

SUSTAINABLE MEDITERRANEAN

MEDITERRANEE DURABLE • ΒΙΩΣΙΜΗ ΜΕΣΟΓΕΙΟΣ • MEDITERRANEO SOSTENIBILE المتوسطة المستدامة



Sustainable Production & Consumption with links to the marine and coastal environment

...

Production et consommation durables en lien avec les activités marines et côtières

Photograph: © Thomais Vlachogianni



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EDITORIAL

This issue of Sustainable Mediterranean is dedicated to “Sustainable Production & Consumption (SPC)” with a special focus on links to the marine and coastal environment. The promotion of environmentally and socially sustainable production patterns is a critical pathway of the green growth paradigm but so is the encouragement of sustainable consumption habits and demand-side management.

This issue is a contribution to MIO-ECSDE’s efforts to promote Sustainable Consumption and Production mostly within the framework of Education for Sustainable Development (ESD) and it is directly linked and/or is a follow up to the «YouthXChange in the Mediterranean: A project to challenge our consumption behaviours and inspire responsible consumer choices». It is also directly linked to the overall framework of the Rio+20 process, within the theme «Green Economy - Sustainable Consumption and Production in the context of sustainable development & poverty eradication». It complements/promotes the «Sustainable Events in the Mediterranean» initiative, within which MIO-ECSDE, in cooperation with CP/RAC, has developed a web-based toolkit.

The Switch-Med program is also presented in this issue, as well as two relevant Horizon 2020 CB/MEP events carried out in the first quarter of 2012: the regional workshop on “Best environmental practices in olive mill waste management and new technologies” (19-21 March, Athens), and the national workshop on “Clean Technologies: Application to the food processing industry” (24-25 April 2012, Sarajevo).

The rest of the issue is dedicated to the activities of the MIO-ECSDE member NGOs that participated in the 2011 MEDITERRANEAN ACTION DAY which was entitled “Sustainable Production & Consumption» ideally with links to the marine and coastal environment”. This section is but a small tribute to the efforts of these NGOs and their capability and creativity in taking a small amount of seed money and organising events with a significant impact.

The MEDITERRANEAN ACTION DAY is an annual initiative of MIO-ECSDE, funded in part by the European Commission (through its annual activity funding of MIO-ECSDE), for its member organisations. It is a joint, small to medium-scale action conducted in many Mediterranean countries during the last four months of the year. The objective of the activity is to give the opportunity to the MIO-ECSDE member organisations to take action in the field, locally or nationally and be more visible to their target populations while tackling a “hot” environmental issue of their municipality, region or country.

The seven (7) Med Action Day events for 2011 took place in six different countries (FYROM, Italy, Jordan, Lebanon, Morocco, Tunisia), by seven Member NGOs of MIO-ECSDE.

Cette publication de la “Méditerranée Durable” (Sustainable Mediterranean) est consacrée aux «Production et consommation durables» avec un accent particulier mis sur leurs liens avec l’environnement marin et côtier. La promotion de modes de production écologiquement et socialement durables et des habitudes de consommation durables ainsi que la maîtrise de la demande sont critiques pour le paradigme de la croissance verte.

En outre, cette publication est une contribution aux efforts du MIO-ECSDE pour promouvoir la consommation et la production durables notamment dans le cadre de l’Education pour un Développement Durable (EDD) et elle est directement liée et/ou est une continuité du projet «YouthXChange en Méditerranée: Un projet pour remettre en question nos comportements de consommation et inspirer les choix de consommation responsables». Aussi, la publication est directement liée au cadre global du processus de Rio +20, au sein du thème «L’économie Verte – La consommation et la production durables dans le cadre du développement durable et de l’éradication de la pauvreté». En plus, elle complète/favorise l’initiative «Événements éco-responsables en Méditerranée», dans le cadre de laquelle, le MIO-ECSDE en coopération avec le CAR/PP, a développé une boîte à outils, accessible sur Internet.

Le programme Switch-Med est également présenté dans cette publication, ainsi que deux activités d’Horizon 2020 CB/MEP qui ont eu lieu durant le premier trimestre de 2012: l’atelier régional sur les “Meilleures pratiques environnementales dans la gestion des déchets des moulins d’olive et nouvelles technologies” (19-21 Mars, Athènes), et l’atelier national sur les «Technologies Propres: Application dans l’industrie agro-alimentaire» (24-25 Avril 2012, Sarajevo).

Le reste de la publication est dédié aux activités des ONG membres du MIO-ECSDE qui ont participé à la journée «MEDITERRANEAN ACTION DAY» de 2011 qui a été intitulée «Production et Consommation durables, en premier lieu pour l’environnement marin et côtier». Cette section rend modestement hommage aux efforts de ces ONG, leur capacité et leur créativité pour avoir organisé des activités ayant un impact significatif à partir de petits financements.

La « MEDITERRANEAN ACTION DAY 2011 » est une initiative annuelle de MIO-ECSDE destinée à ses organisations membres et financée en partie par la Commission européenne (à travers son financement annuel des activités du MIO-ECSDE). Il s’agit d’une action conjointe de petite à moyenne échelle menée dans de nombreux pays méditerranéens au cours du troisième trimestre de l’année. L’objectif de l’activité est de donner la possibilité aux organisations membres du MIO-ECSDE d’agir à un niveau local ou national et d’être plus visibles tout en abordant un sérieux problème environnemental dans leur municipalité, région ou pays.

