marine Initiative

The retreat in Split is part of a wider WWF Mediterranean initiative to amplify community voices and accelerate sustainable practices. The organization sees networking, peer learning, and capacity building as powerful tools in addressing the most urgent threats – whether they be economic, societal or environmental.

By connecting women fishers across countries and cultures, WWF is helping to foster a shared sense of purpose and innovation. Whether it's learning new techniques for sustainable fishing, finding alternative sources of income, or understanding marine policy frameworks, these connections lay the groundwork for long-term resilience.

Looking ahead, WWF Mediterranean and WWF Adria plan to deepen their support for small-scale fishing communities, with a particular focus on women and youth. More retreats and capacity-building events are on the horizon, all designed to elevate underrepresented voices and to forge stronger links between grassroots efforts and regional decision-making.

Embedded [video](#): Women together in fisheries

Municipality of Genoa: Leading the way in coastal resilience through an ambitious urban strategy

Nestled between the Ligurian Sea and the Apennine Mountains, the city of Genoa, Italy, has long stood at the intersection of natural beauty and environmental vulnerability. As the capital of the Liguria Region and the core of a densely populated metropolitan area of over 838,000 residents, Genoa faces intense pressure on its narrow coastal strip. Urbanization, coupled with a network of streams prone to flash flooding, has heightened the city's exposure to climate-related risks.

Recognized for its efforts, Genoa – a [MedCities](#) member – won the [2023 Istanbul Environment Friendly City Award](#), highlighting its comprehensive urban resilience strategy that puts climate action and coastal protection at the heart of city planning. Today, the city is emerging as a model for sustainable coastal development in the Mediterranean.

Genoa adopted the Lighthouse Resilience Strategy in November 2019. It is a forward-looking framework to prepare the city for the dual challenges of climate change and demographic, digital, and technological transitions. The strategy includes a rigorous analysis of 100 future risk scenarios, assessing the likelihood of climate risks throughout the city. One key aspect is how the strategy addresses the specific risks facing heavily urbanised and hydrologically fragile coastal zones.

The strategy's first output has been Genova 2050, a bold action plan designed to reshape the city's relationship with its coastal environment.

Genova 2050 outlines 12 priority actions, several of which directly target the fragile coastal zone. Among them is RegenerAction, a project aimed at redesigning the urban landscape from the hills down to the sea. Another, Sustainable Paths, is focused on developing a carbon-free corridor along the coastline. Meanwhile, a sophisticated monitoring system dubbed Dynamic Control, based on 160 key performance indicators, tracks the implementation and effectiveness of the entire plan.

Button: [Read the Genova 2050 Action Plan](#).

Overcoming governance challenges

Yet, Genoa's efforts are not without challenges. The city highlights complex, and sometimes conflicting, regulatory frameworks across different levels of government as a major barrier to progress. "Multilevel governance can create lock-ins", city officials note, stressing the need for streamlined coordination between national, regional, and municipal authorities.

To move the needle on coastal sustainability, Genoa advocates for a systems-based approach that includes public and private stakeholders alike, one that 'leaves no one behind'. A shared commitment to innovation and the adoption of climate-resilient technologies, the city argues, is essential to confront threats like sea-level rise and erosion. Private sector involvement is viewed as key, both for financial investment and for ensuring that sustainability efforts align with economic development.

Among the city's standout initiatives is the Regional Coastal Territorial Plan (PTC), which operates in synergy with Genoa's Urban Plan (PUC) to implement Integrated Coastal Zone Management (ICZM) strategies. This alignment allows for coordinated, high-impact regeneration projects along the coastal arc – from the eastern to western waterfronts. European funds, including ERDF resources and projects like New European Bauhaus of the Sea BOSS, are being actively leveraged to upgrade these urban coastal zones to resilient, high-quality public spaces.



The application of the EU Taxonomy is seen as a key turning point – a chance to shift the project development mindset in a way that accelerates climate-resilient investment on the coast

The road ahead: Grey, green, and soft assets

Looking forward, Genoa is focusing its next five years of coastal work around Genova 2050's three strategic pillars: the Grey, Green, and Soft Assets.

1. The Grey Asset includes nearly €1 billion in investment to modernize the city's physical and digital infrastructure.
2. The Green Asset centers on restoring natural ecosystems along the coast, aligned with the new EU Nature Restoration Law, to strengthen the land-sea connection and mitigate environmental pressures.
3. The Soft Asset promotes knowledge sharing, citizen engagement, and skills development through initiatives like the One Stop Shop Academy – a space for collaboration between scientists, practitioners, and the public.

Through this multi-pronged approach, Genoa is not only confronting its environmental vulnerabilities – it is redefining what it means to be a coastal city in the age of climate change.

The city's proactive strategy offers a compelling blueprint for others along the Mediterranean to follow, emphasizing that resilience is not just a goal, but a collaborative journey.

Embedded [video](#): Learn more about Genova Lighthouse City!



Annex 5: Reports & other attachments

- Annex 5.1: Mediterranean Coast Day 2025: Coasts won't become resilient on their own (press release, English)**
- Annex 5.2: Journée du littoral méditerranéen 2025: reconstruire et protéger notre littoral, une urgence collective (press release, French)**
- Annex 5.3: Mediterranean Coast Day 2025: inspiring impact through institutions and citizens (press release, English)**
- Annex 5.4: Journée du littoral méditerranéen 2025: institutions et citoyens unis pour inspirer le changement (press release, French)**
- Annex 5.5: Press release – Tunisia (Arabic)**
- Annex 5.6: Bâtir un avenir meilleur et plus durable pour nos régions côtières (press release, French)**
- Annex 5.7: We're PAP/RAC. We're building a sustainable future for the Mediterranean coast – through smart planning, technical expertise & teamwork. (Forerunner story)**
- Annex 5.8: 50 Years of UNEP/MAP: A pioneering journey for a sustainable Mediterranean (Forerunner story)**
- Annex 5.9: Slovenia: 1/1000 of the Mediterranean – a model for the region (Forerunner story)**
- Annex 5.10: Mediterranean Coast Day 2025: Social Media Campaign (report)**
- Annex 5.11: Communications monitoring tool**

Annex 5.1:

Mediterranean Coast Day 2025: Coasts won't become resilient on their own (press release, English)



23 September, 2025

MEDITERRANEAN COAST DAY 2025:

Coasts won't become resilient on their own

It takes all of us - institutions, businesses, and citizens - working together to plan, protect, and act

Organised by the Priority Actions Programme Regional Activity Centre (PAP/RAC) under the UNEP/MAP – Barcelona Convention, Mediterranean Coast Day draws attention to the urgent challenges facing our coasts and returns this September 25 with a strong call to action.

This year's theme: "Inspiring Impact: Mediterranean Institutions for Coastal Resilience", highlights the urgent need for institutions and citizens to work hand in hand to safeguard one of the planet's most vulnerable regions. With climate change hitting the Mediterranean 20% faster than the global average, building trust, sharing knowledge, and acting together are no longer optional: they are the key to safeguarding our coasts and the 150 million people who depend on them.

Lives and shores at risk

The Mediterranean coast is facing unprecedented pressures that threaten livelihoods, lifestyles, and ecosystems.

- Rapid urbanization and mass tourism are degrading fragile coastal environments.
- Pollution, overexploitation of resources, and habitat loss are undermining biodiversity.
- Climate change impacts - *occurring 20% faster here than the global average* - amplify all these threats.





The Med 2050 report from UNEP/MAP's Plan Bleu warns that, within just 25 years: "Barring any major changes, by 2050 the Mediterranean will be in a far more alarming situation than it is today, with a major transformation of the entire marine ecosystem and the general degradation of the ecological conditions for the liveability of all its territories", with:

- +2.3°C above pre-industrial averages
- +40 cm sea level rise
- - 20% decline in exploited marine species
- - 17% drop in crop yields
- Severe water shortages affecting nearly the entire basin

The regional population will grow by 20-30%, reaching up to 690 million inhabitants, and the coastal population is expected to rise due to inland droughts and climate-driven migration towards coastal cities. From Beirut to Gibraltar, citizens are already feeling the impact. Over the last 12 months, extreme weather events have accelerated in the Mediterranean, ranging from the DANA (*Depresión Aislada en Niveles Altos / Isolated depression at high altitudes*) in Valencia, Spain, which killed over 220 people last November, severe flooding in Venice in February, record-breaking heatwaves that have taken place in the region throughout summer and accelerated erosion phenomena that are observed in Tunisia lately.

Without urgent action and reliable institutional support, citizens cannot effectively protect themselves, their homes, or their livelihoods.

How the Mediterranean is pioneering coastal resilience

Despite these challenges, the Mediterranean is also pioneering solutions. By applying Integrated Coastal Zone Management (ICZM) and Marine Spatial Planning (MSP), Mediterranean countries are showing how local action can address global challenges while ensuring sustainable development. The key lies in looking beyond isolated issues and embracing an ecosystem-based approach, one that connects land and sea, science and policy, institutions and citizens. Indeed, coasts are dynamic systems requiring coordinated, fair, and sustainable planning.

The region also benefits from a strong legal framework: in 2008, the 21 Mediterranean countries and the EU, under the Barcelona Convention, adopted the world's first-ever ICZM Protocol.

This landmark commitment ensures that economic, social, and cultural development goes hand-in-hand with the protection of landscapes, ecosystems, and people.

Citizens and institutions driving change together

This Mediterranean Coast Day shines a light on institutions, citizens and organisations turning policy into action - from restoring nature to empowering communities. Despite sometimes tough challenges, collaboration and determination are delivering real results across one of the world's most vulnerable regions.

Explore a selection of highlights below, and dive into the full collection of stories from Algeria, Croatia, Cyprus, France, Greece, Italy, Lebanon, Montenegro, Morocco, Slovenia, Spain, Syria, Tunisia, and Türkiye - as well as from regional institutions – through [our interactive storymap](#).





PAP/RAC – Inspiring impact across the Mediterranean

For nearly 50 years, PAP/RAC has led the way in protecting one of the world's most threatened yet vital coasts. From pioneering Coastal Area Management Programmes (CAMPs) to restoring wetlands and developing cutting-edge tools, the Split-based centre turns the Integrated Coastal Zone Management (ICZM) Protocol and Marine Spatial Planning (MSP) into action, helping countries balance land and sea, people and policy's needs. With 21 CAMPs and a track record of uniting governments, scientists, and communities, PAP/RAC shows how strong institutions can transform shared challenges into resilient futures for the Mediterranean.

[Learn more about this story](#)

Slovenia – A tiny coast with a big impact

With just 46 km of shoreline, Slovenia is pioneering the ICZM Protocol and turning visionary planning into real-world action: they have restored wetlands, transformed the coastal road into a public park, and built blue-green corridors that reconnect people and nature. Slovenia proves that even the smallest coasts can lead the way.

[Learn more about this story](#)

North Africa – Small grants, big change

Across North Africa, IUCN Med's Mubadarat initiative is proving that grassroots solutions work. From protecting endangered sea turtles in Sinai to reviving traditional fishing in Tunisia and restoring wetlands in Libya, local organisations are leading bold climate action. With the right tools, community knowledge becomes coastal resilience.

[Learn more about this story](#)

Greece – Turning citizens into climate leaders

On Chios, Greece, HELMEPA flipped climate communication on its head: instead of talking at people, it listened first. The result? 5,500 Climate Ambassadors who weave sustainability into everyday life - from schools and markets to festivals and beaches. With half a million volunteers having participated in the cleanups they organised, HELMEPA shows how community-led action can transform coasts.

[Learn more about this story](#)

Italy – Reinventing the city-sea relationship

In Italy, Genoa is redesigning its future through Genova 2050, a flagship resilience strategy tackling rising seas, floods, and urban pressure head-on. Projects like RegenerAction are reconnecting the city with its coastline, while a carbon-free coastal corridor and new nature-based solutions are reshaping public spaces. Genoa is showing the Mediterranean how cities can thrive by working with the sea, not against it.

[Learn more about this story](#)





Contact

For interviews with storymakers, institution representatives, and Coast Day organisers and/or any further information:

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For real-time updates, visuals, comments and stories, check our posts on LinkedIn or Facebook using the hashtag: #MedCoastDay

Editorial notes

UNEP/MAP

Established in 1975, UNEP/MAP is celebrating 50 years and honoring a legacy this year.

By bringing together 21 countries and the EU, it has laid the foundation for coordinated environmental action across the Mediterranean.

[Learn more about UNEP/MAP](#)

PAP/RAC

For nearly five decades, the Priority Actions Programme Regional Activity Centre (PAP/RAC), operating under the UNEP/MAP – Barcelona Convention, has been a driving force in protecting Mediterranean coasts through integrated planning and regional cooperation. PAP/RAC is the lead organiser of Mediterranean Coast Day

[Learn more about PAP/RAC](#)

Useful links & additional material

Coast Day leaflet

- English version [here](#)
- French version [here](#)

Engagement toolkit including visuals and promotional materials [here](#)

ICZM

Here below is a list of links to explore further ICZM's principles and results as an integrated approach to engage governments, the private sector and civil society to manage coastal zones sustainably:

- [ICZM Protocol](#)
- ICZM in [Morocco](#)
- ICZM in [Montenegro, in the Boka Kotorska bay](#) + [video](#)
- ICZM [Croatia, in the Šibenik-Knin County](#)
- ICZM in [Lebanon](#)
- More case studies [in Mediterranean countries and beyond](#)





Photos

See our portfolio [at this link](#) and do not hesitate to ask if you have specific needs.

[MEDECC Special Report on Climate and Environmental Coastal Risks in the Mediterranean](#)

Established in 2015 and based at Plan Bleu in Marseille, MedECC is an open, independent network of scientists dedicated to understanding climate and environmental change across the Mediterranean Basin

[The Ocean Rise & Coastal Resilience Coalition](#)

A coalition for coastal cities and regions resilient to sea level rise and ocean change

Annex 5.2:

**Journée du littoral méditerranéen 2025: Reconstruire et protéger notre littoral, une urgence collective
(press release, French)**



23 Septembre, 2025

JOURNÉE DU LITTORAL MÉDITERRANÉEN 2025: reconstruire et protéger notre littoral, une urgence collective

Elle nécessite la participation de tous : institutions, entreprises et citoyens, qui doivent travailler ensemble pour planifier, protéger et agir

Organisée par le Centre d'activités régionales du Programme d'actions prioritaires (CAR/PAP) dans le cadre du PNUE/PAM et de la Convention de Barcelone, la Journée du littoral méditerranéen met en lumière les défis urgents auxquels sont confrontés nos littoraux et revient le 25 septembre prochain avec un appel à l'action forte.

Le thème de cette année, « *Inspiring Impact: Mediterranean Institutions for Coastal Resilience* », souligne la nécessité urgente pour les institutions et les citoyens de travailler main dans la main afin de préserver l'une des régions les plus vulnérables de la planète. Le changement climatique touche la Méditerranée 20% plus rapidement que la moyenne mondiale: instaurer la confiance, partager les connaissances et agir ensemble ne sont désormais plus des options, mais des impératifs pour préserver nos littoraux et les 150 millions de personnes qui en dépendent.

Des vies et des rivages en danger

La côte méditerranéenne est confrontée à des pressions sans précédent qui menacent les moyens de subsistance, les modes de vie et les écosystèmes.

- L'urbanisation rapide et le tourisme de masse dégradent les environnements côtiers fragiles.
- La pollution, la surexploitation des ressources et la perte d'habitats compromettent la biodiversité.
- Les effets du changement climatique, qui sont 20 % plus rapides en Méditerranée que la moyenne mondiale, amplifient toutes ces menaces.





