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Agenda Item 4: Specific Issues

Report on Specific Issues

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Report on Specific Issues

1. The present document deepens the topics presented in the Progress Report (Document UNEP/MED WG.479/3) and introduces the following specific issues that derive from the COP 21 Decisions IG.24/3 and IG.24/4 and from the mandate of the MCSD:

- MSSD Mid-Term Evaluation
- MSSD Flagship Initiatives
 - o Mediterranean Green Business Award
 - o Regional Assessments and Knowledge Exchanges of High- and Low-Tech Solutions Successfully Implemented to Achieve Waste Reduction
 - o Environmental Governance
 - o Istanbul Environment Friendly City Award
- Assessment Studies:
 - o Consultation on the First Mediterranean Assessment Report (MAR1) of Mediterranean Experts on Climate and Environmental Changes (MedECC)
 - o Publication and Dissemination of the 2019 Report on the State of the Environment and Development in the Mediterranean (SoED 2019)
 - o MED 2050 Foresight Study
- Mediterranean Sustainability Dashboard and Integration of Sustainable Consumption and Production Indicators
- Other issues, including Simplified Peer Review Mechanism (SIMPEER) and MCSD Membership
- The Coronavirus Pandemic: Initial Consideration on its Impact on the Sustainable Development of the Mediterranean Region and Possible Responses

2. The present document brings to the attention of the MCSD Steering Committee substantive elements on key MSSD and sustainable development related activities for review and discussion by the committee.

A. Mid-Term Evaluation of the MSSD

3. The approved roadmaps included in annexes of Decision IG.24/3 indicate that the mid-term evaluations of the MSSD and of the SCP Action Plan provide an opportunity to make the implementation of these strategic and forward-looking policies, at their respective second phase, more efficient and focusing on gaps, shortcomings and opportunities. The MCSD, through its Steering Committee, is expected to have a leading role for the participatory mid-term evaluation of the MSSD.

4. The Secretariat will develop and use common or similar methodologies to address in parallel the preparation of the UNEP/MAP Medium-Term Strategy (MTS) 2022-2027 and the mid-term evaluations of the MSSD and SCP Action Plan. The mid-term evaluations represent also a good opportunity to anticipate on possible further alignment of those policy instruments with the 2030 Agenda and SDGs.

5. Following discussions at previous Meetings of the MCSD Steering Committee and as per conclusions of the 18th Meeting of the MCSD, key principles and requirements of the MSSD mid-term evaluations are the following:

- The MSSD mid-term evaluation should provide information on both (i) the state of the sustainability in the Mediterranean, considering both socio-economic and environmental components, and (ii) the progress and gaps regarding the strategy's implementation, providing answers to the following questions: *Where do we stand with the implementation of the 2030 Agenda/SDGs and the MSSD in the Mediterranean? What are the successes and challenges?*
- The MSSD mid-term evaluation should be based on quantitative and qualitative criteria, taking advantage of the Mediterranean Sustainability Dashboard and Assessment Studies (e.g. SoED 2019), capitalizing on the implementation of MSSD Flagship Initiatives, and collecting inputs from MCSD Members, MAP Partners, MAP Components, and other stakeholders.
- The MSSD mid-term evaluation should be an open, participatory process and the result of collective efforts, combining both internal and external expertise, including both desktop analysis and stakeholder consultations, and using existing, well-known methodologies.
- The "self-assessment" component of the MSSD mid-term evaluation should be based on MAP bodies' and partners' consultations, through questionnaires and interviews, mobilizing communication channels within the UNEP/MAP – Barcelona Convention system.
- The mid-term evaluation should focus in priority on MSSD Flagship Initiatives', Strategic Directions' and Regional Actions' implementation, as well as on the level of achievement of the Strategy's targets. The national dimension should be mainly based on best available practices and success stories, as a source of inspiration for other countries – keeping in mind the importance of experience sharing, which is at the core of the MCSD mandate.

6. Beyond the fact that the mid-term evaluation of the SCP Action Plan will feed the mid-term evaluation of the MSSD under its Objective 5 "Transition towards a green and blue economy", highlighting main developments related to SCP in the four key economic sectors covered by the action plan¹, the two evaluations will follow a converging approach, with a common launch, consolidated results, and strong coordination along the way. The results of the MSSD mid-term evaluation are expected to be submitted in 2021 to the 19th Meeting of the MCSD, the Meeting of MAP Focal Points and COP 22, in a consolidated manner and following an integrated approach with the results of the SCP Action Plan mid-term evaluation.

7. The report of the MSSD mid-term evaluation will ensure that the MCSD and its Steering Committee, as well as the Contracting Parties and the Secretariat are informed with key findings on the status of the MSSD implementation, including achievements and lessons learned, plus recommendations to focus on identified gaps in the remaining period (2022-2025) and on possible directions for future related developments within the UNEP/MAP – Barcelona Convention system.

8. The main expected outputs and deliverables of the MSSD mid-term evaluation are summarized below:

- State of play report², including synthesis table and literature review, based on collected evidence on MSSD and SDGs implementation at regional and national levels;

¹ Food, Fisheries and Agriculture; Tourism; Goods Manufacturing; Housing and Construction.

² The state of the art technical report shall be the result of the desktop analysis that will be based on knowledge, raw materials and evidence (a) to be provided by the Secretariat (e.g. indicators factsheets; SoED 2019, MSSD Reporting Tool; MSSD Flagship Initiatives concept notes; draft notes containing substantive inputs) and (b) to be collected within the UNEP/MAP – Barcelona Convention system and beyond, mobilizing relevant sources of information and data. As a basis for drafting a short consultation document, this technical report shall also inform on the progress and gaps regarding the MSSD implementation, replying to the following questions regarding the 2030 Agenda/SDGs and MSSD implementation and monitoring, at the regional and national

- Gap analysis report on the MSSD and SDGs implementation in the Mediterranean;
- Consultation document³, including results of the gap analysis and recommendations for necessary actions to fill the gaps;
- Stakeholder consultation (questionnaires, interviews) aiming to prepare a draft report and its summary for decision-makers;
- Second draft reports following the review of first draft reports by relevant MAP bodies;
- Final reports, integrating the results of the MSSD and SCP Action Plan mid-term evaluations, submitted to the 19th Meeting of the MCSD (June 2021), the Meeting of MAP Focal Points (September 2021), and COP 22 (December 2021).

9. Specific tasks and timeline are detailed in Annex I of the present document.

Issues for consideration:

10. The Members of the MCSD Steering Committee are invited to provide comments on the process and activities described above and in Annex I, advising the Secretariat on means to mobilize and ways to follow for a successful MSSD mid-term evaluation.

11. The MCSD Steering Committee being expected to have a leading role for the participatory mid-term evaluation of the MSSD, its Members are invited to provide their view on this role towards a fine-tuning process, with an efficient and transparent communication along the way.

12. The Members of the MCSD Steering Committee are invited to provide advice to the Secretariat on how to make the best use of the Mediterranean Sustainability Dashboard, SoED 2019, MSSD Flagship Initiatives, and MSSD Reporting Tool.

13. The MSSD mid-term evaluation being based on an inclusive and participatory process, the Members of the MCSD Steering Committee are invited to advise the Secretariat on relevant ways to mobilize efforts within the UNEP/MAP – Barcelona Convention system and beyond.

14. From a strategic perspective, although the effectiveness of the MSSD itself should be assessed at a later stage during the MSSD Review process in 2024-2025, the discussion on the MSSD mid-term evaluation may also address the possible further alignment of the Strategy with the 2030 Agenda and SDGs.

