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**KM&C  
PRODUCTS  
PRODUCED  
UNDER THE  
COAST  
PROJECT**

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**MATERIALS AND  
PRODUCTS**

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**COAST PROJECT**

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## Table of Contents

Figure 1: BAPS/BATS Poster - October 2012 .....	3
Figure 2: COAST BRANDED USB STICKS – September 2013.....	4
Figure 3: Cameroon – September 2013 .....	5
Figure 4: Gambia banner – September 2013.....	6
Figure 5: Ghana Banner – September 2013 .....	7
Figure 6: Kenya Banner – September 2013.....	8
Figure 7: Mozambique Banner – September 2013 .....	9
Figure 8: Nigeria Banner – September 2013 .....	10
Figure 9: Senegal Banner – September 2013 .....	11
Figure 10: Seychelles Banner – September 2013.....	12
Figure 11: Tanzania Banner – September 2013.....	13
Figure 12: Folder – September 2013 .....	14
Figure 13: Lanyard – September 2013 .....	15
Figure 15: Pamphlet – October 2013.....	15
Figure14: Regional Banner – October 2013 .....	16
Figure 15: Country Sticker – 7 – October 2013.....	17

# Figure 1: BAPS/BATS Poster - October 2012

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

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



### ABSTRACT

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

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

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

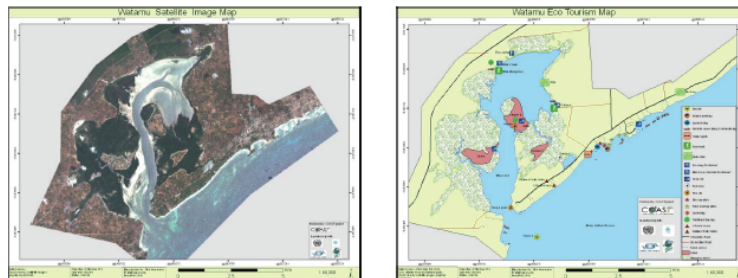
The project seeks to produce BAPs/BATs adoption models that can be replicated at a national or regional scale. This adoption process is initially being targeted through the preparation and implementation of thematic project briefs for each of the demonstration sites. These project briefs are designed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

### 1. "ST-EP" A BAP FOR ECOTOURISM

#### THE SEVEN SUSTAINABLE TOURISM – ELIMINATING POVERTY MECHANISMS:

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

### 3. MAPPING AND "HOTSPOT IDENTIFICATION" FOR RMRM



### 4. REPLICATION

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

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

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

### 5. SOURCES AND FURTHER READING

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Bernaudo, L., Caba Pagan, V. 2012. Transfer of environmentally sound technology methodology in Latin American industry: Honduras case study. In Water and the Green Economy: Capacity Development Aspect, UNW-OPC, United Nations University, Germany.

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### 2. "TEST" A BAP/BAT FOR EMS

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

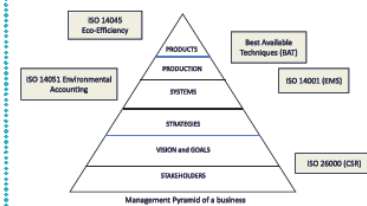
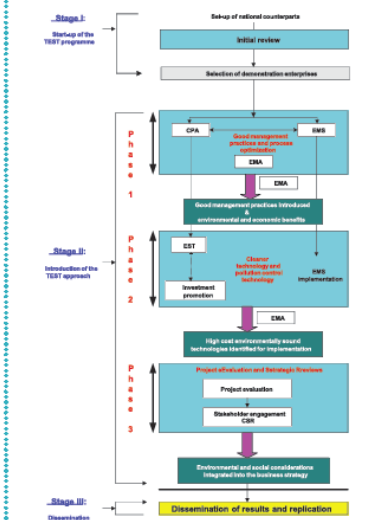


FIGURE 2. TEST implementation road map with individual tools used at each stage of implementation



**Figure 2: COAST BRANDED USB STICKS – September 2013**



Figure 3: Cameroon – September 2013



### KRIBI LA BELLE

"Promouvoir un tourisme côtier  
écologiquement durable et  
économiquement viable dans la  
zone de Kribi"



Utiliser l'Initiative ST-EP  
(Tourisme Durable - Élimination  
de la Pauvreté) de l'OMT  
pour améliorer la contribution  
du tourisme au développement  
socio-économique et à la  
conservation de la biodiversité