Les sept (7) activités du Med Action Day pour 2011 ont eu lieu dans six pays différents (ARYM, Italie, Jordanie, Liban, Maroc, Tunisie) et ont été réalisées par sept ONG- membres du MIO-ECSDE.

ORGANIZING GREENER EVENTS IN THE MEDITERRANEAN

An initiative on how to organize greener events in the Mediterranean in line with sustainability principles has been quite recently launched by UNEP/MAP's Regional Activity Centre for Cleaner Production (CP/RAC) and MIO-ECSDE. The initiative aims to promote the concept of sustainability in events' management, to enhance a cross-border cooperation to reduce energy consumption, carbon & water footprints and increase the use of renewable energy sources for organising events in the Mediterranean and to raise awareness on the "Life Cycle" thinking.

A web-based tool has therefore been developed, which provides a useful selection of means, resources and examples to help make all types of meetings (from small workshops to large scale international conferences) more sustainable (<http://www.sustainableeventstoolkit.net>). More specifically, the toolkit consists of a step-by-step checklist, which takes the user through the key elements of organizing an event, and includes examples of sustainable events, as well as a selection of sustainable events guidance and standards and an interactive map to find sustainable suppliers in the region. The toolkit is expected to be elaborated and enriched in the next coming months.

A very successful launching event/workshop was co-organized on 14 December 2011 by MIO-ECSDE and CP/RAC in Athens, mainly with the support of the EU funded Horizon 2020 CB/MEP project, to introduce participants to the 'Life Cycle' approach in relation to events management.

The workshop targeted 42 relevant staff members from 12 Mediterranean countries (Algeria, Croatia, Cyprus, France, Greece, Italy, Jordan, Lebanon, Spain, Syria, Tunisia, Turkey) from inter- and non-governmental organizations, private enterprises (travel agencies, hotels, event organizers) and even some public institutions.

Summing up the essence of the workshop, Prof. Scoullou, Horizon 2020 CB/MEP Team Leader, said: "The main message and achievement of this workshop is that all participants are now considering the factor of sustainability when planning events. However, it is not easy, especially when you want to address issues in depth. Although you can no longer do 'business as usual' in events planning, greening needs to follow a case-by-case approach."

The Sustainable Events Initiative is supported not only by the EU-funded Horizon 2020 CB/MEP, but also by the GEF funded Strategic Partnership for the Mediterranean Sea Large Marine Ecosystem (MedPartnership).

This initiative comes as a direct follow-up of the Memorandum of Understanding signed by MIO-ECSDE and CP/RAC in late 2011, recognizing the need to foster cooperation, strengthen mutual support and enhance synergies to maximize the impact of activities to promote the shift to sustainable patterns of consumption and production towards the de-pollution and/or sustainable development in the Mediterranean region.



Group photo from the workshop on "Organizing Greener Events in the Mediterranean",
14 December 2011

SWITCH-MED PROGRAM: SWITCHING TO MORE SUSTAINABLE CONSUMPTION AND PRODUCTION IN THE MEDITERRANEAN

by Enrique de Villamore, CP/RAC

2012 marks the year of the launch of the EC funded SWITCH-Med program to assist the 9 ENPI South target countries of the southern Mediterranean (Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, occupied Palestinian territory, (Syria) and Tunisia) to develop and implement policies to SWITCH to sustainable patterns of consumption and production through the promotion of SCP principles among consumers, small and medium-sized enterprises and Mediterranean policy-makers.

SWITCH Med is envisaged as a multi-component programme, with a total budget of between 15 to 20 million EUR including contribution by implementing agencies, involving actors presently playing a key role in the area of SCP in the Mediterranean region.

The policy component of SWITCH Med (with both regional activities as well as direct country level assistance in the design and implementation of SCP action plans) will be launched first and will build on the framework of the Barcelona Convention, with UNEP/MAP as the lead agency and the regional activity centre CP/RAC as the key implementing body for MAP. SWITCH MED is to be implemented making best use of the complementarities in

the institutional governance and networking structure of UNEP/MAP (which include SCP and Green economy mandates through the Mediterranean Strategy for Sustainable Development (MSSD) of the Mediterranean Commission for Sustainable Development (MCSD) and UNEP/DTIE with its technical mandate on SCP globally and its long standing experience of setting up and implementing the SWITCH Asia programme.

The other two components of SWITCH Med to be launched in the near future include (i) demonstration activities to scale up the UNIDO MED TEST methodology; to promote green entrepreneurship and empower civil society as key SCP drivers; and to implement priorities identified by legally binding measures under the Protocols of the Barcelona Convention and by the SCP NAPs; and (ii) a networking function to allow for exchange, lessons learnt and further scaling up of SCP activities in the region.

The main expected results of SWITCH Med include: leap-frogging to socially inclusive Green Economies preserving the environment; integrating the natural capital and the environment in the core business of Mediterranean companies; creating a critical mass of citizens for SCP.

