COAST

COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

QUARTERLY NEWSLETTER

SUSTAINABLE TOURISM GOVERNANCE IN COASTAL AREAS IN AFRICA

... AND OTHER STORIES

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The Sustainable COAST Tourism Newsletter is an online publication by the COAST Project with support from the GEF. The views expressed in this publication are not representive of the position of the funding agencies. We are a nonprofit organisation committed to supporting adoption of best practice approaches for sustainable tourism that reduces the degradation of marine and coastal environments of trans-boundary significance.

MESSAGE FROM THE EXECUTIVE DIRECTOR - UNWTO,

DEAR READERS,

Welcome to the 2nd Edition of the COAST Project Newsletter. This Newsletter is an important medium for sharing project information, resources and news with our stakeholders, partners and the wider global community on our work in sustainable coastal tourism in Africa.

IMPORTANCE OF COASTAL AREAS IN AFRICA

In many countries in Africa, as well as elsewhere in the world, coastal areas provide an important tourism resource, with a large concentration of tourism investments and facilities. One of the main reasons why coasts are so important for tourism is that visitors are strongly attracted by coastal environments (beaches, fine landscapes, coral reefs, birds, fish, marine mammals and other wildlife) and by associated cultural interest (coastal towns, villages, historic sites, ports, fishing fleets and markets and other aspects of maritime life).

At the same time, this special environment is sensitive and fragile. In addition, many coasts contain important habitats and have a very rich biodiversity. Land, water and other natural resources are often scarce on the coasts, partly as a result of the focus and pressure of development and activities in these areas.

THE COAST PROJECT: A COLLABORATIVE INITIATIVE

Therefore, UNWTO is pleased to collaborate with UNEP and UNIDO in the implementation of the GEF funded Collaborative Actions for Sustainable Tourism (COAST) Project in Africa. This project recognizes that coastal tourism

FRÉDÉRIC PIERRET

in Africa can bring significant benefits for the local economy, society and the environment, such as revenue generation, employment creation, infrastructure development, conservation of the cultural and natural heritage, and can offer an alternative and sustainable source of livelihood for local communities. It is against this background that the COAST Project works to ensure important initiatives are taken to encourage the development of sustainable forms of tourism along the African coasts. These would then be expected to reduce the degradation of marine and coastal environments and contribute to the welfare and well-being of the local population.

UNWTO'S ROLE IN THE COAST PROJECT

Within the COAST Project, UNWTO is especially responsible for the components on Eco-tourism and Sustainable Tourism

Governance. The component on Eco-tourism builds largely on the wide experience gained by UNWTO in its ST-EP (Sustainable Tourism – Eliminating Poverty) initiative that was launched at the World Summit for Sustainable Development in 2002. The ST-EP initiative aims to reduce poverty levels through developing and promoting sustainable forms of tourism. In the COAST Project, UNWTO has organized three regional ST-EP seminars to build capacities of the project stakeholders to apply the ST-EP methodology in their destinations. Based on the lessons learned so far, the COAST Project focal points and Demo Sites coordinators have carried out rapid tourism value chain analyses in their demonstration sites, and started formulating and executing Eco-tourism projects that contribute to poverty reduction and biodiversity conservation. More on this area are featured inside the Newsletter on Pages 4, 5 and 6.

THE FUTURE OF COASTAL TOURISM IN AFRICA

In conclusion, it has been rewarding to notice the very positive feedback received in the Mid-Term Evaluation on the progress made in the Eco-tourism and the Sustainable Tourism Governance components. This could not have been achieved without the optimal participation of all the stakeholders in the nine COAST countries. We wish to express our sincere gratitude for their active collaboration.

We highly appreciate the initiative of the COAST Project to disseminate emerging knowledge and information on the project activities, findings and results to a wider audience through the COAST Project Newsletter, and we hope that this 2nd Edition of the COAST Newsletter will empower many organisations and individuals dealing with, and interested in the subject of sustainable coastal tourism and biodiversity conservation in Africa and beyond.

Happy reading!

FRÉDÉRIC PIERRET
THE EXECUTIVE DIRECTOR - UNWTO

THE COAST PROJECT'S GOVERNANCE AND MANAGEMENT MECHANISMS FOR

SUSTAINABLE TOURISM IN COASTAL AREAS IN AFRICA

BY MARCEL LEIJZER, UNWTO

WHAT IS THE PLACE OF SUSTAINABLE GOVERNANCE IN THE TOURISM INDUSTRY?

The 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; United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the United Nations World Tourism Organization (UNWTO). At the very outset during the formulation process of the project, the nine participating countries (Cameroon, Senegal, Kenya, Tanzania, Mozambique, The Gambia, Ghana, Nigeria and Seychelles) identified the need for a more integrated approach to planning for coastal tourism. They all had appreciation of the need to protect biodiversity alongside socio-economic and cultural priorities, and the need for a comprehensive and effective regulatory framework to ensure the long term sustainability of the tourism sector.

It is important to note here that even those countries that had already started developing a policy and strategy framework for sustainable tourism (good examples being Seychelles and Senegal) identified the need to strengthen their policy and regulatory framework for sustainable tourism as a key priority. In this regard, it was felt that the lack of mid to long term planning mechanism of tourism developments and regulation of tourism activities impacted directly on the health and well-being of the marine and coastal environment, and the quality of life of people who live there.

The COAST Project therefore included a Sustainable Tourism Governance and Management (STGM) component titled "Development and Implementation of Mechanisms for Sustainable Tourism and Management". This component is being implemented by UNWTO through desk and field research into the mechanisms for sustainable tourism governance and management in coastal areas of Africa.

The purpose of the research on sustainable tourism governance and management is:

• To determine whether the nine countries' policies facilitate the long term sustainability of tourism and identify gaps, needs and options for sustainable tourism governance and management;

• To provide a vision and recommendations for the most appropriate type of mechanisms for sustainable tourism governance and management;

• To provide guidance for key stakeholders in the nine countries on the reform of sustainable tourism governance and management as it relates to coastal tourism.

Towards Sustainable Tourism Governance: The UNWTO Approach and Methodology

The UNWTO has adopted a methodology based on literature review and wide stakeholder consultations in the nine COAST Project countries. The research addresses mechanisms for sustainable tourism governance and management at both country level and local (Demo Site) level. It starts from the understanding that the fundamental requirement of governance for sustainable tourism is to have effective engagement of the key public and private stakeholder bodies whose policies and actions can affect the impact of tourism. It also builds on the understanding that sustainable tourism governance requires engagement and coordination of tourism, environment, community and wider development interests at a local level.

Indeed, it is at this level that much of the necessary planning, networking, capacity building and information delivery occurs and where tourism needs to be effectively integrated into local sustainable development. A particular issue is how national policies and governance processes are reflected and implemented at a local level, which may be influenced by decentralization policies and actions as well as local governance capacity and community engagement structures. To attain the foregoing, the research has taken its approach and direction partly from the UNWTO and UNEP publication 'Making Tourism More Sustainable, a Guide for Policy Makers', which contains guidelines on governance structures, sustainability aims and management instruments relevant to all types of destination (UNWTO and UNEP, 2005).

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Field Missions in the COAST Project Countries

The first phase of the research was based on a series of field missions to each of the nine COAST Project partner countries conducted between March and July 2011. These missions lasted approximately seven days each and involved time in the capital cities consulting with government and other national level bodies and in the COAST Project Demo Sites, consulting with local stakeholders and observing the situation on the ground. Based upon recommendations from the Mid-Term Review of the COAST Project, a second phase has been added to the study, which looks particularly at financial incentives for sustainable tourism governance. Field and desk research for this phase were completed in the fourth quarter of 2012, including missions to Tanzania and Ghana and phone interviews with selected key-stakeholders from other countries.

The initial field and desk research looked particularly at policy aims related to:

• Environmental impacts – Biological diversity, physical integrity and environmental purity.

This reflects the GEF funding and ultimate project aim of conserving coastal and marine ecosystems and biodiversity. It relates to coastal landscapes, terrestrial and marine habitats, waste management, and pollution control among others;

• Sustainable livelihoods – Local prosperity, social equity and community wellbeing. This recognises the positive and negative impact of tourism on coastal communities and the interrelationship between poverty alleviation and conservation.

The study investigated the extent to which policies and management in the nine countries are covering potential areas for intervention in order to achieve more sustainable tourism. Areas of particular relevance to coastal tourism, assessed during the research, include providing strategic direction for coastal destinations, and influencing tourism development, the operation or tourism enterprises and the behaviour of visitors. The research identified and assessed the current policy frameworks in the nine countries which do, or could, influence tourism sustainability.

Particular attention was paid to:

• Tourism policies, which may be contained within national tourism strategies and may or may not embrace sustainability aims;

• Environmental policies, which may or may not have specific reference to tourism but should provide a basis for influencing tourism development and management;

• Sustainable development policies and/or more specific poverty reduction strategies, which may or may not have specific reference to tourism;

• Policies and programmes aimed specifically at coastal management, including integrated coastal zone management strategies and plans.