B. MSSD Flagship Initiatives

Mediterranean Green Business Award

15. Green and circular economy businesses in the Mediterranean are driving the transition to more sustainable patterns of consumption and production, improving livelihoods in the region through new

levels: What are the (i) successes, good practices and challenges and (ii) encountered gaps and obstacles? The expected technical report should (i) provide evidence on the progress made and achievements in terms of MSSD and SDGs implementation (*what has been done*); and, (ii) result in the identification of gaps/shortcomings and opportunities on which to put the emphasis in the second phase of implementation (*what has not been done yet, what to be done towards full delivery*). The structure and format of the 2019 SDG Report and the Thematic analysis of “Measuring Progress – Towards achieving the environmental dimension of the SDGs” should be considered as a source of inspiration in terms of structure, content and design.

See: <https://unstats.un.org/sdgs/report/2019/>;

<https://wedocs.unep.org/bitstream/handle/20.500.11822/27627/MeaProg2019.pdf?sequence=1&isAllowed=y>

³ Consultation document based on the desktop analysis (state of the art) to reach MCSD Members, MAP Partners and MAP Components. MAP Components should report on their relevant activities and projects according to their areas of expertise. A mapping of the MSSD Strategic Directions and Regional Actions against the relevant implementing partners should be done prior the consultations.

employment opportunities, including for young people and women. The Mediterranean Green Business Award will place the spotlight on these businesses, highlighting their contributions to SDGs and the need to create an enabling environment for them, as well as inspiring a new generation of entrepreneurs to launch sustainable businesses. SCP/RAC is leading the process to prepare the award, which will be celebrated in the second semester of 2021. The focus for this first edition of the award will be the States of the Southern Mediterranean, including Jordan and Palestine.

16. SCP/RAC has completed the benchmarking phase of the award preparation process, including a baseline study on existing award schemes for green businesses and an organization-wide brainstorming workshop to generate ideas about the award's added-value and unique identity.

17. Next steps for the next six months include:

- Validation of the award categories, evaluation criteria, prizes, and jury composition;
- Selection of a sector to be targeted for the first edition (option to be confirmed);
- Establishment of the legal basis for the award;
- Design of a communication plan and visual identity for the award;
- Development of a database of stakeholders that will be the focus of outreach activities on the award, to ensure dissemination of information to a wide target audience, including current collaborators and new segments of the public;
- Preparation of communication materials and translation into Arabic and French;
- Build a web platform through which candidates will submit applications in 2021, based on tools developed by the Catalan Waste Agency (SCP/RAC's host institution in Spain); and,
- Mobilization of the jury.

18. Efforts in Q4 2020 will focus on:

- Preparation of the ceremony for the launch of the award;
- Launch of the award during the next edition of the SwitchMed Connect (ECOMONDO, Rimini, Italy, first week of November 2020);
- Finalisation of the web platform to manage applications; and,
- Launch of the communication campaign.

Issues for consideration:

19. The Secretariat (SCP/RAC) would appreciate MCSD Steering Committee's views and suggestions on various aspects of the award process, which is detailed in Information Document UNEP/MED WG.479/Inf.5, including:

- The award identity: name of the award, proposed categories, a sector to be targeted for the first edition (optional);
- Composition of the jury, in particular regarding representation from the MCSD; and,
- Learning from the organisation and management of the Istanbul Environment Friendly City Award.

Regional Assessments and Knowledge Exchanges of High- and Low-Tech Solutions Successfully Implemented to Achieve Waste Reduction

20. As introduced in the Progress Report (Working Document UNEP/MED WG.479/3), MIO-ECSDE (MAP Partner, former MCSD Member) would like to bring to the attention of the MCSD Steering Committee Members and the Secretariat relevant activities that are being considered under

the four-year EU-funded Water and Environment Support (WES) Project in the ENI Southern Neighborhood Region⁴ for putting in motion this MSSD Flagship Initiative.

21. The issue that this flagship initiative intends to address is the following: Solid and liquid waste production remain major concerns in many urban areas of the Mediterranean region, and waste prevention and management needs significant improvement⁵.

22. This MSSD Flagship Initiative is expected to consider *inter alia* awareness-raising, capacity building, and economic and technical/technological measures for waste prevention and reduction that have been implemented in the Mediterranean. It should consider relevant programmes and projects within the UNEP/MAP – Barcelona Convention and Union for the Mediterranean (UfM) systems, or in which the stakeholders of those systems are involved, and beyond.

23. The flagship initiative echoes the 2030 Agenda paragraph 34: “*We recognize that sustainable urban development and management are crucial to the quality of life of our people. We will work with local authorities and communities to renew and plan our cities and human settlements so as to foster community cohesion and personal security and to stimulate innovation and employment. We will reduce the negative impacts of urban activities and of chemicals which are hazardous for human health and the environment, including through the environmentally sound management and safe use of chemicals, the reduction and recycling of waste and the more efficient use of water and energy*”.

24. The flagship initiative is also in line with the following SDG Targets:

- SDG Target 6.3: By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally;
- SDG Target 11.6: By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management;
- SDG target 12.4: By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment;
- SDG Target 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse; and,
- SDG Target 14.1: By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.

25. Such regional assessments and knowledge exchanges on best available practices of waste management may have the following expected outcome: *Mediterranean decision-makers and stakeholders enhanced their technical capacities to achieve waste prevention and reduction, and to ensure sustainable waste management into a more circular economy*. That should be based on a

⁴ www.wes-med.eu; <https://www.euneighbours.eu/en/south/stay-informed/projects/wes-water-and-environment-support-eni-southern-neighborhood-region>

⁵ Waste generation and management practices vary widely throughout the Mediterranean. The total amount of generated municipal solid waste is around 183 million of tons per year, i.e. an average of 370 kg per capita per year (about 1 kg per capita per day). In Northern Mediterranean Countries (NMCs), values range from 1.1 to 1.7 kg per capita per day with a maximum of more than 3 kg in Monaco. In Southern and Eastern Mediterranean Countries (SEMCs), values range from 0.5 kg per capita per day in Morocco to 1.1 in Algeria. Recycling rates vary also broadly: in the NMCs, the recycling rate is above 13% and reaches 46% in Slovenia; in SEMCs, Egypt has the highest recycling rate (12.5%) and the rate is especially low in Palestine, Syria and Turkey. A relatively high share of waste is discharged on open dumpsites or unaccounted for, representing potential leakage into the environment and ending up as marine litter (After SoED 2019).

strengthened dialogue among Mediterranean countries and stakeholders on the implementation of innovative solutions to achieve waste prevention and reduction.

26. The implementation of the flagship initiative can be possibly based on the following tasks, as options to be confirmed:

- Drafting a regional assessment report on the best available practices on waste management in the Mediterranean, in addition of a possible on-line repository for facilitated access to the solutions and their more widespread utilization in waste reduction and prevention efforts. This report may include case studies;
- Organizing at least one regional capacity building workshop, based on peer learning experiences to promote sustainable waste reduction and prevention solutions, following a North-South and South-South cooperation approach; and,
- Organizing study tours to selected successful waste management sites that are using innovative technologies, in line with experience sharing on waste reduction technologies.

27. While means of implementation and deliverables will be clarified at a later stage, the implementation of the flagship initiative shall rely on relevant Mediterranean networks and experiences, including the work of MAP Components (MEDPOL, SCP/RAC and Plan Bleu), programmes and projects implemented by MIO-ECSDE and its members, the Mediterranean Urban Toolbox developed by Med Cities and that includes a Waste component, etc.

