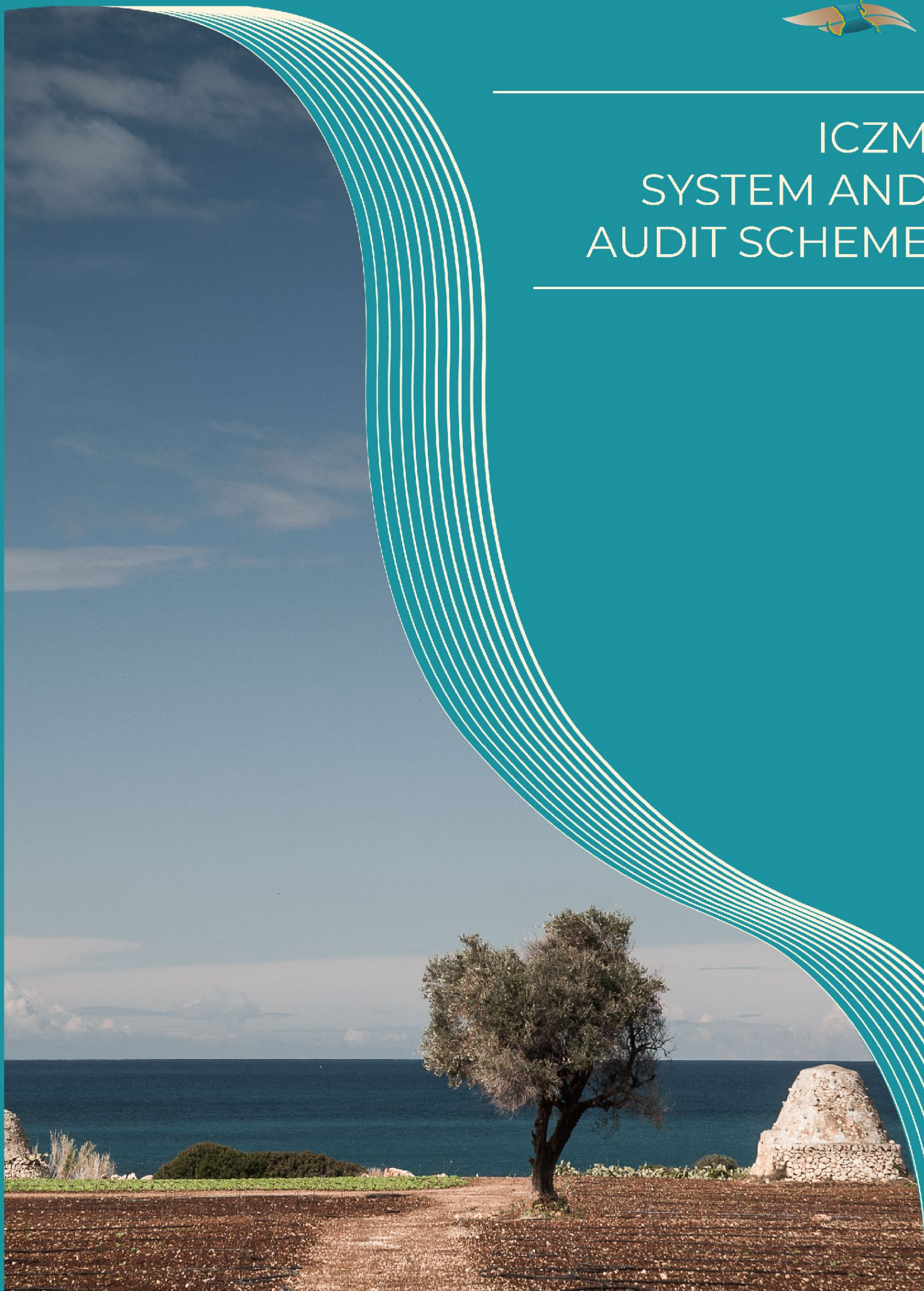




ICZM SYSTEM AND AUDIT SCHEME



Coordination:	Marina Marković, PAP/RAC Daniela Addis, National Project Coordinator for Italy Ina Janushi and Rezart Kapedani, National Project Coordinators for Albania Tea Marasović, PAP/RAC
Author:	Elisa Ulazzi
Proofreading:	Alkemist studio LLC
Cover design:	Tessa Bachrach-Krištofić
Layout editing:	Old school S.P.
Cover photo:	© N. Russo

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The report was prepared as part of the Transboundary CAMP Otranto project.

For citation:

UNEP/MAP – PAP/RAC (2023). ICZM System and Audit Scheme. Priority Actions Programme / Regional Activity Centre (PAP/RAC), Split (Croatia). Pp. 28 + annexes

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1. Introduction

Integrated Coastal Zone Management (ICZM) is a **dynamic, multidisciplinary and interactive process** to promote sustainable management and use of coastal zones. The process covers the full cycle of information collection, planning, decision-making, management and monitoring of implementation of any kind of activity and involves all stakeholders across the different sectors to ensure broad support for the implementation of defined management strategies, plans and programmes.

The legally binding instrument on integrated coastal zone management of the Mediterranean coastal zones is the **Barcelona Convention Protocol on Integrated Coastal Zone Management in the Mediterranean** (adopted in 2008 and entered into force in 2011). Under the Protocol, Parties are called to take the necessary measures to strengthen regional cooperation in order to meet the objectives of ICZM. Such measures include those aimed at protecting the characteristics of certain specific coastal ecosystems, those aimed at ensuring the sustainable use of the coastal zone, and those aimed at ensuring that the coastal and maritime economy is adapted to the fragile nature of coastal zones. At the international level, the management of coastal areas is treated in many legal instruments, not necessarily in the field of environmental protection. Numerous international instruments can be cited that are related to various intertwined themes that need to be taken into account as part of ICZM. Among these, **Conceptual Framework for Marine Spatial Planning in the Mediterranean** within UNEP/MAP Barcelona Convention, is particularly relevant, along with Directive 2014/89/EU of the European parliament and of the council of 23

July 2014 establishing a framework for Maritime Spatial Planning (**EU MSP Directive**).

Considering local environmental, historical and socio-economic characteristics, one of the activities in the framework of the CAMP Otranto project foresees the establishment and implementation of an **ICZM management System and Audit Scheme (ICZM SAS), in order to assess and support relevant ICZM-related public and private (economic) activities on the local level.**

The overall objective of this scheme is to assess socio-economic and environmental performance of local entities, support their continuous improvement towards coastal sustainability, validate/certificate their process and initiatives and promote their practice and achievements. It is allowing **voluntary participation by any kind of activities, including those** related to local production systems of agri-food, artisan and manufacturing type, sustainable tourism, responsible fisheries and aquaculture, green ports and alike, with particular reference to private organizations and distinctive economic activities located within coastal zones.

The SAS is to be seen as **a recognisable reward tool for the activities on the coastal zones in the light of the ICZM principles and objectives**, creating a **label** that certifies such adherence. The ICZM SAS was developed in a step-wise approach as detailed in the [Methodology for the development of the ICZM SAS](#). The tool is to be further validated and implemented as part of (future) CAMP projects, and then extended to the whole Mediterranean area.

2. Background framework for ICZM SAS criteria definition

According to the legally binding protocol on ICZM in the Mediterranean, decision-makers are directly entitled to define strategies, policies, plans and programmes in order to achieve ICZM objectives defined by Art. 5 of the aforementioned Protocol:

1. facilitate, through the rational planning of activities, the sustainable development of coastal zones by ensuring that the environment and landscapes are taken into account in harmony with economic, social and cultural development
2. preserve coastal zones for the benefit of current and future generations
3. ensure the sustainable use of natural resources, particularly with regard to water use
4. ensure preservation of the integrity of coastal ecosystems, landscapes and geomorphology
5. prevent and/or reduce the effects of natural hazards and in particular of climate change, which can be induced by natural or human activities
6. achieve coherence between public and private initiatives and between all decisions by the public authorities, at the national, regional and local levels, which affect the use of the coastal zone.

Art. 6 of the ICZM Protocol defines the general principles for ICZM (ref. to Box 1), that intrinsically recalls concepts, instruments and tools to be considered and/or to used. These are principles that decision-makers have to take into consideration when defining regulatory and planning provisions, and that each stakeholder (public or private), that is, key actor of the ICZM process, have to apply when implementing their activities.

The geographic scope of the Protocol includes both the land and marine part of the coastal zone and it follows that planning should be equally applied to both its components. Therefore, although marine spatial planning (MSP) is not explicitly mentioned, it is clear that the planning of the marine space is a concept already taken on board by the Protocol.

MSP can be defined as “a public process of analysing and allocating the spatial and temporal distribution of human activities in marine areas to achieve ecological, economic, and social objectives that usually have been specified through a political process”.¹ In practice, MSP encompasses undertakings and initiatives on how to use the sea space in line with societally agreed goals, values and targets. The results of the MSP process can be plans, permits and other administrative decisions on the spatial and temporal distribution of relevant existing and future activities and uses in the marine waters, but also different non-binding visions, strategies, planning concepts, guidelines and governance principles related to the use of sea space.

In the framework of the Barcelona Convention, MSP is further detailed as part of the [Conceptual Framework for Marine Spatial Planning in the Mediterranean](#) that:

- provides a common context to Contracting Parties (CPs) for the implementation of MSP in the Mediterranean Region
- considers MSP as the main tool or process for the implementation of ICZM in the marine part of the coastal zone.

