KM&C
PRODUCTS
PRODUCED
UNDER THE
COAST
PROJECT

MATERIALS AND PRODUCTS

COAST PROJECT

Table of Contents

Figure 1: BAPS/BATS Poster - October 2012	3
Figure 2: COAST Branded USB Sticks – September 2013	
Figure 3: Cameroon – September 2013	5
Figure 4: Gambia banner – September 2013	6
Figure 5: Ghana Banner – September 2013	7
Figure 6: Kenya Banner – September 2013	8
Figure 7: Mozambique Banner – September 2013	9
Figure 8: Nigeria Banner – September 2013	10
Figure 9: Senegal Banner – September 2013	11
Figure 10: Seychelles Banner – September 2013	12
Figure 11: Tanzania Banner – September 2013	13
Figure 12: Folder – September 2013	14
Figure 13: Lanyard – September 2013	15
Figure 4: Pamphlet – October 2013	15
Figure 14: Regional Banner – October 2013	16
Figure 55: Country Sticker – 7 – October 2013	17

Figure 1: BAPS/BATS Poster - October 2012

Demonstrating the adoption and linkages of global best available practices and technologies (BAPs/ BATs) to coast projects in the thematic areas of ecotourism, environmental management systems (EMS) and reef and marine recreation management (RMRM) in Kenya, Mozambique and Tanzania

• GARCIA, H.J.D. • M.M.PINTO-RODRIGUES • H.GIBBON • L.BERNAUDAT • G.OMEDO. 2012. United Nations Industrial Development Organization.

ABSTRACT



he Collaborative Actions for Sustainable Tourism (COAST) Project is a five-year project in its fourth year of implementation. It is a Global Environment Facility (GEF) funded project with the United Nations Environment Programme (UNEP) as the implementing agency and the United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the United Nations World Tourism Organization (UNWTO). Its main objective is to demonstrate and support the adoption of best practice approaches for sustainable tourism that reduce the degradation of marine and coastal environments of trans-boundary significance. In order to do this, the COAST project has been divided into three themes, Ecotourism, Environmental Management System (EMS) and Reef and Marine Recreation Management (R&MRM). The project has partnered with nine sub-Saharan countries and is implementing demonstration projects that supports sustainable development of the tourism industry in eight of these countries.

A global review of BAPs/BATs was conducted and assisted in refining the COAST definition of a BAPs/BATs whose primary criteria include: positive impact, partnership and sustainability. The review also identified activity options and indicators that can be adopted for the COAST demonstration projects

Analysis of the global practices showed that Small and Medium Enterprises (SMEs) stemming from local communities, informal business and the civil society are vital in promoting Ecotourism activities. While robust quantitative and scientific baseline data are important factors in implementing EMS and RMRM activities. Also, linkages to local knowledge, private sector and the government are as equally important for successful adoption and replication of BAPs/BATs. The global review and the current implementation of demonstration projects identified cross-cutting linkages that contributed to favorable outcomes of the thematic areas. These include a process based approach, utilization of science-based tools such as formulation of biodiversity conservation indicators, spatial mapping, prioritization of conservation management tools; and participatory resource assessments including basic environmental monitoring systems done by local stakeholders.

The project seeks to produce BAPs/BATs adoption models that can be replicated at a national or regional scale. This adoption process is initially being targeted through the preparation and implementation of thematic project briefs for each of the demonstration sites. These project briefs are designed in a results-based framework that emphasizes and require the importance of baseline data, cross-cutting linkages, institutional partnerships, capacity building, knowledge sharing and monitoring and evaluation exercises

1. "ST-EP" A BAP FOR ECOTOURISM

THE SEVEN SUSTAINABLE TOURISM – ELIMINATING POVERTY MECHANISMS:

- · Employment of the poor in tourism enterprises
- Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor
- Direct sales of goods and services to visitors by the poor (informal economy)
- Establishment and running of small, micro or community-based tourism enterprises or joint ventures by the poor (formal economy)
- Redistribution of proceeds from tax or charge on tourists or tourism enterprises Voluntary giving and support by tourists or tourism enterprises
- Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors

3. MAPPING AND "HOTSPOT IDENTIFICATION" FOR RMRM





4. REPLICATION

The global review identified the following as a common trend among the global BAPs/BATs: Strength of process from the project inception onwards; strong governance and institutional mechanisms; the importance of "champions" and leaders in the projects and; cost-benefit analysis to support the environment-economy linkage

It is also important to note that a long term focus for the case studies were evident to create positive impact. Partnerships across the civil society, private and the government are vital in creating new systems and enterprises that would foster support for the environment. Sustainability in case studies with SMEs and private enterprises was increased by linkages to markets and strong scientific baseline data.

This is synonymous to the current experiences of the COAST project. Induction of BAPs/BATs through practical examples is important in facilitating consultative collation of potential activities for implementation. Visualization and defining the possible impacts, partnerships and sustainability within local perspectives have been vital in engaging stakeholders to participate in the COAST Project

5. SOURCES AND FURTHER READING

Dubai International Award. Outsai International Award for Best Practices to Improve the Living Environment. 2008. Submission guide and reporting format. 9th Cycle-year2012. http://www.dubaioward.acviveb/page_477.aspx

Hodgzon, G., Hill, J., Kienr, W., Maun, L., Mihaby, J., Liebeler, J., Chuman, C. and Torres, R. 2006. Reef Check Instruction Manual: A Guide to Reef Check Coral Reef Mo Reef Check Foundation, Pacific Palsades, California, USA

ons. 1992. Convention on the Protection and the use of Transboundary Watercourses and International Lakes. Miscellaneous Series No.005/1998: Cm 2141. H United Nations Conference on Trade and Development, 2001, Transfer of technology, UNCTAD Series on issues in international investment agreements, United Nations, Switzerlan United Nations Economic Social Council, 2006. Definition of basic concepts and terminologies in governance and public administration Committee experts on public administration fifth session. E/C.16/2006/4

Bernaudat, L., Cahu Pavon, Y. 2012. Transfer of environmentally sound technology methodology in Labin American industry: H In Water and the Green Economy: Capacity Development Aspect, UNW-OPC, United Nations University, Germany.

De Palma, R., Dobes, V. 2003. Increacing Productivity and Environmental Performance: an Integrated Approach. United Nations Industrial Develo

2. "TEST" A BAP/BAT FOR EMS

FIGURE 1. Five Transfer of Sound Technology (TEST) Tools in relationship

with international standards



FIGURE 2 TEST implementation road map with individual tools used at each

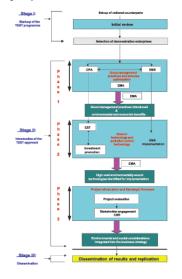










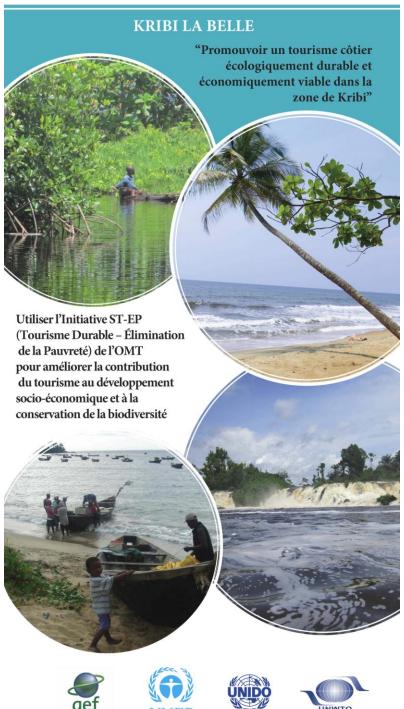
Figure 2: COAST Branded USB Sticks - September 2013

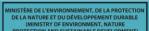


Figure 3: Cameroon - September 2013









MINISTÈRE DU TOURISME ET DES LOISIRS (MINISTRY OF TOURISM AND LEISURE)

