



COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

QUARTERLY NEWSLETTER

OCTOBER 2012 / EDITION 1



THE FUTURE WE WANT FROM RIO+20:
ANALYSIS OF OUTCOMES ON
**SUSTAINABLE
COASTAL TOURISM**
AND OTHER STORIES



GLOBAL ENVIRONMENT FACILITY
INVESTING IN OUR PLANET





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MESSAGE FROM THE UNEP TASK MANAGER,

DEAR READERS,

Welcome to the 1st Edition of the Sustainable COAST Tourism Newsletter produced by the Collaborative Actions for Sustainable Tourism (COAST) Project. This is the first in a series of Newsletters that will be issued on a quarterly basis to facilitate a more vibrant discourse on project activities, experiences, challenges and some of the lessons learned through the COAST Project.

Sub-Saharan Africa contains 32 coastal states (out of a total of 44 states) bordering both the Atlantic and Indian Ocean, with a combined coastal length that exceeds 48,000 km and offering enormous potential for coastal tourism development. With close to 465 million people, these countries are directly dependent on marine and coastal resources and the essential goods and services they provide. With regard to tourism, the marine and coastal ecosystems in this region support a diverse complex of productive habitats, such as coral reefs, sea grass meadows, mangrove forests, estuaries and floodplain swamps and several major coastal upwelling sub-ecosystems that are ranked among the most productive coastal and offshore waters in the world. Unsustainable tourism practices would therefore lead to irreparable damage to these fragile ecosystems and lead to significant economic losses.

THE COAST PROJECT

COAST is a UNEP implemented, Global Environmental Facility (GEF) supported project that is executed by UNIDO in collaboration with UNWTO (UN World Tourism Organisation) and several other partners. The project objective is to



EDOARDO ZANDRI

“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”. The project approach will provide important lessons on how to sustain an emerging and dynamic tourism sector in Africa, while conserving fragile coastal ecosystems within the context of rapidly changing environments and increased international tourism.

The Project has demonstration sites in eight African countries, (covering four out of the five Africa Large Marine currents Ecosystems (Bengwela, Agulhas-Somali, Canary, Mediterranean and Guinea currents) as well as regional-level activities where all nine COAST countries are brought together in capacity building and sensitization events. The COAST demonstration (demo) sites were selected on the basis of their biodiversity

conservation importance, as well as human development interests. These are well presented in this Newsletter in the News from the Countries section well as on the COAST Project website.

THE WAY FORWARD

The project is emerging from a long initial period of gestation and preparation. Good results were achieved at the regional-level, while the complexity of project design and execution set-up, especially at the local level, resulted in the slow implementation of demonstration projects. The recent Mid-Term Evaluation objectively assessed how performance could be improved during the remaining period of the project. This provided the opportunity to re-design a simplified pathway for the effective delivery of project objectives in the remaining project timeframe. A number of significant MTE recommendations are now guiding project operations forward, and this first Newsletter forms an integral part of the revitalized Knowledge Management and Communication Strategy for the COAST Project. We hope it will be a useful medium for you and all project partners to keep in touch with the project’s developments in the months to come. We also hope it will inform the global community on some of the practical developments in the subject of sustainable tourism.

As initial results start to emerge from the project demonstration sites, this Newsletter and the revived COAST Project website will continue to encourage the sharing of experiences and lessons learnt on sustainable coastal tourism among all project partners, while providing insights into the options and approaches available to manage and mitigate the environmental impacts resulting from the expansion of this sector within the African context.

Welcome aboard and wishing you a good reading,

EDOARDO ZANDRI,
UNEP/GEF TASK MANAGER,
COAST PROJECT



THE FUTURE WE WANT FROM RIO+20: ANALYSIS OF OUTCOMES ON



SUSTAINABLE COASTAL TOURISM

“..... We recognize that oceans are critical to sustaining Earth’s life support systems. Careless exploitation of the oceans and their resources puts at risk the ability of oceans to continue to provide food, other economic benefits and environmental services to humankind. We stress the importance of the conservation, sustainable management and equitable sharing of marine and ocean resources. We also recognize the significant economic, social and environmental contribution of coral reefs to island and coastal States, and support cooperation based on the Coral Triangle Initiative (CTI), and the International Coral Reef Initiative (ICRI).....”

Excerpts from ‘The Future We Want UNCED Rio+20 Declaration’ by the World Leaders, Rio de Janeiro, 22nd June 2012.

INTRODUCTION: THE RIO+20 SUMMIT

The statement above amply summarizes the global leaders call for action in ensuring the sustainable utilization of coastal ecosystems including seas, oceans, and the marine biodiversity for socio economic development ventures that includes tourism. This statement is part of the declaration developed and adopted by the leaders and representatives of 191 UN Members states including 79 Heads of State and Government who attended the recently concluded UN Conference on Sustainable Development (UNCSD, or Rio+20).

The Summit was held in Rio de Janeiro, Brazil, from 13th to 24th June, 2012, amid a backdrop of a weakened global economy, dampening the global expectations from this year’s conference. However, after heightened negotiations and sustained advocacy by civil society organizations, UN agencies, the curtains finally fell on the conference with some ‘glimmer of hope’, the global leaders issued what is hoped to be, yet another important declaration for the future of sustainable development. Many of the civil society stakeholders and environmental activists who attended the Summit however regret the failure by the international community to include ‘concrete or measurable results in some key areas’ within this agreement.

RIO+20 OUTCOMES: IN THE CONTEXT OF COAST PROJECT WORK IN AFRICA

While many stakeholders continue to analyze the process, final products and way forward of the Rio+20 summit and even as opinion remains divided on the final impact of the Rio+20 conferences, it is clear that for sustainable coastal tourism issues in the context of the COAST Project, this declaration is a step in the right direction. The Collaborative Actions for Sustainable Tourism (COAST) Project is working in nine coastal states in Africa (Cameroon, Senegal, Kenya, Tanzania, Mozambique, The Gambia, Ghana, Nigeria and Seychelles) to enhance the adoption of Best Available Practices/Technologies for sustainable tourism practices in three main thematic areas; Eco-tourism Practices, Environmental Management Systems by hotels and Reef and Marine Recreation Management.

The COAST Project hopes to document working best practices on the afore-mentioned thematic areas and other areas such as waste management, energy efficiency, community participation in tourism and conservation of coral reefs through proactive engagement with the tourism sector. These are at the very core of some of the final Rio+20 outcomes. Indeed, the final outcomes in the Rio+20 Declaration highlighted issues around oceans and coastal marine biodiversity and the need to conserve them. In addition, and for the very first time, the issue of sustainable tourism was part and parcel of the deliberations at Rio+20 and was included in the outcome document from the conference.

On sustainable tourism, the global Leaders emphasized that well-designed and managed tourism could make a significant contribution to the three pillars of sustainable development (People, Planet and Profit) and could protect the environment (giving the environment an economic value) create decent jobs and generate trade opportunities¹. They further called for increased support to sustainable tourism activities and relevant capacity building that promote environmental awareness, conserve and protect the environment, respect wildlife, flora, biodiversity, ecosystems and cultural diversity, and improve the welfare and livelihoods of local communities. In addition, the Rio+20 Outcome document noted the importance of Eco-tourism as a sustainable touristic venture that needed more investment by the countries.

For oceans, coastal and marine ecosystems and their associated biodiversity, the Rio+20 deliberations noted the importance of countries working to “... advance implementation of the Global Programme of Action for the Protection of the Marine Environment from Land-based Activities, including further capacity-building and mobilization of resources for investment in treatment of human wastes and waste water and to develop a global action plan to combat marine litter and pollution”. Some of these issues were positively received by the Global Ocean Forum that brought together 375 participants from 46 countries during the Oceans Day celebrations held on the sidelines of Rio+20.