¹ Ehler, Charles, and Fanny Douvère. *Visions for a Sea Change. Report of the First International Workshop on Marine Spatial Planning*. Intergovernmental Oceanographic Commission and Man and the Biosphere Programme. IOC Manual and Guides, 46: ICAM Dossier, 3. Paris: UNESCO, 2007

Box 1. ICZM Principles

- a) The biological wealth and the natural dynamics and functioning of the intertidal area and the **complementary and interdependent nature of the marine part and the land** part forming a single entity shall be taken particularly into account.
- b) All elements relating to hydrological, geomorphological, climatic, ecological, socio-economic and cultural systems shall be taken into account in an **integrated manner**, so as not to exceed the carrying capacity of the coastal zone and to prevent the negative effects of natural disasters and of development.
- c) The **ecosystems approach (EcAp)** to coastal planning and management shall be applied so as to ensure the sustainable development of coastal zones.
- d) Appropriate **governance** allowing adequate and timely **participation** in a transparent decision-making process by local populations and stakeholders in civil society concerned with coastal zones shall be ensured.
- e) Cross-sectorally organized **institutional coordination** of the various administrative services and regional and local authorities competent in coastal zones shall be required.
- f) The formulation of **land use strategies, plans and programmes** covering urban development and socio-economic activities, as well as other relevant sectoral policies, shall be required.
- g) The **multiplicity and diversity of activities** in coastal zones shall be taken into account, and priority shall be given, where necessary, to public services and activities requiring, in terms of use and location, the immediate proximity of the sea.
- h) The **allocation of uses** throughout the entire coastal zone should be balanced, and unnecessary concentration and urban sprawl should be avoided.
- i) Preliminary assessments shall be made of the **risks** associated with the various human activities and infrastructure so as to prevent and reduce their negative impact on coastal zones.
- j) **Damage** to the coastal environment shall be **prevented** and, where it occurs, appropriate **restoration** shall be effected.

Moreover, the ICZM Protocol as well as the [Conceptual Framework for Marine Spatial Planning in the Mediterranean](#) highlight the necessity to take into account the concept of “**land-sea interactions**” (LSI) (ref. to Box 2). In fact, the analysis of the interactions between land and marine components of the coast is a key element of the ICZM process and includes ecological processes crossing the coastline delimitation, interactions among land and sea-based activities and socio-cultural values as well as planning processes. LSI analysis is not a new discipline or requirement, but it is an intrinsic component of the ICZM process, which is needed to ensure that the land and sea components of the coastal area are planned and managed in a connected and coherent way.

Also, ICZM Protocol straighten the importance to use an **ecosystems approach** to coastal (including marine) planning and management as a strategic approach towards sustainable development in the region that integrates all of its three components, i.e. environmental, social and economic. The ecosystem approach goes

beyond examining single issues, species, or ecosystem functions in isolation. Instead, it recognizes ecological systems for what they are: rich mixes of elements that interact with each other continuously. The **Ecosystems Approach (EcAp)** is also the guiding principle to all policy implementation and development undertaken under the auspices of UNEP/MAP Barcelona Convention, with the ultimate objective of achieving the Good Environmental Status (GES) of the Mediterranean Sea and Coast. This also applies to the ICZM Protocol and the related planning of land and sea based marine activities, therefore including MSP implementation..

So far, the framework of application of the ICZM objectives and principle, is not restricted to the ICZM Protocol, but it is linked and integrated in several policies’ definition and planning processes and involves several actors operating in the coastal area. Indeed, links between EcAp, MSP and ICZM principles are wide and articulated (Figure 1).

Box 2. Land and Sea Interactions

The term "land sea interactions" (LSI) is usually used in the context of planning and management of marine and coastal areas. Several studies highlight the double direction of LSI, land toward sea and sea toward land:

- a) Interactions related to land-sea natural processes. Implications of such processes on coastal environment and on coastal socio-economic aspects shall be identified and assessed considering their dynamic nature, in order to include them into the planning and management processes. At the same time, human activities can interfere with natural processes. The analysis of the expected impacts of land and marine activities should include the evaluation of their effects on LSI natural processes and the potential consequent effects on natural resources and ecosystem services.
- b) Interactions among land and sea uses and activities. Almost all maritime uses need support installations on land (such as the ports for shipping, marinas for yachting or grid connections for offshore wind farms), while several uses existing mostly on the land part (e.g. tourism, recreational activities, and land-based transport) expand their activities to the sea as well. These interactions shall be identified and mapped, assessing their cumulative impacts, benefits and potential conflicts and synergies, from the point of view of their environmental, social and economic implications (UNEP/MAP PAP/RAC & University of Thessaly, 2015).

Possible land-sea interactions of some typical maritime sectors are also described in the study prepared by Shipman et al. (2018) for the Directorate General for the Environment of the European Commission. These guidelines consider the following sectors: aquaculture, desalination, fisheries, marine cables & pipelines, minerals & mining, ports & shipping, tourism & coastal recreation, offshore wind energy. Main LSIs relevant for each sector are identified, key data, potential analytical tools and mitigation management are suggested, together with stakeholders' categories to be involved and possible management options.

Taking into consideration the above, tiered and flexible approach for the assessment of land-sea interactions, embedded in the methodological guidelines, is proposed by PAP/RAC for an LSI analysis: [here](#).

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actors operating in the coastal area. Indeed, links between EcAp, MSP and ICZM principles are wide and articulated (Figure 1).

It is important to underline that ICZM (and all other related/linked policies, tools and instruments) is based on the following main guiding outskirts²:

- **Wide-ranging and long-term perspective:** One of the main characteristics of a coastal zone is its diversity – not just in environment but in social, cultural, institutional and economic characteristics. It is important to take into consideration all coastal characteristics, elements and their interactions and all processes acting in the concerned area also in terms of changing conditions over time and future forecasts. Although we cannot always predict the future, the key is to maintain flexibility in the face of uncertainty. Therefore, the precautionary principle³ is applicable to all uses of coastal space and resources.
- **Build on an understanding of specific conditions in the area of interest:** The ICZM in a specific area should be determined on the basis of the needs and

² Peter R. Burbridge (1999). The Guiding Principles for a European ICZM Strategy. Towards a European Strategy for Integrated Coastal Zone Management (ICZM). Brussels, Belgium

³ https://en.wikipedia.org/wiki/Precautionary_principle

conditions, strengths and weaknesses specific to the area and the dynamics and the evolution of the area as well.

The dynamic nature of the coastal systems should be understood and fully addressed in coastal plans and strategies, in particular for urban development planning. Great care must be taken to mitigate the incidence of natural and man-induced hazards and adapt to their impact upon coastal populations and economic investments.

- **Use participatory planning to develop consensus:** Responsibility for coastal management activities is often divided amongst a wide range of government agencies, services and administrations operating on a sectoral or territorial basis. Often, there is split and overlapping management between national and local level governments. Therefore, the ICZM approach must involve all of those involved in sectoral policy and decision-making – from local to regional, national and European levels. The principle of subsidiarity will guide the assignment of management responsibilities between different levels

of government, but it is critical that policies and actions at different levels are consistent.

Furthermore, participation provides a means to harness local knowledge, energy and commitment, and to arrive at a genuine understanding of coastal management issues, and of other stakeholders' perspectives. Ownership of the process provides a solid foundation for adoption and implementation of ICZM strategies.

- **Use a combination of instruments to achieve coastal management objectives:** ICZM is a continuous and iterative process and provides a means to accept and reconcile different objectives for coastal areas in order for multiple social, economic, cultural and environmental goals to be achieved. Nowadays there are number of instruments already developed and/or under development, that can be useful or that can support the ICZM process. Important among them are those related to the definition of the basic conditions of the coastal area and cumulative impacts that require immediate action.

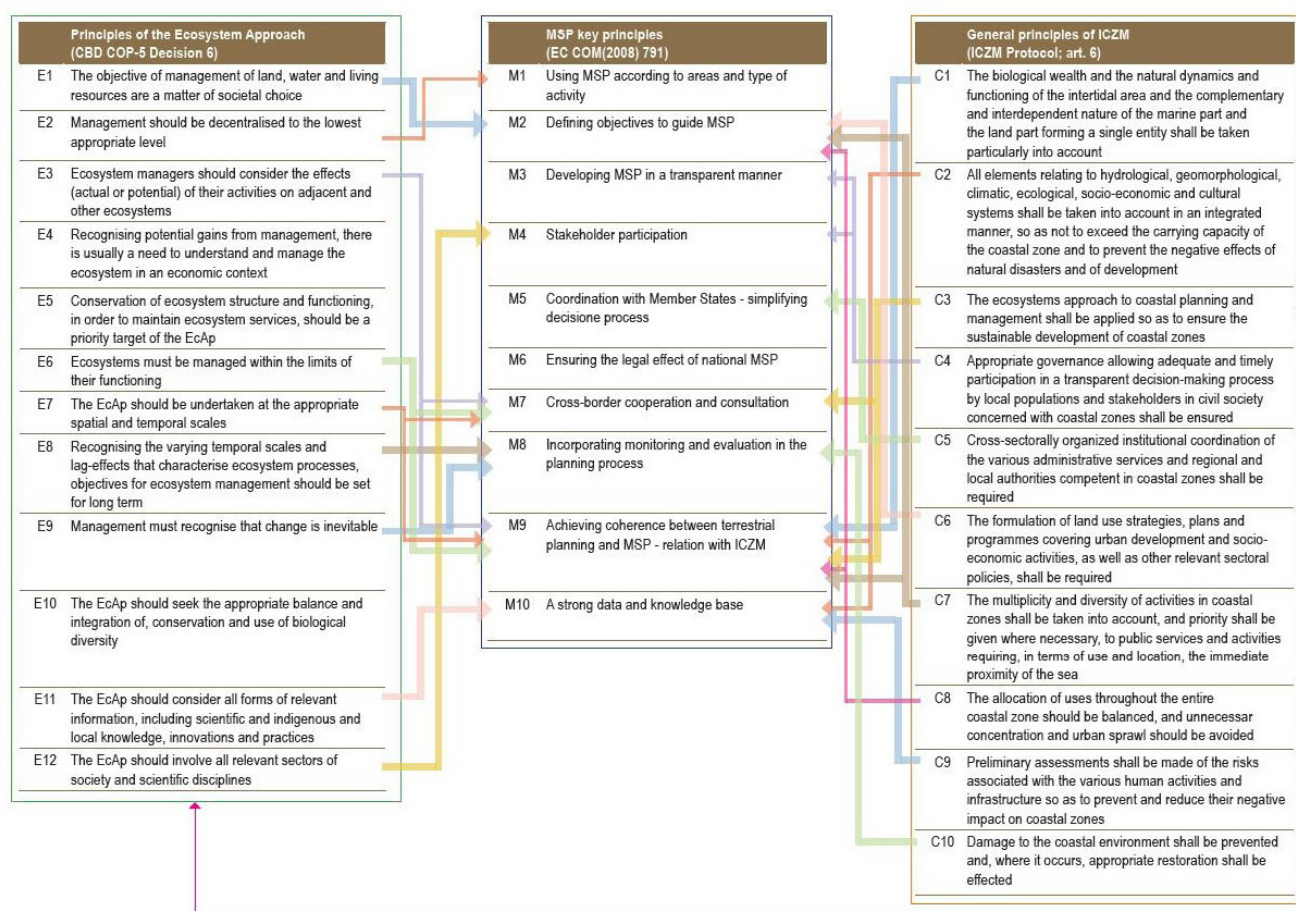


Figure 1. Link between EcAp, MSP and ICZM principles (UNEP/MAP, 2018, Conceptual framework for Spatial Planning in the Mediterranean)

2.1. The role of economic operators in the ICZM process

Coastal systems are under increasing human and environmental pressures and there is the need for more new and innovative efforts to manage the coastal zones as integrated functional systems.⁴ Society as a social system including various functional systems (e.g. economic, legal, cultural and other) is linked to the surrounding ecological systems by individual and social ones. Considerations of **the economic, the legal and the social and/or cultural systems are therefore essential for the management of the coastal ecosystem.**

The provisions of the ICZM Protocol address economic, social and cultural systems, but primarily through regulating the activities of decision-makers and administrative bodies. Economic operators are however considered indirectly.