MINISTÈRE DE L'ENVIRONNEMENT, DE LA PROTECTION  
DE LA NATURE ET DU DÉVELOPPEMENT DURABLE  
(MINISTRY OF ENVIRONMENT, NATURE  
PROTECTION AND SUSTAINABLE DEVELOPMENT)



MINISTÈRE DU TOURISME ET DES LOISIRS  
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Website | [www.coast.tn.cam.org](http://www.coast.tn.cam.org)







Figure 4: Gambia banner – September 2013



SMILING COAST, THE GAMBIA



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



GAMBIA TOURISM BOARD (GTB)


NATIONAL ENVIRONMENT AGENCY (NEA)

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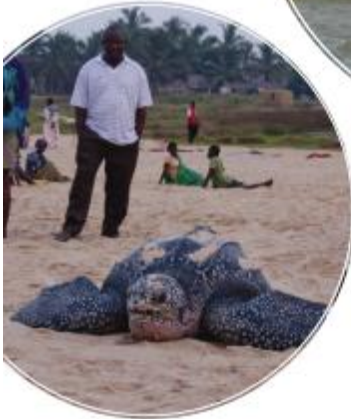


Figure 5: Ghana Banner – September 2013

**COAST**  
COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM







### SCENIC ADA

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



1. Private and public collaboration to improve sanitation in Ada Demo Site
2. Biodiversity monitoring and protection
3. Training and capacity building for stakeholders in environmental protection.


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Figure 6: Kenya Banner – September 2013

**COOAS**  
COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM




### WONDERS OF WATAMU





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



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



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

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

MINISTRY OF TOURISM

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Figure 7: Mozambique Banner – September 2013



## INHAMBANE, UM PARAISO TURISTICO



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



Uso de experiências de iniciativas do Turismo Sustentável para Alívio a Pobreza (ST-EP) da OMT para aumentar a contribuição do turismo no desenvolvimento socio-económico e conservação da biodiversidade

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



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





MINISTÉRIO PARA COORDENAÇÃO DA  
ACÇÃO AMBIENTAL



MINISTÉRIO DO TURISMO

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Website | [www.coast.helsinki.org](http://www.coast.helsinki.org)



Figure 8: Nigeria Banner – September 2013





**COAS**    
COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

**THE ALLURING BADAGRY**



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



LADO STATE ENVIRONMENTAL PROTECTION AGENCY  
(LASEPA) LADOJA BUILDING, STATE SECRETARIAT,  
KALAKA BIKALAKOBI STREET, IBERRA

LADO STATE MINISTRY OF TOURISM &  
INTER-GOVERNMENTAL RELATIONS BLDG.,  
LADO STATE IBERRA

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Facebook | COAS1 Project <http://www.facebook.com/TheCOASProject>  
Website | [www.coastjwibarr.org](http://www.coastjwibarr.org)