Photograph: © Thomas Vlachogianni



UNIDO MED TEST Case Study in Tunisia (textile sector)

HORIZON 2020 TRAININGS TACKLING SUSTAINABLE CONSUMPTION AND PRODUCTION ISSUES IN THE MEDITERRANEAN

One of the most challenging issues when promoting Sustainable Development is the shift toward Sustainable Consumption and Production (SCP). This challenge has been at the core of two regional workshops held in the first quarter of 2012 within the framework of the Horizon 2020 capacity building programme:

Regional workshop on “Best environmental practices in olive mill waste management and new technologies” (Athens, 19-21 March 2012)

As a world leader of olive cultivation and oil production, the Mediterranean has achieved substantial progress towards minimizing the negative environmental impacts of this sector. The overarching aim of this workshop was to showcase best environmental practices in olive mill waste management and related new technologies, while reaffirming the magnitude of the environmental pressure imposed by this activity in the region.

Focusing on specific challenges for effective management of olive mill solid waste and wastewater, this ambitious capacity building activity was of an intermediate level targeting decision makers in relevant ministries involved in olive mill waste regulation and management, as well as representatives from the civil society sector, including university, research institutes and co-operatives’ staff involved in related fields of olive mill waste management and valorisation. Forty five participants from Albania, Algeria, Croatia, Israel, Jordan, Lebanon, Morocco, occupied Palestinian territory, Tunisia and Turkey benefited from the workshop.

Deeper understanding of the environmental impacts resulting from uncontrolled disposal of olive processing wastes, to sharpening the awareness of coherent legal and institutional frameworks and guidelines regulating the management of olive mill wastes as well as of innovative research and applied solutions in the sector, were among the workshop’s aims. The workshop also covered relevant EU frameworks and best practices as well as the status in olive producing non-EU Mediterranean coun-

tries. Furthermore, participants gained deeper insight of olive mill waste marketing opportunities and challenges. Participants’ presentations and experiences on all of the aforementioned were particularly enlightening.

The workshop was organized by the University of Athens with the support of the Regional Activity Centre for Cleaner Production of the Mediterranean Action Plan (CP/RAC).

National workshop on “Clean Technologies: Application to the food processing industry” (Sarajevo, 24-25 April 2012).

The workshop introduced participants to Clean Technology (CT) as an opportunity for food processing industries, enterprises and institutions to improve performance, productivity or efficiency while reducing costs, raw materials, energy consumption and waste. This national capacity building activity is of an introductory/intermediate level and is targeted to professionals interested in supporting CT development in the food processing sector, and particularly those involved in energy, water, waste and clean processes, materials and products. The seminar targeted representatives of various governance bodies responsible for Environment, Energy, Agriculture, etc., Members of Chambers of Commerce, Industries, SMEs and NGOs willing to apply Clean Technology.

Promoting cleaner, climate friendly technologies and improving environmental management practices were among the main goals of the workshop. Participants acquired information on the advantages of CT and on new technological opportunities in the food processing and slaughterhouse sectors to reduce the environmental impact of productive activities, including reducing energy and raw materials. Furthermore, they had the opportunity to learn about best practices in the field, learn from experiences within the country and furthermore, network organizations active in the field of CT.

The seminar was organised by the Regional Activity Centre for Cleaner Production of the Mediterranean Action Plan (UNEP/MAP CP/RAC).

CONSOMMATION PROPRE POUR L'ENVIRONNEMENT MARIN ET CÔTIER



Organising NGO: ADPE

Country: Tunisia

Contact: adpe@hexabyte.tn

Dans le cadre de la journée MAD 2011, l'Association de Développement et de Protection de l'Environnement a organisé le 13 Novembre une activité sur la «Consommation propre pour l'environnement marin et côtier» dont l'objectif a été de sensibiliser la population de La Marsa vers un comportement de consommation propre. La municipalité de la Marsa se situe à 18 kilomètres au nord-est de Tunis et elle s'étend entre la colline de Sidi Bou Saïd et la falaise de Cap Gammarth.

Visant à défier le comportement de consommation et à inspirer des choix responsables sur la consommation, les participants se sont rassemblés à Marsa. Un carré sur la plage a été choisi et les déchets de la plage ont été collectés et triés, avec l'intention de définir un consommateur irresponsable (rejet des déchets sur la plage: papier, plastique, verre, lame, couteau, etc.) par rapport à un consommateur responsable (ramassage des déchets et leur dépôt dans les poubelles de plage). Cinquante jeunes de 14 - 15 ans, Scouts et de la Maison des jeunes de La Marsa ont participé à cette activité.

Les activités au sein de la MAD 2011 ont inclus:

- La création des affiches «marcher sur le sable propre, quel plaisir!» qui ont été placées à l'entrée de la plage.
- La création des brochures portant des caricatures sur plusieurs thèmes relatifs à la préservation de la plage et de la mer ont été distribuées à l'occasion de la journée «plage propre» avec la collaboration de la Maison des jeunes (problèmes des déchets, des sachets plastiques, risques de mortalité pour les tortues de mer, etc.).
- La sensibilisation des citoyens par les Eco - gardes (scouts) vers un comportement de consommation civi-



Action "plage propre" avec les jeunes scouts/éco-gardes "Marcher sur du sable propre, quel plaisir!", affiche

- L'organisation d'un débat sur la plage, concernant questions environnementales de la Méditerranée, la mer qui est presque fermée, les étendues de plages très sollicitées, la pression urbaine et la densité des populations côtières, les rejets telluriques et urbains de la Méditerranée, la faune, la flore, etc.
- Une présentation d'une proposition d'un aménagement paysager de l'esplanade balnéaire (espaces verts et palmier côtiers) a été faite, y compris la fixation des dunes de sable, l'embellissement, la qualité de vie, la sauvegarde durable de la plage, etc.

