

QUARTERLY NEWSLETTER

SEPTEMBER 2012 / EDITION 1

THE FUTURE WE WANT FROM RIO+20: ANALYSIS OF OUTCOMES ON SUSTAINABLE COASTAINABLE COASTAL TOURISM 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.

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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 UNEP TASK MANAGER,

DEAR READERS,

elcome 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 8 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 9 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 UNCSD Rio+20 Declaration' by the World Leaders, Rio de Janeiro, 22nd June 2012.

INTRODUCTION: THE RIO+20 SUMMIT

he 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 13-24 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 welldesigned 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 Landbased 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 wellbeing 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 UNCSD]

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 (UNCSD 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 leant 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 Rio + 20 outcome agreement. [Photo: Courtesy UNCSD]

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 andtyoe=111andmenu=14andnr=790;

COAST MID TERM EVALUATION THE RECOMMENDATIONS OF THE MTE

he 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. The MTE was completed in December 2011 and proposed a

COAST MTE Recommendations

1. The MTE proposed that the COAST Project Document be revised into a shorter more concise Revised Project Summary with improved Project Objective, Outcomes, Log frame and monitoring and evaluation system. This has since been completed and the Revised Log Frame is shown on the right.

2. The MTE recommendation that the project be re-designed, fine tuned, re-formulated to have more clear outputs and deliveries to fit in the present realities has been completed with a revised Project Summary and Log Frame adopted (check Revised Log Frame and Matrix on the right).

3. The MTE proposed for a strengthened review of Best Available Practices/Technologies (BAPs/BATs) and enhanced linkage with activities at COAST Demo Sites in the countries and after the BAPs/ BATs review, this recommendation is being finalized.

4. The MTE called for improved ownership, delivery and sustainability of project activities at COAST Demo Sites and a new implementation framework that includes active community engagement with private sector participation will deliver required results.

5. The MTE recommended a shift to improved Knowledge Management, communication and mainstreaming of project results into local and global policy discourse. Significant progress has been made on this recommendation with the recruitment of a Knowledge Management and Communications Officer, design of a working draft of a Knowledge Management Strategy and re-design of the COAST Project website finalized.

6. The MTE proposed that the COAST Project provides and builds capacity to all the stakeholders to enhance their effective participation in project activities and all the necessary measures have been put in place to achieve this.

7. As recommended by the MTE, the COAST Project has clarified and documented all co-financing and leveraged funds in the member countries.

8. UNIDO has now put in place requisite measures to ensure the MTE recommendation that called for strengthened management, administration and project oversight is fully met.

9. It was recommended that the project be extended for another 6-12 months beyond the current envisaged closing date of June 2013 to ensure optimal time for project delivery. The final decision on this will be made at the next SCM meeting in 2013.

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 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 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 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

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 2.2:

National and local capacity requirements to support uptake of BAPs/BATs identified and relevant training and capacity building delivered

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









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 2 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.



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 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, 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.







Community visioning Kartong, Gambia





NEWS FROM THE COUNTRIES



Eco-tourism Ada, Ghana



Coastline Ada, Ghana





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

Some News on Planned Activities

• Planned purchase and issuance of 80 beehives to community groups involved in Ecotourism.

• Repair of six community canoes for some local community members.

are now providing requisite support to project implementation.

• 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.



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 Clean and Environmental Association (ALMA, in its Portuguese initials) and the Municipal Council were successfully conducted.



Mida creek Watamu, Kenya









Local stakeholders from 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 Commitee 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 nongovernmental 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 Ndiave; 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 eroson. It is during this visit that the Deputy Director of Environment, Mr. Ernest Dione, announced the planned commencement of restoration works at Sally from August 2012.

SEYCHELLES 8. SSL UPDATES FROM SEYCHELLES

• On-going sharing 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: Ecotourism; 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







An aerial view of the coastline, Tanzania

GALLERY





GALLERY







Tumani Tenda, Gambia



Eco-tourism products, Seychelles



Mangroves Watamu, Kenya



Tumani Tenda, Gambia

Some hotels Inhambane, Mozambique

The RTC with the Nigeria team Badagry, Nigeria







Waste recycling Inhambane, Mozambique





Ocean Waves Kribi, Cameroon



Baobab trees Saly, Senegal

Tourists boat, Seychelles







r. 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 with us 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 IN COASTAL TOURISM IN AFRICA**

INTRODUCTION

he 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 (3 in East Africa and 1 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.

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). Applying UNIDO's TEST methodology to train hoteliers on elements of Environmental Management Systems
	Seychelles	Sustainable Eco-tourism Label





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3. 2002 Cape Town Declaration. http://www. dubaiaward.ae/web/page_477.aspx;

OPINION ARTICLE

KNOWLEDGE MANAGEMENT AND COMMUNICATION OFFICER, UNIDO COAST PROJECT

WHYKNOWLEDGE MANAGEMENT IS VITAL FOR THE COAST PROJECT SUCCESS

WHAT IS KNOWLEDGE MANAGEMENT?

here 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 knowhow 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 countrybased 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

THEME 1: COASTAL BEST PRACTICES AND TECHNOLOGIES

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.

THEME 2: COASTAL LOCAL VOICES

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.

THEME 3: COASTAL ENVIRONMENTAL ECONOMIC DYNAMICS

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.

THEME 4: COASTAL POLICY CHANGE PROCESSES

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.

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.





EMS Training Bagamoyo, Tanzania



GEF Biennial Meeting 2011, Croatia



Kartong, Gambia

COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

KNOW YOUR STAFF



MR. EDUARDO ZANDRI UNEP GEF TASK MANAGER NAIROBI, KENYA

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udovic Bernaudat is an Industrial Development Officer in the Water Management Unit of the Environmental Management Branch in UNIDO. He has been working in UNIDO, as a project manager, for 8 of the last 11 years. He has an Engineering Degree and a Masters degree (MSc) in Environmental Sciences which he obtained in France. His current portfolio includes projects in the area of mercury pollution, mostly from Artisanal and Small-Scale Gold Mining and in the improvement of water efficiency for industry. Ludovic is also one of the TEST methodology

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All correspondence should be sent to: **THE EDITORIAL TEAM - UNIDO COAST PROJECT** E-mail: G.Omedo@unido.org Materials and photos sent to us will be treated as unconditionally assigned for publication. Articles submitted for publication will however be subjected to the magazine's editorial policy.

MESSAGE FROM THE EXECUTIVE DIRECTOR - UNWTO,

DEAR READERS,

elcome 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 Ecotourism 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



BY MARCEL LEIJZER, UNWTO

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

he Collaborative Actions for Sustainable Tourism (COAST) Project is a five-year project in its fourth year of implementation. It is a Global Environment Facility (GEF) funded Project with the United Nations Environment Programme (UNEP) as the implementing agency; 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

THE COAST PROJECT'S GOVERNANCE AND MANAGEMENT MECHANISMS FOR **SUSTAINABLE TOURISM IN COASTAL AREAS IN AFRICA**

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.

...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 quality of life of people who live there.....

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).

...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.....

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;



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

• 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 multistakeholder destination management bodies can be seen as a key to effective sustainable



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 communitybased 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

 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;



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

he 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 Ecotourism 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 Ecotourism 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.



Local communities delivering together in Kartong, Gambia



Beach cleaning exercises in Kartong, Gambia

1. THE GAMBIA News from the kartong demo site

The COAST Project team in Gambia joined the international community in marking the International Coastal Cleanup Day on 13th October, 2012 by organizing a cleanup 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.

2. GHANA NEWS FROM ADA DEMO SITE

Watching Turtles at Night at the Ada Site

hana 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 enhance coastal environmental that 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



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

3. KENYA News from watamu demo site

he 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 Ecotourism 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

he COAST Project is implementing activities at the Inhambane Demo Site under the Ecotourism, 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);





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.



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





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

5. NIGERIA News from badagry demo site

The COAST Project in collaboration with UNWTO is implementing activities in Ecotourism 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

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

he 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".



Some of the historic sites in Bagamoyo



Fish market in Bagamoyo

8. TANZANIA news from 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 Ecotourism 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 Ecotourism 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



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 and Management in Governance 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







Training at Inhambane Demo Site, Mozambique



Training at Watamu Demo Site, Keny



Inhambane Demo Site, Mozambique



Kartong Demo Site, Gambia



Kartong Demo Site, Gambia





Ancient historic doors Bagamoyo, Tanzania



Energy saving, Watamu Keny



Boardwalk Watamu Kenya



Kribi Demo Site, Cameroon

GALLERY



Kartong Demo Site, Gambia



Watamu Demo Site, Kenya



Ada Demo Site, Ghana



Bagamoyo Demo Site, Tanzania



Watamu Demo Site, Keny



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

he 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,

During this conference, the COAST Project

River Basins and Science-Policy Bridges over

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;

Troubled Waters.

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

n 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 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 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.

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!

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.



n 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.

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 Ecotourism 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.

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.

Bow 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

QUESTIONS AND ANSWERS



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.

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 ENVRONMENTAL MANAGEMENT IN HOTELS IN AFRICA

he 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 Cleaner Production elements: Assessment (CPA); Environmental Management Accounting (EMA); Environmental Management Systems (EMS); Environmentally Sound Technology (EST); and Social Corporate 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

ospitality 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 noncompliance 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

he 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)





COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

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COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

3RD QUARTERLY NEWSLETTER

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SHOWCASING ACTIVITIES, RESULTS AND LESSONS FROM KARTONG IN THE GAMBIA ... AND OTHER STORIES









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Materials and photos sent to us will be treated as unconditionally assigned for publication. Articles submitted for publication will however be subjected to the magazine's editorial policy.

MESSAGE FROM THE PROJECT MANAGER,

Dear Readers,

elcome to our 3rd COAST Project Newsletter, covering the months of March - June 2013. We hope that you are finding our Newsletters interesting and useful. These Newsletters are the primary medium that the COAST Project is using to document and disseminate emerging lessons, experiences and best practices in the subject of sustainable coastal tourism from and across the project partner countries in Africa. We use the data and information emerging from the nine Demo Sites in Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania to generate news and articles that are aimed at enhancing the discourse on this important subjects across the COAST Project countries in Africa.

Why Sustainable Coastal Tourism?

Tourism is a dynamic industry that is driving the economic plans of many countries in Africa. For the nine countries participating in the COAST Project, coastal tourism is of critical importance. As the national governments seek to enhance the numbers of tourists visiting their coastlines for leisure and sport, the fragile marine ecosystems need to be protected from destruction. In addition, the local communities living around these natural resources also deserve to be fully integrated within the industry, to enhance ownership and economic benefits. The private sector players, especially the staff, managers and owners of tourism hospitality establishments, also need to be carried along as active agents for sustainable coastal tourism.

The COAST Project Demonstrating Results

The collaboration between UNIDO, UNEP and UNWTO seeks to integrate sustainability principles in the tourism industries for these countries, by implementing on a pilot basis some best available practices and technologies to manage land based pollution, therefore reducing the degradation of marine and coastal environments of transboundary significance. Towards this end,



LUDOVIC BERNAUDAT

we have established numerous partnerships with key stakeholders in this sector in the nine countries and are implementing a number of projects and activities aimed at demonstrating Best Available Practices and Best Available Technologies (BAPs/BATs) for enhanced inter-linkage between tourism and environmental sustainability. As the world marks activities that celebrate the year 2013 as the United Nations International Year of Water Cooperation, it is important to reiterate here that these partnerships and activities serve as useful opportunities for promoting and delivering on the global commitments for water cooperation.

Under the Eco-tourism thematic area, jointly implemented with UNWTO, we are showcasing how local communities continue to benefit from the tourism industry through implementing Eco-tourism activities such as; crab farming in Watamu, Kenya; craft development in Inhambane, Mozambique; and community owned ecolodges in Kartong, The Gambia. We are also working to map out eight Demo Sites, to ensure that all the key hotspots and tourism information is available on one map, with environmentally sensitive zones clearly identified and marked. For the fragile coral reef ecosystems of Bagamoyo, Tanzania; Inhambane, Mozambique; and Watamu, Kenya the COAST Project is working with EcoAfrica to identify 'hot spot areas' that are affected by human activities such as; diving, fishing and snorkeling in order to improve management and use plans for these in terms of sustainable recreational and marine use. This is through the Reef and Marine Recreation Management (RMRM) thematic area.

The COAST Project is also executing UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology in support of some select tourism establishments in Kenya, Mozambique, Senegal and Tanzania under the Environmental Management Systems (EMS) thematic area. This is expected to result in adoption and adherence to best practices in environmental management in these hotels and the surrounding communities, as well as to foster publicprivate partnerships for environmentally sound technologies.

In addition with regard to tourism policies, we are working with our UNWTO partner to showcase some of the required policies, plans, and governance structures for sustainable tourism governance.

In the end, we envisage that a seamless interplay of these thematic areas will result in cogent, publically available, legacy materials that will continue informing the growth and development of the subject of sustainable coastal tourism in Africa. We expect that the results, experiences and lessons that will be amassed from the demonstration sites will be used to inform the development of this subject in the months and years to come well beyond the closing of the COAST Project in mid 2014.

I look forward to the 5th COAST Project Steering Committee Meeting scheduled for September, 2013 in Tanzania where we will all work together to plan for the effective execution of the final phase of the COAST Project activities.

Wishing you all a nice read!

LUDOVIC BERNAUDAT PROJECT MANAGER

THE COAST PROJECT WORKING TOWARDS SUSTAINABLE COASTAL TOURISM THROUGH ECO-TOURISM:

SHOWCASING ACTIVITIES, RESULTS AND LESSONS FROM THE KARTONG DEMO SITE IN THE GAMBIA

1. OVERVIEW OF TOURISM IN THE GAMBIA

ourism is important in The Gambia as a leading foreign exchange earner and one of the pillars for the eradication of poverty. In this regard, the government's stated policy is to promote tourism and its contribution to economic growth by marketing the country as the 'Smiling Coast of Africa', a popular and affordable winter destination attracting tourists in search of sun, sand, sea and rich cultural experiences. The main objective is to increase the contribution of tourism to the economy and to raise the general living standards of all Gambians. To this end, the government is continuing its efforts to broaden the tourism market, improve quality standards, and ensure rational use of the country's Tourism Development Area by supporting ideals of responsible and sustainable tourism. The Gambia is one of the nine participating countries and is executing its activities at the Kartong Demo Site, through a collaborative venture with the United Nations World Tourism Organization (UNWTO), the Gambia Tourism Board (GT Board) and the Gambia's National Environment Agency (NEA).

2. BACKGROUND INFORMATION ON THE KARTONG DEMO SITE

Kartong is one of the oldest settlements in The Gambia situated about 43km from Banjul (the capital city) and only 10 minutes across a river from the Senegalese Region of Cassamance. The area is growing rapidly and currently has an estimated population of 5,000 people of multi ethnic settlement and different religious practice. Community members engage primarily in farming, fishing, trading and most importantly in tourism related activities. The shape of Kartong village (also known locally as Kartung) is narrow and surrounded on three sides by Cassamance (Senegal) by a famous natural feature known as Hallahin Bolong (river). To cross to the other bank of the Hallahin Bolong (river), there is a crossing taking not more than five minutes of canoe paddling. The Demo Site area is famed for providing eco-lodges; traditional dances; authentic cultural experiences; river excursions; bird watching; a rich variety of local cuisine; picnic areas; and expansive and clean beaches. To interact with the locals, a trip to the sacred crocodile pool popularly known as 'Folonko' and the 'Balanta' Palm wine tapping center would afford visitors a real treat.

3. SHOWCASING THE COAST PROJECT WORK IN THE GAMBIA

The COAST Project has been executing its activities aimed at demonstrating and supporting the adoption of Best Available Practices and Best Available Technologies (BAPs/BATs) approaches for sustainable coastal tourism that reduces the degradation of marine and coastal environments of trans-boundary significance. Previously, the project had activities in three sites in The Gambia (Tumani Tenda, Denton Bridge and Kartong) but a Mid Term Review conducted in 2012 recommended a strategic emphasis on Kartong site, with the other two sites benefiting through knowledge sharing and mainstreaming of sustainable coastal tourism BAPs/BATs and lessons. Kartong is also emerging as a national icon for responsible and sustainable tourism, and is expected to lead the way in generating valuable lessons and results that will spur a national re-awakening to place sustainability criteria at the peak of the tourism development plans in The Gambia.

4. WORKING WITH LOCAL COMMUNITIES TO DELIVER SUSTAINABLE TOURISM PRACTICES IN KARTONG

Through collaboration with UNWTO, GT Board and the NEA, the project is currently implementing a number of activities under the Eco-tourism thematic area. The Ecotourism thematic area seeks to provide local communities ample opportunities to engage in, and benefit from the tourism industry. It seeks to also ensure that the nexus between environment and community eventually translates to sustainable tourism practices that are beneficial to the Kartong area.

Some of the activities being undertaken by the COAST Project to enhance this are summarized below:

a. Community Awareness on Protection and Management of Marine and Coastal Environment

This has been achieved through a series of workshops, trainings and public forums that have been done to ensure the local communities and the tourists in the area contribute effectively to environmental conservation in order to protect the marine and coastal environment. For instance, the project has held trainings of over 20 community members on environmental issues to protect the marine and coastal ecosystems, and a training for 25 staff from tourism and hospitality institutions on how to become biodiversity champions; and the



oyster harvesting, tourism and cultural activities (Photo: COAST Project)

project will organize a 'train the trainers' seminar for 6 members of the Kartong Association of Responsible Tourism (KART) and the Village Development Committee to build capacity within the community so that they can conduct their own training programs on environment. The project also supports a number of beach clean ups and community sensitization workshops at Kartong. During the annual Kartong Cultural Festival, a one day triathlon event is set to be organized in Kartong that will include activities such as athletics, bike riding and regatta style rowing on the Hallahin River. The overriding message during this event will be the need to protect the rich marine and coastal environment in the area.

To support all these activities, the COAST Project is supporting the local Kartong

Responsible Tourism Association (KART Assoc.) by equipping and furnishing their local offices with solar energy, a computer, printer and basic office functionalities. The lack of electricity in the area is a key impediment to the running of such a centre, and with the expected purchase and installation of solar panels at the office this year, the KART Association will be empowered to effectively deliver on the Eco-tourism plans for the Kartong area. A follow up training program to equip the key staff with business and administration skills required to run the KART office and staff at the community owned Tesito Camp has also been planned within this year. This training will cover administration including record keeping, customer service, IT, food hygiene and business management.



Map showing the Kartong Demo Site's key touristim areas (Photo: COAST Project)

b. Managing Solid Wastes through Recycling and Manure for Income Generation

The COAST Project is working with the local partners in Kartong to support efforts of sustainable management of the solid wastes in the area. In this regard, the project purchased 20 waste bins for project tourist attractions with 10 bins being branded green for degradable waste materials and another ten in red color for non-degradable waste. A series of community awareness sessions will be conducted to teach the local people on how to use these bins to ensure successful application. These bins have since been distributed to the area, and are located at key tourist attraction sites to help manage the pervasive problem of waste management in the area. It is deplorable for tourists to visit a site and find mountains of plastic, which are also known to cause fatal injuries and even deaths to marine life. Through this initiative, the COAST Project hopes to encourage the local partners in Kartong to adopt these bins and to conduct periodic clean up activities to help rid the area of the wastes. In addition to the bins, the project plans to conduct training for 25 locals on waste recycling into organic fertilizer and crafts (bracelets, footwear, bangles etc), which can be sold to tourists visiting the area.

c. Supporting Eco-tourism for Employment Creation and Empowerment of Local Communities in Kartong

The issue of economic empowerment of the local communities is at the heart of the Eco-tourism project being executed by the COAST Project in Kartong. Indeed, if the local communities get to benefit from the resources emanating from the tourism industry, they enhance local community ownership and improve the standards of living. In return, this may lead to immense environment benefits, since the local people now view their local surroundings as a valuable resource that is having direct impacts on their livelihoods. This is the importance of Eco-tourism, as a key platform for supporting sustainable and responsible tourism practices. The COAST Project has identified a number of valuable opportunities and projects that will directly inject some resources into the local households.

They include:

• Development of the Tesito Camp, a local community owned facility, into a camping site with solar energy and facilities like toilets, showers and proper waste disposal arrangement. Additional Eco-tourism activities will involve the introduction of Gambian cookery classes with the village women leading these sessions for visitors;

• The organization of a familiarization trip for local and international tour operators to Kartong in order to expand the market to more operators for the South Gambia cross-village excursion that is a combination of bush and river adventure covering the villages of Sifoe and Berending before ending in Kartong;

• Enhancement of the local handicraft sector by introducing new craft products such as pottery as well as building workshops and points of sale for Kartong artists;

• Rehabilitation and fencing of the Folonko crocodile pool to keep intruding animals away and introduce an entrance fee to the sacred site to raise some revenue to support the local community and their conservation efforts;

• Purchase of 10 bicycles to introduce more environmentally friendly activities such as village cycling with the view to hire bikes out to visitors at the following locations: Sandele, Hallahin Camp and the KART Tourists Information Office. A training on tour guiding for 10 youths from Kartong will be undertaken for the youths who will be conducting the bicycle tour as well as the village walking tour.

5. SUSTAINABLE COASTAL TOURISM: SOME BEST PRACTICES EMERGING AT THE KARTONG DEMO SITE

 Sandele Eco-Lodge – This is a wonderful eco-lodge that has successfully integrated the environmental conservation and community involvement within Kartong. It is one of the best resorts for holidays and conferences in Kartong and employs the exclusive use of renewable energy (solar and wind) and employment of the local community members. It also has a specific trust fund where some percentage of the resources generated from the lodge is integrated back



The NEA and GT Board officials including the COAST Project DPC Mr. Abubacarr Kujabi, handing over the waste bins to the local community in Kartong (Photo: COAST Project)

for the good of the local community. While the land on which the facility rests belongs to the local community, the locals have surrendered it to the proprietors of Sandele on a lease of 25 years, after which the facility will revert to the local community.

• TESITO Eco Camp - This is one of the emerging best practices expected from Kartong. Tesito Eco-Camp is essentially, a community owned and managed eco camp site that straddles the beach area in Kartong. It closely neighbors a Ramsar wetland site, and has expansive spaces for camping picnics and a good beach that would attract tourists. If well managed, the Tesito Eco-Camp has a potential to emerge as a good example of how local communities in the tourism industry can own and manage an eco-camp deriving financial income that would spur local development in the area. The COAST Project will continue to work with its partners (UNWTO, GT Board and NEA) to enhance environmental management principles at this site and to design a workable business model for the camp.

• KART Association – The Kartong Association for Responsible Tourism (KART) is an association of small businesses that sell their goods and services to tourists in Kartong. The group recognizes every single member of the Kartong community as a stakeholder either directly or indirectly due to their role in the thriving tourism industry. KART Association is an active member in the COAST Project Demo Site Management Committee (DSMC), and is a champion for responsible and sustainable tourism practices within the area. For instance, KART has developed a Code of Conduct for its members in the tourism industry and also adopted a Responsible Tourism Policy that acknowledges the importance of integrating sustainability principles for the benefit of the local community members. The offices of the KART Association are the central tourist information centre for Kartong. The office is centrally located, and has visible tourist information that provides the background to the area, some information on the popular visitor sites and a history of community. The COAST Project, through the Eco-tourism activities is working to empower KART to be champions of sustainable tourism in Kartong.

• Reptile Farm – The reptile farm, located at the periphery of the Kartong site provides a rare chance for the tourists to Kartong to view a number of reptiles commonly found in the area. The farm has tortoises, a number of species of snakes (black mamba, green mamba, pythons, cobras,) crocodiles, lizards and many more. The snakes are normally kept for medical research (venom), conservation and for aesthetic value. An emerging best practice is where the local community who have now been sensitized to always inform the reptile farm management whenever they spot such reptiles in their neighborhood. These are then captured and safely accommodated within the reptile park. This has led to a reduction of the killing of some of these, especially the snakes.

• Folonko Sacred Site – This is a sacred site for the Kartonka people, with deep cultural heritage value to the community. The site has some sacred crocodiles and is known to be a prayer site for various people who have some specific requests, which according to the locals, are normally granted once one pays a visit to the site and pays homage to the crocodiles. Many tourists also visit the site, and interact with the community members living around the site.

6. CONCLUSION

Resulting from our ongoing work in the Kartong Demo Site in The Gambia, it is clear that the COAST Project is on the right track to deliver on its core objective of supporting and enhancing 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. The Eco-tourism activities at the Demo Site are expected to help enhance the local economic impact of tourism and to motivate local people to protect the environment and biodiversity of the area, and turn Kartong into a tourist destination site in The Gambia that places

a maxim on sustainable and responsible tourism practices. It is the intention that valuable lessons and experiences can be learned from the activities in Kartong, which will be useful to share with professionals and institutions dealing with sustainable coastal tourism in Africa and beyond. When all these activities will have been executed at the Kartong Demo Site, the COAST Project will generate useful results, experiences and good lessons for replication in other similar coastal destinations in the region. It is also our hope that these activities will continue beyond the COAST Project life span to enhance the place of Kartong Demo Site as a sustainable coastal tourist destination in The Gambia.



The Gambia COAST Project Environment Focal Point Mr. Momodou Suwareh handing over the 10 bicycles to the KART Association (Photo: COAST Project)



Participants of the KM&C training workshop in Banjul, The Gambia (Photo: COAST Project)



Sandele Eco-lodge in Kartong, The Gambia (Photo: COAST Project)



Participants to the web-raising training undertaking a field visit to the Dabaso boardwalk, a COAST Project supported activity in Watamu Demo Site (Photo: COAST Project)

THE COAST PROJECT SUPPORTS A **WEB-RAISING TRAINING** AT THE WATAMU DEMO SITE

BACKGROUND

The COAST Project is working to showcase some of the global best practices and technologies that can enhance the growth and development of sustainable tourism in the coastal areas in nine countries in Africa (Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania). In order to provide support to the COAST Project countries by working to domesticate some principles of information technology in Africa, the project executed a webraising training for representatives from the Watamu Demo Site (Kenya) and Kribi Demo Site (Cameroon). This was done under the project's Knowledge Management and Communication Strategy.

These two COAST Project countries, Kenya and Cameroon, were selected to benefit from this training after a rapid web audit that identified the two as best placed to benefit and demonstrate to the other project countries how web based applications could be used as a best practice in marketing tourism destinations. The ensuing results, experiences and lessons from this training will be documented and shared with all the COAST Project countries, and particular demonstrable results will be converted into a web-raising toolkit that can easily be used by the partner country tourist destination areas that seek to benefit from online marketing presence to enhance their branding.

The COAST Project's Web-raising Capacity Building Training for Kenya and Cameroon

This three day workshop was organized at the Turtle Bay Beach Club from 20th to 23rd March, 2013. The participants from Kenya ranged from private sector representatives, civil society organizations and government stakeholders. These stakeholders play a critical role in the work of the COAST Project at the local level. The Kribi Demo Site was represented by Mr. Santiago Ormeno, the UNIDO Technical Officer supporting COAST Project activities at the Demo Site in Cameroon. Mr. Ormeno will execute a number of follow up web-raising training activities at the Kribi Demo Site to enhance the online presence of Eco-tourism in Kribi and build capacities of the local tourism sector in online marketing tools.

What is web-raising and how does it apply to a tourism destination?

Prof. Simon Milne, Professor of Tourism and the Associate Head of School at the New Zealand Tourism Research Institute (NZTRI), contends that web-raising is touted as a "best practice in enhancing the work of communities in the tourism industry". Prof. Milne has led numerous researches in this subject in New Zealand and the wider Pacific Islands. From his work, he demonstrates convincingly how Information Technology (IT) and access to the internet can significantly improve tourists' experiences by exposing to them hitherto unknown authentic attraction sites in a given locality. In addition, through web-raising, it is possible for local communities and service providers to be more engaged in the tourism industry and therefore stand a chance to benefit from direct revenues that flow into these communities. To help the COAST Project execute this training workshop, Prof. Simon Milne was invited to provide his technical expertise to help the project review the web presence of the two sites and recommend strategies for building their web presence in ensuing months (see detailed interview with Prof. Milne in the Q&A section on page 24).

HOW DOES WEB-RAISING APPLY TO MARKETING A TOURIST DESTINATION?

The concept of web-raising integrates Information Technology (IT) and access to the web to ensure improved branding and marketing of tourist destinations. The NZTRI view's web-raising as a process that can enable communities and related stakeholders to use the internet to maximize the potential of tourism to be a tool for sustainable economic development. A key focus is on how to use the internet to enhance the economic linkages between tourism and the surrounding economy while also lessening negative impacts on community quality of life and the broader ecosystem. According to Prof. Milne, webraising is not an end in itself, but rather a

process that evolves over a number of stages and can be customized to meet different cultural, environmental and economic realities.

This concept has been successfully implemented in some parts of the globe, and particularly in New Zealand, Tonga and Eua Islands (Islands in South Pacific) to significantly improve both, the visitor experience as well local business and service provision opportunities for these local communities. Resulting from such web-raising examples, local businesses and local community have combined resources to provide deeper insights into the experiences that await the visitor. In the end, communities that had been previously poorly linked into the domestic and international tourism market, and have been perpetually 'bypassed' in terms of tourism spend and visitor engagement opportunities, find real niches to work and support touristic practices that also benefits them. It also provides a good opportunity to integrate environmental sustainability principles within the tourism industry.

The COAST Project: Results from the Web Audit for the Watamu and the Kribi Demo Site

It is important to realize that most tourists' first point of call for information on any given tourist destination they plan to visit is through the internet. The search engines that are mostly used include Google, Yahoo, Bing, Ask and AOL. For tourists, a number of traveler rating sites, with interactive feedback mechanisms that allow travelers to post their reviews are rising in popularity. They include TripAdvisor; Lonely Planet and Wiki pages. Hence, during this internet search, a tourist would wish to see a positive branding and more information on attraction sites to visit even before leaving their home countries. In a way, the tourists would wish to experience the real visit, even before setting off for the journey. In realization of this fact, a team of researchers from the NZTRI conducted a web audit of the Watamu and the Kribi Demo Sites before the training. The audit comprised of a comprehensive review of all the key on-line resources that a prospective visitor would check for the Kribi and Watamu Demo Sites.