Figure 4: Gambia banner - September 2013



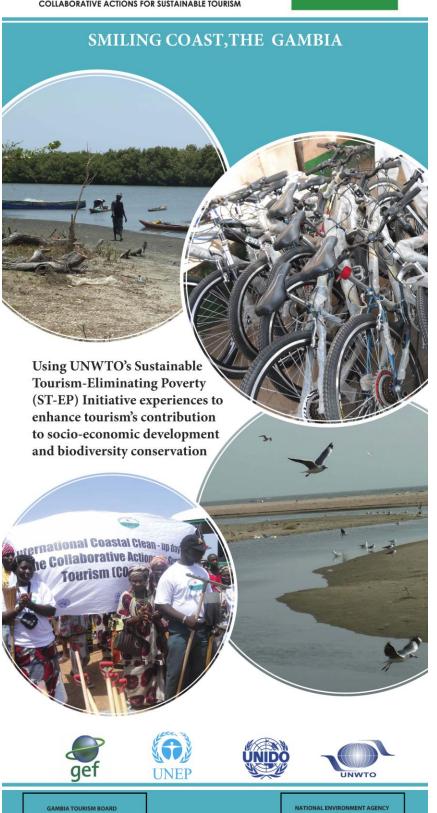


Figure 5: Ghana Banner - September 2013

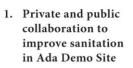


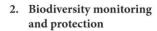


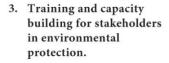


Adoption of best practices to develop sustainable tourism, reduce degradation of marine and environmental resources and promote livelihoods in coastal communities.

















INISTRY OF ENVIRONMENT, SCIENCE, TECHNOLOGY & INNOVATIONS MINISTRY OF TOURISM, CULTURE & CREATIVE ARTS

Figure 6: Kenya Banner - September 2013







Using UNWTO's Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative experiences to enhance tourism's contribution to socio-economic development and biodiversity conservation



Reef and Marine Recreation Management (RMRM) through capacity building, reef surveys and GIS mapping of sensitive marine sites









MINISTRY OF ENVIRONMENT WATER AND NATURAL RESOURCES, NATIONAL ENVIRONMENT MANAGEMENT AUTHORITY (NEMA)

MINISTRY OF TOURISM

Figure 7: Mozambique Banner - September 2013





INHAMBANE, UM PARAISO TURISTICO

Ecoturismo baseado na comunidade, Gestão de recifes e recreação marinha, e sistemas de gestão ambiental, caso de Tofo, Barra, e Tofinho (TBT)



Implementação da Metodologia de Transferência de Tecnologias Ambientalmente Saudáveis (TEST) da UNIDO no sector da hotelaria e turismo para melhorar a gestão e competitividade ambiental

e conservação da biodiversidade

Gestão de Recifes e Recreação Marinha (RMRM) através de capacitação institucional, pesquisa em recifes, e mapeamento através de Sistemas de Informação geográfica SIG) dos locais marinhos sensíveis







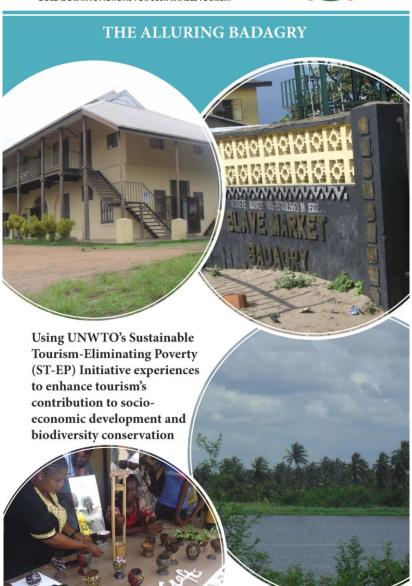


INISTÉRIO PARA COORDENAÇÃO DA ACÇÃO AMBIENTAL MINISTÉRIO DO TURISMO

Figure 8: Nigeria Banner - September 2013















LAGOS STATE ENVIRONMENTAL PROTECTION AGENCY (LASEPA) LASEPA BUILDING, STATE SECRETARIAT, ALAUSA IKEJA, LAGOS STATE, NIGERIA LAGOS STATE MINISTRY OF TOURISM & INTER GOVERNMENTAL RELATIONS IKEJA, LAGOS STATE NIGERIA

