



Pilot site destination(s) and Coordinator status report

The Consortium:



CPMR
CRPM

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UN
environment
programme



Mediterranean
Action Plan
Barcelona
Convention



REGIONE AUTONOMA
DE SARDIGNA
REGIONE AUTONOMA
DELLA SARDEGNA



Junta de Andalucía
Consejería de Turismo,
Cultura y Deporte



ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ
REGION OF CRETE



Hellenic Society
for the Protection
of Nature



Ministarstvo poljoprivrede,
šumarstva i vodoprivrede HNŽ



Project Information	
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Project Overview

The Mediterranean region is one of the most vulnerable hotspots in the current biodiversity and climate crises, warming 20% faster than the global average and being the second biodiversity hotspot in the world. The increase of severe climate events is also likely to influence the choice of destinations and time to travel for its over 510 million inhabitants. The effects of climate change will put additional pressure on already strained ecosystems and vulnerable economies and societies, with tourism being one of the most affected economic sectors.

The recent Transition Pathway for Tourism and the Glasgow Declaration are building a global momentum for Climate Action in Tourism, but policymakers and destinations need support to better develop efficient climate mitigation and adaptation policies using ecosystem-based approaches and improved multi-level governance structures, including robust planning and ensure the long-term engagement of the private sector and citizens. Indeed, ecosystem-based management is considered a good practice to effectively deal with these threats as it considers the different stakeholders and factors affecting ecosystems and the mechanisms involved, in order to find solutions.

NaTour4CChange builds on and capitalises on successful experiences at the Mediterranean and global level to test solutions for increasing the resilience of coastal destinations in the Mediterranean. The project will aim to set common methods to allow participating regions to assess their tourism-related climate adaptation and mitigation priorities, and take climate action via plans and strategies, supported by cooperative governance.

In coastal destinations, cross-sector teams will deliver specific tourism climate Action Plans, focusing on climate adaptation, where Nature-based Solutions (NbS) will be tested to ensure their feasibility. At the same time, innovative destination marketing and communication approaches will engage private stakeholders, visitors, and residents in climate action.

The project will also ensure cross-fertilisation among participating regions and destinations, to achieve common methods and to compare the different tested plans and solutions, leading to lessons, best practices, and policy.



Glossary

Climate Change Adaptation (CCA) means anticipating the adverse effects of climate change and taking appropriate measures to prevent or minimise the damage they may cause, or to take advantage of the opportunities that may arise.

Climate Change Mitigation (CCM) means making the impacts of climate change less severe by reducing the sources of emission of greenhouse gases (GHG) into the atmosphere or by improving the storage of these gases.

Ecosystem Services (ES) are the benefits that an ecosystem brings to society and that improve people's health, economy, and quality of life.

Ecosystem-based Approaches (EbA) focus on managing biodiversity and ecological systems in a holistic way to maintain and enhance ecosystem services benefits and functions.

Nature-based Solutions (NbS) encompasses all actions that rely on ecosystems and the services they provide to respond to various societal challenges such as climate change, food security, resource management, or disaster risk.



1. INTRODUCTION

Each Regional Coordination Unit will identify 1 or 2 pilot site(s) that must be a coastal tourism destination with recognised natural assets and climate change related issues/risks (the criteria are defined in WP3, D.3.1.2). The Region must formally identify and appoint a local established organisation or facilitator (e.g. MPA management body, Local Administration, DMO, etc.) to act as "Pilot site Coordinator", i.e. being responsible of the activities to be implemented at pilot level in coordination with the pilot region managing partner. A 6th pilot site will be appointed by Plan Blue, which is not among the previous 5 Regions that set up the Regional Coordination Unit. As the Provence-Alpes-Côte d'Azur region is not involved in the project consortium, additional time is required to identify and appoint the French pilot site.



2. PROCESS FOR SELECTING THE PILOT SITE DESTINATION AND APPOINTING A “PILOT SITE COORDINATOR”

1. Brief presentation of the pilot site selection and “pilot site coordinator” objectives at the following meetings:
 - a. 2 February 2024 – Pre-kick-off meeting
 - b. 5 March 2024 – Kick-off meeting
2. Preparation of a document providing a context, expected tasks and main responsibilities for the “pilot site coordinators”.
3. List of the criteria to ensure consistency and representativeness among pilot destinations (D.3.1.2).
4. Follow-up on the selection of pilot site destinations and coordinators.