In the Global Ocean Forum’s Declaration², the leaders expressed their appreciation for the high level of attention given to oceans, coasts,

and SIDS in the Rio+20 outcome document, and the recognition of their importance in achieving the three pillars of sustainable development.

These twin issues of coastal ecosystems and their marine biodiversity; and sustainable tourism highlighted in the Rio+20 Outcome document represent an integral element of the work of UNEP, UNWTO and UNIDO GEF's COAST Project.

OTHER AGREEMENTS REACHED AT THE RIO+20 CONFERENCE

There were many other agreements on sustainable development that were reached during the Rio+20 Conference. In the final outcome document, global leaders renewed their political commitment to sustainable development; agreed to establish a set of sustainable development goals (SDGs) to take up from the MDGs in the post 2015 period and established a high-level political forum on sustainable development. They also called for a wide range of actions such as detailing how the green economy could be used as a tool to achieve sustainable development; measures for strengthening the UN Environment Programme (UNEP); promoting corporate sustainability reporting measures; taking steps to go beyond gross domestic product to assess the well-being of a country; developing a strategy for sustainable development financing; and adopting a framework for tackling sustainable consumption and production. The Rio+20 Outcome document also focuses on improving gender equity; recognizing the importance of voluntary commitments on sustainable development; and stressing the need to engage civil society and incorporate science into policy; among other points.

With regard to financing sustainable development the Rio+20 Secretariat together with the UN Global Compact and the Sustainable Energy for All initiative reported receiving over



World leaders during the Rio +20 Summit in Rio de Janeiro, Brazil. [Photo: Courtesy UNCSDF]

700 Rio+20 voluntary commitments³. These commitments were made by all stakeholders including governments, UN system and IGOs, the private sector, civil society and NGOs. Collectively these tangible commitments mobilized more than \$500 billion in actions towards sustainable development (UNCSDF Figures). If these are sustained in the long term, the global efforts for sustainable development may bequeath a more prosperous future to the coming generations.

CONCLUSION

For Africa, Sustainable Coastal Tourism and conservation of coastal marine biodiversity are of critical importance now than ever before, and the global leader's commitment in the Rio+20 Outcomes only serves to bolster the efforts of most players, like the COAST Project, that are working towards this realization. As the global community sets out to confront the challenge of translating the Rio+20 Outcomes into tangible achievable and measureable targets, our work in the nine Coastal Countries (Cameroon, Senegal, Kenya, Tanzania, Mozambique, The Gambia, Ghana, Nigeria and Seychelles) will go a long way in informing

the course of the activities in this three thematic areas (Eco-tourism, Environmental Management Systems and Reef and Marine Recreation Management).

It is important to reiterate here that the COAST Project is in the process of developing, documenting and disseminating important lessons, best practices and technologies in the subject area of coastal tourism. As our experiences from the Demo Sites mature, we expect to be able to document some useful lessons on governance, management and policy - proposals that we will share with the global community. It is therefore important for the international community to lead the way in facilitating real sustainable development criteria for all sectors. In the days to come, the emerging Best Available Practices and Technologies, experiences and lessons learnt from the COAST Project Demo Sites will be documented and disseminated broadly to help towards realization of the global vision as encapsulated in "The Future We Want" Declaration in areas pertaining to coastal ecosystems for Africa, and the rest of the world.



World leaders celebrate the Rio+20 outcomes agreement. [Photo: Courtesy UNCSDF]

REFERENCES

1. The Final Rio+20 Outcome Document at <http://www.uncsd2012.org/thefuturewewant.html>;
2. Global Ocean Forum Declaration on The Oceans day at Rio at, <http://www.globaloceans.org/sites/udel.edu.globaloceans/files/RioOceanDeclaration.pdf>;
3. Summary of Voluntary Commitments <http://www.uncsd2012.org/index.php?page=view&ndtype=111&ndmenu=14&ndnr=790>;

COAST MID TERM EVALUATION

THE RECOMMENDATIONS OF THE MTE

The Collaborative Actions for Sustainable Tourism (COAST) Project effectively began in January 2009, and was expected to run for five years up to the end of 2013. However, during the first three years of implementation, all the stakeholders (UNEP, UNIDO, UNWTO and COAST Countries) agreed to a comprehensive Mid Term Evaluation (MTE) to ensure the project was effectively responding to the highly dynamic context of sustainable development in the tourism industry.

STATUS OF THE COAST MTE RECOMMENDATIONS

1. The MTE proposed that the COAST Project Document be revised into a shorter more concise Revised Project Summary. *This has been since been completed and a Revised Project Summary and Log Frame developed and adopted at the 4th Steering Committee Meeting (SCM) held in Nairobi in April 2012. A monitoring and evaluation system has also been developed and is currently being applied. (See Log Frame on the right and Matrix on Page 7).*
2. The MTE recommended that the project scope and ambition be reduced to fit with the local reality of the project countries. *As aforementioned the project has since been re-designed, fine tuned, and re-formulated to have clearer outputs and deliverables that are better suited to the present local realities. (The revised Log Frame is shown on the right).*
3. UNIDO has now put in place the requisite measures to ensure the MTE recommendation calling for strengthened management, administration and project oversight to ensure the improved delivery of the COAST project is fully met.
4. The MTE proposed for a strengthened review of the Best Available Practices/ Technologies (BAPs/BATs) and enhanced linkages amongst all the activities at COAST Demo Sites. *This review has been finalized, suitable BAPs/BATs identified with implementation of these ongoing. The fostering of linkages and synergies is also ongoing.*
5. As recommended by the MTE, the COAST Project has since clarified and documented all co-financing and leveraged funds in the member countries.
6. The MTE called for improved ownership, delivery and sustainability of project activities at the COAST Demo Sites. *The Terms of Reference for the key actors in each country were revised with measures to enhance capacity at the local level, and guidance at the regional level also improved. A new implementation framework that fosters the active engagement between the communities and the private sector is expected to contribute further to attaining the desired results.*
7. The MTE proposed that the COAST Project provide and build capacity to enable stakeholders to enhance their effective participation in project activities. *Thematic leaders (UNIDO, UNWTO, EcoAfrica) were nominated for the three core thematic areas of the COAST project to ensure focused and strengthened guidance in building these local capacities. They key tool selected for this is the development and implementation of project briefs to simplify the planning and implementation of the activities in each demo site.*
8. It was recommended that the project be extended for another 6-12 months to the end of June 2014 beyond the current envisaged closing date to ensure optimal time for project delivery. *The final decision on this extension will be made at the next SCM meeting in 2013 and is dependent on the progress made in the countries until then.*
9. The MTE recommended improving communication and setting in place measures to facilitate the mainstreaming of project results. *A Knowledge Management and Communications (KM&C) expert has since been recruited for this purpose and is at present developing and will implement the necessary KM&C Strategy. This Strategy has identified opportunities for absorbing lessons learned and best practices emerging from the COAST Demo Sites and to mainstream, as well as to disseminate these through various KM&C tools and platforms. This newsletter is the first of these tools, as well as the revised project Website (<http://coast.iwlearn.org/>).*

The MTE was completed in December 2011 and proposed a re-formulation of the project strategy and a re-distribution of project resources in a more coherent and targeted manner. The proposals of the MTE were endorsed by the last Steering Committee Meeting (SCM) in 2012 and have ensured that the COAST Project now fits the current realities in the nine COAST Countries and the global discourse on the subject of conservation of coastal ecosystems through up scaling of sustainable tourism practices in the continent.