Decision-makers and administrative bodies are requested to define strategies and to provide regulatory and planning tools in order to facilitate the sustainable development of coastal zones. This includes introducing a long-term perspective on ensuring sustainable use of natural resources, the preservation of the integrity of coastal ecosystems, landscapes and geomorphology, and preventing and reducing effects of natural hazards (with particular reference to climate change).

However, even if coordination between different decision-makers is required, the multiplicity and sectoriality of the administrative and decision-making system still leads to a fragmentation of laws, regulations and plans, which sometimes overlap. This can particularly be challenging to any kind of activity (public or private) that is required to comply with such complex system of laws, regulations and plans.

At the same time, economic activities are central for the **active implementation of the ICZM process** by:

- operationalizing sustainable use of natural resources and ecosystem preservation (e.g. water use reduction

or recycling systems, reducing wastes and pollutants creation)

- contrasting climate changes effects (e.g. introducing energy efficient system to reduce CO₂ production or to use removable energies technologies and systems, introducing green belts)
- contributing to research and innovation actions towards the definition of further sustainable techniques and tools
- sharing experience and best practice and stimulating other economic operators
- participating in the implementation of regulations and plans (e.g. being part of a category's association proving advice to decision-makers and administrative bodies about needs and constraints of the territory or of the economic sector of competence).

An active role of an economic activity is based on an in-depth knowledge of the territorial context in which it operates, its environmental, cultural, economic and social characteristics, and a concrete knowledge of all the specific components of the business and their performances, their potential and limits (e.g. technological, financial). So far, economic activities can operate (for example) by:

- monitoring their operation and creating databases in order to define new target for improvement (e.g. emissions control, energy consumption)
- sharing information and data to relevant institutions
- creating synergies with research institutes/centres and other economic activities in order to develop new business approaches and new technologies.

The ICZM SAS intends to raise interest also of economic operators and activities that are sometimes neglected from the usual ICZM process and this is the way to try to stimulate economic activities towards more sustainable practices.

⁴ https://www.marinespecies.org/introduced/wiki/Policy_instruments_for_integrated_coastal_zone_management

3. ICZM SAS Auditing system and procedure

3.1. Auditing process

The ICZM certification objective of this study is based on the evaluation of the identified criteria and indicators to which the activity voluntarily applies to. The certification process therefore envisages a phase of analysis of the activity, then an evaluation of the defined indicators supported by documentary evidence, and finally a verification by a Competent body. It falls so far in the category of an audit scheme.

ISO 19011:2018 defines an audit as a *"systematic, independent and documented process for obtaining audit evidence [records, statements of fact or other information which are relevant and verifiable] and evaluating it objectively to determine the extent to which the audit criteria [a set of policies, procedures or requirements] are fulfilled."* There are three main types of audits:

- **Process audit:** This type of audit verifies that processes are working within established limits. It evaluates an operation or method against predetermined instructions or standards to measure conformance to these standards and the effectiveness of the instructions
- **Product audit:** This type of audit is an examination of a particular product or service, such as hardware, processed material, or software, to evaluate whether it conforms to requirements (i.e. specifications, performance standards, and customer requirements)
- **System audit:** An audit conducted on a management system. It can be described as a documented activity performed to verify, by examination and evaluation of objective evidence, that applicable elements of the system are appropriate and effective and have been developed, documented, and implemented in accordance and in conjunction with specified requirements.

Moreover, an audit may also be classified as internal or external, depending on the interrelationships among participants.

A **first-party audit** (or **internal audit**) is performed within the organization to measure its strengths and weaknesses against its own procedures or methods and/or against external standards adopted by (voluntary) or imposed on (mandatory) the organization. A first-party audit is an internal audit conducted by auditors who are employed by the organization being audited but who have no vested interest in the audit results of the area being audited.

A **third-party audit** (or **external audit**) is performed by an audit independent organization who is free of any conflict of interest. Independence of the audit organization is a key component of a third-party audit. Third-party audits may result in certification, registration, recognition, an award, licence approval, a citation, a fine, or a penalty issued by the third-party organization or an interested party.

The **ICZM SAS audit scheme is envisaged to take the form of a combination of first-party audit and third-party audit (the Competent body or a third organization)**. More specifically:

- the entity implementing the activity, by making use of ICZM SAS documents and tools developed, performs an internal audit and sends the (self-) assessment, together with all information and supporting documents requested, to the Competent body
- the Competent body performs an ex-situ check (third-party audit) of all the gathered information and carries out the final assessment. The Competent body may ask for more information and clarifications and may perform in situ inspections.

At the end of the process, the Competent body issues an audit report and if the defined thresholds are met, releases the certification, labelling the activity as ICZM oriented.

It should be highlighted that the ICZM SAS will allow the identification of weaknesses of the activity for which the relevant managers should define corrective actions

or targets for improvements in order to increase adherence to the ICZM objectives and principles to meet the required certification threshold.

Corrective and/or preventive actions and targets for enhancement of the overall assessment shall be identified during the auditing process: by the activity that voluntarily can define and commit to implementing actions, or by the Competent body through suggestions and recommendations to increase the ICZM behaviour.

As established in its pillars, ICZM is a continuous process aimed at continuous improvement. In the same way, the ICZM SAS aims to evaluate the efforts of the activity towards the sustainable development and to support management adaptations towards the protection of the coastal zones. Therefore, the ICZM SAS certification obtained must be maintained and the evaluation process must be checked and/or repeated over years.

3.2. Documents and tools

A set of documents and tools have to be defined to support the auditing process and final certification.

The **present report** explains the philosophy of the ICZM SAS, the choices for its criteria and indicators, scoring and awarding system and all other aspects of the ICZM SAS. The **Matrix of coherence** (APPENDIX 1) represent an internal analysis of the selected indicators in relation to the main regulatory and frameworks related to ICZM at the Mediterranean, national and local level (when applicable).

3.2.1. Tools and documents for the first-party (internal) audit

- **Guidelines for ICZM SAS applicants** (Annex 1): The document describes in a clear, exhaustive but simple way the concept on which the ICZM SAS relies. It includes a clear description and justification of

evaluation indicators and illustrates the scoring system (including the indicator relative weights). A description of the use of the tools is included (with specific reference to the Matrix of coherence).

- **First-party audit reporting template** (Annex 2): A template document the applicant has to fill in and return. The template also indicates which supporting documents have to be provided as evidence of each indicator evaluation as well as a final checklist (guidance for the applicant to check to have filled in all due descriptive sections and to have provided all supporting documents requested).

The applicant is directly responsible for the information provided. Providing false or unreliable data and information is tantamount to exclusion from certification.

- **Compliance self-declaration template** (Annex 3): A self-declaration the applicant has to fill in and return. The declaration contains a list of concerned *nulla osta* and necessary information related to authorizations based on plans, laws and regulations.

3.2.2. Tools and documents for the third-party (external) audit

- **An evaluation grid** (annex 4): The grid verifying the completeness of the first-party audit. If some sections or documents are missing, the Competent body can ask for the needed integrations.
- **A verification (audit) report template** (annex 5): The template for the assessment report based on the information and supporting documents provided by the Applicant and/or resulting from in-situ field checks performed by the Competent body. In case of mismatch of judgement, more information and clarifications could be requested to the applicant. This can be repeated till the information and justifications are considered satisfactory.

Finally, the report shall indicate the result of the audit process, and state if the certification is awarded.

4. ICZM SAS indicators definition

The first step for the definition of ICZM SAS criteria for the voluntary ICZM labelling for public and private activities relies on the identification of principles and tools of ICZM that can be applied to any kind of activity. ICZM SAS criteria shall be defined in order to assess the commitment toward the sustainable management of coastal zone by assessing at the same time how and in which way the activity is playing its role in the ICZM process.

ICZM SAS is not intended to assess the **compliance of an activity to laws, regulations and plans**. Rather, it is an important precondition to access the certification process. The ICZM SAS aims to assess the level of commitment of an activity beyond the boundaries, limits, thresholds and requirements defined by law or by territorial plans, aiming to further contribute (actively and voluntarily) to the sustainable development of the coastal zone.

4.1. Justification for the selection of criteria and indicators

On the basis of the ICZM framework described in Section 2, criteria for the ICZM SAS labelling have been defined in order to assess the adherence of an activity (public

or private) to ICZM principles and objectives, by considering the overall management of the activity and the tools used for its implementation.

Two categories of criteria have been identified:

1. **Descriptive indicators**, which are those describing the context (geographical and regulatory) of the activity. They have to allow:
 - the identification of the area of focus/the extent of activity's operations (in relation to the coastal zone of reference)
 - the verification of compliance to laws, regulations and plans as a pre-requisite
 - the identification of the ICZM-related boundary enabling conditions in which the activity is implemented or is going to be implemented.
2. **Qualifying indicators**, which are those required to identify and assess the alignment of the activity to the ICZM principles and the measures and tools used and implemented. They are subject to the evaluation and scoring system of the ICZM SAS.

For each indicator, the reason for its selection is summarized in the following table and majorly explained in the following chapters.

Table 1. List of Indicators identified and related selection's reason.