Some preliminary results from ongoing work

1. SUSTAINABLE COASTAL TOURISM RESULTS FROM COHERENT POLICY AT NATIONAL LEVEL

As we move to policy development issues, it is important to note that the research has demonstrated that effective governance of sustainable coastal tourism requires a coherent policy framework to guide and drive action and appropriate bodies to see that the policies are implemented. To strengthen policy frameworks for sustainable coastal tourism, it should be ensured that development policies accurately identify the role of sustainable tourism and that sustainability aims are mainstreamed in updated tourism policies. Similarly, coastal tourism opportunities and challenges should be clarified in national tourism policies and strategies. Specific emphasis needs to be placed on destination-level sustainable tourism planning and action, and wider policies and legislation needs to be pursued to support transparent land use planning and tourism development processes.

2. IMPORTANCE OF PARTICIPATION AND SOUND COORDINATION

To be effective, a primary requirement for governance structures for sustainable coastal tourism is the effective engagement of different stakeholder interests at all levels, while clarifying roles and responsibilities and ensuring sufficient capacity to deliver. Strong liaison and coordination should be maintained between government ministries, departments and agencies on tourism and environment issues, and the private sector should be encouraged to engage with sustainability, for example through public-private coordination bodies. The development and operation of multi-stakeholder destination management bodies can be seen as a key to effective sustainable

The UNWTO Consultant Dr. Richard Denman posing with tourism stakeholders after a consultation meeting in Watamu, Kenya

Consulting tourism stakeholders is key

tourism governance and management at destination level.

3. ENVIRONMENTAL CONSERVATION IS ESSENTIAL FOR SUSTAINABILITY

From the study, all the COAST Project countries have procedures in place for the assessment and control of development on the coastal areas, but this could be significantly strengthened to make the process more effective, while also encouraging positive sustainable tourism development outcomes. Effective application of Environmental Impact Assessments (EIAs) for coastal tourism developments can be strengthened by clarifying and being consistent about EIA requirements and procedures for tourism projects while also strengthening community consultation and engagement in EIAs.

4. COORDINATION OF ENVIRONMENTAL ISSUES IS CRITICAL

Practical guidelines should be drawn up by tourism ministries on the kinds of development considered most suitable to particular types of location, including guidance on design, impact on biodiversity, energy, water and waste management. Developers should be provided with a single point of contact that can help guide the procedure and provide advice on requirements. In some countries development promotion agencies can fulfil this function. To improve the monitoring of the operation of tourism enterprises, the reach and potency of inspection processes should be strengthened and enterprises should be stimulated and assisted to improve their environmental and sustainability management.

5. FINANCING CONSERVATION MEASURES FROM TOURISM REVENUE IS ESSENTIAL

Several coastal management issues, including waste management, coastal erosion and biodiversity conservation, may have a strong bearing on the future of coastal tourism in destinations. These issues can be addressed by generating resources from tourism to support conservation and management and by raising awareness and facilitating community engagement in conservation and management. The delivery of benefits to local communities from tourism should be seen as an important sustainability goal in its own right. This can be encouraged through strengthening supply and demand conditions for growing local employment, building and maintaining local supply chains, managing informal local trading and fostering community-based initiatives that meet conditions for sustainability and success.

6. ALL STAKEHOLDERS HAVE AN IMPORTANT ROLE TO PLAY (GOVERNMENTS, PRIVATE SECTOR AND CIVIL SOCIETY)

The overall responsibility for the proposed actions to improve governance and management for sustainable coastal tourism in Africa should rest with government, who should provide the policy and legislative framework for protection and sustainable development, and ensure that effective management processes are in place. Of course, tourism enterprises and their associations should also commit to acting responsibly towards the environment and communities, backing this up with appropriate action.

In addition, NGOs and civil society bodies have potentially a very important role to play in the area of advocacy, facilitation and capacity building. A key opportunity is the involvement of local NGOs in destinations to bring together the different interests and provide assistance and expertise. Academic and research bodies, training institutions and local consultants can also provide highly valuable knowledge and services.

Last but not least, international agencies should continue to help African nations in the planning and management of tourism on their coasts. They should recognise tourism as a key issue linking the economy and the environment, relevant to international programmes in both these fields. International assistance can help both through providing financial and technical support, and through enabling the sharing of experience and knowledge between countries.
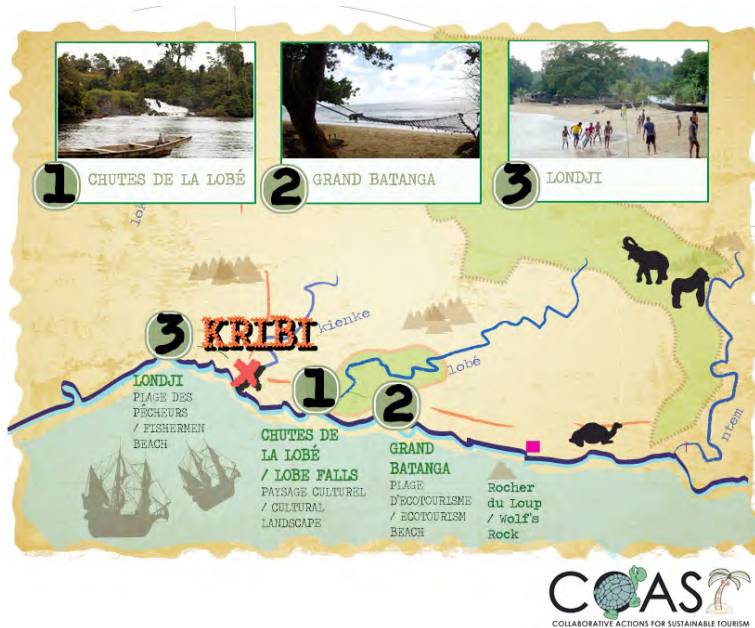
CONCLUSION AND WAY FORWARD

Emerging from the work of the COAST Project in the Sustainable Tourism Governance and Management area, individual reports for each country have been prepared, which look in detail at the policy context, governance structures and management processes relating to coastal tourism and at the experiences and needs in the Demo Sites. These country reports contain recommendations for the country as a whole and for the Demo Sites, and will be used as the basis for preparing an action framework for sustainable tourism governance and management in coastal areas for each of the COAST countries.

The final overall report of the sustainable tourism governance study will be published in 2013, and used as a basis to organize regional capacity building workshops for stakeholders in the COAST Project. In the workshops, the focal points can exchange views and experiences on how to implement the recommendations from the sustainable tourism governance study, and further guidance will be given regarding the use of the action framework to strengthen the mechanisms for sustainable tourism governance and management in each of the COAST countries and Demo Sites.

SOME REFERENCES FOR THIS ARTICLE, OR FURTHER READING
1. Making Tourism More Sustainable: a Guide for Policy Makers UNEP/UNWTO available at http://www.unep.fr/shared/ publications/pdf/DTIx0592xPA-TourismPolicyEN.pdf;
2. UNWTO site http://sdt.unwto.org/en
3. COAST Project Site available at : www.coast.iwlearn.org;

1 CHUTES DE LA LOBÉ   2 GRAND BATANGA   3 LONDJI

WORKING
TOWARDS A SHARED
VISION

FOR SUSTAINABLE COASTAL TOURISM IN KRIBI, CAMEROON

This Newsletter is setting out to provide the COAST Project countries with an opportunity to showcase some of their Demo Site work for wider dissemination. In this section, we highlight some of the lessons, experiences and best practices from our COAST Kribi Demo Site in Cameroon.

BY SANTIAGO ORMENO

BACKGROUND ON THE COAST PROJECT IN KRIBI, CAMEROON

The Sustainable Coastal Tourism Project in Cameroon has been in execution in Kribi since 2011, as the national demonstration project of the COAST Project implemented by the Ministry of Environment, Protection of Nature and sustainable development (MINEPDED). The tourism component of the project is executed by the Ministry of Tourism and Leisure (MINTOUL in partnership with the UNWTO's Sustainable Tourism Eliminating Poverty (ST-EP) initiative, thanks to a generous contribution from the UNWTO ST-EP Foundation. The Kribi Demo Site has three areas namely Londji, Lobe Falls and the Grand Batanga.

Kribi is the main town within the Demo Site and is the Capital of the Ocean Division, an administrative region in the Southern Part of the country with an estimated population of 83 243, (according to the 2010 census statistics). Kribi is "Cameroon's touristic city" renowned for its white sand beaches, hence tourism is one of the most important economic activities in the region. The Demo Site area currently boasts of many emerging tourism activities with white serene beaches, waterfalls, mangroves, and wildlife reserves based on the rich natural resources of the region such as marine turtles. It is also leading the way in marketing Cameroon's nascent conference tourism by providing venues for seminars and workshops.

Another feature that characterizes the Kribi area is the rapid industrialization of the city and, more particularly, in the Ocean Division. Currently, the Demo Site area is at the centre of many industrial, agro-industrial and transport projects. For instance, there is a regional deep sea port complex currently under construction. Together with rapid urban growth and development of the transport network, all these factors are contributing to increased pressure on the coastal and marine ecosystems. Hence the COAST Project team in Kribi is grappling with the challenge of making tourism and industrial development compatible in the area.

Some of the environmental challenges in the area include:

•Coastal erosion aggravated by human activities such as sand digging, deforestation;
•Increased urban pressure on the coastline;
•Industrial pollutants and risk of oil spills;
•Unsustainable management of natural resources;
•Absence of adequate sustainable management structures resulting from inadequate policy enforcement and absence of land-use management plans.