28. The MSSD Flagship Initiative may also benefit from the experiences gained under the UfM's environmental agenda, considering for instance labeled projects developed under EU-funded Interreg Med (e.g. Interreg Med Green Growth Community), as well as from lessons learned and outputs of other EU-funded projects such as SWIM-H2020 SM and WES programmes, CBC-Med, etc.

29. Relevant support from UN-HABITAT can also be expected in the context of the global Waste Wise Cities Campaign⁶ that has been joined recently by several Mediterranean municipalities following in-kind support provided by the Secretariat.

30. Finally, the Secretariat is cooperating with UN-ESCWA and UNECE to prepare a project proposal to support the implementation of this MSSD Flagship Initiative in up to three Mediterranean countries which are also Members States of one these two UN Regional Economic Commissions.

Issue for consideration:

31. Waste management is a key issue for the Mediterranean sustainability, in particular for cities, and this MSSD Flagship Initiative is very wide: the Secretariat is seeking the guidance of the MCSD Steering Committee to narrow the scope of this initiative and to support the linkages with existing programmes and projects, complementing current efforts.

Environmental Governance: Encourage the Accession to and Implementation of the Aarhus Convention on Public Access to Information, Public Participation in Decision-Making and Access to Justice in Environmental Matters (Aarhus Convention)

32. Relevant activities are being considered under the EU-funded WES Regional Project for putting in motion this MSSD Flagship Initiative, in cooperation with the UNECE-Aarhus Secretariat. The proposed activities envisage the sharing of experiences between UNECE Members States which are already members of the Aarhus Convention and non-European countries.

33. Means of implementation can focus on the organization of a regional capacity building workshop, in an interactive manner and based on case studies, with international organizations and

⁶ <https://unhabitat.org/waste-wise-cities-campaign>

lawyers or legal officers as trainers, with officials of Ministries of the Environment and governmental departments dealing with international conventions, as well as key environmental NGOs, as trainees.

34. In addition, as indicated in the Progress Report (Working Document UNEP/MED WG.479/3), a possible avenue to explore is to undertake an analysis of the compatibility of the legislation of Contracting Parties to the Barcelona Convention – that did not yet access to the Aarhus Convention⁷ – with the provisions of the Aarhus Convention. This opportunity is being explored with Morocco in the context of the Second Environmental Performance Review undertaken with UNECE. This possible activity can be undertaken with the support of the Aarhus Convention Secretariat which has already tested similar experiences. See for instance the *Preliminary assessment of the institutional, policy and legal framework of Guinea-Bissau*, with reference to the three pillars of the Aarhus Convention, that identifies the activities already undertaken or planned to be undertaken by the country relating to the accession to the Convention and to the implementation of its provisions, including through the adoption of new legislation or the amendment of the existing one:

https://www.unece.org/fileadmin/DAM/env/pp/mop6/English/ECE_MP.PP_2017_47_E.pdf.

Issue for consideration:

35. The Secretariat is seeking the feedback of the MCSD Steering Committee on the activities proposed under this MSSD Flagship Initiative.

Istanbul Environment Friendly City Award

36. Following the two first editions of the award respectively delivered at COP 20 and COP 21, experienced technical tools are available to support the nomination and selection process, including list of criteria, application form and guidelines to support its completion by the applicant cities, and a tool for calculating scores and preparing an equitable ranking.

Issue for consideration:

37. Annex II of this document includes the Draft Roadmap, including Communication, and Tentative Timeline for the Nomination and Selection Process of the Third Edition (2020-2021) of the Istanbul Environment Friendly City Award for review, comments and advice from the Members of the MCSD Steering Committee.

C. Assessment Studies

Consultation on MedECC First Mediterranean Assessment Report (MAR1) and its Summary for Policymakers (SPM)

38. The draft MAR1 and its SPM are expected to undergo the consultation with decision-makers and stakeholders. This consultation will involve *inter alia* governments' representatives, including members of relevant UfM expert groups, MAP and MAP Components Focal Points, MCSD Members, and MAP Partners. The process will be organized by the interface composed of the MedECC Steering Committee and Scientific Secretariat, the UfM Secretariat and Plan Bleu.

39. Through a joint letter from the UNEP/MAP Coordinator and UfM Secretary General, the two institutions supported by Plan Bleu and MedECC Scientific Secretariat are about to launch a wide consultation with decision-makers and stakeholders regarding MAR1 and its SPM. Relevant bodies of the UNEP/MAP – Barcelona Convention system, including the MCSD, will be invited to provide

⁷ 12 of the 22 Contracting Parties to the Barcelona Convention are already Parties to the Aarhus Convention. The MSSD Target of *two-thirds of Mediterranean countries having acceded to the Aarhus Convention* can be achieved by having five more Mediterranean countries joining the Aarhus Convention. The priority should be given to three UNECE Member States (Israel, Monaco, and Turkey) and seven not-UNECE Member States (Algeria, Egypt, Lebanon, Libya, Morocco, Syria, and Tunisia).

comments on the draft SPM that is included in Working Document UNEP/MED WG.479/5; the full text of MAR1 is included in Information Document UNEP/MED WG.479/Inf.4.

40. A two-step process is defined:
- Consultation with governments and stakeholders concerning the draft SPM: launch expected in April 2020, through the joint letter of the UfM and UNEP/MAP – Barcelona Convention Secretariats. This wide online consultation will include UfM Senior Officials, members of specific UfM working groups, MAP Focal Points, MAP Components and their Focal Points, Members of the MCSDD, and MAP Partners. Consultation will focus on the clarity and substantiation of the draft SPM. Government representatives and stakeholders will be given four weeks to provide comments. Aggregated comments will be taken into account in the revised draft SPM, after scientific review if needed.
 - Plenary discussion on revised SPM, involving members of specific UfM working groups, Plan Bleu Focal Points and Members of the MCSDD Steering Committee. During the plenary discussion, findings reported in the SPM will be discussed to ensure that the results are communicated in a clear and understandable way.
41. After this meeting, the SPM will be officially finalized, and its communication may begin:
- In 2020, the SPM of MAR1 will be the most important deliverable of MedECC and has the potential to be one of the most important deliverables of the 2020 UfM Ministerial Meeting. It will receive a particular attention for action, in relation with UNCBD COP 15 and UNFCCC COP 26.
 - In 2021, the SPM and MAR1 full report will also be submitted to COP 22, where they may originate and support legally binding decisions by the Contracting Parties. The same COP will also be expected to adopt the MTS 2022-2027, whose climate change-related dimension will be informed and supported by MAR1.

Issues for consideration:

42. The 21st Meeting of the MCSDD Steering Committee offers a unique opportunity to initiate the consultation process with the members of the committee. During that meeting, one of the two MedECC Coordinators, Mr. Joel Guiot, will present the main findings of the draft report and the key messages of its SPM, as well as potential thematic focus for a follow-up phase. Questions and answers, and a discussion will follow to collect general feedback and detailed comments from the Members of the MCSDD Steering Committee.

43. Further ideas for broad dissemination of MAR1 findings from the MCSDD Steering Committee are welcome.

Publication and Dissemination of the 2019 State of the Environment and Development in the Mediterranean Report (SoED 2019)

44. Following-up on Decision IG.24/4 adopted at COP 21, the Secretariat (Plan Bleu) is finalizing the SoED 2019, as well as its Summary for Decision Makers and Key Messages, for publication: copy editing, design and refining of visuals including maps and graphs, and final layout. Launching of the publication was planned in June 2020, with specific launching and dissemination events. It may be postponed due to the current COVID-19 global health crisis.