GOAL

To support and enhance the conservation of globally significant coastal and marine ecosystems and associated biodiversity in sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism

GEF PROJECT OBJECTIVE

To demonstrate and support adoption of best practice approaches for sustainable tourism that reduce the degradation of marine and coastal environments of trans-boundary significance

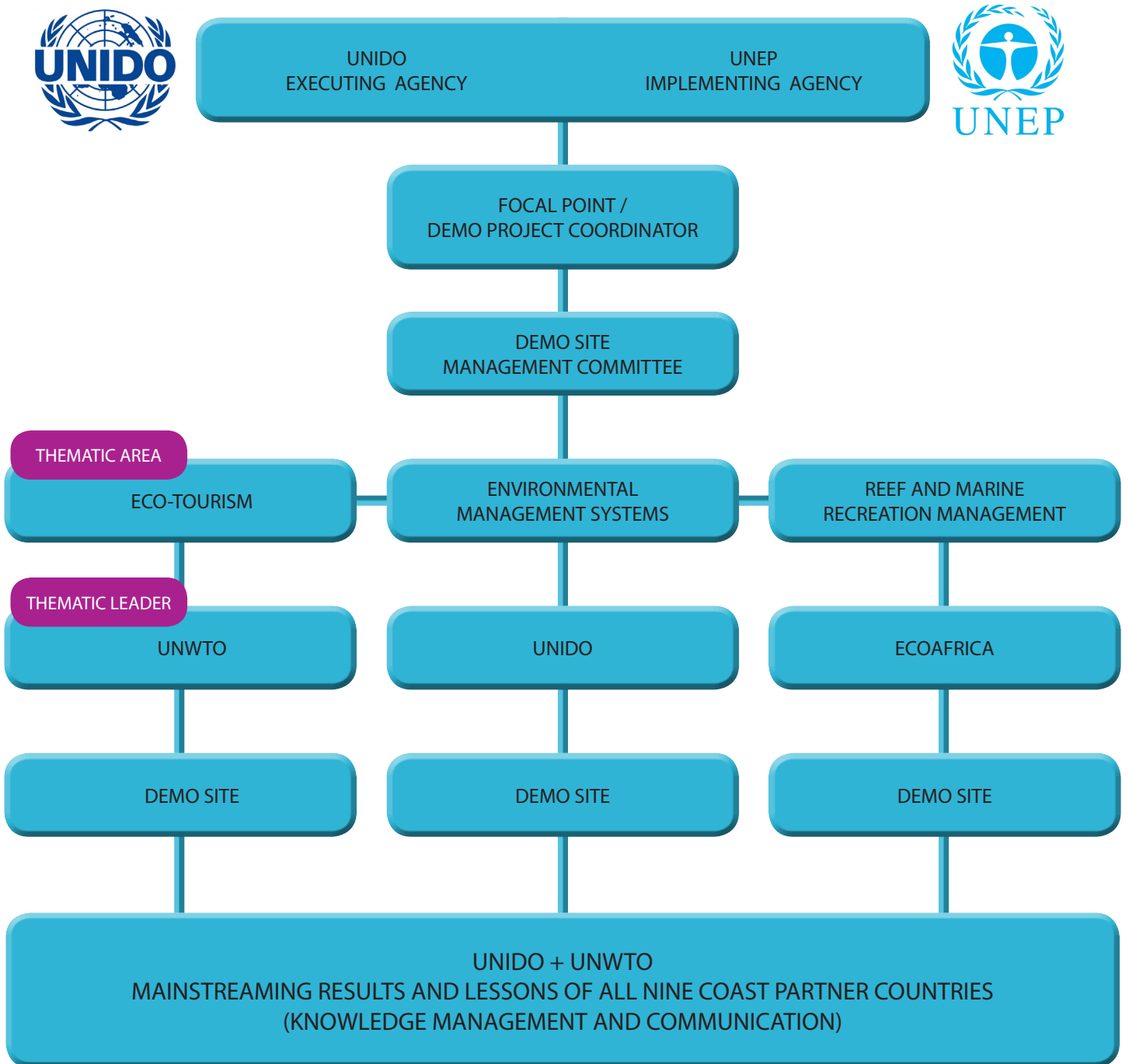
OUTCOMES

1. Sustainable tourism approaches for reducing pollution, contamination and environmental degradation from coastal tourism demonstrated in the sub-Saharan African context
2. National and local mechanisms supporting sustainable tourism governance and management identified and enhanced to facilitate uptake of BAPs/BATs

OUTPUTS

- | | |
|--|--|
| OUTPUT 1.1:
Globally recognised Best Available Practices (BAPs) and Best Available Technologies (BATs) for sustainable tourism identified | OUTPUT 2.1:
National assessments of policy, legislation, financial incentives, sector plans and programmes, and institutional arrangements to identify needs and opportunities for uptake of BAPs/BATs completed |
| OUTPUT 1.2:
Environmental Management Systems (EMS) and voluntary eco-certification and labelling approaches that promote environmental sustainability tested at selected sites and results documented and disseminated | OUTPUT 2.2:
National and local capacity requirements to support uptake of BAPs/BATs identified and relevant training and capacity building delivered |
| OUTPUT 1.3:
Eco-tourism initiatives that benefit both local communities, through alleviating poverty, and the coastal environment (through reducing impact on biodiversity) tested at selected sites and results documented and disseminated | OUTPUT 2.3:
Models, guidelines and briefs for BAPs/BATs that support sustainable tourism in African context (based on Outputs from Outcome 1) developed and promoted in relevant national and local decision-making processes and fora and to the general public |
| OUTPUT 1.4:
Reef and Marine Recreation Management approaches that promote the conservation of coastal and marine biodiversity tested at selected sites and results documented and disseminated | |

The COAST Project Matrix



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CAMEROON

1. NEWS FROM THE KRIBI DEMO SITE

Cameroon is implementing COAST Project activities in one thematic area (Eco-tourism) at the Kribi Demo Site. The following are some of news from the site :

- The Sustainable Coastal Tourism Project jointly launched a pilot initiative with the Kribi City Hall, the community of Bongahele (Grand Batanga), World Wide Fund (WWF) and the Cameroon's National Agency of Forestry Development (ANAFOR, in its French initials) to promote the afforestation of the seashore with local trees to prevent coastal erosion.

- Up to 310 trees of local varieties (*flamboyant*, *terminalia gabonensis*, *terminalia catapa*), will be planted in the seashore of the village (195 have already been planted) and some indigenous tree species have been distributed among families from the village. Two educational tree planting activities (12th May, 2012 and 12th June, 2012 respectively) have been organized with the children of the village with the participation of the Eco-tourism group "Beach Cook", the local cultural association Bôlô and the traditional chief of the village.

- The project participated in the organization of a seminar about agro-forestry techniques to 35 young farmers from the Ocean Department (16th to 29th July, 2012), held in the Center of Agricultural Initiatives of Kribi delivering a two hour presentation on "Agritourism" (26th July, 2012).

- A visit by the Minister of Tourism to the project site during the World Biodiversity Day (22nd May, 2012) has proved useful to enhance recognition of the project at this level.



Kribi, Cameroon



Kribi, Cameroon



Community visioning Kartong, Gambia



THE GAMBIA

2. NEWS FROM THE KARTONG DEMO SITE

The Gambia is implementing COAST Project activities in one thematic area (Eco-tourism). The COAST Project team in The Gambia successfully facilitated community visioning exercise for eco-tourism at the Kartong, Tumani Tenda and Boating and Fishing Association of Denton Bridge Demo Sites (Tumani Tenda and Denton Bridge have since been dropped as COAST Project Demo Sites); "Community Visioning" involves a group of people coming together to develop ideas about what they would like their community ideally to be like for eco-tourism purposes.