SHOWCASING COAST PROJECT ACTIVITIES IN THE KRIBI DEMO SITE

a. The COAST Project Working Towards a Better Londji through Eco-tourism

Londji is one of the Demo Site areas of the COAST Project in Kribi that is working to leave behind its reputation of a "dirty village" through the support of the COAST Project. It is now set to become the next Eco-tourism destination in Cameroon. Located 15 kilometers west of Kribi, Londji is the largest fishermen village and fish market in Cameroon. The village showcases a vast diversity of peoples and ethnic groups, as the dynamism of the fishing activity has attracted communities from throughout West Africa over recent the years. The community is heterogeneous but integrated.

This bubbling activity gave Londji the name of "le petit port" (the little harbor) as many merchandises arrived to the country via this village. In the 1970s, Londji with its wide white sand beaches was appointed by the former President Amadou Ahidjo as a tourism development area. However, many

Mr. Santiago Ormeno posing with primary school pupils after a tree planting session at the Kribi Demo Site

years passed and little was done to see this to fruition. On the other hand, illegal activities, bad roads, and inappropriate waste management gave Londji a bad reputation. However, it remained with the tag as the "most beautiful bay of Cameroon" according to most international guides (Bradt, Petit Futé) but lost much of its appeal as a tourism destination.

The COAST Project, aware that waste management and poor sanitation was a real risk for the health of Londji's inhabitants, consolidated through regular participatory meetings a community group that took the responsibility of regularly cleaning the beach, and coordinating the development of new Eco-tourism products. The underlying idea was that "A clean environment keeps illness away and attracts tourists", and it worked. The group recently received its agreement as a community tourism operator under the name of "Londji Eco-tourism Group".

Additionally, the project works to foster ongoing conservation efforts of mangroves, and aims at creating tourism value through promoting sustainability products such as mangrove nature trails, walks and boat trips. The position of Londji as the main fishing harbor west of Kribi gives Londji a lot of potential as a departure point for sea boat trips to virgin unexplored beaches in the Lokoundje and Nyong estuaries. In an increasingly urbanized Kribi, this coast becomes an oasis of paradise with pristine beaches and wetlands, where manatees and dolphins can be spotted during some periods of the year. It is important to note here that, as envisaged by the COAST Project, the resultant partnership in project

implementation helps the local community extract some real economic benefits from the touristic activities, and therefore promotes a relationship where the local community and the local industry have found a way to live and work in harmony with the environment. In addition, tourism activities are now taking place in a controlled sustainable way that is good for the environment but also for their economic activities and livelihoods.

The goal is to give tourists visiting Kribi a good reason to do an additional excursion, to stop in Londji to buy some fresh and smoked fish, or to simply relax on the now clean beaches. For this year, a number of activities have been planned by the COAST Project including some trainings on customer care and tourism handling for the staff of a number of hotels in the area.
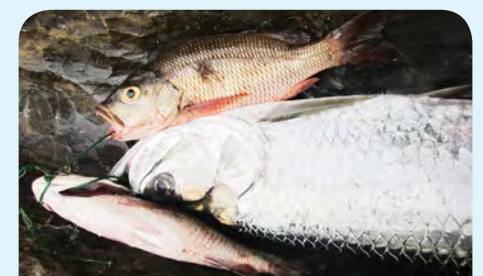
b. The COAST Project Inspires a Study to Monitor Changes in Coastal Areas in Kribi

The COAST Project work in Cameroon inspired an initiative by a team of researchers from the Polytechnic University of Madrid in Spain to develop and publish a paper titled, "Use of satellite images for monitoring changes in natural spaces of the coastline". Our COAST Project team member, Mr. Santiago Ormeno, was part of the research team that co-authored this paper. This study shows that methodologies based on satellite images can be used successfully for monitoring environmental changes in coastal areas. The study was motivated by the realization that 48, 000 km of coastline in Sub Saharan Africa are threatened by the impact of development related activities. In the Kribi Demo Site

area, tourism, fisheries, agro-industrial and port activities are competing for dominance in the context of rapid urbanization and industrialization. With a rich biodiversity of vulnerable habitats, it is important to integrate conservation principles in the area.

During the research, the team working in the field of geodesy *{The science of measuring and monitoring the size and shape of the Earth including its gravity field and determining the location of points on the Earth's surface (NOAA 2013)}* and remote sensing from the Polytechnic University of Madrid developed a technical methodology which produced some useful results for the monitoring and evaluation of changes occurring in the coastal strip. In this study, images from satellites Landsat 5 and 7 were used to obtain environmental indicators and biophysical parameters. The study indicates a reduction of nearly 50% of vegetation cover in the coastal strip from 1984 to 2010. Between 1984 and 2010, vegetation has been reduced by 50% in the Londji - Kribi area.

Higher intensity land-use changes were observed in the sector from Londji to Kribi, compared to those observed between Kribi and Grand Batanga. Two typologies of change have been identified; the ones resulting from the intensification of agricultural activities, and those due the expansion of the urban area and its communications network. The study concludes that methodologies based on satellite images can be successfully used for monitoring environmental changes in similar cases. The model presented has been used in the mentioned studies and have successfully been used by the authors in other areas. They also offer good potential for replication in analyzing the changes in coastal areas, and it is hoped that the results from this study will be up scaled and used to influence further actions by all the stakeholders in Kribi.

Kribi is a fishing hub

c. The COAST Project Supports Local Tree Planting Efforts in Kribi

Beaches in the Kribi coastline suffer from extreme coastal erosion resulting from changes in tides related to global warming. This erosion reduces the extension of beach shores and presents a real risk for the sustainability of coastal tourism activities in many areas of Kribi. These erosion problems are usually worsened by anthropogenic factors such as illegal sand digging activities and the rapid urbanization of the Kribi coastline, which entails deforestation and loss of vegetation cover. This exposes the adjacent lands to wind and marine erosion.

In cooperation with the National Agency of Forestry Development (ANAFOR), and the Kribi First City Council, the COAST Project in Cameroon launched a tree planting pilot initiative in the Demo Site of Bongahélé (Grand Batanga) in May and June 2012. The initiative received the name "One tree, one child". Children from the local community planted over 235 trees donated by the Kribi First City Council, individual tourists and local associations.

This exercise was conducted in cooperation with the Eco-tourism Group of Grand Batanga and endorsed by the village's traditional chief. An educational forum about coastal erosion and how it affects livelihoods was also organized in cooperation with environmental NGOs (Model Forest, WWF). A second tree planting activity that attracted significant media coverage by the national TV was organized in June 2012.

This activity served to extract valuable lessons regarding the technical requirements needed to carry out a tree planting activity on beach shores, such as the importance of choosing appropriate varieties, taking tides into account, the need of constant follow up in early stages, and the requirement of doing a good sensitization among communities, as trees are normally very easy targets for vandalism. In the long run, a number of tree nurseries should be established to enhance sustainability of such initiatives.

The COAST Project aims at extending this initiative to other villages in Kribi affected by coastal erosion, specifically in the Lobe Falls area. A larger proposal to include reforestation of beaches in Kribi will be

Students are involved in tree planting in Kribi

considered by the Kribi City Hall in its upcoming board meeting.

OTHER COAST PROJECT ACTIVITIES IN KRIBI

•   On September 21st and December 17th 2012, the COAST Project organized two workshops in Kribi to validate the sustainable tourism management plans drafted by the project and to review the planned environmental activities. More than 50 representatives from the community, government officials, and private sector participated in these meetings, whose main goal was to build a shared vision regarding development of sustainable tourism activities and development priorities in Demo Sites.

•   The COAST Project and the Sustainable Coastal Tourism partners showcased Eco-tourism activities in the Grand Batanga Demo Site. The project also supported the 5th Edition of the International Cultural Crossroad Kribi festival, a cultural and touristic festival which year after year aims at becoming a "Crossroad of cultural exchanges among different countries and generations" in Cameroon.

•   The Project partnered with the Campo Ma'an National Park Conservation Service and the Ebotour Marine Turtle Conservation initiatives in the Kribi region. Both Eco-tourism sites are based on the idea that

tourism can support conservation efforts of endangered species (great apes and elephants in Campo Ma'an, and marine turtles in Ebodgé).

CONCLUSION

Some of the results emerging from the Kribi Demo Site clearly place the Site at a vantage position to drive the national plans for sustainable coastal tourism in Cameroon. The COAST Project investments in Londji, Grand Batanga and Lobe Falls, under the Sustainable Coastal Tourism Project, if sustained in the long run will result in improved ecosystems and biodiversity. In this way, the project is delivering on its objective of demonstrating and supporting adoption of best practice approaches for sustainable tourism that reduces the degradation of marine and coastal environments of trans-boundary significance. At the Kribi Demo Site, the ongoing activities are building partnerships that are helping the local community extract real economic benefits from the tourism industry. This has led to a relationship where the local community and the local tourism industry have found a way to live and work in harmony with the environment. In addition, tourism activities are now taking place in a controlled sustainable way that is good for the environment.