Indicators	Reason
Descriptive Indicators	
Operative and geographic extent	
Description of the activity	<p>A description of the activity is requested in order to define the context.</p> <p>The applicant to the ICZM label need to provide an adequate and comprehensive description of the overall and specific objectives of the activity and its expected results, of the methodologies expected to be applied, the target groups and the final beneficiaries, as well as information on the temporal framework of its implementation.</p> <p>For economic activities it is important to provide information also on the size of the economic operator (e.g. SME, big enterprise), given services and products, type of clients and suppliers and, if applicable, of different departments.</p>
Area of focus	<p>The area of influence of the activity shall be clearly identified and described in order to contextualize the coastal zone of reference. The requested description shall include information on the geographical area of activity being implemented, also addressing a reference to the coastal zone (e.g. if it represents a restricted or large portion of the coastal zone, the entire coastal zone as defined by authorities, if it exceed coastal zone limits and/or administrative levels, if the area considers the entire ecosystem or a portion of it).</p>
Eligibility requirements	
Eligibility requirements	<p>Any activity applying for the ICZM label shall be compliant with all plans and regulations to which they are subject. A self-declaration has to be provided. Basic supporting documents may be requested.</p> <p>A description of any concerned <i>nulla osta</i> and authorizations, by including the reference to related plans, laws and regulations, has to be provided, including as well relevant information, such as issuing authority, date of release, validity period, renewal date (if the case). If applicable, information to monitoring programs or periodic checks requested by authorities have to be requested.</p>
ICZM-related boundary enabling conditions	
Governance	<p>Stakeholders are entitled to promoting appropriate coordination between the authorities competent for both the marine and the land parts of coastal zones in the different administrative services, at all relevant levels and to ensuring appropriate governance schemes, in particular cross-sectorial and multi-level institutional coordination and proper participation, for example by promoting and implementing cross-sectorally organized institutional consultation, negotiation and multi-party agreements.</p> <p>The applicant shall provide a description of the level of perceived awareness and support from the overall governance scheme implemented by relevant stakeholders in the coastal zone in relation to its activity and related priorities. A description of relevant initiatives in connection to its initiative/activity shall be provided as well, clarifying how the initiative/activity is or is going to be involved, and which are the registered or expected benefits.</p>
Territorial background knowledge and baselines	<p>The availability of data and information, such as baselines/initial state of societal and environmental conditions, indicators, risk assessments and maps, is fundamental for the definition of actions towards continuous improvement and devoted to sustainable development.</p> <p>The applicant shall provide a description of relevant studies, database, monitoring programmes, indicators made available by relevant institutions (decision-makers, research institutions) in relation to its activity, by detailing how these tools/instruments are or will be taken into account in the implementation of the activity and how and to what extent they will contribute to the activity itself.</p>
Qualifying indicators	
Descriptor 1: Vision and commitment	
1.1. Vision and mission	<p>If there is not a clearly defined vision and mission, and if this doesn't consider any of the ICZM objectives and principles, the activity cannot be judged as ICZM oriented.</p> <p>So far, provided that a clear vision/mission (or alike) of the activity is defined, the applicant shall provide a description of how and to what extent it considers or takes into account the ICZM objectives and principles contributing to the sustainable development of coastal zones. The applicant should also include reference to alignments to any policy, strategy or programme relevant for the management of coastal zone in the area.</p> <p>Evidence of vision and mission of the activity (e.g. link to the website) should be requested.</p>

Indicators	Reason
1.2. Commitment	By reference to the vision and mission (taking into account ICZM objectives and principles), the applicant shall describe if and to what extent the activity is formally committed towards the implementation of the vision by defining specific (preferably SMART. ⁵) objectives. If applicable, reference to defined performance indicators (type and short-term and/or long-term targets) shall be included in the description.
Descriptor 2: Tools for implementation of vision and commitments	
2.1. Coastal zones sustainable development measures	Any activity, according to the vision and the plan of activities, should expect to undertake measures concerning ICZM principles and objectives. The applicant shall provide a description of how many and which measures have been or are planned, and are envisaged to be implemented. Information on the time frame of their implementation (e.g. once, limited in time, in a continuous way) and on the financial allocation devoted to these measures shall be included in the description.
2.2. Capacity building	Capacity building is important in order to be able to fulfil all other indicators. The applicant shall describe if and to what extent the activity performs or is going to perform training activities, including information related to the topics, the beneficiaries and the time frame (e.g. once or periodically).
2.3. Networking and knowledge sharing	Networking activity is also the basis for capacity building and sharing of knowledge, as well as the basis for the creation of partnerships. Applicants shall provide a description of networking activities foreseen or implemented, including information on type of entities involved, addressing vertical and horizontal integration, on the topics and ICZM-related aspects tackled, time frame. For private activity, it is important to request if networking activities, if applicable, are a standard tools or are done in relation of specific operations only.
2.4. Participatory approach/ planning	Participatory approach refers to developing activities by requesting the participation of stakeholders. It can be used in the definition/planning of the strategy for development or even during the implementation phase of the activity. By reference to the vision or objective, a description of if and to what extent the activity used any kind of participatory approach or participatory planning method in its implementation shall be requested. The description shall include who is or has been involved and in which way. Participatory approach is more applicable to public activities.
2.5. Coherence between public and private activities	Any activity shall be aligned to the objectives and goals defined by strategies and plans defined at local, regional, national and international level, totally or partially. Also if a reference to alignment to policy, strategy or programme relevant for the management of the coastal zone in the area is included in the descriptive indicator above, here a detailed description of how and in which way those policies, strategies and programmes have been considered in the activity or in the design of the activity and/or to what extent they can be applicable to the whole activity or only a portion of the activity. Reference to existing or proposed public-private partnerships on which the activity relies should be included, by indicating the purpose of the partnership, sector of application and duration (e.g. stable or temporary).
2.6. Assessments	Not all activities may require specific assessments related to ICZM objectives and principles. If they have such assessment or are in the process of having it, the applicant shall provide a description of any type of assessment related to ICZM objectives and principles by including information on which kind of assessment(s) has/have been done, in the framework of which occasion and if that assessment(s) has/have been done once or if they are repeated over time (e.g. on an annual basis). The description shall detail which aspects have been considered and refer, as far as possible, to standard methods of analysis, including but not limited to Environmental Impact Assessment, Life Cycle Analysis, and Carbon Foot Print.
2.7. Financial engagement	Any kind of ICZM-oriented activity should have some financial allocation for the measures they are taking towards ICZM objectives and principles, even if some measures can be done via free-of-charge instruments. A description of the financial allocation of the activity related to ICZM objectives and principles (ref. to all other qualifying indicators) shall be provided by clearly highlighting which aspects related to ICZM objectives are financed (in % and total amount per year).

⁵ SMART: Specific, Measurable, Achievable, Realistic, and Time-bound

Indicators	Reason
Descriptor 3: Monitoring and Data Sharing & Transparency	
3.1. Monitoring and observation	Monitoring any aspect related to ICZM objectives and principles is really important for any type of activity, to check the results related to the vision and mission and targeted OVIs ⁶ or KPI ⁷ defined. The applicant shall provide a description of monitoring and/or observation mechanism already implemented, under implementation or planned, by giving some description on the modalities (how) and time frame (when) and indicating if results will be publicly available.
3.2. Database	Data collected through the monitoring system and mechanism should be stored and organized in databases. However, if not organized in databases, a register of collected data should be maintained over time. The applicant shall provide a description of how data is or is envisaged to be incorporate and kept updated, by detailing a short description of the main information included.
3.3. data Sharing and transparency	Data sharing and transparency is important to any kind of activity that is ICZM oriented, but while for public entities it should be a commitment, for private entities some data can be subject to restrictions. However, sharing the information on performance towards sustainability of a private activity could be important as well, even without publishing input data (e.g. they could publish environmental performances in the form of an environmental report, but without publishing input data). A description if the activity is publishing or sharing environmental and/or social aspects/data related to monitoring/observation shall be provided, including information on if they are publicly available, by requesting proof of it.

4.2. Descriptive indicators

4.2.1. Operative and geographic extent

4.2.1.1. Description of the activity

An exhaustive description of the overall and specific objectives of the activity and of expected results is important to define the contextual boundaries of applicability of the activity.

Description of the activity (descriptive indicator):
What is the purpose of the activity?

Instruction to applicants:

Please provide an exhaustive description of your organization and the overall and specific objectives of the activity and of expected results. Please provide information about methodologies expected to be applied, the target groups and final beneficiaries. Please also provide information on the temporal framework of implementation of the initiative.

For economic activities applying for the ICZM label for the whole business, it is important to also provide information on the size of the economic operator (e.g. SME, big enterprise), given services and products, type of clients and suppliers and, if applicable, of different departments.

4.2.1.2. Area of focus

The geographic area of application of the ICZM Protocol (Art. 3) is the whole Mediterranean Sea (Art.1), but referring to the coastal area, the Protocol states that it is defined by:

- the seaward limit of the coastal zone, which shall be the external limit of the territorial sea of Parties; and
- the landward limit of the coastal zone, which shall be the limit of the competent coastal units as defined by the Parties.

Different limits can be established by the Parties in specific cases and shall be communicated, accepted and approved. With specific reference to the landward limit, the Protocol introduces the concept of ecosystem approach, as well as economic–social criteria and climate change effects for the definition of different boundaries (Art. 3, comma 2, lett. (b)).

There are two essential principles that should guide the definition of the area of an intervention: the first is that the spatial extent of the area to be addressed must be within the capacity of the initiative to analyse and

⁶ Objectively Verifiable Indicators

⁷ Key Performance Indicator

in which it can hope to influence the trajectory of change; the second is that both the analysis and the subsequent actions must always consider forces and inter-dependencies at the next bigger spatial scale.

Therefore, the selected ICZM criteria should consider the primary “area of focus” within which the activity is taking place and at least the next bigger scale or beyond, depending on the conditions prevailing at regional and even global scales (e.g. with regard to climate change).⁸

It must be noted that when speaking of an economic activity, the area of focus (or the area of influence) is first of all the area in which the business operations take place, where the operator has a direct effect and a direct capacity of management, and secondly the business chain that includes the business catchment area of the activity, including even the supplier’s chain and distribution network. In this sense, the area of influence of the economic activity can be larger than the coastal zone – it can overcome ecosystem and/or administrative boundaries. In some cases, if the economic operator works at the international level (e.g. import/export), the area of focus is transboundary.