45. Expected deliverables under Activity 1.6.1.1 “*Implement the operational Communication Strategy*” of the UNEP/MAP Programme of Work and Budget for 2020-2021 include “*SoED 2019 published and disseminated, through the following steps: (a) Executive Summary translated into Spanish and Arabic; (b) Editing and layout of full report in English and French; (c) SoED dedicated web site established and online; (d) Video(s) including sub-titles prepared and disseminated;*

(e) Infographics prepared and disseminated through very short (max 2 pages) documents; (f) SoED launching events organized in at least two Mediterranean countries”.

46. Based on a first proposal by Plan Bleu and on inputs from the MAP Communication Task Force, a draft MAP system-wide communication plan on the SoED 2019 was elaborated and is included in Annex III of the present document. The objective is threefold: ensure a broad dissemination of the report’s findings with priority given to target audience groups in the Mediterranean region; articulate and convey advocacy messages for consideration in environmental and developmental policies in the Mediterranean based on the report’s findings; and position SoED 2019 as a flagship knowledge product and a substantial contribution by the UNEP/MAP – Barcelona Convention system to bolstering the knowledge base for informed policymaking in the Mediterranean.

47. The draft plan includes a set of communication products, including posters and flyers. The draft plan also sets out key events where the report will be showcased. Contracting Parties and MCSDD Members are expected to have a significant multiplier effect (e.g. regional and national media).

48. In addition, Plan Bleu has identified six potential themes for SoED 2019 related thematic briefs to be published in 2020-2021: maritime transport, emerging pollutants, demographic trends, inequalities, SDG status and trends, offshore activities. The two first briefs are under revision.

49. Plan Bleu will also support the organisation of a science-policy event with a strong focus on climate and environmental change (Marseille, France, 2-4 September 2020). This three-day event will provide a unique opportunity for an extensive exchange between Science and Policy, with substantial discussion towards filling knowledge gaps identified in the SoED 2019.

Issues for consideration:

50. The Secretariat would appreciate MCSDD Members’ involvement in further promoting this major report and publication at national and regional levels.

51. Further ideas and support for broad dissemination of SoED 2019 findings from the MCSDD Steering Committee are welcome.

MED 2050 Foresight Study on the Environment and Development in the Mediterranean

52. Activity 1.4.1.4 of the UNEP/MAP Programme of Work and Budget for 2020-2021 lists the following MED 2050 deliverables: *“Develop and implement the second set of activities included in the Med 2050 Roadmap”, including: “a) MED2050 network moderated and producing newsletters; b) MED2050 thematic briefs produced; c) MED2050 website developed and utilized; d) Survey and workshops on contrasted visions in the Mediterranean successfully held; e) Report analysing these visions produced; f) Dissemination of scientific analyses on trends and disruption factors in an integrated framework; g) Workshops and analysis report on transition pathways successfully completed; h) Report of 2020-2021 activities prepared for further consideration and guidance to COP 22”.*

53. In terms of project organisation, MED 2050 is based on complementary groups and process:

- Plan Bleu to coordinate the MED 2050 implementation, in close collaboration with the Coordinating Unit and MAP Components. The latter provide critical expertise and facilitate synergies with other activities;
- The Steering Committee, composed of scientific experts and key partners, will be responsible for ensuring the scientific consistency of the project results and their adequacy with the objectives set. Its members, i.e. recognized experts and representatives of the Contracting Parties and key partners, will meet only on a few key occasions;

- The foresight group, gathering about 20 members with relevant foresight and/or thematic expertise, will have a fundamental role throughout the project to produce the MED 2050 report and associated products;
- Ad hoc groups will be invited to specific workshops, for example to discuss contrasting visions of the future, or key conditions for transition;
- The wider MED 2050 network (open-ended group) is at the heart of the exchange of information on the main results, analyses, and questions. It will use a web platform dedicated to MED 2050. Designed as a dynamic science-policy interface, the network and its platform will facilitate the mobilization of existing resources, dialogue between stakeholders, and the capitalization of research results for policy development.

54. In terms of participatory approach, MAP Phase II states that “*Public information and public participation are a dimension essential to the policy of sustainable development and environmental protection*”. The MCSDD also recommended that attention is paid to participatory approaches and stakeholder consultation, in particular through the use of electronic tools (web platforms), in addition to the involvement of national decision-makers. Phase II of MED 2050 and its participatory process through MED 2050 Network is in phase with those recommendations. Participatory methods will give a specific place to youth representatives throughout the exercise.

55. In terms of communication, a newsletter will be made available on the web platform. This newsletter will leave room for questions, sharing of national, regional or international experiences, information on current projects, and debate on options and scenarios. Successive articles on the same subject can be grouped and synthesized in order to produce thematic booklets. These intermediate products will contribute to the preparation of the final report and will support the communication strategy by targeting a wide audience.

D. Mediterranean Sustainability Dashboard and Integration of Sustainable Consumption and Production Indicators

56. Following Decision IG.24/3 adopted at COP 21, Plan Bleu planned to produce in 2021, in view of its Focal Points Meeting and of the 19th Meeting of the MCSDD, an updated populated version of the Mediterranean Sustainability Dashboard. This version will be based on most recent and comprehensive data, aligned with SDG indicators, and integrate SCP indicators. Mobilisation of the MCSDD Steering Committee to improve the dashboard coverage and population is expected during the second semester of 2020.

57. In addition, the interconnexion between SCP and MSSD indicators is in need to avoid any overlapping between the two lists. Since only one of the dashboard’s indicators is covering MSSD Objective 5, the SCP indicators should reinforce the dashboard on green, blue and circular economy issues. However, the two lists (MSSD vs. SCP) are of different nature, and SCP indicators are much more sectoral, technical and detailed. Therefore, the best approach might be to maintain two lists of indicators under the dashboard, as for instance: 1. MSSD Priority Indicators (most important, broaden perspective on sustainable development issues); 2. SCP Indicators going more in-depth on specific issues related to the green/blue and circular economy. Specific indicators of the SCP list may also be integrated in the priority MSSD indicators.

58. During the 2020-2021 biennium, SCP/RAC will review the list of 25 indicators, in light of the latest development at the global level, and populate them. Furthermore, specific factsheets for each indicator will be prepared following the model of the Mediterranean Sustainability Dashboard. Once completed they will be integrated within the Plan Bleu’s Mediterranean Observatory on Environment and Sustainable Development. The work will be developed during the second half of 2020 by SCP/RAC in full coordination with Plan Bleu. SCP/RAC will count on the support of an international consultant to be selected by the end of the quarter 2 of 2020.

59. Concerning the update of the list of SCP indicators, based on existing indicators in international databases, it is expected that the main issue will be the availability of data at the country level, especially for new SDG indicators. This will constitute one of key challenge for the preparation of the indicators' factsheets. Similar issues on data availability have been raised regularly on the Mediterranean Sustainability Dashboard, in particular regarding priority coastal and marine aspects highlighted for their importance at COP 21.

Issues for consideration:

60. The MCSD Steering Committee is invited to discuss the progress achieved and perspectives to enhance synergies between the Mediterranean Sustainability Dashboard, SCP indicators, and relevant SDG indicators, taking also into account the Mediterranean specificities, and provide advice to the Secretariat on the next steps of this process, as described above.

61. Support would be welcome from the MCSD and its Steering Committee regarding how to address the issue of data availability at the national level and how to mobilize further interest from the Contracting Parties and partners in this issue.