It is important to note here that by safeguarding the environment in the tourism industry at Kribi, sustainable livelihoods and incomes are being realized and are assured in the long run. While challenges associated with rapid urbanization and industrialization remain, further partnerships need to be fostered to ensure sustainability of these initiatives. For instance, the results from the study that monitored changes in the coastal area at Kribi would benefit immensely from concerted actions by all stakeholders, including private–public partnerships, to reduce the harmful impacts resulting from human activities in the coastal area. In this regard, increasing tourist numbers should not be allowed to negatively impact on the fragile ecosystems in Kribi, and this is at the heart of COAST Project at this Demo Site. This will go a long way in helping nurture a shared vision towards sustainable tourism in coastal areas in Africa.

1. THE GAMBIA
NEWS FROM THE KARTONG DEMO SITE

Local communities delivering together in Kartong, Gambia

The COAST Project team in Gambia joined the international community in marking the International Coastal Cleanup Day on 13th October, 2012 by organizing a clean-up exercise. The exercise was held to remove debris from water bodies including the coastline and beaches and serve to raise public awareness on the effects of litter/debris on the aquatic ecosystem. During the clean-up activities, participants were reminded about the importance of conserving the coastal environment. The exercise was conducted in collaboration with the Boating and Fishing Association of Denton Bridge at Bakau; Tanji; Gunjur; Barra, Yelli Tenda/Bamba Tenda and Kartong.

Some Updates on Planned Activities at Kartong:

• Recruiting a GIS Consultant to produce maps for the Demo Site area as a means to enhancing habitat restoration and sustainable tourism activities;

• Hosting a UNWTO supported biodiversity champions' workshop to upscale efforts to promote conservation within the Demo Site area. Kartong will also host the 2nd Knowledge Management and Communication Workshop during this period.

Beach cleaning exercises in Kartong, Gambia

2. GHANA
NEWS FROM ADA DEMO SITE

Night turtle watching a profitable venture in Ada Hotels

Watching Turtles at Night at the Ada Site

Ghana is implementing the Integrated Eco-tourist Destination Planning and Management programme for the Ada Estuary under the COAST Project. This project seeks to implement activities that enhance coastal environmental conservation, health and sanitation, species and habitat conservation and generally promote sustainable coastal tourism practices. Ada Estuary has a number of important tourist attractions ranging from remnant enclaves/sanctuaries for wildlife, beaches, sacred groves, mangroves, aquatic systems among others. The site also boasts of varied biodiversity with turtle nesting sites, wide species of birds, reptiles (turtles, monitor lizards, pythons) and mammals (manatees, monkeys). In this regard, it's a fragile ecosystem haven with immense touristic potential.

Under the COAST Project, there is an interesting collaboration that enables tourists to watch turtles at night. Three of the globally threatened species of turtles nest along the coast of Ghana. The species are olive ridely (Lepidochelys olivacea),

the leatherback (Dermochelys coriacea) and green turtle (Chelonia mydas). In this collaborative venture, sea view resorts and guest houses were guided to promote conservation of wildlife species especially marine turtles alongside the facilities and services they provide.

The night guided walk is organized by the Wildlife Division of the Forestry Commission of Ghana. Collaboration with local communities and selected volunteers in the guided walks has provided increased avenues for employment and income generation in the informal sector. Some good examples of the hotels that have benefitted from this collaboration include Dreamland Beach Resort. This is one of the beneficiaries of a training program conducted by the COAST Project and which has moved on to promote night turtle watches, reported recording over 95% occupancy by tourists and guests last year. To sustain this, the beach resort has even had to employ additional hands during the season due to improvement in revenues. It is hoped that this knowledge will be shared with the other hotels and resorts to catalyze replicability.

Other Activities at the Ada Demo Site

• On communication, awareness and sensitization within the demarcated project areas, four schools and eight communities within the Demo Site area have undergone training and sensitization on the COAST Project benefits, conservation and sanitation;

• The COAST team in Ghana participated in the Knowledge Management and Communication workshop that was held in Badagry, Nigeria;

• Over four capacity building and skills trainings for hotel staff, boat operators and tour guides have been undertaken.

Some Updates on Planned Activities at Ada Demo Site:

• Mapping work for the Ada Demo Site will be conducted within 2013
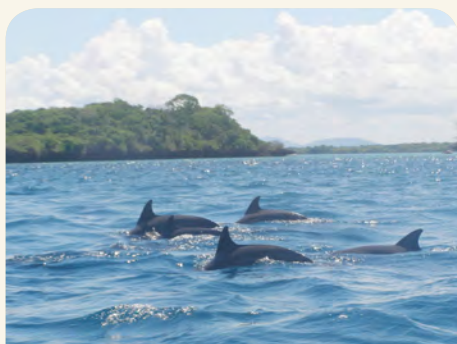
3. KENYA
NEWS FROM WATAMU DEMO SITE

Eco-tourism products from recycled waste materials in Watamu are synonymous with even happier faces

The COAST Project supporting Eco-tourism activities in Watamu through crab farms

Pods of Bottlenose Dolphin *Tursiops sp.* are a major tourist attraction in Watamu

The COAST Project is implementing activities at the Watamu Demo Site under the Eco-tourism, Environmental Management Systems (EMS) and Reef and Marine Recreation Management (RMRM) thematic areas. Eco-tourism is spearheaded by our partner UNWTO, while EMS is executed by UNIDO. EcoAfrica is executing the RMRM thematic area with broad oversight from the UNIDO COAST Project Management Team. During 2012, the COAST team in Watamu finalized the preparation of EMS implementation commitments from two Hotels in Watamu. These hotels are being supported under the COAST Project to implement some technology transfer projects ranging from undertaking waste composting (Bio-digester) to recycling (mobile plastic chipper). Work by EcoAfrica on the RMRM thematic area has commenced with initial reef assessments being conducted in early 2013. This assessment by EcoAfrica is the first step towards mapping the 'hotspot conservation needs' in the area and supporting efforts to improve management of reef recreation in Watamu.

Other Activities at the Watamu Demo Site

Under the Eco-tourism component supported UNWTO's Sustainable Tourism for Elimination of Poverty (ST-EP) Project, the Watamu Marine Association a member of the COAST Project Demo Site Management Committee is undertaking the Watamu Sustainable Tourism and Eco-tourism Development Project. The main aim of this initiative is to set up and help develop community based small tourism and Eco-tourism enterprises.

The project has been a great success with some of the achievements so far being:

- Rebuilding a mangrove boardwalk and restaurant;

- Providing crab cages and training for a mangrove crab farming;

- Providing training to community groups on beekeeping techniques;

- Providing 80 beehives to community groups;

- Providing training on small business management;

- Training community members to create artwork from recycled waste materials for sale in tourist outlets;

- Providing dugout canoes to eco tour groups within Mida creek;

- Training community members on plastic recycling techniques.

4. MOZAMBIQUE
NEWS FROM INHAMBANE DEMO SITE

The COAST Project is implementing activities at the Inhambane Demo Site under the Eco-tourism, Environmental Management Systems (EMS) and Reef and Marine Recreation Management (RMRM) thematic areas. For EMS, the COAST Project will be applying UNIDO's TEST methodology with the aim of improving the environmental management and competitiveness of the hotels that are participating. UNIDO's TEST methodology contains five management tools with the aim to change the management practices in a holistic manner in order to ensure the sustainable introduction of 'green' practices, whereby only the coordinated implementation of all five tools ensures the success and sustainability of the changes introduced.

The five key components of TEST are:
- Cleaner Production Assessment (CPA);
- Environmental Management Accounting (EMA);
- Environmental Management Systems (EMS);

Alma Craft shop centre in Inhambane

Community awareness against pollution caused by plastics in the ocean in Inhambane

• Environmentally Sound Technology (EST); and
• Corporate Social Responsibility (CSR).

A number of hotels are interested in implementing UNIDO's TEST methodology.

Other Activities at the Inhambane Demo Site

• During 2012, the COAST team in Inhambane organized over twelve beach cleanup events on each last Saturday of the month. The focus has been on Tofo beach area in partnership with ALMA Association and the Municipal Council. These beach cleanup events provided a good platform for sharing lessons and best practices in environmental improvements and waste management;

• The COAST Project also supported the development of a reef management and monitoring strategy agreed by all stakeholders for the Tofo bay area, and a number of reef maps and a code of conduct for the diving association is being produced;

• The team has also facilitated the development and testing of the BAPs/BATs for reducing land sourced pollution and degradation of the environment. This has resulted in the example of the Pomene land use plan which will be featured comprehensively in another upcoming edition of the COAST newsletter;

• Meeting in July with Diving Association-AMAR to complete and submit the code of conduct for diving centres in Demo Site;

• Under the UNWTO ST-EP Project, a local association (ALMA) was supported with 32.000MT (1,185 USD), to develop Eco-tourism initiatives, involving local communities. These funds are to support local Eco-tourism practices such as souvenir shops for products generated from recycled waste material. A number of trainings to local entrepreneurs have been executed in Inhambane Demo Site.