Figure 9: Senegal Banner - September 2013









Appliquer la méthodologie de Transfert de Technologies Environnementales Performantes (TEST, en anglais) de l'ONUDI au secteur hôtelier pour assurer l'introduction des pratiques vertes et rehausser la compétitivité











MINISTÈRE DE L'ENVIRONNEMENT ET DE LA PROTECTION DE LA NATURE MINISTÈRE DU TOURISME ET DES LOISIRS

Figure 10: Seychelles Banner - September 2013













HISTORICAL BAGAMOYO

Using UNWTO's Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative experiences to enhance tourism's contribution to socio-economic development and biodiversity conservation



Utilizing UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology in the hotel sector to ensure the sustainable introduction of 'Green Practices' and enhanced competitiveness

Reef and Marine Recreation Management (RMRM) through capacity building, reef surveys and GIS mapping of sensitive marine sites





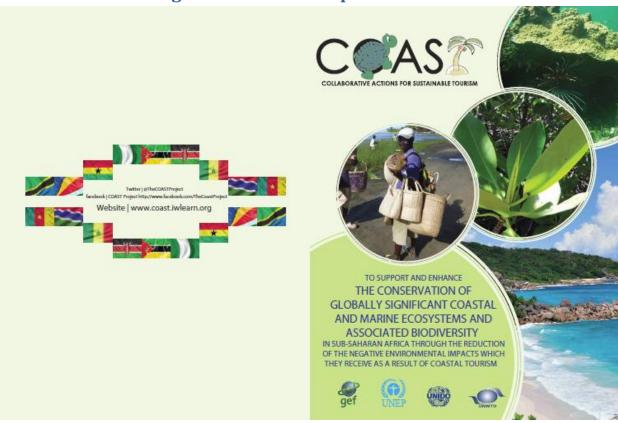






THE UNITED REPUBLIC OF TANZANIA, VICE PRESIDENT'S OFFICE MINISTRY OF TOURISM AND NATURAL RESOURCES

Figure 12: Folder - September 2013



ECO-TOURISM

ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)

REEF AND MARINE RECREATION MANAGEMENT (RMRM)

Co-tourism activities are being implemented in Six countries led by UNWTO, using the approach and experiences gained by UNWTO in its Sustainable Tourism-Eliminating Powerty Initiative (ST-EP). (Cameroon, The Gambia, Chana, Kenya, Nigeria, Tanzania. For Mozambigue & Seychelles there is an agreement in place for the sharing of lessons.) These activities are geared towards empowering local communities economically while involving them in the sustainable management of tourism resources in their local coastal areas;

UNIDO is the thematic leader for this component and is applying UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology to the local hotel sector in four countries (Kenya, Mozambique, Senegal and Tanzania). TEST introduces 5 management tools (Cleaner Production Assessments (CPA); Environmental Management Accounting (EMA); Environmental Management Systems (EMS); Environmentally Sound Technology (EST); and Corporate Social Responsibility (CSR) with the aim for the participating hotels to change their management practices in a holistic manner in order to ensure the sustainable introduction of green practices that in turn are aimed at improving the environmental management and competitiveness of their respective establishments, as well as providing benefits to the surrounding natural environment and local stakeholders.

CoAfrica are the UNIDO sub-contracted thematic leader for this thematic area and work across three countries (Kenya, Mozambique and Tanzania). The RMRM work focuses on reef surveys and GIS mapping of sensitive areas and damaged sites within the COAST Demo Sites in these three countries, and includes management planning, awareness creation and capacity building on reef management and conservation to reduce pollution, loss of biodiversity and other negative impacts of tourism to the reef and marine areas.