Telles activités sont directement liées au cadre global du processus Rio+20, dans «l'économie verte thématique - consommation et production soutenables dans le contexte du développement et de l'extirpation soutenables de la pauvreté ». La sensibilisation des jeunes vise à la préparation du citoyen de demain afin d'avoir un comportement responsable concernant la consommation propre et la protection de l'environnement.



Action plage propre avec les jeunes

CAMPAGNE NATIONALE DE SENSIBILISATION POUR LA PROTECTION DES ANIMAUX RARES ET MENACES D'EXTINCTION



Organising NGO: *Association nationale de développement durable et de la conservation de la vie sauvage*

Country: Tunisia

Contact: gharbi.alino@yahoo.fr

Au sein de la MAD 2011, l'Association Nationale de Développement Durable et de la Conservation de la Vie Sauvage (ANDDCVS) a organisé une campagne Nationale pour la sensibilisation du grand public (autorités Administratives compétentes, société civile, écoliers, enseignants, chasseurs, automobilistes, commerçant, polices, garde nationale, douaniers, agriculteurs) concernant **la protection des espèces de faune rares** et la lutte contre le braconnage. Cette manifestation a eu lieu le 29 Juin 2011 au Club Abdallah Farhat de Tir sis à Rades et aux stations de péages des autoroutes avec l'appui moral et financier du MIO-ECSDE, du Ministère de l'Agriculture et de l'Environnement représenté par la Direction Générale des Forêts et la Direction Générale de l'Environnement et de la Qualité de la Vie et de la Fédération Nationale des Associations des Chasseurs et des Associations de Chasses Spécialisées (FNACACS).

Cent vingt élèves provenant des écoles du ministère de l'Éducation Nationale et d'autres faisant partie des gouvernorats du grand Tunis (Tunis, Ariana, Manouba et Ben Arous) avec leurs parents, des enseignants et des chasseurs y ont participé. L'activité est organisée dans le cadre des objectifs relatifs au développement durable de la vie sauvage en général et de la protection de la biodiversité en particulier, et par suite du braconnage intensif de certaines espèces de faune rares et menacées d'extinction

telles-que: les chardonnerets, verdiers, tortues de terre, caméléon, rapaces, fennec, gondi, varan de désert, espèces menacées par chasse excessive ou capture de la part des braconniers.

Des intervenants scientifiques, techniques et associatives ont participé à l'activité, y compris M. Gharbi Ali – président de ANDDCVS, M. Habib Abid - directeur de la conservation des forêts à la Direction Générale des forêts du Ministère de l'Agriculture et de l'Environnement, M. Nabil Hamada - Directeur de l'environnement à la Direction Générale de l'Environnement et de la Qualité de la Vie au Ministère de l'Agriculture et de l'Environnement et plusieurs animateurs. Les discussions et les présentations qui ont été réalisées concernaient l'écosystème forestier, la biodiversité et la conservation de la faune et la flore menacée.

L'activité a inclus: la création des affiches et des T-shirts et casquettes avec les espèces les plus menacés. Des livres du Ministère de l'Agriculture et de l'Environnement intitulés «les parcs nationaux en Tunisie» ont été distribués, ainsi que des dépliants «Ensemble pour une école ami avec l'environnement».

En plus, d'autres activités culturelles ont été organisées pour les élèves qui ont participé à un atelier avec des activités artistiques de dessin, colorage et maquillage facial, une pièce de théâtre etc.

Totalement, cette action dans le cadre de la journée MAD a principalement réussi à informer et sensibiliser le grand public en matière de la conservation et la protection de ces espèces animales.



La manifestation d' ANDDCVS

THINK GREEN



Organising NGO: BIOSFERA
Country: Former Yugoslav Republic of Macedonia
Contact: biosfera@t-home.mk

BIOSFERA, one of the “youngest” members of MIO-ECSDE, implemented successfully its activities within the MAD 2011 framework, demonstrating exceptional ardency and commitment to push the borders of thinking at local and national level, and provoke/promote the necessary actions, towards protecting the Mediterranean large marine ecosystem.

The implemented activities were divided into three main lines of action (social media campaign, media campaign, and awareness raising activities), which complemented each other and ensured synergies in terms of media coverage and public participation. The main aim of these activities was to raise awareness on the importance and value of the Mediterranean Sea and coasts, and encourage people to commit themselves towards their protection through various types of actions. The main target groups were high school students, the media and the wider public.