5. NIGERIA
NEWS FROM BADAGRY DEMO SITE

Tour guides learning the importance of safety at a COAST Project training in Badagry Nigeria

The COAST Project focal point at the monument marking the Badagry slave route

A participant receives his certificate after attending the COAST Project training in best practices for boat operators in Badagry

The COAST Project DPC sharing history of Badagry to museum visitors

The COAST Project in collaboration with UNWTO is implementing activities in Eco-tourism thematic area at the Badagry Demo Site in Nigeria. The Badagry Demo Site in Nigeria was selected as a COAST demonstration site due to its rich cultural heritage as a historic slave trade area. The site has some significant historical value to Nigeria. For instance, it has the first storey building that was constructed in 1842 and was completed in 1845 by Rev C.A Gollmer. In addition, Badagry served as the first area for the advent of Christianity in Nigeria in 1842. As a coastal town, it was the main port serving the Yoruba hinterland up to the second half of the 19th century. Apart from its historical significance, the area also has considerable natural assets, including a fresh water lagoon, coconut lined beaches bordering the Atlantic, mangroves, a number of virgin islands and about a quarter of a million friendly local inhabitants.

In recognition of this rich history, Badagry is often referred to as the 'Pillar of Tourism' in Lagos State. In the year 2000, the town was declared a tourist haven by UNESCO. The COAST Project is working with the Lagos State Ministry of Tourism and Inter-Governmental Relations and the Lagos State Ministry of Environment to ensure the nascent tourism industry does not impact negatively on the rich ecosystems and biodiversity in this area.

COAST Project Activities at the Badagry Demo Site

During the year 2012, the COAST Team in Badagry moved to upscale implementation of the project and recently executed a number of activities as hereunder presented:

• The team organized sensitization lectures on waste and natural resources. This series of lectures were done on 15th and 16th October, 2012. The lectures were aimed at updating key stakeholders in the tourist industry in Badagry on the impacts of unsustainable practices on the environment;

• The COAST team in Badagry also conducted two trainings on best practices on boat and tour guide operations from 15th to 23rd October 2012. These trainings were aimed at strengthening linkages between boat operators and tourism, equipping boat operators in Badagry with the basic health and safety techniques and other standard rescue practices. It succeeded in equipping boat operators with techniques and skills that are required in boat operation;
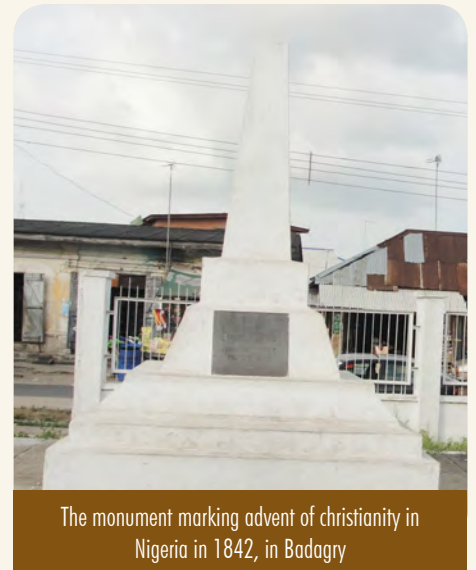
• In November 2012, the Badagry Demo Site also played host to the first ever COAST Project Knowledge Management and Communication Workshop. This workshop brought together the Demo Project Coordinators from; Ghana, Cameroon and Nigeria and members of the DSMCs from Nigeria for three days. The workshop identified strategies for enhancing the visibility of the COAST Project at the local and regional levels;

• The COAST team in Badagry also participated in the organization and eventual execution of the annual Badagry Festival. The Badagry Festival is an annual festival that celebrates the rich history of Badagry as an ancient slave centre.

The festival attracted thousands of tourists from within as well as outside Badagry.

Some of the planned activities in 2013 for Badagry include:

• Provision of a guide book on Badagry for visitors;

• Awareness raising in Badagry to encourage improved waste and sustainable natural resource management;

• Mapping work for Badagry Demo Site;

• Training programme on the production of curio and souvenirs to enhance Eco-tourism activities around Badagry.

The monument marking advent of christianity in Nigeria in 1842, in Badagry

Beach conservation efforts in Saly

6. SENEGAL
NEWS FROM SALY DEMO SITE

Senegal is working to implement activities under the Environmental Management Systems (EMS) thematic area. In December 2012, the COAST Project team at the Saly Demo Site supported the organization of successful trainings on UNIDO's TEST. The TEST methodology aims at improving the environmental management and competitiveness of the participating hotels. For Senegal, the five hotels that are keen to collaborate with the COAST Project in integrating sustainable technological principles in their operations are Hotel Bougainville, Hotel Filaos, Hotel Lamantin, Hotel Palm Beach and Hotel Teranga. Resulting from the TEST trainings, the COAST Project team in Saly has finalized development of the EMS Project brief and is awaiting formal start up of project activities at the individual hotel level.

The COAST Project activities in Saly are complementing other efforts by UN partners to secure the coastline at Saly. For instance, the Africa Adaptation Programme is working to protect a stretch of beach in Saly by building a series of protective rock terraces some distance into the ocean through an endeavor that will cost $160,000. Such efforts will go a long way in restoring and securing the white sandy beaches of Saly.

Coastline destruction in Saly is a cause of real concern to tourism

Tourism institutions need support to sustainably manage their wastes

7. SEYCHELLES
NEWS FROM SEYCHELLES

SSTL label promotes sustainability in the tourism industry

The COAST Project activities through its sister project 'Mainstreaming Biodiversity Management into Production Sector Activities' in Seychelles is beginning to bear fruit. The first three tourism establishments to have been assessed are now certified by the SSTL for integrating sustainability practices into their business operations. These are the; Berjaya Beau Vallon Bay Resort & Casino, Hanneman's Holiday Residence, and Constance Ephelia Resort.

The SSTL is a sustainable tourism management and certification programme designed specifically for use in the Seychelles. It is voluntary, user-friendly, and designed to inspire more efficient and sustainable ways of doing business. The SSTL is presently applicable to hotels of all sizes. Its vision is to ensure "Every hotel enterprise in Seychelles integrates sustainability practices in their business operations".

8. TANZANIA
NEWS FROM BAGAMOYO

Some of the historic sites in Bagamoyo

The COAST Project in collaboration with UNWTO is implementing a number of activities at the Bagamoyo Demo Site in Tanzania. These activities fall under the Eco-tourism, the Environmental Management Systems and the Reef and Marine Recreation Management thematic areas. The COAST Project team in Bagamoyo launched the Eco-tourism project on 10th January when the Bagamoyo District Commissioner, Mr. Ahmed Kipozi cut the ribbon marking the formal kick off of Eco-tourism project activities in Bagamoyo. This project component aims at building capacity of local communities in sustainable marine and coastal resource management for income generation and improving livelihoods. The villages of focus include; Dunda, Kaole, Mlingotini located along the Indian ocean within the Bagamoyo Demo Site.

Speaking during the launching of the Eco-tourism project, Bagamoyo District Mr. Kipozi said "Bagamoyo residents should feel proud of the project as it is an opportunity for employment, moreover it will expose the potentiality of the site to the international arena especially in tourism perspectives". He commended the relevant authorities to

Fish market in Bagamoyo

Ancient windows, are a common feature in Bagamoyo

utilize the project funds to the intended target in order to keep the good image of Bagamoyo and the country at large. Moreover he called for transparency and involvement of the people in tourism activities. He said that he expects that from the project new skills will be built among various groups including tour guides and fishermen.

Other COAST Project Activities at the Bagamoyo Demo Site

During the year 2012, the COAST Team in Bagamoyo executed a number of activities as hereunder presented:

• The COAST Project supported the process of preparing an action framework for sustainable tourism governance and management in coastal areas in Tanzania. This was undertaken through broad based consultations with government, Non Governmental Institutions, civil society and local community members.

Dr. Richard Denman, a UNWTO Tourism consultant led this exercise with support from the local expert, Ms. Mary Lwoga. Plans to roll out an all inclusive action framework for Sustainable Tourism Governance and Management in Tanzania are now underway;

• UNIDO conducted TEST trainings in the Bagamoyo Demo Site in Tanzania from 19th – 24th November 2012. The training involved the following hotels Millennium Sea Breeze Resort, Millennium Old Postal Hotel La Renaissance, Bomani Beach Bungalows and Oceanic Bay Resort. During the training hotel managers of the respective hotels were exposed to the five TEST management tools. After the training the hotels were very interested and much appreciated UNIDO for having exposed them to such a useful set management tools for resolving both business and environmental concerns occurring in their day-to-day operations;

This lodge in Bagamoyo has fostered biodiversity interaction by being in harmony with nature

Bagamoyo fish market adjacent to the coastline

A solar powered light at Oceanic Hotel in Bagamoyo

Coastline in Bomani Bungalow in Milingotini Village, Bagamoyo Tanzania

The COAST Project DPC Mr. Thomas Chali with two members of EcoAfrica after a workshop on RMRM in Bagamoyo

GALLERY

Saly Demo Site, Senegal

Training at Inhambane Demo Site, Mozambique

Training at Watamu Demo Site, Kenya

Inhambane Demo Site, Mozambique

Kartong Demo Site, Gambia

Kartong Demo Site, Gambia

Crab farming, Watamu Demo Site

Ancient historic doors Bagamoyo, Tanzania

Kribi Demo Site, Cameroon

Energy saving, Watamu Kenya

Boardwalk Watamu Kenya

GALLERY

Kartong Demo Site, Gambia

Watamu Demo Site, Kenya

Ada Demo Site, Ghana

Bagamoyo Demo Site, Tanzania

Watamu Demo Site, Kenya

Inhambane Demo Site, Mozambique

Theatre: A re-enactment of slave trade in Badagry during a COAST Project supported Festival in Badagry, Nigeria

Saly Demo Site, Senegal

Watamu Demo Site, Kenya

Ada Demo Site, Ghana

Kartong Demo Site, Gambia

NEWS FROM THE REGIONAL COAST PROJECT

OVERVIEW

The COAST Project coordinated and executed a number of workshops and capacity building missions during the last quarter of 2012. These activities were all aimed at empowering our stakeholders in the countries to upscale implementation of the COAST Project activities. Some of these missions were also aimed at sharing some of the emerging results with our partners in the IW: LEARN community, and identifying potential opportunities for enhanced partnerships and sharing of lessons, experiences and emerging best practices. This section shares some of the key issues that emerged from these workshops and COAST Project events and activities.