A local fisherman in Watamu using artisanal methods (Photo: COAST Project)

A group of tourists enjoying a 'sea-through-the-glass-bottom' boat experience in Watamu (Photo: COAST Project)



Local Ocean Trust specialises in saving Turtles captured in fishermen nets in Watamu (Photo: COAST Project)



Participants of the web-raising training pose for a photo during the field visit (Photo: COAST Project)

THE QUESTION IS, WHAT DO TOURISTS WHO WANT TO VISIT WATAMU AND KRIBI SEE ON THE INTERNET, BEFORE SETTING OFF FOR THEIR HOLIDAYS? BELOW IS A SUMMARY OF THE KEY FINDINGS:

WEB AUDIT FOR THE WATAMU DEMO SITE

On searching for the word 'Kenya' no search engine had the word Watamu popping up. However, various links showed other areas which are more popular tourist destination areas, including Diani in South Coast of Kenya. Various other searches of the words 'Tourism Kenya'; 'Kenya Tourism'; 'Kenya Eco-tourism' and such did not yield a result with Watamu on the 3 main pages. It is only after searching 'Kenya Marine Eco-tourism' that Watamu showed up in the main search area through the website of the Watamu Marine Association (WMA), Magical Kenya site, Kenya Wildlife Service (KWS), Ministry of Tourism Kenya, Eco-tourism Kenya and the Turtle Bay Hotel;

It is important to note that a few of the pages found offer much detailed information on Watamu, especially describing local communities, infrastructure, culture, and local economic development or conservation efforts. The information presented is mostly concerned with the aesthetic aspects and attractions of the destination;

On searching for 'Watamu Kenya', the websites that had a lot more information on the Demo Site include; TripAdvisor, Lonely Planet, Wikipedia, Turtle Bay Hotel, Hemingways Watamu, and a host of other hotels in the area. This information was more detailed, and contained some specific attractions that would attract visitors to the area, but with little community and environmental linkages. Watamu hotels however received very good reviews from the visitors on the travel rating website, TripAdvisor (with a total of 5866 reviews);

Social media presence for Watamu was found to be impressive, with various Face book and Twitter pages dedicating themselves to marketing the Watamu area, including WMA, Hemingways, Watamu Association, Local Ocean Trust etc. On searching for 'Watamu images' on the search engines, very attractive beaches and enticing marine life activities are observed, but with local population, culture and authenticity components totally missing.

WEB AUDIT FOR THE KRIBI DEMO SITE

On searching for 'Cameroon' on the five main search engines, the word Kribi never popped up in the results. Even tourism links for Cameroon appeared on one of the search engines (Bing), but with no specific link to the national tourism board;

On searching for the words 'Cameroon Tourism'; 'Cameroon Eco-tourism'; and 'Cameroon Marine Eco-tourism' all results from the main search engines fail to mention the Kribi Demo Site. Even government websites, which show up in these searches fail to make specific reference to Kribi. Even on broadening the search to 'Coastal Marine Tourism in Cameroon', the results did not change;

On searching the word 'Kribi", the Google search engine directs the reader to three main Tourism Organizations on information pertaining to Kribi area, and they are; Ministry of Tourism Cameroon; Cameroon Association for Responsible Tourism (CAMAST); and Camtours.org (a tour operator website) but still, not much information on the Kribi Demo Site;

Only sites that have information on Kribi are Wikipedia with some YouTube video link. There is need to begin applying the web-raising concept by first influencing the key government websites to at least have a specific reference to the Kribi Demo Site;

Most of the news stories on Kribi from the web are about industrial development. The Kribi destination area is not available on TripAdvisor. Creation of this profile is the easiest way to get the site more visibility in successive web audits. Some of the hotels in Kribi are however well rated on TripAdvisor and they include Hotel Ilomba, Hotel Coasta Blanca, Les Gites de Kribi and Hotel du Phare among others;

On social media, one community page has been created on Kribi, but is mainly used as a promotional page for a local hotel. The pages are not updated regularly. The image search of the Kribi Demo Site however presents a good balance of natural resources, local population, culture (food) and authenticity.

CONCLUSION

From this training, a number of key issues were agreed upon, with an action plan being adopted to support the efforts by the DMSC's in Watamu to enhance the web presence of the COAST Project Demo Site. For Kribi, an action plan that involves further trainings has been developed to support the local stakeholders become familiar with the opportunities presented by the Internet for promotion of their tourism products, to build the loyalty of regular tourists and to conceive new destination marketing tools. By and large, it is important to note that if fully integrated within the tourism industry, web-raising can contribute to building new tourism brands in areas that are not necessarily known as tourism destinations, and promote a positive perception by potential tourists and investors. It can also enhance the searchability and marketability of a tourist area that doesn't fit the conventional definition, as many other destinations in Sub Saharan Africa, that remain off-the-beaten-paths of mainstream tourism.

Websites such as AirBnB (stays at local houses), Trip Advisor (information about tourism sites and hotels), and Google Places (geo-location of small business) serve as a new direct channels for community based tourism and Eco-tourism. Web-raising therefore has the potential of ensuring that more tourism income is directly being infused within the local communities, hence accruing more direct benefits to a given society. Since the subject of green consumerism and responsible tourism is on the rise in recent years, this concept can be effectively used to market destinations that pay particular emphasis on sustainability issues. Therefore, lessons and experiences that will emerge from the COAST Project's application of the web-raising concept in Kenya and Cameroon will be shared to ensure broader uptake in the next course of project implementation.



UNIDO SUPPORTS THE WATAMU DEMO SITE AREA

"Water is central to the well-being of people and the planet,"

United Nations Secretary-General Ban Ki-moon in a video message for the International Year of Water Cooperation 2013

INTRODUCTION

t the dawn of the new millennium in the year 2000, the global community committed to a raft of noble goals, the Millennium Development Goals (MDGs). These were broad policy statements ranging from halving extreme poverty rates to halting the spread of HIV/AIDS and achieving universal primary education, all by the target date of 2015. As the clock ticks towards the year 2015, many are closely watching whether delivery on these goals was achieved or not. As development practitioners churn out numbers and statistics to evaluate whether the goals of halving the poverty levels; enhancing education access; improving maternal health; reducing the infant mortality rates at birth; and others have been met, there is a sobering realization that at the centre of all these efforts, is the MDG goal on ensuring environmental sustainability, with a specific target of halving by the year 2015, the proportion of people without sustainable access to safe drinking water All these MDG's will however rely heavily on MDG number 8 on developing a global partnership for development. (www.un.org/ milleniumgoals).

Indeed, this is the central message in the year 2013, which is the year of world cooperation for 'water as an ingredient for global cooperation for peace, prosperity and sustainable development'. During the World Water Day celebration on 22nd March this year, the global community leaders made it inherently clear that the fulfillment of basic human needs, the environment, socio-economic development and poverty reduction are all dependent on water. In this regard, cooperating around this precious resource is key for security, poverty eradication, social equity and gender equality.

THE MDG'S GOALS ON WATER ACCESS: FROM POLICY TO ACTION

In an effort to transform these goals into tangible actions, UNIDO through a partnership with the Government of Slovenia is working to support a water treatment project in Kilifi County, Kenya for the local community around the Chipande Primary School. The water project was designed in 2010 with the principal objective of contributing to an increase in the proportion of the population of the Watamu-Mida community with a clean and reliable supply of drinking water. UNIDO attracted support from the Slovenia Government, which donated water treatment equipment for water purification. This equipment comprises of a standalone mobile unit for water filtration, which uses reverse osmosis. The equipment is expected to produce 130 litres per hour of pure potable water, and hence lead to the purification of the saline water that has been a permanent feature of the Chipande area for decades now.

This equipment is expected to reduce the water borne diseases associated with



A picture of the water treatment equipment. The equipment utilizes reverse osmosis technology (Photo: COAST Project)



The water project will benefit the Chipande Primary School by providing them with clean water. Currently, the school relies on this saline water for household use (Photo: COAST Project)



The construction of the platform for the water plant is now complete. The water equipment installation is expected to commence at the earliest opportunity (Photo: COAST Project)

the use of unhygienic water by the local communities. In this regard, the water project is an example of a tangible way that UNIDO is partnering with the Government of Slovenia, as part of the efforts by the global community, towards the eventual realization of the MDG goal number seven of ensuring environmental sustainability that includes addressing the issue of access to safe drinking water. The COAST Project is providing technical support and working to mainstream some of the key results that will emerge from this project through the National Environmental Management Authority (NEMA) a Government of Kenya agency), for the benefit of the local communities and the residents of the Watamu Demo Site. This project also builds upon the current activities being executed by the COAST Project in the Watamu Demo Site.

COMMUNITY ORGANIZATION IN SUPPORT OF THE WATER PROJECT

According to Mr. Haroon Papu, the Chair of the Chipande Water Project Community, the water problems in the area arising from the high deposits of salt in the water are a major cause of concern. The entire Chipande community comprising of close to 6000 members with a vibrant mix of community schools, churches and private hotels suffer from a lack of potable water resulting in high incidence of water borne diseases. This background came in handy when in the year 2010, the Regional Technical Coordinator of the COAST Project, Dr. Hugh Gibbon, visited the area, interacted with the local communities and noted the water stress problems affecting the area. This then served to provide the impetus for the identification and eventual selection of the site for the construction of the water purification plant.

The Water Project's connection with the COAST Project is through the thematic area of Environmental Management Systems (EMS). The water project uses a Best Available Technology (BAT) which is reverse osmosis equipment powered by solar and wind power source. This technology is environmentally, socially and economically sustainable and the knowledge and expertise for its management is transferred to the community through on-site training.

The water project formally began on 25th May 2011 with the formal agreement between UNIDO and the local communities on the details of the water project at the Chipande Primary School site, in Kilifi County. In the wake of these discussions, the local community then came together and formed a local community group comprising of the local chief, the school headmaster, elders and women representatives, to spearhead the local efforts required for the success of this project. This committee of 15 members handles issues ranging from identifying the site, obtaining requisite approvals from local leadership, provision of community support, and enhancing community buy in and ownership. It also expects to continue providing an oversight role for the sustainable use of the water from this project. This includes ensuring that the sustainability plans for this project are firmly in place.

"It has been a long and hard road, people expected results overnight. Community members had different expectations, but these all bordered on availability of good, healthy water in the area", Mr. Haroon Papu, Chair of the community group emphasizes.

During this preparatory phase, the Chipande Water Project Committee has kept going, with a dedicated sense of unity and determination, and has managed to cultivate broad support and ownership among the entire community. The committee keeps encouraging the community by providing as much information as possible to the wider membership, and with the docking of the water equipment at the Port of Mombasa on 6th March, 2013, there is a general feeling that their efforts are on the verge of being realized. The Deputy Head master of the Chipande School, Mr. Wyxtone Lewa notes that the school community is waiting for the finalization of the water project with immense anticipation. It is hoped that the water project will deal with the water problems afflicting the community and ameliorate the problems associated with the continual use of the saline impure water by the students and the teachers.

CHALLENGES AFFECTING THE COMMUNITY ORGANIZATION AND PROPOSED SOLUTIONS

In the period preceding the shipment, eventual construction and installation of the water treatment equipment at Chipande Primary School, the local committee has had to surmount a number of challenges to keep the project on course.

These include the following:

1. Managing expectations from the entire community – The Chipande community expects this water project to provide a permanent solution to their pervasive water problems. In a way, they see this project as the silver bullet, and a magic wand to solve all their water problems. To ensure increased understanding by the local community of the technical elements of the project, the committee strives to continuously provide reliable information, while encouraging the locals to be cautiously optimistic and be ready to support the project. 2. Managing hygienic problems that may still arise from the project - It is important to note that, even with the eventual installation and operation of the water purification project, problems related to water hygiene are likely to continue. These hygienic challenges may arise from the use and re-use of contaminated water buckets by the community, leading to even more contamination of the purified water. While the technical specifications of the water equipment expect the purified water to be of high hygienic standards, the continual use of these contaminated buckets by the local community may end up negating the very principle of the water project. It may also lead to a loss of confidence and ownership by the local community, especially if these hygienic problems result in health problems. In anticipation of these, the local committee is planning to undertake aggressive awareness campaigns, and encourage the locals to buy new and cleaner water buckets, which will need to be occasionally cleaned to ensure the expected gains from this project are sustained in the long run.

3. Managing the capacity problems of the purified water - In the discussion with the members of the Chipande community, one can sense a palpable air of expectation that finally, after decades of water stress in the area, this UNIDO supported project is on the verge of offering a long term sustainable water solution to the community. However, in discussions with Mr. Imran Jalalkhan, the National Coordinator working on the water project, it is clear that the expected clean water may not be sufficient for every household in the area. He explains that the 130 liter per hour only translates to close to 1300 litres of water per day, and with the reliance on renewable energy sources (wind and solar) this may not be enough for the community. A number of storage tanks have been installed within the school compound, but there is need for an investment in more tanks to ensure the water is stored to avoid unnecessary wastages and contamination if not properly stored.

THINKING AHEAD: PROPOSED SUSTAINABILITY PLANS

In the short and long run, the importance of such projects can only be realized if the issues of sustainability are firmly integrated in the implementation process. This is why the community is now already reflecting on some of the ways to enhance the sustainability of the water project. Issues such as maintenance, replacement of equipment parts arising from general wear and tear, provision of security for the water treatment facility and revenue generation require innovative responses from the community leadership.



Mr. Imran Jalalkhan, the Water Project Coordinator (right) discussing with the COAST Project Demo Project Coordinator, Mr. Samuel Nganga during a site visit to the Chipande Water Project site (Photo: COAST Project)

According to Mr. Imran Jalalkhan, the local community leadership is already thinking up of ways and means to enhance the sustainability and widespread awareness and education of the project. Various ideas have been floated by the members and if well executed, these may result in optimal benefits to the community, and long term solutions to the water deficit in the area.

• Alternative sources of energy to complement the renewable energy sources: Some of the issues that the local community is pursuing to enhance productivity of the water plant include, sourcing for electricity to complement the renewable energy components of the project. The equipment is to run on wind and solar energy, but discussions have been held between the community and the local leaders on how to receive power under the Government of Kenya's Rural Electrification Plan. This would result in more power to sustain production even at night, and in this regard enhance the capacity of the plant.

• Designing a sound economic plan for the purified water: If the capacity of the permeate water fails to satisfy all the households in the area, the Chipande Community Committee will propose a roadmap where the water will be availed to the public utilities in the area such as the school free of charge, and source for partnerships to support the bottling and selling of this water in the local community at an affordable rate. In this way, the project may generate some revenue that would be injected back into the project, and support local ownership and growth of this project.

CONCLUSION

It is important to realize that the ongoing global efforts at enhancing access of potable water for water stressed communities' needs to be actually felt at the community level. If the communities in the coastal area of the Watamu Demo Site benefit from this water project, then such success stories have to be documented and disseminated widely to encourage other such efforts in the world.

The local community in Chipande understands that by benefitting from this project, they have a responsibility to design further strategies that will enhance its sustainability. UNIDO, the Government of Kenya and the Government of Slovenia may only have injected some resources in the area, but the challenge of ensuring sustainability rests with the locals, and in the days and months to come, the local leadership will be required to give this project the wings it requires to soar and to continue providing clean water for the community, in the long run.

While the local community continues to await the flow of the pure water, the implementation of this project has had to surmount a number of logistical challenges associated with the shipment and eventual installation of this water plant. However, most of these hurdles have since been cleared, and the people of Chipande community now expectantly wait for clean water, the end product this global partnership supported by UNIDO.

1. CAMEROON News from the kribi demo site

Using the January to May 2013 period, the COAST Project continued implementing activities aimed at demonstrating and supporting adoption of best practice approaches for sustainable tourism in three coastal villages in Kribi (Lobé Falls, Grand Batanga and Londji) with the involvement of local administrations and communities.

Eco-tourism News:

• The Demo Site area in Kribi hosted a conference on Green Tourism organized by the association GO AFRICA from 15th to 17th March, 2013. During this conference, Mr. Christopher Feka, the COAST Project Demo Project Coordinator, shared the progress in project implementation and provided the COAST Project perspectives on the opportunities of the development of green industries, in an environment that would support sustainable tourism practices. The COAST Project also organized an exhibition stand on the sidelines of this conference which showcased the Eco-tourism products that are being developed in Kribi. These included some local food specialties from the project sites such as Escargot brochettes, bread tree fries, and spicy fish;

• Between March and April 2013, the COAST Project conducted a Webraising training program that involved members of local associations and Eco-tourism practitioners. The seminar aimed at providing basic computer skills and internet literacy to community leaders and informal workers. The seminar resulted in the development of Face book Pages for small community based tourism businesses ("La Crevette" of the Lobé Falls) and the "Halles Deco Beach" in Grand Batanga. Further trainings will be held in June;

 In March 2013, the Women group "Dynamic Women from Bongahélé" (Grand Batanga Site) received a practical training from expert cooks from the Regional Tourism Delegation about Cooking and Presentation of "escargot" dishes. The goal of this training was to present escargot dishes which could be appealing for hotels



UNIDO Cameroon Representative, Mr Koffi Edme, visits the COAST Project stand at the Green Tourism conference (Photo: COAST Project)

and restaurants and to create a brochure for the local women association, as escargots are a rare delicacy in Cameroonian and French cuisine, and not many hotels and restaurants offer them.

Environmental Management Systems (EMS) News:

• In February 2013, the Ministry of Environment organized a three day training workshop on Environmental Management Systems for tourism industries, hotels and hospitals in the Kribi area. The training aimed at educating environmental managers about practical techniques to implement an Environmental Management system, utilizing EMS principles of waste management, energy consumption, and certification processes.

Activities planned for the next few months include:

1. A training workshop for local tourism establishment stakeholders on how they can utilize web-raising tools to enhance the marketing of their tourist facilities;

2. Printing and distribution of Eco-tourism Map of Kribi.



Local food specialities in Kribi are a delicacy to tourists (Photo: COAST Project)



Training for local communities in Kribi on computer and internet use (Photo: COAST Project)



Signage on the beach at the Ada Demo Site to guide tourists (Photo: COAST Project)



ourists cruising on the new inboard boat in Adc (Photo: COAST Project)



White mangroves seen at the site (Photo: COAST Project)

2. GHANA NEWS FROM THE ADA DEMO SITE

G hana is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO at the Ada Demo Site. The COAST team in Ada has delivered on a number of capacity building initiatives that have greatly empowered the local stakeholders to benefit from the tourism industry.

Eco-tourism News:

• In January 2013, over 20 gin producers and sellers underwent a training to improve their capacity, skill and knowledge to enhance the quality and output of their day to day production. The training was done to help the gin producers understand the tourism resources in Ada and its environs; and how to effectively respond to the dynamic market driven by tourism; • Efforts were intensified at the site to educate the local communities living and working along the beach to protect nesting turtles. Supported by a dedicated team of staff from the Wildlife Division of the Forestry Commission, night patrols to apprehend poachers and protect nesting turtle species continue to be undertaken;

• The conservation education in schools has also been very useful in teaching the students on the importance of the protection of migratory birds that roost, feed and nest at the Demo Site;

• The delivery of a new inboard boat for cruise tourists on the long demarcated tourist along Songor RAMSAR site area route has attracted increased tours of individual tourists and organized groups.

Activities planned for the next few months include:

1. Organizing a beach cleanup exercise through a Private Public Partnership involving Zoomlion, a local private sector managed waste collection and management company, and the local beach community;

2. Undertaking awareness meetings in schools and local communities including churches and entertainment programs;

3. Media publicity through panel discussions on radio Ada and some outreach activities to mark the World Environment Day.



Dabaso boardwalk in Watamu (Photo: COAST Project)



Photo imagery from the Coral reef assessment in Watamu (Photo: COAST Project)



Beautiful flowers prepared from recycled solid wastes in Watamu Demo Site (Photo: COAST Project)

3. KENYA News from the watamu demo site



enya is executing COAST Project activities under the three thematic areas Eco-tourism, EMS and Reef and Marine Recreation Management (RMRM). The COAST Project activities at this Demo Site are well on track.

Eco-tourism News:

• A shed (banda) was constructed for the cultural dances tourist attraction activities. These activities provide some community group members a part time income on Kirepwe Island in Mida Creek Reserve;

• A web-raising training was conducted for select members from the Watamu Demo Site Management Committee. The training provided the DSMC members with practical skills and know-how to enhance the web presence of the Watamu Demo Site.

Reef and Marine Recreation Management (RMRM) News:

• A preliminary assessment of reefs within the Demo Site was conducted by EcoAfrica. The team undertook a preliminary survey of two reefs (Coral Gardens and Bennett's Reef also known as Turtle Reef) during the January 2013 mission at the Demo Site. Additional preliminary surveys were also conducted at two popular Scuba diving locations (Brain Coral and Drummer reefs).

Environmental Management Systems (EMS/ TEST) News:

• On the implementation of the UNIDO TEST Methodology, a Memorandum of Understanding (MOU) was signed between the National Environmental Management Authority (NEMA) and the Kenya National Cleaner Production Center (KNCPC) on 21st March 2013. The KNCPC has been subcontracted to implement three of the 5 TEST tools, namely Cleaner Production Assessment (CPA), Environmental Management Systems (EMS) and Corporate Social Responsibility (CSR);

• For the Environmentally Sound Technology (EST) tool, the committed hotels (Hemingways Resort and Turtle Bay Beach Club) and local stakeholders are tasked with devising a sustainable usage and financial plan for relevant ESTs. This proposal has to ensure that all stakeholders involved have clear roles and responsibilities and that these and the financial management of the equipment go beyond the life span of the COAST Project. The purpose is not for individual hotels to reap benefits of the use of the technologies but rather that there is a collective gain for the entire community and the environment. The current EST proposal envisages that the Hemingway's Resort and Local Ocean Trust in Watamu will receive a Biogas Collector, with Turtle Bay Beach Club receiving a Rocket Composter. A local partner, the Watamu Marine Association will receive a Biogas Collector, a Plastic Crusher and some waste bins;

• The hotels are working individually with the UNIDO Environmental Management Accounting (EMA) expert under the EMA TEST tool.

Activities planned for the next few months include:

1. The construction of an art and curios recycling and visitor attraction centre is planned to start in the next few months. The centre is part of a larger plastic and glass recycling facility that will be operated by the Watamu Marine Association (WMA);

2. The Kenya National Cleaner Production Centre (KNCPC) will conduct a mission to Watamu in due course to undertake cleaner production assessments at the hotels that committed to the application of the 5 TEST tools;

3. The 1st Sustainable Tourism Governance and Management (STGM) workshop spearheaded by UNWTO has been held in Nairobi, Kenya for four countries (Mozambique, Tanzania, Seychelles and Kenya). Two more such STG&M workshops will follow in 2013 for the other COAST Project partner countries. These workshops are aimed at finalizing the action plans for the STGM policies under the COAST Project;

4. Trainings will be held for the 'see through the looking glass bottom' boats targeting the tour guides and the boat operators at the Watamu Demo Site.

4. MOZAMBIQUE NEWS FROM THE INHAMBANE DEMO SITE

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Reef and Marine Recreation Management (RMRM) News:

• The EcoAfrica team undertook a working mission to the Demo Site from 18th to 28th March 2013 which yielded useful insights into the issues and opportunities for the Demo Site. The COAST Project seeks to deliver comprehensive maps of the reefs in the Demo Site, demarcated to show the vulnerabilities envisaged from unsustainable human activities including tourism;

• The RMRM team verified with the DSMC that the Demo Site should include the coastal strip extending from Praia Das Rochas and Barra and that it should extend 5km inland to cover affected communities;

• The RMRM team identified and verified



The DPC, Mr. Luzio Inhavene (right), with the MNCPC officials who were conducting a CPA on one of the committed tourist enterprises for the UNIDO TEST Methodology (Photo: COAST Project)

some of the existing sensitive sites in the Demo Site with the assistance of stakeholder input. These included the popular reef areas for diving and fishing and also the lagoon area;

• A preliminary assessment of the reefs in the Demo Site was conducted with the involvement of a local group, the Bitonga Divers, to help build the local reef assessment capacity within the Demo Site.

Environmental Management Systems (EMS/TEST) News:

- The tourism enterprises that have committed to implement the UNIDO TEST Methodology in the Inhambane Demo Site include, Bayview Lodge, Vista do Mar and Dino's Bar. A proposal for the Environmentally Sound Technology (EST) tool is currently being finalized by the committed tourism enterprises and other local stakeholders;
- The MOU between the Ministry of Coordination of Environmental Affairs (MICOA) and the Mozambique National Cleaner Production Center (MNCPC) was signed on 15th April, 2013;
- The first mission by the MNCPC to

Inhambane was held between 17th and 21st May and results of the cleaner production assessment of the committed tourism establishments are expected shortly;

• The committed tourism establishments are working individually with the UNIDO Environmental Management Accounting (EMA) expert.

Activities planned for the next few months include:

1. Monthly clean up and awareness events in Inhambane Site in partnership with ALMA, a local NGO, and the Municipality on Inhambane;

2. Environmental sensitization campaigns in nine schools for both students and teachers. This will be done through a cleaning competition between schools and environmental sensitization sports tournaments;

3. Production of communication and advocacy materials for environmental sensitization within the demo site area that include brochures for teachers and schools, as well as a video documentary and several sign boards.



A dhow used for tourist excursions around the Inhambane Bay (Photo: COAST Project)



An EcoAfrica team member filming net fishing (Photo: COAST Project)

5. NIGERIA News from the badagry demo site

Nigeria is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO. During the period between January and May 2013, the COAST team at the Badagry Demo Site undertook a number of activities.

Eco-tourism News:

• A Training programme on the production of curio and souvenirs was organized in April 2013 at the Badagry Demo Site. Some of the practical skills that were imparted to the local participants included making crafts out of coconut and other materials to produce various crafts (necklaces, drink covers, key holders, pendants, bracelets, earrings, bangles, hand rings, purses, hand bags, colored brooms, mats, etc.);

• Other skills included bead making to produce items such as belts, hand bags, hats, shoes and necklaces. The trainings on craft making from bamboo covered the preparation of Sato drums, stools, special occasion tables, drums and xylophones. With regard to the textile training, the key skills imparted covered the production of tie & dye materials, handkerchiefs, T-shirts, shirts, tops & pants among others.

As a result, the training achieved the following for the local communities:

1. Maximized local economic benefits by increasing linkages and reducing leakages, by ensuring that communities are involved in, and benefit from, tourism;

2. Created employment through the production of souvenirs;

3. Created additional and alternative sources of income through the production of souvenir;

4. Established a souvenir market in the Demo Site.

Activities planned for the next few months include:

1. A public lecture on the impacts of tourism on the environment;

2. A sensitization lecture on the need for linkages among stakeholders in tourism;

3. A training on service delivery for stakeholders in tourism.



Participants displaying the handmade coconut crafts in Badagry (Photo: COAST Project)



Craft making using bamboo in Badagry (Photo: COAST Project)



Textile training in Badagry (Photo: COAST Project)



Textile batik training in Badagry (Photo: COAST Project)

6. SENEGAL NEWS FROM THE SALY DEMO SITE

Senegal is executing COAST Project activities under the Environmental Management Systems (EMS) thematic area. This particular thematic area, similar to the other three EMS thematic countries, utilizes UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology through working with five hotels at the Saly Demo Site (Les Filaos Hotels, Lamentin Hotels, Bougainvillees Hotels, Palm Beach Hotels and Teranga Hotels) to implement the 5 TEST tools.

Environmental Management Systems (EMS/TEST) News:

• All the five hotels under this collaboration have signed commitment letters to work with UNIDO to apply the 5 tools of the TEST Methodology;

• The first phase of the audit missions of the energy efficiency at the participating hotels has since been conducted;

• The local COAST Project team of experts continues to provide support to the institutions in planning the other relevant implementation options, on monitoring and evaluation tools and archiving documents to help them track the progress.

Below are some of the best practices that the hotels in Saly are working to upscale:

1. With regard to office administration, clear instructions have been issued by senior hotel management discouraging staff from making unnecessary printouts. The hotels are encouraging the recycling of printed paper;

2. Collection of all the used 1.5 litre water bottles by the hotel staff. These bottles are then sold to recycling companies to generate some revenue and keep the environment clean from plastics; 3. Use of low energy light bulbs 7 Watts and 15 Watts in Les Filaos and Palm Beach hotels;

4. Collection of the leftover toilet rolls from the guest rooms and using them in the general public utility areas;

5. Replacement of disposable plastic sandals by washable and reusable sandals.

Activities planned for the next few months include:

1. Providing support to the local community on strategies to improve the management of coastal erosion and municipal waste;

2. Supporting the arts village to work on ecolabeling.



Mr. Martin Schmitz, Technical staff of the Lamantin Hotel, with the solar panels located on the roof of the hotel that are used to heat water for the hotel (Photo: COAST Project)



Mr. Martin Schmitz, showcasing the hotel solar water boilers that are used to heat the water in the kitchen and for the laundry services (Photo: COAST Project)

7. SEYCHELLES NEWS FROM SEYCHELLES

he Seychelles is a group of very small islands where all parts of all islands are categorized as being a coastal zone. In this regard, the country relies heavily on coastal tourism, with a contribution of over 26% to the GDP. Unlike the other eight COAST Project countries, Seychelles is one of the COAST Project countries without any specific project activities. Its role within the current project structure is in sharing best practices and lessons to the other COAST countries, especially the lessons and experiences emerging from the Seychelles Sustainable Tourism Label (SSTL). This ecolabeling tool within the tourism industry is envisaged to provide results, lessons and experiences that will be of immense value to the other countries.

The main sustainability challenges that the Seychelles face in their tourism sector are:

 Balancing the demands of the tourism industry and the needs of the local population (food, water, electricity, leisure places);

• The increase in tourism development puts additional pressure on human resources increasing the need for foreign labor;

• The growth in tourism arrivals also poses a public health risk due to the threat of introduction of diseases into the country. The Seychelles has two demonstration sites under the UNDP Biodiversity Project, the Constance Ephelia Hotel and the Denis Private Island Resort. Constance Ephelia is the largest resort and spa in the Seychelles with 247 guest rooms, 5 restaurants and over 700 staff. The Constance Ephelia Hotel site area is found close to a Ramsar designated mangrove swamp in the area, the Port Launay Marine Park, found on the west coast of Mahe. (A Ramsar site results from the Convention on Wetlands of International Importance, where each member country is allowed to designate at least one wetland site for inclusion in the List of Wetlands of International Importance). The other Demo Site, Denis Island, is a coralline island located 95km north of Mahe. This island is privately owned and houses a small hotel of 25 rooms. It has 1 restaurant and offers boat charters, diving and fishing facilities.

The main aims of the Demo Sites are to provide a learning platform for all key environmental enthusiasts on the main conservation programmes in the island; and to showcase key aspects of small island biodiversity management through visual aids. In addition, the sites are expected to assist in furthering the implementation of the islands management plan as part of the national conservation programme.