Le rapport Med 2050 du Plan Bleu du PNUE/PAM prévient que : « Sauf bifurcations majeures, la Méditerranée sera d'ici à 2050 dans une situation bien plus alarmante qu'aujourd'hui, avec une transformation majeure de l'ensemble de l'écosystème marin et une dégradation générale des conditions écologiques nécessaires à la viabilité de tous ses territoires », notamment :

- +2.3°C au-dessus des moyennes préindustrielles
- +40 cm d'élévation du niveau de la mer
- - 20% de déclin des espèces marines exploitées
- - 17% de baisse des rendements agricoles
- De grave pénuries d'eau touchant la quasi-totalité du bassin

La population régionale augmentera de 20 à 30%, pour atteindre jusqu'à 690 millions d'habitants, et la population côtière est susceptible d'augmenter en raison des sécheresses à l'intérieur des terres et des migrations climatiques vers les villes côtières. De Beyrouth à Gibraltar, les citoyens ressentent déjà les effets de ces changements.

Au cours des 12 derniers mois, les phénomènes météorologiques extrêmes se sont multipliés en Méditerranée, dont notamment la DANA (*Depresión Aislada en Niveles Altos* - Dépression isolée à haute altitude) à Valence, en Espagne, qui a fait plus de 220 morts en novembre dernier, les graves inondations à Venise en février, les vagues de chaleur sans précédent qui ont frappé la région tout au long de l'été et l'accélération des phénomènes d'érosion observés récemment en Tunisie.

Sans une action urgente et un soutien institutionnel fiable, les citoyens ne peuvent pas se protéger efficacement, ni protéger leurs maisons ou leurs moyens de subsistance.

La Méditerranée est à la pointe de la résilience côtière

Malgré ces défis, la Méditerranée est également pionnière en matière de solutions. En appliquant la gestion intégrée des zones côtières (GIZC) et la planification de l'espace maritime (PEM), les pays méditerranéens montrent comment l'action locale peut relever les défis mondiaux tout en garantissant un développement durable. La solution consiste à dépasser les problèmes isolés et à adopter une approche fondée sur les écosystèmes, qui relie la terre et la mer, la science et la politique, les institutions et les citoyens. En effet, les côtes sont des systèmes dynamiques qui nécessitent une planification coordonnée, équitable et durable.

La région bénéficie également d'un cadre juridique solide: en 2008, les 21 pays méditerranéens et l'UE ont adopté, dans le cadre de la Convention de Barcelone, le premier protocole au monde sur la GIZC. Cet engagement historique garantit que le développement économique, social et culturel va de pair avec la protection des paysages, des écosystèmes et des populations.

Les citoyens et les institutions, moteurs du changement

Cette journée du littoral méditerranéen met en lumière les institutions, les citoyens et les organisations qui transforment les politiques en actions concrètes, allant de la restauration de la nature au renforcement des communautés. Malgré des défis parfois difficiles, la collaboration et la détermination donnent des résultats concrets dans l'une des régions les plus vulnérables du monde.





Découvrez ci-dessous une sélection de projets clés et plongez-vous dans la collection complète d'histoires provenant d'Algérie, de Croatie, de Chypre, de France, de Grèce, d'Italie, du Liban du Monténégro, du Maroc, de Slovénie, d'Espagne, de Syrie, de Tunisie et de Türkiye, ainsi que d'institutions régionales, grâce à [notre carte interactive](#).

CAR/PAP – Un impact inspirant à travers la Méditerranée

Depuis près de 50 ans, le PAP/RAC est à l'avant-garde de la protection de l'un des littoraux les plus menacés mais aussi les plus vitaux au monde. Des programmes pionniers d'aménagement côtier (PAC) à la restauration des zones humides et au développement d'outils de pointe, le centre, basé à Split met en œuvre le Protocole de gestion intégrée des zones côtières (GIZC) et la planification de l'espace maritime (PEM), aidant les pays à trouver un équilibre entre les besoins terrestres et maritimes, humains et politiques. Avec 21 PAC et une expérience reconnue dans le rapprochement des gouvernements, des scientifiques et des communautés, le CAR/PAP montre comment des institutions solides peuvent transformer des défis communs en un avenir résilient pour la Méditerranée.

[En savoir plus sur ce récit](#)

Slovénie – Un littoral modeste à l'impact considérable

Avec seulement 46 km de côtes, la Slovénie est pionnière dans l'application du Protocole GIZC et transforme une planification visionnaire en actions concrètes: elle a restauré des zones humides, transformé la route côtière en parc public et construit des corridors bleus et verts qui reconnectent les populations et la nature. La Slovénie prouve que même les plus petits littoraux peuvent montrer la voie.

[En savoir plus sur ce récit](#)

Afrique du Nord – Petites subventions, grands changements

Dans toute l'Afrique du Nord, l'initiative Mubadarat de l'UICN Med prouve que les solutions locales fonctionnent. De la protection des tortues marines menacées dans le Sinaï à la relance de la pêche traditionnelle en Tunisie et à la restauration des zones humides en Libye, les organisations locales mènent des actions audacieuses en faveur du climat. Avec les bons outils, les connaissances des communautés deviennent une source de résilience côtière.

[En savoir plus sur ce récit](#)

Grèce – Transformer les citoyens en leaders climatiques

À Chios, en Grèce, HELMEPA a bouleversé la communication sur le climat : au lieu de parler aux gens, elle les a d'abord écoutés. Le résultat?

5 500 ambassadeurs du climat qui insufflent la durabilité dans leurs vies quotidiennes, des écoles aux marchés en passant par les festivals et les plages. En rassemblant un demi-million de bénévoles lors de ses opérations de nettoyage, HELMEPA montre comment l'action communautaire peut transformer les littoraux.

[En savoir plus sur ce récit](#)





Italie – Réinventer la relation ville-mer

En Italie, Gênes redessine son avenir grâce à Genova 2050, une stratégie de résilience phare qui s'attaque de front à la montée des eaux, aux inondations et à la pression urbaine. Des projets tels que RegenerAction reconnectent la ville à son littoral, tandis qu'un corridor côtier sans carbone et de nouvelles solutions basées sur la nature remodelent les espaces publics. Gênes montre à la Méditerranée comment les villes peuvent prospérer en travaillant avec la mer, et non contre elle.

[En savoir plus sur ce récit](#)

Contact

Pour des entretiens avec les auteurs de récits, les représentants d'institutions, les organisateurs de la Journée du Littoral et/ou toute autre information:

Tea Marasovic / tea.marasovic@paprac.org / +385 21 340478 (fixe) +385 91 7932261 (WhatsApp)

Pour des nouvelles en temps réel, des images, commentaires et anecdotes, consultez nos publications sur LinkedIn ou Facebook – hashtag : #MedCoastDay

Notes éditoriales

PNUE/PAM

Créé en 1975, le PNUE/PAM célèbre cette année ses 50 ans et rend hommage à son héritage.

En réunissant 21 pays et l'UE, il a jeté les bases d'une action environnementale coordonnée à travers la Méditerranée. [En savoir plus sur le PNUE/PAM](#)

PAP/RAC

Depuis près de cinq décennies, le Centre d'activités régionales du Programme d'actions prioritaires (CAR/PAP), qui opère dans le cadre du PNUE/PAM – Convention de Barcelone, est un moteur de la protection des côtes méditerranéennes grâce à une planification intégrée et à la coopération régionale. Le CAR/PAP est le principal organisateur de la Journée du Littoral. [En savoir plus sur le CAR/PAP.](#)

Liens utiles et ressources supplémentaires

Brochure de la Journée du littoral

- Version française [ici](#)
- Version anglaise [ici](#)

Boîte à outils de mobilisation avec images et matériel promotionnel [ici](#)





GIZC

Vous trouverez ci-dessous une liste de liens permettant d'approfondir les principes et les résultats de la GIZC en tant qu'approche intégrée visant à impliquer les gouvernements, le secteur privé et la société civile dans la gestion durable des zones côtières :

- [Protocole GIZC](#)
- [GIZC au Maroc](#)
- [GIZC au Montenegro, dans la baie de Boka Kotorska + video](#)
- [GIZC en Croatie, dans le comitat de Šibenik-Knin](#)
- [ICZM au Liban](#)
- [Plus d'études de cas dans des Etats méditerranéens et au-delà](#)

Photos

Consultez notre portfolio [ici](#) et n'hésitez pas à nous contacter si vous avez des besoins spécifiques.

[Rapport spécial du MEDECC sur les risques climatiques et environnementaux côtiers en Méditerranée](#)

Etabli en 2015 et basé au [Plan Bleu](#) à Marseille, le MedECC est un réseau de scientifiques ouvert et indépendant, dédié à la compréhension des changements climatiques et environnementaux à travers le bassin méditerranéen

[La coalition Ocean Rise & Coastal Resilience](#)

Une coalition des villes et régions côtières résilientes face à l'élévation du niveau des mers et aux changements océaniques

Annex 5.3:

Mediterranean Coast Day 2025: Inspiring impact through institutions and citizens (press release, English)



PRESS RELEASE

Split, Croatia

Mediterranean Coast Day 2025: inspiring impact through institutions and citizens

25 September 2025 - As the Mediterranean is celebrating Coast Day, the future of the region is more challenging than ever: rising sea levels and coastal erosion are already affecting many shores, while communities and authorities must also deal with increasing extreme weather events, pollution and biodiversity loss. Yet one thing is clear: when people understand the risks and feel empowered to act, they become a powerful force for change.

“Only by working together can we protect the Mediterranean for the generations to come. We must keep dialogue open with businesses, universities, civil society, and the coastal communities themselves,” says Tatjana Hema, Coordinator of UNEP/MAP.

Coast Day is organised every year by the Priority Actions Programme Regional Activity Centre (PAP/RAC) under the UNEP/MAP – Barcelona Convention. It is a moment of connection, learning, and action for everyone living and working in coastal areas. The 2025 theme: “Inspiring Impact: Mediterranean Institutions for Coastal Resilience”, highlights the urgent need for institutions and citizens to join forces to protect one of the world’s most vulnerable regions.

This year also marks the 50th anniversary of the Barcelona Convention, the legal framework that has safeguarded the sea and coasts of the Mediterranean since 1975.

“*The threats are real*,” explains Hema. “In many parts of the Mediterranean, the sea level is rising by around 3 cm per decade, with huge consequences for tourism, fisheries, infrastructure, and heritage. Institutions are preparing with risk maps, nature-based solutions, and new planning tools. But without citizen involvement, adaptation will not succeed.”





Community engagement is at the heart of Mediterranean Coast Day. “Coast Day is not just another date on the calendar,” says Daria Povh Škugor, Director of PAP/RAC. “It is a spark that turns awareness into action. The challenges are too big for one actor alone. We need strong institutions working together with informed citizens.”

The main 2025 celebration takes place in Tunisia, one of the Mediterranean's erosion hotspots, where coastlines are being redrawn and communities are feeling the impacts. However, Tunisia's national coastal agency (APAL) has taken bold steps in protection and regeneration, involving citizens not only as beneficiaries but as active partners. Working closely with the country's 96 coastal municipalities, APAL has achieved progress from Bizerte to Djerba, through Sousse and Kerkennah.

“This exemplary mobilization of the institutions involved and their partners pays tribute to the remarkable work of all, in implementing concrete projects for the protection and restoration of coastal ecosystems and in promoting innovative policy actions for the benefit of coastal communities. We celebrate their achievements and explore practical solutions so that everyone who cares about the coast can support and amplify their efforts,” said Mr. Habib Abid, Minister of the Environment.

PAP/RAC has promoted this same collaborative spirit for nearly 50 years. From launching the first Coastal Area Management Programme (CAMP) in Kaštela Bay in 1989, to supporting coastal strategies in 21 countries, to developing the Protocol on Integrated Coastal Zone Management (ICZM), its mission has always been to connect people, policies, and the sea.

To mark this year's Coast Day, PAP/RAC has also created an [interactive storymap](#), bringing together testimonials from institutions and organisations that are making a difference across the Mediterranean, despite the diverse challenges they face.

“Coast Day raises visibility. It opens conversations. It gives a platform to those working in silence. It builds bridges between levels of governance, between science and storytelling, between policies and the people most affected by them,” adds Povh Škugor.

Every year, through the Coast Day campaign, PAP/RAC helps Mediterranean countries and communities see the bigger picture and their own role within it. Because when knowledge is shared, solutions multiply. And when institutions are trusted, citizens step forward. That is what inspiring impact looks like.

Contact

For interviews with storymakers, institution representatives, and Coast Day organisers and/or any further information: Tea Marasovic

e. tea.marasovic@paprac.org / +385 21 340478 (landline); +385 91 7932261 (WhatsApp)

For real-time updates, visuals, comments and stories, check our posts on LinkedIn or Facebook using the hashtag: #MedCoastDay





Editorial notes

UNEP/MAP and the Barcelona Convention

Created in 1975, the United Nations Environment Programme (UNEP), together with its Mediterranean Action Plan (MAP), is celebrating its 50th anniversary in 2025. Bringing together 21 countries and the EU, it laid the foundations for joint action to protect the Mediterranean. The Barcelona Convention and its protocols provide a unique legal framework to safeguard the sea and coasts, and to guide their sustainable management in support of the region's development.

Learn more about [UNEP/MAP](#) and the [Barcelona Convention](#)

PAP/RAC

For nearly five decades, the Priority Actions Programme Regional Activity Centre (PAP/RAC), operating under the UNEP/MAP – Barcelona Convention, has been a driving force in protecting Mediterranean coasts through integrated planning and regional cooperation. PAP/RAC is the lead organiser of Mediterranean Coast Day.

Learn more about [PAP/RAC](#)

APAL

Created in 1995, the Coastal Protection and Planning Agency is a public industrial and commercial institution, with legal personality and financial autonomy, operating under the supervision of the Ministry of Environment. The Agency is responsible for implementing State policy in the field of coastal protection in general, and of the maritime public domain in particular.

Learn more about [APAL](#)

Useful links & additional material

Coast Day leaflet

- English version [here](#)
- French version [here](#)

Engagement toolkit including visuals and promotional materials [here](#)

ICZM

Below is a list of links to explore further ICZM's principles and results as an integrated approach to engage governments, the private sector and civil society to manage coastal zones sustainably:

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- ICZM in [Morocco](#)
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- ICZM in [Croatia, in the Šibenik-Knin County](#)
- ICZM in [Lebanon](#)
- More case studies [in Mediterranean countries and beyond](#)





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[The Ocean Rise & Coastal Resilience Coalition](#)

A coalition for coastal cities and regions resilient to sea level rise and ocean change

Annex 5.4:

**Journée du littoral méditerranéen 2025: Institutions et citoyens unis pour inspirer le changement
(press release, French)**



COMMUNIQUÉ DE PRESSE

Split, Croatie

Journée du littoral méditerranéen 2025: institutions et citoyens unis pour inspirer le changement

25 septembre 2025 - Alors que la Méditerranée célèbre la Journée du littoral, l'avenir de la région est plus incertain que jamais : l'élévation du niveau de la mer et l'érosion côtière affectent déjà de nombreux littoraux, tandis que les communautés et les autorités doivent également faire face à une augmentation des phénomènes météorologiques extrêmes, à la pollution et à la perte de biodiversité. Une certitude demeure cependant: mieux informés et capables d'agir, les citoyens deviennent une force décisive de changement.