3. SUMMARY DESCRIPTION OF PILOT SITE DESTINATIONS AND “PILOT SITE COORDINATOR” ISSUED BY 5 PILOT REGIONS AND PLAN BLEU

1.1. ANDALUCIA

- **Pilot site:** Cabo de Gata-Nijar Natural Park
- **Local coordinator:** Cabo de Gata-Nijar Natural Park Director

1.2. JADRANSKA HRVATSKA (ZADAR COUNTY)

- **Pilot site:** Island Dugi otok (Municipality of Sali)
- **Local coordinator:** Natura Jadera

1.3. BOSNIA AND HERZEGOVINA

- **Pilot site:** Nature Park Hutovo Blato (Municipalities of Čapljina and Stolac) and the municipality of Neum
- **Local coordinator:** Business Enterprise Nature Park Hutovo Blato

1.4. SARDINIA

- **Pilot site:** Marine Protected Area of Capo Carbonara
- **Local coordinator:** Municipality of Villasimius

1.5. CRETE

- **Pilot site:** Ori Zarkou and Koufonisi Island
- **Local coordinator:** Municipality of Sitia

1.6. PLAN BLEU

- **Pilot site:** Saint-Jean-Cap-Ferrat
- **Local coordinator:** NCA Métropole

Activity 2.3: Pilot destination selection and "Pilot site Coordinator" appointment

<p>Context of the Pilot Site Coordinator</p> <p>What is it and why is it important?</p>	<p>Following the establishment of the "Regional Coordination Unit", each of them will identify 1-2 pilot site(s) that must be a coastal tourism destination with recognised natural assets and climate change-related issues/risks (criteria defined in WP3).</p> <p>In addition, the Region must formally identify and appoint a locally established organisation, competent on tourism policy at local level, (e.g. MPA management body, Local Administration, local DMO, etc.) to act as the "Pilot site Coordinator", who will be responsible for the implementation of the activities at pilot site level.</p> <p>The pilot destination selection and the designation of the pilot sites' coordinators aim to improve the climate resilience of the selected coastal destinations by involving local stakeholders in drafting a Climate adaptation strategy and testing nature-based solutions (NbS)</p> <p>Each "Pilot Site Coordinator" should be appointed, by each Regional Administration, by the end of June 2024 (Project Application Form deadline).</p>
<p>Tasks and responsibilities of the Pilot site coordinator</p> <p>What is it expected?</p>	<ul style="list-style-type: none"> • Ensure the engagement of all (or most) tourism, CC-related, local-level actors in a Climate Action Task Force (at least for the duration of the project, but ideally also beyond the end of the project) to: <ol style="list-style-type: none"> 1) Draft a "Tourism Climate Action Strategy/Plan" for the destination, together with the NaTour4CChange project partners and Regional Coordination Units. 2) Design/strengthen/support at least one Nature-based Solution to be tested in the destination 3) Study the feasibility and business model for implementing NbSs in the destination 4) Develop a specific destination marketing strategy and visitor communication actions to capitalise on the destination's commitments for climate action, steer behavioural change and support the implementation of identified NbS • Organise regular meetings of the Climate Action Task Force and share the main outputs of the meetings (minutes, pictures, results...) with its respective Regional Coordination Unit. • Act as a reference body for the Regional Coordination Unit which will follow, report, and support the activity at pilot site/destination level. • Map local level gaps that may be encountered during the process, aiming to address them and improve destination administration processes so that the Destination Tourism Climate Action plan can be smoothly implemented, and aligned with the Regional Tourism Climate Strategy/Plan.

	<ul style="list-style-type: none">• Follow up on the pilot site testing activities at destination level (WP3).• Participate in events (online /in person) when necessary, to share experiences, good practices, exchange of ideas...• Ensure that work is done in an integrated manner to improve pilot destination climate resilience and to test the nature-based solutions for climate change adaptation and mitigation.
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