- Some COAST Project representatives from Kenya, The Gambia and Cameroon participated in a high level four-day symposium tagged 'Responsible Tourism and Livelihood' and organized by the International Centre for Responsible Tourism-West Africa (ICRT-WA) in The Gambia. This symposium provided a platform for countries to provide practical examples on how to actualize the 2002 Cape Town Declaration that seeks to help build "better places for people to live in, and better places for people to visit".

The following key responsible tourism attractions were deliberated on at this symposium:

- Initiatives to benefit craft workers and sellers and self-employed guides.
- Agricultural supply chain linkages and the "Gambia is Good" (GiG) initiative.
- Cultural Heritage activities and festivals.



Kartong, Gambia



Denton Bridge, Gambia



Eco-tourism Ada, Ghana



Coastline Ada, Ghana



Coral Island Watamu, Kenya



Waste collection Watamu, Kenya



GHANA

3. NEWS FROM THE ADA DEMO SITE

Ghana is implementing COAST Project activities in one thematic area (Eco-tourism). The COAST Team in Ghana has planned to enhance skills and knowledge of 25 local boat owners and operators in Ada to improve customer care and quality service delivery to tourists. Other planned activities at the Ada Demo Site include:

- 20 local community representatives will be trained in sugar farming and gin production to create income and job opportunities for local people. The training courses aim to enhance the knowledge and skills of gin producers and sugar cane farmers to gain access to the tourist market.
- Training of 20 tour guides with specific reference to turtle, bird and walking tours.

Some News on Capacity Building Events at Site

- Draft training manuals produced for tour guides, hotel front desk staff, gin producers and boat operators on customer care and service.
- Awareness raising for 4500 individuals along the Ada Demo Site coastline on promoting improved solid waste management.



KENYA

4. NEWS FROM THE WATAMU DEMO SITE

Kenya is implementing demonstration projects in all the three COAST Project thematic areas: Eco-tourism; Environmental Management Systems (EMS); and Reef and Marine Recreation Management (RMRM). The COAST Project Demo Site has focused on trainings and capacity building workshops for Demo Site Management Committee members who are now providing requisite support to project implementation.

Some News on Planned Activities

- Planned purchase and issuance of 80 beehives to community groups involved in Eco-tourism.
- Repair of six community canoes for some local community members.
- Construction of a 100m community mangrove boardwalk (nature trails) at Dabaso – Mida creek to enhance eco-tourism activities.
- EMS activities for some Watamu Hotels that will see implementation of some elements applying UNIDO's Transfer of Environmentally Sound Technology (TEST) methodology in areas such as waste water management, solar energy use for water heating and general mainstreaming of environmental management systems in their work.

Some News on Capacity Building Events at Watamu Site

- The participants of an Integrated Coastal Zone Management (ICZM) training conducted a mangrove replanting activity at the Watamu Demo Site on 26th November, 2011 at Mida Creek, Watamu where over 1000 seedlings were planted. A ten day community

training on Eco-tourism was held at Dabaso - Watamu on 11th to 22nd June, 2012 on Customer Care, Customer Service and Customer Handling. Over 30 participants benefitted from this training that was conducted by Mr. Alfonce Tokali (Pwani University College - Kilifi).

- A one day EMS Training to train data analysts and interviewers on data collection for EMS Component (BAPs/BATs) was held on 4th April 2012 at KWS - Gede Station and was attended by four data analysts.
- A two day baseline data collection on EMS (BAPs/BATs) covering the 18 hotels in Watamu area was conducted by the COAST Team on 10th to 11th April, 2012.
- There was an awareness raising Top Management Training workshops for Hoteliers on the value of EMS to hotels. This training which benefitted close to seven hoteliers was held on 9th February, 2012 at Turtle Bay Beach Resort, Watamu and was facilitated by the EMS Consultant, Mr. Edgar Ambasa and the Watamu DPC, Mr Samuel K. Nganga.



Mida creek Watamu, Kenya



Watamu, Kenya



MOZAMBIQUE

5. NEWS FROM THE INHAMBANE DEMO SITE

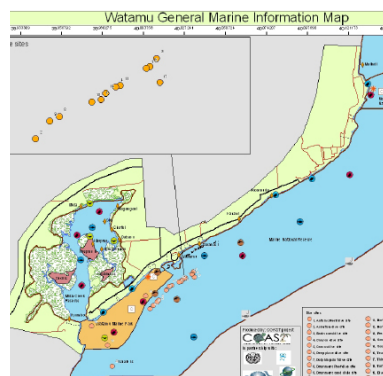
Mozambique is implementing demonstration activities in all the three COAST Project thematic areas: Eco-tourism; Environmental Management Systems (EMS); and Reef and Marine Recreation Management (RMRM). The UNIDO COAST Project Office has provided on-site support to the COAST Inhambane Demo Site team in Mozambique to 'fast track' the completion of the EMS and RMRM Project Briefs for implementation in the next year.

Some News on Planned Activities

- On awareness and capacity building for RMRM, stakeholders have identified some local and national capacity building activities.
- A land use plan for Pomene (original northern part of the Demo Site) has been produced with some support from the COAST Project.

Some News on Capacity Building Events at the Inhambane Mozambique Site

- Baseline data collection and inception meeting for RMRM have been completed.
- A number of beach cleanup events that included dissemination of environment educational material at the Tofo Demo Site in partnership with the Association of Cleanliness and the Environment (ALMA, in its Portuguese initials) and the Municipal Council were successfully conducted.



Eco-tourism map Watamu, Kenya



Local stakeholders, Mozambique



Inhambane, Mozambique



COAST Demo Site Badagry, Nigeria



Historical slave holding area Badagry, Nigeria



Waste management Saly, Senegal



Saly, Senegal



NIGERIA

6. NEWS FROM THE BADAGRY DEMO SITE

Nigeria is implementing COAST Project activities in one thematic area (Eco-tourism). The COAST Team in Nigeria is gearing up for full implementation of the work at Badagry Demo Site. To support these activities, the UNIDO COAST Project has agreed to a request from Nigeria to hire a national 'liaison' officer to assist with project implementation.

Other news from Nigeria include:

- New Focal Points for Tourism as well as for Environment have been nominated by the Lagos State Government and attended the 4th Steering Committee Meeting (SCM) held in Nairobi, Kenya.
- A Nigerian journalist, Mr. Kanu Ahaoma, won the Tourism Award during this year's CNN Africa Journalist of the Year Award Ceremony in Lusaka, Zambia. The story which covered the COAST Project site was titled "Badagry: A Walk through the slave route".
- Small scale businesses in tourism in the demo area have registered an umbrella body called Small Scale Allied Tourism Enterprise (SCATE). It is an independent and a non-governmental body that seeks to maximize local economic benefit from tourism. This body will be very instrumental to the long term sustainability of the COAST Project activities in the area.



SENEGAL

7. NEWS FROM THE SALY DEMO SITE

- Senegal is implementing COAST Project activities in one thematic area (EMS). From 30th January, 2012 to 1st February, 2012, a COAST Project training workshop on Integrated Coastal Zone Management (ICZM) was held in Kribi, Cameroon. During this workshop, the Saly COAST Demo Site was represented by the Demo Project Coordinator, Mr. Babacar Sy; the representative Hotel Palm Beach, Mr. Moussa Gaye; representative Hotel Bougainvillea, Mr. Mbargou Ndiaye; the representative Hotel Filaos, Mr. Ousmane Diop; and the representative Manatee Beach Hotel, Mr. Mamadou Lamine Mbaye.
- Extra efforts will be made within the Saly Demo Site to ensure cross linkage between EMS and Eco-tourism activities at the site.
- On capacity building, the COAST Project organized and executed a training workshop on best practices and technologies (BATs/BATs) for EMS establishment from 20th to 29th June, 2012 in Saly. This workshop saw all the stakeholders participate and its envisaged that they will apply this in their day to day work.