Some of the highlights of BIOSFERA’s MAD 2011 activities included:

- The creation and regular updating of a social channel profile (facebook) with the aim to reach out as wide a target as possible and disseminate the overarching message of the campaign: “Good will and awareness is the key for the protection of the Mediterranean Ecosystem”. Along with the facebook profile, a set of e-mails was sent out targeting different stakeholders and decision makers all over the country.
- A music video entitled “Reborn Planet” composed by Stefan “Psy”. The video aimed to inspire the audiences and motivate them to rethink and change their lifestyles.

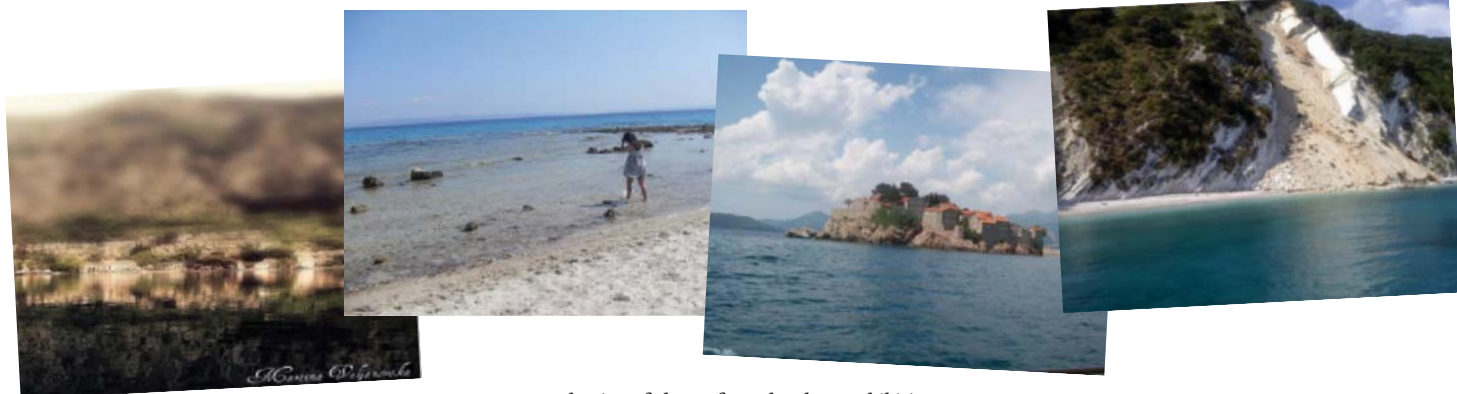
(http://www.dailymotion.com/video/xmuitq_stefan-psy-reborn-planet_music?start=7#from=embed)

- Promotion of BIOSFERA’s MAD 2011 activities through the University Radio Station UKLO FNM, which supported all project activities. Two BIOS-



FERA members were guests at a special edition of the Radio show “The Third Planet” and they had the opportunity to inform the public on the “think green” campaign and its corresponding activities.

- The organization of a poetry event in the premises of the National institution University Library “St. Kliment Ohridski”. More than fifty poems were submitted and special prizes and certificates were awarded.
- The organization of a thematic exhibition of books and photos, in cooperation with the National institution University Library “St. Kliment Ohridski” at the Library’s premises, which aimed at passing the message of the MAD activities onto visitors. At a special ceremony winning prizes were given to the best authors and photographers.
- The organization of a round table with emphasis on influencing sustainable consumption patterns, held at the “Millennium” hotel in Bitola, with the participation of NGOs, local authorities, high school students and teachers from Bitola. The main conclusions underlined the need for more discussions with the wider public, ways to motivate the Youth in order to engage them in such activities, as well as the involvement of local authorities in similar activities.
- The development and wide dissemination of leaflets with the support of BIOSFERA’s volunteers. The leaflets were distributed before each MAD 2011 event, in several places including the well known pedestrian street “Shirok Sokak”. Furthermore, one thousand leaflets were distributed in ten high schools, in activities which involved more than two thousands students.



A selection of photos from the photo exhibition

LA CONSOMMATION DURABLE ET SES EFFETS SUR LE LITTORAL ET L'ENVIRONNEMENT MARIN



Organising NGO: CMED & SPANA

Country: Morocco

Contact: cmep2000@yahoo.fr

Dans le cadre de Med Action Day 2011, le Club Marocain pour l'Environnement et le Développement (Section Ouezzane) a organisé une activité environnementale sur le thème de La consommation durable et ses effets sur le littoral et l'environnement marin, en collaboration avec la Délégation Régionale du Ministère de la Jeunesse et du Sport, le Conseil municipal d'Ouezzane et le bureau national du CMED.

Environ 160 personnes de différentes catégories sociales et organismes/associations ont participé aux activités de la journée, parmi eux la Délégation provinciale du Ministère de la Jeunesse et du Sport et le Conseil municipal d'Ouezzane, ONG locales et de la région d'Ouezzane, élus communaux d'Ouezzane, Associations féminines, Large public de jeunes scolaire et étudiants, membres du bureau national du CMED - Rabat, membres du CMED- Section d'Ouezzane.

L'activité a inclus une projection d'un film documentaire (la consommation durable et ses effets sur les eaux), des interventions scientifiques sur le thème de la journée, concours d'expression artistique sollicitant l'inspiration et la créativité des élèves, (poésie et dessin) sur l'importance de la consommation responsable dans la protection de l'environnement littoral et marin.

