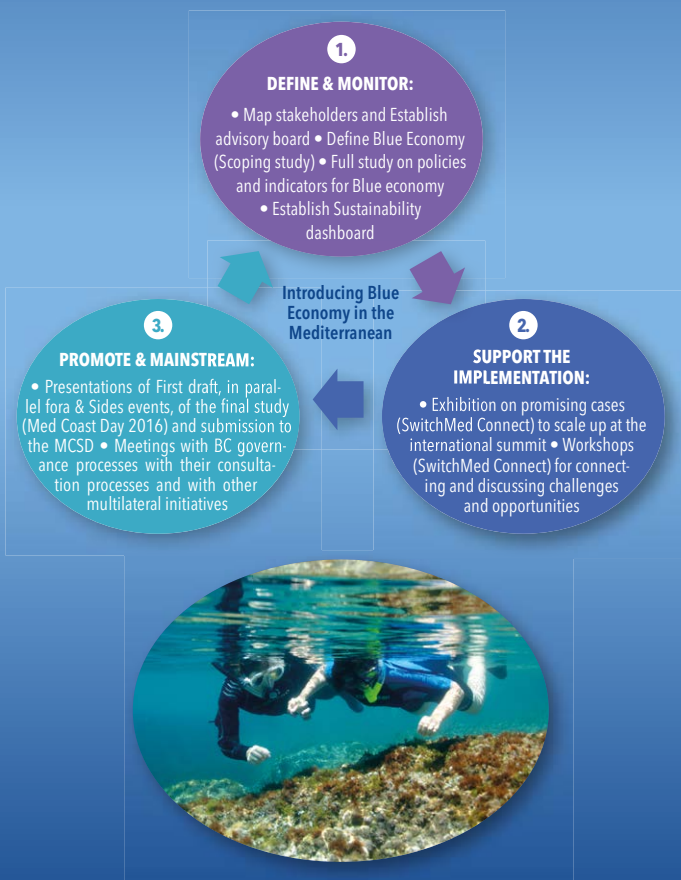


OBJECTIVE 2. SUPPORT THE IMPLEMENTATION OF AN ENVIRONMENTALLY SUSTAINABLE ECONOMY, i.e. to inspire the stakeholders on promising cases; create connections and synergies; and facilitate exchanges on challenges and opportunities, all with the focus on priority sectors such as food, tourism, housing and construction, waste management and others.

OBJECTIVE 3. PROMOTE AND MAINSTREAM AN ENVIRONMENTALLY SUSTAINABLE ECONOMY, i.e. to promote the Blue Economy as an innovative strategy for the sustainable development of the region, and to advocate its implementation in the relevant sustainable development policies of the Mediterranean region.



Partners:

The following Regional Activity Centres of **UNEP/MAP**:



<http://www.unepmap.org>



Plan Bleu (<http://planbleu.org>), France, is the leader, in charge of general coordination of the project

and policy advocacy towards the revision of the Mediterranean Strategy for Sustainable Development (MSSD) under the Barcelona Convention.



SCP/RAC (<http://www.cprac.org>), Spain, will link the Project activities to the SCP national/regional Action plan, elaborated with the support of SwitchMed (EU Funded), as well as with the Horizon2020 Capacity Building Group.



PAP/RAC (<http://www.pap-thecoastcentre.org>), Croatia, will link the Project activities to the Integrated Coastal Zone Management (ICZM) Protocol, promote and mainstream the project.

Funding:



MAVA Foundation (<http://en.mava-foundation.org>) with the mission to engage in strong partnerships to conserve biodiversity for future generations provides the main funds for the project implementation.

A Blue Economy for a healthy Mediterranean

Measuring, monitoring and promoting an environmentally sustainable economy in the Mediterranean region



Duration: June 2015 – December 2016

www.mava-blue-economy.com

A Blue Economy for a healthy Mediterranean

BACKGROUND

The challenges facing the Mediterranean Sea call for integrated responses and improved governance, particularly relevant when considering the ever-increasing demands for natural resources and pressures on the marine and coastal environment, as well as the continued need for sustainable growth and jobs.



At this stage of economy reframing, a new concept of Blue Economy has emerged to foster the shift towards a new sustainable economy. The project **"A Blue Economy for a healthy Mediterranean - Measuring, monitoring and promoting an environmentally sustainable economy in the Mediterranean region"** has been conceived to highlight the link between a healthy environment and a sound and more sustainable economy, as well as to define and adapt the Blue Economy paradigm to the Mediterranean context.

The main challenges for the achievement of a Blue Economy:

- Sustainable use of biodiversity
- Food security
- Climate change and carbon budgets
- Marine and coastal tourism
- Pollution and marine debris (land- and sea-based)

AIMS

The Project aims at identifying indicators, selecting tools and recommending policies to promote the Blue Economy - an environmentally sustainable economy in the Mediterranean region. The project endeavours to:

- **Define a Blue Economy in the Mediterranean region**, with the support of an international multi-stakeholder advisory board. Gaps between and synergies with other comparable sustainable development strategies will be analysed at both global and Mediterranean levels.
- **Identify and critically review the existing indicators that allow monitoring the Blue Economy** in the Region. Out of the identified indicators, a set of Regional-relevant indicators for the support of a Blue Economy implementation will be proposed.
- Utilise the identified core set of indicators (proposed in the previous step) to **develop a dashboard visualisation of the environmental, social and economic trends regarding the Blue Economy**. This



Mediterranean sustainability Dashboard will be further developed as a web-based interactive simulation tool and available on-line. In addition, a set of national and regional policies will be recommended to promote the Blue-Economy vision in the Mediterranean.

Over the duration of the project, an exhibition (SwitchMed Connect) and several workshops (SwitchMed Connect),

based on some promising eco and social innovation cases, will be organised, as well as conferences (Mediterranean Coast Day 2016) and events within regional/national forums to include feedbacks from key stakeholders (NGOs, business sector, local and national authorities, etc.).

The final outcomes will be included in the strategic documents of the Mediterranean governance as a positive contribution to the sustainable development of the region.

OBJECTIVES



First: Define a vision of the sustainable economy in the Mediterranean region.

Second: Define tools and measures to integrate

the Blue-Economy vision within the on-going regional governance processes:

- Integrated Coastal Zone Management (ICZM) Protocol
- Mediterranean Strategy for Sustainable Development (MSSD) 2016-2025
- Ecosystem Approach (EcAp) initiative
- Sustainable Consumption and Production (SCP) Action Plan

SPECIFIC OBJECTIVES

OBJECTIVE 1. DEFINE AND MONITOR THE ENVIRONMENTALLY SUSTAINABLE ECONOMY, i.e. to define clearly and benchmark the blue economy approach in the Mediterranean context.