The size of the area of focus is not a qualifying criteria to define if the activity is adherent to the ICZM Protocol or not, but it is important to define the geographic boundaries of the activity in order to identify the context and the background of the area of the intervention in which the activity is implemented.

Area of focus (descriptive indicator): What are the “boundaries” defining the scope of your intervention or of your activity?

Instruction to applicants:

Please provide a description of the area of focus, by clearly stating if it represents a restricted or large portion of the coastal zone, the entire coastal zone as defined by authorities, if it exceeds coastal zone limits and/or administrative levels (e.g. different municipalities, at national level, transboundary level). Please also define if the area of focus considers the entire ecosystem or a portion of it [if relevant, please also indicate if the ecosystem approach has been applied, and if so, to what extent].

4.2.2. Eligibility requirements

Decision-makers and planning authorities are entitled to develop strategies, law, regulations and plans by taking into consideration sustainable development goals and ICZM objectives and principles like, for example, strategies for environmental protection and biodiversity conservation and enhancement, strategies and actions to increase the resilience to climate change, and actions and strategies for sound use of natural resources.

Plans, laws and regulations define the areas of application of interventions and activities, and for each of them, define criteria and parameters for effective implementation and/or operation. Some interventions and activities are also subject to obtaining clearance or authorizations before implementation, e.g. planning permission for the construction of a new or an expansion of an establishment or activity.

Environmental authorizations, in particular, are devoted to “ensuring that an activity is compatible with the conditions for sustainable development”, and therefore their performance takes place in compliance with the regenerative capacity of ecosystems and resources, the protection of biodiversity and a fair distribution of the benefits associated with economic activity. Some authorizations are integrated (e.g. the Environmental Impact Assessment (EIA), Integrated Environmental Authorization (IEA)), some are thematic (e.g. Unique Environmental Authorization (UEA) related to emissions in the atmosphere or the authorization to the discharge of wastewater into the sea, of river, or sewage).

Any activity applying for the ICZM label shall be compliant with all plans and regulations to which they are subject. To understand which is the compliance scenario in which the economic activity operates, it is important to understand the mandatory requirements to assess voluntary actions towards sustainable development and, in general, voluntary actions adherent to the ICZM principle.

⁸ Olsen S.B., Page G.G., Ochoa E. 2009. The analysis of governance responses to ecosystem change – A handbook for assembling a baseline. LOICZ Reports and Studies No.34.

Eligibility requirements (descriptive indicator):
Are you eligible to apply?

Instruction to applicants:

*The ICZM SAS relies on the fact that the activity is compliant with plans and regulations. **The self-declaration has to be signed and turned back together to the report** (the template of the declaration is provided in the ICZM SAS certification set of documents for the applicant).*

Hereafter please indicate plans, laws and regulations to which your activity is subject by summarizing relevant information related to nulla osta and authorizations to which your activity is subject as detailed in the self-declaration, referring as well (if applicable) to monitoring programs or periodic checks, and how collected data is transmitted to the competent authority.

Please note that you are not requested to submit any compliance documents at that stage. However, the ICZM SAS Competent Body reserves the right to request supporting documents, if necessary.

4.2.3. ICZM-related enabling conditions

The ICZM Protocol, by stating that Contracting Parties shall strengthen or formulate a national strategy for integrated coastal zone management and coastal implementation plans and programmes (Art. 18, comma 1), clearly defines the requirement to enumerate the measures to be taken and their cost as well as the institutional instruments and legal and financial means available, and sets an implementation schedule (Art. 18, comma 2). Art. 7 of the Protocol states that competent national, regional and local coastal zone authorities shall, insofar as practicable, work together to strengthen the coherence and effectiveness of the coastal strategies, plans and programmes established, and Art. 21 states that Parties may take appropriate measures to adopt relevant economic, financial and/or fiscal instruments intended to support local, regional and national initiatives for the integrated management of coastal zones.

Stakeholders are entitled to promoting appropriate coordination between the various authorities competent for both the marine and the land parts of coastal zones in the different administrative services, at all relevant levels and to ensuring appropriate governance schemes, in particular cross-sectorial and multi-level institutional coordination and proper participation, (for example by promoting and implementing cross-sectorally organized institutional consultation, negotiation and multi-party agreements).

Embedded in the general principles of the ICZM Protocol (Art. 6, lett. (d)), governance is a fundamental cross-cutting concept. Furthermore, the active participation, raised awareness and sufficient capacity of stakeholders are the best guarantees of the needed change of behaviour towards environment. Therefore, any activity addressing ICZM needs to ensure communication and engagement of stakeholders, contributing to raised awareness of coastal communities.

Any activity on the coastal zone needs to fit within coastal priorities at the county, provincial, regional or national level that are recognized within relevant plans, programmes and/or strategies.

These aspects are requested to understand the enabling environment in which the activity (public or economic) is or is going to operate, in relation to ICZM.

4.2.3.1. Governance

Governance (descriptive indicator): What are the official coastal priorities that the activity is addressing? What is the level of the awareness and support from the key stakeholders in relation to these priorities? How does your initiative/activity benefit or is going to benefit from them?

Instruction to applicants:

Please describe the level of awareness and support from the overall governance scheme implemented by relevant stakeholders in the coastal zone in relation to your initiative/activity and related priorities (from plans, programmes, etc.) as perceived by your entity.

4.2.3.2. Territorial background knowledge and baselines

Territorial background knowledge and baselines (descriptive indicator): How and to what extent does the initiative/activity take into account and benefit from territorial, social and environmental background information, data and knowledge defined and shared by the stakeholders?

Instruction to applicants:

Provided that an effective management of coastal zones must be based not only on an analysis of individual activities and their impacts, but also on the combined effects of sectoral activities on each other and on coastal resources, the availability of data and information, such as baselines/initial state of societal and environmental conditions, indicators, risk assessments and maps is fundamental for the definition of actions towards a continuous improvement and devoted to sustainable development.

Please describe which are the relevant studies, database, monitoring programmes, indicators made available by relevant institutions (decision-makers, research institutions) in relation to your initiative/activity and useful for your activities for the definition of new development strategies and improvements.

4.3. Qualifying indicators

Qualifying indicators are those subject to an evaluation and scoring system. On the basis of the evaluation, the ICZM label will be awarded or rejected.

Descriptor 1: Vision and commitment

Sustainability considerations shall be intrinsically considered in any type of public activity implemented in the coastal zone. Based on the ICZM protocol, public entities are required to apply ICZM principles and pursue ICZM objectives in any kind of activity. However, the adherence to ICZM principles and objectives may be different per specific activities. It is the vision and the commitment of the public entity in the definition and design of the activity that establish the effective ICZM nature of the activity.

With particular reference to economic activities, it must be highlighted that in the last decades they began formulating policy statements, or codes of conduct, expressing the vision of the business operations towards sustainable development, environmental protection and contributions against climate change, rational use of natural resources. Furthermore, often, to assess the performance, economic activities are defining and assigning objectives to be achieved, related expected result values and the respective indicators.

These set forth their commitments in various areas of business ethics and legal compliance. In the context of ICZM SAS we are seeking public and private entities operating in the coastal zone that are embedding sustainability concepts and strategies and implementing activities that at the same time treasure fragile ecological, social and cultural contexts.

Indicator 1.1: Vision and mission

Indicator 1.1 – Vision and mission (qualifying indicator): Provided that a clear vision/mission (or alike) of the activity is defined, how and to what extent does it consider or take into account the ICZM objectives and principles contributing to the sustainable development of coastal zones by:

- 1.1.1. supporting and promoting sustainable livelihood
- 1.1.2. sustainably using natural resources,
- 1.1.3. preserving coastal ecosystems, landscapes and seascapes
- 1.1.4. preventing and/or reducing the risks and negative impacts of activities and infrastructure on the coastal zone
- 1.1.5. preventing and/or reducing the effects of natural hazards, in particular of climate change
- 1.1.6. strengthening social capital, including the use of traditional knowledge
- 1.1.7. preserving cultural heritage

Instruction to applicants:

By describing the vision and mission of the activity, please clearly highlight which aspects related to ICZM objectives and principles listed above are taken into account. If applicable, please include reference to alignments to any policy, strategy or programme relevant for the management of coastal zone in your area that shall be detailed in the following indicator 2.5.

Please provide evidence of vision and mission of the initiative/activity (e.g. link to the website).

Indicator 1.2: Commitment

Indicator 1.2 – Commitment (qualifying indicator): Is the activity committed to implementing specific actions towards achieving targeted objectives in relation to aspects of ICZM objectives and principles?

Instruction to applicants:

By reference to the vision and mission (taking into account ICZM objectives and principles), please explain if and to what extent the activity is formally committed towards the implementation of the vision by defining specific (SMART) objectives, and list those objectives. Please state if performance indicators are defined by describing type and short-term and/or long-term targets.

Descriptor 2: Instruments and measures for implementation of vision and commitments

On the basis of the vision/mission and the commitment of the entity with regard to the specific activity implemented or planned to be implemented, the following set of indicators aims to assess which are the ICZM measures and tools considered and/or used within the activity.

Indicator 2.1:

Coastal zones sustainable development measures

With reference to the vision and mission, these indicators aim to assess which are the specific measures implemented or considered within the activity.

A clear vision and mission without the implementation of any kind of measure cannot be considered a positive ICZM character for the activity.

Indicator 2.1 – coastal zones sustainable development measures (qualifying indicator): What measures relating or contributing to ICZM principles and objectives are considered, implemented and/or maintained over time within your activity?

- 2.1.1. Measures related to the support and the promotion of sustainable livelihood
- 2.1.2. Measures related to a sustainable use of natural resources
- 2.1.3. Measures related to the preservation of coastal ecosystems, landscapes and seascapes
- 2.1.4. Measures related to the prevention and/or reduction of risks and negative impacts of activities and infrastructure on the coastal zone
- 2.1.5. Measures related to the prevention and/or reduction of the effects of natural and anthropogenic hazards, in particular of climate change
- 2.1.6. Measures related to social capital
- 2.1.7. Measures related to preservation of heritage

Instruction to applicants:

Provided that the activity, according to the vision and the plan of activities, expects to undertake measures concerning ICZM principles and objectives, please describe how many and which measures have been or are planned and are envisaged to be implemented.