« Ce n'est qu'en travaillant ensemble que nous pourrions protéger la Méditerranée pour les générations futures. Nous devons maintenir un dialogue continu avec les entreprises, les universités, la société civile et les communautés côtières elles-mêmes », déclare Tatjana Hema, coordinatrice du PNUE/PAM.

La journée du littoral est organisée chaque année par le Centre d'activités régionales du Programme d'actions prioritaires (CAR/PAP) dans le cadre du PNUE/PAM et de la Convention de Barcelone. C'est un moment de rencontre, d'apprentissage et d'action pour tous ceux qui vivent et travaillent dans les zones côtières. Le thème de 2025 – *Inspiring Impact: Mediterranean Institutions for Coastal Resilience* – souligne la nécessité urgente pour les institutions et les citoyens d'unir leurs forces afin de protéger l'une des régions les plus vulnérables au monde.

Cette année marque également le 50e anniversaire de la Convention de Barcelone, le cadre juridique qui protège la mer et les côtes de la Méditerranée depuis 1975.

« Les menaces sont réelles », explique Hema. « Dans de nombreuses régions de la Méditerranée, le niveau de la mer augmente d'environ 3 cm par décennie. Si aucune mesure n'est prise, cela pourrait avoir des conséquences énormes pour le tourisme, la pêche, les infrastructures et le patrimoine. Les institutions se préparent en cartographiant les risques, en élaborant des solutions fondées sur la nature et de nouveaux outils de planification. Mais sans la participation des citoyens, l'adaptation ne pourra pas aboutir. »





L'engagement communautaire est au cœur de la journée du littoral méditerranéen. « La journée du littoral n'est pas simplement une date supplémentaire dans le calendrier », explique Daria Povh Škugor, directrice du CAR/PAP. « C'est une étincelle qui transforme la prise de conscience en action. Les défis sont trop importants pour qu'un seul acteur puisse les relever. Nous avons besoin d'institutions solides qui travaillent main dans la main avec des citoyens informés. »

L'événement principal de 2025 a lieu en Tunisie, l'un des foyers d'érosion de la Méditerranée, où les côtes sont en train d'être redessinées et où les communautés ressentent déjà les effets de ce phénomène. L'APAL (Agence de Protection et d'Aménagement du Littoral), a pris des mesures audacieuses en matière de protection et de régénération, impliquant les citoyens non seulement en tant que bénéficiaires, mais aussi en tant que partenaires actifs. En étroite collaboration avec les 96 municipalités côtières du pays, l'APAL a réalisé des progrès de Bizerte à Djerba, en passant par Sousse et Kerkennah.

« Cette mobilisation exemplaire des institutions impliquées et des partenaires rend hommage au travail remarquable de tous, pour la mise en œuvre de projets concrets de protection et de restauration des écosystèmes côtiers et la promotion d'actions politiques innovantes au bénéfice des communautés côtières. Nous célébrons leurs réussites et explorons des solutions concrètes pour que tous ceux qui se soucient du littoral puissent soutenir et amplifier leurs efforts » a déclaré M. Habib Abid, ministre de l'Environnement.

Le CAR/PAP promeut cet esprit de collaboration depuis près de 50 ans. Du lancement du premier Programme d'aménagement côtier (PAC) dans la baie de Kaštela en 1989 au soutien apporté aux stratégies, plans et programmes côtiers dans 21 pays, en passant par l'élaboration du Protocole sur la Gestion Intégrée des Zones Côtières (GIZC), sa mission a toujours été de mettre en relation les populations, les politiques et la mer.

Pour marquer la journée du littoral de cette année, le CAR/PAP a également créé une [carte interactive](#) qui rassemble les témoignages d'institutions et d'organisations qui font la différence dans toute la Méditerranée, malgré les divers défis auxquels elles sont confrontées.

« La Journée du littoral donne de la visibilité, ouvre le dialogue et offre une tribune à ceux qui œuvrent souvent dans l'ombre. Elle tisse des liens entre les différents niveaux de gouvernance, rapproche la science des récits, et relie les politiques aux citoyens qui en vivent directement les effets » ajoute Povh Škugor.

Chaque année, la campagne de la Journée du littoral permet au CAR/PAP d'aider les pays et les communautés méditerranéens à prendre du recul, à mieux comprendre les défis communs et à reconnaître leur propre rôle face à ces enjeux. Car lorsqu'on partage les connaissances, les solutions se multiplient. Et lorsque les institutions gagnent la confiance des citoyens, ces derniers s'impliquent pleinement. Ainsi, chaque action en faveur du littoral en inspire une autre, créant une dynamique collective qui fait toute la différence.





Contact

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e. tea.marasovic@paprac.org / +385 21 340478 (fixe); +385 91 7932261 (WhatsApp)

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Notes éditoriales

Le PNUE/PAM et la Convention de Barcelone

Créé en 1975, le Programme des Nations Unies pour l'Environnement (PNUE), avec son Plan d'action pour la Méditerranée (PAM), célèbre cette année 2025 ses 50 ans. Avec 21 pays et l'UE, il a posé les bases d'une action commune pour protéger la Méditerranée. La Convention de Barcelone et ses protocoles offrent un cadre juridique unique pour préserver la mer et les côtes, et guider leur gestion durable au service de développement de la région.

En savoir plus sur le [PNUE/PAM](#) et la [Convention de Barcelone](#)

CAR/PAP

Depuis près de cinq décennies, le Centre d'activités régionales du Programme d'actions prioritaires (CAR/PAP), qui opère dans le cadre du PNUE/PAM – Convention de Barcelone, est un moteur de la protection des côtes méditerranéennes grâce à une planification intégrée et à la coopération régionale. Le CAR/PAP est le principal organisateur de la Journée du Littoral.

En savoir plus sur le [CAR/PAP](#)

APAL

Créée en 1995, l'Agence de Protection et d'Aménagement du Littoral est un établissement public à caractère industriel et commercial, doté de la personnalité civile et de l'autonomie financière, et placée sous la tutelle du Ministère de l'Environnement. L'Agence assure l'exécution de la politique de l'Etat dans le domaine de la protection du littoral en général et du domaine public maritime en particulier.

En savoir sur l'[APAL](#)

Liens utiles et ressources supplémentaires

Brochure de la journée du littoral

- Version française [ici](#)
- Version anglaise [ici](#)

Boîte à outils de mobilisation avec images et matériel promotionnel [ici](#)

GIZC

Vous trouverez ci-dessous une liste de liens permettant d'approfondir les principes et les résultats de la GIZC en tant qu'approche intégrée visant à impliquer les gouvernements, le secteur privé et la société civile dans la gestion durable des zones côtières :

- [Protocole GIZC](#)





- GIZC au [Maroc](#)
- GIZC au [Montenegro](#), dans la baie de Boka Kotorska + [video](#)
- GIZC en [Croatie](#), dans le comitat de Šibenik-Knin
- GIZC au [Liban](#)

Plus d'études de cas [dans des Etats méditerranéens et au-delà](#)

Photos

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[Rapport spécial du MEDECC sur les risques climatiques et environnementaux côtiers en Méditerranée](#)

Etabli en 2015 et basé au [Plan Bleu](#) à Marseille, le MedECC est un réseau de scientifiques ouvert et indépendant, dédié à la compréhension des changements climatiques et environnementaux à travers le bassin méditerranéen.

[La coalition Ocean Rise & Coastal Resilience](#)

Une coalition des villes et régions côtières résilientes face à l'élévation du niveau des mers et aux changements océaniques

Annex 5.5:
Press release – Tunisia (Arabic)

25 سبتمبر 2025: تونس تحتفل بيوم السّاحل المتوسّطي

بناء مستقبل أفضل وأكثر استدامة لمناطقنا السّاحليّة

حماية شريطنا السّاحلي: مسؤولية جماعيّة

يتعيّن على الهياكل والمؤسسات والمواطنين العمل معاً للتّخطيط والحماية والتّصرف المستدام...

تونس، 25 سبتمبر 2025 – نظّمت وكالة حماية وتهيئة الشّريط السّاحليّ APAL، تحت إشراف وزارة البيئة، بالتّعاون مع برنامج الأمم المتّحدة للبيئة UNEP وخطة عمل البحر الأبيض المتوسّط MAP ومركز الأنشطة الإقليميّ لبرنامج الإجراءات ذات الأولويّة CAR/PAP، يوم الخميس 25 سبتمبر 2025 في تونس، احتفالاً خاصّاً بيوم السّاحل المتوسّطي تحت شعار "المؤسسات المتوسّطيّة من أجل تنمية مستدامة في السّواحل".

وتزامن هذا الحدث مع الاحتفالات بالذّكرى الثلاثين لإحداث وكالة حماية وتهيئة الشّريط السّاحليّ في تونس والذّكرى الخمسون لإحداث خطة العمل من أجل المتوسّط.

ففي شكل يوم دراسيّ وتقييميّ، سلّط هذا الحدث السنويّ الأضواء على دور مختلف الهياكل والمؤسسات في إحداث تغيير جوهريّ بمنطقة البحر الأبيض المتوسّط، من خلال وضع السياسات الملائمة وتطبيق التدابير الوقائيّة وتطوير البحوث ونشر المعرفة. وتمّ عرض مشاريع رائدة ونموذجيّة للتصرّف المندمج والمستدام بالمناطق السّاحليّة المتوسّطيّة وتونس، إضافة إلى تنظيم معرض حول التنوّع البيولوجيّ البحري بمبادرة من جامعة العلوم بصفاقس في إطار برنامج ORIENTATE وبرنامج CAR/PAP.

رؤية متوسّطيّة مشتركة

بإشراف السيد الحبيب عبيد، وزير البيئة، شارك مسؤولون وخبراء وممثلي المؤسسات الدوليّة والإقليميّة في تونس ومنطقة البحر الأبيض المتوسّط في فعاليّات يوم السّاحل المتوسّطي، بحضور السيّد مهدي بن حاج، مدير عام بالنيابة لوكالة حماية وتهيئة الشّريط السّاحليّ والسيّدة تاتيانا هيمّا Tatjana Hema منسّقة برنامج الأمم المتّحدة للبيئة PNUE/PAM والسيّدة داريا بوف سكوجور Daria Povh Skugor مديرة مركز الأنشطة الإقليميّ لبرنامج الإجراءات ذات الأولويّة CAR/PAP.

وصرّح السيد الحبيب عبيد، وزير البيئة، قائلاً "هذا التجنّد الهامّ للهياكل والمؤسسات والشّركاء يشيد بالعمل الرّائع لكافة الأطراف من أجل تنفيذ مشاريع ملموسة لحماية واستدامة النّظم البيئيّة السّاحليّة والبحريّة وتعزيز الإجراءات المبتكرة لفائدة المجتمعات المحليّة. نحن نحتفل اليوم بهذه النّجاحات ونستكشف الحلول الملائمة من أجل رؤية مشتركة يساهم فيها كلّ الأطراف بالتّخطيط والحماية والتصرّف المستدام".

وكالة حماية وتهيئة الشريط الساحلي : 30 عاما من الأنشطة والاستراتيجيات

تقوم وكالة حماية وتهيئة الشريط الساحلي APAL بتنفيذ السياسة الوطنية في هذا المجال وتنسيق جهود التصرف المندمج للمناطق الساحلية GIZC من خلال المراقبة العلمية والتخطيط الاستراتيجي والتعاون مع الشركاء. وهي تعمل بالتنسيق مع الوزارات المختلفة والبلديات والمنظمات غير الحكومية والقطاع الخاص والمجتمعات المحلية للتوفيق بين حماية البيئة والتنمية المستدامة على طول 2290 كيلومترا من الساحل التونسي. وتغطي تدخلاتها إعادة تهيئة الشواطئ ووضع آليات للتأقلم مع التغيرات المناخية لا سيما في مواجهة الانجراف وارتفاع مستوى البحر.

وأشار السيد مهدي بن حاج، مدير عام بالنيابة لوكالة حماية وتهيئة الشريط الساحلي قائلا: "إن استدامة السواحل هي حاجة مؤكدة ليست ببيئة فحسب، بل أيضا اجتماعية واقتصادية وإنسانية عميقة. وهي مسؤولية جماعية إذ نواجه معا سياقاً جديداً وتحديات كبرى". مضيفاً "تركز مهمتنا على بناء علاقات إنسانية ورؤية مشتركة للتعاون. لسنا هنا لفرض واقع معين أو تدابير سياسية، بل نأخذ بعين الاعتبار الاستماع إلى أصحاب المصلحة لتنفيذ أعمال مشتركة، تكون متناسقة ومتكاملة".

تحديات جديدة ووضعية خطيرة في سواحل البحر الأبيض المتوسط

وأكدت السيدة تاتيانا هيمّا Tatjana Hema منسقة برنامج الأمم المتحدة للبيئة PNUE/PAM أن "الحفاظ على البيئة البحرية والسواحل في منطقتنا المتوسطية أصبحت اليوم ملحة أكثر من أي وقت مضى. إذ يواجه كوكبنا أزمات عاجلة ومتربطة بناتج التغيرات المناخية وتهديدات تتعلق بالتنوع البيولوجي والتلوث، في حين أصبح البحر الأبيض المتوسط نقطة ساخنة عالمية لهذه الأزمات".

وحسب [تقرير](#) جديد صادر عن الخطة الزرقاء لبرنامج الأمم المتحدة للبيئة PNUE/PAM، فإن المؤشرات الحالية والتوقعات تشير إلى خطورة الوضع. فمن المتوقع أن ترتفع درجات الحرارة في البحر الأبيض المتوسط بدرجتين مئويتين بحلول عام 2040، بشكل أسرع من المعدل العالمي. وهذا التهديد المناخي يمكن أن يحدث اضطراباً في التوازن البيئي بحلول سنة 2050، مما سيؤثر تدريجياً على المنظومة البحرية والساحلية، إضافة إلى عوامل أخرى مثل التصحر والفيضانات ودرجات الحرارة القصوى والانجراف. ويمكن أن يؤدي ارتفاع مستوى البحر بمقدار 40 سم إلى وضعيات صعبة في العديد من المناطق.

تزامناً مع ذلك، يستمر عدد سكان المنطقة المتوسطية -الذي يناهز حالياً 150 مليون ساكن- في الارتفاع بنسبة 20 إلى 30٪ إلى منتصف القرن. وبزيارة 400 مليون سائح سنوياً لضفاف البحر الأبيض المتوسط (المصدر: OMT)، فإن ضغطاً هائلاً سيمارس على الموارد الطبيعية التي هي بدورها محدودة وهشة.

دور هام للهيكل والمؤسسات والمجتمعات المحلية

بعد مصادقتها على اتفاقية برشلونة، أصبحت تونس وبلدان حوض البحر الأبيض المتوسط منخرطة قانونيًا في العمل المشترك من أجل التنمية المستدامة لسواحلها. كما ينصّ هدف التنمية المستدامة رقم 16 للأمم المتحدة أيضا على أهمية إرساء هيكل فعّالة ومسؤولة وشاملة للتدخل في هذا المجال.

ويسعى مركز الأنشطة الإقليمية لبرنامج الإجراءات ذات الأولوية CAR/PAP التابع لبرنامج الأمم المتحدة للبيئة لتنسيق الجهود والاستراتيجيات من أجل التصرف المندمج والمستدام في المناطق الساحلية GIZC وتخطيط التدخلات في الفضاء البحري PEM. وترتبط هذه المنهجيات المسائل المتعلقة بالأرض والبحر، والعلوم والسياسة، والطبيعة والسكان في إطار رؤية عالمية شاملة.