An aerial view showing part of The Seychelles Islands (Photo: COAST Project)



Seychelles is famed for its white sandy beache (Photo: COAST Project)



Interior and exterior views of some hotel establishments in the Seychelles (Photo: COAST Project)

8. TANZANIA News from the bagamoyo demo site

Tanzania is one of the three countries that are implementing COAST Project activities under all the three thematic areas i.e. Eco-tourism, Environmental Management Systems (EMS), and Reef and Marine Recreation Management (RMRM). In the period between January and May 2013, the COAST Project executed a number of activities.

Eco-tourism News:

• The project is implementing activities under the Eco-tourism thematic area in Dunda, Kaole and Mlingotini villages in Bagamoyo District. These activities are aimed at increasing community awareness on the potential of tourism and biodiversity conservation, increasing income generation from activities and enhanced local entrepreneurship, improving services delivery, and improving beach and marine environment;

• Education and awareness campaigns at schools in the project area. The trainings targeted 20 teachers and 6 pupils from the project area, including the ward coordinators and education officials from the District Council and the Local Authority;

• Training for 25 representatives of handicraft groups from the three villages. The training was aimed at enhancing the quality of their crafts and broadening the markets. Other elements of the training included kitchen and hygiene, customer care & hospitality, food safety, and accommodation;

• Training 40 representatives of fisheries and seaweed farming groups from Kaole, Mlingotini and Dunda in marine product improvement, hygiene and seaweed farming.

Reef and Marine Recreation Management (RMRM) News:

• EcoAfrica, the team executing RMRM conducted a field mission to the Demo Site where they collected additional stakeholder information and global positioning systems (GPS) points for the reefs in the area;

• The team then verified the existence of some of the reefs (Mshingwe Reef and the reef in Lazy Lagoon) and conducted a preliminary reef assessment to inform the process of mapping out the hotspot areas affected by human interventions.



An Eco-tourism meeting in Bagamoyo (Photo: COAST Project)

Environmental Management Systems (EMS/TEST) News:

• The Hotels that have committed to implement the UNIDO TEST Methodology include the Millennium Hotels (Millennium Old Post Office and Millennium Sea Breeze), Oceanic Hotel and Resort, Bomani Beach Bungalows and the Bagamoyo Beach and Country Club;

• The MOU between the Tanzania Vice-Presidents Office (Environment Division) and the Cleaner Production Center of Tanzania (CPC-T) is at present being finalized and will be signed shortly.

Activities planned for the next few months include:

1. Tanzania will host the 5th Steering Committee Meeting scheduled for September 2013 in Bagamoyo.

2. The first Cleaner Production Assessment (CPA) mission will be conducted by the CPC-T once the MOU between the main institutions has been signed.

3. Management and business skills training for tourism enterprise coordinators, cultural tours coordinators, food and home stay providers, curio sellers, fishermen groups etc.

4. Development of tourism promotional materials such as brochures, flyers and posters.



Local group displaying their arts and crafts products (Photo: COAST Project)



Reef assessment in Bagamoyo (Photo: COAST Project)

GALLERY







Bio diversity training Banjul, The Gambia



Textile training using batik in Badagry, Nigeria



Tofo signboard Inhambane,



Ms Violet Njambi, EcoAfrica, makes a presentation at the STG & M workshop Nairobi, Kenya



Reptile park Kartong, The Gambia



Tourists Ada, Ghana



Folonko cultural site Kartong, The Gambia



Waste management Ada, Ghana



Participants at the first Sustainable Tourism Governance and Management workshop Nairobi, Kenya


GALLERY





Crafts made from recycled wastes Inhambane, Mozambique



Hotel in Seychelles



Beachline wastes Bagamoyo, Tanzania



Coral Reefs Inhambane, Mozambique



Some Eco-tourism products Inhambane,



(waste bins, bicycles and wheelbarrows) Kartong, The Gambia





COAST Project partners at Lamantin Beach Hotel Saly, Senegal



Coral reefs Seychelles



Ox cart is a tourist attraction in the Seychelles









WEB-RAISING AND SUSTAINABLE COASTAL TOURISM

Prof. Simon Milne is a Professor of Tourism and the Associate Head of School (Research and Development), School of Hospitality and Tourism of the New Zealand Tourism Research Institute. Prof. Milne conducted a training on the application of web-raising to the Coastal tourism destinations of Watamu, Kenya and Kribi, Cameroon This training was held from 20th – 23rd March, 2013 and targeted select members of the Watamu Demo Site Management Committee and a Project Officer from the Kribi Demo Site. In this section, Prof. Milne shares with us some principles of web-raising and how they can be applied in these two Demo Sites.

. 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. From your general understanding and expertise in the field of tourism, what are your perspectives on this subject?

This is a vital area within the tourism industry for both research and policy development. Mitigating the negative environmental and societal costs of tourism is a problem for communities and tourist destinations around the world, and it is therefore essential that such best practices and technologies are shared to inform further developments in this industry. It is encouraging to see the COAST Project focusing on a series of case study areas in the nine countries in Africa that reveal the importance of 'place' in determining tourism development outcomes. In each case, it is also gratifying to see an awareness of the broader context within which pollution and other socio-environmental impacts are occurring. Indeed, it is important to look beyond the impacts themselves towards the broader societal and political contexts within which development occurs. It is also essential to understand the impact that information and communication technologies can have on local tourism development outcomes and this is where concepts such as web-raising come in.

Please explain to our readers what the term 'web-raising' means and some of the tools and principles used in applying this concept.

Web-raising is a concept that has been adapted and used in many different situations and contexts. The New Zealand Tourism Research Institute (NZTRI) view's web-raising as a process that can enable communities and related stakeholders to use the internet to maximize the potential of tourism to be a tool for sustainable economic development. Our key focus in much of our work is on how we can use the internet to enhance the economic linkages between tourism and the surrounding economy while also lessening negative impacts on community quality of life and the broader ecosystem.

Web-raising is a process that evolves over a number of stages and can be customized to meet different cultural, environmental and economic realities. Web audits can be used to highlight existing levels of 'visibility' on the internet and to understand the extent of the linkages and networks that have been formed. It is also worthwhile examining the degree to which local community and people are portrayed in online resources. A number of techniques are then used to encourage collaboration between the various stakeholders in the destination and to 'web-raise' content that will be of value to both the visitor and the local community. The resource includes locally 'grown' content that builds a 'sense of place' for both resident and visitor alike. The overarching goal is to create a website (or enhance existing sites) in a way that increases visitor yield, enhances community understanding of, and support for, tourism and benefits and reduces broader socioenvironmental costs. More information on this is available at our website at www.nztri.org

3 . Kindly highlight to our readers a few Best Available Practices/ Technologies of some tourist destinations that have effectively integrated the web-raising concept in marketing their areas.

There are a number of best-case examples that the reader can look at. The case of Western Southland, New Zealand (see www. westernsouthland.co.nz;), is a good example of a regional site that has developed through multiple stakeholder input. The site also includes locally developed and produced podcasts – an example of tourism being a trigger to the development of individual ICT skills. The case of Eua Island, Tonga is an interesting example of how businesses and local community have combined resources to provide deeper insights into the experiences that await the visitor. The focus is on enhancing visitor-host interaction and understanding and maximizing the economic linkages of the industry (www.eua-island-tonga.com).

• On the subject of sustainable tourism, what are some of principles that are required to ensure harmonious synergy and seamless co-existence between the tourists and the local communities, and how do these relate to web-raising.

I am not sure that we can ever 'ensure harmonious synergy and seamless co-existence between the tourists and the local communities', but we can strive to reduce levels of conflict where they exist or to prevent their occurrence in places where tensions do not currently exist. The core principles that underlie our ability to enhance the sustainability of tourism include:

a. The need for robust research upon which to base strategy/policy development. Such research includes - visitor demand, community perceptions, economic and environmental impact assessment etc.

b. The need for access to communication channels for all stakeholders – it is important that everyone who is a stakeholder has some chance to make their voice heard in tourism development.

c. 'Communities will work for tourism if tourism, in turn, works for communities'. It is vital that the tourism industry provides benefits to those groups who face the greatest negative externalities from tourism development, usually host communities.

d. Information is vital to both visitors and hosts. Ensure that you use ICT as effectively as possible to link tourism to sustainable development outcomes. It is vital to educate both visitor and tourist alike before arrival.

e. As a host community do not try to 'reinvent yourself' as you try to reach the potential tourist, remember that very often it is your everyday life that visitors are most interested in seeing, this is what makes you unique (in conjunction to the broader environment around you).

5. From your interactions with some of the stakeholders at the Watamu Demo Site during this training, what are your experiences and how do you envisage this process being taken forward.

The web-raising workshop was a great experience for me. It was fantastic to see a range of local, national and global stakeholders in one room, learning, sharing knowledge and discussing experiences. The process of web-raising is every bit as important as the final online resources that are created – I think we made a great start to this process. From this point on NZTRI is looking forward to continuing to provide input and assistance to the Watamu Marine Association (WMA) and other key groups as they move towards optimizing their on-line resources and creating a clearer set of linkages between tourism, local economic development and environmental protection.

6 What are some of the challenges of web-raising and how can they be addressed effectively to enhance optimal results in the Watamu and Kribi Demo Sites.

The challenges of web-raising tend to be locally specific and can be numerous. Are there champions or groups of individuals that have the passion and foresight to implement a web-raising strategy? Can different stakeholder groups work effectively together? Can a sustainable source of funding or support be found for the website? The answers to these questions vary from place to place because every local context is so different.

What makes me feel hopeful in the case of Watamu is that there is a clear will on the part of business, NGOs, community groups and public sector representatives to develop a tourism industry that is more sustainable and will generate greater benefits for local communities. As they say, where there is a will there is a way.

Sustainability Plan: From your experience, how would you like the web-raising activities to continue beyond the scope of the COAST Project life?

Web-raising is only one means to achieving more sustainable tourism development outcomes in Watamu. My hope would be that the webraising will not only achieve improved on-line visibility for Watamu and create a broader 'sense of place', but that we will also see a broader collaborative ethos emerging from the work. It is vital that a strategy be developed for tourism in the destination – I believe the web-raising process that has now commenced in Watamu (see www.nztri.org for details) will aid and underpin the collaborative development and implementation of such a strategy. Our hope is that NZTRI can continue to assist in this process and that Watamu will, in time, become a best practice case for others to learn from.

(To contact Prof. Milne, please send him an email on simon.milne@aut.ac.nz)

OVERVIEW

SHARING THE COAST PROJECT EXPERIENCES:

TOWARDS EFFECTIVE

ENVIRONMENTAL MANAGEMENT

he COAST Project is working to showcase some of the emerging best practices and examples that seek to demonstrate the fact that sustainable coastal tourism in Africa can indeed be achieved. In this Edition, we showcase the work of the Chumbe Island Coral Park in Zanzibar, in Tanzania and share how they have managed to manage the park through a number of actions for sustainable coastal tourism.

In subsequent Editions of the Newsletter, we will be looking to showcase further best practice examples from the other COAST Project countries. We therefore encourage the country partners to send us such examples for publication.

THE CHUMBE ISLAND CORAL PARK IN ZANZIBAR:

A MODEL OF FINANCIALLY, ECOLOGICALLY AND SOCIALLY SUSTAINABLE MARINE PARK MANAGEMENT

By Ulrike Kloiber and Sibylle Riedmiller, Chumbe Island Coral Park

"......A notable example of payments for ecosystem services within the context of coral-reefs habitat is provided by the private and non-profit Chumbe Island Coral Park in the United Republic of Tanzania... local fishermen benefit from the Reef Sanctuary, as research findings confirmed that fish inside the protected no-take zone travel out and increase their yields in the vicinity"..

UN Secretary General's report to the General Assembly on Protection of Coral Reefs for Sustainable Livelihoods and Development (2011)

I. BACKGROUND

From aid project manager to social entrepreneur, founder and director of Chumbe Island Coral Park (CHICOP), Ms. Sibylle Riedmiller, followed her passion for the underwater world when she began efforts in 1992 to create the world's first privately-managed marine protected area at Chumbe Island in Zanzibar, United Republic of Tanzania. This hitherto uninhabited small coral island 12 kilometers southwest of Zanzibar town is now a fully managed nature reserve that protects a 30-hectare no-take coral reef sanctuary, where fish and corals thrive, and a coral-rag forest reserve covering most of the island's 22 hectares that harbors rare and endangered animals.

Over the last two decades, CHICOP has created a model of financially, ecologically and socially sustainable Marine Park management, where a collaboration of actions for sustainable coastal tourism supports employment, conservation, research and environmental education for local people. Currently top ranking on TripAdvisor.com (a traveler information and feedback website portal) gives evidence that Chumbe Park has also become a successful sustainable tourism destination, where income from visitors is channeled back into preserving this little stretch of paradise for future generations.

Maintaining the integrity of the island's pristine ecosystems for posterity is CHICOP's mission. In this regard, not a single tree was cut and only empty clearings left by nature were used when the visitors' centre and seven eco-bungalows were built. Combining traditional building styles and materials with modern eco-architecture, the technologies for water and energy provision and waste avoidance and recycling of the eco-lodge took full advantage of sunlight, natural ventilation and rainwater, with rainwater catchment, vegetative gray water filtration, composting toilets, solar water heating and photovoltaic power generation.

The Chumbe model of sustainable tourism that develops and funds a marine park and provides benefits to local people has generated major interest among international conservation organizations and has won CHICOP numerous prestigious awards and global recognition.

Joining the ZEITZ Long Run Initiative

In the year 2008, CHICOP became a founding member of the flagship program of the Jochen Zeitz Foundation, the "Long Run Initiative". This initiative promotes and certifies tourism enterprises, which directly manage, or significantly contribute to the management of a natural area of conservation value and demonstrate their commitment to sustainability through

the 4Cs: Conservation, Community, Culture and Commerce. Performance and processes across the 4Cs are assessed through a certification scheme that awards destinations with the Global Ecosphere Retreat (GER) distinction for the highest level of sustainability.

In working towards this certification, CHICOP shared and discussed achievements in a challenging environment and lessons learned in the two decades of Chumbe history. After going through a rigorous assessment process by external experts, CHICOP become the first GER certified Long Run Destination in 2011, in recognition of promoting marine conservation in Tanzania and setting an example for genuine sustainable tourism and environmental education and awareness creation.

II. SUSTAINABLE TOURISM AT CHICOP AND HOW IT BENEFITS LOCAL COMMUNITIES

Chumbe Island Coral Park is a private investment into marine and forest conservation with a commercial component, the eco-lodge, which generates the income needed to run the park. Therefore, revenue generated from tourism is reinvested in supporting park management and environmental education programs. This includes various economic incentives for local communities since the lodge opened in 1998.

Benefits to local communities include:

Employment and career opportunities: The successful integration of environment and community is an important benchmark for sustainable tourism. In order to realize this as a fully managed nature reserve, and also due to the particular eco-technologies installed, CHICOP's operations are very labor-intensive. With only seven rooms, CHICOP has probably the highest employee/room ratio of any tourism business in Tanzania, and three times the international average for eco-lodges. Wherever possible, CHICOP employs people from nearby village communities, though they have limited formal education and thus need much on-the-job-training. Of the 43 employees, 95% are Tanzanians, over two thirds from local communities, and 5% expatriates. In particular, former fishermen were recruited and trained as park rangers and stationed on the island. Gender considerations are also key, with women being given preference and currently forming 40% of the entire Chumbe workforce. It is important to note here that a third of the staff are directly involved in conservation management and education.

Market for local services, produce and handicraft: Since guests are offered typical Zanzibarian cuisine, which is a delicious blend of Asian, Arabic, African and European traditions, CHICOP creates a ready market for local produce, rather than imported foods. This not only reduces waste and pollution by minimizing packaging materials of industrially processed food, but also raises awareness and pride for the local culture. Other income opportunities for local people include building materials for the eco-lodge, handicrafts sold in the boutique, the outsourcing of road and boat transport and craftsmen services during maintenance.

Sustainable financing for conservation: The sustainable management and promotion of key ecosystem services (sustainable fisheries and biodiversity conservation) for the Chumbe region has been widely recognized, including mention in the recent UN Secretary General's report to the General Assembly on protection of coral reefs for sustainable livelihoods and development for Rio+20, which states: "A noted example for PES (Payment for Ecosystem Services) within the context of coral reefs habitat is the private, non-profit Chumbe Island Coral Park Ltd (CHICOP) in Tanzania.... Especially local fishermen benefit from the Reef Sanctuary, as research findings confirmed that fish inside the protected no-take zone travel out and increase their yields in the vicinity".

Minimizing environmental impacts water, energy and waste management

One of CHICOP's main objectives is to manage the eco-lodge as a model for sustainable tourism development, providing high-quality services to visitors while promoting environmental awareness through education programs for the local community and all island visitors. Like many developing countries, Zanzibar does not have an effective/efficient solid waste management system in place. Due to lack of infrastructure and public services, waste is burned in the streets or dumped in illegal sites, creating major public health concerns and environmental hazards. To minimize environmental impacts, CHICOP restricts the number of visitors to the island and avoids the purchase of non-biodegradable products. Where possible, goods are sourced locally and transported in locally made, biodegradable baskets. Non-cooked fruit and vegetable waste is collected, composted and used for the composting toilets on the island, while non-biodegradable waste is removed from the island and, where possible, recycled. Only biodegradable detergents and soaps are used and laundry is washed off the island.

During the year 2012, CHICOP also conducted waste recycling workshops with the help of volunteers, who for example taught local staff how to turn candle stubs from guest dinners into recycled coconut candles. Workshops were held to create hands-on learning tools for visiting students using only recycled materials to illustrate how trash can have a 'second life'. Such activities illustrate CHICOP's commitment to environmental sustainability and the commitment to share knowledge and the importance of waste management through practical learning experiences.

III. COMMUNICATION & ENVIRONMENTAL AWARENESS ACTIVITIES & ENGAGEMENT OF PARTNERS

While coastal communities depend on fishing for their survival in mainland Tanzania and Zanzibar, there is little evidence of traditional reef management or sensitization about the limitations of this fragile resource. By and large, Government policies, legislation and management capacity fall short in meeting the challenges of rapid environmental degradation and tend to favor investments into unsustainable development and environmentally destructive products and practices.

Therefore, public communication, education and awareness-raising on the vulnerability of the marine and forest ecosystems and the importance of sustainable tourism are key pillars of CHICOP's Environmental Education (EE) programs, which are regularly conducted on Chumbe Island and in Zanzibar. The programs offer free island excursions, training workshops and peer education sessions for students, teachers and community members. Based on the approach of 'Education for Sustainable Development', these programs help to close the gap between theoretical knowledge and practice, involve different level of learners and seek solutions to environmental concerns that build on indigenous knowledge, culture and traditions. By the year 2012, over 6000 school children and 900 teachers had visited the island to experience the natural environment with its diverse ecosystems.

The experiential hands-on activities for schoolchildren and all visitors include guided snorkeling in the reef and walking along the forest trails using all senses such as sight, touch, hearing, taste and smell while ensuring that the teaching contents link up with the national school curricula. CHICOP also supports schools through environmental talks/seminars and helps organize environmental clubs, which are much encouraged by a popular competition for a sustainable future for schools, i.e. the Chumbe Challenge Environmental Award.

The role of research and education: CHICOP started operations in 1991 by conducting baseline surveys of the ecosystems and marine and forest flora and fauna of the island. This was meant to establish the



CHICOP's environmental Educator demonstrates snorkeling techniques to a group of Zanzibar girls on an education tour (Photo: CHICOP)

conservation value of the Chumbe reef and coral-rag forest and to convince the Government of Zanzibar that the island should indeed be protected. However, it was clear that the park could not be developed without co-operation of local communities as well. Research and training on marine and forest conservation and sustainable tourism development for income generation was therefore at the center of project implementation. Enforcement of no-take marine parks is challenging around the world, especially when local communities rely on fishing for their livelihood. On the other hand, after a few years of effective closure, the local fishermen benefit from marine parks, as these create breeding sanctuaries for fish and other marine

organisms, which restock adjacent and upstream overfished areas, the famous 'spill-over effect'. This was discussed by the CHICOP management in village meetings in the early nineties to win co-operation, and it was agreed that fishermen should be employed and trained as Park Rangers to educate their fellow fishermen about the purpose and benefits of the closure. This approach worked very well. As soon as the spill-over effect became noticeable in the mid nineties, enforcement was no problem anymore, and local fishermen now respected the park boundaries and reported that the catch outside of the boundaries had increased since the establishment of the park.



Chumbe Coral Reefs (Photo: CHICOP)

Some of the fishermen were trained in data collection for research, park management and monitoring techniques for the reef and the forest to become park rangers. They also learnt the English language and guidance skills required for island visitors, including environmental education for local schoolchildren. All other island staff, such as cooks, cleaners & waiters are also trained periodically to acquire the basics of reef ecology, forest ecology, English language skills, Eco-tourism and eco-technology.

Capacity building of government staff: CHICOP has also helped to raise conservation awareness and understanding of the legal and institutional requirements among government officials. The very innovative and unusual investment proposal of a privately established and managed Marine and Forest reserve required the involvement and approval of altogether seven Government departments. This took over four years to negotiate, followed by intense discussions on the Management Plans 1995 - 2016, which were developed by CHICOP consultants with wide stakeholder participation. This lengthy process has gained CHICOP political support and prepared the ground for improvements in the legal framework for marine conservation, environmental protection and management. Furthermore, an Advisory Committee that was established in the year 1995 includes village leaders, government officials, local academics and the CHICOP management, and meets at least twice per year for discussions about achievements and challenges.



CHICOP employs the exclusive use of renewable energy with these solar panels powering the facility (Photo courtesy CHICOP)

IV. CONCLUSION ON RESULTS, EXPERIENCES FROM CHUMBE ISLAND

From our work in Chumbe, through lessons accumulated over a period of 2 decades, we have established that private management of marine protected areas can be effective and economically viable, even in a challenging political environment. Investment in conservation and in environmentally sound technologies, as well as the employment of additional staff for park management and environmental education programs, raises costs considerably, making it difficult to compete with other tourism enterprises. Favorable conservation and investment policies and taxation would encourage such initiatives, but are not currently available in Tanzania. Close cooperation with government agencies in establishing and protecting this reserve has enhanced the understanding of environmental issues among local and national authorities. In addition, the establishment of the A bird's eye view of the eco-lodges on Chumbe Island (Photo courtesy CHICOP)

Chumbe nature reserve has benefited local communities by generating income, employment, market for local produce, developing new work skills, and restocking commercial fish species in adjacent marine areas (spill-over). To avoid user conflicts, it is easier to preserve an area that is not used intensively for subsistence or other economic endeavors by local communities. With the threats of climate change, marine conservation needs more political support from governments and the international conservation community, as well as recognition of the contributions that the private sector can make to both, effective conservation area management and livelihoods of local people on the ground. Long-term security of tenure and contracts, together with a favorable political, legal and institutional environment are needed to attract more private and community investment in marine conservation particularly in the developing world. The Chumbe Island Coral Park project looks forward to sustain these in the months and years to come.

(The views in this article are the personal opinions of the authors and do not in any way represent the COAST Project)





COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM





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COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

4TH QUARTERLY NEWSLETTER

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INTEGRATING REEF AND MARINE RECREATION MANAGEMENT PRINCIPLES IN EAST AFRICA ... AND OTHER STORIES

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Materials and photos sent to us will be treated as unconditionally assigned for publication. Articles submitted for publication will however be subjected to the magazine's editorial policy.

MESSAGE FROM UNIDO REGIONAL TECHNICAL COORDINATOR

Dear Readers,

Project E-newsletter!

Our teams have been busy both at the regional as well as the national level over the recent months and we expect this heightened level of activity to continue up to the end of the project implementation phase, 31st March 2014! Thereafter, we will have a short but intensive period for documenting results, experiences and lessons for sharing widely with our audiences at the local, national and international levels before the COAST Project's final closure on 30th June 2014.

As we upscale project implementation, we are faced by the critical challenge of identifying and proposing good policy practices that will support sustainable coastal tourism in Africa. This is a hall mark of our work in all 9 participating countries. In this regard, I would like to draw your attention particularly to the article in this newsletter edition showcasing our work in the Reef and Recreation Marine Management (RMRM) thematic area on page 4. This article provides all the key information and news on initial results of our partnership with EcoAfrica in the three RMRM countries (Kenya, Mozambique and Tanzania).

We also share information and news from the Seychelles on how their unique Sustainable Tourism Label (SSTL) has been operationalized, and how it is contributing to improved sustainable coastal tourism in that country. This article has some important lessons on how other countries can effectively institutionalize eco-labeling as an



DR. HUGH GIBBON

incentive to their hospitality industry to improve sustainability in their entire operations.

In the current phase of project implementation, our partnership with the UNWTO in the Sustainable Tourism Governance and Management (STG&M) component will culminate in 3 STG&M Workshops covering all the regions. All partner countries will benefit from these events and we expect a high level of cross sharing of ideas and learning across all the project thematic areas to result from these events. We will also continue to reach out and network with other related projects to ensure mainstreaming of our results and identification of replication potential.

Finally, I am happy to say that the project's 5th Steering Committee Meeting, hosted by the Tanzania Country Partner team in the Bagamoyo Demo Site, north of Dar-es-Salaam was successfully held from 23 to 28 September 2013. The 5th SCM was attended by 38 project participants from all 9 Partner Countries and also included representation from; UNEP, Nairobi Convention, UNIDO, UNWTO and regional EcoAfrica consultants. The meeting agreed that significant progress had been made in 2013 across all three thematic areas in the Project, and that Partner Country Demo sites were now better placed than at any previous time in the project lifecycle to deliver interesting and useful coastal environment and sustainable tourism management practices and technologies for future up scaling, replication and long term impact.

Hence this is a most exciting time for all our Project teams and Partners, and I wish to encourage you to not only read this, and the next series of e-newsletters, but to also regularly 'click' onto our Project website and social media handles to view our most recent work.

Happy Reading!

DR. HUGH GIBBON



THE COAST PROJECT WORKING TO INTEGRATE REEF AND MARINE RECREATION MANAGEMENT PRINCIPLES IN EAST AFRICA:

CASE STUDIES FROM KENYA, MOZAMBIQUE AND TANZANIA

".....The COAST Project is delivering practical solutions that support the conservation of globally significant coastal and marine ecosystems and associated biodiversity in the member countries, through the reduction of the negative environmental impacts which they receive largely as a result of coastal tourism...."

UNDERSTANDING THE PROMISE OF TOURISM IN AFRICA

ourism in coastal areas is one of the largest and fastest growing sectors of the industry that holds a promise of contributing to the economic and social wellbeing of the destination countries. Yet, the local residents of most popular destinations are more likely to experience the uglier side of tourism trade than any real promise of tantalising riches. In essence, communities have to contend with negative impacts such as rising pollution and degradation of sensitive marine and coastal areas from poorly planned developments, competition for fresh water and overexploitation of scarce resources to feed the tourism industry, rising real estate prices, displacement of local fishing and farming communities, and irreversible damage to local culture. The good news is that there is a growing recognition that not all forms of tourism are equal and that tourism can be managed to deliver both quality visitor experiences and benefits to local environment and biodiversity, economies and livelihoods rather than simply draw in large volumes of visitors.

THE COAST PROJECT WORKING TO MAXIMIZE THE VALUE OF MARINE ECOSYSTEMS

In recognition of these challenges, the COAST Project is working to apply, through a series of practical demonstration projects in different thematic areas, a number of Best Available Practices and/or Best Available Technologies (BAPs/BATs) within selected coastal tourism destinations in Sub Saharan



Tube Sponge from Bagamoyo Demo Site (Photo: COAST Project)



RMRM Team interviewing a local stakeholder, Watamu Demo Site (Photo: COAST Project)



(Photo: COAST Project)

Africa. These demonstration projects are all aimed to contribute to the reduction of negative environmental impacts resulting from land based, tourism sector actions and pollutants. To achieve this in the Reef and Marine Recreation Management Thematic Area, EcoAfrica are the UNIDO sub-contracted leader working across three countries (Kenya, Mozambique and Tanzania). The RMRM work focuses on reef surveys and GIS mapping of sensitive areas and damaged sites within the demonstration sites and includes management planning, awareness creation and capacity building on reef management and conservation to reduce pollution, loss of biodiversity and other negative impacts to the reef and marine areas.

All this is in recognition to the fact that sensitive marine and Mozambique coastal ecosystems, specifically coral reefs, sea grasses and mangroves, are highly

".....Studies have estimated the total value of ecosystem goods and services provided by all the coastal ecosystems around the world to be over \$25 billion per year..." (Conservation International). productive and provide significant economic goods and services. These include coastal storm protection, carbon sequestration, and feeding and breeding habitats for a great diversity of marine organisms including commercially important fish species.

They also host a growing number of visitors and recreational activities with some of the main recreational attractions provided by marine ecosystems including glass-bottomboat viewing, snorkelling, recreational and sport fishing and SCUBA diving. Assessments of the economic benefits generated from such activities are estimated at over \$9 billion globally. The question remains as to how much of this value translates into direct benefits to local communities, whose livelihood depends on these resources.

WHAT DOES THE REEF AND MARINE RECREATION MANAGEMENT THEMATIC AREA SEEK TO ACHIEVE?

Within the broader COAST Project implementation framework, the objective of the Reef and Marine Thematic Area is to develop and test responsible management of reef and marine recreation through the promotion and testing of sustainable tourism (BAPs/BATs) at selected sites. This includes the documentation and dissemination of the results achieved.

THIS IS DONE THROUGH:

1. Raising awareness on the conservation values and issues facing the sustainable management of East African marine and reef assets among all users groups;

2. Working with local stakeholders to design and develop sustainable marine recreation and conservation practices and technologies;

3. Supporting capacity building and skills enhancement relating to marine recreation management in the priority areas;

4. Studying and testing on a micro scale, the possibilities of livelihood diversification for local coastal residents through participatory tourism planning; and

5. Basing all of the above micro scale interventions on the best available scientific knowledge of the natural resource asset base.