Figure 9: Senegal Banner – September 2013



SALY VILLE, PROPRE POUR UNE STATION DURABLE



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

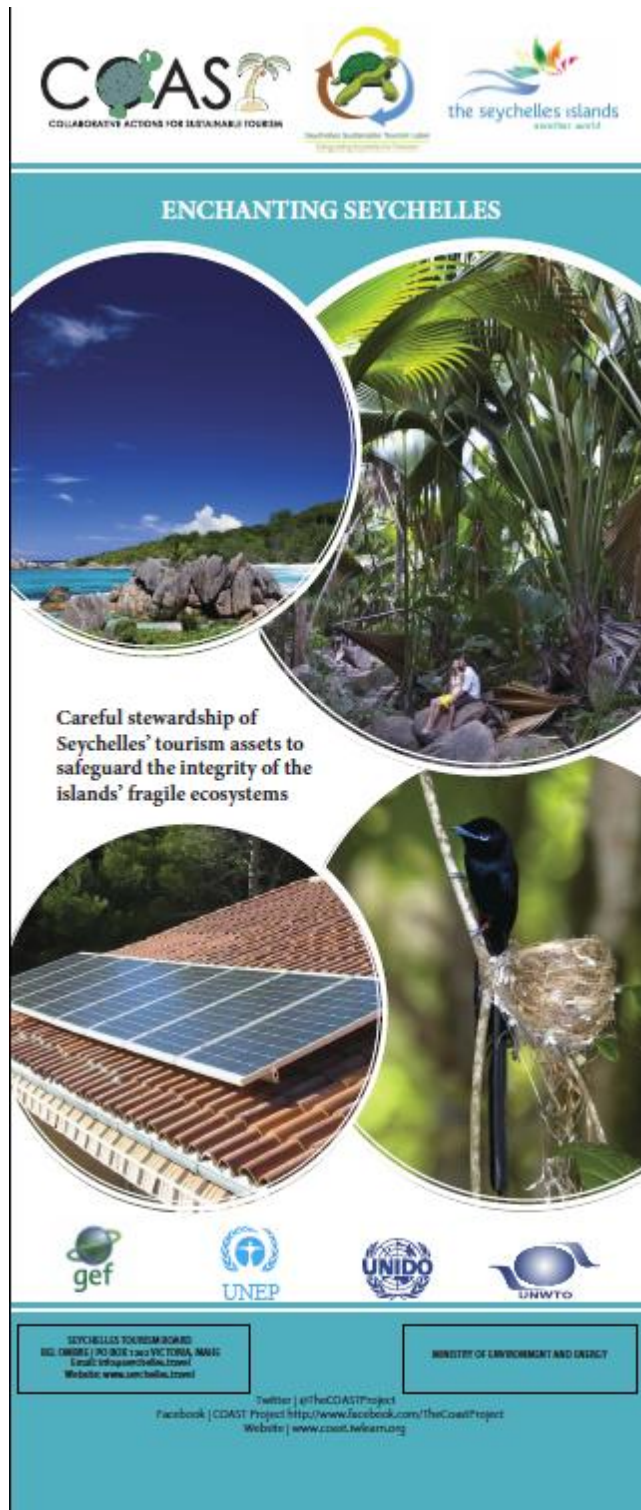


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Figure 10: Seychelles Banner – September 2013



The banner features a teal header with logos for COAS (Collaborative Actions for Sustainable Tourism), the Seychelles Sustainable Tourism Centre, and the Seychelles Islands Development Authority. Below the header, the title "ENCHANTING SEYCHELLES" is centered. The main content area contains four circular images: a coastal scene with large rocks and turquoise water, a lush tropical forest with a person sitting on a rock, a solar panel on a tiled roof, and a black bird on a branch with a mud nest. A central text block reads: "Careful stewardship of Seychelles' tourism assets to safeguard the integrity of the islands' fragile ecosystems". The footer includes logos for GEF, UNEP, UNIDO, and UNWTO, along with contact information for the Seychelles Tourism Board and the Ministry of Environment and Energy.

**COAS**  
COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

**the seychelles islands**  
another world

**ENCHANTING SEYCHELLES**

Careful stewardship of  
Seychelles' tourism assets to  
safeguard the integrity of the  
islands' fragile ecosystems

**gef** **UNEP** **UNIDO** **UNWTO**

SEYCHELLES TOURISM BOARD  
BIL. COMBRE / PROJEKTE 1003 VICTORIA, MAAG  
Email: info@seychelles.tourism.gov.sc  
Website: www.seychelles.tourism.gov.sc

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Figure 11: Tanzania Banner – September 2013



### HISTORICAL BAGAMOYO

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



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



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




THE UNITED REPUBLIC OF TANZANIA,  
VICE PRESIDENT'S OFFICE

MINISTRY OF TOURISM AND  
NATURAL RESOURCES

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Figure 12: Folder – September 2013



The folder cover features the COAST logo at the top right, which includes a globe and a palm tree, with the text "COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM". Below the logo is a collage of circular images: a person carrying baskets, a large green leaf, and a tropical beach. On the left, there is a graphic of flags from various countries. Social media information is provided: "Twitter | @TheCOASTProject", "facebook | COAST Project http://www.facebook.com/TheCoastProject", and "Website | www.coast.iwlearn.org". At the bottom, logos for GEF, UNEP, UNIDO, and UNWTO are displayed.