Les objectifs étaient les suivants:

- Célébrer Med Action Day 2011 sous le thème choisi pour cette année : la consommation durable et ses effets sur le littoral et l'environnement marin;
- Montrer l'importance du littoral méditerranéen dans les domaines de l'environnement, l'économie et la fonction sociale;
- Discuter le rapport entre les modes de consommation et l'état de l'environnement littoral et marin au Maroc;
- Encourager l'expression créative visant une meilleure prise de conscience du rapport entre les modes de consommation et l'environnement littoral et marin;
- Inciter les élèves à s'exprimer, par des productions artistiques, sur des questions environnementales favorisant en priorité la sensibilisation aux modes de la consommation durable et leur importance dans la protection de l'environnement.

L'activité a commencé par la présentation d'un film sur la production du coton en Chine, sa consommation des ressources naturelles notamment les quantités d'eau, en plus de l'épuisement du sol à cause d'une utilisation excessive de pesticides et de produits chimiques.

Suite aux allocutions d'ouverture du Président du CMED (Section Ouezzane), du Président du Club Mar-



cain pour l'Environnement et le Développement, Madame le Délégué Provincial du Ministère de la Jeunesse et du Sport, Prof. Mohamed JAMAH EDDINE (Bureau National du CMED), a traité dans son exposé le thème suivant: **Éducation, communication et durabilité dans l'environnement littoral et ensuite**, Prof. Mohamed FTOUHI (Président de bureau national du CMED), a abordé dans son exposé la question des modes de consommation dans la pratique éducative au Maroc. L'intervention du Dr Ahmed CHERKAOUI (Centre Pédagogique Région Meknès) a abordé le sujet suivant : La production et la consommation et leurs effets sur la biodiversité dans des écosystèmes précaires: cas des écosystèmes oasisiens du palmier dattier a mis l'accent sur l'importance de la valorisation des savoir-faire culturels hérités, l'adaptation appropriée entre la modernisation des outils de production, de commercialisation et de consommation des dattes sans négliger les savoir-faire hérités pour une meilleure interaction en faveur de l'écosystème des oasis au Maroc, tout en considérant cet héritage comme une ressource d'une importance environnementale, économique et social susceptible de contribuer efficacement au développement local et national.

A la fin des interventions scientifiques, l'activité est passée à une nouvelle phase: la phase de l'expression créatrice qui a inclus les activités suivantes:

- une exposition de dessins et de peintures expressifs sur les valeurs environnementales souhaitables, produites par un groupe de jeunes, filles et garçons, issus d'établissements scolaires de la ville Ouezzane.
- la lecture de poèmes à propos de l'environnement et les contraintes subies à cause de son envahis-

sement par le béton, la pollution et de la consommation non responsable.

Enfin, suite aux interventions scientifiques et aux activités de l'expression créative, un débat général a porté sur un certain nombre de questions, notamment: l'importance de l'organisation de Med Acton Day et de son choix de thèmes ciblant la promotion de la prise de conscience quant aux modes de consommation et leur impact sur le système de sécurité de l'environnement littoral et marin dans l'espace méditerranéen, la nécessité urgente d'adopter une approche de gestion intégrée du littoral marocain, le long duquel se situent des villes exerçant sur ce littoral de fortes pressions par la variété de leurs activités dans les domaines de pêche,

d'industrie et du tourisme, la mise en relief du rôle de l'éducation, de l'école, de la communication et des médias dans la promotion des valeurs invitant à la modération, à l'équilibre et au non gaspillage des ressources naturelles, la nécessité de favoriser la complémentarité entre les activités scolaires et parascolaires, et entre le rôle des curricula et des techniques d'expression créative pour promouvoir une culture de la citoyenneté environnementale, l'importance du partenariat et de coopération entre la direction, les élus, les médias et les organisations de la société civile pour protéger l'environnement et réaliser un développement durable prenant en compte l'amélioration des revenus et des conditions de vie des citoyens et la protection des écosystèmes.



“TRADITIONAL FISHING AND CONSERVATION OF MARINE HABITATS AND CONSUMERS’ HEALTH”



Organising NGO: CIRCOLO FESTAAMBIENTE/ LEGAMBIENTE
Country: Italy
Contact: mediterraneo@festambiente.it

Within the framework of the Mediterranean Action Day 2011, the NGO CIRCOLO FESTAAMBIENTE/ LEGAMBIENTE organised a one-day activity entitled “Rediscovering local fish – Traditional Fishing and Conservation of Marine Habitats and consumers health”, in Grosseto-Tuscany, Italy, on the 28th November 2011.

The activity is part of a campaign for the protection of marine habitats, dunes and posidonia, initiated in September 2011 and expected to be continued within 2012. The main events organized within the MAD 2011 activity, included a guided visit to the dunes, presentation and distribution of the pamphlet “The Sentinels of the Sea”, a press conference and a meeting with the Federalberghi and Confcommercio (federations of restaurants, hotel and pensions, etc. of the Grosseto Province), that hopefully will lead to the signing of an agreement to cooperate towards the promotion of the campaign.