Besides the planned COAST Project EMS activities, the Demo Site in Saly has benefitted from a GEF/World Bank co-financing grant that is working to reduce coastal erosion. This program is led by the Ministry of Ecology and Nature Protection, the SAPCO, the Commune of Saly, the private sector and donors like the World Bank. This program is already working to reduce coastal erosion through construction of gabions.

In addition, the new Minister of Culture and Tourism, Mr. Youssou Ndour, visited the seaside resort of Saly to see the extent of the damage caused by coastal erosion. It is during this visit that the Deputy Director of Environment, Mr. Ernest Dione, announced the planned commencement of restoration works at Saly from August 2012.



SEYCHELLES

8. SSL UPDATES FROM SEYCHELLES

- On-going sharing of lessons learnt and experiences with the Seychelles on their Tourism Sustainability Label (SSL) continues.
- The final draft of the Sustainable Tourism Governance and Management study written by UNWTO received some valuable feedback from the Seychelles team on results from their country.
- National level action plans to further the Sustainable Tourism Governance work will also include the Seychelles, and these will feed into a series of three regional workshops to be held in the first half of 2013.



TANZANIA

9. NEWS FROM THE BAGAMOYO DEMO SITE

Tanzania is implementing activities in all the three COAST Project thematic areas: Eco-tourism; Environmental Management Systems (EMS); and Reef and Marine Recreation Management (RMRM). The UNIDO COAST Project Office has provided on-site support to the team in Bagamoyo in order to 'fast track' the completion of the EMS and RMRM project briefs for implementation.

- The Bagamoyo Eco-tourism demonstration project area is comprised of three sites, Dunda (Bagamoyo Old Stonetown), Mlingotini and Kaole villages bordering Bagamoyo town. These are among nine villages under Bagamoyo District's eco-tourism development plan which is still at planning stage.

Some News on Planned Activities

- A total of six hotels (Millennium Beach Resort, Oceanic Bay Hotel and Resort, Travellers Lodge, Bomani Beach Bungalow, Livingstone Beach Resort, New Bagamoyo Beach Resort) were visited by the UNIDO COAST Project team from 16th to 18th June, 2012 during the process of developing the EMS project brief. UNIDO COAST Project hopes to secure a working arrangement with some of these hotels to implement some elements of the UNIDO TEST activities in their hotels.

Some News on Capacity Building Events at the Site

- On 21st June, 2012 a Top Management workshop was conducted in Bagamoyo followed by BAPs and BATs workshops held on 22nd June, 2012. These workshops were facilitated by the COAST Project Office and EcoAfrica. On awareness and capacity building for RMRM, stakeholders have agreed on some local, national and regional capacity building events with some planned for boat operators and tour guides.



Town clock, Seychelles



Serene beaches, Seychelles



Bagamoyo, Tanzania



An aerial view of the coastline, Tanzania

GALLERY



Coast Team training Saly, Senegal



Eco-tourism products Badagry, Nigeria



Sawdust toilet facilities Kartong, Gambia



Traditional reed baskets Badagry, Nigeria



Coastal erosion impacts Kribi, Cameroon



Tourist scenery Denton Bridge, Gambia



Coastal erosion impacts Ada, Ghana



Local Community area Ada, Ghana



Natural walk trails Kartong, Gambia



Tourist scenery Denton Bridge, Gambia



Beach scenery Watamu, Kenya



GALLERY



Bagamoyo, Tanzania



Tumani Tenda, Gambia



Eco-tourism goods, Seychelles



Low tide Bagamoyo, Tanzania



Mangroves Watamu, Kenya



Tofo, Mozambique



Tourist hotel, Tanzania



Tumani Tenda, Gambia



Some hotels Inhambane, Mozambique



Stone house Bagamoyo, Tanzania



Ocean Waves Kribi, Cameroon



The RTC with the Nigeria team Badagry, Nigeria



Waste recycling Inhambane, Mozambique



Baobab trees Saly, Senegal



Seychelles Tourism Sustainability Label (SSL)





Q and A
SECTION



Dr. Hugh Gibbon is the Regional Technical Coordinator of the Collaborative Actions for Sustainable Tourism (COAST) Project. The COAST Project Office is based in Nairobi, Kenya at the UNIDO Kenya Office.

In this section, Dr. Hugh Gibbon responds to some questions on the COAST Project and shares his views on the future of Sustainable Coastal Tourism in Africa.

WHAT IS THE COAST PROJECT AND WHAT DOES IT SEEK TO ACHIEVE IN AFRICA?

The Global Environment Facility (GEF) Objective of the COAST Project is to ‘support and enhance the conservation of globally significant coastal marine ecosystems and associated biodiversity in Sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism’. The Project covers nine countries in Sub-Saharan Africa (Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania). In all of these, except the Seychelles), there are demonstration projects to identify and test best practices for developing environmentally friendly and sustainable coastal tourism practices.

This is expected to reduce the negative impacts from the tourism sector on the coastal marine ecosystems and associated biodiversity at these sites. There is a Demo Site Management Committee (DSMC) and a Demo Project Coordinator (DPC) at each of the eight demonstration sites in the respective partner countries in this project, in order to provide sound and effective coordination of the activities.

WHAT ARE SOME OF THE RESULTS EMERGING FROM PROJECT IMPLEMENTATION TO DATE?

The project is now in its fourth year of implementation and is also emerging from a Mid Term Evaluation (MTE) that assessed how the project could be improved during the remaining period up to the end of 2013 and thereby identified a number of key milestones, challenges and proposed some intervention measures.

Some of the remarkable results that have emerged in the first half of the project to date are:

- a) Over 35 separate regional capacity building events have been held across all key thematic areas in the project including: Eco-tourism, Environmental Management Systems (EMS); Reef and Marine Recreation Management (RMRM); and Integrated Coastal Zone Management (ICZM). These have provided the key project stakeholders and beneficiaries with consistent understanding and knowledge on these areas across all the project partner countries.
- b) Out of the nine partner countries, seven have Eco-tourism activities, four are focusing on EMS and three are tackling RMRM. All of these are now active in designing and delivering localised capacity building events for DSMC members drawn from the three sectors of local government, local communities and local businesses. These technical inputs will help sustain a broad engagement in support of the project objectives from a wide range of local interested parties.
- c) While the project is funded through the GEF, considerable additional leveraged finances have come in from a range of organizations and multilateral agencies in the countries including; Army contributions to beach protection in Senegal, State level funds (Lagos) in Nigeria for a promenade improvement programme, World Bank finance in Kenya and Senegal for coastal protection measures and livelihood diversification, and Corporate Social Responsibility contributions from hoteliers in Tanzania, Kenya and Senegal.

d) In some of the Demo Sites in our COAST countries, we have established some useful private public partnerships that are delivering well through the active participation of the DSMC. This is a highly representative stakeholder committee of interest in support of project activities that is expected to be the beginning of a longer term sustainability mechanism for each site.

WHAT ARE SOME OF THE CHALLENGES AFFECTING PROJECT IMPLEMENTATION?

It is important to highlight here that the COAST Project is a regional project that has various layers of implementation partners. The Project is a GEF project with UNEP as the implementing agency, UNIDO and UNWTO as executing agencies. At the regional level, we are at the Regional UNIDO COAST Project Office that receives overall guidance from a Project Steering Committee comprising of GEF Focal Points in Ministries of Environment and Tourism in COAST member countries. We then have a team of contracted thematic leaders spearheading work in the countries on the three thematic area of our work (UNWTO leads the Eco-tourism area, UNIDO the EMS area and EcoAfrica the Reef and Marine Recreation Management area).