THE COAST PROJECT PRESENTS A POSTER IN THE GLOBAL ENVIRONMENT FACILITY (GEF) INTERNATIONAL WATERS (IW) SCIENCE CONFERENCE 2012

The COAST Project presented a poster during the GEF IW Science Conference held in Bangkok, Thailand from 24th - 26th September, 2012. Mr. Harvey John Garcia, the COAST Project Technical Officer represented the COAST Project during this conference. The overall goal of the IW Science Conference was to provide a science/policy interface to discuss the status and management of water systems at the global, regional and local level focusing on critical issues. This conference brought together experts concerned with the science and management of interconnected water bodies including Aquifers, Lakes, Rivers and Large Marine Ecosystems (LMEs), including coastal zones and open oceans.

One of the main objectives of the IW Science Conference was to address the Science Policy Interface where working groups discussed the following:

1. The role of IW-related science in support of regional cooperation;
2. Analysis Transboundary Diagnostic Analyses (TDAs), Progress Monitoring Strategic Action Programmes (SAPs) and Indicators;
3. Effective Knowledge Mobilization;
4. The Science Policy Continuum.

The conference also launched the GEF IW: Science Project Synthesis Reports on Ground Water, Lakes, Land - Based Pollution Sources, Large Marine Ecosystem and Open Ocean, River Basins and Science-Policy Bridges over Troubled Waters.

During this conference, the COAST Project presented a poster titled: "Demonstrating the adoption and linkages of global best available practices and technologies (BAPs/BATs) to coastal projects in the thematic areas of Eco-tourism, environmental management systems (EMS) and Reef and Marine Recreation Management (RMRM) in Kenya, Mozambique and Tanzania". The poster linked the COAST Project global review of Best Available Practice and Technology (BAPs/BATs) that was done in 2009 with the current BAPs/BATs activities that the COAST Project is implementing in its partner countries.

The poster includes the following:

1. The "Transfer of Environmentally Sound Technology (TEST)" approach by the United Nations Industrial Development Organization (UNIDO) as BAP for Environmental Management Systems.
(Please refer http://www.unido.org/index.php?id=7677g / for further information);

2. The "Sustainable Tourism-Eliminating Poverty (ST-EP)" Programme of the United Nations World Tourism Organization (UNWTO) as a BAP for Eco-tourism. (Please refer http://www.unwtostep.org; for further information);

3. Integrated approach to Reef and Marine Recreation Management (RMRM) using hotspot mapping, reef check and installation of demarcation and/or mooring buoys.

(To read the COAST Project poster, please check our COAST Project website www.coast.iwlearn.org;)

THE COAST PROJECT PARTICIPATES IN THE 2ND AFRICAN REGIONAL IW-LEARN WORKSHOP ON ECONOMIC VALUATION OF ECOSYSTEM SERVICES

The IW: LEARN, together with the Food Security and Sustainable Division of UNECA and the Secretariat of the UN Water/Africa organized a workshop for GEF IW project managers; GEF agencies and other partner multilaterals/regional organizations with water mandates. The meeting was held at the United Nations Economic Commission for Africa (UNECA) in Addis Ababa, Ethiopia from 12th – 14th November 2012. Dr. Hugh Gibbon, the Regional Technical Coordinator for the COAST Project participated in the meeting.

The overall aim of the workshop was to raise capacity among the GEF IW project managers and representatives of partner organizations on the topic of economic valuation, as well as payments for ecosystem services and ecosystem-based approaches.

The workshop had a number of objectives including:

• Presentation of key approaches and methodologies for economic valuation, payment for ecosystem services and ecosystem-based approaches in both freshwater and marine environments;

• Exchange of experience on the application of various economic valuation methodologies by GEF IW projects in the region and the results of those applications;

• Identification of next steps or commitments to action with regard to economic valuation or the expansion of the water convention in the context of GEF IW projects.

During the workshop, the COAST Project was able to engage in a dialogue with several of the Southern African LME projects (notably the Benguela Current and Agulhas/Somali Current LMEs) on how to pursue twinning opportunities. This will enable the project to benefit from their successful communication strategies and to integrate some of these experiences within the COAST Project, as well as to share with them our work on the projects KM&C Strategy. All these partners agreed that sharing respective best practices and experiences will contribute to mainstreaming, up scaling and probable replication /use of various sustainability indicators.

Expect to see more on this topic in our future editions of the COAST Newsletters!

THE COAST PROJECT PARTICIPATES IN THE IWLEARN ICT TRAINING WORKSHOP FOR AFRICA IN OCTOBER 2012

In October 2012, the COAST Project participated in the IW: LEARN Regional ICT Workshop for Africa. The purpose of this workshop was to assist projects in creating and managing a project website using the freely available IW: LEARN toolkit. Related ICT subjects such as content development and syndication, and new topics as publishing for mobile gadgets and online collaborative data visualization as well as how to use the IW: LEARN Community Workspace were also covered. The COAST Project Knowledge Management Officer, Mr. Geoffrey Omedo participated in this training.

The workshop was useful in benefitting the COAST Project with the requisite technical skills and improved understanding and hands on expertise to manage and maintain the revamped COAST Project website available at *http://coast.iwlearn.org/*. The training consisted of practical sessions on website management using Plone Content Management Systems. Some of the training topics covered included website management, promotion, monitoring and data visualization.

THE 1ST KNOWLEDGE MANAGEMENT AND COMMUNICATION WORKSHOP HELD IN BADAGRY, NIGERIA

The COAST Project's Knowledge Management and Communications Officer organized and facilitated the 1st Knowledge Management and Communication (KM&C) workshop that was held in Badagry, Nigeria. This workshop was held between 25th Nov and 2nd December 2012 and targeted the Demo Project Coordinators (DPC) from the Badagry Demo Site, Nigeria; Ada Demo Site, Ghana; and the Kribi Demo Site, Cameroon. It was aimed at enhancing their capacity to support the implementation of the COAST Project KM&C Strategy.

The objectives and outcomes of the workshop included the following:

1. The KM&C needs for Nigeria, Cameroon and Ghana were reviewed and incorporated in the COAST Project KM&C Strategy;

2. The Demo Project Coordinators and the Project Liaison Officers were trained on the COASTProject Knowledge Management and Communications Platforms (Website Community of Practices, Newsletter News from the Countries Section, etc.);

3. The participants were afforded an opportunity to share lessons, experiences and lessons to foster a dialogue on future KM&C relevant information exchanges;

4. The participants were guided in adopting some action plans to enhance knowledge management and communication for the Demo Sites.

During the course of 2013, more of such workshops are planned for the rest of the COAST Project countries. Information, experiences and results coming out of these workshops will be featured in our upcoming newsletter editions.

Stay tuned!

SOME NEWS FROM THE UNIDO TEST METHODOLOGY TRAININGS FOR THE EMS THEMATIC AREA COUNTRIES SENEGAL, KENYA, TANZANIA AND MOZAMBIQUE.

A team of UNIDO TEST trainers and experts consisting of the COAST Project Manager, Mr. Ludovic Bernaudat, the HQ Technical Coordinator Ms. Marla Pinto Rodrigues, the UNIDO EMA expert Ms. Yolanda Cachu and the Technical Officer Mr. Harvey Garcia successfully conducted the UNIDO Transfer of Environmentally Sound Technology methodology (TEST) trainings in the Demo Sites of Senegal (6th -10th Nov), Kenya (11th – 18th Nov), Tanzania (19th -24th Nov) and Mozambique (25th Nov – 1st Dec) in a back to back missions over a period of four weeks. During these missions, some Focal Points, the Demo Project Coordinators, DSMC members and all private sector stakeholders across all the four countries in the EMS thematic area of the project actively participated in the trainings. They committed themselves to apply the five tools of the UNIDO TEST methodology to their respective private sector hotels and tourism establishments.

The methodology consists in introducing five management tools at company level with the aim to change management practices in a holistic manner in order to ensure the sustainable introduction of green practices and to foster the competitiveness of the companies.

THE 5 TOOLS OF THE TEST METHODOLOGY CONSIST OF THE FOLLOWING:

Cleaner Production Assessment (CPA): This tool focuses on systematically identifying potential applications of preventive techniques for pollution sources that generally result from process inefficiencies. The adopted pollution prevention measures (cleaner production measures) reduce not only pollution but also the operational costs.