Circolo Festambiente Loc. Enali 58100 Rispeccia (Grosseto)
 Tel. 0564.48.77.11 - Fax. 0564.48.77.40 - www.festambiente.it

The main objectives of the MAD 2011 activity were:
 To raise awareness on the protection of marine biodiversity;
 – To promote local and seasonal fish consumption;
 – To protect the traditional fishing grounds and practices threatened by unsustainable fishing practices;

- To promote the establishment of a network aiming to raise awareness among restaurants, catering services, etc. on the sustainable consumption of fish.

The meeting with the students of the Institute “Alberghiero Leopoldo di Lorena” was organized by CIRCOLO FESTAAMBIENTE/ LEGAMBIENTE in collaboration with the National Civil Service. Volunteers from the National Civil Service developed a video to promote the campaign’s message targeted to consumers, encouraging the consumption of seasonal and local fish.

A leaflet was distributed in front of the biggest supermarket of Grosseto, highlighting that consumption patterns are related to political and lifestyle choices. This action was held in cooperation with the organization TerraMare working on environment and ecotourism issues, the National Civil Service, the Federalberghi and Confcommercio, the Centro Commerciale Clodia and Istituto Alberghiero Leopoldo di Lorena di Grosseto.

The launching and promotion of the campaign is expected to have an important impact on the conservation of marine resources. It is in synergy with another campaign scheduled to be launched within 2012 towards safeguarding the sea, entitled: “Guardiani del Mare-Sentinels of the Sea”.



“EDUCATING YOUTH GROUPS ON THE POTENTIAL IMPACTS OF PLASTICS ON MARINE RESOURCES”



Organising NGO: Jordan Society for Desertification Control and Badia Development
Country: Jordan
Contact: jsdc@index.com.jo

A one day workshop was organized in Amman on the 29th of December 2011, in order to raise public awareness on issues related to solid waste with emphasis on plastics reaching the coastal and marine environment in Aqaba.

Jordan's marine coastline is only 27 km long and forms the north eastern corner of the Gulf of Aqaba. It provides the only access to sea for Jordan and it is being used for shipping, fishing, and industrial activities that require large amounts of cooling water. Within this small stretch of land, lies also a growing tourist industry, which is located in an area that hosts a delicate marine ecosystem. The fringing reefs along the Jordanian coast are of extreme environmental importance. This reef system is considered the most diverse within the Northern Hemisphere with many endemic species. The coast of the Gulf of Aqaba is subjected to several sources of pollution due to the aforementioned activities.

Of particular importance is the impact from tourism activities, where marine litter, including plastic, poses a threat to the marine biodiversity. Solid waste is generat-

ed in public beaches and is dumped into the water by tourists and locals visiting the beach. Since the city of Aqaba was transformed into a Special Economic Zone (a free zone area) in 2000, many Jordanians have been visiting the area for recreational activities. This has brought an extra pressure onto the marine and coastal resources.

The MAD 2011 event organized by JSDCBD was an effort to promote the concepts of sustainable use of marine resources, prevention and recycling of waste as well as more sustainable patterns of consumption. It involved youth from the Hashemite University and a number of JSDCBD's members. Three representatives of media joined as participants and contributed effectively to the wide dissemination of the key messages. A combination of presentations and discussions took place and contributed to the achievement of the objectives of the workshop. These were the following:

- To raise awareness on the problem of using plastics and their impact on marine and coastal resources in Aqaba/Jordan;
- To protect marine and coastal resources from littering and destruction of corals, and maintain an environment of high aesthetic value;
- To highlight the role of youth as a means to reach out to the entire community (the idea and scope of this activity could be converted in the future into a full proposal);

Photograph: © Thomas Vlachogianni



Traditional fishing nets and fishing huts

- To contribute to the national efforts aiming at protecting the marine and coastal resources;
- To promote relevant concepts such as “Sustainable Production & Consumption” and “sustainable tourism” among the target groups;
- To strengthen the participation of youth in the protection, preservation and improvement of the environment;
- To discuss and promote the concept of “Education

for Sustainable Development” and provide tips on sustainable consumption behaviors and responsible consumer choices.

According to participants, the event “*provided new information on the importance of the conservation of the marine and coastal environment*”. Therefore, we believe that a major output of the workshop was improving the level of environmental awareness on marine environment issues among the selected youth groups”.



Bottom of the sea, Gulf of Aqaba



Photograph: © Thomais Vlachogianni

“YOUTH: THE ULTIMATE PLAYER IN SUSTAINABLE PRODUCTION AND CONSUMPTION”



Organising NGO: Makhzoumi Foundation
Country: Lebanon
Contact: s.namani@makhzoumi-foundation.org

The MAD 2011 activity organized by the Makhzoumi Foundation was a follow-up to the “YouthXChange (YXC) in the Mediterranean”, a project to challenge our consumption behaviours and inspire responsible consumer choices. The “YouthXChange in the Mediterranean” initiative targets a mixed audience of youth, trainers, teachers, as well as media and local authorities.

In Lebanon the initiative was launched in November 2010, jointly by MIO-ECSDE and the Makhzoumi Foundation. Within this activity participants were introduced to the YXC kit that offers youth simple tips in an appealing way on sustainable consumption behaviors and responsible consumer choices. The kit was recently adapted to the realities of the Mediterranean Arab countries and was published in Arabic.