وتقول السيدة داريا بوف سكوجور Daria Povh Skugor مديرة مركز الأنشطة الإقليمية لبرنامج الإجراءات ذات الأولوية CAR/PAP "إنّ هدفنا هو بناء أسس صلبة وعادلة لتحقيق المزيد من المرونة لسواحلنا البحرية. ويكون ذلك بالغ الأهمية عندما تعمل المجتمعات المحلية والهيكل والمؤسسات معا بكل ثقة وتعاون متبادل. فالمواطنون والعلماء ورجال الأعمال والصيادون والأساتذة والشباب هم جزء من هذه المعادلة".

التجربة التونسية: نموذج في تطور مستمر

تعتبر تونس إحدى المناطق المتوسطية كثيرة التعرّض للانجراف الساحلي. وقامت وكالة حماية وتهيئة الشريط الساحلي مؤخرًا بإعداد خرائط مستقبلية لحدود سنة 2100 تحدّد درجات المرونة والتحديات المباشرة خاصة فيما يخصّ ارتفاع مستوى البحر. وتمكّن هذه الأدوات من المساعدة في اتخاذ القرار وبرمجة تهيئة مناطق معينة في المناطق الحضرية حسب أولويات التدخل ودرجة المخاطر. وتشكّل قرقنة مثالا فعليًا ونموذجًا في مجال التدخل المستمر. إنّ التزام الوكالة بالحلول الطبيعية يمثل ركيزة في رؤيتها واستراتيجياتها. فقبل العمل على البنى التحتية الكبرى، تسعى الوكالة لاعتماد مناهج بيئية جديدة وممارسات حسنة للتأقلم مثل استعادة الكثبان الرملية وتهيئة الشواطئ والتخطيط الشامل للسواحل إضافة إلى التعاون الوثيق مع المجتمعات المحلية والبلديات.

فمن جندوبة إلى مدنين، مرورًا بـ 11 ولاية أخرى، أطلقت تونس عددا من المشاريع الهامة لحماية وتهيئة السواحل بالتنسيق مع جميع المتدخلين وأصحاب المصلحة محليًا. وبمزيد التعاون مع البرامج والهيكل الدولية وتبادل التجارب والممارسات الجيدة مع تحسيس المواطنين والمؤسسات يمكن بلورة رؤية للتنمية المستدامة على كامل الشريط الساحلي.

-انتهى-

Annex 5.6:

**Bâtir un avenir meilleur et plus durable pour nos régions
côtières (press release, French)**

25 septembre 2025 : La Tunisie célèbre la Journée du Littoral Méditerranéen

Bâtir un avenir meilleur et plus durable pour nos régions côtières

Reconstruire et protéger notre littoral, une urgence collective
Institutions, entreprises et citoyens doivent travailler ensemble pour planifier, protéger et agir...

Tunis, Tunisie, 25 septembre 2025 - L'Agence de protection et d'aménagement du littoral (APAL), sous l'égide du ministère de l'Environnement, en collaboration avec le Programme des Nations Unies pour l'Environnement (PNUE), le Plan d'action pour la Méditerranée (PAM) et le Centre d'activités régionales pour le Programme d'actions prioritaires (CAR/PAP) ont organisé, jeudi 25 septembre 2025 à Tunis, la Journée de **célébration du Littoral Méditerranéen**, sous le signe « Institutions méditerranéennes pour la résilience côtière ».

L'édition 2025 de cette Journée du Littoral a coïncidé avec la célébration en Tunisie du **30ème anniversaire de l'APAL** et du **50ème anniversaire du Plan d'action pour la Méditerranée (PAM)**. Elle a mis en valeur le rôle des institutions et des différents acteurs qui impulsent des changements significatifs en Méditerranée, à travers l'élaboration de politiques inclusives, la mise en œuvre de mesures de protection de l'environnement côtier et marin, le renforcement de la recherche et la diffusion des connaissances et des outils. Des projets pilotes de gestion intégrée des zones côtières (GIZC) en Tunisie et en Méditerranée ont été présentés, outre l'organisation d'une exposition sur la biodiversité marine, à l'initiative de l'université des sciences de Sfax, dans le cadre du projet ORIENTATE et du CAR/PAP.

Une vision méditerranéenne commune

Honorée par la présence de M. Habib Abid, ministre de l'Environnement, cette Journée a vu la participation d'éminents responsables, experts et représentants d'institutions diverses, en Tunisie et en Méditerranée, à leur tête M. Mehdi Ben Haj, Directeur général par intérim de l'APAL, Mme Tatjana Hema, coordinatrice du PNUE/PAM et Mme Daria Povh Skugor, directrice du CAR/PAP.

« Cette mobilisation exemplaire des institutions impliquées et des partenaires rend hommage au travail remarquable de tous, pour la mise en œuvre de projets concrets de protection et de restauration des écosystèmes côtiers et la promotion d'actions innovantes au bénéfice des communautés côtières. Nous célébrons leurs réussites et explorons des solutions concrètes pour que tous ceux qui se soucient du littoral puissent soutenir et amplifier leurs efforts » a déclaré M. Habib Abid, ministre de l'Environnement.

L'APAL : 30 ans d'activités et de stratégies côtières

Chargée de la mise en œuvre de la politique nationale côtière, l'Agence de protection et d'aménagement du littoral (APAL) pilote les efforts de gestion intégrée des zones côtières (GIZC) en s'appuyant sur l'observation scientifique, la planification stratégique et une collaboration à grande échelle. En rassemblant ministères, communes, ONG, secteur privé et communautés locales, l'agence œuvre à concilier protection de l'environnement et développement durable le long des 2290 kilomètres de côtes tunisiennes. Ses interventions couvrent la régénération des plages et l'adaptation au changement climatique, notamment face à l'érosion côtière et à l'élévation du niveau de la mer.

D'après M. Mehdi Ben Haj, Directeur général par intérim de l'APAL « *La résilience côtière est un besoin non seulement environnemental, mais aussi social, économique et profondément humain. C'est l'affaire de tous, face au nouveau contexte et aux défis majeurs* ». Il précise que « *la mission de l'APAL repose autant sur la construction de relations humaines que sur la mise en œuvre de politiques publiques. Nous ne sommes pas là pour imposer, mais pour collaborer. C'est un principe qui guide l'approche de l'agence: écouter d'abord, agir ensemble ensuite* ».

Nouveaux défis & situation alarmante en Méditerranée

« *La question de la résilience côtière n'a jamais été aussi cruciale dans notre région. La planète est confrontée aux crises urgentes et interdépendantes du changement climatique, de la perte de biodiversité et de la pollution, alors que la Méditerranée devient un point chaud mondial pour ces trois crises* », a indiqué Mme Tatjana Hema, coordinatrice du PNUE/PAM.

Des projections alarmantes, issues [d'un récent rapport](#) du Plan Bleu du PNUE/PAM, illustrent la gravité de la situation. La hausse des températures en Méditerranée devrait dépasser 2°C d'ici 2040, ce qui témoigne d'un réchauffement de la région bien plus rapide que la moyenne mondiale. Ce qui était prévu pour la fin du siècle devrait désormais se produire d'ici 2050. Cela entraînera un environnement marin radicalement modifié, ainsi que des sécheresses, des inondations et des vagues de chaleur plus fréquentes. Une élévation du niveau de la mer de 40 cm rendra la protection côtière extrêmement difficile dans de nombreuses zones.

Pendant ce temps, la population côtière de la région – déjà 150 millions de personnes – continuera de croître, augmentant encore de 20 à 30 % d'ici le milieu du siècle. Avec les 400 millions de touristes qui visitent la Méditerranée chaque année (source : OMT), cela exercera une pression énorme sur des ressources naturelles limitées et fragiles. La manière dont nous abordons la gestion de ces ressources définira ainsi nos sociétés futures.

Un rôle crucial des institutions et des communautés

En ratifiant la Convention de Barcelone, la Tunisie et les pays riverains de la Méditerranée se sont engagés juridiquement à œuvrer ensemble pour le développement durable de leur littoral. L'objectif de développement durable n°16 des Nations Unies appelle aussi à la mise en place d'institutions efficaces, responsables et inclusives à tous les niveaux.

Le CAR/PAP -Centre régional du PNUE/PAM pour la gestion côtière- est au cœur de ces efforts, promouvant l'utilisation d'approches performantes telles que la gestion intégrée des zones côtières (GIZC) et la planification de l'espace maritime (PEM). Ces méthodologies associent la terre et la mer, la science et la politique, la nature et les populations dans une vision globale.

« Notre objectif est de construire des bases solides et équitables pour un avenir plus résilient pour nos côtes » a précisé Mme Daria Povh Skugor, directrice du CAR/PAP en ajoutant « la résilience côtière est plus forte lorsque les communautés et les institutions travaillent main dans la main, dans un climat de confiance et de coopération mutuelles. Les citoyens, les scientifiques, les entreprises, les pêcheurs, les enseignants et les jeunes doivent tous faire partie de l'équation ».

L'expérience tunisienne : un modèle en constante évolution

La Tunisie est l'un des pays méditerranéens les plus exposés à l'érosion côtière, alors que le changement climatique transforme déjà son littoral. L'APAL a récemment élaboré des cartes de vulnérabilité détaillées, projetant l'élévation du niveau de la mer à l'horizon 2100. Il ne s'agit pas de modèles abstraits, mais d'outils d'aide à la décision pour renforcer certaines zones urbaines ou se retirer d'autres, plus à risque. Kerkennah constitue un terrain d'expérimentation pour ces stratégies en constante évolution. L'engagement de l'APAL en faveur des solutions fondées sur la nature est au cœur de sa vision. Plutôt que de miser seulement sur les infrastructures lourdes, l'agence privilégie des approches régénératives : restauration des dunes avec des ganivelles traditionnelles, régénération des plages et planification de littoraux plus résilients en étroite coopération avec les collectivités locales.

De Jendouba à Medenine, en passant par les autres 11 gouvernorats côtiers, la Tunisie a mené d'importants projets de protection et de régénération en impliquant directement les communautés, à la fois comme bénéficiaires et co-créateurs actifs. Cet héritage se perpétue en collaborant avec des institutions internationales, en échangeant des bonnes pratiques, en sensibilisant les citoyens et en contribuant à une vision méditerranéenne commune fondée sur la science, la solidarité et la résilience.

-FIN-

A propos de :

PNUE/PAM

Créé en 1975, le Programme des Nations Unies pour l'Environnement (PNUE), avec son Plan d'action pour la Méditerranée (PAM), célèbre cette année 2025 ses 50 ans et honore un héritage précieux d'interventions. En réunissant 21 pays et l'UE, il a posé les bases d'une action environnementale coordonnée en Méditerranée. En savoir plus : www.unep.org

CAR/PAP

Depuis près de cinq décennies, le Centre d'activités régionales du Programme d'actions prioritaires (CAR/PAP), placé sous l'égide du PNUE/PAM – Convention de Barcelone, joue un rôle moteur dans la protection des côtes méditerranéennes grâce à la planification intégrée et à la coopération régionale. Le CAR/PAP est l'organisateur principal de la Journée du Littoral Méditerranéen. www.paprac.org

APAL

Créé en 1995, l'Agence de protection et d'aménagement du littoral (APAL) est un établissement public à caractère industriel et commercial, doté de la personnalité civile et de l'autonomie financière, et placée sous la tutelle du ministère de l'Environnement.

L'Agence assure l'exécution de la politique de l'Etat dans le domaine de la protection du littoral en général et du domaine public maritime en particulier. www.apal.nat.tn

Pour plus d'informations sur l'événement :

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Pour plus de renseignements sur le CAR/PAP et la Journée du Littoral Méditerranéen :

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Annex 5.7:

We're PAP/RAC. We're building a sustainable future for the Mediterranean coast – through smart planning, technical expertise & teamwork. (Forerunner story)



COAST DAY

25 September 2024



WE'RE PAP/RAC.

We're building a sustainable future for the Mediterranean coast – through smart planning, technical expertise & teamwork.



2.1
Mediterranean
Coastal Zones Climate
Resilience Water Security
and Habitat Protection



UN
environment
programme



Mediterranean
Action Plan
Barcelona
Convention



coastday.net
| #MedCoastDay
| #BarcelonaConvention



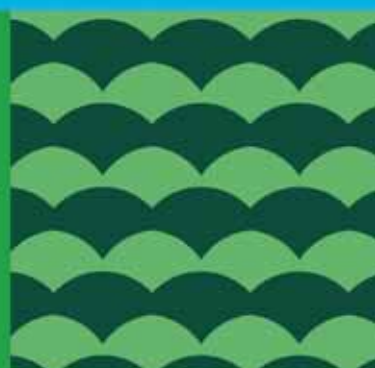
COAST DAY

25 September 2024



We take the lead on ICZM

integrated coastal zone
management



2.1
Sustainable
Coastal Zones Climate
Resilience Water Security
and Habitat Protection



UN
environment
programme



Mediterranean
Action Plan
Barcelona
Convention



coastday.net
| #MedCoastDay
| #BarcelonaConvention

Bringing together
land and sea,
science and
policy, people
and nature
on the same
boat.





We set the
course with MSP
maritime spatial planning —
to navigate our shared sea.



Fairly, sustainably and for the future.





COAST DAY

25 September 2024



We face a rising tide.
Climate change.



21
Mediterranean
Coastal Zones Climate
Resilience Water Security
and Habitat Protection



UN
environment
programme



Mediterranean
Action Plan
Barcelona
Convention



coastday.net
| #MedCoastDay
| #BarcelonaConvention

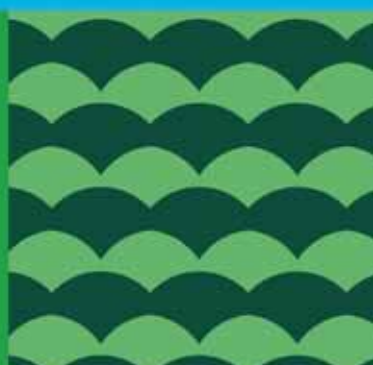


COAST DAY

25 September 2024



That's why we're working with governments, scientists and coastal communities around our shared shores to plan, adapt, and build resilience.