E. Other issues

Simplified Peer Review Mechanism (SIMPEER)

62. Although the 18th Meeting of the MCSD strongly encouraged Contracting Parties, in particular those which are Members of its Steering Committee and those that have already gone through the Voluntary National Review (VNR) process at the global High-Level Political Forum (HLPF), to participate in the SIMPEER third edition in 2020-2021, no budget has been secured for this activity in the UNEP/MAP Programme of Work and Budget for 2020-2021.

63. SIMPEER future editions can be jeopardized by this situation. Future editions may be postponed to the next biennium when Contracting Parties will have enough time to express interest ahead of the COP, and when dedicated resources can be mobilized.

64. Issue for consideration:

65. SIMPEER being an important, innovative activity of the UNEP/MAP – Barcelona Convention system, appreciated by the Contracting Parties – as reflected in the reports of the MCSD and Plan Bleu Focal Points meetings –, and an integral part of an COP 19 Decision IG.22/17: Reform of the MCSD, the MCSD Steering Committee is invited to formulate conclusions and recommendations for maintaining or prolonging this activity in its work and in Plan Bleu work.

MCSD Membership

66. As per paragraph 9. II. of the Composition of the MCSD (Decision IG.22/17, Annex I), nine MCSD Members have to be considered for replacement because they will have completed three consecutive mandates by COP 22 to be held in Turkey in December 2021. The nine MCSD Members listed in the table below have therefore to be considered for replacement by the 19th Meeting of the MCSD:

| MCSD Member | Possible candidate to be considered | Group |
|---|---|-----------------------------|
| UCLG: United Cities and Local Governments | Inter-Mediterranean Conference of Peripheral Maritime Regions (IMC-CPMR), Med Cities, other relevant networks of local authorities. | Local Authorities |
| ANIMA Investment Network | Centre for Environment and Development for the Arab Region and Europe (CEDARE), <i>Union Méditerranéenne des Confédérations d'Entreprises</i> (UMCE-Business Med), Barilla Centre for Food and Nutrition, cruise or ships companies | Socio-economic Stakeholders |

| | | |
|---|---|---------------------------------|
| FEMISE: <i>Forum Euroméditerranéen des Instituts de Sciences Economiques</i> | MedECC, Mediterranean Universities Union (UNIMED), <i>Centre International de Droit Comparé de l'Environnement (CIDCE)</i> , Institute for Sustainable Development/European Public Law Organization (ISD/EPLO), SDSN Youth, SDSN Greece or SDSN Turkey | Scientific Community |
| MEPIELAN: Mediterranean Programme for International Environmental Law and Negotiation | | |
| Med-SDSN: Mediterranean Sustainable Development Solutions Network | | |
| UfM: Union for the Mediterranean | International Union for the Conservation of nature (IUCN-Med), International Centre for Advanced Mediterranean Agronomic Studies (CIHEAM), General Fisheries Commission for the Mediterranean (FAO-GFCM), Intergovernmental Oceanographic Commission (IOC-UNESCO) | Intergovernmental Organizations |
| COMPSUD: Circle of Mediterranean Parliamentarians on Sustainable Development | <i>To be discussed with members of the MCSD Steering Committee.</i> | Parliamentarians |
| PAM: Parliamentary Assembly of the Mediterranean | | |
| PA-UfM Parliamentary Assembly of the Union for the Mediterranean | | |

67. The Secretariat will kindly invite the MCSD Members, MAP Partners, and MAP Components to provide suggestions and support in engaging partners and stakeholders that could join the MCSD as new members for the next two biennia, with the possibility of extension for one biennium. The objective is to receive in due time written expressions of interest.

68. The most sensitive point is about the Parliamentarians group because there are not many networks of parliamentarians in the Mediterranean; no suitable candidate has been identified so far.

Issue for consideration:

69. The Members of the MCSD Steering Committee are invited to express their opinion on issues related to MCSD Membership, providing guidance to the Secretariat to reach relevant written expressions of interest. Any suggestion of possible candidates would also be welcomed.

F. The Coronavirus Pandemic: Initial Consideration on its Impact on the Sustainable Development of the Mediterranean Region and Possible Responses

70. Humankind is facing an unprecedented global crisis, the Coronavirus (COVID-19) pandemic having direct and huge impacts on health and demography, with ensuing consequences on societies and economies. The world faces a common enemy and is at war with a virus that ignores borders and socio-economic differences, it reproduces blindly by jumping from one person to another. *“Today’s declaration of a pandemic is a call to action for everyone, everywhere. It’s also a call for responsibility and solidarity, as nations united and as people united”*, stated UN Secretary-General António Guterres in his message on COVID-19, in New York, on 11 March 2020.

71. Human health and ecosystems health are intrinsically linked. Resurgence of infectious diseases is linked to loss of biodiversity and ecosystems degradation. The health crisis is embedded in an irreversible ecological mutation. The way we consume natural resources is accelerating biodiversity loss and exacerbating climate change. Last year, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) sounded the alarm that nature is declining globally at rates unprecedented in human history, with grave impacts on people. *“The health of ecosystems on which we and all other species depend is deteriorating more rapidly than ever. We are eroding the very foundations of our economies, livelihoods, food security, health and quality of life worldwide”*,

said IPBES Chair, Sir Robert Watson at the 7th session of the IPBES Plenary meeting (Paris, France, 29 April – 4 May 2019). *“The [IPBES] Report also tells us that it is not too late to make a difference, but only if we start now at every level from local to global”.*

72. A combination of population growth and reduction in ecosystems and biodiversity has culminated in unprecedented opportunities for pathogens to pass between animals and people⁸. Human action has modified wildlife population structures and reduced biodiversity, producing conditions that favor particular hosts, vectors and pathogens. In 2016, UNEP flagged a worldwide increase in zoonotic epidemics: 75% of all emerging infectious diseases in humans are zoonotic and zoonotic diseases are closely interlinked with the health of ecosystems. In addition, the expansion of cropland and more intense livestock farming near and around cities increased opportunities for exposure. Speaking to BBC News Hour on 21 March 2020, UNEP Executive Director Inger Andersen made the point that human health and global planetary health are one and the same. The 2020-Super Year for Nature remains more important than ever before as we strive towards safeguarding our environment and the planet that sustains us. *And as we look towards a world that is fundamentally different from anything our generation has ever known, it is critical that when the economic engines of growth rev up again, recovery efforts be green, resilient, inclusive and sustainable. The recovery cannot be at the expense of climate, nature and pollution or else the world would have an even higher price to pay.*

73. Containment measures needed to slow the spread of the Coronavirus will lead to significant short-term declines in GDP for many economies. The International Labor Organization estimates that full or partial lockdown measures are affecting 81% of the world’s workforce. Key sectors include retail trade, accommodation and food services, and manufacturing. The impact is especially harsh for unprotected workers and the most vulnerable groups in the informal economy, particularly in emerging and developing countries⁹. According to OECD projections, there will be a loss of 2 percentage points in annual GDP growth for each month of containment. Many economies will fall into recession. *“Our analysis further underpins the need for sharper action to absorb the shock, and a more co-ordinated response by governments to maintain a lifeline to people, and a private sector that will emerge in a very fragile state when the health crisis is past”*, said OECD Secretary General Angel Gurríain in his G20 Summit statement, calling for a “global Marshall Plan”¹⁰. The pandemic is taking an enormous toll on the global economy, calling to finance massive budget deficits and to cut the period of economic losses to the maximum possible extent through action aiming to prevent a financial crisis¹¹. Specific support for emerging economies and developing countries that do not have the resources to create robust stimulus packages are particularly needed.