The COAST Project is focusing its RMRM work in three demonstration sites in the East African region: Tofo, Barra and Tofinho (Mozambique), Bagamoyo (Tanzania) and Watamu (Kenya). All these areas have since project inception been taken through intensive reef assessments, GIS and

participatory mapping activities, capacity building and awareness creation. While all these sites are in the Western Indian Ocean region, it is important to note each site experiences different tourism-related realities and issues, as summarised below;

TBT DEMO SITE IN INHAMBANE, MOZAMBIQUE

The Demo site of Tofo, Barra and Tofinho (TBT), is located about 15 KMs from the historic town of Inhambane. Tofo has grown from a small coastal fishing village into a significant tourism destination. The wide sandy beaches, coral reefs, mangroves and extensive lagoon system provide a strong draw card and sustenance for growing local communities. Marine tourist attractions are largely based on the accessibility of large charismatic marine species (or mega fauna) and include; whale watching, SCUBA diving with manta rays over diverse coral communities and snorkelling with whale sharks and dolphins on ocean safaris.

Large coastal sand dunes lining the coast provide a storm protection to inland areas. Mangrove forests and sea grass beds flourish at the Ponta da Barra and inside Inhambane Bay. Recent research in the Inhambane Bay confirms it to be an essential feeding and breeding habitat for a great diversity of species ranging from sea grasses to seahorses and the endangered dugongs. Apart from tourism, the main livelihood of people in the area is artisanal fishing and subsistence agriculture.

Despite this natural wealth, approximately 80% of the population lives in extreme poverty . With an extensive tropical coastline that is abundant with a rich natural and cultural heritage, Mozambique displays significant tourism development potential. The marine environment in the TBT area is however, highly sensitive and is threatened by destructive and excessive fishing, unplanned coastal development, pollution and unmanaged tourism activities. The tourism industry is one of the major employers for the local people and threats to its long-term sustainability are a serious concern to the locals, the private sector and government alike.



Video development for awareness-raising at TBT Demo Site

BAGAMOYO DEMO SITE, TANZANIA

anzania's coastal zone harbours a rich abundance of natural and cultural resources. Once a centre for the East African Slave Trade, Bagamoyo is the oldest town in Tanzania and a cultural historical 'hot spot'. Bagamoyo District was recently nominated as Tanzania's seventh World Heritage Site. The Bagamoyo coastline is characterised by important marine habitats including sandy or muddy tidal flats, mangroves, coral reefs, sea grass beds, and a productive estuarine system. These ecosystems play a major role in supporting local people, providing a source of food, income and energy in the form of firewood.

The Bagamoyo marine area falls within the Zanzibar channel. A number of reefs are located offshore of Bagamoyo, the largest and furthest away being Mwamba Kuni located 10 km offshore. Four of the near shore reefs were closed to fishing through a collaborative Fisheries Management Plan adopted by the surrounding villages and the District in 2006. Constant pressure on the reefs from destructive fishing practices has however, led to declining fisheries in the area.

Bagamoyo currently provides a business-based tourism destination with the majority of visitors travelling from Dar es Salaam for meetings and conferences. The town also attracts short-term visitors from East Africa. The tourism industry is mainly land-based while marine recreation (snorkelling) is undertaken through largely adhoc arrangements with fishers and more recently with local tour guides. SCUBA diving is a recent activity and is currently offered by one operator in Bagamoyo. While the Lazy Lagoon attracts visitors for boating trips and snorkeling at some of the near shore reefs, the most popular snorkelling reef is Mwamba Kuni.



Reef assessment in Bagamoyo Demo Site (Photo: COAST Project)



WATAMU DEMO SITE, KENYA

atamu, an acknowledged biosphere reserve, is located North of Mombasa within the Kilifi County of Kenya. Notable physical features of this demo site are rock platforms, cliffs and sandy beaches, coral reefs and sea-grass beds. Mida Creek, an enclosed Bay area that comprises tidal mud flats with fringing mangrove swamps provides an important habitat and location for recreation and fishing. This region is one of the main marine recreational centres of Kenya. Major attractions in the area are; boat trips, water sports, SCUBA diving, sport fishing and snorkelling. The Demo Site falls within a complex of protected areas known as the Malindi Watamu Marine Conservation Area (MWMCA). Here, the Malindi and Watamu Marine National Parks are encompassed within the Watamu Malindi Marine National Reserve.

The key socio-economic activity within Watamu is tourism and is dependent on the beach and marine resource attractions. Tourism numbers are relatively high compared to the other two Demo Sites and the numerous hotels, guesthouses and lodges feed the associated beach trade and marine recreation activities. The majority of tourists come from Europe and Italy in particular. Artisanal fishing is another important economic activity of some residents in the area. Controlled fishing is permitted in the MWMCA Reserve but prohibited in the Marine National Parks, which are no-take zones.

The high-density tourism development has led to increasingly restricted public access to recreational beaches. Other threats relating to marine recreation include the heavy exploitation of corals and shells for souvenirs, coral damage from trampling, boat anchorage and pollution. Coral conditions in some reef areas in Watamu are considered poor due to a high cover of turf and micro-algae. Erosion and increasing nutrients in the reef area from the neighbouring Mida Creek due to deforestation of the mangrove forests is also evident.

EMERGING RESULTS AND LESSONS: OPPORTUNITIES FOR POSITIVE CHANGE THROUGH THE COAST PROJECT WORK

As a result of COAST Project interventions in the three countries, a number of opportunities have emerged through the RMRM activities for practical improvement of management of reef and marine recreation in each of the Demo Sites. Some of these include:

• Stronger collaboration among decisionmakers, and between government, local communities, researchers, the private sector and other user groups, to ensure more informed decision-making and improved enforcement of regulations governing coastal development and marine use.

• Stronger community involvement in planning and management of marine areas and resources to ensure that their voices are heard and that pressure on the marine environment is reduced through strengthening local benefits from the tourism sector.

• Greater awareness of the uniqueness, value and sensitivity of the ecosystems upon which the tourism industry is based through greater access to information within the Demo Site, particularly to visitors, decision makers and other user groups.

• Improved networking and collaboration among the private sector operators to self-regulate activities and assume more responsibility for ensuring that visitors behave responsibly.

• Enhanced support to the local fishing communities to undertake sustainable fishing methods and enhance benefits more directly from tourism. This includes linking more with the private sector to improve conservation and management of marine and coastal resources.

• Improved capacity building of tour guides on aspects of marine recreation to ensure safe and sustainable marine recreation activities.

• Enhanced sensitization and awareness creation of existing policies and legislation governing the coastal and marine resource targeting the key resource users.

• Harmonization of institutional roles and responsibilities to clarify roles and responsibilities in terms of governance of the marine resources.

• Improved monitoring of ecosystems at the most popular/ most heavily used tourist sites and use of the information to address the threats facing these sensitive areas.

THE BIGGER PICTURE: TOWARDS IMPROVED REEF MANAGEMENT AND RECREATION FOR SUSTAINABLE COASTAL TOURISM IN AFRICA

While one could argue that the inherent value of marine natural ecosystems and organisms should be enough to justify their protection, the reality, especially on the coastlines of East Africa, is that there are many competing and sometimes conflicting uses of marine resources and ecosystems. This continues to pose numerous challenges to managers who need to balance the competing uses and the needs of the different user groups within natural parameters required for healthy functioning ecosystems. Consideration of the values of sensitive marine ecosystems in management decisions also helps to ensure that some of the benefits from tourism contribute to the economic well-being of impoverished coastal communities.

For a highly extractive industry such as tourism to be socially, economically and environmentally sustainable, the industry needs to respond to the needs and aspirations and sensitivities of the local realities. The placement of local coastal communities central to future planning and management is critical to any efforts to improve the management of marine resources. It is absolutely clear that if tourism in coastal areas in the region is to be sustainable over the long-term, maintaining healthy marine ecosystems is critical and a change of mind-set amongst tourism operators and approach towards greater collaboration and sharing of benefits with local residents is essential. Increased responsibility by the tourism industry players through self-regulation and collaboration is key, especially in areas with a weak legal framework, a lack of adequate information for decision-making or weak monitoring and compliance of existing laws.



COAST Project guide training in Bagamoyo, Tanzania (Photo: COAST Project)

FURTHER READING

1) http://www.ecoafrica.co.za/

2) Conservation International. 2008. Economic Values of Coral Reefs, Mangroves, and Seagrasses: A Global Compilation. Center for Applied Biodiversity Science, Conservation International, Arlington, VA, USA.

3) O'Malley MP, Lee-Brooks K, Medd HB (2013) The Global Economic Impact of Manta Ray Watching Tourism. PLoS ONE 8(5): e65051. doi:10.1371/journal.pone.0065051

4) INE, 2009. National Institute of Statistics. Internet material: Accessed APRIL 2013.



AN OVERVIEW OF THE TOURISM INDUSTRY IN SEYCHELLES

ourism is one the main pillars of the Seychelles economy. The sector contributes at least 25% to the Gross Domestic Product and provides approximately 15% of direct employment. During the past decade, the industry has grown substantially with new tourism products coming online and achieving record numbers in terms of tourist arrivals. Over the recent years, the sector has increasingly recorded the highest number of visitors. For instance, statistics for 2012 shows a record with just over 208,000 visitors, the majority from France, Germany, Italy and Russia which account for 60% of the total visitors to the country.

BALANCING SEYCHELLES' TOURISM GROWTH AND PRESERVING ITS FRAGILE BIODIVERSITY

The growth in tourism during the past ten years has also resulted in more pressure on the local resources of the country. As a result of this, the Seychelles Government has had to balance between needs of economic development and the ever rising need to lessen and mitigate the negative impacts of such developments on the environment and its natural resources. This has led the country to shift its focus to market Seychelles as an eco-tourism destination. As a result of this initiative, the tourism industry in Seychelles has become more conscious of sustainability principles and practices resulting in the



THE COAST PROJECT SHARING RESULTS ON THE SEYCHELLES SUSTAINABLE TOURISM LABEL (SSTL)

INTRODUCTION

Seychelles is one of the partner countries of the Collaborative Actions for Sustainable Tourism (COAST) Project. The COAST Project is a Global Environment Facility (GEF) funded project with the United Nations Environment Programme (UNEP) as the implementing agency; The United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the World Tourism Organization (UNWTO). The project aims to demonstrate and support the adoption of best practice approaches for sustainable tourism that reduce the degradation of marine and coastal environments of trans-boundary significance. discovery of more nature-based attractions, products and services within the tourism attractions.

As a fragile ecosystem, the Seychelles archipelago belongs to one of the major biodiversity hotspots in the world. Approximately 47% of the country's landmass, and some 228km2 of its ocean territory, are under some form of protected status. However, Seychelles' biodiversity remains at risk from a variety of human induced pressures; making the conservation and sustainable use of biodiversity to be of vital importance for the country's sustainable development. In this regard,

.....Examples include staff turning out lights and guests choosing not to have their towels laundered so frequently. There is also a range of practices that require investment in appliances, insulation, heating, or other energyefficient technology. These investments often pay for themselves within a few years.... the Seychelles Government's decision to adopt the Seychelles Sustainable Tourism Label (SSTL) sought to ensure continuous sustainability of the country's most vital sectors; tourism and the natural resources it depends on, the environment.

THE USE OF SSTL LABEL TO SUPPORT A SHIFT TO SUSTAINABILITY IN THE TOURISM INDUSTRY IN SEYCHELLES

So far, five hotels have been certified with the SSTL label, they are the Constance Ephelia Resort and Spa; the Berjaya Beau Vallon Bay Resort and Casino; the Hanneman Holliday Apartment. Two other hotels, the Kempinski Seychelles Resort and the Banyan Tree Seychelles successfully assessed and received their certification on 21st September, 2013. There are also a number of hotels that have expressed interest in the label and are at various stages of preparation of accessing the label. Getting hotels to apply for the label involves various correspondence, meetings, and explaining the criteria and their benefits. As a form of encouragement, the smaller establishments are provided with free technical assistance

by the Government. The concept behind the development of the Seychelles Sustainable Tourism Label (SSTL) originated from the Tourism Department, Ministry of Tourism and Transport work in the preparation of Vision 21, a national blueprint, which entailed a comprehensive Tourism Master Plan 2001-2010 and the Seychelles Eco-Tourism Strategy for the 21st Century (SETS-21). The Seychelles Ministry of Tourism and

Transport adopted the SSTL project in 2004 (and later the Seychelles Tourism Board in 2007) and conducted preparatory research on sustainable tourism Labels. As a follow up, a committee of key stakeholders was established and a set of preliminary criteria developed. The draft criteria were piloted by the STB but the SSTL award scheme could not be implemented due to lack of financial resources. After some 5 year lull, the SSTL project gathered steam towards the end of 2009 through a UNDP-GEF supported initiative to mainstream biodiversity management into production sector activities.

THE SEYCHELLES SUSTAINABLE TOURISM LABEL – HOW IT WORKS

The SSTL aims to have participating hotels operate under the following basic principles:

- a. Develop and implement a sustainability policy;
- b. Monitor energy, water, and waste over time;
- c. Take steps to conserve resources;
- d. Promote local and small-scale businesses;
- e. Treat staff fairly and be in compliance with all laws and regulations;
- f. Contribute to community development and conservation activities;

Expected benefits for Participating Hotels

1. Marketing Related benefits

- Certification provides operators with a competitive advantage over other uncertified enterprises for marketing purposes;
- Certified properties are highlighted in the Seychelles Tourist Board stay guide;
- Certified properties have the right to use the Label on their website and marketing materials;
- Responsible hotels are promoted at periodic trade fairs;
- Certified properties are listed on the SSTL website;
- Guest satisfaction is likely to increase with the communication of sustainability achievements of the enterprise;

2. Cost savings Related benefits

- Utility costs are likely to decrease due to increase awareness, monitoring and use of improved technology;
- Staff replacement costs are likely to decrease as research shows sustainability initiatives build staff motivation and increase retention rates;

THE SSTL LABEL PROCESS

STEP 1: COMMUNICATION

The first step towards uptake of the SSTL is to communicate the label Message and its benefits of the certification process to accommodation managers and owners. This involves communication, stakeholder engagement, and awareness-raising. This process Started in September 2011 with the launching of the logo and branding is ongoing.

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STEP 2: APPLICATION

The interested hotels should apply to SSTL by way of letter or email, and attach a copy of Their internal audit results. This self-assessment form is the same form used by assessors only Instead of points, the hotel notes Yes/No for each criterion. An application fee applies. Small Hotels (1-24rooms):400€, Medium size hotels (25-50 room) 800€ and large hotels (51+rooms) 1000€ The SSTL will officially opened applications on 1st of June 2012.

•

STEP 3: ASSESSMENT

The application and statement of compliance from the hotel is reviewed and if It is deemed complete, an assessor identified and an assessment date is set with the hotel.

↓

STEP 4: VERIFICATION

Asse4ssment forms are verified for completeness and scoring of each section is reviewed. Once satisfied that the hotel has scored the required number of points the hotel is recommended for an award with an "approved" status. Should the hotel not score the minimum required points, it will be recommended for re-assessment within six months with a "pending "status.



STEP 5: AWARD

An award panel meets at least every two months to review the recommendations made by SSTL. The panel confirms the award recommendation unless some irregularity is identified or further information is required. A written appeal may be made to the SSTL and will be reviewed by Awards panel. If an irregularity is identified, the hotel will be reassessed by a different assessor.

MAIN ENVIRONMENTAL ISSUES UNDER THE SSTL

1. MANAGEMENT

This section includes policy, monitoring, health and safety. It requires some sustainability documentation that will ensure the hotel's sustainability initiatives are undertaken systematically.

2. WASTE

Waste has a number of potentially serious environmental impacts including posing risks to the health of guests, staff and local communities. Waste reduction is therefore a widely understood and visible form of sustainable practice and presents a good opportunity to foster support from all the stakeholders. Reducing, Reusing and Recycling are effective ways of cutting business costs.

3. WATER

The broad aim of good practices in water use is to reduce the amount of fresh water used by hotels. This reduces the impact on fresh water supplies as well as the potential for water pollution. As with waste, the first step is to reduce water use through conservation and rainwater collection, and then to explore options for water reuse and recycling.

4. ENERGY

Energy typically comprises up to 50% of a hotel's utility operating costs. Reducing energy use is the area that is likely to have the most significant financial benefits to an enterprise. Energy reduction practices can consist of 'management' practices that change staff and/or guest behavior in order to reduce energy use.

5. CONSERVATION

Most sustainability practices focus on reducing the negative impact of a business on the environment or the community in which they operate. The community and conservation criteria reflect the fact that an important part of sustainable tourism is to make a positive contribution toward the local community and toward local conservation activities.

6. STAFF

Staff and guest-related practices are of significant importance to the sustainability of a hotel enterprise and of tourism in the Seychelles. The Staff criteria aim to recognize fair treatment of staff and staffing opportunities given to local people to reduce staff turnover and encourage loyalty.

7. COMMUNITY

A hotel can get recognition for its community participation and conservation practices, only if it keeps all the record of such activities. This may include receipts or letters of gratitude from community groups, photos of conservation work, or testimonials from community members.

8. GUESTS

The guest criteria recognize the importance of guest satisfaction to the sustainability of the business. Satisfied guests go home and recommend Seychelles to their friends. Word of mouth is one of the most effective forms of tourism marketing.

Further Reading

The SSTL Website: http://www.seychelles.travel/sstl/index.php/certified-hotels

INCENTIVISING SUSTAINABILITY IN TOURISM: LESSONS FROM THE SEYCHELLES ON THE SSTL SCHEME

Clearly, adopting a green label is not without its challenges. Although the Government of Seychelles is even offering financial concession by waiving taxes on the importation of energy efficient appliances for instance, this is still not a significant enough as an incentive to encourage all the hotels to work to get certification under the label. Some of the smaller hotel operators still feel that they should not have to pay an application fee to participate in the scheme, and need more concessions from the Government.

In addition, for such sustainability schemes to succeed, it is important for the country to lay in place proper supporting policies, facilities and infrastructure, in line with the requirements of such a label. A good example on this issue is the requirement by the SSTL that all participating hotels should separate their waste into various components (organic and inorganic). This criterion is proving to be a problem to execute since the country lacks adequate waste recycling facilities locally which would have benefited immensely from the readily sorted raw materials. However, the government is aware of this and is working to address it.

Finally, to ensure the effectiveness of such a label, various things have to be taken into consideration. Like the SSTL, which was developed in line with the Global Sustainable Tourism Council criteria, the label should be aligned to such a widely recognized and respected framework, making it easier for such a label to be recognized and adding to its global credibility. It is important to also set in place an independent Awards Panel to endorse the certifications and to assure transparency for the programme. The label also requires a strong awareness creation and capacity building programme at the initial stage of the project to generate more interest and buy-in The COAST Project is indeed proud to be associated with the Seychelles Sustainable Tourism Label, and acknowledges the label as a useful Best Available Practice that can be easily replicated within tourist destinations in Africa and beyond.



AN OVERVIEW OF WATER AND THE MILLENNIUM DEVELOPMENT GOALS (MDGS)

There is an important Swahili saying in East Africa that goes 'Maji ni maisha' which is loosely translated to "water is life" in English. Indeed, while this is a fact, the global truths remain that many communities in the world, particularly in the developing nations, have to manage stressful conditions due to acute water stress. The UN Water Assessment Programme suggests that each person needs 20-50 litres of water a day to ensure their basic needs for drinking, cooking and cleaning. Recent statistics released by the WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation (JMP), state:"11% of the global population, or 783 million people, are still without access to improved sources of drinking water". The JMP reports every two years on progress towards the drinking-water and sanitation target under Millennium Development Goal 7, with a specific target number 10 which seeks to; "Halve, by 2015, the proportion of people without sustainable access to safe drinking water" between 1990 and 2015.

The result is that water borne diseases such as diarrhea, which is the global leading cause of illness and death, continues to plague communities. This explains why, as a result of the Millennium Development Goals commitment, the world has witnessed sustained partnerships between kev stakeholders, governments, development partners, donors and water practitioners aimed at tackling the problem of water stress. UNIDO is playing its role in ensuring that this global partnership succeeds to deliver positive results, even as 2015, the envisaged year when the MDG's need to have been fully achieved, approaches.

UNIDO UNVEILS THE CHIPANDE WATER PROJECT IN KILIFI COUNTY, WATAMU DEMO SITE AREA



The UNIDO UR, Dr. Mpoko Bokanga and the Kilifi County Director of Water Services, Mr. Thomas M. Makanga at the commissioning of the Water Project (Photo: COAST Project)

FROM GLOBAL TO LOCAL ACTIONS: LAUNCHING THE UNIDO CHIPANDE WATER PROJECT

In transforming global policies to local tangible actions, UNIDO through a partnership with the Government of Slovenia supported the acquisition and installation of a water purification unit in Chipande - Matsangoni area, Kilifi County. The water project was designed in 2010 with the principal objective of contributing to an increase in the proportion of the population of the Watamu-Mida community

with a clean and reliable supply of drinking water. UNIDO attracted support from the Slovenia Government, which donated water treatment equipment for water purification. This equipment comprises of a standalone mobile unit for water filtration, which uses reverse osmosis. In addition, this treatment plant can effectively operate in an area that is not connected to the electricity grid, since it is embedded with solar and wind energy technologies that can provide required power for the plant. The water purification plant has since been installed, and was formally launched on 5th September, 2013. The plant is currently operational and is producing approximately 130 litres per hour of pure drinking water.

The formal launch of the Chipande Water Project was graced by the UNIDO Representative for Kenya and Eritrea, Dr. Mpoko Bokanga and the Kilifi County – Director of Water Services, Mr. Thomas M. Makanga. The launch was attended by a large number of people including; local authority representatives (one Chief and three Sub-Chiefs) two local schools (Chipande Primary School and Soyosoyo Primary School), as well as a number of headmasters and teachers from neighboring schools. Local community households were also strongly represented at the function.

In his formal launch address, Dr. Mpoko Bokanga reiterated the importance of water to the community, and encouraged all the stakeholders, including the new County Government of Kilifi, to ensure this project was sustainable and beneficial in both the short and long run. Dr. Bokanga further emphasized the need for the local community to "take full ownership of the project' and ensure that the project was a model of success. In his statement, the Kilifi County Representative, Mr. Thomas M. Makanga appreciated the good stewardship exhibited by UNIDO in this project, and committed further support from the Government to ensure the project was beneficial to the local community. He expressed Kilifi County's interest in replication of such projects as useful models to enhance access of clean pure water for local use, especially for



The UNIDO supported Water purification plant utilizes wind and solar energy (Photo: COAST Project)

public schools, and as an avenue for creating sustainable employment opportunities to the unemployed locals.

WAY FORWARD: SUSTAINABLE MODELS FOR PROVISION OF CLEAN WATER

It is important to reiterate here that the launch of the UNIDO supported Chipande



The key beneficiaries at the main water collection point in Chipande (Photo: COAST Project)

Water Project in Kilifi County in September this year, was not an end in itself, but just the beginning of a journey. As the Chipande Community Water Project Committee, led by Mr. Haroon Papu – a hotelier in the area sets out to manage the facility and ensure it is productive and beneficial, it is clear that this water purification project is a useful best practice pilot that can demonstrate how a water community project can be sustainably managed. It is with this in mind that the local Committee is sourcing for partnerships with private sector players in the tourism rich belt of Watamu Mida Creek for the purified water to be packaged and sold to these establishments at an affordable rate. In this way, the project will generate sufficient revenues that will be injected back to the project, and thereby evolve into a sustainable model.

....The water project was begun in 2010 with the principal objective of contributing to an increasing population of the Watamu - Mida community with a clean and reliable supply of drinking water. The project is going to benefit the local school, the pupils, neighboring community and the private sector players in the area....

For more information visit http://www.micro-water.org/5001.html



WED awareness raising event Kribi, Cameroon (Photo: COAST Project)

COAST PROJECT PARTNER THE WORLD COUNTRIES MARKING THE WORLD ENVIRONMENT DAY 2013

OVERVIEW ON THE WORLD ENVIRONMENT DAY 2013

n June 5th, 2013, the COAST Project joined the global community in marking the World Environment Day (WED) 2013. The WED is an annual event aimed at being the biggest and most widely celebrated global day for positive environmental action. World Environment Day activities take place all year round and climax on this day every year, involving 'everyone from everywhere'. The theme for this year's World Environment Day celebrations was "Think.Eat.Save". This theme is an anti-food waste and food loss campaign that encourages the proactive reduction of an individual's carbon food print.

According to the UN Food and Agriculture Organization (FAO), every year 1.3 billion tonnes of food is wasted. This is equivalent to the same amount produced in the whole of sub-Saharan Africa. At the same time, 1 in every 7 people in the world go to bed hungry and more than 20,000 children under the age of 5 die daily from hunger (http:// www.fao.org/news/story/en/item/196220/ icode/;). This year's campaign rallied for action from the home level with an aim of demonstrating the power of collective decisions made to reduce food waste, save money, minimize the environmental impact of food production and force food production processes to become more efficient.

To mark this day, five COAST Project partner countries (Cameroon, Ghana, Nigeria, Mozambique and Senegal) organized on their own accord and participated in a number of awareness creation events ranging from environmental awareness workshops, public lectures, beach cleaning activities, and public walks.

SOME OF THESE ACTIVITIES HAVE NOW BEEN FEATURED BELOW IN PICTORIAL NARRATIVE:



Crafts and eco-tourism products Badagry, Nigeria (Photo: COAST Project)

WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN BADAGRY, NIGERIA

o mark the WED, the COAST project team in the Badagry Demo Site in Nigeria organized a public lecture on the impacts of Tourism on the Environment. The lecture attracted various participants ranging from students, government officials, local community based organizations and tourism operators operating in the area. This was then followed up by a well-attended public clean up activity during which the locals cleaned up the streets of Badagry and the lagoon area. Resulting from this clean up, and WED activities, there is increased understanding within the Demo Site on the importance of clean environments as drivers for sustainable tourism.

WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN KRIBI, CAMEROON

o mark the WED, the COAST project partners in the Kribi Demo Site in Cameroon held three activities namely, an awareness creation activity in Londji Beach, a beach cleaning exercise with the involvement of local households and children; and an educational talk for local school children. Specifically, the goal of these three activities was to raise awareness about the problems related to the inappropriate management of plastic waste within the area.

These activities were organized in close cooperation with the divisional delegation of the Ministry of the Environment and Nature Protection and the local ecotourism association" Londji Eco-tourisme". To facilitate the beach cleaning activity

at Londji, the COAST project provided waste bins which were used to collect the waste from the area. To make the exercise more attractive, the project created some incentives by providing some small awards and refreshments to participants who collected the largest amount of plastic bags.

The waste bins used in the beach cleaning were donated to the community and will be used during the periodic beach cleaning activities. The COAST project partners in Kribi also participated in the Environment Rally, a public gathering where environmental speeches were delivered by invited speakers, organized by the Kribi 1st urban council on World Environment Day. This rally was well attended by the local communities and the key government institutions in Kribi.



itional talk with children on WED Kribi in Camer (Photo: COAST Project)



Children displaying their WED awards in Kribi, Cameroon (Photo: COAST Project)

WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN INHAMBANE, MOZAMBIQUE

his year, Mozambique celebrated the WED under the theme "Let us plan/put our neighborhoods in order to improve our Lives", which was aimed at sensitizing the entire country on the social advantages of sound environmental practices and planning. In Inhambane Province, a number of activities independently organized by the Provincial Government officials were marked in commemoration of this day.

The activities included:

- Tree planting: A total of 2,567 trees were planted in the whole of Inhambane Province, of which 120 were fruit trees, and 2,447 native varieties. It is important to mention here that in the Tofo, Barra and Tofinho area where the COAST project is being implemented, a total of 56 native trees were planted in the Siguiriva community forest;
- Environmental talks in schools and communities: A total of 23 environmental

talks were held in the whole province, which saw the participation of approximately 6,297 people. Among the topics tackled in these talks were climate change, territorial planning, environmental sanitation, wild fires, and the ecological importance of the tree and forest conservation among others;

• Composition and drawing competitions in schools: This was done with the objective of increasing the interest among students on environmental conservation issues in Mahalamba primary school. The best students were awarded with school materials.



WED exhibition Inhambane, Mozambique (Photo: COAST Project)



Public meetings on WED Inhambane, Mozambique (Photo: COAST Project)

WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN ADA, GHANA

he WED was marked at the project Demo Site in Ada, Ghana through organizing a number of activities aimed at demonstrating that proper management of the environment and natural resources could sustain food production from unpolluted sources. In the long term, fertile lands and well preserved natural resources and ecosystems could be left for posterity.

The activities included:

1. Community participation in collection of plastics, rubber and other wastes along major roads that lead to the beach and beach front resorts in two coastal communities; Otrokpe and Totimekope;

2. Sensitization on simple but effective disposable methods for wastes to stimulate awareness on responsible waste disposal and proactive community participation;

3. Purchase of sanitation materials and their distribution;

4. A public forum led by the District Coordinating Director for Environment to encourage the local residents to sustain such beach cleanup activities for the long term benefit of the community.

During the beach cleanup activities, the COAST Project provided long brooms, wheel barrows, hand gloves and litter bins to the local community members who partnered with Zoomlion, one of the leading private company in Ghana specializing in waste management, who partnered in the event. This is in recognition of the fact that public private partnerships for waste management are a COAST Project supported Best Available Practice in managing land based pollution. These items will remain in the area afterwards to facilitate the periodic cleanup activities that will be held at the Ada Demo Site. The District supervisor of Zoomlion, Mr. Bryan Abakan, promised to allocate refuse containers to some of the cleared dump sites to minimize indiscriminate waste disposal in the area. In this regard, more efforts will continue in the area to sensitize the population and that the partners committed to ensuring that more permanent waste collection infrastructure such as waste bins would be installed in the area in due course.



Beach clean-up Ada, Ghana (Photo: COAST Project)



Street clean ups Ada, Ghana (Photo: COAST Project)

WED AND THE CONSERVATION OF COASTAL ENVIRONMENT IN SALY, SENEGAL

n support of this year's WED theme of "Think.Eat.Save", the COAST Project partners working closely with the Office of the Mayor in Saly, Senegal, supported the organization of a public lecture titled 'World Environment Day: Do Eat Preserve". This lecture focused on the local indigenous produce found in the city of Saly. The key speaker, Mr. Mansour Ndiaye, Executive Director of the APAF (Association Promotion of Agro forestry and Forestry) hosted a lively debate on the issues of agro-forestry to ensure food self-sufficiency in Senegal. This event was attended by 40 participants including representatives of Water and Forest managers, Green Senegal NGO and experts from the agricultural field.

In addition, one of the project partners in Saly, SAPCO, collaborated with the Sports and Cultural Associations, with support from a number of private sector players in a number of useful activities to mark the WED. The highlight of these activities was a public walk organized by the COAST team in partnership with the Mayor of Saly and the SAPCO (Société d'Aménagement et de Promotion de la Petite Côte) to raise the awareness of the local communities on the importance of the WED. The walking event started at the entrance to the city and attracted over a hundred participants wearing T-shirts emblazoned with this message "Saly Ville Propre = Station Durable" "Saly Clean City for a Sustainable Resort".