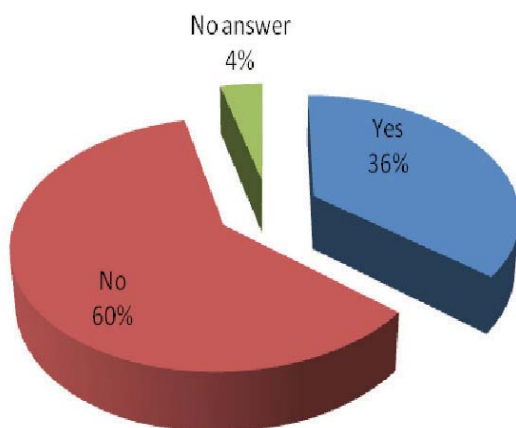
As a follow-up the Makhzoumi Foundation within MAD 2011 carried out the following activities:

- A study targeting 406 youth from different areas of the country (Beirut, Shiyah, Tripoli and Baal-

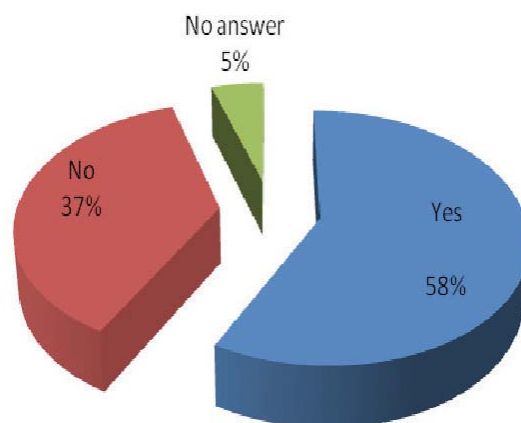
beck) in order to assess their consumption behaviour. The results of the study revealed that considerable progress has been made in terms of sustainable consumption choices and environmental awareness, however awareness should be enhanced for recycling and sustainable use of resources, such as water, energy, etc.

- The development of a documentary film, which used the outcomes of the survey for the introductory part. The film presented some useful conclusions and recommendations based on the structure of the aforementioned YXC kit. A hundred copies of this film were produced and distributed to all participants who attended the YXC workshop in 2010 as well as to several other stakeholders.
- The organization of a workshop targeted to different stakeholders from ministries, schools, universities, scouts. The workshop was held at the premises of the Makhzoumi Foundation, on the 19th of December 2011 and a brief overview of the study results was presented. A brainstorming session followed on ways to reach out to broader audiences and contribute effectively to the promotion of more sustainable consumption patterns related to marine resources.

Indicative questions included in the study



Do you buy things that have been reused or recycled?



Do you buy seasonal or organic food?



MIO-ECSDE Profile

The Mediterranean Information Office for Environment, Culture and Sustainable Development, is a Federation of Mediterranean Non-Governmental Organizations (NGOs) for the Environment and Development. MIO-ECSDE acts as a technical and political platform for the intervention of NGOs in the Mediterranean scene. In cooperation with Governments, International Organizations and other socio-economic partners, MIO-ECSDE plays an active role for the protection of the environment and the sustainable development of the Mediterranean Region.

Background

MIO-ECSDE became a federation of Mediterranean NGOs in March 1996. Its roots go back to the early 80s, when the expanding Mediterranean membership of the European Community encouraged the European Environmental Bureau (EEB) to form its Mediterranean Committee supported by Elliniki Etairia (The Hellenic Society for the Protection of the Environment and the Cultural Heritage). The Mediterranean Information Office (MIO) was established in 1990 as a network of NGOs, under a joint project of EEB and Elliniki Etairia and in close collaboration with the Arab Network of Environment and Development (RAED). The continuous expansion of MIO-ECSDE's Mediterranean NGO network and the increasing request for their representation in Mediterranean and International Fora, led to the transformation of MIO-ECSDE to its current NGO Federation status. Today it has a membership of 121 NGOs from 26 Mediterranean countries.

Our Mission

Our mission is to protect the Natural Environment (flora and fauna, biotopes, forests, coasts, natural resources, climate) and the Cultural Heritage (archaeological monuments, and traditional settlements, cities, etc.) of the Mediterranean Region. The ultimate goal of MIO-ECSDE is to promote Sustainable Development in a peaceful Mediterranean.

Major tools and methods

Major tools and methods used by MIO-ECSDE in order to achieve its objectives are the following:

- Promotion of the understanding and collaboration among the people of the Mediterranean, especially through their NGOs, between NGOs and Governments, Parliaments, Local Authorities, International Organizations and socio-economic actors of the Mediterranean Region.
- Assistance for the establishment, strengthening, co-operation and co-ordination of Mediterranean NGOs and facilitation of their efforts by ensuring the flow of information among relevant bodies.
- Promotion of education, research and study on Mediterranean issues, by facilitating collaboration between NGOs and Scientific and Academic Institutions.
- Raising of public awareness on crucial Mediterranean environmental issues, through campaigns, publications, exhibitions, public presentations, etc.

Contact Information

POSTAL ADDRESS: 12, Kyrristou str. • 10556 Athens, Greece

T: +30210 3247267, 3247490 • F: +30210 3317127

E: info@mio-ecsde.org • W: www.mio-ecsde.org