Environmental Management Accounting (EMA): This tool is defined as the identification, collection, analysis and use of two types of information for internal decision making. Physical information on the use, flow and destination of energy, water and materials (including wastes) of the company, as well as monetary information on costs, profits and savings regarding the environment. It focuses on the optimization of production and products by tracking all environmental costs back to their sources, especially costs of pollution that are 'hidden' in production costs. EMA is the most helpful tool to ensure the buy-in from the manager of a company as it allows for the pin-pointing and actual costing of the inefficiencies in the production process.

Environmental Management System (EMS): This tool focuses on the identification and management of environmental aspects, and is widely used to ensure compliance with environmental standards, but to operate properly it must be integrated with the other systems of the company. It is part of the overall management system that includes the organizational structure, planning activities, responsibilities, practices, procedures, processes and resources for developing, implementing, achieving and maintaining the environmental policy.

Environmental Sound Technologies (EST): This tool encompasses technologies that have the potential to significantly improve environmental performance relative to other technologies. The technologies protect the environment, are less polluting, use resources in a sustainable manner, recycle more of their wastes and products and handle all residual wastes in a more environmentally sound manner than the technologies they are designed to replace.

Corporate Social Responsibility (CSR): This is a self-regulation mechanism integrated to a business model that companies use to comply with ethical standards and international regulations. It is based on close cooperation with stakeholders and integrates all sustainability considerations (social, environmental and economic) into business operation.

TEST trainings were conducted in all the four countries implementing the EMS thematic area. In some of these countries, initial discussions are ongoing to partner with the National Cleaner Production Centers that possess key resource efficient and cleaner production expertise that is pertinent to each country's reality. These NCPCs will eventually work closely with the UNIDO TEST methodology teams. At the Inhambane Demo Site in Mozambique, three lodges and one restaurant/bar committed to applying the five tools of the TEST methodology as part of the EMS thematic component of the COAST Project. At the Demo Site in Saly Senegal, four hotels were taken through the TEST training. At the Watamu Demo Site in Kenya, two hotels and two NGOs were taken though the TEST methodology and they committed to applying it in their day to day operations. Four hotels at the Bagamoyo Demo Site in Tanzania received the training and committed to the TEST methodology.

In all of these Demo Sites, the stakeholders that committed to implementing the five tools of the TEST methodology will be benefitting from CPAs, EMA, EMS know-how and CSR proposals that are done to identify and recommend 'no cost' and 'low cost' options to generate environmental, economic and social benefits. The EST tool will entail that the jointly identified low-cost environmental technology and equipment will be transferred to the respective sites to remedy one of the key issues for water, energy or waste issues. As this is a participatory process, the hoteliers and tourism establishments were tasked with designing a clear collective use, management, financial and sustainability plan for the ESTs in cooperation with the surrounding local communities so that the benefits can continue to be sustainably reaped by all stakeholders beyond the life span of the COAST Project.

The UNIDO TEST methodology team and their partners will provide continual support to the four countries until the end of the COAST Project in mid 2014. The environmental, economic and social benefits will be monitored throughout so as to have concrete results by the end of the project that are envisaged to serve as indicators for mainstreaming, up scaling and replicating for similar projects elsewhere on the globe.

The experiences and results of the application of the UNIDO TEST methodology will be featured in upcoming editions of the COAST Project Newsletter.

Stay tuned!

QA QUESTIONS & ANSWERS SECTION

Mr. Marcel Leijzer is the Program Coordinator in the UNWTO Technical Cooperation and Services Programme. He is based in Madrid, Spain and manages the implementation of the Eco-tourism and Sustainable Tourism Governance thematic areas of the COAST Project.

In this section, Mr. Marcel shares with us the progress in implementation of the Eco-tourism and Sustainable Tourism Governance component of the COAST Project and how it contributes to the future of Sustainable Coastal Tourism in Africa.

1 Please explain to our readers the role of UNWTO in the partnership that executes the COAST Project in Africa.

UNWTO is an associate partner agency in the COAST Project, and in particular responsible for the Eco-tourism and Sustainable Tourism Governance thematic areas. The first thematic area aims to develop and test Eco-tourism initiatives that benefit both local communities, through alleviating poverty, and conserving the coastal environment by reducing harmful impacts resulting from tourism activities on biodiversity at the demonstration sites. The results are then documented and disseminated widely. Following up on the recommendations from the Mid-Term Review held in 2011, the Sustainable Tourism Governance and Management (STGM) component has now become a key cross cutting segment of the COAST Project, providing guidance to achieving the second project outcome, titled "national and local mechanisms supporting sustainable tourism governance and management identified and enhanced to facilitate uptake of BAPs/BATs". The STGM component provides advice to the participating countries on mechanisms for sustainable tourism governance and management. Currently, one advisory mission has been undertaken to each of the COAST countries.

In the next steps, each COAST Project country will now prepare an action framework to give follow-up to the recommendations from the Sustainable Tourism Governance country reports. This may include actions in the field of policy planning and regulation, influencing the development and operation of coastal tourism enterprises, managing coastal environments linked to tourism, and supporting community livelihoods. An overall report on mechanisms for sustainable tourism governance and management will be published, and will serve as the basis for regional capacity building workshops for the stakeholders in the COAST Project on how to use the various mechanisms to ensure that tourism is developed in a sustainable manner along the coast of Africa.

2 This is the fourth year of project implementation. What are some of the results that are emerging from the implementation of UNWTO's work in the Eco-tourism thematic area of the COAST Project?

The project has organized three regional Eco-tourism training workshops, in which the approach and experiences gained in the UNWTO ST-EP (Sustainable Tourism – Eliminating Poverty) initiative have been shared with the focal points, demonstration site coordinators, and other stakeholders. Based on the lessons learned during the workshops, the seven countries working on the Eco-tourism thematic area have carried out a value chain analysis in their demonstration site to assess income flows in the demonstration site and identify opportunities for local people from a poor background to benefit more from the tourism industry.

Subsequently, in each demonstration site a work plan for the Eco-tourism project has been developed and the first project activities, in particular advice and training for local people to offer goods and services to tourists and tourism enterprises, have been carried out. E.g. in Ghana, 28 tour guides and 25 boat operators were trained to organize Eco-tourism excursions, and in Kenya a mangrove boardwalk and local restaurant have been renovated, providing income from tourism to a group of over 26 members of the local community.

3 How do you envisage the UNWTO's work on Eco-tourism linking closely and in synergy with the other thematic areas of the COAST Project?

The COAST Project aims to support and enhance the conservation of coastal

Mr. Marcel Leijzer conducting ST-EP training for COAST Project Focal Points and DPCs in Watamu, Kenya

and marine eco-systems in Sub-Sahara Africa through reducing the negative environmental impacts from coastal tourism. The thematic areas "Reef and Marine Recreation Management" and "Environmental Management Systems" do more directly address the environmental impacts from tourism. However, reducing the environmental impact from tourism cannot be achieved in isolation. In order to turn local communities into champions of biodiversity conservation and environmental protection, they also need to see that their communities benefit from tourism development. The Eco-tourism thematic area provides a good opportunity for the local communities to obtain some economic benefits from the tourism industry, even as they drive conservation measures within these tourism destinations.

The Eco-tourism projects support community members to generate income through providing goods and services to tourists and tourism enterprises. At the same time, the projects raise environmental awareness in the communities and encourage local people to protect their environment, and in some countries attempts are made to introduce mechanisms to raise income from tourism which can be used for biodiversity conservation, e.g. through a conservation fee paid by tourists who make a turtle watch excursion in the demonstration site in Ghana.

4 **What are some of the challenges affecting project implementation and how can they be addressed effectively?**

As concluded by the Mid-Term Review Evaluation, the Eco-tourism projects are on the right track to support local communities to generate additional income from tourism development, yet additional efforts are required to ensure the projects also make

a significant contribution to biodiversity conservation. To address this, project stakeholders have been encouraged to identify possible interventions that may generate income for biodiversity conservation and ultimately help protect these coastal environments. Tree planting campaigns in Cameroon, mangrove replanting in Tanzania and waste recycling in Gambia are examples of new interventions. Further, we are developing a new training seminar that focuses on turning tourism employees into champions for biodiversity conservation and environmental protection, which will be piloted in one of the COAST countries and may be replicated in other countries.

5 **The main impetus of the COAST Project is identifying local Best Available Practices/Technologies in managing the impacts of land based pollution from tourism activities. What are some of the BAPs/BATs that are expected from some of the seven countries undertaking work in the Eco-tourism thematic area?**

In the Eco-tourism projects in the countries, we expect to come up with relevant experiences and examples on how local people can generate income from Eco-tourism development. This can happen in different ways. For instance, through vocational training organized in Mozambique, community members can now obtain employment in tourism enterprises; communities can now effectively manage local restaurants and handicraft shops in Cameroon and Kenya. This will enable the beneficiary communities' to make optimal use of business advice and support for the construction and renovation of facilities provided by the COAST Project, and through organizing excursions for tourists after receiving marketing support and training on tour guiding, which is a key component

in the Eco-tourism projects in Gambia, Ghana, Nigeria and Tanzania. Furthermore, we hope that good examples will become available on how the Eco-tourism projects have contributed to biodiversity conservation and environmental protection, such as through waste recycling initiatives, tree and mangrove planting, and conservation fees generated from the excursions and used for the management of protected areas.