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 UNEP UNIDO UNWTO

<p><b>ECO-TOURISM</b></p>	<p>Eco-tourism activities are being implemented in six countries led by UNWTO, using the approach and experiences gained by UNWTO in its Sustainable Tourism-Eliminating Poverty Initiative (ST-EP). (Cameroon, The Gambia, Ghana, Kenya, Nigeria, Tanzania. For Mozambique &amp; Seychelles there is an agreement in place for the sharing of lessons.) These activities are geared towards empowering local communities economically while involving them in the sustainable management of tourism resources in their local coastal areas;</p>	<p><b>SUSTAINABLE TOURISM AND GOVERNANCE MANAGEMENT (STG&amp;M)</b></p>	<p>The Sustainable Tourism and Governance Management cross cutting activities in the project provide an analytical basis for current and future coastal sustainable tourism policy review, action planning and project implementation within a sub-Saharan context.</p>
<p><b>ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)</b></p>	<p>UNIDO is the thematic leader for this component and is applying UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology to the local hotel sector in four countries (Kenya, Mozambique, Senegal and Tanzania). TEST introduces 5 management tools (Cleaner Production Assessments (CPA); Environmental Management Accounting (EMA); Environmental Management Systems (EMS); Environmentally Sound Technology (EST); and Corporate Social Responsibility (CSR) ) with the aim for the participating hotels to change their management practices in a holistic manner in order to ensure the sustainable introduction of green practices that in turn are aimed at improving the environmental management and competitiveness of their respective establishments, as well as providing benefits to the surrounding natural environment and local stakeholders.</p>	 <p>COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM</p>	
<p><b>REEF AND MARINE RECREATION MANAGEMENT (RMRM)</b></p>	<p>EcoAfrica are the UNIDO sub-contracted thematic leader for this thematic area and work across three countries (Kenya, Mozambique and Tanzania). The RMRM work focuses on reef surveys and GIS mapping of sensitive areas and damaged sites within the COAST Demo Sites in these three countries, and includes management planning, awareness creation and capacity building on reef management and conservation to reduce pollution, loss of biodiversity and other negative impacts of tourism to the reef and marine areas.</p>	 <p>COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM</p> <p>gef UNEP UNIDO UNWTO</p>	

Figure 13: Lanyard – September 2013

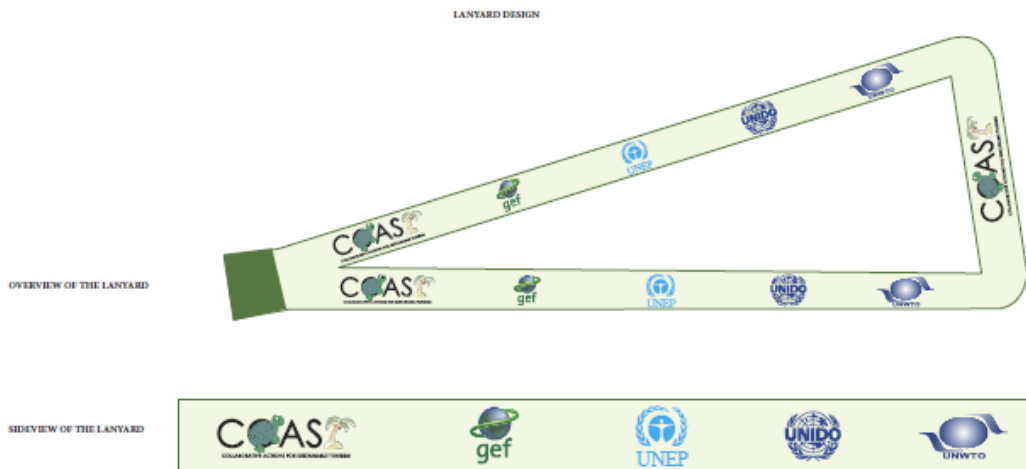


Figure 4: Pamphlet – October 2013

## SUPPORTING SUSTAINABLE COASTAL TOURISM PRACTICES IN AFRICA

COAS  
COLLABORATIVE ACTION FOR SUSTAINABLE TOURISM

gef  
GLOBAL ENVIRONMENTAL FACILITY  
PROJECTS BY UNWTO

UNEP  
UNWTO

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

COCONUT COAST

### ECO-TOURISM

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

UNIDO is the thematic leader for this component and is applying UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology to the local hotel sector in four countries (Kenya, Mozambique, Senegal and Tanzania).

TEST introduces 5 management tools:

1. Cleaner Production Assessment (CPA)
2. Environmental Management Accounting (EMA)
3. Environmental Management System (EMS)
4. Environmentally Sound Technology (EST)
5. Corporate Social Responsibility (CSR)

TEST tools support the participating hotels to change their management practices in a holistic manner in order to ensure the sustainable introduction of green practices that in turn are aimed at improving the environmental management and competitiveness of their respective establishments, as well as providing benefits to the surrounding natural environment and local stakeholders.