Please specify the time frame of their implementation (e.g. once, limited in time, in a continuous way). Please also indicate the % of the financial allocation devoted to these measures compared to the overall cost of the activity.

Indicator 2.2: Capacity building

The lack of human capacity to practice integrated coastal zone management is a key factor limiting forward progress in the sustainable development of the coastal zones. Capacity building is indispensable all along the activity duration and beyond in strengthening the knowledge, the abilities, relationships and values that enable organizations, groups and individuals to reach their goals, addressing themes related to the functions and change of ecosystems, the governance processes, the tailoring of strategies to the history and culture of the place, or the assembling and managing of interdisciplinary teams.

Capacity building focuses on a series of actions directed at helping participants in the development process to increase their knowledge, skills and understanding and to develop the attitudes needed to bring about the desired developmental change.

Indicator 2.2 – capacity building (qualifying indicator): Does the activity plan to implement a training programme related to ICZM objectives and principles?

Instruction to applicants:

Please describe if and to what extent the activity performs or is going to perform training activities (either organized and implemented in the framework of the activity itself, or organized by third parties). It can be referred to generic topics (like ICZM process) or specific issues (better use of some technologies, waste management procedures, climate change specific issues, energy saving, etc.)

If yes, please describe the topic and final beneficiaries. Please state if the training is implemented once or periodically.

Indicator 2.3: Networking and knowledge sharing

Networking is the exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting. Networking activities are also linked to capacity building and increase of knowledge on concepts, tools and strategies towards continuous improvement and sustainable development.

The integration of different knowledge, information and data is a crucial point for ICZM. Networking is important for co-creating an integrated perspective of the coastal zone, its aspects, its needs and to find common and agreed solution for sustainable development. It must be highlighted that networking activities can be referred to horizontal integration (between institutions operating at the same administrative level) as well as vertical integration (between different levels of institutions, agencies and governmental entity).

Indicator 2.3. – Networking and knowledge sharing (qualifying indicator): Does the activity foresee and/or implement or is going to consider implementing networking activities, exchange of data and experiences for the achievement of its vision/mission?

Instruction to applicants:

If applicable, please describe which networking activities are foreseen or implemented. Please specify

- *Type of entities you are networking with (e.g. professionals, public entities/authorities, research centres, association) also addressing vertical integration*
- *Sector from which the other entities are (horizontal integration)*
- *Topics and ICZM-related aspects tackled within networking activities (e.g. basic knowledge and experience sharing, research and innovation, strategic and methodology development).*

Please indicate if networking is limited to the implementation time frame of the activity or if expecting to create a stable network.

For private activity, please indicate if networking is a standard tool used by the company/entity or if it relates to specific activities (limited in time and specific needs).

Indicator 2.4: Participatory approach/planning

Stakeholder participation is considered a key principle for sustainable development.

A participatory approach is more applicable to public activities, that require the involvement of all stakeholders. However, the same or a similar approach can be used by private economic activities when defining their development strategy, also in relation to their environmental sustainability. For example, the basic building blocks of a participatory economy are workers' and consumers' councils and their federations/associations that create and maintain a dialogue with all relevant stakeholders (including citizens as consumers).

Indicator 2.4. – Participatory approach/planning (qualifying indicator): Has your activity ever used or intends to use a participatory approach or planning for the definition of the development strategy?

Instruction to applicants:

By reference to the vision or objective, please describe if and to what extent the activity used any kind of participatory approach or participatory planning method in its implementation. Please describe who has been involved and in which way.

Indicator 2.5: Coherence between public and private activities

Any activity applying for the ICZM label shall be compliant with all plans and regulations to which they are subject, but despite compliance, it also has to be aligned to the objectives and goals defined by strategies and plans defined at the local, regional, national and international level, totally or partially, depending on the type of activity, and the time frame of the implementation (for example short-term goals of long-term goals). Any activity shall consider these goals in its design and implementation demonstrating contribution to the achievement of defined goals (e.g. 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs)).

It is important to underline that many elements of the private sector have a large economic stake in decisions about management of the coastal zone. In addition, the environmental business sector has a particular role to play in sustainable development of the coastal zones, through promotion of new "green" or "blue" technologies. For these reasons, the engagement of the private sector in any public activity as an active partner in the ICZM process is important.

Partnerships for sustainable development are multi-stakeholder initiatives voluntarily undertaken by governments, intergovernmental organizations, major groups and other stakeholders, whose efforts are contributing to the implementation of inter-governmentally agreed development goals and commitments. Sustainable Development Goal 17, which reads "Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development", recognizes multi-stakeholder partnerships as important vehicles for mobilizing and sharing knowledge, expertise, technologies and financial resources to support the achievement of the sustainable development goals in all countries, particularly developing countries. Goal 17 further seeks to encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Indicator 2.5. – Coherence between public and private activities (qualifying indicator):

1. For private activities: is the activity based on public objectives towards sustainable management of coastal areas?
2. For public activities:
 - Does the activity support involvement of private entities for achieving public objectives towards sustainable management of coastal areas?
 - Does the activity ensure coherence between different policy documents, strategies, plans and/or programmes?

Instruction to applicants:

Please detail alignment to the policy, strategy or programme relevant for the management of coastal zone in your area. Please consider any type of policy, strategy and programmes defined at the local, regional and national level applicable for your activity. Please also describe, as far as possible, how and in which way those policies, strategies and programmes have been considered in your activity or in the design of your activity and/or to what extent they can be applicable to the whole activity or only a portion of the activity.

If applicable, please also indicate if, with reference to the above-mentioned policies, strategies and programmes, your activity relies or is intended to rely on existing or proposed public-private partnerships, by indicating the purpose of the partnership, sector of application and duration (e.g. stable or temporary).

Indicator 2.6: Assessments

Assessments are a broad category of tools for collecting raw data and transforming them into useful information. They include environmental impact assessment (EIA), resource accounting, valuation exercises, spatial impact assessment, risk assessment, and cost/benefit exercises. All assessments rely upon the existence of a solid base of data, and an accurate understanding of the natural and human systems and dynamics that affect the target area.

EIA and risk assessment are mandatory and regulated by law (in some countries) for certain types of activity (public or private), depending on its type and size. In general, different types of assessments (e.g. Life Cycle Analysis, Carbon Foot Print reporting) are useful to define more sustainable development strategies by fixing targets and defining planning investments in order to reduce impacts on the environment.

The ICZM Protocol (Art.19) highlights how the process to assess public and private activities likely to have significant environmental effects (including cumulative effects) on the coastal zones has to consider the specific sensitivity of the ecosystem and the inter-relationships between the marine and terrestrial parts of the coastal zone.

The identification of pressures within the activity itself and cumulative impacts is important to define strategies for continuous improvement, and at the same time, saving money and contributing to sustainable development of the coastal zone.

Indicator 2.6. – Assessments (qualifying indicator): Have you ever done or are you planning to do ICZM related assessments (such as Environmental Impact Assessment, Life Cycle Analysis, Carbon Foot Print) for the definition and/or implementation of your activity?

Instruction to applicants:

Please refer to any type of assessment related to ICZM objectives and principles (ref. to indicator 1.1) by describing:

- which kind of assessment(s) has/have been done
- in the framework of which occasion (e.g. planning of activities/operations, authorization process, to define targeted objectives)
- if that assessment(s) has/have been done once or if they are repeated over time (e.g. on an annual basis).

Please include in the description which aspects have been considered and refer, as far as possible, to standard methods of analysis, for example, Environmental Impact Assessment, Life Cycle Analysis, and Carbon Foot Print.

Financial engagement

Information on the amount the activity invests in ICZM measures (ref. to indicator 2.1) and tools (ref. to any other qualifying indicator) is requested as an indication of the commitment in relation to ICZM objectives and principles. It must be highlighted that some measures or tools may require low financial allocation for their implementation (e.g. some training programmes are free-of-charge), or that once implemented, the maintenance can be cheaper. Low financial allocation to ICZM related measures and tools is not necessarily an expression of low adherence to ICZM objectives and principles. Likewise, a decrease over time of the above-mentioned financial allocation doesn't mean that the entity is less committed towards the achievement of defined targets. However, financial allocations have to be described and low values or negative trends should be described and justified.

Indicator 2.7. – Financial engagement (qualifying indicator): Has your activity considered financial allocation related to ICZM objectives and principles?

Instruction to applicants:

With reference to indicator 2.1, please provide information on the financial allocation of the activity related to the implementation of coastal zone sustainable development measures. Please clearly highlight which aspects related to ICZM objectives and principle (ref. to indicator 1.1) are financed (in % and total amount per year).

Descriptor 3: Monitoring and Data Sharing & Transparency

Good, verified, and objective information sets the scene for well-founded decision-making and sustainable management. Hence is at the core of the full ICZM cycle. Information is needed to get people interested, develop their awareness of issues and problems and convince them of the need to establish and participate in an ICZM initiative. For planning purposes, geospatial data and maps are also requested.

Some environmental and socio-economic data and indicators could already be requested by law (e.g. regular analysis of wastewater discharges or water treatment plant, air emission quality control) based on which concerned authorities can do inspections at the entity' premises. However, even if such requirement does not exist, activities are encouraged to monitor environmental and socio-economic data and to share them with the public in order to contribute to knowledge building and improving planning strategies at the coastal zone. Moreover, the control of environmental data may help the managers to define strategies for continuous improvement of environmental and societal behaviour and performance of the activity itself.

Data sharing and transparency is also an important issue. Data transparency is the practice of making data easily accessible and understandable to all. It is important because it allows people to make informed decisions, hold organizations accountable, and improve communication. There are a number of reasons why data transparency is important for sustainability:

- it allows for traceability – meaning that the data can be traced back to its source. This is important for ensuring the accuracy and validity of the data
- transparency allows for comparisons to be made between different data sets, which is essential for understanding trends and patterns
- it enables stakeholders to hold an organization accountable for its performance on sustainability issues
- transparency helps to build trust between organizations and their stakeholders.

For private activities, data sharing and transparency helps protect business and deliver company sustainability goals. It can include things like the

treatment of workers, and a seller's efforts to improve working conditions. No less important, it can help to spread the sustainable goals to citizens and the public.