6 **Sustainability Plan: From your experience working in this sector, how would you like the COAST Project activities to continue beyond the scope of the COAST Project life?**

From the outset, it is important to note here that the COAST Project recognizes the importance of integrating project sustainability strategies across all the three thematic areas. For the Eco-tourism thematic area, we have adopted a number of strategies to ensure sustainability after the project period. Key to this is that the activities will be integrated in the work of local organizations, and that there is a clear demand for the new products and services offered to tourists and tourism enterprises. This will ensure that stakeholders have an economic interest to continue providing and purchasing the products and services.

For the overall COAST Project, the Sustainable Tourism Governance and Management (STGM) action framework can play an important role to help sustain the COAST Project activities. This will provide useful opportunities for mainstreaming and up scaling best practices, and hopefully spur replication across the industry. In addition, a sound governance framework would integrate the results from the RMRM and the EMS thematic areas, hence exhibit a fostering of synergies to attain the overall objectives and goals. It is the intention that the action framework provides an overview of the main national and local mechanisms to be used to support sustainable tourism governance and management in coastal areas. For each mechanism, it will be indicated if it can be addressed in the short-term or medium-term.

Further, by widely disseminating the results of the COAST Project through publications, e-newsletters and at conferences, we hope that the lessons learned and experiences gained in the COAST Project can also be useful for other destinations.

OVERVIEW

SHARING THE COAST PROJECT EXPERIENCES:

TOWARDS EFFECTIVE ENVIRONMENTAL MANAGEMENT IN HOTELS IN AFRICA

The COAST Project is implementing UNIDO's Transfer of Environmentally Sound Technology (TEST) methodology under the Environmental Management System thematic area of the project in Kenya, Mozambique, Senegal and Tanzania. This is an integrated methodology consisting of five elements: Cleaner Production Assessment (CPA); Environmental Management Accounting (EMA); Environmental Management Systems (EMS); Environmentally Sound Technology (EST); and Corporate Social Responsibility (CSR). The implementation of TEST will result in some demonstrable best practices and strategies for sustainable tourism in the hotel industry within the COAST Project's demonstration sites.

In the long run, the EMS thematic area aims to support selected hotels in these four countries to integrate sustainable tourism principles into their management systems within the Demo Sites in these countries. In early 2012, the project worked to identify specific environmental issues and to design concise environmental management responses through a participatory training approach with the stakeholders at the COAST Demo Sites in; Saly (Senegal), Watamu (Kenya), Bagamoyo (Tanzania) and Inhambane (Mozambique).

The composition of the stakeholders involved in this process was wide, though the private sector played a significant role. To achieve this, the COAST Project recruited two consultants to begin the work as a prerequisite before the formal commencement of UNIDO's TEST methodology implementation. Mr. Léandre Yameogo and Mr. Edgar Ambaza (pictured) supported this process as Technical Support Consultants and here below, they share some of their experiences on how the processes were conducted and what lessons emerged.

ENVIRONMENTAL MANAGEMENT IN EAST AFRICAN HOTELS:
THE CASE OF KENYA & TANZANIA
By Mr. Edgar Ambaza, Technical Support Consultant,

INTRODUCTION

Hospitality institutions in the tourism industry have to contend with a number of environmental aspects with the most significant being; water, waste (solid and liquids) and energy. In support of the COAST Project's output that seeks to integrate environmental sustainability principles in tourism under the Environmental Management Systems thematic area, the COAST Project conducted a number of trainings and sensitization workshops to hotel management at the Watamu and Bagamoyo Demo Sites in Kenya and Tanzania respectively.

These workshops were aimed at sensitizing the private sector players at the Demo Sites on the importance of integrating conservation measures in their day to day operations. This is also important under the ISO 14001 international standards on Environmental Management.

GAP ANALYSIS FINDINGS

To begin on the assignment, an initial gap analysis of key environmental issues was conducted in the participating hotels in the Demo Sites in Kenya and Tanzania. Below is a summary of observations and findings identified:

• A majority of the hotel facilities visited during the mission on the Watamu Demo Site in Kenya had established some environmental policies, while a majority in the Bagamoyo Demo Site in Tanzania did not yet have a type of internal environmental policy that was documented and made available to the public;

• Only one site within the Watamu Demo Site area in the Kenyan coast had a documented safety and health policy. The other facilities at the Demo Site had no documented procedure on the identification of environmental aspects and determination of those aspects that are significant;

• Most of the hotel institutions in the Demo Site areas in both Kenya and Tanzania did not have Environmental Aspect Registers (environmental aspects are elements of an organization's activities, products or services that can interact with the environment) with details of the significant environmental aspects that can impact on the environment;

• Some of the significant environmental aspects that need strategic interventions amongst all the hotels visited at the Watamu and Bagamoyo Demo Site areas were water, energy, and waste (solid & liquid);

• Some cleaner production/environmental technologies options for water and energy conservation were noted at two facilities in the Watamu Demo Site in Kenya i.e. use of sensor taps and electronic cards for opening and closing of doors and circuit completion. None were documented at any hotel in the Bagamoyo Demo Site area.

CONCLUSION

Based on the findings from the hotels, only a single hotel facility was found to comply with the ISO 14001 requirements. In this regard, it is important to reiterate here that most hotel organizations in the Demo Sites of Watamu and Bagamoyo have not yet established procedures for the identification, or access to, relevant legal requirements in relation to their Health, Safety and Environmental hazards/aspects. The reasons for this are varied, and they include lack of know-how, lack of human and financial capacity, weak regulatory enforcement resulting in non-compliance among many other reasons. We believe that resulting from our work in Kenya and Tanzania, the COAST Project now has the baseline materials, necessary tools and potential to assist these tourism establishments enhance environmental sustainability approaches during project implementation.

(The views expressed here are Mr. Ambaza's private views resulting from his work as a Consultant for the COAST Project)

ENVIRONMENTAL MANAGEMENT IN SENEGAL AND MOZAMBIQUE

By Mr. Léandre Yameogo, Technical Consultant

INTRODUCTION

The COAST Project contracted us to review the status of environmental management in some hotels found along the coasts of Senegal and Mozambique at the project Demo Sites in Inhambane and Saly respectively. The basis for our review was the ISO 14001 standard. To commence on the assignment, an initial gap analysis of key environmental issues was conducted in the participating hotels at the Inhambane and Saly Demo Sites.

Below is a summary of some of the observations and findings resulting from the gap analysis;

• Both Senegal and Mozambique have a budding tourism industry that is based on their rich biodiversity and cultures. There exist some differences between these two countries with regard to their approach to marine ecosystem conservation. Senegal, for instance, has involved its military for coastal restoration and local communities for waste management and awareness creation. Mozambique, on the other hand, has its interests in marine conservation and mangrove restoration that includes optimal participation by the local communities;

• Both countries have planned and executed activities with other local organizations for community awareness, experiential learning and results sharing. The COAST Project activities in both countries included capacity building for the local stakeholders in the hotel industry. EMS trainings for the hoteliers by EMS consultants benefitted the hoteliers in this regard, and they identified the environmental aspects that needed to be addressed;

• In both countries, the local governance structures were found to be of critical importance for effective integration of sustainability principles within the tourism destination areas;

• For the full realization of the EMS thematic area objectives at the Demo Sites in both countries, it would be useful to encourage the hotel management to plan and execute actions to achieve desired objectives and targets by setting up relevant structures, responsibilities, trainings, awareness creation and communication;

• Efforts should be made to improve on some elements of EMS that range from documentation; operational control; emergency preparedness and response; monitoring and measurement; Non-conformance and corrective/preventive actions; and audits/management reviews. All these were noted to be very weak within the hotel facilities in both countries;

• Integrating environmental management principles in hotels can only be successful if it is "experienced" by the employees.

CONCLUSION

In conclusion, it is important to note here that for a long while environmental conservation has not been considered a core business issue in the hospitality industry in Africa. In the course of 2012, in Senegal and Mozambique, the COAST Project worked to sensitize the hotels on the importance of adopting sustainable tourism principles. The trainings resulted in increased awareness, capacity building and transparency of the processes, and it is now possible for the hotel management to detect optimization and cost saving potential for energy, water efficiency and waste management. Further benefits are a general enhancement of the organization's image and a positive effect on relations with the local communities and the Government authorities in both countries.

With an enlightened hotel management that fully understands how to respond to environmental aspects in their operations, there is a gradual shift towards the realization that conservation is in actual fact a core business of the hospitality industry in Africa. This will go a long way in dealing with the challenges attributed to environmental conservation in hotels. In most cases, poor allocation of human and financial resources for environmental management in the hotels has conspired to keep the status of environmental conservation on the back burner. The important fact to be noted is the great interest of the hoteliers in both countries to be involved in the project and the management committees' motivation with the public and private sectors engaged in each country.

(The views expressed here are Mr. Yameogo's private views resulting from his work as a Consultant for the COAST Project)

COAST

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