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### SUSTAINABLE TOURISM GOVERNANCE AND MANAGEMENT (STG&M)

The Sustainable Tourism and Governance Management cross cutting activities in the project provide an analytical basis for current and future coastal sustainable tourism policy review, action planning and project implementation within a sub-Saharan context.

### REEF AND MARINE RECREATION MANAGEMENT (RMRM)

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



Figure14: Regional Banner – October 2013



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

**1. ECO-TOURISM**



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

**2. ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)**



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

**3. REEF AND MARINE RECREATION MANAGEMENT (RMRM)**



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

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

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




E-mail: [L.Bernaumat@unido.org](mailto:L.Bernaumat@unido.org) | Twitter | @TheCOASTProject  
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Website: [www.coast.iwlearn.org](http://www.coast.iwlearn.org)




Figure 55: Country Sticker – 7 – October 2013

THE UNITED REPUBLIC OF TANZANIA,  
VICE PRESIDENT'S OFFICE




MINISTRY OF TOURISM  
AND NATURAL RESOURCES

DISCOVER & SUPPORT  
OUR ECO TOURISM







ASK US!

# Bagamoyo



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COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM



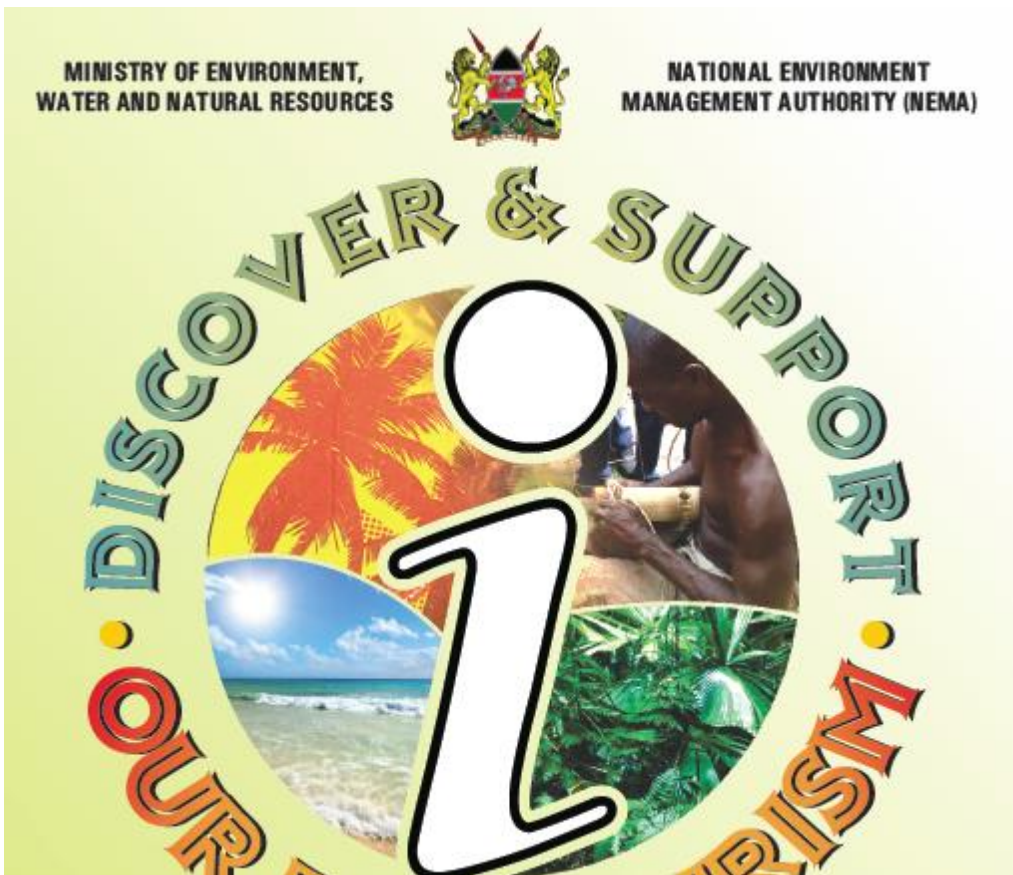
  



MINISTRY OF ENVIRONMENT,  
WATER AND NATURAL RESOURCES



NATIONAL ENVIRONMENT  
MANAGEMENT AUTHORITY (NEMA)



ECO TOURISM

ASK US!