SUSTAINABLE TOURISM AND GOVERNANCE MANAGEMENT (STG&M) The Sustainable Tourism and Governance I Management cross cutting activities in the project provide an analytical basis for current and future coastal sustainable tourism policy review, action planning and project implementation within a sub-Saharan context.













Figure 13: Lanyard - September 2013

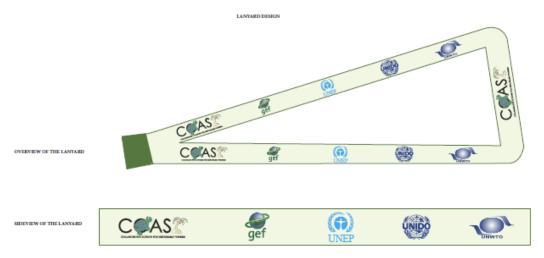
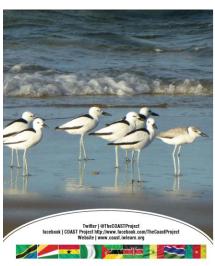


Figure 4: Pamphlet - October 2013











REEF AND MARINE RECREATION MANAGEMENT (RMRM)

coAfrica are the UNIDO sub-contracted thematic leader for this thematic are and work across three countries (Kenya, Mozambique and Tanzania). The RMRM work focuses on reef surveys and 61S mapping of sensitive areas and damaged sites within the COAST Demo Sites in these three countries, and includes management planning, awareness creation and capacity building or reef management and conservation to reduce politution, loss of bioliversity and other negative impacts of tourism to the reef and marine areas.

Figure 14: Regional Banner - October 2013



SUPPORTING THE CONSERVATION OF GLOBALLY SIGNIFICANT COASTAL AND MARINE ECOSYSTEMS IN SUB-SAHARAN AFRICA THROUGH THE REDUCTION OF THE NEGATIVE ENVIRONMENTAL IMPACTS WHICH THEY RECEIVE AS A RESULT OF COASTAL TOURISM

1. ECO-TOURISM







Using UNWTO's Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative experiences to enhance tourism's contribution to socio-economic development and biodiversity conservation.

2. ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)







Utilizing UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology to the local hotel sector for improved environmental management and competitiveness.

3. REEF AND MARINE RECREATION MANAGEMENT (RMRM)







Reef and Marine Recreation Management (RMRM) through capacity building, reef surveys and GIS mapping of sensitive marine sites.

4. SUSTAINABLE COASTAL TOURISM GOVERNANCE AND MANAGEMENT (STG&M)

The STG&M provides an analytical basis for current and future coastal sustainable tourism policy review within a sub-Saharan context.





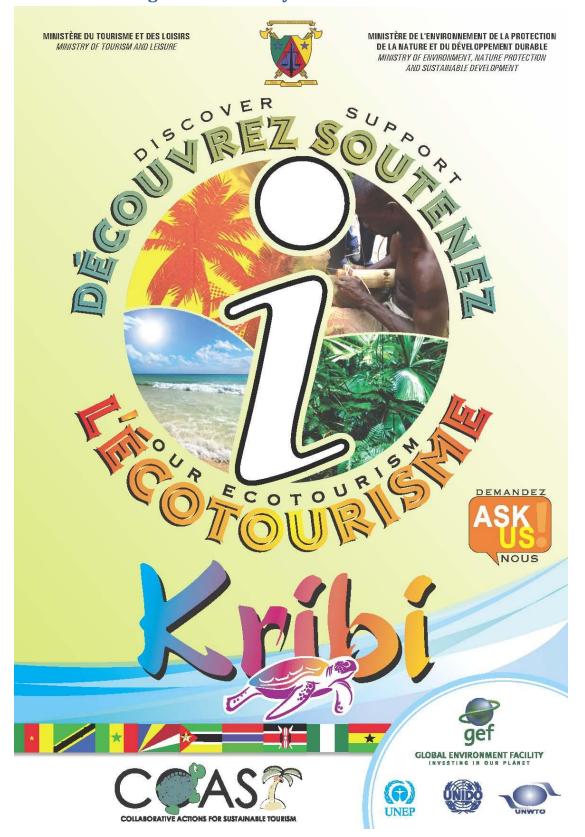




E-mail: L.Bernaudat@unido.org | Twitter | @TheCOASTProject | facebook: COAST Project http://www.facebook.com/TheCoastProject | Website: www.coast.iwlearn.org