In addition to these, the following independent activities were undertaken during this year's celebration of World Environment Day in Saly, Senegal:

• The hotels in Saly were all mobilized to inform their clients on the importance and significance of the WED by encouraging their guests to participate in the WED activities;

• A public waste collection exercise supported by the Office of the Mayor and comprising of the local schools in the area;

• A hike that started from the entrance of Saly to the center of the city was followed by cleaning streets in the seaside resort of Saly, on the occasion of the National Day of Clean Up;

• A public outdoor screening of a documentary film, titled "The Curse of Plastics", a film that shows the harmful impacts of plastics to the environment.



WED clean-ups Saly, Senegal (Photo: COAST Project)



Clean up activities in Kribi, Cameroon (Photo: COAST Project)

1. CAMEROON NEWS FROM THE KRIBI DEMO SITE

Using the June to October 2013 period, the COAST Project continued implementing activities aimed at demonstrating and supporting adoption of best practice approaches for sustainable tourism in three coastal villages in Kribi (Lobé Falls, Grand Batanga and Londji) with the involvement of local administrations, private sector and communities.

Eco-tourism News:

• The Demo Site area in Kribi hosted a two day seminar which provided some basic skills in computing to local tour guides and hospitality industry players. This training targeted 15 representatives of the local youth groups, 20 tour guides and 29 staff from local hotel. All these received information and skills on web-raising and how to enhance the marketing of their destination using social media and free web based tools such as Wikipedia, YouTube, Lonely Planet, Trip Advisor among many others.

• The Demo Site also conducted four eco-tourism training seminars covering design and creation of touristic products, home technology, kitchen and food hygiene and health and tourism in the three villages within the Kribi area (Villages Lobé Mbeka'a, Bongahélé and Londji). After the training, a tourism hand book was developed with 81 local guides being identified as local tourist guides in the area.

Activities planned for the next few months include:

1. The COAST project team in Kribi is finalizing the process of selecting an expert who will generate maps showing sustainable tourist areas in the Kribi Demo Site.

2. THE GAMBIA News from the kartong demo site

G ambia is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO at the Kartong Demo Site. As a COAST Project Demo Site, Kartong is inundated with fresh water bodies natural and manmade. Over the years, reeds, fish and other water birds used it as their habitat. This ecosystem has since been declared a Ramsar site (Ramsar sites result from the Convention on Wetlands of International importance, where each member country is allowed to designate at least one wetland site for inclusion in the List of Wetlands of International Importance), which has led to an increase in the flow of bird watchers. Due to the rich natural habitat, developing eco-tourism activities around the Kartong wetlands and old quarries into a bird watching trail and an observation point is very feasible.

The COAST Project continues to implement a number of activities geared at making the site sensitive to sustainability issues as highlighted in the following news updates.

Eco-tourism News:

• Demo Site maps, showing all the key touristic sites in Kartong, have been produced and validated at the National Project Steering Committee level as well as at the community level. These maps will be available locally at the tourism office and within tourism establishments to help the tourists have a complete graphic view of the area.

• A number of stakeholder awareness meetings have been organized in Kartong to ensure the local communities appreciate the importance of environmental conservation as a catalyst for sustainable touristic activities.

• A training on recycling waste to produce crafts and manure was held from the 8th to the 10th of July 2013 in Kartong. This training sought to train women and youth from the area on how to produce manure from degradable waste and crafts for sale from nondegradable waste (plastic, bottle tops and cans).

• To enhance the sustainability of the operations of the Kartong Association of Responsible Tourism's (KART)'s office which acts as a Tourist Information Centre in the Demo Site, a computer, printer and photocopier were purchased and installed at their offices. Since Kartong does not yet have access to electricity, a solar system was also acquired and installed for the success of the tourist information centre.

Activities planned for the next few months include:

1. The team is embarking on mangrove plantation in selected lowlands along the river Bolong banks within Kartong with a target of planting approximately 10,000 mangrove propagates (seedlings). This exercise is to be conducted by the Try-Oyster Association in the month of September, 2013 with the mobilization of at least twenty community members.



Public clean up even at Folonko in Kartong, Gambia (Photo: COAST Project)



Community engagement workshops in Kartong, Gambia (Photo: COAST Project)



Local gin production in Ada, Ghana (Photo: COAST Project)



Coastal regeneration efforts in Ada, Ghana (Photo: COAST Project)

3. GHANA **NEWS FROM THE ADA DEMO SITE**

G hana is one of the COAST Project participating countries that is executing activities in the Ecotourism thematic area through collaboration with UNWTO at the Ada Demo Site. The COAST team in Ada has delivered on a number of activities in the period covering June to October 2013 that have greatly empowered the local stakeholders to benefit from the tourism industry.

Eco-tourism News:

• The COAST Project team in Ada has undertaken a number of awareness raising events on the importance of conservation of critical species and their habitat, and basic waste disposal in the schools in the area (24 basic schools, 3 secondary schools and 1 tertiary institution).

- To ensure the local communities support the efforts of enhancing Ada's emerging role as a sustainable tourism hub, 15 members of the local community have been educated on natural resources conservation for sustainable living and tourism promotion.
- For outreach and advocacy purposes, over 5,000 posters, brochures and flyers on sustainability issues within the tourism industry produced with support from the

COAST Project in close partnership with the Wildlife Division and the Environmental Protection Agency have been distributed in schools and communities in the area.

• Hosting the 2nd Sustainable Tourism Governance and Management Workshop which included the participation of Nigeria and the Gambia from 22nd to 24th October, 2013. During the workshop, all the three countries agreed on priority action plans for sustainable tourism governance, which will be reported on quarterly. Side meetings with each Partner Country were also held to discuss the collection of data for the documentation of key results to be sharing in 2014 prior to final project closure. The workshop also afforded the participating countries a good platform for knowledge sharing and included a field visit within the Demo site and interaction with some of the local stakeholders who have already benefitted from the COAST Project.

Activities planned for the next few months include:

1. The COAST project team in Ada is finalizing the process of selecting an expert who will generate maps showing sustainable tourist areas in the Demo Site.

4. KENYA NEWS FROM THE WATAMU DEMO SITE



Participants from Kenya after a participatory stakeholder assessment training workshop in Watamu (Photo: COAST Project)

Renya is executing COAST Project activities under the three thematic areas Eco-tourism, Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/ TEST) and Reef and Marine Recreation Management (RMRM).

In September 2013, a participatory stakeholder assessment was conducted to evaluate the progress in COAST Project activities at the site.

Eco-tourism News:

• The Eco-tourism activities in Watamu are spear headed by the Watamu Marine Association (WMA) in collaboration with local stakeholders and with technical support from UNWTO. Most of the project activities have so far been successfully implemented. Currently, revised activity includes the provision of 10 bicycles for 2 community groups, supporting agriculture and farm tourism and support to the Mida Creek Snake Farm.

Environmental Management Systems (EMS/TEST) News:

• To support the EMS/TEST implementation at the Watamu Demo Site, the Kenya National Cleaner Production Centre (KNCPC) was subcontracted to implement three of the 5 TEST Management tools, namely Cleaner Production Assessment (CPA), Environmental Management Systems (EMS) and Corporate Social Responsibility (CSR).

• Kenya's National Environment Management Authority (NEMA) transferred resources to KNCPC for the execution of the EMS/ TEST activities. The 1st mission of KNCPC to carry out CPA, EMS and CSR analysis for the COAST Project's two main partner hotel namely Hemmingways Resort and Turtle Bay Beach Club transpired on the 11th - 16th of July 2013. Results of the mission included: Detailed assessment of the hotels' resource efficiency; Detailed No cost, Low cost and high cost recommendations; and Plans for implementation of the recommendations.

• Under the Environmentally Sound Technology (EST) component of the TEST methodology NEMA has started the procurement process for the Rocket Composter technology to be placed in Turtle Bay Beach Club and to be used to help farming activities of local communities. This will be the first ever installation in Kenya. Also, procurement of three bio-digesters to be distributed to Hemingways Hotel, Watamu Marine Association (WMA) and Local Ocean Trust (LOT) are in process as well.

Reef and Marine Recreation Management (RMRM) News:

• Through facilitation of the COAST Project team, the Demo Site Management Committee members were enlightened on some of the existing opportunities where they can access grants when the senior management of the Kenya Coast Development Project (KCDP) and the GEF Small Grants Programme (SGP) held a briefing session on fund access modalities in support of integrated community projects.

• A short film was produced on the Watamu Demo Site to share experiences and lessons on marine tourism.

• Through the COAST Project partner EcoAfrica, a community training aimed at enhancing good practices in reef and marine tour guiding activities, the "Sea through the Looking Glass Boat" training was conducted. During the training, 57 participants from 11 organizations; including boat operators, government officials and DSMC representatives from Tanzania were trained from 22nd -24th July 2013.





Transect during reef assessment in Inhambane, Mozambique (Photo: COAST Project)



Tree planting activities in Inhambane, Mozambique (Photo: COAST Project)



Beacons for the Pomene land use planning exercise in Inhambane, Mozambique (Photo: COAST Project)



WED trophy winners Inhambane, Mozambique (Photo: COAST Project)

5. MOZAMBIQUE **NEWS FROM THE INHAMBANE DEMO SITE**

ozambique is implementing COAST Project activities under all the three thematic areas i.e. Eco-tourism, Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/TEST) and Reef and Marine Recreation Management (RMRM). During the period under review, a number of activities were conducted by the COAST Project at the Inhambane Demo Site:

Environmental Management Systems/ Transfer of Environmentally Sound Technology (EMS/TEST) News:

• In Inhambane, the EMS/TEST participating institutions (Bay View Lodge and Dino's Bar) hosted the 1st mission from the Mozambique National Cleaner Production Center (MNCPC). Resulting from this mission are Cleaner Production Assessment reports with no-cost, low-cost and high cost recommendation for the hotel and enterprise partners to implement.

Reef and Marine Recreation Management (RMRM) News:

• Carried out a seafood survey in collaboration with All Out Africa and Eyes on the Horizon among restaurants and hotels to determine what marine species are being bought and consumed in the TBT area.

• Carried out participatory mapping with stakeholders to identify key marine sensitive areas and options for improved management.

• A short film was produced on the TBT Demo Site to share experiences and lessons on marine tourism.

Activities planned for the next few months include:

1. Continued organization of stake holder awareness raising workshops with plans for the production of 9 sign boards for environmental sensitization for the TBT area.



The members of the Inhambane Demo Site Management Committee posing for a photo (Photo: COAST Project)



An ancient slave market in Badagry, Nigeria (Photo: COAST Project)



Clean beaches in Badagry, Nigeria (Photo: COAST Project)



The Tourism Focal Point awarding a tour guide trainee Badagry, Nigeria (Photo: COAST Project)

6. NIGERIA News from the badagry demo site

N igeria is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO. During the period between June and October 2013, the COAST team at the Badagry Demo Site undertook a number of activities.

Eco-tourism News:

• The COAST team in Badagry facilitated a number of capacity building trainings aimed at enhancing their capacity to generate revenue from eco-tourism activities through skills such as making and selling crafts and curios in the Demo Site. These trainings covered coconut crafts, bamboo crafts, beads and textiles. They benefitted a total of 136 participants mainly from the local community members.

The process of mapping out the Demo Site commenced, with the identification of a mapping expert, who will generate detailed maps of Badagry, showing all the key touristic attraction sites (Hotels, Heritage sites, Government establishments, markets and other landmarks).

As a result of the COAST Project capacity building activities, the following have been achieved for the local communities:

1. Through working to ensure that communities are involved in, and benefit from, tourism, improved local economic benefits to the communities in Badagry.

2. Through souvenirs creation and marketing, a significant number of local employment opportunities have been created.

3. The diversification of livelihoods by creating additional and alternative sources of income in the tourism sector.

7. SENEGAL **NEWS FROM THE SALY DEMO SITE**

Senegal is executing COAST Project activities under the Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/TEST) thematic area. This particular thematic area, similar to the other three EMS thematic countries, utilizes UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology through working with five hotels at the Saly Demo Site (Les Filaos Hotels, Lamentin Hotels, Bougainvillees Hotels, Palm Beach Hotels and Teranga Hotels) to implement the 5 TEST tools.

Environmental Management Systems (EMS/TEST) News:

• Within the EMS/TEST thematic area, all the five hotels under this collaboration signed commitment letters to work with UNIDO to apply the 5 tools of the TEST Methodology. They also participated in the first phase of the audit missions of the energy efficiency resulting in a number of key recommendations for the hoteliers to implement to bring about environmental and economic benefits.

• Under the Environmentally Sound Technology (EST) component of the TEST methodology, the COAST Project will be acquiring a biowaste mini-composter to be managed by SAPCO for support to the hotels in managing the biodegradable wastes such as food waste, green waste, paper sludge and wood.

• The COAST team in Saly has also concluded the analysis of all regulatory issues for EMS/TEST as applicable to hotel installations. The analysis covered issues such as water, waste, air, noise, health and safety, risk technology, chemicals and pressure vessels. These issues will be tackled in a series of trainings with the hotels to ensure environmental protection issues are mainstreamed within their operations.

Sustainable Tourism Governance and Management (STG&M) News:

• The COAST team in Saly also finalized the process of developing an action plan for governance and sustainable management of tourism in the coastal zone of Senegal.

• The community support component of the COAST Project in Saly includes actions to support the EMS through provision of technical assistance in the city of Saly and the craft village. In this regard, hotels in the area continue to receive support especially on how to design and implement the Corporate Social Responsibility (CSR) initiatives, through which they can connect more with local communities.

Activities planned for the next few months include:

1. Commencement of the mapping of the demonstration site with the recruitment of a local mapping expert to generate maps of the demo site to show all the key touristic and geographical landmarks of the site.



'Think.Eat.Preserve' food campaign Saly, Senegal (Photo: COAST Project)



Public environmental activities Saly, Senegal (Photo: COAST Project)



Lecture on food preservation in Saly, Senegal (Photo: COAST Project)



Traditional dhows in Bagamoyo, Tanzania (Photo: COAST Project)

8. TANZANIA **NEWS FROM THE BAGAMOYO DEMO SITE**

anzania is one of the three countries that are implementing COAST Project activities under all the three thematic areas i.e. Eco-tourism, Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/ TEST), and Reef and Marine Recreation Management (RMRM). In the period under review, Tanzania successfully hosted the 5th COAST Project Steering Committee that brought together 38 project participants from all the nine partner countries including representatives from UNEP, UNIDO, UNWTO, EcoAfrica and representative from the Nairobi Convention.

Eco-tourism News:

• The project is implementing activities under the Eco-tourism thematic area in Dunda, Kaole and Mlingotini villages in Bagamoyo District. These activities are aimed at increasing community awareness on the potential of tourism and biodiversity conservation, increasing income generation from activities and enhanced local entrepreneurship, improving services delivery, and improving beach and marine environment. Environmental Management Systems (EMS/TEST) News:

• The Hotels that have committed to implement the UNIDO TEST Methodology include the Millennium Hotels (Millennium Old Post Office and Millennium Sea Breeze), Oceanic Hotel and Resort, Bomani Beach Bungalows and the Bagamoyo Beach and

Country Club.

• The Cleaner Production Center of Tanzania (CPCT) conducted their first mission on the first week of October, which was concentrated on an initial "Walk-through", to be followed by an in depth Cleaner Production Assessment and necessary trainings that will be identified.

• Under the Environmentally Sound Technology (EST) component of the TEST methodology, the Bagamoyo District Council, in partnership with private sector partners involved in the EMS/TEST implementation and the Tanzania Vice President's Office (VPO) are working on the procurement of 20 solar street lamps to be installed in Bagamoyo to demonstrate a best available practice for lighting, that is not detrimental to the environment and natural resources and that in turn can help improve the tourism industry and local community.

Reef and Marine Recreation Management (RMRM) News:

• A beach cleanup involving DSMC members, local community organizations and private sector and government agencies was held on the 20th September as part of International Coastal Clean-up.

• A local tour guide training aimed at enhancing good practices in reef and marine tour guiding activities, was conducted on the September 2013 to raise awareness and develop capacity among local tour guides in Bagamoyo.

• A short film was produced on the Bagamoyo Demo Site to share experiences and lessons on marine tourism.



Community engagement in mangrove re-planting in Bagamoyo, Tanzania (Photo: COAST Project)

GALLERY



Group photo of the 5th Steering Committee Meeting held in Bagamoyo, Tanzania from 23rd to 28th September 2013 with participation of 38 partners (UNEP, UNWTO, UNIDO, EcoAfrica and representatives from nine participating countries) (Photo: COAST Project)



Recycling waste. Saly, Senegal (Photo: COAST Project)



Stakeholder meeting. Kartong, Gambia (Photo: COAST Project)



Coral reefs. Bagamoyo, Tanzania (Photo: COAST Project)



Aerial view of Seychelles (Photo: COAST Project)



Publicity materials. Kribi, Cameroon (Photo: COAST Project)



Waste collection. Saly, Senegal (Photo: COAST Project)



Seahorse Inhambane, Mozambique (Photo: Tibea Hamman)



Historic slave museum. Badagry, Nigeria (Photo: COAST Project)

GALLERY



Collected waste. Kribi, Cameroon (Photo: COAST Project)



(Photo: COAST Project)





Waste collection. Ada, Ghana (Photo: COAST Project)



Bagamoyo, Tanzania (Photo: COAST Project)



Water project beneficiaries. Watamu, Kenya. (Photo: COAST Project)





Mangrove re-planting. Bagamoyo, Tanzania. (Photo: COAST Project)

Crafts training workshop. Badagry, Nigeria. (Photo: COAST Project)





Mr. Haroon Papu Chair of Chipande Water Project. Watamu, Kenya. (Photo: COAST Project)



Land use planning. Pomene, Mozambique. (Photo: COAST Project)



r. Francois Odendaal is the Chief Executive Officer of EcoAfrica, the UNIDO sub-contracted thematic leader for the Reef and Marine Recreation Management (RMRM) thematic area across three countries (Kenya, Mozambique and Tanzania). Based in Pretoria, South Africa, Prof. Odendaal leads a team of experts providing RMRM support to the three COAST Project countries.

In this interview Dr. Odendaal shares with us the progress in implementation of the RMRM Thematic area of the COAST Project and how it contributes to the future of sustainable Coastal Tourism in Africa.

REFAND MARINE RECREATION MANAGEMENT INTERVIEW WITH

CEO ECOAFRICA

Please explain to our readers about EcoAfrica and its particular role in the implementation of the COAST Project in East Africa.

EcoAfrica is an interdisciplinary team of highly skilled professionals that focuses on environmental and social issues and processes. The consulting team is supported by a group of full-time administrators, researchers, IT specialists and financial managers. EcoAfrica has independently registered companies in Southern and Eastern Africa. Since 1988, EcoAfrica has accumulated vast experience in environmental management, integrated conservation and development, and related fields. We try our best to assist people and projects that are in pursuit of sustainable and equitable outcomes.

EcoAfrica has a long history of close collaboration with many of the UN agencies on a wide variety of projects and initiatives that goes back to the previous century, so to speak. The company has facilitated the development of projects and has also worked to implement numerous GEF-funded initiatives throughout Africa. EcoAfrica was sub-contracted by UNIDO to implement the Reef and Marine Recreation Management (RMRM) Thematic Area of the COAST project in May 2011. We are working in three of the partner countries: Mozambique, Tanzania and Kenya.

At the inception of the RMRM activities of the project, our first task was to understand the existing COAST project arrangements and how the company could best implement the RMRM activities within the alreadyestablished project framework that was created at the start of the COAST project in 2009. It's not always easy to fit into a project that is already up and running and use structures that were established before you entered the scene. However, we tackled the project with great enthusiasm and found much support for the project in the Demo Site Management Committees. Then the mid-term evaluation of the broader COAST project was carried out in December 2011. The project was then realigned to meet its intended objective of reducing the harmful impacts of sustainable tourism practices to the coastal ecosystems, and a process was introduced to identify and integrate Best Available Practices and Best Available Technologies (BAPS/BATs) into the project. EcoAfrica aligned the original project

activities to this process and put in place additional project management measures to assist implementation. These extra steps included identification of further staff capacity within EcoAfrica and establishing clear actions for implementation. We continue to streamline our activities and work in coordination with the Environmental Management Systems (EMS) and Ecotourism thematic areas.

This is the final year of project implementation. What are some of the results that are emerging from the implementation of EcoAfrica's work in the RMRM thematic area of the COAST Project?

In retrospect, I wish EcoAfrica had been brought earlier into the project. It is not easy to make things happen on the ground in a short period of time (three years now). Nonetheless, some results that are emerging from project implementation at the regional level include:

• Identification of some sound BAPs/BATS, identification and mapping of key sensitive marine areas and capacity building of local

stakeholders in boat-based tourism that included Tanzanian and Kenyan participants. This served to facilitate dialogue and information sharing between the two demo sites, raise awareness of the importance of maintaining healthy marine and coastal ecosystems and promote sustainability within the industry.

• EcoAfrica is also developing a video for the RMRM thematic area that can be used to highlight some of the issues and opportunities related to coastal tourism and marine recreation and to support sustainable tourism development in the region. Footage has already been collected at all three of the Demo Sites, including footage of reef assessments and of some of the positive and negative aspects of marine recreation. Once completed, this will provide a useful tool for management of the industry into the future. EcoAfrica has worked to identify additional local partners to assist with issues faced by decision-makers both within and beyond the Demo Sites. The team has also provided input into the sustainable seafood event held by the Marine Stewardship Council (MSC) in Zanzibar earlier this year. Efforts are now becoming geared toward the development of sustainability plans that will target the demo site areas. These plans must be as simple as possible, realistic in terms of them being implemented and must fit into the specific context of each demo site. If they cannot be implemented, they will not be worth the paper they are written on.

At the three Demo Sites, we have completed the baseline research, which was done to provide an insight into each of the demo site contexts to identify key issues and opportunities. Preliminary reef assessments have also been done in each of the Demo sites to pilot potential assessment techniques for future management and monitoring of the sensitive sites and also to gain an insight into some of the sensitive areas. Mapping of the extent of demo site was done to indicate the area within which the RMRM activities are taking place. Participatory mapping has also been done in collaboration with a wide range of stakeholders at each Demo Site to identify areas of use and concern. This will also provide a basis for the mapping of the sensitive marine ecosystems identify options for improved management of marine tourism in the Demo Sites.



Red Spine Starfish off the coast of Bagamoyo Demo Site in Tanzania (Photo: COAST Project)
B affecting project implementation and how can they be addressed effectively?

Challenges include lack of cooperation among the players working at the local level, such that the number and diversity of development initiatives, research efforts and actors does not always result in harmonious partnerships. Another problem results from the uncertainty of the tourism industry following the global economic decline which makes planning efforts a little difficult to manage. The context of the project activities within the three very different East African Demo Sites has highlighted the importance of understanding each unique context and identifying locally relevant and viable innovations and solutions.

Some of the main challenges to the project are inherent to the pressures of large donorsupported initiatives including coordination among the different thematic areas, high reporting requirements and meeting the needs of the project while still trying to ensure relevant implementation at the local level. By adopting a collaborative approach and focusing on achieving priorities identified by the DSMC, the RMRM team has hopefully overcome most of these challenges.

Some logistical challenges were encountered in the surveying and mapping exercises, including poor weather conditions, a lack of availability of necessary equipment in Bagamoyo and delays in obtaining and verifying data that is provided through different sources. The team has continued to address these challenges and strives to identify alternatives and creative solutions where possible.

The main impetus of the COAST Project is identifying local Best Available Practices/Technologies in managing the impacts of land-based pollution emanating from tourism activities. From your work in the RMRM thematic area, how can this be achieved in East Africa, and even beyond the geographic scope of this project?

We all know that healthy marine ecosystems are central to the lives of the local coastal

inhabitants in the Demo Site areas. Fishing is a key subsistence activity for many families while the growing tourism industry brings opportunities for improved livelihood but also brings negative impacts to the socio-cultural traditions and to the natural marine and coastal environments. Some of these negative impacts include ecosystem degradation and transformation from poorly planned coastal development or unmanaged tourism activities in sensitive areas, overutilisation of limited natural resources, an increase in land-based sources of pollution from increased waste generation, and disturbance of marine wildlife by increased number of visitors and poorly managed behaviour. There may also be potential for conflicts between local resources users and visitors if tourism is not developed and managed sustainably.

Attempts have been made to understand these negative impacts through targeted research and monitoring, and to mitigate some of the impacts from tourism activities in the project areas through the use of Best Available Practices and Best Available Technologies (BAPs/BATs). For instance, advances have been made in the development of Codes of Conduct in both Watamu and the Mozambigue (TBT) Demo Site for ensuring that tour operators observe responsible practices that will reduce their impact on marine ecosystems and species. Some private operators are also recognizing the importance of self-regulation within the industry to try to reduce the impacts of destructive recreational activities.

There are also efforts to support local management and conservation of sensitive reef ecosystems through establishment of locally managed marine areas. Targeted research on the sensitive marine ecosystems in the areas could provide a useful basis for informed decision-making. All these advances need to continue within a wellplanned and coordinated framework. To ensure that the double-edged sword of coastal tourism in East Africa is properly managed to reduce the potential negative impacts, and that it serves rather to provide benefits to the local economy, it is essential that there is meaningful collaboration among authorities, local residents and resource users, and the tourism industry.

5 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?

Here we need to get as close to the ground as possible, and always remember that implementation of plans closely relate to local realities. Eco Africa's approach has always been one of collaboration and participation so all activities that are undertaken are done in the most participatory way possible. During our engagement with the COAST project, we have worked hand-in-hand with members of the DSMC and local stakeholders from each Demo Site in all activities to ensure that knowledge and information is shared. For instance, In Bagamoyo, Muhisini Malekela, a member of the DSMC participated in the preliminary reef surveys.

We are also working very closely with local NGOs and CBOs to implement capacity building activities. For instance for the preliminary reef surveys at the TBT Demo Site in Mozambique, we were assisted by Kudzi Guicome, a very capable young member of the local SCUBA Diving association, Bitonga Divers. In Kenya, Watamu Marine Association (WMA) was sub-contracted to carry out training of tour guides promoting best practices in glass-bottom boat tours.

For the development of the Sustainability Management Plan, the RMRM team will endeavour to have a high degree of consultation with local stakeholders and to ensure that the plan is locally entrenched within the existing planning framework for each site. We will also highlight the priority needs for implementation of the activities within the plans once the COAST project has closed and attempt to identify potential partners for support. Here the big lesson is that short-term projects will fall short of achieving the sustainability that is so soughtafter. Five years is too short. One needs projects that are much longer, and where transfer to local entities can be illustrated over a ten-year period at least.

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SHOWCASING LESSONS AND EXPERIENCES FROM THE BENGUELA CURRENT COMMISSION By Claire Attwood

OVERVIEW

The COAST Project is working to showcase some of the emerging best practices and examples that seek to demonstrate the fact that sustainable coastal tourism in Africa can indeed be achieved. In this Newsletter Edition, we showcase the work of the Benguela Current Commission (BCC), a multi-sectoral inter-governmental initiative of Angola, Namibia and South Africa. In June, 2013 the COAST Project and the BCC held a twinning event supported by the GEF where closer ties and agreements for mutual cooperation in knowledge sharing were designed and adopted.

OVERVIEW ON THE BENGUELA CURRENT COMMISSION

he Benguela Current Commission (BCC) is a multi-sectoral intergovernmental initiative of Angola, Namibia and South Africa to promote the sustainable management and protection of the Benguela Current Large Marine Ecosystem (BCLME). It provides a vehicle for the aforementioned three countries to introduce an 'ecosystem approach to ocean governance' to jointly work together to tackle issues that affect the surrounding marine environment. The BCC is the first commission in the world to deal with the Large Marine Ecosystem (LME) management approach to ocean governance. The commission is focused on the management of shared fish stocks; environmental monitoring; biodiversity and ecosystem health; the mitigation of pollution; and minimizing the impacts of offshore mining and oil and gas production. Sound environmental governance and training and capacity building are at the forefront of its agenda.

The BCC provides a vehicle for Angola, Namibia and South Africa to introduce an "ecosystem approach to ocean governance". This means that, instead of managing living and non-living resources at the national level, the three countries work together to tackle problems that affect the marine environment.

INSTITUTIONALIZING OCEAN GOVERNANCE IN A REGIONAL SETTING: THE BENGUELA CURRENT CONVENTION CONCEPT

The Benguela Current Commission was established in January 2007 via an Interim Agreement that was signed by the three aforementioned countries. On 18 March 2013, the governments met again to sign the Benguela Current Convention, a groundbreaking environmental treaty that entrenches the Benguela Current Commission as a permanent intergovernmental organization.

All three participating governments have agreed to ratify the Convention by the end of 2013. During the process of ratification, each country will review the text of the Convention, making sure its contents are consistent with national laws and policies. The Convention's text captures the countries' intention to conserve and manage the BCLME jointly, for the benefit of present and future generations. The countries will then present the Convention to their heads of state for signature. The Benguela Current Convention will come into force 30 days after it is ratified by each Party.

GLOBAL PARTNERSHIPS FOR BALANCING INDUSTRY AND SOUND ENVIRONMENTAL MANAGEMENT

This is no easy task given the fact that the Benguela is richly endowed with both living and non-living resources, including important commercial fisheries, substantial reserves of oil, gas and other minerals, like phosphates. The challenge facing the Benguela Current Commission is to balance the benefits of economic activities like oil and gas extraction with sound environmental management practices. One of the ways in which the BCC is confronting this challenge is by funding and supporting comprehensive science, training and capacity building programmes.

SOME STRATEGIC APPROACHES OF THE BCC INCLUDE:

• Research Projects on Marine and Coastal Resources: Generous funding for the BCC Science Programme has been secured from the government of Norway and a number



The Benguela Current Large Marine Ecosystem, or BCLME, is an area of ocean space stretching from Port Elizabeth in South Africa to the province of Cabinda in the north of Angola. The BCLME is regarded as one of the richest ecosystems on earth, with ecosystem goods and services estimated to be worth at least USD269 billion per year. Offshore oil and gas production, marine mining, coastal tourism, commercial fishing and shipping are some of the most important industrial activities that take place in the region.

of research projects that are designed to improve understanding of the marine and coastal resources of the Benguela, are underway.