Indicator 3.1: Monitoring and observation mechanisms

Indicator 3.1. – Monitoring and observation mechanisms (qualifying indicator):

3.1.1 Is the activity implementing any voluntary monitoring/ observation mechanism of the progress on its commitments relevant to ICZM objectives and principles?

Instruction to applicants:

If applicable, please describe which monitoring and/or observation mechanism is implemented. Please specify if it is publicly available.

3.1.2 If not, is the activity going to or is willing to implement any voluntary monitoring/observation mechanism of the progress on its commitments relevant to ICZM objectives and principles?

Instruction to applicants:

Please specify the observation mechanism under assessment or planned by giving some description on the modalities (how) and time frame (when). Please specify if it will be publicly available.

Indicator 3.2: Database

Indicator 3.2. – Database (qualifying indicator)

3.2.1 Is the activity creating and maintaining a dedicated database in relation to ICZM objectives and principles?

Instruction to applicants:

If yes, please describe the database and how data is incorporated and kept updated. Please provide a short description of the main information included.

3.2.2 If not, is the activity planning to implement in the future any dedicated database in relation to ICZM objectives and principles?

Instruction to applicants:

If applicable, please provide details of the envisaged expected database and how data is incorporated and kept updated. Please provide a short description of the main information expected to be included.

Indicator 3.3: Data sharing and transparency

Indicator 3.3. – Data sharing and transparency (qualifying indicator): Is the activity publishing or sharing environmental and/or social aspects/data related to:

3.3.1 Monitoring/observation mechanism of the progress on its commitments relevant to ICZM objectives and principles?

3.3.2 Database in relation to ICZM objectives and principles?

Instruction to applicants:

If yes, please specify if this information is publicly available and give the related documentation/proof of it.

5. Qualifying indicators evaluation and thresholds

The ICZM SAS evaluation relies on **5 descriptive indicators** and **12 qualifying indicators** grouped in **3 descriptors**. Of those, only the 12 qualifying indicators are subject to an evaluation and a scoring system.

Applicants for the ICZM Label will be requested to answer questions by filling the [First-Party Audit report template \(ref. to document ICZM SAS Activity_First Audit report and CheckList template.docx\)](#), providing descriptions and information for each indicator, as well as providing supporting documents for evidence of their answer (when requested or necessary), and to express an evaluation on the basis of a traffic light system.

Taking the example from the ISO 14001 EMS implemented for Palermo Airport for GESAP S.p.A. in Italy, the traffic light system suggested to be used is the following:

- Traffic light system for First application for the ICZM SAS Label:



High standard/level



Acceptable standard/level



Insufficient standard/level

- Traffic light system for maintenance of the ICZM SAS Label (overall evaluation and comparison to the previous certification period):



High standard/level and stable or improved condition compared to the previous certification period



Acceptable standard/level and/or slightly negative trend compared to the previous certification period



Insufficient standard/level and/or negative trend compared to the previous certification period

Each indicator can have a different relevance in terms of the ICZM character of the activity, in general terms compared to other indicators, and depending on the type of activity (private or public). Table 2 indicates the relevance for each qualifying indicator in relation to public or private activity.

Table 2. ICZM SAS selected indicators and related assessment methods

Indicator	Relevance
Descriptor 1: Vision and commitment	
1.1. Vision and mission	<p>PRIMARY – For both public and private activities</p> <p><i>If there is not a clearly defined vision and mission, and if this doesn't consider any of the ICZM objectives and principles, the activity cannot be judged as ICZM oriented.</i></p>
1.2. Commitment	<p>PRIMARY – For both public and private activities</p> <p><i>It is related to the vision and mission, but a commitment is linked to the willingness to do all that is necessary to reach targeted objectives at a defined timeline.</i></p>
Descriptor 2: Tools for implementation of vision and commitments	
2.1. Coastal zones sustainable development measures	<p>PRIMARY – For both public and private activities</p> <p><i>This indicator refers to indicator 1.1. Depending on the vision and mission, some measure related to the objectives and principles defined in indicator 1.1. should be implemented.</i></p>
2.2. Capacity building	<p>PRIMARY – For public activities SECONDARY – For private activities.</p> <p><i>Capacity building is important in order to be able to fulfil all other indicators.</i></p>
2.3. Networking and knowledge sharing	<p>PRIMARY – For public activities SECONDARY – For private activities.</p> <p><i>Networking activity is also the basis for capacity building (sharing of knowledge), as well as the basis for the creation of partnerships.</i></p>
2.4. Participatory approach/planning	<p>PRIMARY – For public activities SECONDARY – For private activities.</p> <p><i>Participatory approach refers to developing activities by requesting the participation of stakeholders. It can be used in the definition/planning of the strategy for development or even during the implementation phase of the activity.</i></p>
2.5. Coherence between public and private activities	<p>PRIMARY – For both public and private activities</p> <p><i>Any activity shall be aligned to the policy, strategy and programme defined at the local, regional and/or national level. Public-private partnerships can also be considered a tool for strengthening coherence between public and private activities and a harmonized implementation of plans and strategies.</i></p>
2.6. Assessments	<p>SECONDARY – For both public and private activities</p> <p><i>Not all activities may require specific assessments related to ICZM objectives and principles with ref. to indicator 1.1, even if any kind of activity should perform at least a state-of-the-art assessment in order to define how and in which way the activity is going to get improvements.</i></p>
2.7. Financial engagement	<p>SECONDARY – For both public and private activities</p> <p><i>Any kind of activity that is ICZM oriented should have some financial allocation for the measures they are taking towards ICZM objectives and principles, but some measures can be done via free-of-charge instruments (e.g. if they do capacity building by using a free-of-charge course, the financial allocation is 0, but they are engaged).</i></p>
Descriptor 3: Monitoring and Data Sharing & Transparency	
3.1. Monitoring and observation	<p>PRIMARY – For both public and private activities</p> <p><i>Monitoring any aspect related to ICZM objectives and principles is really important for any type of activity, to check the results related to the vision and mission and targeted OVIs or KPI defined.</i></p>
3.2. Database	<p>SECONDARY – For both public and private activities</p> <p><i>Suggested secondary relevance because the lack of a Database (i.e. an organized collection of structured information, or data, typically stored electronically in a computer system) doesn't mean the entity doesn't have correct information.</i></p>
3.3. Data sharing and transparency	<p>PRIMARY – For public activities SECONDARY – For private activities.</p> <p><i>Data sharing and transparency is important to any kind of activity that is ICZM oriented, but while for a public entity it should be a commitment, for a private entity some data can be subject to restrictions.</i></p>

5.1. Thresholds for ICZM labelling

Indicators measure the progress of a phenomenon considered to be representative for analysis and are used to monitor or evaluate the degree of success, or the adequacy of the activities implemented. The judgement of evaluation of an indicator can be done in different ways:

- Over time evaluation (historical series)
- Cross section evaluation (e.g. benchmarking = comparison with the good practices)
- Conformity assessment (compared to a defined target/threshold)

In setting the thresholds to be achieved, it is strongly advisable to take into account the data of previous periods: in fact, the targets must be “realistically ambitious”. The ICZM SAS is a new tool and an assessment of the adherence to the ICZM principle of an activity has not been applied before. So far, it cannot rely on existing historical data or on pre-existing benchmarking assessment values related, for example, to good practices.

The definition of the threshold within the ICZM SAS can be carried out in an arbitrary but questionable way or by constructing the initial reference values.

By considering the traffic light system and with reference to the definition of “thresholds” in an arbitrary way, the proposed options consist of:

- **Red traffic light** in more than 25% of the total number of **primary relevance indicators** (equal to 1 **red** light

for Private activity and 2 for Public activity) will determine a rejection of the request for the ICZM Labelling. The Competent body can reply by giving some indications/suggestions for improvement

- **Red traffic light** in a maximum 60% of the total number of **secondary relevance indicators** (equal to 4 RED lights for Private activity and 2 for Public activity) can be accepted, and the labelling could be provisionally issued, provided that in a certain time frame the activity (private or public) has to operate in order to improve and remove the **red lights**.

On the other hand, the construction of initial benchmarks is based on the concept of making tests of the evaluation system by means of:

1. expert judgement >> sending the questionnaire and requesting completion of the assessment of the indicators considering the minimum requirements necessary for an activity considered aligned with the ICZM
2. case studies >> test the indicator evaluation system by applying it to identified activities which possibly refer to different sectors.

By considering that the ICZM SAS is new and also experts might find it difficult to express a judgement without any term of reference, benchmarks are defined arbitrarily at this stage and shall be confirmed or reviewed after the testing phase of the whole ICZM SAS.

6. ICZM SAS awarding tools and benefit

“Incentives” to animate the interest of economic activities in applying for the ICZM SAS label have to be defined.

Possible solutions are hereafter listed, but all rely on the willingness and financial resources of concerned institutions **and have to be further assessed**.

However, it must be highlighted how the effective cost of each solution depends on specific technological

requirements and on the availability of specific internal services at the competent authority and/or the necessity to outsource the concerned service. Hereafter, for each of the proposed possible solutions, some considerations in terms of the costs for the Competent body are reported.