2.1
Sustainable
Coastal Zones Climate
Resilience Water Security
and Habitat Protection



UN
environment
programme



Mediterranean
Action Plan
Barcelona
Convention



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| #BarcelonaConvention



25 September 2024



Our overall mission stands on

3

pillars



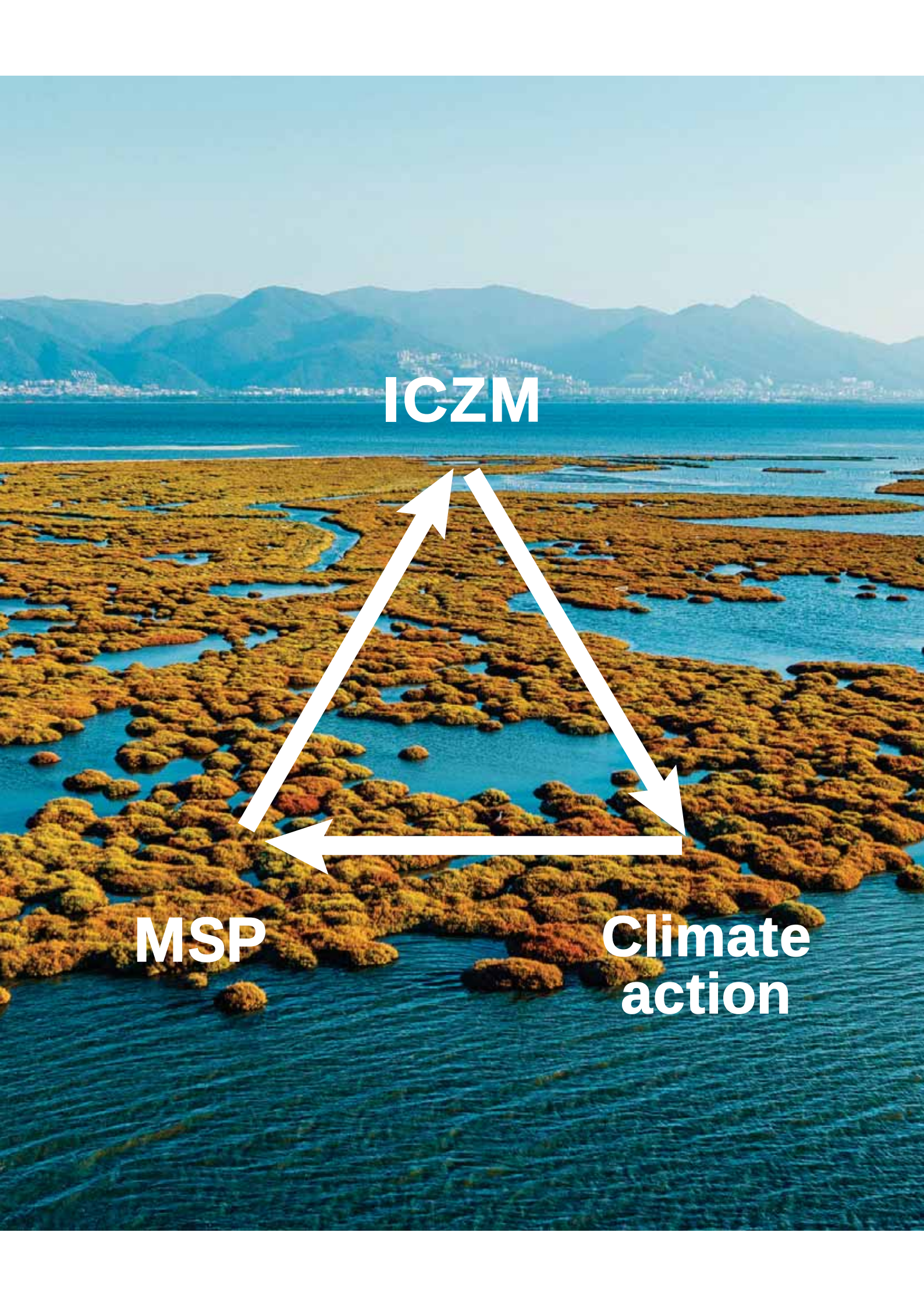
2.1
Sustainable
Development
Goals
Resilient Water Security
and Habitat Protection



Mediterranean
Action Plan
Barcelona
Convention



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| #BarcelonaConvention



ICZM

MSP

**Climate
action**

For healthy coasts and seas,
thriving communities,
and a resilient Mediterranean.







25 September 2024



Follow our work at
paprac.org
and connect with us on 

Let's shape resilient
coasts together.



2.1
Sustainable Development Goals
Target 2.1: By 2030, ensure that
all people have access to clean
water and sanitation.



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Annex 5.8:

50 Years of UNEP/MAP: A pioneering journey for a sustainable Mediterranean (Forerunner story)



25 September 2025

50 YEARS OF UNEP/MAP

A pioneering journey for a sustainable Mediterranean



coastday.net
| #MedCoastDay
| #BarcelonaConvention

Since 1975, UNEP/MAP has
united 21 countries and the
EU under the Barcelona
Convention to protect the
Mediterranean's marine
and coastal environment





COAST DAY

25 September 2025



2.1
Mediterranean
Coastal Zones Climate
Resilience Water Security
and Habitat Protection



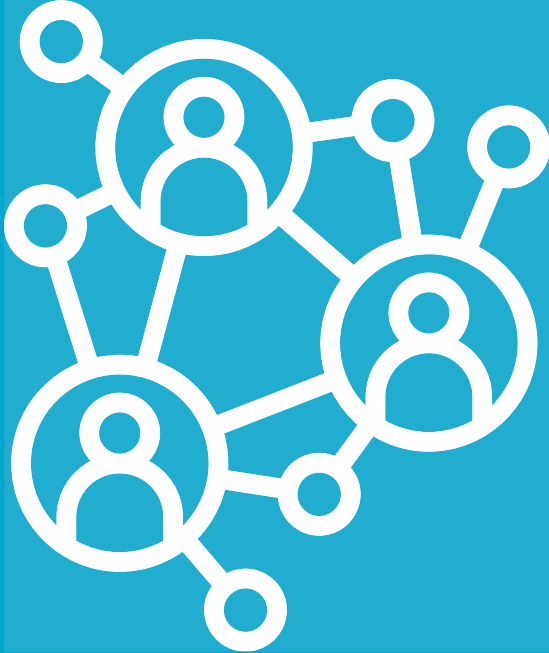
UN
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Barcelona
Convention



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| #MedCoastDay
| #BarcelonaConvention



Today, it's a network of 9 components across the Mediterranean:

- Coordinating Unit in Athens
- Regional Activity Centres with specialized expertise



KEY ACHIEVEMENTS



- 39 Specially Protected Areas of Mediterranean Importance (SPAMIs)
- 10 national ICZM strategies & costal plans
- First legally binding framework for a regional plan on marine litter management



VOICES THAT MATTER

UNEP/MAP is engaging
youth, women, municipalities,
and coastal communities to
lead the change



**Because real
change happens
locally.**



Mediterranean
Action Plan
Barcelona
Convention

Read the
full story!



Annex 5.9:

Slovenia: 1/1000 of the Mediterranean – a model for the region (Forerunner story)

SLOVENIA

1/1000 of the
Mediterranean –
a model for the
region



COAST DAY



25 September 2025



Slovenia was the first
country to ratify the ICZM
Protocol in 2009 —
a milestone now celebrated
every 25 September as
Mediterranean Coast Day



2.1
Mediterranean
Coastal Zones Climate
Resilience Water Security
and Habitat Protection



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| #BarcelonaConvention



25 September 2025



What followed was more than
celebration — it was a
successful implementation



21
Mediterranean
Coastal Zone, Climate
Resilience, Water, Security,
and Habitat Protection



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| #BarcelonaConvention



FROM IMAGINATION TO ACTION

“Vision 1/1000 of the
Mediterranean”

KAKOVOST V TISOČINKI SREDOZEMLJA

se bo razvila zaradi pestre
naravne in kulturne krajine
ter ustvarjalnih ljudi

in dvignila kakovost življenja
za prebivalce in obiskovalce

ob upoštevanju demografskih
razmer, okoljsko-prostorskih danosti
ter upoštevanju in izvajanju EU politike

Predpostavljamo, da razvoj družbe
temelji na znanju in ustreznih
investicijah, za kar so odgovorni
lokalni prebivalci ob podpori
lokalne skupnosti, razvojnih
agencij in države (EU)

QUALITY IN 1/1000 OF MEDITERRANEAN

Developed by diverse ~~and~~ natural
and cultural landscape and
creative people to ~~arise~~ raise
quality of life of inhabitants and
visitors

taking into account demographic
situation, environmental-spatial
resources and implementation
of EU policies.

assuming the development of
knowledge based society ~~on~~ and
appropriate investments with
responsibility of local population
with assistance of local



A coastline where restored wetlands meet clean ports, where marine farms and wild ecosystems coexist, and where communities are empowered as guardians of their coast

NEW PROTECTED AREAS

were established —

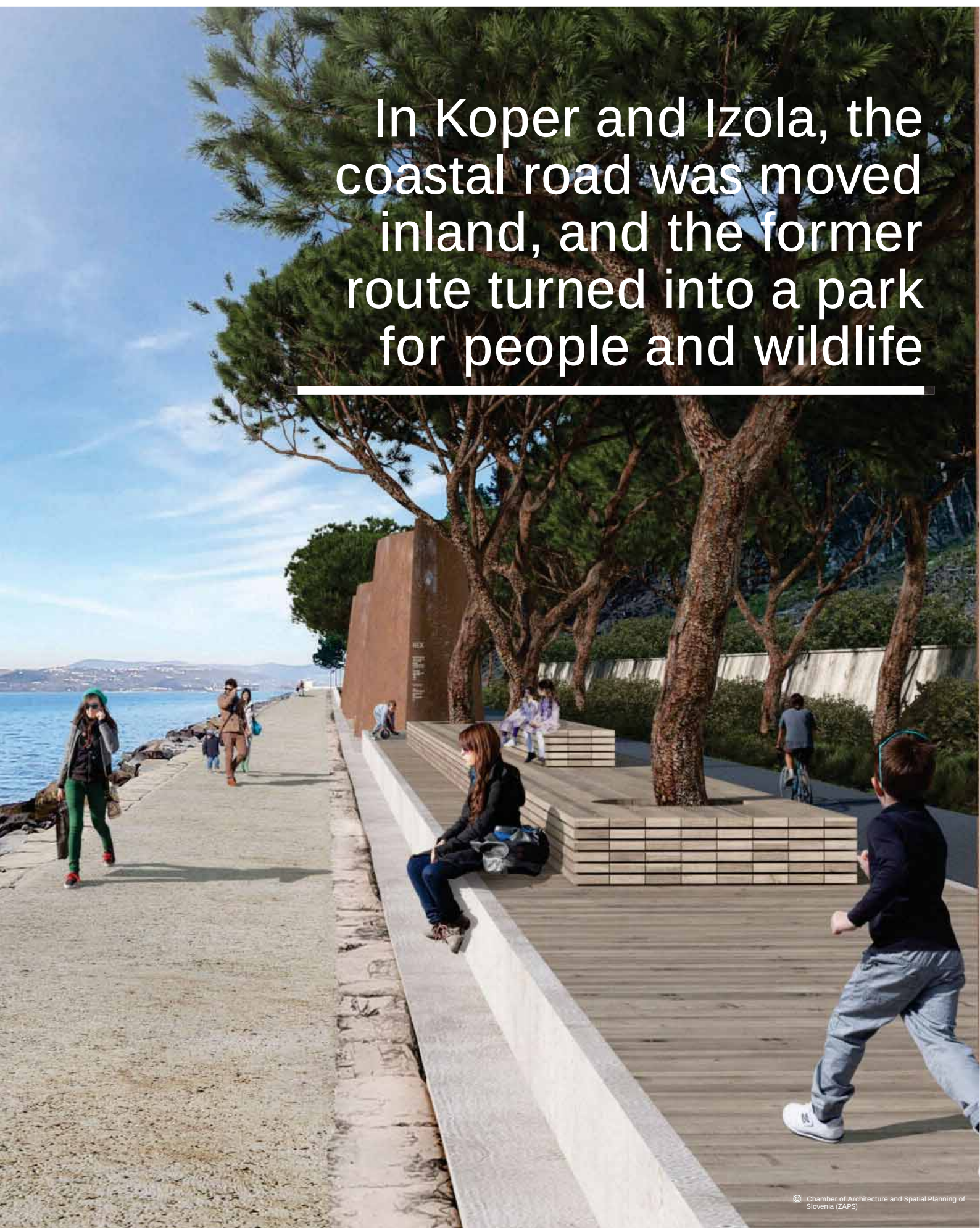
from Škocjanski zatok, Strunjan
and Sečovlje Salina reserves to
Škocjan Caves — the world's
first underground Ramsar wetland

A group of young people are sitting on a paved path that runs along a rocky beach. They are gathered around a large white sheet of paper or canvas, which they appear to be working on together. The path is bordered by a low concrete wall on one side and the sea on the other. In the background, there are green hills and a clear blue sky. The overall atmosphere is one of collaboration and community.

BUILDING TRUST AND COLLABORATION

across ministries, sectors, borders,
and generations

In Koper and Izola, the coastal road was moved inland, and the former route turned into a park for people and wildlife



“

**The future of our coasts
won't be written in
conference rooms alone.**

Mitja Bricelj

UNEP/MAP Focal Point and President of
UNEP/MAP Bureau 2024-2025

Slovenia's Ministry of
Natural Resources and
Spatial Planning





25 September 2025

By aligning **ICZM**, marine spatial planning (**MSP**), and **river basin management**, Slovenia built a living system of blue and green corridors - showing that coastal management is about people, not just infrastructure



21
Sustainable
Development
Goals
Climate
Resilience
Water
Security
and
Ecosystem
Protection



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| #MedCoastDay
| #BarcelonaConvention

Explore the full
story of Slovenia's
46 km coastline!



REPUBLIC OF SLOVENIA
MINISTRY OF NATURAL RESOURCES
AND SPATIAL PLANNING

The logo for Coast Day, featuring the words "COAST DAY" in a stylized, white, sans-serif font. The word "COAST" is on the top line and "DAY" is on the bottom line, with a white wave-like line flowing under "DAY".

COAST DAY

25 September 2025



INSPIRING IMPACT

Mediterranean institutions
for coastal resilience



2.1
Mediterranean
Coastal Zones Climate
Resilience Water Security
and Habitat Protection



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Barcelona
Convention



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| #MedCoastDay
| #BarcelonaConvention

Annex 5.10:
Mediterranean Coast Day 2025: Social Media Campaign
(report)

Mediterranean Coast Day 2025

1. Social Media Campaign

After the content plan was developed and approved - detailing budget allocation, target audiences, and content themes - the advertising phase began, running for two and a half months.

Social media campaigns on LinkedIn and Meta (Facebook, Instagram) targeted audiences across 21 Mediterranean countries, divided into three groups based on content, average CPM (Cost per Mille represents the average cost to reach 1,000 impressions (views) of an ad) levels and regional performance trends. Ads on both Meta and LinkedIn were distributed across all or selected groups depending on the theme, content type, and available budget, ensuring balanced visibility and engagement throughout the Mediterranean region.

Group 1 (1–4 € CPM): Tunisia, Algeria, Morocco, Egypt, Syria (limited), Libya (limited), Lebanon

Group 2 (3–8 € CPM): Albania, Bosnia and Herzegovina, Türkiye, Cyprus, Greece, Croatia, Slovenia, Montenegro

Group 3 (6–16 € CPM): Monaco, Israel, Malta, Spain, France, Italy.

In total, 32 campaigns were launched, with 16 ads on each platform (Meta and LinkedIn). All creatives were adapted to fit platform-specific formats and audience behavior, when needed ensuring optimal delivery and engagement across both networks. Across both platforms, a total of €6,528.72 was spent: €2,680.62 on Meta (Facebook & Instagram) and €3,848.10 on LinkedIn.

Combined, the campaigns generated approximately 42 million impressions and more than 320,000 clicks, reaching audiences across 21 Mediterranean countries.

Meta delivered the largest reach and strongest cost-efficiency, especially in Group 1 countries (Tunisia, Egypt, Morocco), where CPM remained in the 1–4 € range. On LinkedIn, while costs per impression were higher, the platform achieved superior engagement quality particularly through Document Ads and video formats, which resonated best with professional audiences and institutional messaging.