• Capacity Building and Trainings: The Icelandic development agency, ICEIDA, supports the implementation of the BCC's Training and Capacity Building Strategy and the European Union has provided a grant to fund the ECOFISH project which is expected to modernize and improve the management of key marine fisheries in Angola, Namibia and South Africa. Other supporters include the Food and Agriculture Organization of the United Nations, though its EAF-Nansen project, and the global conservation organization WWF.

The BCC Institutional Capacity Development: In tandem with the Science, Training and Capacity Building programmes, the BCC is implementing a project to test and strengthen the structure and efficiencies of the Commission. Formally titled "Implementation of the BCLME Strategic Action Programme for restoring depleted fisheries and reducing coastal resources degradation", the four-year initiative is usually referred to as the "SAP-IMP project". Its objective is to implement the BCLME Strategic Action Programme (SAP) for the development and adoption of an effective trans-boundary LME management structure. The SAP Imp project is funded by the Global Environment Facility which, together with United Nations Development Programme (UNDP), has played a key role in building the

BCC as an institution.

• Improved Trans-boundary Governance through Policy Support: The SAP-IMP project is working towards this goal by assisting the three countries to review and harmonize national policies, legislation and operational practices to ensure a regional transboundary management approach to the LME. Support is also provided for capacity building, the adoption of appropriate financial mechanisms, and more effective stakeholder participation across all sectors, with a specific emphasis on community and civil society involvement.

The BCC as a model for sustainable Large Marine Ecosystem (LME) ocean governance The Benguela Current Large Marine Ecosystem is one of the richest ecosystems on earth and an asset of global significance. The permanent establishment of the Benguela Current Commission bodes well for the future management of the ecosystem, and the wellbeing of the people of the region. This model, if effectively institutionalized and supported, has the potential of developing into a sound model for the governance of large trans-boundary marine ecosystems in Africa, and indeed the world.

Once it is ratified, the Benguela Current Convention will commit Angola, Namibia and South Africa to:

• Preventing and eliminating pollution and taking steps to protect the marine

....."The challenge facing the Benguela Current Commission is to balance the benefits of economic activities like oil and gas extraction with sound environmental management practices."....

ecosystem against any adverse impacts;

- Undertaking environmental impact assessments for activities that might have negative impacts on the marine and coastal environment;
- Collecting, sharing and exchanging data;
- Where possible, reversing and preventing habitat alteration and destruction;
- Protecting vulnerable species and biological integrity;
- Improving human capacity and infrastructure.

All three participating governments have agreed to ratify the Convention by the end of 2013. During the process of ratification, each country will review the text of the Convention, making sure its contents are consistent with national laws and policies. The Convention's text captures the countries' intention to conserve and manage the BCLME jointly, for the benefit of present and future generations. The countries will then present the Convention to their heads of state for signature. The Benguela Current Convention will come into force 30 days after it is ratified by each Party.

Global partnerships for balancing industry and sound environmental management

This is no easy task given the fact that the



A worker separates oyster spat at a Namibian oyster farm. Aquaculture, shipping, coastal tourism, commercial fishing, marine mining and oil and gas production are the main economic activities in the BCLME.

Benguela is richly endowed with both living and non-living resources, including important commercial fisheries, substantial reserves of oil, gas and other minerals, like phosphates. The challenge facing the Benguela Current Commission is to balance the benefits of economic activities like oil and gas extraction with sound environmental management practices. One of the ways in which the BCC is confronting this challenge is by funding and supporting comprehensive science, training and capacity building programmes.

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Bernhard Esau, Minister of Fisheries and Marine Resources in Namibia, Edna Molewa, Minister of Water and Environmental Affairs in South Africa and Victoria de Barros Neto, Minister of Fisheries in Angola, exchange signed copies of the Benguela Current Convention.



Fishing boats lie at anchor at the foot of Table Mountain in Cape Town. Tourists flock to attractions such as Table Mountain, but other activities, such as commercial fishing, also bring economic benefits to the countries of the Benguela Current Large Marine Ecosystem.

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For more information about the Benguela Current Commission, please visit www.benguelacc.org Or alternatively contact Ms. Claire Attwood claire@fishmedia.co.za







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COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

5TH QUARTERLY NEWSLETTER

JUNE 2014 / EDITION

THE COAST PROJECT APPLYING UNIDO'S TEST METHODOLOGY TO CONTRIBUTE TO GREEN ENVIRONMENTAL PRACTICES

IN THE TOURISM INDUSTRY IN SUB-SAHARAN AFRICA

... and other stories

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All correspondence should be sent to: **THE EDITORIAL TEAM - UNIDO COAST Project** E-mail: L.Bernaudat@unido.org Materials and photos sent to us will be treated as unconditionally assigned for publication. Articles submitted for publication will however be subjected to the magazine's editorial policy.











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MESSAGE FROM THE CHIEF, WATER MANAGEMENT UNIT, ENVIRONMENTAL MANAGEMENT BRANCH, UNIDO, VIENNA

Dear Readers,

take this opportunity to welcome you to our fifth COAST Project E-newsletter, a special edition dedicated to showcasing our work in applying UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology, for the very first time, within the tourism industry in Africa.

Sustainability as a Key to Guaranteeing the Tourism Industry's Future

UNIDO is promoting inclusive and sustainable industrial development (ISID) to harness the full potential of industry's contribution to the achievement of sustainable development, and lasting prosperity for all. The Organization focuses on three main thematic priorities to fulfil this mandate: productive capacitybuilding, trade capacity-building and sustainable production and industrial resource efficiency. UNIDO's strategic response to the need for sustainable production and industrial resource efficiency is the Green Industry Initiative - a global effort to promote industrial production and development that does not come at the expense of the health of natural systems or lead to adverse human health outcomes.

The TEST Methodology is at the very core of UNIDO's Green industry Vision and is driven by the ever rising need to ensure economic growth does not contribute to increased resource extraction and pollution. Indeed, this is an integral element of the global community's commitments as envisioned under both the Millennium Development Goals and the new sustainable development agenda currently being formulated to succeed the MDGs, post-2015, under the Sustainable Development Goals (SDGs). From the outset, it is clear that whichever development framework that emerges from the international governance arena under the SDGs, the issues of sustainable resource use in industry, green growth and the ever rising need to broaden partnerships for demonstrable results



must be realistically engendered for posterity.

This is especially critical in the tourism industry, one of the key sectors that are vital in the global quest for greening the global economy. It is acknowledged that for such a critical industry, ill-managed tourism practices exerts enormous pressure on destination areas contributing to soil erosion, increased air, water and coastal marine pollution, natural habitat and biodiversity loss, increased pressure on endangered species and heightened vulnerability to climate change induced pressures. This is even more daunting for society today, considering that in the year 2012, the total global international tourist arrivals reached an astronomical milestone of 1 billion visitors. The general implication of this statistic is that with the current global human population estimated at 7 billion, one in every 7 people is a tourist at one point or another!

Utilizing UNIDO's TEST Methodology in the Tourism Industry

UNIDO's strategic decision to apply the TEST Methodology as a tool for realizing Environmental Management Systems within the local hotel sector in four African coastal states (Kenya, Tanzania, Mozambique and Senegal) was motivated by the need to ensure the sustainable introduction of green practices in the tourism industry. This is because, popular forms of coastal tourism such as beach tourism, recreational fishing, scuba diving and cultural tourism are all known to utilize sea beaches, landscapes, biodiversity, food, and cultures and built heritage. Hence the TEST Methodology combines 5 essential Management Tools of Cleaner Production Assessments (CPA); Environmental Management Accounting Environmental Management (EMA); Systems (EMS); Environmentally Sound Technology (EST); and Corporate Social at company/ Responsibility (CSR) industry level with the aim to change the management practices in a holistic manner and to improve the environmental management and competitiveness of each company/industry.

We cover more on the TEST Methodology on pages 5-22

In this newsletter edition, we also share insights from the Seychelles Sustainable Tourism Label (SSTL), another interesting eco-labeling initiative, These examples demonstrate evidence of the fact that, by and large, a green industry vision for development that enhances economic growth while at the same time reducing excessive resource use and pollution is not just a possibility, but it is indeed achievable!

As the COAST Project begins wrapping up in the nine COAST Project countries, we look forward to sharing more lessons, best practices, and experiences which have emerged from these demonstration sites, through concise legacy publications that will inform the developments in the subject of sustainable coastal tourism in Africa.

Enjoy the Reading!

IGOR VOLODIN

THE COAST PROJECT APPLYING UNIDO'S TEST METHODOLOGY GREEN ENVIRONMENTAL PRACTICES IN THE TOURISM INDUSTRY IN SUB-SAHARAN AFRICA

OVERVIEW OF THE EMS THEMATIC AREA

The mid-term evaluation (MTE) of the COAST Project was requested by both UNEP and UNIDO in order to objectively assess how project performance could be improved during the remaining period up to the middle of 2014.This evaluation was completed by the middle of December 2012, and resulted in a number of significant recommendations aimed to enhance project delivery and streamline the expected outcomes. One of the main recommendations resulted in the introduction of UNIDO's TEST methodology as a tool of realizing the EMS objectives of the project.

Prior to the MTE, the COAST Projects focus on this thematic area was on international environmental management systems and voluntary eco-certification labeling schemes through two regionally based EMS consultants. Specifically in terms of the EMS thematic area , the MTE concluded that EMS activities focused too much on International Standards (such as ISO) and other forms of eco certification and eco-labeling capacity building. The barrier to the adoption of such measures by the participating hotels was identified as the high cost of introducing these, and especially in the case of the ISO 14001 environmental management standard, to be able to actually attain and maintain such an internationally recognized certification. Such costs and investments are difficult for the small scale hotels in these demo sites, especially if the value in having such a certification is also not nationally recognized given that there are no legal requirements to adopt such mandatory certifications in any of the participating countries. Voluntary certification schemes

would be difficult to implement in the current economic climate if these would not yield any economic benefits per se. Consequently the recommendation was for the project post MTE in the remaining timeline to focus on identification and demonstration of appropriate EMS measures by defining and promoting financial benefits of adopting pollution control, waste treatment and management of other EMS measures.

To accomplish this revised strategy, the MTE recommended to strengthen the initial global EMS BAPs/BATs review and hence UNIDO undertook an analysis that incorporated this EMS thematic best practice cross linkage between the global best practice review and the selected best practices with a localized adoption perspective at the demo site level and as a result it was therefore determined that a suitable best available practice would be to apply a UNIDO developed methodology called Transfer of Environmentally Sound Technology (TEST) that has at its core the introduction of green practices that yield both economic and environmental benefits.

....The TEST Methodology is at the very core of UNIDO's Green industry Vision and is driven by the ever rising need to ensure economic growth does not happen at the expense of the environment..."

The tlexi biogas system at Local Ocean Trust - Marine Turtle Watch, Watamu, Kenya generates biogas for cooking (Photo: COAST Project)



Trainings in Saly on the TEST methodology (Photo: COAST Project)

OVERVIEW OF TOURISM IN AFRICA

n addition to agriculture, industry and trade, the tourism industry is one of the key sectors that are vital in the global quest for greening the global economy. This is particularly important for Africa, a continent that is working in earnest to turn the tide by benefitting from the immense opportunities afforded by the transition to sustainable development; and in the quest to realize the attainment of the MDGs before the cut-off year of 2015. As the African economies work to transform into mid-level economics, seeking to register double digit economic growth, the place of the tourism industry in providing supplemental revenues to the traditional economic models revolving around the dominant agriculture, industry, trade and service delivery, will become even more pronounced.

THE COAST PROJECT: SEEKING A SUSTAINABLE NEXUS BETWEEN TOURISM AND THE ENVIRONMENT

The COAST Project, a GEF funded and UNEP managed project, executed jointly by UNIDO and UNWTO seeks to integrate environmental management and green best available practices principles within the tourism industry, to ensure the realization of a sustainable nexus between tourism and environment in the 9 coastal states participating in the project. The main aim of the COAST Project is to apply, through a series of practical "Demonstration projects", a number of Best Available Practices and/ or Best Available Technologies (BAPs/BATs) within selected coastal tourism destinations in sub-Saharan Africa, which will lead to reduce negative environmental impacts resulting from land based, tourism sector actions and pollutants.

The Project that is now in its final year of implementation is working actively within three thematic, science-based topic areas namely; Eco-tourism, Environmental Management Systems (utilizing the UNIDO Transfer of Environmentally Sound Technology (TEST)methodology) and, Reef and Marine Recreation Management (RMRM). The TEST methodology is being applied in four Demonstration sites (Kenya, Mozambique, Senegal, Tanzania) focusing on the development of sustainable Public-Private-Community Partnerships (PPCP) with the emphasis on 'green technologies' and 'green management and business practices' to firstly reduce pollutant and contamination levels within and around these tourism facilities; secondly to improve resource use and management efficiency on levels of chemicals, energy, waste and water (thereby increasing profitability levels), and thirdly through partnerships (based on CSR models) to improve stakeholder relations (focus on PPCP) and collaborative actions to sustainably manage coastal and marine resources through product recycling and business diversification models.

It is acknowledged that for such a sensitive industry, continued ill-managed tourism practices will subsequently exert enormous pressure on destination areas contributing to more harmful impacts including soil erosion, increased air, water and coastal marine pollution, contaminations, excessive natural habitat and biodiversity loss, increased pressure on endangered species and heightened vulnerability to climate change induced pressures. This is because, popular forms of coastal tourism such as beach tourism, recreational fishing, scuba diving and cultural tourism are all known to utilize sea beaches, landscapes, biodiversity, food, and cultures and built heritage and thereby exert pressures on this biodiversity and ecosystems. These challenges are even more daunting for society today, considering that in the year 2012, the total global international tourist arrivals reached an astronomical milestone of one billion visitors. The general implication of this statistic is that with the current global human population estimated at seven billion, one in every seven people is a tourist at some point or another.



....Close to 12 tourism related private sector led institutions (hotels, lodges, restaurants) in Kenya, Mozambique, Senegal and Tanzania received the TEST training and committed to applying the five tools of the TEST methodology as part of the EMS thematic component of the COAST Project to introduce environmental management practices.....

IMPLEMENTING UNIDO'S TEST METHODOLOGY IN THE TOURISM INDUSTRY IN AFRICA: A MAJOR FIRST

he Transfer of Environmentally Sound Technology (TEST) methodology was developed by UNIDO in 2000 and is aimed at improving the environmental management and competitiveness of businesses in developing countries and transition economies. It is a Best Available Practice (BAP) that has been implemented in many countries with very positive economic and environmental results as a business/environmental management system process. It also has the added benefit of being applicable to a wide range of businesses from micro, small and medium enterprises, to big companies in both industry and service sectors.

UNIDO's strategic decision to apply the TEST Methodology in the COAST Project as a tool for realizing its EMS Thematic Area within the local hotel sector in four African coastal states (Kenya, Mozambique, Senegal and Tanzania) is the first time the TEST methodology has been applied in the tourism industry in sub-Saharan Africa. The application of this methodology under the COAST project aimed to contribute to the reduction of the levels of land based pollution, contamination and environmental degradation associated to tourism in the target countries. Therefore, the UNIDO TEST methodology was adapted to fit the local realities in the four participating countries for the private sector hotels and enterprises so as to cater better to their local realities and to leave in place better partnership models and cooperation mechanisms and embedded national know-how.

Hence the TEST methodology combines five essential Management Tools of: Cleaner Production Assessments (CPA); Environmental Management Accounting (EMA); Environmental Management Systems (EMS); Environmentally Sound Technology (EST); and Corporate Social Responsibility (CSR) at company/industry level with the aim to change the management practices in a holistic manner and to thereby improve the environmental management and competitiveness of each company/industry, as well as to offset positive environmental benefits to the natural surrounding environment.



Environmental awareness raising childrens' football tournament award ceremony, Inhambane, Mozambique (Photo: COAST Project)

BENEFITS OF TEST TO THE TOURISM INDUSTRY

 At the local level, hotels aiming at becoming more sustainable and shrinking their environmental footprint face a range of environmental management issues in their everyday operations, whether externally influenced or internal factors, which can have serious economic and environmental repercussions on their businesses and competitive edge in an already very competitive industry. The TEST methodology is a tool that helps the tourism enterprises meet the increasing demands of their competitive market to deliver greener services and to have an optimal internal operational system to reduce environmental, social and economic inefficiencies.

• Tourism enterprises are often faced with high costs for waste disposal and to have the availability of such resources such as water and energy, especially in coastal areas such as the context of the Demonstration sites in this project. Energy and water resources can have a very high cost, especially in locations where very high or very low temperatures are the norm, such that air conditioning or heating is required, or in remote locations where some percentage of used electricity is produced by diesel generators. The TEST methodology addresses these issues by optimizing the resources used by the hotel to be more resource efficient, and thereby improving to the overall environmental and economic efficiency of the hotel and thereby producing significant economic savings.

• By applying the CPA tool, No Cost, Low Cost and High Cost recommendations are generated. Low Cost improvement options like switching to energy saving light bulbs, can be very beneficial. Utility costs can also be lowered by implementing BAPs/BATs that have a good return of investment. Environmental benefits are equally obtained because the TEST methodology contributes to lower land-based pollution, through the reduction of water use and discharges, reducing solid waste generation as well as use of energy and non-renewable resources. Having a good environmental policy in place also means that hotels will be ahead of impending environmental legislation and other regulations.

• The CSR tool is important in ecotourism, as hotels can obtain certifications for their consideration to the social and environmental impacts of tourism. This can help improve the hotel's image and their competitiveness. However in the context of the COAST project, the CSR activities of the hotels are voluntary and not driven by economic purpose, but rather of great value to the surrounding local community and bringing them great benefits, as will be showcased in the individual country implementation descriptions. In these cases, the hotels have demonstrated their credibility to the local partners through the established private public community partnerships and gone beyond any legal requirements and catered to needs that are important by people who in turn can also influence their business operations and image.

 Hence the TEST methodology is a tool that can assist managers to bring about economic, social and environmental gains by providing them with elements to be more strategic in their planning and operations, and to thereby manage risks through the identification of liabilities and weaknesses.

THE FIVE TOOLS OF UNIDO'S TEST METHODOLOGY

The 5 TEST management tools applied in combination in an integrated framework are:

TOOL 1: CLEANER PRODUCTION ASSESSMENT (CPA):

The cleaner production assessment focuses on systematically identifying potential applications of preventive techniques for pollution sources (where pollution is seen as a symptom of inefficiency). The adopted pollution prevention measures reduce not only pollution but also operational costs. The cleaner production measures identified are classified in three categories ranging from no to low cost solutions to high investment such as advance clean technologies. Hence, enterprises should adopt business strategies where they look to maximize resource efficiency and cleaner production to adopt for example where applicable the "4 Rs strategy" – Reduce, Recycle Reuse and Recover.

TOOL 2: ENVIRONMENTAL MANAGEMENT ACCOUNTING (EMA):

EMA is a valuable tool to assist the management of an enterprise in understanding how environmental issues influence their accounting and financial business practices. EMA 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 business; and
 monetary information on costs, profits and savings regarding the environment.

It focuses on the optimization of operations by tracking all environmental costs back to their sources, especially costs of pollution that are "hidden" across the process of service provision, through the identification of cost centers that link into the CPA work (as it also helps to identify where the CPA focus can be). The basics of EMA are that everything that the business acquires and that is not part of the final product should be reduced to a minimum. EMA looks into the production level of the management pyramid and is the most helpful tool to ensure buy-in from the manager of a company as it allows for the pinpointing and actual pricing of the inefficiencies in the production process.

TOOL 3: ENVIRONMENTAL MANAGEMENT SYSTEM (EMS):

EMS is the part of the overall management system of a business that includes the organizational structure, planning activities, responsibilities, practices, procedures, processes and resources for developing, implementing, achieving and maintaining the environmental policy. It focuses on identification and management of environmental aspects, and it is widely used as a tool to ensure compliance with environmental standards, such as ISO 14001 or any national environmental system requirements. However, to operate properly it must be integrated with the other systems of the company. The EMS affects a lower, and therefore more complex, level of the pyramid: the system level and builds a step by step process to respond and deliver on the CPA recommendations from the CPA level.

TOOL 4: ENVIRONMENTAL SOUND TECHNOLOGIES (EST):

According to Agenda 21, "ESTs encompass technologies that have the potential to significantly improve environmental performance relative to other technologies" These 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. This tool builds on the concept of best available practices and can include end-of-pipe solutions after the potential for feasible preventive measures has been explored. The EST typically covers the recommendations from the cleaner production assessment (CPA) measures which require additional investment.

TOOL 5: CORPORATE SOCIAL RESPONSIBILITY (CSR):

CSR is a self-regulation mechanism integrated with a business model that enterprises use to implement voluntary actions as well as to comply with ethical standards and international regulations. It is based on close cooperation with stakeholders (internal CSR with staff; external CSR with surrounding communities) and integrates all sustainability considerations (social, environmental and economic) into business operations.

UNIDO'S TEST METHODOLOGY IMPLEMENTATION

In all four EMS thematic area countries, Kenya, Mozambique, Senegal and Tanzania, TEST trainings were provided over the course of November and December 2012 to the owners / management (inclusive of the financial managers required for the EMA work) of local tourism establishments such as hotels and lodges, to the Demo Project Coordinators (DPCs) and several Demo Site Management Committee (DSMC) members. The implementation of EMS/TEST activities in the four participating countries is now at an advanced stage. In Kenya, Mozambique and Tanzania Tools 1 (CPA), 3 (EMS), and 5 (CSR) are implemented by the National Cleaner Production Centres (NCPCs) of those countries, where this partnership was sealed via MOUs between the NCPCs and the Environment Ministry (in the case of Tanzania the Vice-Presidents Office (VPO)). In the case of Senegal, these three tools were implemented by national EMS experts. Tool 2 (EMA) is being implemented by a remotely based UNIDO EMA expert that has visited all demo sites and participating establishments and is in close cooperation with each of the participating private sector enterprises across the four countries. Tool 4 (EST) is UNIDO led in that the countries had to submit sustainable project proposals for environmentally sound technology equipment that deals with a pertinent environmental issue and that are built around a public private community partnership (PPCP) model.

Table 1. Overview of implementers of the TEST Tools across the four participating countries

TEST TOOL	KENYA		MOZAMBIQUE	TANZANIA	SENEGAL
TEST Tool 1-CPA TEST Tool 3-EMS TEST Tool 5-CSR	Kenya National Cleaner Production Center (http://www.cpkenya.org/;)		Mozambique National Cleaner Production Center (www.mncpc.co.mz)	Cleaner Production Center-Tanzania	Individual national EMS experts trained in TEST methodology
TEST Tool 2-EMA UNIDC		UNIDO EMA exp	UNIDO EMA expert		
TEST Tool 4-EST		UNIDO TEST experts/Public Private Community Partnerships			

Table 2. Overview of EST in the four participating countries

COUNTRY	EST	BRIEF DESCRIPTION
Kenya	Rocket Composter (1 unit)	Input: Organic waste Output: Compost Process: Fast process of composting through microbial/fungal growth
	Flexi Biogas System (3 units)	Input: Organic waste Output: Biogas Process: Production of biogas through hotel organic waste inoculated by organic waste from butchery and cow dung
	Waste Bins (85 units)	Process: Use as collecting vessels strategically placed in various waste hotspots (i.e. hotels, tourism enterprises, etc.) to link with the COAST Project supported waste management facility
Mozambique	Artisanal Glass Cutting Equipment (15 units of startup kits and contribution to workshop construction)	Input: Solid waste Output: Various artisanal products Process: Collection and recycling of solid waste
Senegal	Composting Equipment (1 unit)	Input: Organic waste Output: Compost
Tanzania	Solar Street Lamps (20 units)	Input: Solar energy Output: Light



Mr. Ken Ombok, Environmental Officer of the Turtle Bay Beach Club Resort in Watamu posing with plant seedlings that the hotel is giving the local communities at no cost (Photo: COAST Project)

CONCLUSION AND WAY FORWARD: THE FUTURE OF EMS TEST

The TEST methodology is at the very core of UNIDO's Green industry Vision and is driven by the ever rising need to ensure economic growth does not contribute to increased resource extraction but reduced pollution. Indeed, this is an integral element of the global community's commitments as envisioned under both the Millennium Development Goals and the ongoing discourse on the post-2015 Development Agenda under the Sustainable Development Goals (SDGs). From the outset, it is clear that whichever development framework that emerges from the international governance arena under the SDGs, the issues of sustainable resource use in industry, green growth and the ever rising need to broaden partnerships for demonstrable results must be realistically engendered for posterity. In this regard, it is important to note that the environmental,



The DG of NEMA, on the left, formally commissioning the rocket composter technology in the Watamu Demo Site, Kenya (Photo: COAST Project)

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 TEST methodology implementation demonstrated the feasibility and application of BAPs/BATs involving PPCP at the local level to increase resource use efficiency and offer tangible economic benefits. This resulted in clear reductions on the pressure of the local biodiversity and ecosystems (reduced pollution and contamination). It also resulted in increased capacity at the local level to sustain these efforts. In the next article (Refer Page XXX), selected highlights of these demonstration projects that are ready for up scaling and replication will be shown.



The Watamu Demo Site Management Committee posing for a photo after visiting Kirepwe Island (Photo: COAST Project)

SELECTED HIGHLIGHTS FROM THE TEST IMPLEMENTATION IN FOUR EMS COUNTRIES: KENYA, MOZAMBIQUE, SENEGAL AND TANZANIA

COUNTRY SPECIFIC TEST RESULTS:

1. KENYA - WATAMU DEMO SITE IN KENYA

EMS TEST in Watamu, Kenya: Watamu, an acknowledged biosphere reserve, is located North of Mombasa within the Kilifi County of Kenya. Notable physical features of this demo site are rock platforms, cliffs and sandy beaches, coral reefs and sea-grass beds. It is a part of Mida Creek, an enclosed body of water that comprises tidal mud flats with fringing mangrove swamps provides an important habitat and location for recreation and fishing. This region is one of the main marine recreational centers of Kenya. Major attractions in the area are; boat trips, water sports, SCUBA diving, sport fishing and snorkelling.

The Demo Site falls within a complex of protected areas known as the Malindi Watamu Marine Conservation Area (MWMCA). Here, the Malindi and Watamu Marine National Parks are

The tables below showcase selected highlights of some of the CPA recommendations that were provided to the participating tourism establishments in the Watamu Demo Site, which also demonstrate projected economic and environmental benefits.





OVERVIEW

nitial results have provided invaluable lessons and experiences on how the tourism industry in the coastal area in Sub-Saharan Africa can benefit from the application of the UNIDO TEST methodology, as highlighted below in the four Demo Site countries.

SUMMARY OF KEY RESULTS IN TEST IMPLEMENTATION ACROSS THE FOUR COUNTRIES

We present below, country by country highlights in the implementation of UNIDO's TEST Methodology. Each country section will have the key CP recommendations and some select recommendations and their projected economic and environmental benefits. As will be realized, the recommendations were varied, from one country to another. The various recommendations are at an advanced stage of implementation across the partner countries with a number of Environmentally Sound Equipments (Rocket composter, biodigester and solar lights) being installed and commissioned in Kenya and Tanzania.

encompassed within the Watamu Malindi Marine National Reserve. The key socioeconomic activity within Watamu is tourism and is dependent on the beach and marine resource attractions. Tourism numbers are relatively high compared to the other two Demo Sites and the numerous hotels, guesthouses and lodges feed the associated beach trade and marine recreation activities. The majority of tourists come from Europe in particular.