# Badagry

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COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM

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GLOBAL ENVIRONMENT FACILITY  
INVESTING IN OUR PLANET



MINISTRY OF ENVIRONMENT,  
WATER AND NATURAL RESOURCES



NATIONAL ENVIRONMENT  
MANAGEMENT AUTHORITY (NEMA)

DISCOVER & SUPPORT  
OUR ECO TOURISM



# Watamu

WATAMU MARINE ASSOCIATION



GLOBAL ENVIRONMENT FACILITY  
INVESTING IN OUR PLANET



MINISTRY OF ENVIRONMENT, SCIENCE,  
TECHNOLOGY & INNOVATIONS



MINISTRY OF TOURISM,  
CULTURE & CREATIVE ARTS

DISCOVER & SUPPORT  
OUR ECO TOURISM

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US!

Ada



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COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM



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INVESTING IN OUR PLANET



GAMBIA TOURISM BOARD  
(GTBOARD)



NATIONAL ENVIRONMENT AGENCY  
(NEA)

DISCOVER & SUPPORT  
OUR ECO TOURISM

ASK  
US!

# The Gambia



GLOBAL ENVIRONMENT FACILITY  
INVESTING IN OUR PLANET



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MINISTRY OF TOURISM AND LEISURE



MINISTÈRE DE L'ENVIRONNEMENT DE LA PROTECTION  
DE LA NATURE ET DU DÉVELOPPEMENT DURABLE  
MINISTRY OF ENVIRONMENT, NATURE PROTECTION  
AND SUSTAINABLE DEVELOPMENT

DISCOVER  
DÉCOUVREZ SUPPORT  
SOUTENEZ

THE ECOTOURISM

COTOURISME

DEMANDEZ  
**ASK US!**  
NOUS

# Kribi



COAS



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DÉCOUVREZ LE PORT  
D'ECOTOURISME

# 1

THE ECOTOURISM  
COTOURISME

DEMANDEZ  
**ASK US!**  
NOUS

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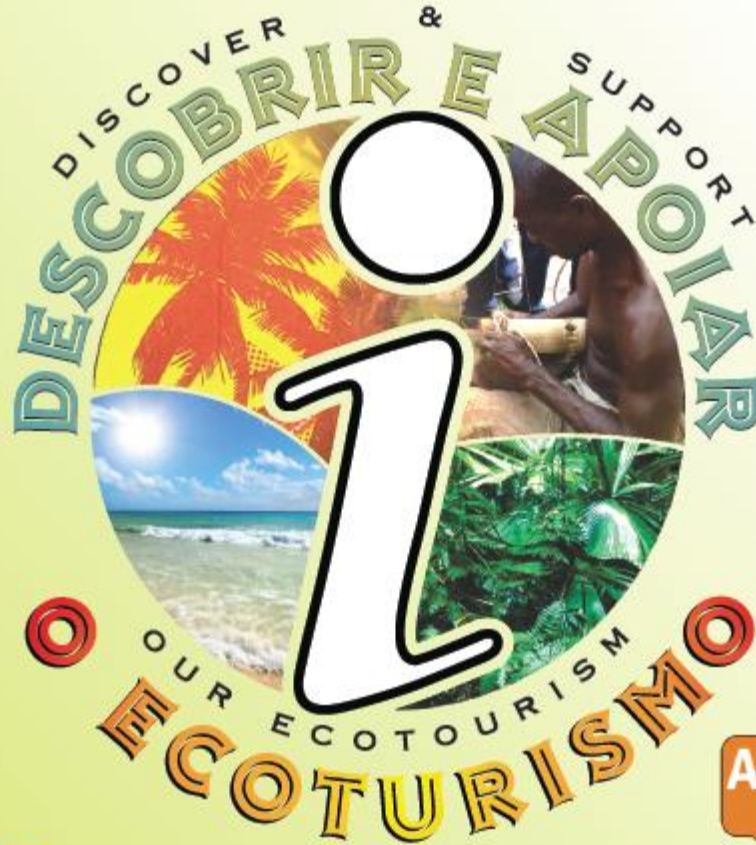




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DA ACÇÃO AMBIENTAL



MINISTÉRIO DO TURISMO



Inhambane