Table 3. ICZM SAS selected indicators and related assessment methods

Possible awarding tool and benefit	Consideration
Promotion and visibility support	
a. Create a # (1 or more, e.g. #coastlabel, #coastalcertification) to be used in social media that links the label to other initiatives	<p>Technical consideration A check of available and most appropriate # needs to be done and the final # need to be agreed.</p> <p>Financial allocation consideration Internal resources. The cost is related to the definition of the # (dedicated human resources) and to the maintenance of social media pages of the Competent body. Human resources costs and, eventually, advertising costs, fundamentally depend on the number of publications on social media.</p>
b. Indexing labelled activities' pages to be included in search results in relation to ICZM topics and initiatives as well as the relative touristic sector (e.g. TripAdvisor, Booking, transport system online booking platforms, online food delivery)	<p>Technical consideration SEO indexing requires the definition of contents and keywords that are linked to the specific search platform. The most common platform is Google, but indexing is possible also in a dedicated platform (e.g. dedicated touristic platform can define indexing for businesses giving promotions and discount, through a specific campaign). However, before approaching the various providers, basic or advanced content shall be defined. Specific requirements may differ from country to country.</p> <p>Financial allocation consideration SEO indexing depends on several factors, e.g. content, keywords and Targeting geolocations (country), and obviously on the specific platform and (if possible) by possible agreements to be established with providers.</p>
c. Support in the definition and/or creation of leaflets and brochures	<p>Technical consideration A standard format can be created in order to define the graphics and text required, useful also for an estimation of costs for their realization. Paperless copies are suggested. Possibility to consider creating a module by using free-of-charge online tools allowing labelled activities to create their leaflet/brochure. Access to the module can be guaranteed only after ICZM certification is issued.</p> <p>Financial allocation consideration Costs are related to human resources for the definition of the template and, later, for the creation of labelled activities over time. Financial allocation for the online module is related to the cost for the creation (internal human resources or external services). Some costs may be related to the maintenance and the control over time.</p>
d. Invitation and logistic support to ICZM initiatives	<p>Technical consideration A list of possible initiatives to be considered shall be drafted, on a yearly basis. Which specific costs can be supported shall be defined (e.g. travel expenses only, per diems, subscription costs).</p> <p>Financial allocation consideration Costs strictly depend on the type of initiative and related logistic costs.</p>

Possible awarding tool and benefit	Consideration
Capacity building and knowledge transfer	
a. Free access or discounted price to database or services requesting a payment	<p>Technical consideration</p> <p>Let's start from the consideration that there are many databases that have free access, but that require registration (creation of an account) and of which many entities are unaware. In this sense, a support for labelled entities could be to create a handbook of free-access databases that contains the basic information for correct and easier access. An assistance service could be considered by the Competent body over time.</p> <p>A list of databases and services on payment to be considered shall be drafted. Possible discounted access shall be discussed by database owners or managers.</p> <p>Financial allocation consideration</p> <p>As regards the handbook for free-of-charge databases, the costs are related to human resources or external services for its creation, and later (if feasible) for the assistance to be provided by the Competent body.</p> <p>Regarding the possibility to establish a discounted formula for upon payment databases, costs are related to internal human resource (or eventually outsourced staff or services) for the definition of specific agreements.</p>
b. Organizing dedicated events fostering knowledge experience and networking	<p>Technical consideration</p> <p>A list of possible dedicated events by topic and location shall be defined. By considering that every year new labelled activities are expectable, at least one dedicated event per year should be defined as a minimum. It can be linked also to other initiatives (e.g. Coast Day).</p> <p>It is also necessary to define how many organized events a certified entity can participate in, or whether this benefit is to be considered one-off (for example, upon obtaining the label) or multiple (for example, upon obtaining the label and at each renewal).</p> <p>Financial allocation consideration</p> <p>Financial allocation depends on the type and location of event, as well as the timing for their realization and criteria for participation of labelled activities (ref. to one-off or multiple participations per labelled entity).</p>
c. Free registrations or discounts in relation to the participation in conferences, fair, training programmes	<p>Technical consideration</p> <p>A list of conferences, fairs and/or training programmes to be considered shall be drafted. Possible discounted access shall be discussed by organizers.</p> <p>Financial allocation consideration</p> <p>Costs are related to internal human resources (or eventually outsourced staff or services) for the definition of specific agreements with other organizers. In case of conferences, fairs and training programmes organized by UNEP/MAP, costs are related to an internal assessment for the definition of the possible discounted formula.</p>
Accreditations	
a. Create an accreditation system or agreements with concerned authorities in the authorization processes ("simplified" process)	<p>Technical consideration</p> <p>This benefit is strictly related to the verification of the interest and the availability in the inclusion of the ICZM label in existing or under definition accreditation systems with concerned authorities.</p> <p>However it must be noted that being the ICZM label is open to any type of activity on the coastal zone, and consequently, as the type of authorizations and related authorities is very varied and vast, it is necessary either to define a list of authorizations to include (and open a table of discussion with the authorities concerned) or to establish (at least as an initial point) the administrative level from which to start and establish a dialogue to verify on which authorizations it is possible to define a "simplified" process.</p> <p>Financial allocation consideration</p> <p>Costs are related to internal human resources (or eventually outsourced staff or services) for the definition of specific agreements.</p>

Possible awarding tool and benefit	Consideration
b. Create an accreditation system or agreements in the procurement additional point in the evaluation for labelled activities)	Technical consideration As per the previous point, this benefit is strictly related to the verification of the interest and the availability in the inclusion of the ICZM label in existing or under definition procurement systems with concerned institutions. By considering that there are different procurement and funding schemes (e.g. municipality, regional, national, EU and other levels), it is necessary to define which administrative level or funding institutions could be considered to start a dialogue and to assess how and in which way this benefit could be considered.
	Financial allocation consideration Costs are related to internal human resources (or eventually outsourced staff or services) for the definition of specific agreements.
Partnerships and other	
a. Support in entering in Public-Private partnerships (also at international level)	Technical consideration Some partnerships related to sustainable development are free of charge, but the registration process may be long and difficult in terms of provision of specific documents. The support to labelled entities can refer to assistance in the registration process. Some partnerships on the other hand may require the payment of a one-off or periodic subscription. The support to labelled entities can refer to a discounted formula for the subscription. In both cases a list of partnerships of interest for the Competent body shall be drafted.
	Financial allocation consideration Costs related to the assistance to the registration in a specific platform are related to internal human resources (or eventually outsourced staff or services) and depends on the specific requirements of the platform itself and the type of assistance requested by the labelled entity. Eventually the support could be limited to specific services linked to the registration. In case of upon payment partnerships, costs are related to internal human resources (or eventually outsourced staff or services) for the definition of specific agreements and eventually for the registration process.
b. Free access or discounted prices for procurement services	Technical consideration There are several portals upon payment related to funding and procurement opportunities at different administrative levels and geographic coverage. A list of the most interesting procurement services shall be drafted and a table of discussion with the provider has to be established.
	Financial allocation consideration Costs are related to internal human resources (or eventually outsourced staff or services) for the definition of specific agreements with procurement service's providers.

As described in the above table, each type of incentive requires first of all an assessment of feasibility and the interest over one or more of the different proposals. Depending on technical requirements, a specific financial assessment has to be done, in order to define how much the incentives will cost the Competent body, and define the opportunity and the possibility to effectively adopt certain premia compared to others.

Another important point for further consideration on which premia could be adopted is the possibility to define thresholds of performance of the ICZM certification and attribute different premia to different levels of performance. More specifically, the more an activity is ICZM labelled, the more premia can be obtained.

However, in order to define thresholds, it is suggested to convert the traffic light evaluation system to a numeric system, as follows:

 = 2  = 1  = 0

Or by differentiating in terms of primary or secondary relevance, as follows:

 = 4  = 4  = 0

for **primary relevance** indicators,

 = 2  = 1  = 0

for **secondary relevance** indicators.

The resulting numeric scoring system using two different scales (1 for private activities and 1 for public activities) according to the relevance of the indicators is reported in the following Table 4.

Table 4. ICZM SAS indicators scoring with different scales according to relevance

Indicator	Relevance	Scoring system	
		Private activity	Public activity
Descriptor 1: Vision and commitment		Max score: 8	Max score: 8
1.1. Vision and mission	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
1.2. Commitment	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
Descriptor 2: Tools for implementation of vision and commitments		Max score: 18	Max score: 24
2.1. Coastal zones sustainable development measures	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
2.2. Capacity building	PRIMARY – For public activities SECONDARY – For private activities	0 ÷ 2	0 ÷ 4
2.3. Networking and knowledge sharing	PRIMARY – For public activities SECONDARY – For private activities	0 ÷ 2	0 ÷ 4
2.4. Participatory approach/planning	PRIMARY – For public activities SECONDARY – For private activities	0 ÷ 2	0 ÷ 4
2.5. Coherence between public an private activities	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
2.6. Assessments	SECONDARY For both public and private activities	0 ÷ 2	0 ÷ 2
2.7. Financial engagement	SECONDARY For both public and private activities	0 ÷ 2	0 ÷ 2
Descriptor 3: Monitoring and Data Sharing & Transparency		Max score: 8	Max score: 10
3.1. Monitoring and observation	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
3.2. Database	SECONDARY For both public and private activities	0 ÷ 2	0 ÷ 2
3.3. Data sharing and transparency	PRIMARY – For public activities SECONDARY – For private activities	0 ÷ 2	0 ÷ 4
Total maximum score		34	42

Further consideration about the effective validity on the application of thresholds in the premia scheme relies on some reference data and should be done after the testing case on the selected case study in the framework of the CAMP Otranto project.

7. Considerations on visibility and promotion of the ICZM SAS

For the considerations provided above, all economic activities can apply, on a voluntary basis, for the ICZM label, but it will be important, once implemented, to **inform potential applicants about the ICZM SAS**, the procedure for the application and of certification, and the results and benefits of becoming an ICZM labelled activity.

To this purpose, a dedicated web page could be created. It is suggested to implement the web page linked to the PAP/RAC website and to be shared in all CAMP projects.

Promotional activities should also be implemented, through

- official channels (e.g. website, conferences at EU and Mediterranean level)
- social media
- info days.

Specific promotional activities shall be addressed to public institutions, from the national level downscaling to local level. National authorities shall use their official

channels to inform regional and local authorities. For this purpose, specific webinars can also be organized.

Even if visibility and promotional tools need to be developed in order to promote and attract applicants to the FINAL ICZM SAS once released, some visibility activities can be done to collect interest for the testing phase and identify additional testing case studies (1 for Italy and 1 for Albania). Among this:

- informative material (e.g. leaflet) is to be spread online and/or through direct contacts, in order to provide entities with the basic information about the ICZM SAS
- a # is to be created to be used for the social media promotional channels of all Partners of the CAMP Otranto project.

Visibility and publicity of the ICZM SAS shall be agreed and further used.

Finally, it is important that a logo for the ICZM label be defined and used in labelling and promotional activities.

FOSTERING PARTNERSHIPS ACROSS THE ADRIATIC SEA

For coastal sustainability in Albania and Italy

CAMP Otranto is the first transboundary project since the launch of the Coastal Areas Management Programme (CAMP) in 1989. The project's main objective is to test the CAMP methodology at a transboundary scale in the Otranto Strait, including marine areas within and beyond national jurisdiction which affect both Albania and Italy regardless of different natural, juridical and socio-economic conditions. By tackling coastal and marine environmental challenges in this very sensitive part of the Mediterranean basin, the project contributes to the development of sustainable coastal management and sharing know-how and modelling best practice

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