ANALYSIS



Community members collecting glasses for Watamu Marine Association (WMA) (Photo: COAST Project)



Recycling of glass by the WMA in the Watamu Demo Site, Kenya (Photo: COAST Project)



Hemingways Hotel biodigester launch in in the Watamu Demo Site, Kenya (Photo: COAST Project)

OVERVIEW OF SELECTED CPA RECOMMENDATIONS AND PROJECTED ECONOMIC AND ENVIRONMENTAL BENEFITS FOR KENYA

GROUPING/ CP OPTION	COST TYPE / INVESTMENT (USD)	INCOME / SAVINGS	PAY BACK PERIOD	ENVIRONMENTAL BENEFITS
Turtle Bay Beach Club		-		
 Energy: Energy Management including: De-lamping of excess lighting in the rooms and conferences; replacement of lights with low wattage CFL lights Rationalizing the use of electrical gadgets to the needs of the guest e.g. switching off the orient fans when guests are not in the restaurant; sensitizing staff about energy and putting up stickers (switch me off); switching off the blower pumps when not in use Sub metering of electricity at key usage points 	Low Cost: 427	Reduction of about 29% achieved. This translates to a total of 566,970 kwh annually	Immediate	Reduction in the carbon emission in the atmosphere
 Water: Water Management including: Full loading of the laundry machines Installation of meters to gauge water use in different sections especially kitchen and laundry Routine check of the piping systems to ensure no leaks in the water transfer systems Use of recycled water for irrigating the gardens and flushing of staff toilets Use of recycled water for irrigating the gardens and flushing of staff toilets 	No Cost	Reduction of water use from government; the hotel has enough water for garden irrigation and reduced cost of maintaining the gardens	Immediate	Less pollution to the environment as majority of the water is recycled and used within the premises
 Waste: Solid Waste Management including: Sorting and recycling of plastic waste Composting all organic waste Installation of rocket composter 	No Cost High Cost: 31,161	Income and saving translates to reduction of chemical fertilizer for garden and as CSR inputs to surrounding communities	Immediate	Reduction of total trips done by the municipal truck to the disposal site, reduction of vehicle emissions as well as having limited impact on the open dumping site that the Malindi municipality currently uses. Outputs of the Rocket composter (organic compost) is given to local communities including training in organic farming as a part of the CSR of the TBBC

EMS: Increase efficiency of environmental team within the hotel	No Cost	Increase environmental management and communication with other staff	Immediate	Relates to overall coordinated environmental benefits from energy, waste and water conservation
Hemingways Resort				
Energy: Implementation of variable energy CP recommendations	17,647 from baseline value	2 months	Immediate	Reduction in the carbon emission in the atmosphere
EMS: Creation/ improvement of Energy policy; Water Management policy; Purchasing policy; Employee policy; Waste management policy	No Cost/ Management and staff time	Contribute to the over-all CP Recommendation implementation	Immediate	Relates to overall coordinated environmental benefits from energy, waste and water conservation



Rocket Composter installed at the Turtle Bay Beach Club Resort, in the Watamu Demo Site, Kenya (Photo: COAST Project)

OVERVIEW OF EST IN KENYA

EST	ENVIRONMENTAL ISSUE TO BE ADDRESSED	PARTNERS	ROLE, DELIVERABLES, ACTIVITY
Rocket Composter (1 unit): This technology speeds up the composting process through different shifts in mycofauna I	The EST will tackle issues on solid waste management especially with organic waste. The EST through CSR	National Environmental Management Administration (NEMA) COAST project country contract funds); UNIDO/ COAST Project Office	Assist the procurement process; Provides funds and does the procurement; Purchase of the equipment
growth through a temperature and moisture controlled environment. This EST is tied to a CSR activity involving the provision of compost and know-how for organic farming	will provide surrounding communities with organic fertilizer and organic farming training. Thereby reducing synthetic fertilizer offloading to the coastal environment.	Turtlebay Beach Club (TTBC)	Beneficiary of the EST; Training of the local farmers on the use of the compost (TBBC); Commencing the operation of the equipment; Maintenance
to the local communities.		Tidy planet (UK) via Hospitality Procurement Ltd. (Kenya)	Supplier; distributor and installation; Transportation from Port to Turtle Bay Beach Club Installation of the machine
Flexi Biogas System (3 units): This technology collects biogas from manure and other organic material to be used as an alternative to LPG, mainly for	The EST through a CSR model will demonstrate the use of organic waste in production of biogas to help economic and household activities, such as cooking.	National Environmental Management Administration(NEMA COAST project country contract funds); UNIDO/ COAST Project Office	Assist the procurement process; Provides funds and does the procurement; Purchase of the equipment*3
cooking. This is tied to a CSR activity involving an education and awareness program. Also, this EST is an identified Best Available Practice by FAO and also has a standing project	The use of alternative energy for cooking alleviates pressure on mangroves trees which are cut to produce charcoal that is then used as fuel for cooking	Hemmingways/Local Ocean Trust (LOT) /Watamu Marine Association (WMA)	Beneficiary of the EST; Training Beneficiary of the EST; Showcases the Flexi Biogas System to their stakeholders as an alternative energy use; Training of community members in biogas harvesting
with IFAD.	purposes.	Biogas Ltd (Kenya	Supplier; distributor and installation
Waste Bins (estimated 85 units): These will be strategically placed in communities and hotels to serve as collection	The EST through a CSR model will help alleviate land based pollution through solid waste management especially the process of waste segregation at point-source as a primary step	National Environmental Management Administration (NEMA COAST project country contract funds); UNIDO/ COAST Project Office	Provides funds and assist in the procurement process
points of recyclable materials such as glass, paper and plastic. This is tied to another COAST Project supported activity which is supporting a	in the recycling process.	Watamu Marine Association (WMA)	Beneficiary of the EST; Maintenance; Provides training of local communities and hotel in waste segregation.
activity which is supporting a recycling facility initiated by WMA. Another alternative use for several bins will be as a sorting vehicle for recycled plastics from the recycling facility.	nother alternative several bins will be as g vehicle for recycled		Supplier, distributor and transport

2. MOZAMBIQUE - TOFU, BARRA AND TOFINHO DEMO SITE

EMS TEST in Inhambane Demo Site, Mozambique: The Demo Site of Tofo, Barra and Tofinho (TBT), is located about 15 Km from the historic town of Inhambane. TBT has grown from a small coastal fishing village into a significant tourism destination. The wide sandy beaches, coral reefs, mangroves and extensive lagoon system provide a strong draw card and sustenance for growing local communities. Marine tourist attractions are largely based on the accessibility of large charismatic marine species through whale watching, SCUBA diving with manta rays over diverse coral communities and snorkelling with whale sharks and dolphins on ocean safaris.

The tables below showcase selected highlights of some of the CPA recommendations that were provided to the participating tourism establishments in the Inhambane Demo Site, which also demonstrate projected economic and environmental benefits.





OVERVIEW OF SELECTED CPA RECOMMENDATIONS AND PROJECTED ECONOMIC AND ENVIRONMENTAL BENEFITS FOR MOZAMBIQUE

GROUPING/ CP OPTION	COST TYPE / INVESTMENT (USD)	INCOME / SAVINGS	PAY BACK PERIOD	ENVIRONMENTAL BENEFITS
Bay View Lodge				
Water: Laundry / Kitchen area CP recommendations including: • Implement a linen reuse program, based on voluntary guest adherence • Introduce to the laundry area temporary holding tanks to reuse water; Train the workers to load the washing machines and dishwasher machines at full capacity and minimize the washing cycles	High Cost: 750 USD	Needs further baseline information	3 months minimum	Reduces pollution by reducing the amount of soap used daily; water resource conservation; energy conservation from washing machines and saves water that is used unnecessarily in doing laundry on a daily basis
 Environmental Conservation: Coordinate with maritime authorities to grant licenses for guests and ensure that recreational activities of the guests do not disturb the ecosystem Develop standards of conduct intended for guests of the Bay View Lodge, establishing the conditions of use of vehicles in the coastal area, rights, duties, limits of liability and penalties for non-compliance 	No Cost	Translates to added competitiveness of the establishment in attracting green consumers	Variable	Conservation of ecosystem in the area
Dino's Bar				
 Energy: Kitchen recommendations including: Avoid connecting the electric equipment when not in use Avoid the accumulation of ice on the refrigeration equipment; Turn off the coffee maker after each use Organize preventive maintenance of the electric network and equipment Optimize use of natural light instead of artificial lighting 	Low Cost: 100 USD	Variable and dependent on baseline data on actual electricity expenditure	Variable	Reduction in the carbon emissions in the atmosphere



Cleaner Production Assessment with the MNCPC, UNIDO team, hoteliers, DPC and selected DSMC in the Inhambane Demo Site, Mozambique (Photo: COAST Project)

OVERVIEW OF EST IN MOZAMBIQUE

EST	ENVIRONMENTAL ISSUE TO BE ADDRESSED	PARTNERS	ROLE, DELIVERABLES/ACTIVITY	
Artisanal glass cutting. The activity involves provision of glass cutting equipment, capacity building in the skill of artisanal glass cutting, provision of work space and access to	nvolves provisionrecycling of glasscutting equipment,innovated in a localbuilding in the skill ofcontext. The wholeglass cutting, provisionactivity supported by thespace and access toprovision of training andto sell the outputs/glass cutting equipment	Provincial Directorate for the Coordination of Environmental Activities Inhambane (DPCA-I)/ COAST Project (COAST project country contract funds)	Overall supervision and monitoring of the project/ Key donor and support provided via the VSO volunteer on site	
markets to sell the outputs/ products.		Dino's Bar/Ms. Natalie Nordine	Supply and collection of waste glass inputs; Provision of suitable land site for project; Provision of Water and Electricity; Provision of labour for construction; Contribution towards purchase of local material for construction; Technical know-how on the artisanal glass cutting; project planner and trainer; revolving fund administration	
		Provincial Directorate for Tourism Inhambane (DPTUR-I)	Support in lobbying and advocacy work amongst other Government sectors (i.e. health department) and support in accessing suitable markets	
		Municipal Council of Inhambane City (CMCI)	Support in education and awareness raising on the need of garbage separation from the source	
			Community members	Receive training on a volunteer basis, as well as supply of waste glass in the future, and replicating the activity
		Private sector partners and Tourism and Hotel Association (ASHT-I)	Support in the identification of markets and possible replication of the activity	
		Provincial Directorate of Health (DPS	Quality control/inspection of the produced glass to ensure its safety	



Artisanal glass cutting kit that is being used with waste glass from the tourism establishments in the TBT area, Mozambique (Photo: COAST Project)



Some of the artisanal glasses prepared from recycled glass in the Inhambane Demo Site, Mozambique (Photo: COAST Project)

3. SENEGAL - SALY DEMONSTRATION SITE

EMS TEST in Saly, Senegal: Senegal is working to implement activities under the Environmental Management Systems (EMS) thematic area using the TEST methodology where it aims at improving the environmental management and competitiveness of the participating hotels. For Senegal, the five hotels that collaborated with the COAST Project in integrating sustainable green practices and technological principles in their operations are Framissima Palm Beach Hotel; Lamantin Beach Hotel Resort & Spa; La Teranga Hotel; Hotel les Bougainvillées; Club Marmara Saly Les Filaos. It is important to note that the COAST Project activities in Saly are complementing other efforts by UN partners to secure the coastline at Saly.

The tables below showcase selected highlights of some of the CPA recommendations that were provided to the participating tourism establishments in the Saly Demo Site, which also demonstrate projected economic and environmental benefits.



OVERVIEW OF SELECTED CPA RECOMMENDATIONS AND PROJECTED ECONOMIC AND ENVIRONMENTAL BENEFITS FOR SENEGAL

ESTABLISHMENT	GROUPING/ CP OPTION	COST TYPE / INVESTMENT (USD)	INCOME / SAVINGS (USD)	PAY BACK PERIOD	ENVIRONMENTAL BENEFITS
Framissima Palm Beach Hote	Energy: Installation of 5000 L solar water heater	40,568	4,952**	8 year	32,057 kg de CO2 offset
Lamantin Beach Hotel Resort & Spa	Energy: Installation of 141 solar water heater (85 liters capacity each)	143,002	20,224**	7 years	22, 267 kg de CO2 offset per year
La Teranga Hotel	Energy: Installation of 100 solar street lights (50 high and 50 low	73,022	23,465**	3 years	Between 48,400- 53, 800 kg of CO2 offset per year
Hotel les Bougainvillées	Energy: Installation of 86 solar water heaters (85 liters capacity each)	87,221	15,786**	5.5 years	181,837 kg of CO2 offset per year
Club Marmara Saly Les Filaos	Energy: Installation of 120 solar water heaters (85 liters capacity each)	121,704	16,620**	8 years	172,712 kg of CO2 offset

** Projected Value

OVERVIEW OF EST IN SENEGAL

EST	ENVIRONMENTAL ISSUE TO BE ADDRESSED	PARTNERS	ROLE, DELIVERABLES, ACTIVITY	COAST PROJECT AND PARTNER EXPENDITURE (USD)
Composting Station (1 unit):	The EST through a CSR model will tackle issues on solid waste management especially	Société d'Aménagement et de Promotion de la Petite Côte (SAPCO)	Provides technology training, ensures access to land, assumes maintenance of the EST and supports waste collection from the partner hotels	1,500 (training) and In Kind
This technology aims to produce mature compost in two months from organic waste from the	UNIDO/COAST Project (COAST Project country contract funds);	Provides fund for the equipment.	11,366	
	AGROSEN (Senegal)	Supplier; distributor and Installation of the plate-form.		
hotels. This EST is tied to a CSR activity involving		Saly City Hall	Institutional support to women groups; support maintenance of the technology; up scaling.	In Kind
a provision of compost to the participating women groups who will sell the final product.		Hotels (Framissima Palm Beach Hotel, Lamantin Beach Hotel Resort & Spa, La Teranga Hotel, Hotel les Bougainvillées, Club Marmara Saly Les Filaos)	Potential customers; Member of the Management Committee of the EST.	In Kind
		Women's groups	Management and seller of the compost	In Kind



Solar street lamps official commissioning event in the Bagamoyo Demo Site, Tanzania (Photo: COAST Project)



The Bagamoyo Art market will benefit from the solar lighting project in the Bagamoyo Demo Site (Photo: COAST Project)



Part of the COAST Project team during the launch of the EST equipment in the Bagamoyo Demo Site, Tanzania (Photo: COAST Project)

4. TANZANIA - BAGAMOYO DEMO SITE

EMS TEST in Bagamoyo, Tanzania: Tanzania's coastal zone harbours a rich abundance of natural and cultural resources. Once a centre for the East African Slave Trade, Bagamoyo is the oldest town in Tanzania and a cultural historical 'hot spot'. Bagamoyo District was recently nominated as Tanzania's seventh World Heritage Site. The Bagamoyo coastline is characterised by important marine habitats including sandy or muddy tidal flats, mangroves, coral reefs, sea grass beds, and a productive estuarine system. These ecosystems play a major role in supporting local people, providing a source of food, income and energy in the form of firewood.

Bagamoyo currently provides a businessbased tourism destination with the majority of visitors travelling from Dar es Salaam for meetings and conferences. The town also attracts short-term visitors from East Africa. The tourism industry is mainly landbased while marine recreation (snorkelling) is undertaken through largely ad-hoc arrangements with fisher folks. SCUBA diving and safety equipment for marine tours is currently limited. While infrequent visits reportedly sometimes take place to near shore reefs, the most popular snorkelling reef is Mwamba Kuni reef. The tables below showcase selected highlights of some of the CPA recommendations that were provided to the participating tourism establishments in the Bagamoyo Demo Site, which also demonstrate projected economic and environmental benefits.



OVERVIEW OF SELECTED CPA RECOMMENDATIONS AND PROJECTED ECONOMIC AND ENVIRONMENTAL BENEFITS FOR TANZANIA

GROUPING/ CP OPTION	COST TYPE / INVESTMENT (USD)	INCOME / SAVINGS (USD)	PAY BACK PERIOD	ENVIRONMENTAL BENEFITS
Millennium Old Post Office Hotel				
Energy: Development and implementation energy management strategies to monitor and minimize energy consumption in the hotel and assign one or a team of staff to spearhead implementation of energy saving programme/plan	No Cost: Management and staff time	3,140**	Subject to the CP recommen- dation adopted	Reduction of carbon dioxide emissions by 1.5 tones, based on baseline cost of electricity
Water: Development and implementation water management strategies	No Cost: Management and staff time	296**	Subject to the CP	Reduction of waste water generation by 405m3
Water: Modify hand wash basin taps at the public toilets by installing about 12 flow restrictors to minimize water consumption	131	478**	3 months	Water resource conservation
Millennium Sea Breeze Hotel				
Energy: Replace the fluorescent tube lights (19) with energy saver lights.	53.44	81.83**	8 months	Reduction of carbon dioxide emissions

 Water: Water Management including: Formulate water management policy, assign one or a team of staff to spearhead implementation of water saving programme/plan, Sensitize staff and guests on proper use of water Install water sub-meters to monitor water consumption in major water use sections Modify or install six flow restrictors in hand-wash basin 	179.4	826.45**	2 months minimum	Water resource conservation
Waste: Use of colored waste bins and segregation of waste material at source	100	Variable, based on sale of recyclable materials	1 month	Reduction of waste material through recycle, reuse and recovery
OHS: Disseminate Material Safety Data Sheets (MSDS) to respective personnel and area of operations:	1/4 hour internal training monthly at no cost	Improved safety standards	1 month	Improved staff wellbeing and preparedness in case of accidents
Oceanic Bay Hotel and Resort				
 Energy: Energy Management including: Conducting an energy audit Installation of power correction factor & replacement of capacitors Replacing fluorescent tube lights (150) with energy saver lights. Sensitizing guests and workers to switch off lights and other electric appliances when not in use 	Low Cost: 430	4,321	2 months	Reduction in the carbon emission in the atmosphere
 Water: Water Management including: Assigning one staff to spearhead implementation of water saving programme/plan Construction of rain water harvest system along with the construction of 200,000 liters capacity tank Installing water meters Modify or install flow restrictors in hand wash basin taps and bathrooms to minimize water consumption Sensitizing staff and guests on efficient use of water 	Low Cost: 521.4	Estimated 10- 20% reduction from baseline value**	Immediate	Reduces resource strain to water sources
EMS: Environmental Policy put into place ** Projected Values	No Cost	Serves as a baseline for management in adopting EMS and other CP	Immediate	Relates to overall coordinated environmental benefits from energy, waste and water conservation

OVERVIEW OF EST IN TANZANIA

EST	ENVIRONMENTAL ISSUE TO BE ADDRESSED	PARTNERS	ROLE, DELIVERABLES/ACTIVITY
Solar lighting (20 units):	COAST Projectology involvedEco-Tourism Themeof LED solaractivity (i.e. arts/os. This is tiedcrafts and foodPrivate andsellers training) to/ Partnershipthe historical streetves aof Bagamoyo by/ watch toproviding opportunityto conduct theirto conduct theirce to be led bybusiness at night in a	The District Executive Director and Bagamoyo District Council	Provides funds; Assist in the procurement process of 20 street solar lamps
This technology involved installation of LED solar street lamps. This is tied to a Public Private and Community Partnership which involves a community watch to be led by hotels and maintenance to be led by the Bagamoyo DED.		Tanzania VPO Office (COAST Project country contract funds); UNIDO/ COAST Project	Goes into an MOU with the Supplier and assist in the procurement process; Beneficiary of the EST; maintains the equipment; Conducts community organizing to identify areas of installation; Responsible for maintenance of the street lamps up to 5 years after installation; Institutionalization of a community watch group with the private stakeholder to provide a monitoring system for the street lamps through an MOU.
		TEMESA	Conduct monitoring activities to ensure that equipment are par to government standards
		Ensol Ltd.	Supplier, Conducts consultation and night survey for identification of installation site; Installation and maintenance; Responsible for maintenance of the street lamps up to 2 years after installation



Installing the solar lights in Bagamoyo, an activity under the EMS/TEST thematic area (Photo: COAST Project)



TEST training (in cooperation with the CPCT) for the Management and selected staff at the Oceanic Bay Hotel (Photo: COAST Project)



TEST training (in cooperation with the CPCT) for the Management and selected staff at the Millennium Hotels (Photo: COAST Project)

KEY LESSONS, RESULTS AND EXPERIENCES FROM TEST IMPLEMENTATION

• The Hospitality Industry as Catalysts for Green Growth Practices

The UNIDO TEST methodology was adapted to fit the local realities within the budding tourism industry in the four participating countries, and it is proving to be a useful catalyst for green growth practices within the tourism industry. The TEST Methodology fosters public-private community partnerships and hence ensures that the COAST Project is integrating all key stakeholders into implementation and strengthens the sustainability aspect that goes beyond the life span of the project.

• Investment in Clean Technology Almost Always Results in Increased Profits Investment in UNIDO's TEST methodology does not only result in improved environments around participating tourist facilities, it also makes economic sense, in that a significant amount of savings are made in energy, water, and waste management operations. These economic profits can then easily be re-invested into further environmental management measures and green technologies and practices. It indeed is a wise business idea for private sector players in the hospitality industry to adopt this tool for higher profitability.

• Recycling, a Time Proven Best Practice for Waste Management

Waste is a permanent feature of most, if not all production operations, and this is particularly a major concern for hospitality institutions. Every single day, the senior management of hotels worry on how to dispose of the rising mounds of garbage that are a by-product of most hotel operations, especially organic waste from the kitchen. Using the TEST tools, UNIDO have indeed demonstrated that recycling is a time proven best practice for waste management and is also a good way of enhancing profitability. The use of technological equipment such as rocket composter proved to be useful in in composting meat products which are often disposed as they generate foul odour if composter using conventional means, this process results in organic manures which are then used within the garden for landscaping purposes. Water recycling is also a worthy venture for consideration by tourism institutions.

• Community Benefits from the Tourism Industry, actually Benefit Almost Everyone

The CSR component of the EMS TEST methodology is an important tool for enhancing community engagement into the tourism industry. As many efforts as possible need to be taken to ensure the local communities feel part of and have a buy-in to the tourism cycle. This is why in our working with the 8 hotels across all the 4 EMS countries; we helped to strengthen community initiatives benefitting from the tourist industry. In Tanzania, the provision of solar lighting as part of the EST tool will have remarkable impact, especially in affording the local communities resident in the area more security, increased working hours for the local market and thereby spur increased economic activities in the area. In Saly, Senegal, the hotels are working with local communities to improve the sanitation in the area through plastic bottle recycling and re-use.

• Working with Local Institutions Enhances Delivery of Results

In three of the EMS TEST countries (Kenya, Mozambique and Tanzania), UNIDO initiated cooperation agreements with local institutions mandated with overseeing the adoption of clean production practices. The partnership with NCPCs was chosen to build upon the national available expertise for resource efficiency, and for the country partners to have suitable national expertise and partners to communicate with beyond the life span of the COAST Project. The agreements were signed with the National Cleaner Production Centres (formerly institutionalized by UNEP and UNIDO) so as to build up on their local Best Available Practices/Technologies (BAPs/BATs) and know-how. The NCPCs conducted their cleaner production assessments and produced CPA reports for the private sector partners in each of the above named countries to uptake these recommendations, while for Senegal individual energy saving & waste reduction reports and action plans have been formulated for each of the five participating hotels by a local team of EMS experts.

CONCLUSION AND WAY FORWARD

Many environmental challenges, including climate change currently require fundamental changes to the way the global economy works. In this regard, there is an ever rising need to transform the global economy from a high-carbon economy dependent into a low-carbon paradigm, whose key maxim is improved efficiency. In this regard, it is critical that the tourism industry, as a key motor of driving growth in these African Demo Site countries, continues to grow albeit in a sustainable way. The governments, the private sector and every citizen have a key collective role to play in applying green practices and changing consumption and production patterns on a daily basis. The international community has the important role to play in supporting the evolution in the developing countries in every way possible to enhance access to technical and managerial knowhow of best practice models, as well as access to finance to guide a sustainable tourism development that is in harmony with the surrounding natural environment, biodiversity and ecosystems. Given that these are transboundary in nature and hence no longer merely localized but globalized, shifting the responsibility to a collective global partnership is fundamental.

It is clear from the foregoing that through the implementation of the UNIDO TEST methodology, the COAST Project demonstrated the feasibility and application of BAPs/BATs involving private-publiccommunity partnerships at the local level to increase resource efficiency (water, energy, wastes). The TEST methodology also contributes to increased revenues to the institutions, arising from the considerable savings that are recorded across the entire operational chain. This contributed to reduced negative impacts and pressure on the local biodiversity, ecosystems and communities of these four demo sites that now have in place clear demonstration projects that can be replicated and upscaled.

NEWS FROM THE PRRT WORKSHOPS IN THE COAST PROJECT COUNTRIES

OVERVIEW

The COAST Project is in its final month and it is such a milestone for the project that has now run for over 5 years. It has been a fascinating ride, and our partners in the countries have been actively engaged in finalizing project activities at the Demo Sites. One of the main activities carried out in most of the COAST Demo Site areas was the Participatory Result Reporting Tool. These were participatory workshops that were held in Kartong, Gambia; Ada, Ghana; Watamu, Kenya; Saly, Senegal; and Bagamoyo, Tanzania.

The main objectives of the prrt workshops were to:

- To support stakeholder engagement in preliminary monitoring and evaluation of the COAST Project activities in the demo sites,
- To review the activities conducted in the demo site and contrast against the seven COAST BAPs/BATs criteria,
- To document lessons learned, challenges and recommendations in implementation of the COAST Project Activities.
- Discuss where applicable opportunities for replication, upscaling and sustainability of existing initiatives

PRRT Workshop Methodology

Across all the demo sites that conducted this workshop, the following methodology was applied:

- Opening and introductory remarks by the DPC, Focal Point;
- A round of introduction for the participants, stating their name, organization and an interactive ice breaker element;
- Group work for rating the stakeholders views on which activities were implemented to the satisfaction of the local communities. The ranking was by use of a smiley category, followed by a discussion on the lessons learnt, challenges and recommendations;
- Formal closure by a government representative.

We hereby now share with you some of the key highlights from these PRRT workshops in The Gambia, Ghana, Kenya, Senegal and Tanzania.

1. THE GAMBIA News from the prrt workshop in the kartong demo site

he COAST Project implemented Eco-tourism activities in close collaboration with UNWTO's ST-EP Initiative at the Kartong Demo Site. These activities were aimed at empowering the local communities in the area to benefit from the tourism industry by generating revenues through the promotion of responsible and sustainable tourism ventures.

Resulting from the PRRT Workshop held in Kartong in April 2014, the following are some of the highlights as presented by the main stakeholders in the area:

Project Activities Rated Highest by Stakeholders:

1. The COAST project activities that were appreciated most by the stakeholders as having had a positive effect include increasing environmental awareness among the local community, providing basic trainings on customer care and tourism support, strengthening the local KART association;

2. Beach cleanup activities, tourism diversification activities were also appreciated during the PRRT workshop;

3. Empowerment of the local KART helped the organization consolidate its leadership role in the Kartong Demo Site. For instance, now KART is maintaining a record of the visitors in the village.

Project Activities Rated Lowest by Stakeholder:

1. Tesito Camp Eco-camp facility requires more concerted efforts to be fully operationalized, including extensive marketing to attract a significant number of visitors who would lead to its sustainability in the short and long term.

Key Future Opportunities in Demo Site:

1. KART seems to need to make improvement in their internal management model, there are some signs that community participation is decreasing. A need to enhance networking with other groups is also needed;

 Most day-tours and activities in Kartong are not yet consolidated, and no fixed rates have been established (apart from bike tours);
 Some work needs to be marketing new tourism products developed through the COAST Project initiative including the Tesito Eco-camp,



Participants pose for a photo after a TEST training in Kartong, Gambia (Photo: COAST Project)

home cooking activities and the bike tours;

4. Recycling activities and trainings seem to be appreciated by the community and they could be continued as they also provide income generating options.

Other News from Kartong Demo Site:

1. Technical support to the design of a website for Kartong http://kartongtourismgambia.jimdo.com/);

2. Demo Site maps, showing all the key touristic sites in Kartong, have been produced and validated at the National Project Steering Committee level as well as at the community level.





The partnership with Zoomlion has led to a number of tree planting and beach clean up activities in Ada Demo Site, Ghana (Photo: COAST Project)

2. GHANA NEWS FROM THE PRRT WORKSHOP IN THE ADA DEMO SITE

Ghana is one of the COAST Project participating countries executing activities in the Eco-tourism thematic area through collaboration with UNWTO at the Ada Demo Site. The PRRT Workshop held in the Ada Demo Site in April 2014 provided the stakeholders in the area a good platform to provide their feedback on project implementation in the area, as summarized below:

Project Activities Rated Highest by Stakeholders:

1. Coconut and mangrove planting and beach cleaning up;

2. Capacity building for a Turtle task force;

3.Capacity building for Hotels and Restaurants.

Project Activities Rated Lowest by Stakeholders:

The stakeholders did not rate any of the project activities as lowest, but they provided the following comments on how to improve the activities:

1. Capacity building for boatmen and tour guides activity - Need to enhance gender balance and involvement among the trainees selected;

2. Capacity building for local gin and

vegetable farmers – There is a need to give women more information and engaging them in trainings;

3. There is need to enhance the collaboration between tour operators and boat and tour guides in the Demo Site.

Key Future Opportunities in Demo Site:

1. Need for targeted project activity on enhancing the marketing of the tourism products available in Ada;

2. Some community members in Ada have an interest in the vegetable farmer group activities, but they still have difficulty in adopting new methods to due lack of funds.

Other News from the Demo Site

1. The main development in Ada is the successful formation of the new stakeholder network group (add office picture);

2. Technical support to the design of a web presence on trip advisor for Ada, Ghana (http://www.tripadvisor.com/Attractions-g1202779-Activities-Ada_Northern_Region. html); and to the improvement of the website (ada.tourism.wordpress)

3. Mapping work for the Ada Demo Site commenced in late 2013, and draft GIS maps are expected in early 2014.

3. KENYA News from the prrt workshop in the watamu demo site

environmentally Sound Technology (EMS/ TEST) and Reef and Marine Recreation Management (RMRM).

Resulting from the PRRT Workshop held in Kenya in April 2014, the following are the key highlights as provided by the stakeholders in Watamu:

Project Activities Rated Highest by Stakeholders:

1. Arts and curio trainings; Bee keeping trainings and activities; Customer care trainings; the Sea-Through the Glass Boat Operators training; and the EMS/TEST Clean Production Assessments in the hotels in Watamu;

2. Bee keeping trainings and activities which have resulted in increased honey production;

3. The Dabaso Boardwalk activity and community restaurant which is now a major tourist attraction.

Project Activities Rated Lowest by Stakeholders:

1. Crab farming activities which lack sustainability measures;

2. Tour operators' trainings that still need upscaling;

3. Snake park activity which required clearance by the Kenya Wildlife Service on the required standards for the snake cages.

Key Future Opportunities in Demo Site:

1. Increased honey, eco-tourism products, and authentic community driven touristic experiences now requires to be marketed to attract more economic value to the local communities in Watamu;

2. The commissioning of the EMS/EST Equipment (Rocket composter, flexi biogas and glass cutting equipment) provide good opportunities for managing land based pollution in the marine ecosystems of Watamu.



The Kenya DSMC pose for a photo after the PRRT workshop in Watamu, Kenya (Photo: COAST Project)



Women's group bike hire enterprise sign in Watamu Demo Site (Photo: COAST Project)

4. TANZANIA NEWS FROM THE BAGAMOYO DEMO SITE

anzania is one of the three countries that are implementing COAST Project activities under all the three thematic areas i.e. Eco-tourism, Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/ TEST), and Reef and Marine Recreation Management (RMRM).

The PRRT Workshop in Bagamyo was held in April 2014, and the following are the key insights from these workshop:

Project Activities Rated Highest by Stakeholders:

1. Mangrove tree planting in Bagamoyo,

2. Mapping of the area and the sea-through the glass bottom boat training under the

RMRM thematic area,

3. Solar street lamps provided in Bagamoyo under the EMS/TEST work of the COAST Project.



Tanzania PRRT Workshop in Bagamoyo (Photo: COAST Project)

Project Activities Rated Lowest by Stakeholders:

1. Workshops with food sellers, soap makers and craft markets,

2. Educational and experiential learning trip in Arusha, Tanzania,

3. Advocacy and signage's provided in the area under the COAST Project.

Key Future Opportunities in Demo Site:

• The solar lamps project in Bagamoyo introduces more opportunities for food sellers and craft, sellers to display their wares to tourists late into the night, hence generating more revenues;

• The solar lights contribute to enhancing the security in the Bagamoyo Demo Site.



Saly Senegal (Photo: COAST Project)



Coastal erosion management efforts in Saly, Senegal (Photo: COAST Project)



Coastal erosion is a problem in Saly, Senegal (Photo: COAST Project)

5. SENEGAL **NEWS FROM THE PRRT WORKSHOP IN** THE SALY DEMO SITE

enegal is executing COAST Project activities under the Environmental Management Systems/Transfer of Environmentally Sound Technology (EMS/TEST) thematic area. This particular thematic area applies the UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology in working with five hotels at the Saly Demo Site (Les Filaos Hotels, Lamentin Hotels, Bougainvillees Hotels, Palm Beach Hotels and Teranga Hotels) to implement the 5 TEST tools.