As you can tell, this organizational structure presents some challenges, since as a Regional Coordinator, I have to ensure that all the partners enact and fulfill their roles and deliver the agreed and expected outputs effectively and in a timely manner. This requires constant dedication, commitment and consistency to ensure all countries and the project as a whole deliver on the project objectives that will lead to the envisaged impacts and results.

In addition, we had some delays between the design and implementation stages of the project, due to a slow start up and a long period of (re)negotiation with our country partners. We have however now received new impetus from the results of the MTE that have helped us to re-design and develop project tools to fast track effective implementation in the final half of the COAST Project. We remain confident that this project will be able to contribute at a local and global level through its impacts, results and lessons learned. An added bonus would be ensuring the issue of sustainable coastal tourism is brought to the fore of sustainable development in Africa.

EMERGING FROM THE RECENT MID TERM REVIEW AND THE 4TH STEERING COMMITTEE MEETING, WHAT IS THE WAY FORWARD FOR COAST PROGRAM IMPLEMENTATION?

I would say that the MTE helped to realign the project and to focus the attention to practical, time bound and achievable objectives to drive implementation for results. We now have new tools in place such as Project Briefs, a refined Project Summary Document (which now acts as a replacement to the original voluminous Project Document), a revised Monitoring

and Evaluation Framework which sets realistic targets, and an emphasis on knowledge management and stakeholder engagement strategies that aim to mainstream key results and lessons, as well as to further strengthen activities on the ground.

AS THE REGIONAL TECHNICAL COORDINATOR, WHAT IS YOUR MESSAGE TO THE COAST COUNTRY TEAMS AS THEY WORK TO ENSURE SUCCESSFUL DELIVERY OF PROJECT OBJECTIVES IN THEIR COUNTRIES?

We have invested a lot of valuable human, time and financial resources in the first half of the project in our country teams (including the national Focal Points for the COAST Project in the Ministries of Tourism and Environment respectively, our Demo Project Coordinators and the Demo Site Management Committees). With the knowledge and skills that have been shared, we believe that these teams across all the nine countries will play an integral and successful role in project implementation. We will continue to encourage local capacity building processes during the final half of the project, especially at the local level where our activities are aiming to disseminate best practices and technologies for sustaining environmentally sound coastal tourism. We hope this will foster enhanced linkages with private sector, contribute towards the development of new green business initiatives and hopefully catalyze the green service sector to enhance sustainability of the initiatives.

SUSTAINABILITY CRITERIA WERE AN IMPORTANT PART OF THE RIO+20 PROCESS, WHAT IS YOUR MESSAGE TO THE GLOBAL COMMUNITY ON THE SUBJECT OF SUSTAINABLE COASTAL TOURISM?

The COAST Project is in the process of developing, documenting and disseminating important lessons, best practices and technologies in the subject area of sustainable coastal tourism. As our experiences from the Demo Sites mature, we expect to be able to document some useful lessons on governance, management and policy proposals that we will share with the global community. It is therefore important for the international community to lead the way in facilitating real sustainable development criteria for all sectors. Finally, sustainable tourism offers a good opportunity to have private public partnership models for sustainable development and the COAST Project aims to show these private public partnership models in the activities within the respective demonstration sites.

(For more information contact Hugh Gibbon on H.Gibbon@unido.org)

BEST AVAILABLE PRACTICES AND TECHNOLOGIES IN COASTAL TOURISM IN AFRICA

INTRODUCTION

The COAST Project covers nine countries in Sub-Saharan Africa (Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania). In all of these, except the Seychelles, there are demonstration projects to identify and test best practices for developing environmentally friendly and sustainable coastal tourism practices. This is expected to reduce the negative impacts from the tourism sector on the coastal marine ecosystems and associated biodiversity at these sites. There are seven Eco-tourism

demonstration sites in seven COAST countries; three Reef and Marine Recreation Management (RMRM) demonstration sites in three countries (Kenya, Tanzania and Mozambique) and four Environmental Management Systems (EMS) Demo Sites in four countries (three in East Africa and one in West Africa).

The Demo Sites will be implementing sustainable tourism activities that will result in effective local processes and technologies that are delivering results and lessons emerging from the demonstration sites.

DEFINITION: WHAT ARE BEST AVAILABLE PRACTICES AND TECHNOLOGIES (BAPS/BATS)?

The United Nations and the international community generally define Best Available Practices (BAPs) and Best Available Technologies (BATs) as “outstanding contributions to improve the living environment”¹. Indeed, the difference between BAPs and BATs is not always distinct, although BATs have a capital good and technology transfer component to it, in practice, BATs could form an integral component of BAPs and vice versa. However, for technologies or practices to be proven to be BAPs/BATs, they are expected to meet certain criteria as highlighted in the table below:

CRITERIA FOR BAPS/BATS IN COASTAL TOURISM	
BAP/BAT CRITERIA	DEFINITION
PRIMARY CRITERIA	
Impact	The practice/technology must show a demonstrable and tangible impact on improving people’s quality of life.
Partnership	Effective partnerships between the public, private and/or civic sectors of society should be clearly demonstrated.
Sustainability	The practice/technology must be socially, culturally, economically and environmentally sustainable.
SECONDARY CRITERIA	
Leadership and Community Empowerment	The practice/technology should show: leadership in inspiring action and change, including change in public policy; empowerment of people, neighbourhoods and communities and incorporation of their contributions; acceptance of and responsiveness to social and cultural diversity; and appropriateness to local conditions and levels of development.
Gender Equality and Social Inclusion	The practice/technology should accept and respond to social and cultural diversity; promote social equality and equity, for example on the basis of income, gender, age and physical/ mental condition; and recognize and value different abilities.
Innovation within local context and transferability	The practice/technology should show how others have learnt or benefited from the initiative; should be able to demonstrate the means used for sharing or transferring knowledge, expertise and lessons learnt.
Transfers	The practice/technology should provide: tangible impact resulting from the transfer of one or more of the following: ideas, skills, processes, knowledge or expertise, and technology; changes in policies or practices; sustainability of the transfer as part of a continuous process of change.

These definitions have been adopted by the United Nations Economic Social Council in 2006, World Association of Cities and Local Authorities held in Istanbul, Turkey in June 1996 and the United Nations Conference on Human Settlements Conference in February 1996. There are several Best Practice databases that have adopted these definitions including the Platform for the Best Practices and Local Leadership of UN-Habitat and the City of Vienna, and the Dubai International Award for Best Practices².

BAPS/BATS IN COASTAL TOURISM

In the context of the tourism industry, it is important to note that this industry continues to play an important role in the economies of many sub-Saharan African countries, especially the 32 coastal states (out of a total of 44 states) bordering both the Atlantic and Indian Ocean. Many countries in Africa including South Africa, Morocco, Seychelles, Egypt and Kenya benefit immensely from this sector, and are working to improve their tourism products. It is in this vein that issues like sustainable tourism become important to ensure that as aggressive marketing for tourists is done, the envisaged impacts of increasing numbers of tourists does not result in harmful impacts to the fragile ecosystems found within some of these coastal sites.

With a wide array of stakeholders (tour operators, inbound operators, hoteliers, local/national government, attraction managers/national parks, local community, tourists), the complex interplay of stakeholders in the tourism industry makes achieving sustainable development even more daunting. Hence, the issue of Best Available Practices and Technologies in tourism becomes integral in the global discourse on this subject. This is particularly critical to ensure the fragile coastal ecosystems are utilized sustainably and conserved for posterity. This is clear as many countries are realizing that with the world becoming more of a global village, and with the continued rise of social media use as a tool for marketing tourist destinations and products, the 'highly extractive' business-as-usual model associated with tourism is no longer sustainable in the long run. That is why concepts such as responsible tourism, sustainable tourism and Eco-tourism are gaining ground. The 2002 Cape Town Declaration on Responsible Tourism in Destinations³ presented what is considered to be a useful framework for developing a new pathway in tourism development for Africa, and the world at large.