74. Taking into account travel restrictions across the world, the UN-WTO expects that international tourist arrivals will be down by 20 to 30% in 2020 when compared with 2019 figures. That could translate into a decline in international tourism receipts (exports) of between US\$300-450 billion, almost one third of the US\$ 1.5 trillion generated in 2019¹². Since 80% of all tourism businesses are SMEs, providing employment for women, youth and rural communities, tourism recession will obviously have heavy impacts on the Mediterranean economies.

⁸ See <http://www.unep.org/news-and-stories/story/coronaviruses-are-they-here-stay> (6 April 2020)

⁹ ILO Monitor 2nd edition: COVID-19 and the world of work Updated estimates and analysis (7 April 2020), https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/briefingnote/wcms_740877.pdf

¹⁰ <http://www.oecd.org/coronavirus/en/> (26 March 2020)

¹¹ Jeffrey Sachs and UN SDSN team: Global workshop on COVID-19, 30 March 2020, <https://www.unsdsn.org/where-are-we-now-where-are-we-headed-key-outcomes-from-sdsns-global-virtual-conference-on-the-epidemiology-and-economics-of-coronavirus>

¹² In 2009, on the back of the global economic crisis, international tourist arrivals declined by 4%, while the SARS outbreak led to a decline of just 0.4% in 2003. <https://www.unwto.org/news/international-tourism-arrivals-could-fall-in-2020>

75. “Resilience” means reconstruction after trauma and we are not there yet. However, the time of the crisis is also a time conducive to questioning, to preparing a new world that leaves no one behind, a world where basic needs, healthy food, adequate housing, access to education, health, culture, are guaranteed to all, a world where solidarity open the path to further possibilities and perspectives. The last thing to do would be to duplicate everything we did before. *“We cannot resort to the usual tools in such unusual times. (...) But in managing this crisis, we also have a unique opportunity. Done right, we can steer the recovery towards a more sustainable and inclusive path”*, stated UN Secretary-General, on 19 March 2020, through a strong Call for Solidarity.

76. In the same vein, the historian Yuval Noah Harari recently wrote: *“(...) we should ask ourselves not only how to overcome the immediate threat, but also what kind of world we will inhabit once the storm passes. (...) Both the epidemic itself and the resulting economic crisis are global problems. They can be solved effectively only by global co-operation. (...) If we choose global solidarity [vs. national isolation], it will be a victory not only against the coronavirus, but against all future epidemics and crises that might assail humankind in the 21st century”*¹³. If at short term, as immediate measure, containment is essential to curbing the epidemic, isolationism at long term would collapse economies without offering any protection against infectious diseases.

77. *“The 2015 agreements [2030 Agenda and SDGs, Paris Agreement on Climate Change, Addis Ababa Agenda on financing sustainable development] are both highly relevant for organizing our partnerships (...) during and after the crisis, and for serving as a guide for emerging from the crisis by tackling the structural causes of our vulnerabilities”*¹⁴.

78. With Mediterranean countries being among the most affected by the pandemic worldwide, with Western/Mediterranean Europe (Italy, Spain, France) as one of the hardest hit regions, everything suggests that nothing will ever be the same again in our region. At a time of confinement, when travels are restricted and circulation is limited, with an expected rising decrease of tourism flows and heavy consequences on unemployment, which new, alternative models of tourism are we going to define and promote in the future? The World Tourism Organization (UNWTO) launched on 1 April 2020 A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery¹⁵. *“Mitigating the impact on employment and liquidity, protecting the most vulnerable and preparing for recovery, must be our key priorities. (...) We must support the sector now while we prepare for it to come back stronger and more sustainable”* said UNWTO Secretary-General Zurab Pololikashvili. Preparing for Tomorrow is the third key area on which 23 actionable recommendations are divided; recommendations call for greater emphasis to be placed on the sector’s contribution to the Sustainable Development Agenda, as an opportunity to transition towards the circular economy.

79. It is a long time that the UNEP/MAP – Barcelona Convention system and its partners alert on unsustainable forms of development. Although nobody had predicted the current crisis, the MAP system repeatedly warned decision-makers and stakeholders of worrying trends and of their resulting risks for the region. Mediterranean countries still face many challenges, as highlighted by the SoED 2019. Economic and social convergence has become a necessity given that disparate living standards combined with unequal access to basic services represent vectors for instability, with risk of tensions. Regional cooperation and integration are more than ever essential.

¹³ The world after coronavirus, Financial Times, New York, 20 March 2020.

¹⁴ IDDRI, Blog Post, A shock that shakes our certainties about the resilience of our societies: what international responses? (26 March 2020): <https://www.iddri.org/en/publications-and-events/blog-post/shock-shakes-our-certainties-about-resilience-our-societies-what>

¹⁵ https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-04/COVID19_Recommendations_English_1.pdf

80. *“While Europe is in a state of shock, it cannot, however, turn a blind eye to the health, human, social and economic consequences of the crisis, which could be even more dramatic and unequal in other continents, particularly in Africa. (...) it is essential to restore a very deep sense of the social contract that binds us together as individuals within each country, but also within regional constructions such as the European Union, and at the global level” (IDDRI, Ibidem).*

81. The Coronavirus crisis invites the Secretariat to launch a wide reflection on our ways of life, our patterns of producing and consuming, to reverse the tide towards more sustainable futures in the Mediterranean region. The MCSD is the relevant forum to engage this reflection and the MED 2050 Foresight Study offers a unique opportunity for the Commission to consider impact of the pandemic on sustainable development of the Mediterranean Region and possible responses.

82. The Members of the MCSD Steering Committee are invited to reflect on the above consideration on the impact of the Coronavirus pandemic on the sustainable development of the Mediterranean Region, and possible responses.

Annex I
Specific Tasks and Tentative Timeline of the MSSD Mid-Term Evaluation

Annex I: Specific Tasks and Tentative Timeline of the MSSD Mid-Term Evaluation

Specific tasks

Phase I: Prepare and support the launch of the MSSD participatory mid-term evaluation

1. Develop the organizational set-up, and prepare a detailed work plan
2. Develop a relevant methodology for the MSSD mid-term evaluation, and design a relevant consultation process
3. Identify relevant sources of information and a list of stakeholders to be consulted
4. Collect evidence and materials on SDGs and MSSD implementation in the Mediterranean (successes, good practices, and challenges) (i) within the UNEP/MAP – Barcelona Convention system, incl. best practices/experiences and obstacles/gaps, at regional and national levels, and (ii) beyond (literature review)
5. Undertake a gap analysis of the MSSD/SDGs implementation in the Mediterranean
6. Review the collected evidence and materials, and prepare a consultation document that may consist of the first annotated table of contents of the MSSD mid-term evaluation report, taking also into account the Mediterranean Sustainability Dashboard

Phase II: Conduct the participatory MSSD mid-term evaluation under the guidance of the MCSD Steering Committee and the supervision of the Secretariat

7. Support the launch and manage the consultation process (e.g. questionnaires, interviews, teleconferences) based on the consultation document, and review comments and inputs received from that process, addressing in particular MSSD regional actions and flagship initiatives, as well as national case studies/success stories
8. Prepare the final report and its summary for decision-makers on the MSSD mid-term evaluation, including recommendations for further review of the MSSD, taking into account relevant SDGs and the strategic directions of draft MTS 2022-2027

Phase III: Finalize the participatory MSSD mid-term evaluation towards submission for approval