The PRRT Workshop in Saly was held in April 2014, and the following were the key highlights from the stakeholders:

Project Activities Rated Highest by Stakeholders:

EMS TEST in the 5 hotels was rated highest with the following feedback being provided:

• Participating hotels acknowledged the importance of the application of EMS systems in the hotels because (1) it is a tool to systematize and simplify environmental management, (2) it is seen as essential to reduce operational costs to adapt to a challenging business environment, (3) hotels are now best placed to respond to the growing sensibility toward environmental conservation in source markets;

Project Activities Rated Lowest by Stakeholders:

• Waste management activities: There is a need to further integrate local communities in the waste management activities in the resort. It is important to continue enforcing partnerships among communities, hotels and the authorities responsible of waste management (SAPCO and the City council) some of which exist already. Hotel staff can serve as ambassadors of a better environmental management in their neighborhoods and villages.

Key Future Opportunities in Demo Site:

• The COAST project has demonstrated innovative forms of cooperation between communities and the private sector. However, more commitment is needed from the hotels in the participation of local awareness raising activities. Several environmental awareness initiatives will be supported by the Saly city hall.

• However, there is a need for up scaling EMS practices to other hotels in the destination especially those that may not have the financial means to invest in the adoption of cleaner technologies, and would therefore need financial instruments to fund it;

• The 'Bureau de mise a niveau', a government-backed fund to help hotels invest in the upscaling of their facilities, could help upscale the COAST project to other hotels in their efforts to adopt EMS solutions.



Erosion affects touristic activities in Saly, Senegal (Photo: COAST Project)

GALLERY



Members of the COAST Project Steering Committee during a field visit in Mahe, Seychelles



Waste management sensitization activity with school children, Inhambane, Mozambique



Environnement | 👫 FRAMISSIMA

Promotion of environmental responsibility in the Saly hotels through informative panels to clients and staff members







IÔTEL LES FILAOS

Charte d'éco -responsabilité clients

WELLES FRONTIERES développe depuis plusieurs années une politique represente : tel les FILAOS s'engage pour la réduction de nos impacts sur l'enviro ande d'appliquer certains gestes pendant votre séjour.

la climatisation et la lumière quand je sors de ma cham iutilise une fois ma serviette avant de la mettre dans le panie

MERCI ET BON SEJOUR

Promotion of environmental responsibility in the Saly hotels through informative panels to clients and staff members, Saly, Senegal

Mahe, Seychelles



Plant seedlings that the Turtle Bay Beach Club Resort in Watamu is giving the local communities at no cost, Watamu, Kenya





GALLERY



The COAST Project's 6th Steering Committee Meeting in Mahe, Seychelles



Training of youth from local communities on artisanal glass cutting technique led by Dino's Bar at the TBT Demo Site, Mozambique



Waste management practices, Watamu, Kenya





Local artwork on display at the Turtle Bay Beach Club made of marine debris and beach waste, Watamu, Kenya



Rocket Composter installed at the Turtle Bay Beach Club Resort, Watamu, Kenya



Maps showing key touristic sites in Bagamoyo have been distributed in Bagamoyo, Tanzania



Women's group with their all terrain bikes, <u>Wa</u>tamu, Kenya



Tree planting in Kribi, Cameroon

INTERVIEW WITH MR. LUDOVIC BERNAUDAT, UNIDO COAST PROJECT MANAGER

r. Ludovic Bernaudat is the Project Manager for the COAST Project located in the Water Management Unit of the Environmental Management branch in the UNIDO Headquarters in Vienna, Austria. He has a vast amount of years of experience in implementing the UNIDO Transfer of Environmentally Sound Technology (TEST) Methodology successfully in various countries around the world. He introduced this methodology to the COAST Project's Environmental Management Theme (EMS) after an assessment that was made after the Mid Term Evaluation in 2012 on the necessity to apply a suitable best available practice to the EMS thematic area. This theme focuses on defining and promoting financial benefits of adopting pollution control, waste treatment and management of other EMS measures. Many economic, social and environmental benefits can be attained by decoupling economic growth from resource use, and one of them is the reduction of pollution and contamination on the surrounding biodiversity and ecosystem.

In this interview, Mr. Bernaudat shares with us his perspectives on the value of the application of this methodology to the COAST Project partner countries and the basis that is thereby created to foster future strengthened partnerships in the respective demo sites and for potential future replications of this work

Welcome Mr.Ludovic Bernaudat,

Please share with our readers some insights in to why UNIDO chose to apply its TEST Methodology to the EMS thematic area of the COAST project.

• The Transfer of Environmentally Sound Technology methodology (TEST) was developed by UNIDO in 2000 and is aimed at improving the environmental management and competitiveness of businesses in developing countries and transition economies. It is a Best Available Practice (BAP) that has been implemented in many countries with very positive economic and environmental results as an Environmental Management Systems process. It also has the added benefit of being applicable to all types of businesses from micro, small and medium enterprises, to big companies in both industry and service sectors, and to attain fast positive impact and tangible visible results.

• The TEST Methodology consists of five essential Management tools aimed at improving management practices in a holistic manner in order to ensure the sustainable introduction of green practices. These are Cleaner Production Assessments (CPA); Environmental Management Accounting (EMA); Environmental Management Systems (EMS); Environmentally Sound Technology (EST); and Corporate Social Responsibility (CSR) at company/ industry level, as is explained in depth in another article in this newsletter.

• The application of the TEST methodology in the tourism industry is valuable in that the benefits are not only reaped by the enterprises themselves, but these have the potential to have a very positive impact in influencing the local economy around them to adopt greener practices and to encourage consumers and guests at their establishments, as well as members of the community to adopt more sustainable lifestyles that reduce the negative pressures and impact on the surrounding biodiversity and ecosystem resources.

• UNIDO's decision to apply the TEST Methodology as a tool for realizing Environmental Management Systems within the local hotel sector in four African coastal states (Kenya, Tanzania, Mozambique and Senegal) is the first time the TEST methodology has been applied in the tourism industry in Africa. This decision was motivated by the need to demonstrate the viability and impact of the sustainable introduction of green practices in the tourism industry in Africa, and to evolve a new paradigm in the operations of hospitality institutions that would spur their uptake of green growth practices. Land based pollution reduction occurs through efficient resource use and reduction of waste from the tourism industry and the application of the TEST Methodology has demonstrated this.

• From UNIDO's perspective, we are sure that the application of this Methodology in these hotel establishments will result in the long term in good economic and environmental benefits to the hotels and their environment in terms of increased revenues in savings after the full implementation of the No-Cost and Low-Cost recommendations that were made for each of them. The demonstrated results of this work to date, as shown in this newsletter, speak for themselves already. It is indeed, a win-win position, since TEST portends benefits to the tourism industry!!

Since we are now in the final weeks before the COAST Project closure, our readers would like to know some of the key impacts to date and any results that have been emerging from the Project in the EMS/TEST implementation.

• Our EMS/TEST partner countries with the exception of Senegal have successfully signed Memorandum of Agreements with their National Cleaner Production Centres (NCPC), who have been longstanding partners of UNIDO. In the case of Senegal partnerships were fostered with national EMS experts that were trained in the UNIDO TEST Methodology. The rationale of partnering with the NCPCs and national EMS experts to implement the TEST methodology in the four countries was twofold. Firstly, in partnering with nationally established institutions and experts one is ensuring that the best available national and local expertise is being applied and built upon local conditions rather than using only International expertise that may not be so well versed in national and local key information required to obtain more accurate and effective results that have a high replication potential; and secondly to ensure, especially given the very short available implementation timeline, that the beneficiaries have partners and experts to liaise with and go to after the closure of the COAST project.

• The NCPC's and national experts have now finished their Cleaner Production Assessments (CPA) which put forward

a number of No-Cost and Low-Cost recommendations and solutions to resource use and waste production. They are now monitoring the implementation of their recommendations to the partner tourism enterprises and the positive economic and environmental impacts of these are showcased with selected highlight in this newsletter. The important thing to highlight here is that several partner hotels that attained really visible economic savings by putting into place a variety of CPA measures, have re-invested some of these gains into further CPA measures. In some cases, the hotels have now hired a full time EMS staff member that is responsible to implement such measures. This really shows that being environmentally conscious has in effect paid off for these establishments, and it has turned into a winwin situation for the natural environment as well as the finances of the hotel establishments, and as the profits continue to be reaped, the hotels will continue to re-invest a portion of these into new green measures.

• With regards to TEST Tool 4 - Environmentally Sound Technology, the Kenya and Tanzania country teams, with technical support from the UNIDO team, have successfully procured and installed green technologies such as solar street lamps, rocket composters and bio-digesters. The positive impact and benefits of these green technologies are already being observed. Another key aspect is that the EST tool was tied to the local stakeholders jointly designing the partnership model for the implementation and long-term operation of these technologies and equipment. This has demonstrated the partnership models that link the private sector, local communities and local governments through a sustainable business model. In several cases, it is the first time for these stakeholders to have jointly implemented a project that brings about an array of benefits to the local communities and natural environment, thereby fostering collaborative ownership and responsibility.

• These strengthened private-public-community partnerships (PPCPs) and dialogue platforms amongst the Demo Site stakeholders that are now in place, can yield replication and up scaling of current activities, as well as new business opportunities, investments and cooperation models in the future.

• Therefore, I would like to reinforce that the COAST Project through the implementation of the UNIDO TEST Methodology demonstrated the feasibility and application of BAPs/BATs

With regards to TEST Tool 4 -Environmentally Sound Technology, the Kenya and Tanzania country teams, with technical support from the UNIDO team, have successfully procured and installed green technologies such as solar street lamps, rocket composters and bio-digesters. involving private-public-community partnerships at the local level to increase resource efficiency (water, energy, wastes) and economic benefits. Resulting to reduced negative impacts and pressure on the local biodiversity, ecosystems and communities of these four Demo Sites that now have in place clear demonstration projects that can be replicated and upscaled. The reader will see these in the showcases throughout this newsletter and we hope that this acts as a motivation for such work in the reader's vicinity.

Blease, highlight any challenges that have arisen during the implementation phase of the EMS/ TEST activities.

There are a few challenges that have emerged during the implementation of our work across the four countries, and I would wish to highlight a few herewith:

• The seasonality of the tourism industry is a key challenge to ensure the continuous application of the TEST methodology recommendations and this is coupled by the high turnover of staff and personnel in this industry.

• Limited staff resources in smaller establishments affect the absorption of the TEST methodology work as well, as small hotels and lodges are often faced with daily survival issues that simply have to have precedence.

• There are also challenges in the time it takes for procurement processes of the green technologies.

Please share with us your thoughts on how the issue of sustainability of the project initiatives will be achieved, even after the formal end of the COAST Project activities in June 2014; especially for the EMS/TEST thematic area

• We chose to work with the local institutions and partners, and in this way transferred significant technical knowhow and skills to them. Indeed, we recognise the NCPC's and nationally trained experts as vital in sustaining the local absorption of the TEST Methodology and in ensuring that TEST is up-scaled to other industries.

• In terms of the technology transfers that took place across the participating countries, the partnerships models that were devised are pivotal in sustaining these pieces of equipment and the positive impact of their outputs for all beneficiaries and stakeholders. An example of this model is the Kenya's National Environmental Management Authority (NEMA) who procured the state-of-the-art Rocket Composter and placed it in the Turtle Bay Beach Club hotel grounds to reduce the hotels organic waste; in return, the compost which is the output of this machine will be given to farmers in Watamu at no cost, and will be further reinforced with trainings to these beneficiaries on organic farming by the hotel's environmental office.

5 As the Project Manager, what is your message to the COAST Country Teams as they complete their work plans and try to ensure successful delivery of Project objectives in their respective countries?

To be honest, the COAST Project has had an eventful five years, and as we approach its expected end date, I wish to reflect on the following as a message to our partners and the key stakeholders:

• The subject of collaborative actions in the quest for sustainable coastal tourism

is very important to Africa and beyond, especially now that most countries seem to be focusing on how to increase tourism numbers in their destination sites. It is important that the lessons that have emerged in the COAST project inform the developments in this area, to ensure the preservations of these tourist destinations as economic activities grow, especially the fragile coastal ecosystems and their associated biodiversity, whose sustainable usewill in turn ensure continued tourism.

• The work of the COAST Project in the three thematic areas (Eco-tourism; EMS, and Reef and Marine Recreation Management) needs to be continued, at the local demo site level and at the national level. We have contributed to imparting many necessary skills and expertise to the countries and our expectations are that these will be applied fully and builtupon, for the benefit of these coastal areas. Collaborative partnerships are a key element to driving sustainability. The project has demonstrated the effectiveness of building and fostering public-private-community partnerships and I would like to encourage the replication and strengthening of these, as well as the continuation of the Demo Site Management Committees meetings, dialogues and work, that were started as part of this project in each Demo Site.

• The key lessons, results and experiences from the COAST Project are being documented, and will be showcased on our project website even after the project closes, as well as within the final project reports. We will disseminate this information widely, and save these in a repository to ensure the demonstration value of the project is accessible to all, even after project closure.

For more information, please contact Mr. Bernaudat on L.Bernaudat@unido.org

"The work of the COAST Project in the three thematic areas (Eco-tourism; EMS, and Reef and Marine Recreation Management) needs to be continued, at the local demo site level and at the national level. We have contributed to imparting many necessary skills and expertise to the countries"



Prof. Cleophas Migiro, the Cleaner Production Centre Tanzania's Director (Photo: COAST Project)

SHARING LESSONS FROM THE COAST PROJECT'S TEST PARTNERSHIP

WITH THE CLEANER PRODUCTION CENTRE OF TANZANIA (CPCT)

OVERVIEW

Under the EMS thematic area, the COAST Project partnered with the National Cleaner Production Centers (NCPCs) in Kenya, Mozambique and Tanzania and herewith is a showcase of one of these partners, namely the CPC-Tanzania. It is instrumental to note here that the decision to utilize the national NCPCs was not just of important strategic partnership value, it led to the use national expertise to ensure that once the COAST Project was over the local stakeholders have a nationally recognized partner to assist them with further initiatives.

BACKGROUND ON THE CPCT

he Cleaner Production Centre of Tanzania (CPCT) was initiated in October 1995 under the UNIDO-**UNEP National Cleaner Production** Centres (NCPCs) Programme. In April 2005, it was legally registered as a not-for-profit Trust under the Trustees Incorporation Ordinance, Cap 375. Since then, the Centre has been coordinating and playing a catalytic role in the promotion of the cleaner production concept in the country by providing policy advice on environmental management, supporting demonstrations of cleaner production techniques and technologies, training industry and professionals in resource efficient and cleaner production, being a source of information on resource efficient and cleaner production in the country and networking at the local, regional and global levels.

The CPCT also hosts the Secretariat of the African Roundtable on Sustainable Consumption and Production (ARSCP), a regional coordinating institution that was established by a Charter adopted by the 3rd African Roundtable on Sustainable Consumption and Production (ARSCP-3) in Casablanca, Morocco, on 18 May 2004. It was registered as a not-for-profit nongovernmental organization (NGO) under the laws of the United Republic of Tanzania on 6 September 2004. The main objective of ARSCP is to promote sustainable consumption and production in Africa.

STRATEGIC NICHES OF THE CPCT

The Cleaner Production Centre of Tanzania (CPCT) has a wide experience in cleaner production and sustainable production and consumption issues. These include organizing and carrying out demonstration projects in industrial and business establishments: conducting assessments such as resource efficient and cleaner production (RECP) assessments; environmental impact assessments (EIAs); Technology Transfer E-waste assessments; assessments; Occupational Health and Safety audits/ assessments; conducting environmental and technical audits for industrial processes; monitoring and evaluation of projects; and assisting companies to establish Environmental Management Systems among many other functions related to sustainable consumption, pollution prevention and control and waste management.

To facilitate this, the CPCT has established and nurtured a good and long-term working relationship with the Vice President's office (VPO, responsible for the environment portfolio). This relationship was cemented



The Cleaner Production Centre's Director Prof. Cleophas Migiro (Centre) with the rest of the CPCT team in Bagamoyo (Photo: COAST Project)

at the Centre's inception, when the Centre, as a project, was inaugurated by the First Vice President, the late Dr. Omary Ali Juma in 1996. Since then the Centre has been working closely with the VPO in various activities and projects. For instance, the Centre implemented a NORAD funded five-year project on "Cleaner Production for Ecologically Sustainable Industrial Development in Tanzania" under the coordination of the VPO. The CPCT was also assigned to coordinate the Country Programme under the Montreal Protocol on Ozone depleting Substances (ODS) from 1997 to 2005. It also serves on the Steering and Technical Committees on Development/ Review of the National Implementation Plan (NIP) of the Stockholm Convention on Persistent Organic Pollutants (POPs).

THE CPCT'S PARTNERSHIP WITH THE COAST PROJECT

Since the COAST Project activities in the Bagamoyo Demo Site are coordinated by the VPO, the CPCT was assigned through a Memorandum of Understanding with the VPO to implement the UNIDO Transfer of Environmentally Sound Technology (TEST) Methodology in participating hotels in the area. This was to specifically cover the TEST Tool 1: Cleaner Production Assessments, TEST Tool 3: Environmental Management Systems and TEST Tool 5: Corporate Social Sustainability tools to as a guide to the hotels on how to adopt sustainable practices in their entire operational chain. It is important to note here that sustainability of the CPCT depends solely on income generated from the services it provides to its clients. The Centre works creatively in providing high quality and reliable services to the customers. This business model facilitates workers from various hotels and institutions undergoing trainings in the RECP concept upon request. To support such efforts, the Centre recently acquired a mobile laboratory which can be used for analysis of various parameters including water analysis (domestic and industrial), indoor and outdoor air quality, meteorological data (humidity, wind velocity, pressure, wind direction and temperature), and others (fluid flow, energy efficiency, etc).

INITIAL RESULTS FROM CPCTS WORK IN THE BAGAMOYO DEMO SITE

It is now well acknowledged that hotels consume considerable amounts of resources, especially energy and water and also generate a high volume of wastes. This contributes to the pressure on the biodiversity and ecosystem of the area, as well as having economic implications. This implies that, there is great potential for cleaner production (CP) opportunities in the hotel industry that will not only aide the hotels but also contribute to the surrounding natural environment and population. The CPCT has demonstrated that promotion and implementation of CP in hotels eventually results into significant cost savings in terms of reduced costs on resource utilization (i.e. water, energy and materials) and waste disposal. This was effectively

demonstrated through our work in the hotel establishments in the Bagamoyo Demo Site. For instance, one of the partner Hotels in Bagamoyo made a monthly saving of more than USD 2,000 on their electricity bill after implementing a few No-Cost and Low-Cost energy saving measures recommendations. The pay-back period on the total investment was a year.

Moreover, the adoption of good environmental and social management practices in hotels creates a good image of the hotel among the surrounding society and is also considered to be an effective marketing tool within the growing international tourism market of guests seeking environmentally and socially responsible hotels. The work of the CPCT with the hotels in Bagamoyo contributed greatly in helping the hotels develop environmental policies to strengthen their environmental management work.

Hence in conclusion, based on the demonstration of the successful uptake of several No-Cost and Low-Cost recommendations for chemicals, energy, wastes, water and CSR and the resulting economic and environmental benefits attained, CPCT plans to extend this type of work to other hotels in the country. The future outlook for the CPCT and the sustainable development industry in Tanzania is indeed bright, and the CPCT will remain at the forefront of this work.



SEYCHELLES SUSTAINA TOURISM LA Seychelles is one of the adopted a local voluntary scheme for its hotels, the Seychelles is one of the countries that have

adopted a local voluntary eco-labeling award scheme for its hotels, the Seychelles Sustainable Tourism Label (SSTL). As a premier tourist destination in Africa, this is a bold move that seeks to ensure that the ever rising number of tourists do not cause ecological catastrophes in this coastal state. article presents the key elements of the SSTL and how it has advanced the quest for sustainable tourism in Seychelles.



Seychelles Sustainable Tourism Label Safeguarding Seychelles for Tomorrow



AN OVERVIEW OF THE TOURISM INDUSTRY IN SEYCHELLES

ourism is one the main pillars of the Seychelles economy. The sector contributes at least 25% to the Gross Domestic Product and provides approximately 15% of direct employment During the past decade, the industry has grown substantially with new tourism products coming online and achieving record numbers in terms of tourist arrivals. Over the recent years, the sector has increasingly recorded the highest number of visitors. For instance, statistics for 2012 shows a record with just over 208,000 visitors, the majority from France, Germany, Italy and Russia which account for 60% of the total visitors to the country.

BALANCING **SEYCHELLES'** TOURISM **GROWTH AND PRESERVING ITS FRAGILE** BIODIVERSITY

The growth in tourism during the past ten years has also resulted in more pressure on the local resources of the country. As a result of this, the Seychelles Government has had to balance between needs of economic development and the ever rising need to lessen and mitigate the negative impacts of such developments on the environment and its natural resources. This has led the country to shift its focus to market Seychelles as an Eco-tourism destination. As a result of this

initiative, the tourism industry in Seychelles has become more conscious of sustainability principles and practices resulting in the discovery of more nature-based attractions, products and services within the tourism attractions.

As a fragile ecosystem, the Seychelles archipelago belongs to one of the major biodiversity hotspots in the world. Approximately 47% of the country's landmass, and some 228km2 of its ocean territory, are under some form of protected status. However, Seychelles' biodiversity remains at risk from a variety of human induced pressures; making the conservation and sustainable use of biodiversity to be of vital importance for the country's sustainable development. In this regard, the Seychelles Government's decision to adopt the Seychelles Sustainable Tourism Label (SSTL) sought to ensure continuous sustainability of the country's most vital

sectors; tourism and the natural resources it depends on, the environment.

So far, five hotels have been certified with the SSTL label, they are the Constance Ephelia Resort and Spa; the Berjaya Beau Vallon Bay Resort and Casino; the Hanneman Holliday Apartment. Two other hotels, the Kempinski Seychelles Resort and the Banyan Tree Seychelles successfully assessed and received their certification on 21st September, 2013. There are also a number of hotels that have expressed interest in the label and are at various stages of preparation of accessing the label. Getting hotels to apply for the label involves various correspondence, meetings, and explaining the criteria and their benefits. As a form of encouragement, the smaller establishments are provided with free technical assistance by the Government.

The concept behind the development of the

Seychelles Sustainable Tourism Label (SSTL) originated from the Tourism Department, Ministry of Tourism and Transport work in the preparation of Vision 21, a national blueprint, which entailed a comprehensive Tourism Master Plan 2001-2010 and the Seychelles Eco-tourism Strategy for the 21st Century (SETS-21). The Seychelles Ministry of Tourism and Transport adopted the SSTL project in 2004 (and later the Seychelles Tourism Board in 2007) and conducted preparatory research on sustainable tourism Labels. As a follow up, a committee of key stakeholders was established and a set of preliminary criteria developed. The draft criteria were piloted by the STB but the SSTL award scheme could not be implemented due to lack of financial resources. After some 5 year lull, the SSTL project gathered steam towards the end of 2009 through a UNDP-GEF supported initiative to mainstream biodiversity management into production sector activities.

THE SEYCHELLES SUSTAINABLE TOURISM LABEL – HOW IT WORKS

The SSTL aims to have participating hotels operate under the following basic principles:

- a. Develop and implement a sustainability policy;
- b. Monitor energy, water, and waste over time;
- c. Take steps to conserve resources;
- d. Promote local and small-scale businesses;
- e. Treat staff fairly and be in compliance with all laws and regulations;
- f. Contribute to community development and conservation activities;

Expected benefits for Participating Hotels

1. Marketing Related benefits

- Certification provides operators with a competitive advantage over other uncertified enterprises for marketing purposes;
- Certified properties are highlighted in the Seychelles Tourist Board stay guide;
- Certified properties have the right to use the Label on their website and marketing materials;
- Responsible hotels are promoted at periodic trade fairs;
- Certified properties are listed on the SSTL website;
- Guest satisfaction is likely to increase with the communication of sustainability achievements of the enterprise;

2. Cost savings Related benefits

- Utility costs are likely to decrease due to increase awareness, monitoring and use of improved technology;
- Staff replacement costs are likely to decrease as research shows sustainability initiatives build staff motivation and increase retention rates;

THE SSTL LABEL PROCESS

STEP 1: COMMUNICATION

The first step towards uptake of the SSTL is to communicate the label Message and its benefits of the certification process to accommodation managers and owners. This involves communication, stakeholder engagement, and awareness-raising. This process Started in September 2011 with the launching of the logo and branding is ongoing.

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STEP 2: APPLICATION

The interested hotels should apply to SSTL by way of letter or email, and attach a copy of Their internal audit results. This self-assessment form is the same form used by assessors only Instead of points, the hotel notes Yes/No for each criterion. An application fee applies. Small Hotels (1-24rooms):400€, Medium size hotels (25-50 room) 800€ and large hotels (51+rooms) 1000€ The SSTL will officially opened applications on 1st of June 2012.

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STEP 3: ASSESSMENT

The application and statement of compliance from the hotel is reviewed and if It is deemed complete, an assessor identified and an assessment date is set with the hotel.

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STEP 4: VERIFICATION

Assessment forms are verified for completeness and scoring of each section is reviewed. Once satisfied that the hotel has scored the required number of points the hotel is recommended for an award with an "approved" status. Should the hotel not score the minimum required points, it will be recommended for re-assessment within six months with a "pending "status.



STEP 5: AWARD

An award panel meets at least every two months to review the recommendations made by SSTL. The panel confirms the award recommendation unless some irregularity is identified or further information is required. A written appeal may be made to the SSTL and will be reviewed by Awards panel. If an irregularity is identified, the hotel will be reassessed by a different assessor.

MAIN ENVIRONMENTAL ISSUES UNDER THE SSTL

1. MANAGEMENT

This section includes policy, monitoring, health and safety. It requires some sustainability documentation that will ensure the hotel's sustainability initiatives are undertaken systematically.

2. WASTE

Waste has a number of potentially serious environmental impacts including posing risks to the health of guests, staff and local communities. Waste reduction is therefore a widely understood and visible form of sustainable practice and presents a good opportunity to foster support from all the stakeholders. Reducing, Reusing and Recycling are effective ways of cutting business costs.

3. WATER

The broad aim of good practices in water use is to reduce the amount of fresh water used by hotels. This reduces the impact on fresh water supplies as well as the potential for water pollution. As with waste, the first step is to reduce water use through conservation and rainwater collection, and then to explore options for water reuse and recycling.

4. ENERGY

Energy typically comprises up to 50% of a hotel's utility operating costs. Reducing energy use is the area that is likely to have the most significant financial benefits to an enterprise. Energy reduction practices can consist of 'management' practices that change staff and/or guest behavior in order to reduce energy use.

5. CONSERVATION

Most sustainability practices focus on reducing the negative impact of a business on the environment or the community in which they operate. The community and conservation criteria reflect the fact that an important part of sustainable tourism is to make a positive contribution toward the local community and toward local conservation activities.

6. STAFF

Staff and guest-related practices are of significant importance to the sustainability of a hotel enterprise and of tourism in the Seychelles. The Staff criteria aim to recognize fair treatment of staff and staffing opportunities given to local people to reduce staff turnover and encourage loyalty.

7. COMMUNITY

A hotel can get recognition for its community participation and conservation practices, only if it keeps all the record of such activities. This may include receipts or letters of gratitude from community groups, photos of conservation work, or testimonials from community members.

8. GUESTS

The guest criteria recognize the importance of guest satisfaction to the sustainability of the business. Satisfied guests go home and recommend Seychelles to their friends. Word of mouth is one of the most effective forms of tourism marketing.

THE BERJAYA BEAU VALLON BAY RESORT & CASINO: A SEYCHELLES SUSTAINABLE TOURISM LABEL HOTEL

Being a seasoned establishment of sustainable practices located in Mahe Seychelles, Berjaya Beau Vallon Bay Resort & Casino was the first resort to be accredited under the SSTL for its bold decision to integrate sustainability practices in its operations by the Seychelles Tourism Board (STB) and the Seychelles Sustainable Tourism Label (SSTL). Berjaya was awarded because it adopted and customized the full range of criteria covering areas such as management, waste, water, energy, staff, conservation, community and lastly guests.

Among others, the hotel prides itself of promoting the following key sustainability principles:

1. Targeting trainings to hotel staff and awareness raising initiatives for hotel guests on how to enhance sustainability issues in hotel e.g. efficient water and energy use, re-use of towels, local food sourcing, etc.

2. Harvesting of rain water for use in cleaning operations of the hotel areas and recycling the water for gardening and on-site farming purposes;

3. Using flowers and fruits in the hotel operations that are grown on site and purchasing only local produce from the local community rather than importing goods;

4. Supporting a local school to manage an agricultural farm that also supplies produce to the hotel.

Website: http://www.berjayahotel.com/mahe/



Mr. Gulab Rai, the Area General Manager for Berjaya Hotels & Resorts shares the key sustainability practices at the hotel (Photo. COAST Project)

CONSTANCE EPHELIA'S ENVIRONMENTAL COMMITMENT WITH A UNIQUE PASSION FOR PRESERVATION

he Constance Ephelia Resort in Seychelles is a premier holiday vacation resort on the Western Coast of Seychelles. It is one of the hotels that received the SSTL certification from the Seychelles Tourism Board (STB) and the Seychelles Sustainable Tourism Label (SSTL) in 2012. This resort which neighbors a protected park area has endeavored to fully blend its hotel infrastructure with the environment, to leave minimum interference with the environment. To work with an international standard, Constance Ephelia is on its way to getting GREEN GLOBE certified in 2014.

In May 2011, Constance Ephelia benefited from a grant of USD 40,000 from UNDP/GEF/ Government of Seychelles for a project titled "Enhancing Conservation of Biodiversity at Port Launay". The main objective of the project was to improve the coordinated management of the Port Launay mangrove adjacent to the hotel site by all community



Mr. Cedric from the Constance Ephelia Seychelles Resort explaining to a visiting team from the COAST Project the results of the mangrove regeneration programme (Photo: COAST Project)

partners and to start looking at co-management of other adjacent То date, areas. the hotel boasts having all the seven mangrove species thriving on its property, and has also implemented the following key sustainability activities:

1. A water desalination plant, that converts saline water into potable water that is stationed within the hotel premises, thereby resulting in significant economic savings and reduced environmental impact on the Island landfill as reusable glass bottles are used rather than procuring 200,00 plastic water bottles per year;

2. Given that drinking water is such a precious resource on the Island, the water plant also ensures that drinking water resources are not depleted from the needs of the surrounding community given the large needs that the hotel has given its size;

3. The chemicals used for the laundry, housekeeping and kitchen are all mild, biodegradable with non-eutrophicating potential;

4. Regular beach awareness and cleaning activities involving the hotel staff, guests, local communities and schools

Website: http://epheliaresort. constancehotels.com/;







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