Overall performance

Metric	Result
Campaign Period	July 31 - October 31, 2025
Total Campaign Budget	€6,528.72
Countries Targeted	21 Mediterranean countries
Platforms Used	Meta (FB & IG) + LinkedIn
Impressions	42,461,438

Meta platform results (Facebook & Instagram)

Metric	Result
Campaign Period	July 31 - October 31, 2025
Total Campaign Budget	€2.680,62
Total Reach	31,905,136
Total Link Clicks	265,276
Impressions	36,997,218
Followers gained (FB + IG)	140

LinkedIn platform results

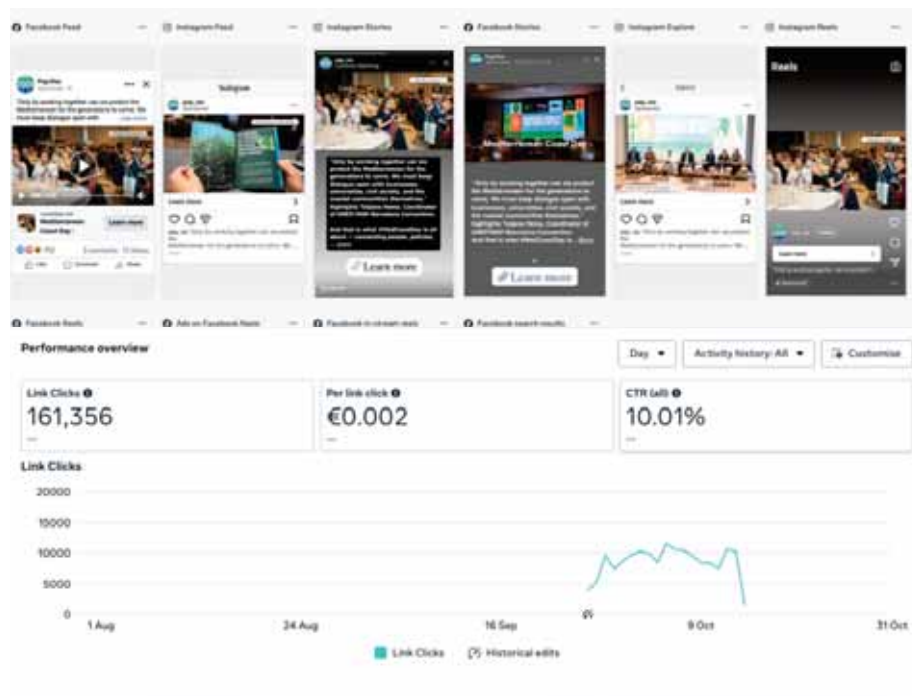
Metric	Full Campaign (Jul 31 - Oct 28)
Total Spend	€3,848.10
Total Impressions	5,464,220
Total Clicks	54,764
Total Engagements	98,581
Followers gained	818

Top performing campaigns

Meta Ads:

1. **traff_recap_Med12:** 161,356 clicks @ 9.88% CTR (click through rate) at €0.0022 CPC (cost per click)

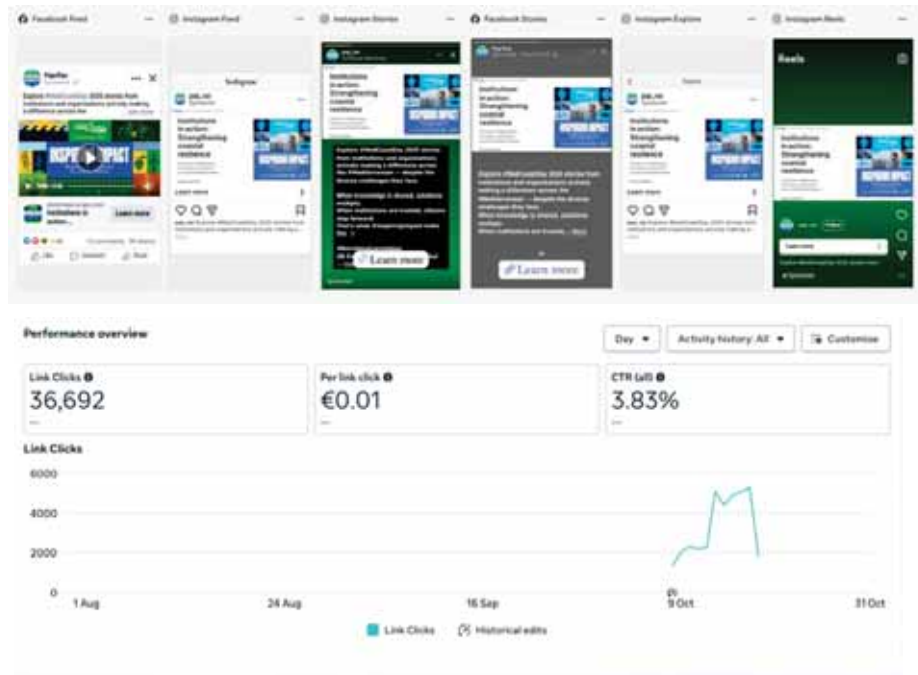
The ad featured a video from the event with a caption highlighting the importance of cooperation among institutions, civil society, and coastal communities under the theme *“connecting people, policies, and the sea.”* It captured the spirit of the Mediterranean Coast Day by emphasizing collaboration and shared responsibility. The campaign achieved **161,356 clicks**, an outstanding CTR of 9.88%, and an exceptionally low average CPC of €0.0022, indicating very strong audience interest and engagement with the content. This ad had the best CTR and CPC among all ads placed.



2. **Traffic_StoryMap_0810:** 36,692 clicks @ 3.83% at €0.01 CPC (cost per click)

The “Traffic_StoryMap_0810” video ad showcased and invited audiences to explore the #MedCoastDay 2025 StoryMap, featuring stories of institutions and organisations across the Mediterranean actively contributing to coastal resilience despite shared challenges. The video demonstrated how users could browse the interactive StoryMap, highlighting real examples of collaboration and impact.

The ad performed very well, generating 36,692 clicks, a CTR of 3.83%, and a low average CPC of €0.01, reflecting strong interest in the featured StoryMap and the campaign's institutional storytelling approach.



3. **Traff_Med_PAPRAC:** 35,292 clicks @ 5.16% CTR (click through rate) at €0.006 CPC (cost per click)

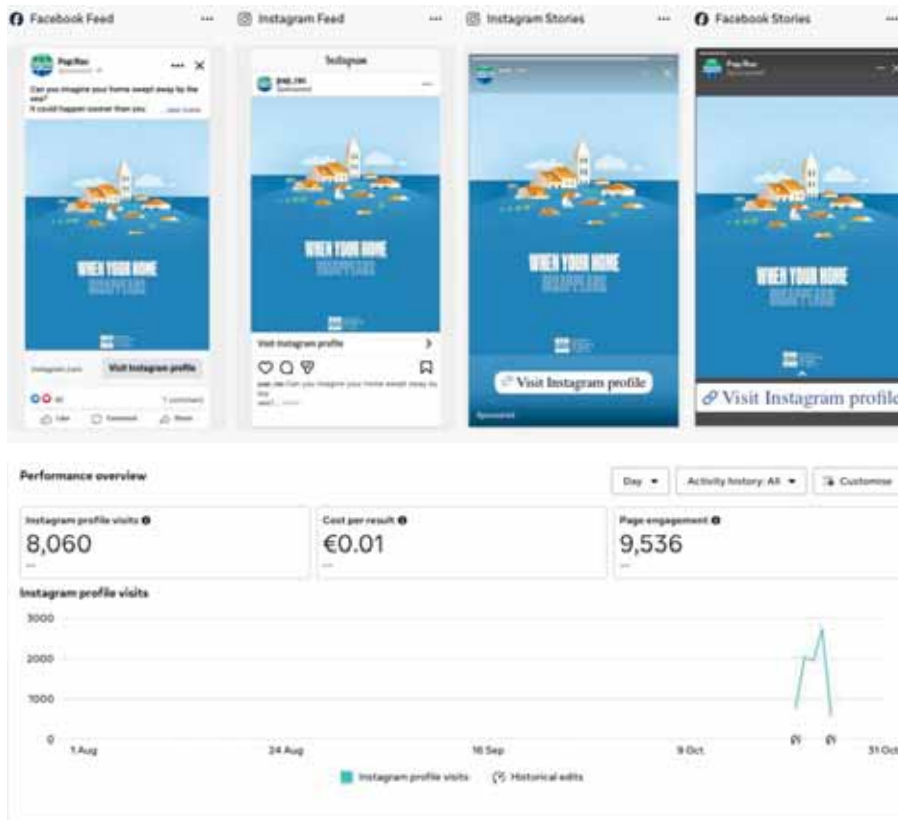
The “Traff_Med_PAPRAC” video ad introduced PAP/RAC, highlighting its role in promoting integrated coastal management and regional cooperation for a more resilient Mediterranean. The short video presented PAP/RAC’s mission and achievements, helping audiences understand the organisation’s mission with the Coast Day message. The ad achieved 35,292 clicks, a CTR of 5.16%, and a great average CPC of €0.006, demonstrating strong engagement and interest in learning more about PAP/RAC’s contribution to coastal resilience.





4. IGVP_201025: 8,060 profile visits @ 0.60% CTR (click through rate), €0.013 CPC (cost per click)

The “IGVP_201025” ad’s goal was to drive traffic to Instagram profile and featured a visual by a renowned illustrator, specially created for the Mediterranean Coast Day campaign to raise awareness about the vulnerability of Mediterranean coasts. The creative focused on emotional visual storytelling to inspire reflection on the need to protect coastal areas. The ad generated 8,060 profile visits, achieving a CTR of 0.60% and a CPC of €0.013. While primarily aimed at visibility and awareness rather than clicks, it effectively contributed to the campaign’s overall communication.



LinkedIn - by engagements:

1. **UNEP/MAP Campaign:** 32,216 clicks @ 12.41% engagement rate at €0.01 CPC (cost per click)

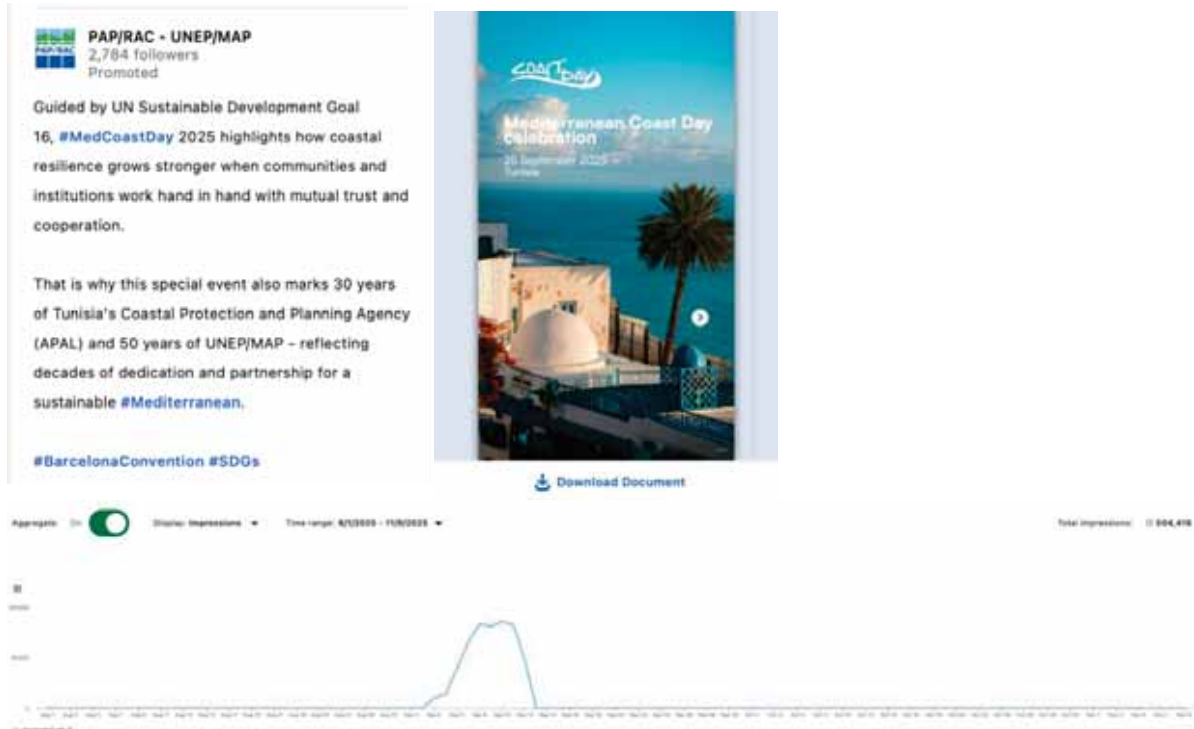
The “UNEP/MAP Campaign” on LinkedIn featured a Document Ad carousel celebrating 50 years of the UNEP/MAP–Barcelona Convention. The post carried a strong institutional message, “*Coasts don’t become resilient on their own*”, emphasising collaboration between institutions, businesses, and citizens in protecting the Mediterranean. The campaign achieved 32,216 clicks, a remarkable 12.41% engagement rate, and an exceptionally low average CPC of €0.01, making it one of the best-performing LinkedIn ads in terms of both engagement and cost-efficiency.



2. **CD_announc_doc:** 22,092 engagements (total) @ 15.18% engagement rate at €0.02 CPC (cost per click)

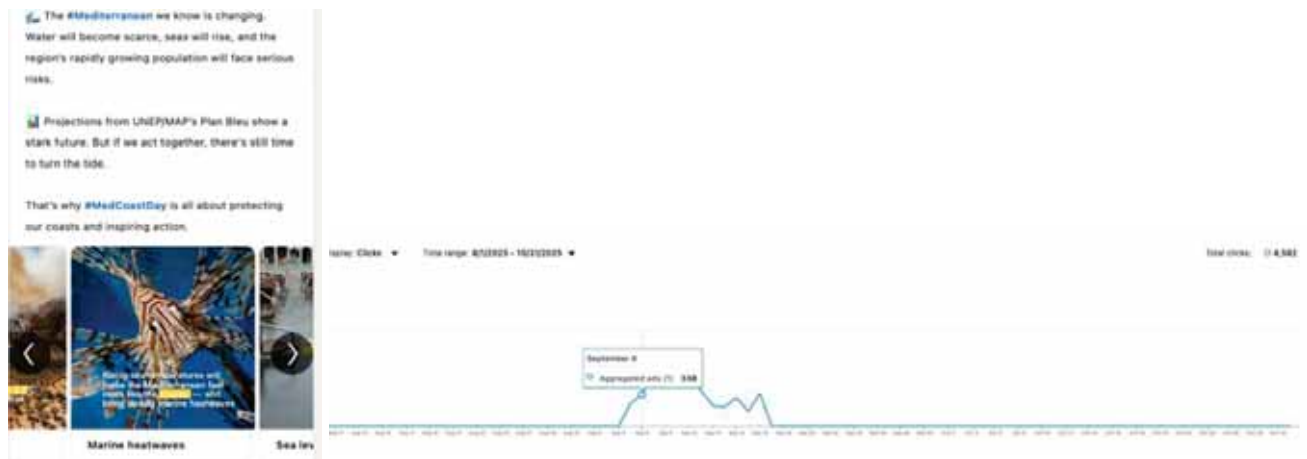
The “CD_announc_doc” campaign promoted Mediterranean Coast Day 2025 main event, underlining the message that coastal resilience depends on trust and cooperation between institutions and communities, echoing UN SDG 16. The post also celebrated 30 years of Tunisia’s Coastal Protection and Planning Agency (APAL) and 50 years of UNEP/MAP, recognising their long-standing commitment to sustainable coastal management.

The ad, delivered as a Document Ad, generated 22,092 total engagements, achieving an impressive 15.18% engagement rate and a CPC of €0.02, making it one of the most engaging LinkedIn posts in the campaign, effectively amplifying awareness of the Coast Day event. This ad had the highest LinkedIn engagement - 15.18% overall.