9. Support the review of the draft reports by relevant MAP bodies towards discussion at the 19th Meeting of the MCSD
10. Support and moderate a specific session at the 19th Meeting of the MCSD
11. Review final reports: (i) Detailed final report on the MSSD participatory mid-term evaluation; (ii) summary for decision-makers (synthesis report), integrating the results of the MSSD and SCP Action Plan mid-term evaluations

Tentative timeline:

| Outputs | M 1 | M 2 | M 3 | M 4 | M 5 | M 6 | M 7 | M 8 | M 9 | M 10 | M 11 | M 12 | M 13 | M 14 | M 15 | M 16 | M 17 | M 18 |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|------|
| | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S |
| Work plan and timetable | █ | | | | | | | | | | | | | | | | | |
| Methodology, consultation approach | █ | | | | | | | | | | | | | | | | | |
| Collection of evidence, list of stakeholders | █ | █ | █ | | | | | | | | | | | | | | | |
| State of play report (synthesis table, literature review) | █ | █ | █ | | | | | | | | | | | | | | | |
| Gap analysis | █ | █ | █ | | | | | | | | | | | | | | | |
| Consultation document | █ | █ | █ | | | | | | | | | | | | | | | |
| Stakeholder consultation | | | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ | █ |
| Drafting of the reports | | | | | | █ | █ | █ | | | | | | | | | | |
| Review of draft reports, second draft reports | | | | | | | | | █ | █ | █ | █ | █ | | | | | |
| MCSD Meeting | | | | | | | | | | | | | | | █ | | | |
| Final reports | | | | | | | | | | | | | | | | █ | █ | █ |

Annex II

Draft Roadmap, Tentative Timeline and Communication of the Nomination and Selection Process of the Third Edition (2020-2021) of the Istanbul Environment Friendly City Award

Annex II: Draft Roadmap, Tentative Timeline and Communication of the Nomination and Selection Process of the Third Edition (2020-2021) of the Istanbul Environment Friendly City Award

Based on Decision IG.22/19

- **Secretariat:** UNEP/MAP Coordinating Unit (CU) and Components (MEPDOL and RACs)
- **Task Force** led by the CU and composed of representatives of all MAP Components
- **Technical Committee:** Task Force supported by 3 independent experts to be approved by the MCSD Steering Committee
- **Jury:** The Bureau of the Contracting Parties to the Barcelona Convention and the President of the MCSD

Roadmap

| Tasks/Actions | Period / Dates |
|---|-----------------------------------|
| <ul style="list-style-type: none"> • Review the methodology: list of criteria, application form, user's guide, evaluation tool | January – March 2020 |
| <ul style="list-style-type: none"> • Discussion at and Guidance from the MCSD SC Meeting • Launch the call for applicants • Disseminate a press release and leaflet • Send a letter to MAP Focal Points, MCSD Members, MAP Partners and MAP Components inviting them to disseminate the call for applicant cities • Mobilizing key partners and targeted local authorities | May/June 2020 |
| <ul style="list-style-type: none"> • Make the application form and explanatory materials available online on the MAP website; all RACs websites to link to it. • Collect applications and acknowledge receipt • Help desk to support any candidate to fill-in the application form | May/June – December 2020 |
| <ul style="list-style-type: none"> • Identify and select three independent experts to support the Task Force • Invite the MCSD SC to approve the selection of the 3 experts | January 2021 |
| <ul style="list-style-type: none"> • Initial screening to ensure that the candidate cities fulfil the eligibility criteria and that the submission forms are correctly filled-in • Share applications with the Technical Committee | January 2021 |
| <ul style="list-style-type: none"> • Pre-select three candidate cities for the Award (short list) • Draft the evaluation report | January – March 2021 |
| <ul style="list-style-type: none"> • Share the evaluation report with the Jury for approval • Send a letter to the 3 short-listed cities, informing them about their nomination and the process for final selection | April – May 2021 |
| <ul style="list-style-type: none"> • Select the winning city through online consultation • Draft the final evaluation report | May – June 2021 |
| <ul style="list-style-type: none"> • Notify applicant cities and the winning city about the results of the nomination and selection process | June – July 2021 |
| <ul style="list-style-type: none"> • Prepare the Award giving ceremony and communicate items (videos, press releases...) and media coverage at 2021 Mediterranean Coast Day or at COP 22 (TBC) • Invite the Mayor of the winning city to the ceremony/event • Confer the Award | From July 2021 until the ceremony |

Communication

Communication on the Istanbul Environment Friendly City Award has two main objectives:

- Secure applications from eligible cities; and,
- Raise awareness of the importance of the role of cities in driving sustainability in the Mediterranean region.

Target audience

The communication plan targets in priority:

- Local authorities (as potential applicant cities) in the Mediterranean countries; and,
- Civil society organizations (MAP Partners, MCSD Members and other key stakeholders) operating in the field of environmental protection and sustainable development in an urban coastal context in Mediterranean countries.

Partners

Contracting Parties to the Barcelona Convention, Members of the MCSD, MAP Partners and key stakeholders will be kept abreast of the progress of the award through different dissemination channels.

Dissemination channels and tools

- MAP Focal Points, MCSD Members and MAP Partners, in particular local authorities' networks
- Secretariat of the EU Interreg Med Programme and ENI-CBC-Med Programme
- Key Mediterranean intergovernmental institutions, not-for-profits, etc.
- Media: Press release to be disseminated at the launching of the award and news about the short-listed and winning cities to be included in the COP 22 press release
- Websites: A special page for the award will be created on UNEP/MAP website. All RACs websites will link to it.
- Logo: Created in 2017 in the context of the first edition of the Award, the logo reflects the scope and vision of the award. Winning cities have the right to use the logo of the award.
- Leaflet: The leaflet is aimed to be simple and informative, introducing the award, application criteria and selection process, and specifying the way and deadline for application
- Web stories: A number of web stories/news items will be prepared at the following stages: Launching of the award; Announcement of the short list with focus on the achievements, based on which the cities were selected; Announcement of the award winner.
- Possible side event in relevant global/regional (e.g. UN-Habitat, UNESCO, Med Cities...) and/or UNEP/MAP meetings (e.g. Coast Day, 19th MCSD Meeting, COP 22, etc.): *How can a coastal city become more environment friendly? Applicant cities to present the achievements based on which they were short-listed.*
- Social Media

Annex III
The State of the Environment and Development in the Mediterranean Report (SoED 2019) –
MAP Communication Plan
(draft)

Annex III: The State of the Environment and Development in the Mediterranean Report (SoED 2019) – MAP Communication Plan (draft)

1. Introduction

The Contracting Parties, through [Decision IG.24/4](#) (COP 21) (Naples, Italy, 2-5 December 2019), requested the Secretariat to undertake an extensive dissemination and communication campaign for the 2019 State of the Environment and Development in the Mediterranean Report.

The Operational Communication Strategy approved by [Decision IG.24/2](#) of the Contracting Parties at COP 21 provides for the development of a communication pack for MAP flagship publications, including SoED 2019.

This note presents a MAP system-wide approach to promoting the SOED 2019 products, namely the (a) the full report, (b) the summary for decision makers and key messages. The SoED 2019 products are expected to be ready for formal publication with an ISBN issued by UNEP in late May/early June 2020.

2. The products

The SoED 2019 full report will be available in English and French and will include:

- a foreword by the UNEP/MAP Coordinator
- a preface by Plan Bleu President

The SoED 2019 Summary for Decision Makers and Key Messages (submitted to UNEP Publishing Board as a single publication, in March) will be available in Arabic, English, and French.