RESPONSIBLE AND SUSTAINABLE TOURISM: FROM 2002 CAPE TOWN DECLARATION TO THE 2012 RIO+20 SUMMIT

According to the 2002 Cape Town Declaration on Responsible Tourism in Destinations, environmental considerations were some of the factors identified as enhancers of responsible

tourism. This Declaration specifically notes the following as important in ensuring environmental responsibility within the tourism industry:

- The need to assess environmental impacts throughout the life cycle of tourist establishments and operations (including the planning and design phase) and ensuring that negative impacts are reduced to the minimum and maximizing positive ones.
- The need to use resources sustainably and reduce waste and over-consumption.
- The need to manage natural diversity sustainably and, where appropriate, restore it and consider the volume and type of tourism that the environment can support, and respect the integrity of vulnerable ecosystems and protected areas.
- The need to promote education and awareness for sustainable development – for all stakeholders.
- The need to raise the capacity of all stakeholders and ensure that best practice is followed, for this purpose consult with environmental and conservation experts.

In summary, the 2002 Cape Town Declaration strives towards creating “better places for people to live in and better places for people to visit”.

It is in the same vein that the recent Rio+20 Summit in Brazil also recognized the importance of broadening the concept of responsible tourism into sustainable tourism. For the first time, the global leaders agreed to have sustainable coastal issues enshrined within the final Rio+20 Outcome Document. They acknowledged that “... well-designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities...” (*Excerpts from the Rio+20 Outcome Document 2012*) The Rio+20 Outcome Document further details the importance of sustainable tourism activities and calls for relevant capacity building to promote environmental awareness; conserve and protect the environment; and respect wildlife, flora, biodiversity, ecosystems and cultural diversity. This is envisaged to improve the welfare and livelihoods of local communities by supporting their local economies and the human and natural environment as a whole.

The COAST Project seeks to support the conservation of globally significant coastal and marine ecosystems and associated bio-

“better places for people to live in and better places for people to visit”.
2002 Cape Town Declaration

diversity in sub-Saharan Africa, through the reduction of the negative environmental impacts which they receive as a result of coastal tourism. Hence, it is critical for tourism stakeholders to ensure that their tourism models are in line with the aspirations of the 2002 Cape Town Declaration and the Rio+20 Outcomes. These are some of the issues that the COAST Project seeks to respond to.

CONCLUSION

In a nutshell, the COAST Project seeks to help the nine countries integrate the three main components of impact, partnership and sustainability into BAPs/BATs for the tourism industry to enhance sustainable environmental practices that will conserve these fragile coastal ecosystems.

The demonstration projects in all the countries listed above, demonstrate impact, partnership and sustainability in many ways and more results from these sites will be shared in the coming months to ensure we help create, “better places for people to live in and better places for people to visit” as envisaged in the Rio+20 declaration by world leaders and the 2002 Cape Town Declaration.

In future Knowledge Management products and Newsletter Editions from the COAST Project, we will be show casing more of the BAPs/BATs emerging from the COAST countries demonstration sites.

SELECTED PRACTICAL EXAMPLES OF BAPS/BATS PRESENTLY IDENTIFIED IN THE COAST DEMONSTRATION SITES		
THEMATIC AREA	COUNTRY	SELECTED EXAMPLES OF BAPS AND BATS IN COUNTRY PROJECTS
ECO-TOURISM	Cameroon, Ghana, Gambia, Kenya, Mozambique, Nigeria, Tanzania	Sustainable Tourism-Eliminating Poverty (ST-EP) Program supported by the United Nations World Tourism Organization (UNWTO)
REEF AND MARINE RECREATION MANAGEMENT	Kenya, Mozambique, Tanzania	Mapping and demarcation of zones and preparation of coastal zone management plans
ENVIRONMENTAL MANAGEMENT SYSTEMS	Kenya, Mozambique, Tanzania, Senegal	Applying UNIDO’s TEST methodology to the local hotelier sector. An integrated methodology consisting of: Cleaner Production Assessment (CPA), Environmental Management Accounting (EMA), Environmental Management Systems (EMS), Environmentally Sound Technology (EST) and Corporate Social Responsibility (CSR).
	Seychelles	Sustainable Eco-tourism Label



Waste disposal and pollution of the coastal eco-system at Badagry, Nigeria

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2. Dubai International Award. Dubai International Award for Best Practices to Improve the Living Environment. 2008. Submission guide and reporting format. 9th Cycle-year2012 at, http://www.dubaiaward.ae/web/page_477.aspx ;
3. 2002 Cape Town Declaration. http://www.dubaiaward.ae/web/page_477.aspx ;

OPINION ARTICLE

BY GEOFFREY OMEDO:
KNOWLEDGE MANAGEMENT AND COMMUNICATION OFFICER,
UNIDO COAST PROJECT

WHY KNOWLEDGE MANAGEMENT IS VITAL FOR THE COAST PROJECT SUCCESS

WHAT IS KNOWLEDGE MANAGEMENT?

There are as many definitions for Knowledge Management as there are organizations, and there is still no consensus yet on the most effective way to define 'KM' (a popularly used synonym). While some institutions define KM to be about systems and technologies, others have defined KM to be about people, processes and learning organizations/systems. This complex interplay of organizational features however all have some indication of what KM actually means, but it varies from one organization to the other.

Some UN agencies (UNICEF, UNDP) have defined KM as "an integrated, systematic approach to identifying, managing and sharing an organization's knowledge, and enabling groups of people to create new knowledge collectively in order to achieve the objectives of the organization". Such a definition tries to broaden the operational scope of KM to include human knowledge (intelligence) inherent within the organization. The Global Environmental Facility (GEF) on its part defines Knowledge Managements as a '...set of specific actions developed (gathering data, analyzing processes, results and personal experiences, capturing and sharing lessons learned) so that the knowledge of an individual or an institution reaches, in a timely manner, the largest number of people who can benefit from it...' (GEF KMI 2011).

HOW IS KM APPLIED IN DIFFERENT INSTITUTIONS?

Since Knowledge Management is still new and evolving, its definition is still quite ambiguous. However, most institutions have adopted one or more components of what KM is and are applying it to enhance operational efficiency, improved documentation, measurement of results and information

sharing. Other institutions have mainstreamed KM into their critical strategy documents to drive corporate 'turnaround'. For instance, UNIDO's Knowledge Management Strategy Paper, seeks to apply its KM Strategy as a pathway to transforming the institution from "... a multi-platform, silo-based Knowledge Management environment to a future-proof, single-platform and collaboration-oriented knowledge-based organization." KM therefore seeks to respond to the different needs and targets of various Organizations/Institutions for improved results.

For instance, private sector institutions value a KM definition/model that could enhance productivity resulting in improved profit margins and general effectiveness. Government institutions could value KM models that result in improved service delivery, accountability and resourcefulness of its citizenry. For development institutions, and in this case the United Nations agencies such as UNIDO, UNEP and UNWTO, knowledge platforms resulting in improved capabilities to drive societal change and spur innovative actions for sustainable development would be more practical and sound.

KM IN THE CONTEXT OF THE COAST PROJECT: WHAT TO EXPECT IN PROJECT IMPLEMENTATION?