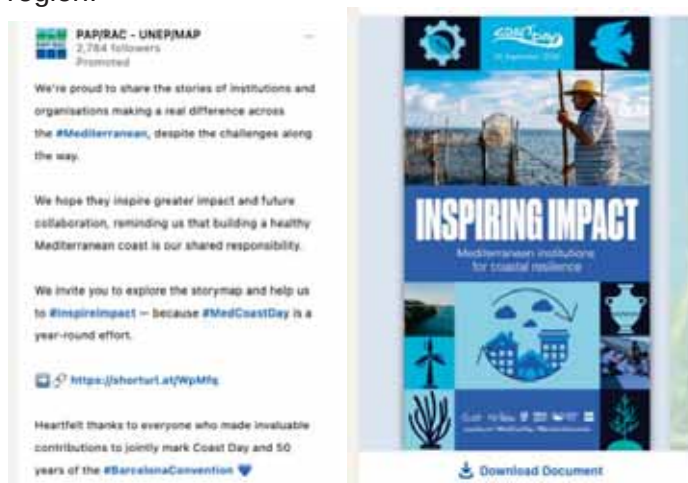
3. Brand Awareness - Sep 4: 4,582 engagements (clicks) with 3.3M reach @ €0.12 CPM (coast per thousand)

This carousel ad focused on raising awareness about future climate and environmental challenges in the Mediterranean, referencing UNEP/MAP's Plan Bleu projections for 2050. The visuals and messaging highlighted the urgency of collective action, positioning #MedCoastDay as a call to protect coasts and inspire regional cooperation. The campaign reached over 3.3 million LinkedIn users, generating 4,582 engagements (clicks) at an efficient €0.12 CPM, making it one of the most cost-effective visibility ads of the LinkedIn campaign.



4. Brand Awareness - Sep 30: 3,115 engagements (total) @ 0.88% engagement rate

One more carousel doc. campaign promoted the institutions and organisations featured in the Coast Day 2025 StoryMap, spotlighting their real-world efforts to protect and restore the Mediterranean coast. The post carried a unifying message “building a healthy Mediterranean coast is our shared responsibility” and encouraged audiences to explore the StoryMap and join the ongoing #InspireImpact movement. The ad generated 3,115 total engagements with an engagement rate of 0.88%, effectively extending visibility for the StoryMap and reinforcing the campaign’s core theme of collaboration and shared accountability across the region.



Total clicks: 1,345



Key insights

Budget distribution:

- Meta platforms (41.1% of budget) delivered mass reach: 31.9M total impressions across both platforms
- LinkedIn (58.9% of budget) excelled at professional engagement: 2,4% engagement rate (media)
- Due to the nature of the content, Meta periodically blocked ads containing terms such as “governance” and “policy,” incorrectly classifying them under the “social issue/political content” category. As the campaign addressed themes of institutional cooperation, coastal resilience, and regional policy collaboration, Meta’s automated review system was triggered by specific keywords rather than by the actual intent or context of the messaging.

Geographic performance:

- Group 1 countries (Tunisia, Algeria, Morocco, Egypt, Lebanon, Libya) delivered excellent cost-efficiency with CPM’s of €0.025 - €0.05
- Group 3 countries (France, Italy, Spain, Israel) showed 4 to 8 times higher CPM’s but reached key institutional stakeholders

Content winners:

- On Meta, video-led formats were clear winners, achieving major cost efficiency and engagement.
- On LinkedIn, Document and Video Ads proved most effective for engagement and message retention, while carousel awareness ads achieved outstanding cost efficiency for visibility.

Recommendations

The campaign’s theme, “Inspiring Impact: Mediterranean institutions for coastal resilience”, presented a particular challenge for Meta advertising, as content focusing on institutions and governance is less visually appealing and sometimes automatically flagged by the platform’s algorithm as political or issue-based content. This occasionally led to temporary restrictions or review delays, even though the campaign carried no political messaging. Such limitations occurred less frequently with video formats, which proved more effective for delivering the message and maintaining campaign continuity. Despite these challenges, the campaign successfully maintained strong visibility and engagement across both Meta and LinkedIn platforms, with especially solid performance in Group 1 and 2 countries and on LinkedIn, where institutional narratives generated the strongest interaction.

Key practices for future campaigns:

- Prioritise Document and video format on LinkedIn
- Reframe language, when possible: replace “governance” with “management,” “coordination,” “administration”; replace “policy” with “guidelines,” “approach,” “strategy,” “framework; replace “legislation” with “regulation,” “standards,” “measures”

- Emphasize scientific, educational, and technical aspects
- Prioritise video ads on Meta as are less likely to be flagged, easier to communicate institutional messages, and proven to achieve higher engagement and lower CPC.
- Prefer descriptive over advocacy language in captions, describe actions and collaboration instead of calling for action (which are better suited for video content as harder to be flagged) this reduces the risk of ads being classified as political content.

2. Creative content development

Regarding this output, which foresaw a workload of 20 hours for the production of up to six short-form videos or reels (15–60 seconds each), the Agency produced and edited four videos, with lengths of up to 125 seconds. Specifically, the PAP/RAC carousel was adapted into video format; the Mediterranean video map was edited (65 seconds); the tourist interviews video (125 seconds) was edited; and a short StoryMap teaser (24 seconds) was also created and formatted in both vertical and horizontal versions.

Annex 5.11:
Communications monitoring tool

I. SOCIAL MEDIA

MONTH - YEAR	CHANNEL	PROFILE	PUBLICATION DATE	URL	CONTENT TYPE	SHORT DESCRIPTION	REACH/ IMPRESSIONS #	POST ENGAGEMENT #	LIKES #	COMM. #	SHARES #
07-2025	LinkedIn	PAP/RAC	16.7.2025	Link	Video	Announcing the 2025 theme & editorial by the PAP/RAC Director	7563	7563	34	0	6
07-2025	LinkedIn	PAP/RAC	23.7.2025	Link	Report	Workshop co-organised by APAL and PAP/RAC in Tunisia / promoting collaboration and the 2025 CD theme	775	57	21	1	1
07-2025	LinkedIn	PAP/RAC	29.7.2025	Link	Repost	Promoting Lebanon's ICZM efforts and the theme of CD	691	64	27	0	2
07-2025	LinkedIn	PAP/RAC	31.7.2025	Link	CD leaflet	CD as a call to action for our coast - CD leaflet uploaded as a PDF	745	325	18	0	1
08-2025	LinkedIn	PAP/RAC	13.8.2025	Link	Thematic post	Climate change impacts / call to action	316	31	10	0	1
08-2025	LinkedIn	PAP/RAC	19.8.2025	Link	Editorial	CD visual 2025 + call to read the editorial	429	34	14	0	0
08-2025	LinkedIn	PAP/RAC	25.8.2025	Link	Forerunner story	Carousel post about UNEP/IMAP / 50 years of Barcelona Convention	1312	491	28	0	3
08-2025	LinkedIn	PAP/RAC	29.8.2025	Link	Thematic post	Carousel post with projections from UNEP/IMAP's Plan Bleu MED 2050 report	1006	637	23	0	4
09-2025	LinkedIn	PAP/RAC	5.9.2025	Link	Forerunner story	Carousel post about PAP/RAC	1148	730	40	0	1
09-2025	LinkedIn	PAP/RAC	11.9.2025	Link	Forerunner story	Carousel post about Slovenia - ICZM in action	1290	690	21	0	3
09-2025	LinkedIn	PAP/RAC	16.9.2025	Link	Report	Promoting CD and the importance of SDG 16 in the light of the MAP Focal Points meeting	1448	166	44	1	2
09-2025	LinkedIn	PAP/RAC	17.9.2025	Link	Repost	Report from the Mediterranean Coast Week in Slovenia + call to organise CD events	306	105	10	0	0
09-2025	LinkedIn	PAP/RAC	18.9.2025	Link	Announcement	Announcing the central MCD 2025 celebration in Tunis (carousel post)	709	315	31	0	3
09-2025	LinkedIn	PAP/RAC	19.9.2025	Link	Storymap teaser	Quote from MedECC - featured in the CD storymap	25236	493	31	1	1
09-2025	LinkedIn	PAP/RAC	22.9.2025	Link	Thematic post	CD 2025 illustration - "When your home disappears"	107387	1173	34	0	1
09-2025	LinkedIn	PAP/RAC	23.9.2025	Link	Storymap teaser	Quote from Montenegro's Minister of Ecology, Sustainable Development and Northern Region Development	166555	296	6	0	0
09-2025	LinkedIn	PAP/RAC	24.9.2025	Link	Repost	Warming up for the Mediterranean Coast Day 2025 celebration in Tunis with the MedProgramme Outreach Workshop	232	193	5	0	1
09-2025	LinkedIn	PAP/RAC	25.9.2025	Link	Video	Marking Mediterranean Coast Day 2025 — inspiring impact through institutions and citizens	504	34	12	0	3
09-2025	LinkedIn	PAP/RAC	25.9.2025	Link	Video	Live from the main event - video report + quote from the UNEP/IMAP coordinator	901	100	25	0	5
09-2025	LinkedIn	PAP/RAC	25.9.2025	Link	Video	Director of SPA/RAC - interviewed at the main event	291458	1012	52	0	5
09-2025	LinkedIn	PAP/RAC	26.9.2025	Link	Announcement	Revealing the CD 2025 storymap	1175	476	32	6	8
09-2025	LinkedIn	PAP/RAC	29.9.2025	Link	Repost	#MedCoastDay celebration organized by MEDSEA / Mediterranean Sea and Coast foundation and BLUE4ALL in Sardinia	226	53	7	2	1
10-2025	LinkedIn	PAP/RAC	2.10.2025	Link	Video	CD vox pops video	280	17	5	0	1
10-2025	LinkedIn	PAP/RAC	8.10.2025	Link	Video	CD 2025 storymap - call to read the stories	56	17	6	0	1
10-2025	LinkedIn	PAP/RAC	10.10.2025	Link	Video	Video interviews during the event in Tunisia	147960	641	64	0	4
10-2025	LinkedIn	PAP/RAC	17.10.2025	Link	Forerunner story	Invitation to read the PAP/RAC story on CD website	78710	635	11	1	1
10-2025	LinkedIn	PAP/RAC	20.10.2025	Link	Storymap	Promoting the Cyprus story - Ministry of Agriculture, Rural Development and Environment	246	13	4	0	1
10-2025	LinkedIn	PAP/RAC	21.10.2025	Link	Video	2030 dream news headline	11819	525	53	2	17
07-2025	Facebook	PAP/RAC	17.7.2025	Link	Video	Announcing the 2025 theme & editorial by the PAP/RAC Director	2498459	488	488	3	4

MONTH - YEAR	CHANNEL	PROFILE	PUBLICATION DATE	URL	CONTENT TYPE	SHORT DESCRIPTION	REACH/ IMPRESSIONS #	POST ENGAGEMENT #	LIKES #	COMM. SHARES #
07-2025	Facebook	PAP/RAC	23.7.2025	Link	Report	Workshop co-organised by APAL and PAP/RAC in Tunisia / promoting collaboration and the 2025 CD theme	2167	15	12	1
08-2025	Facebook	PAP/RAC	13.8.2025	Link	Thematic post - video	Climate change impacts / call to action	439	3	3	0
08-2025	Facebook	PAP/RAC	26.8.2025	Link	Video	Forerunner story - UNEP/MAP / 50 years of Barcelona Convention	5989017	1173	1173	4
08-2025	Facebook	PAP/RAC	29.8.2025	Link	Video	Projections from UNEP/MAP's Plan Bleu MED 2050 report	370178	555	555	2
09-2025	Facebook	PAP/RAC	10.9.2025	Link	Video	Forerunner story - PAP/RAC	258	4	4	0
09-2025	Facebook	PAP/RAC	16.9.2025	Link	Report	Promoting CD and the importance of SDG 16 in the light of the MAP Focal Points meeting	610	14	12	2
09-2025	Facebook	PAP/RAC	17.9.2025	Link	Video	Forerunner story - Slovenia	533	16	17	0
09-2025	Facebook	PAP/RAC	19.9.2025	Link	Video	Announcing the central MCD 2025 celebration in Tunis	696	14	14	0
09-2025	Facebook	PAP/RAC	23.9.2025	Link	Thematic post	CD 2025 illustration - "When your home disappears"	2158	18	12	1
09-2025	Facebook	PAP/RAC	24.9.2025	Link	Video	Map - MED basin / highlighting cooperation	331	12	12	0
09-2025	Facebook	PAP/RAC	25.9.2025	Link	Video	Marking Mediterranean Coast Day 2025 — inspiring impact through institutions and citizens	973	9	9	0
09-2025	Facebook	PAP/RAC	25.9.2025	Link	Video	Live from the main event - video report + quote from the UNEP/MAP coordinator	517681	636	635	3
09-2025	Facebook	PAP/RAC	25.9.2025	Link	Video	Director of SPA/RAC - interviewed at the main event	2360	182	183	11
09-2025	Facebook	PAP/RAC	25.9.2025	-	Story	Quote from the PAP/RAC Director	126	1		
09-2025	Facebook	PAP/RAC	25.9.2025	-	Story	Photo from the event	47	2		
09-2025	Facebook	PAP/RAC	25.9.2025	-	Story	Video from the event	49	1		
09-2025	Facebook	PAP/RAC	25.9.2025	-	Story	Video from the event	47			
09-2025	Facebook	PAP/RAC	25.9.2025	-	Story	MedWaves marking CD	50			
09-2025	Facebook	PAP/RAC	25.9.2025	-	Story	Video mash-up from the event	39			
09-2025	Facebook	PAP/RAC	25.9.2025	-	Story	Director of SPA/RAC - interviewed at the main event	31			
09-2025	Facebook	PAP/RAC	26.9.2025	Link	Video	Revealing the CD 2025 storymap	503	14	14	1
09-2025	Facebook	PAP/RAC	29.9.2025	Link	Repost	#MedCoastDay celebration organized by MEDSEA / Mediterranean Sea and Coast foundation and BLUE4ALL in Sardinia	335	4	4	0
10-2025	Facebook	PAP/RAC	2.10.2025	Link	Video	CD vox pops video	169	1	1	0
10-2025	Facebook	PAP/RAC	8.10.2025	Link	Video	CD 2025 storymap - call to read the stories	33094	116	122	1
10-2025	Facebook	PAP/RAC	10.10.2025	Link	Video	Video interviews during the event in Tunisia	363	12	12	0
10-2026	Facebook	PAP/RAC	17.10.2025	Link	Forerunner story	Invitation to read the PAP/RAC story on CD website	155	1	1	0
10-2027	Facebook	PAP/RAC	21.10.2025	Link	Video	2030 dream news headline	260072	685	645	10
07-2025	Instagram	PAP/RAC	21.7.2025	Link	Announcement	Announcing the 2025 theme & editorial by the PAP/RAC Director	952	5	4	0
08-2025	Instagram	PAP/RAC	26.8.2025	Link	Thematic post	Climate change impacts / call to action	916	2	2	0
08-2025	Instagram	PAP/RAC	27.8.2025	Link	Forerunner story	Carousel post about UNEP/MAP / 50 years of Barcelona Convention	977	6	6	0
09-2025	Instagram	PAP/RAC	2.9.2025	Link	Thematic post	Carousel post with projections from UNEP/MAP's Plan Bleu MED 2050 report	1506	16	12	0