Figure 55: Country Sticker - 7 - October 2013





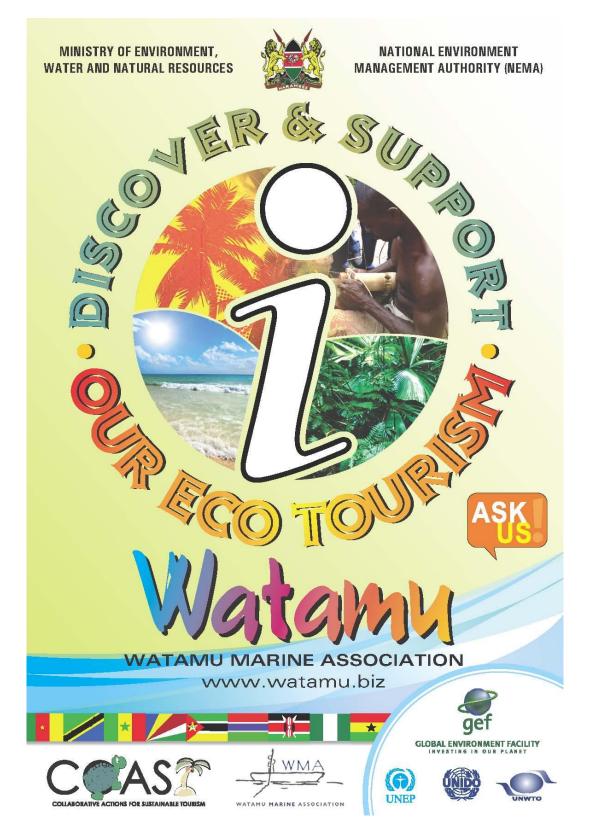










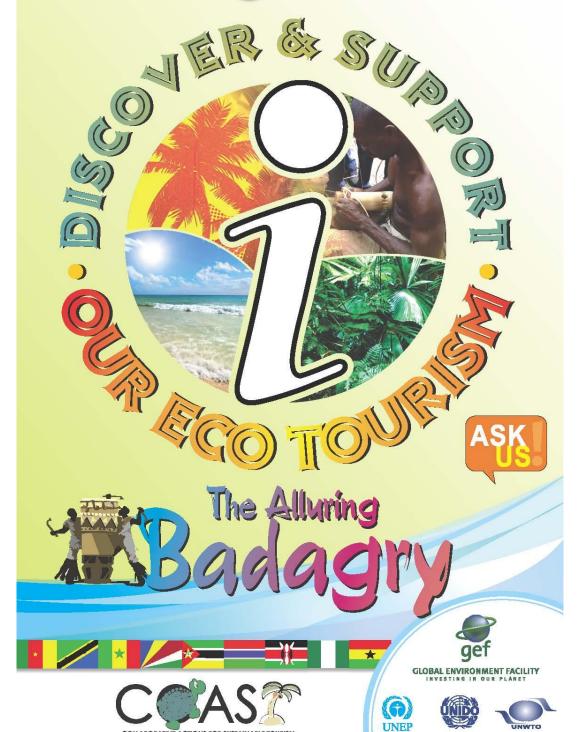


LAGOS STATE ENVIRONMENTAL PROTECTION AGENCY (LASEPA LASEPA BUILDING, STATE SECRETARIAT, ALAUSA, IJEKA, LAGOS STATE, MGERIA





LAGOS STATE MINISTRY OF TOURISM & INTER GOVERNMENTAL RELATIONS BLOCK 10, STATE SECRETARIAT, ALAUSA, IKEJA, LAGOS STATE, NIGERIA



COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