In the context of the COAST Project, and as we move to implement the recommendations of the Mid Term Evaluation, a strategic shift has taken place to adopt a KM Strategy that will focus on capturing and disseminating knowledge, best practices and lessons learned coming out of the COAST project. The Strategy aims to develop and implement appropriate activities to foster a new level of engagement with all coastal tourism stakeholders involved in this project at the local, national and international levels. It will seek to assist the partner countries to strengthen the integration and impact of the project objectives and activities, as well as to feed key outputs into local, national and international policies and practices.

The lessons learned and best practice case studies, as well as know-how on appropriate processes and concrete recommendations for improving the environment and coastal management will be repackaged into different knowledge management tools. Our KM Strategy will be implemented using an array of knowledge management tools and approaches (i.e. written and visual materials such as Newsletters, fact sheets, exposes and reports etc). These tools and approaches will engage global and country-based media agencies, the respective Ministries of Tourism and Environment in the partner countries, locally-based coastal tourism stakeholders and the communities surrounding the COAST project activities.

The Strategy intends to thereby generate increased public awareness and demand for actions to prevent, and control the degradation of marine and coastal ecosystems from potential pollution and contamination.

KNOWLEDGE MANAGEMENT RESULT AREAS FOR THE COAST PROJECT

The COAST Project Knowledge Management Strategy will have four main result areas, as summarized in the table below:

KNOWLEDGE MANAGEMENT RESULT AREAS FOR THE COAST PROJECT
<p>THEME 1: COASTAL BEST PRACTICES AND TECHNOLOGIES</p> <p>These KM products will document some of the best practices and processes within the three main thematic areas of the COAST Project (EMS, Eco-tourism, Reef and Marine Recreation Management) emerging from the COAST Demo Sites. It will focus on showcasing some of the demonstrated localized BAP/BATs. The portrayal of the best practices will contain comprehensive information on the various processes and technologies being applied in the respective local realities.</p>
<p>THEME 2: COASTAL LOCAL VOICES</p> <p>This COAST KM result area will focus on documenting the impacts of the project within, as well as to the local communities. It will entail following up with project leaders, beneficiaries and communities in all the countries and capturing their voices to provide a human account of how their interactions with the project have improved their livelihood. This will use participatory methodologies and approaches to ensure we document the human stories of sustainable coastal tourism in Africa.</p>
<p>THEME 3: COASTAL ENVIRONMENTAL ECONOMIC DYNAMICS</p> <p>The coastal ecosystem is very valuable to the countries we work in. Hence this KM result area will seek to document the value of our work in real economic terms. This KM result area will give a special emphasis to the private sector players and how implementation of COAST Project themes (RMRM, EMS, Eco-tourism including Small and Micro Enterprise (SME) developments) is contributing to improved results. It is expected that the Private sector players will drive the work to ensure long-term sustainability.</p>
<p>THEME 4: COASTAL POLICY CHANGE PROCESSES</p> <p>The COAST Project KM Strategy will seek to identify some of the policy interventions emerging and those that are needed to enhance sustainable coastal tourism at national, regional and global levels. These will closely follow the Sustainable Tourism Governance work being driven by UNWTO and UNIDO under the COAST Project.</p>

CONCLUSION

The role of a sound Knowledge Management and Communication Strategy for the COAST Project is now, more than ever before, of critical importance for sustained delivery. With the four KM themes of Coastal Best Practices and Technologies; Coastal Local Voices; Coastal Environmental Economic Dynamics; and Coastal Policy Change processes, the COAST Project will generate useful products that will inform public discourse in the area of sustainable tourism in Africa and to be able to contribute to the ongoing global dialogue on the same. It is hoped that the lessons learned and know-how coming out of the COAST Project will be transformed into specific recommendations that have the potential to serve as valuable contributions and inputs to the respective national Tourism and Environment strategies, policies and practices and to future similar project initiatives. In this way, the COAST Project will be able to contribute to policy changes in tourism practices and inspire replications and spin off projects through this KM Strategy.



Kartong, Gambia



Environment Minister's visit to COAST Demo Site Ada, Ghana



GEF Biennial Meeting 2011, Croatia



Kartong, Gambia



MR. EDUARDO ZANDRI
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Eduardo Zandri is responsible for the design and supervision of a diverse portfolio of GEF Biodiversity, multifocal area and International Waters projects in over 40 countries in UNEP. Some of the technical areas covered include Ecosystem Services, Migratory Species and Flyways Conservation, Sustainable Coastal Tourism Development, Marine and Coastal Habitats Conservation, Protected Areas Management and endangered species conservation in Africa and in the Arctic Region. He has previously worked in the Netherlands, Cape Verde, Yemen, and Jordan managing GEF projects with UNDP, the World Bank and UNOPS. His academic background is in Tropical and Subtropical Ecology and Agricultural Sciences.



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Marcel Leijzer holds a Masters degree in Human Geography and Policy Science from Nijmegen University, the Netherlands. He has wide work experience in issues such as environmental law enforcement, sustainable tourism development, and formulation and resource mobilisation for development assistance projects. Previously, he has worked with the Netherlands Development Organisation (SNV) as a tourism advisor in Tanzania and Bolivia, before becoming a tourism and private sector development officer at the SNV Head Office in the Netherlands. Since 2006, he has worked as a Programme Coordinator in Technical Cooperation and Services with UNWTO where he supports the implementation of a portfolio of approximately 100 ST-EP (Sustainable Tourism – Eliminating Poverty) projects world-wide, as well as the implementation of the eco-tourism and sustainable tourism components of the COAST Project.



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Marla Pinto Rodrigues is an Environmental Management Specialist located in the Water Management Unit of the Environmental Management Branch in UNIDO where she manages the COAST Project together with Ludovic. Further to this, she is one of the trainers in Mozambique and Tanzania to implement the UNIDO TEST methodology under the EMS thematic component. She has over 10 years of project design and management experience in multicultural teams in the private sector, government and International Organizations (UN, World Bank) in various technical fields in the environment, energy and sustainable development realm. Marla has lived and worked in several countries in Africa, Asia, Europe, Latin America and the U.S.A. Her Master of Science degree in Environment and Development Management is from the London School of Economics and Political Science in the UK. She is proficient in 5 languages.



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Geoffrey Omedo is the Knowledge Management and Communication Officer of the COAST Project. He is an environmental development specialist with 6 years of practical experience in issues of knowledge management; environmental management and planning; climate change (adaptation and mitigation); governance and communication for development. Geoffrey has previous volunteer experience with UNV under UNDP Kenya; work experience for UNOPS (Senegal Operations Centre (SNOC), UNDP's Africa Adaptation Programme (AAP), the Government of Kenya's NEPAD Kenya Secretariat and a number of civil society organizations in the area of youth development and sustainable development.



DR. HUGH GIBBON
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Hugh Gibbon is the Regional Technical Coordinator of the COAST Project based in Nairobi, Kenya at the UNIDO Kenya Office. He has a PhD in Geography and Planning and over 25 years of professional experience working in Europe, Africa and Asia on conservation, forestry, tourism and institutional development projects. He also has more than fifteen years managing and leading multi disciplinary teams working in project evaluations, natural resource conservation, tourism, biodiversity and rural livelihoods with a focus on reducing poverty and improving livelihood options.



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Harvey John D. Garcia is a Volunteer from Voluntary Service Overseas (VSO) recruited from the Philippines. Placed as a Project Technical Officer for the COAST Project under UNIDO, he provides day to day technical support to the COAST Nairobi Office, Watamu Demo Site in Kenya and Bagamoyo Demo Site in Tanzania. He is also one of the trainers in Kenya, Mozambique and Tanzania to implement the UNIDO TEST methodology under the EMS thematic component. He has eight years of experience working in environmental conservation with a strong background in conservation research and logistics, project management and environmental education.

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