MONTH - YEAR	CHANNEL	PROFILE	PUBLICATION DATE	URL	CONTENT TYPE	SHORT DESCRIPTION	REACH/ IMPRESSIONS #	POST ENGAGEMENT #	LIKES #	COMM. SHARES #
09-2025	Instagram	PAP/RAC	11.9.2025	Link	Forerunner story	Video post about PAP/RAC	236483	5	5	0
09-2025	Instagram	PAP/RAC	16.9.2025	Link	Forerunner story	Video post about Slovenia	1246744	26	25	0
09-2025	Instagram	PAP/RAC	19.9.2025	Link	Announcement	Announcing the central MCD 2025 celebration in Tunis (video)	3859798	116	111	0
09-2025	Instagram	PAP/RAC	22.9.2025	Link	Storymap teaser	Quote from MedECC - featured in the CD storymap	6870855	61	59	0
09-2025	Instagram	PAP/RAC	23.9.2025	Link	Thematic post	CD 2025 illustration - "When your home dissapears"	669104	7219	7191	3
09-2025	Instagram	PAP/RAC	24.9.2025	Link	Video	Map - MED basin / highlighting cooperation	2835690	160	150	3
09-2025	Instagram	PAP/RAC	25.9.2025	Link	Announcement	Marking Mediterranean Coast Day 2025 — PAP/RAC Director's quote	5735305	90	87	0
09-2025	Instagram	PAP/RAC	25.9.2025	Link	Video	Live from the main event - video report	292	12	7	1
09-2025	Instagram	PAP/RAC	25.9.2025	Link	Video	Director of SPA/RAC - interviewed at the main event	474299	10	10	0
09-2025	Instagram	PAP/RAC	26.9.2025	Link	Video	Revealing the CD 2025 storymap	287	14	10	0
10-2025	Instagram	PAP/RAC	1.10.2025	Link	Video	CD vox pops video	1882	41	26	0
10-2025	Instagram	PAP/RAC	7.10.2025	Link	Video	CD 2025 storymap - call to read the stories	170	7	6	0
10-2025	Instagram	PAP/RAC	10.10.2025	Link	Post	Story about HELMEPA - call to read the storymap	8521	4	4	0
10-2025	Instagram	PAP/RAC	14.10.2025	Link	Video	Video interviews during the event in Tunisia	229	10	9	0
10-2025	Instagram	PAP/RAC	20.10.2025	Link	Storymap	Promoting the Cyprus story - Ministry of Agriculture, Rural Development and Environment	8300	2	2	0
10-2025	Instagram	PAP/RAC	21.10.2025	Link	Video	2030 dream news headline	239	15	13	0
09-2025	LinkedIn	Acquera Yachting	25.9.2025	Link	Post	Acquera Yachting - marking CD			19	0
09-2025	LinkedIn	Cátedra Smart Ports de la Universitat Jaume I	25.9.2025	Link	Post	Cátedra Smart Ports de la Universitat Jaume I - marking CD			6	0
09-2025	LinkedIn	INFO/RAC	25.9.2025	Link	Post	INFO/RAC - marking CD			19	0
09-2025	LinkedIn	MedWaves	25.9.2025	Link	Post	MedWaves marking CD			35	2
07-2025	LinkedIn	MedWaves	25.7.2025	Link	Post	MedWaves announcing CD			29	2
09-2025	LinkedIn	MEDSEA Foundation	24.9.2025	Link	Post	MEDSEA Foundation - announcing the CD event in Sardinia			8	0
07-2025	LinkedIn	Plan Bleu	21.7.2025	Link	Repost	Plan Bleu repost of PAP/RAC's post announcing CD			14	1
09-2025	LinkedIn	SPA/RAC	12.9.2025	Link	Repost	SPA/RAC – UNEP/IMAP repost PAP/RAC's post promoting the UNEP/IMAP story			3	0
09-2025	LinkedIn	UfM	25.9.2025	Link	Video	Union for the Mediterranean marking CD			54	1
09-2025	LinkedIn	MPA Community Network	25.9.2025	Link	Post	MPA Community Network marking CD			5	0
09-2025	LinkedIn	MedECC	25.9.2025	Link	Post	MedECC marking CD			46	2
09-2025	LinkedIn	ALGUNO	28.9.2025	Link	Repost	ALGUNO repost of PAP/RAC's storymap announcement post			2	1

MONTH - YEAR	CHANNEL	PROFILE	PUBLICATION DATE	URL	CONTENT TYPE	SHORT DESCRIPTION	REACH/ IMPRESSIONS #	POST ENGAGEMENT #	LIKES #	COMM. #	SHARES #
09-2025	LinkedIn	Interreg PLASTRON project	25.9.2025	Link	Post	Interreg PLASTRON project - marking CD			13	1	7
09-2025	LinkedIn	RE-SWEEP	25.9.2025	Link	Post	RE-SWEEP - live from the CD event in Tunis			3	0	0
09-2025	LinkedIn	TeraMed Initiative	25.9.2025	Link	Post	TeraMed Initiative marking CD			7	0	1
09-2025	LinkedIn	INTACT BioPack Project	25.9.2025	Link	Post	INTACT BioPack Project marking CD			9	0	4
09-2025	Facebook	UfM	25.9.2025	Link	Video	Union for the Mediterranean marking CD		1500	28	0	0
08-2025	Facebook	MedWaves	25.8.2025	Link	Post	MedWaves announcing CD		90	3	1	0
09-2025	Facebook	MedWaves	25.9.2025	Link	Post	MedWaves marking CD			9	0	3
09-2025	Facebook	ALGUNO	25.9.2025	Link	Repost	ALGUNO reposting MedWaves's post on CD			10	2	0
09-2025	Facebook	INTACT BioPack Project	25.9.2025	Link	Post	INTACT BioPack Project marking CD		24	3	0	0
09-2025	Facebook	Enalia Physis Environmental Research Center	25.9.2025	Link	Post	Enalia Physis Environmental Research Center - marking CD			2	0	1
09-2025	Facebook	Tounes Clean-Up	25.9.2025	Link	Post	Tounes Clean-Up - beach cleanup on CD in Tunisia			86	18	12
09-2025	Facebook	MEDSEA Foundation	25.9.2025	Link	Post	MEDSEA Foundation CD event in Sardinia			4	0	1
09-2025	Facebook	MEDSEA Foundation	26.9.2025	Link	Post	MEDSEA Foundation CD event in Sardinia			4	0	1
09-2025	Instagram	Plan Bleu	25.9.2025	Link	Post	Plan Bleu marking CD			10	0	
09-2025	Instagram	MPA Community Network	25.9.2025	Link	Post	MPA Community Network marking CD			7	0	
09-2025	Instagram	Prva Privatna Gimnazija Varazdin	25.9.2025	Link	Post	Prva Privatna Gimnazija Varazdin marking CD			22	0	
09-2025	Instagram	Acquera Yachting	25.9.2025	Link	Post	Acquera Yachting's marking CD			15	1	
09-2025	Instagram	Institute for Nature Conservation in Albania	25.9.2025	Link	Post	Institute for Nature Conservation in Albania @incaalbania -marking CD			5	0	
09-2025	Instagram	I Feel Slovenia	25.9.2025	Link	Post	I Feel Slovenia - @slovenia - marking CD			174	4	
10-2025	LinkedIn	CYMEPA	21.10.2025	Link	Repost	CYMEPA reposting PAP/RAC's 2030 news headline video					
10-2025	LinkedIn	GFCM	22.10.2025	Link	Repost	GFCM reposting PAP/RAC's 2030 news headline video			2		1

MONTH - YEAR	CHANNEL	PROFILE	PUBLICATION DATE	URL	CONTENT TYPE	SHORT DESCRIPTION	REACH/ IMPRESSIONS #	POST ENGAGEMENT #	LIKES #	COMM. #	SHARES #
10-2025	LinkedIn	INFO/RAC	22.10.2025	Link	Repost	INFO/RAC reposting PAP/RAC's 2030 news headline video					
10-2025	LinkedIn	SPA/RAC	21.10.2025	Link	Repost	SPA/RAC reposting PAP/RAC's 2030 news headline video					
10-2025	LinkedIn	CLIC RECYCLE	21.10.2025	Link	Repost	CLIC RECYCLE reposting PAP/RAC's 2030 news headline video					
10-2025	LinkedIn	INFO/RAC	20.10.2025	Link	Repost	INFO/RAC reposting PAP/RAC's post on the storymap - Cyprus			4		1
10-2025	LinkedIn	INFO/RAC	10.10.2025	Link	Repost	INFO/RAC reposting PAP/RAC's video with interviews from CD main event					
10-2025	LinkedIn	INFO/RAC	8.10.2025	Link	Repost	INFO/RAC reposting PAP/RAC's storymap video					
10-2025	LinkedIn	INFO/RAC	2.10.2025	Link	Repost	INFO/RAC reposting PAP/RAC's vox pop video					
10-2025	LinkedIn	ALGUNO	28.9.2025	Link	Repost	ALGUNO reposting PAP/RAC's storymap announcement			2		1
10-2025	LinkedIn	INFO/RAC	26.9.2025	Link	Repost	INFO/RAC reposting PAP/RAC's storymap announcement					
10-2025	LinkedIn	SPA/RAC	26.9.2025	Link	Repost	SPA/RAC reposting PAP/RAC's storymap announcement					
10-2025	LinkedIn	MedECC	26.9.2025	Link	Repost	MedECC reposting PAP/RAC's storymap announcement			14	1	1
10-2025	LinkedIn	CLIC RECYCLE	26.9.2025	Link	Repost	CLIC RECYCLE reposting PAP/RAC's storymap announcement			4		1
09-2025	LinkedIn	SPA/RAC	25.9.2025	Link	Repost	SPA/RAC reposting PAP/RAC's video with the SPA/RAC Director					
09-2025	LinkedIn	SPA/RAC	25.9.2025	Link	Repost	SPA/RAC reposting PAP/RAC's video from Tunis - main CD event					
09-2025	LinkedIn	WWF Mediterranean	25.9.2025	Link	Repost	WWF MED reposting PAP/RAC's CD announcement on 25 September					
09-2025	LinkedIn	IUCN Med	25.9.2025	Link	Repost	IUCN MED reposting PAP/RAC's CD announcement on 25 September			11		
09-2025	LinkedIn	MEDSEA	25.9.2025	Link	Repost	MEDSEA reposting IUCN MED's CD announcement on 25 September					
09-2025	Youtube	INFO/RAC	23.9.2025	Link	Video	INFO/RAC's CD video					
09-2025	Instagram	Wetland based solutions	26.9.2025	Link	Post	Marking CD & the need to restore wetlands					
09-2025	Facebook	Prva Privatna Gimnazija Varaždin	26.9.2025	Link	Post	Marking CD with a Coast day event for schoolkids			8		

II. WEBSITES

MONTH - YEAR	WEBSITE	PUBLICATION DATE	URL	CONTENT TYPE	SHORT DESCRIPTION
09-2025	MedWaves	25.9.2025	Link	Article	Celebrating Mediterranean Coast Day: Meet the Switchers making a dignified impact
09-2025	IW Learn / GEF	26.9.2025	Link	Article	Mediterranean Coast Day 2025: inspiring impact through institutions and citizens
10-2025	IW Learn / GEF	30.10.2025	Link	Article	Inspiring Impact: Mediterranean Institutions for Coastal Resilience - CD event in Tunisia
09-2025	UNEP/GEF	25.9.2025	Link	Article	Mediterranean Coast Day 2025: inspiring impact through institutions and citizen
10-2025	PAP/RAC	1.10.2025	Link	Article	Mediterranean Coast Day 2025: Wrap up
07-2025	PAP/RAC	21.7.2025	Link	Article	Coast Day 2025 editorial
09-2025	PAP/RAC	25.9.2025	Link	Article	Coast Day 2025 theme & celebration in Tunisia
09-2025	PAP/RAC	25.9.2025	Link	Article	CD 2025 report from Tunisia
09-2025	MedECC	25.9.2025	Link	Article	Mediterranean Coast Day 2025: a call to action for coastal resilience
07-2025	INFO/RAC	16.7.2025	Link	Article	Coast Day announcement
09-2025	INFO/RAC	1.9.2025	Link	Article	Coast Day announcement
09/2025	Prva privatna gimnazija Varaždin	26.9.2025	Link	Article	Marking CD with a Coast day event for schoolkids

III. MEDIA

MONTH - YEAR	WEBSITE (partner and/or Coast Day website)	PUBLICATION DATE	URL	CONTENT TYPE	SHORT DESCRIPTION	
09-2025	EFE:VERDE	25.9.2025	Link	Article	Coasts won't become resilient on their own (media advisory)	
09-2025	MedGreenJournalism	23.9.2025	Link	Article	Coasts won't become resilient on their own (media advisory)	
09-2025	Agence Tunis Afrique Presse	25.9.2025	Link	Article	Media coverage of the CD celebration in Tunis	
09-2025	Jawhara FM	29.9.2025	Link	Article	Media coverage of the CD celebration in Tunis	
09-2025	Nessma TV Environment	25.9.2025	Link	Article	Media coverage of the CD celebration in Tunis	
09-2025	RTCI	25.9.2025	Link	Article	Media coverage of the CD celebration in Tunis	
09-2025	Television tunisienne	27.9.2025	Link	Video	Media coverage of the CD celebration in Tunis	
09-2025	Radio Tunisie Culture	25.9.2025	Link	Post	Media coverage of the CD celebration in Tunis	
09-2025	TV Watania	25.9.2025	Link	Video	Media coverage of the CD celebration in Tunis	

The Priority Actions Programme/Regional Activity Centre (PAP/RAC) is part of the **United Nations Environment Programme/Mediterranean Action Plan (UNEP/MAP)** – a regional cooperation framework established in 1975 to support cooperation among Mediterranean countries under the Barcelona Convention and its Protocols.

Established in 1977 and hosted in Split, Croatia, **PAP/RAC** supports Mediterranean countries in integrated coastal zone management (ICZM), marine spatial planning (MSP) and climate action. The Centre is specifically mandated under the Protocol on Integrated Coastal Zone Management in the Mediterranean (ICZM Protocol) to assist Contracting Parties in implementing it, supporting regional cooperation, knowledge exchange, and coordinated action across the region.

Working closely with **National Focal Points** formally appointed by the 21 Mediterranean countries and the European Union, Contracting Parties to the Barcelona Convention, PAP/RAC contributes to coordinated regional action towards healthy, resilient and sustainably managed coastal and marine areas across the Mediterranean.

Priority Actions Programme/Regional Activity Centre (PAP/RAC)

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Athens - COORDINATING UNIT

UNEP/MAP Secretariat

PNUE/PAM Secrétariat

أمانة برنامج الأمم المتحدة للبيئة
/ خطة عمل البحر الأبيض المتوسط

Athens - MED POL

Pollution assessment & control

Évaluation & maîtrise de la pollution

تقييم التلوث ومكافحته

Valetta - REMPEC

Marine pollution from ships

Pollution marine provenant des navires

التلوث البحري من السفن

Split - PAP/RAC

Coastal management

Gestion côtière

إدارة السواحل

Marseilles - PLAN BLEU/RAC

Environment & development

Environnement & développement

البيئة والتنمية

Tunis - SPA/RAC

Marine biodiversity

Biodiversité marine

التنوع البيولوجي البحري

Barcelona - SCP/RAC: MedWaves

Sustainable consumption & production

Consommation & production durables

الاستهلاك والإنتاج المستدامان

Rome - INFO/RAC

Information & communication

المعلومات والاتصالات

Istanbul - CC/RAC

Climate change

Changement climatique

تغير المناخ



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