3. Objectives

| What we want to achieve | What does success look like? |
|---|---|
| Ensure that SoED 2019 receives a high level of visibility. | <ul style="list-style-type: none"> • Number of speaking engagements on SoED by MAP representatives in conferences and events pertaining to environment and development. • Total number of recipients targeted by MAP-initiated communication activities. • Aggregated SoED download metrics. • Aggregated social media metrics (Likes and engagement indicators on Facebook, Twitter and LinkedIn). • Prominence of SoED 2019 in Google search results with the key words: Mediterranean+ environment+ Development (how many times does SoED appear in the first 20 results returned by Google?). • Number of press clippings) and prominence (circulation/following of media organizations reporting on SoED) of media material citing an/or using SoED content/findings/messages. |
| Promote SoED findings and messages for consideration in environmental and developmental policies in the Mediterranean. | <ul style="list-style-type: none"> • Number and size (number of participants) of outreach events in key policy fora attended by decision-makers in Mediterranean countries where SoED messages are disseminated. |

| | |
|---|---|
| | <ul style="list-style-type: none"> • SoED messages appear in statements by Ministers of the Environment and other decision-makers in Mediterranean countries • SoED is cited in resolutions, declarations, reports, proceedings/outcome documents, newsletters and/or websites of key environmental governance meetings: IUCN World Conservation Congress; UN Ocean Conference. |
| <p>Build on SoED 2019 visibility to demonstrate added value and form positive perceptions of UNEP/MAP.</p> | <p>MAP is cited as the source for SoED 2019 content/findings/ messages:</p> <ul style="list-style-type: none"> • by the media. • in statements and relevant communication products by the Contracting Parties. • on websites of UNEP, Parliamentary Assembly of the Mediterranean, UfM, IUCN-MED, WWF-MED, MED-WET and other regional institutional actors. |

4. Target audience mapping

The CU will work with the MAP communication taskforce and coordinate a system-wide effort to compile contact lists with inputs from the RACs This effort will be the focus of a MAP communication Taskforce **meeting to be organized in April 2020 (Action: CU).**

Decision-makers

- Relevant Directorates in the European Commission, the League of Arab States
- Mediterranean countries' Permanent missions to the UN in New York, Geneva and Nairobi
- *Chefs de cabinet* of Ministers of the Environment
- Members of environment and development commissions in the parliaments of the Mediterranean countries / Green MPs in the EU parliament and in Mediterranean countries
- Heads and members of the executive bodies of (a) Trade Unions and (b) Confederation of Industries (chambers and/or commissions working on sectors cited in the SoED, notably tourism, agriculture and manufacturing industries)
- UN Global Compact network offices in the Mediterranean region
- Members of the Bureau and Secretariat of the General Fisheries Commission for the Mediterranean - GFCM
- Senior officers at World Bank, GEF, EBRD, EIB and other financial institutions
- Policy think-tanks in Mediterranean countries and the EU / Brussels
- Prominent national civil society organizations
- Deans of public policy schools in the Mediterranean region (e.g. ENA)
- Local / elected authorities in coastal cities

Multipliers (non-media)

- UNEP Communication Division

- UNRIC country desks and UNICs
- Office of the UNSG Envoy for the Ocean and UN entities working on environment and development in the Mediterranean region (UNDP, WTO, UNCTAD, etc.)
- Non-CP MCSD Members
- Secretariats of the Rio Conventions and the Black Sea Commission
- ACCOBAMS
- The Parliamentary Assembly of the Mediterranean (PAM)
- The Circle of Mediterranean Parliamentarians for Sustainable development (COMPSUD)
- GWP-MED, WWF MED, IUCN-MED, MED-WET and relevant civil society organizations
- MAP stakeholders and Partners (e.g. MIO-ECSDE)
- private sector associations and main civil society organizations in Mediterranean countries
- Co-authors of SoED and the institutions they are affiliated to
- MedECC network
- Universities offering Master programmes on environmental management, sustainable development and/or environmental law
- SciDev MENA Network:

Conventional Media

- UNEP/MAP contact list, including news agencies in Mediterranean countries
- RACs media contacts
- Media representatives at Palais des Nations via UNEP Geneva press office
- International and regional media outlets offering an Environment section
- Africa 21 and network of Maghreb journalists
- Networks of green journalism

Social media

Users of Twitter and Facebook in the Mediterranean region with an interest in environment and development issues (possibility of targeting a specific group through sponsored [posts](#) and [tweets](#), pending approval by MAP Coordinator)

5. Strategy considerations and success factors

- UNEP “ownership” of the publication: SoED 2019 will receive an ISBN as a UNEP publication. UNEP broadcasting resources must be harnessed to maximize visibility, including through a request through the Executive Office under “support to MEAs”.
- Focus on distinctive elements that make the SoED newsworthy, and not the actual launch. The report’s key and most compelling findings must be identified and adequately highlighted in communication products. The most newsworthy elements should appear prominently in taglines, press release headlines, article titles, etc., and in pitches to media.
- A topical, clear hashtag: although there will be a temptation to adopt the obvious **#SoED2019** as the main hashtag for the digital campaign, the MAP system should seek an alternative. The mention of 2019 could create a false perception that the report “belongs to the past” and may

cause interest to wither. Alternatives may include variants of **#MEDReport #MedOutlook #EnvDevMED or #MEDSoED**.

- Demonstrate linkages with and relevance to ongoing regional and international processes, including the regional policy priorities set forth in the Naples Ministerial Declaration, the “super year for nature and biodiversity” campaign, Agenda 2030 and the SDGs.
- Create incentives for other institutions to share and disseminate the report. Example: letters to the heads of partner institutions acknowledging their important role in bolstering the collective knowledgebase for informed environmental policymaking in the region. Key partners listed under multipliers could also be cited in the SoED 2019 forewords.
- Make SoED available on all possible platforms: research communities, university websites, all MAP system websites. **Consider offering SoED under an adequate [Creative Commons license](#)**.
- Search Engine Optimization: make the gist of SoED available in as many languages as possible online; this would allow Google and other search engines to index the SoED 2019 content. SoED 2019 must also be cited as often as possible on MAP web platforms in a consistent manner.
- Events - maximize facetime with “clients”: instead of concentrating all available resources on one or two “launch events”, the MAP system should seize all opportunities (budget-permitting) to practice “SoED product placement” at all events/conferences deemed relevant with regard to the audience group (clients) being targeted. One way to optimize this endeavor would be to scale-back budgets allocated to single “launch events” and spread MAP resources across a wider visibility portfolio.

6. Marketing-communication toolkit

Publication platforms

| | Action | Inputs/support from | Due by |
|---|----------|---------------------------------|-----------------------------|
| Production of printed publication | PB/RAC | - | May 2020 |
| Create a page dedicated to SoED 2019 that will be similar in content and structure to UNEP GEO 6 and will include link to PB/RAC’s website. | CU | PB/RAC | June 2020 (launch date TBC) |
| Website features linking to SoED 2019 page on UNEP/MAP website | All RACs | INFO/RAC to support if required | June 2020 (launch date TBC) |

Promotional material

| | Action | Inputs/support from | Due by |
|---|--------|---------------------|---------------|
| Roll-up for use at events | PB/RAC | CU | Late May 2020 |
| Set of flyers on SoED: where to find/download the report / key messages / Facts and figures | PB/RAC | CU | Late May 2020 |

| | | | |
|--|--------------------|---------------|-------------------------|
| Thematic notes on “drivers” of environmental degradation, including infographics | PB/RAC | CU | First week of June 2020 |
| Infographics and images for social media platforms | INFO/RAC | PB/RAC and CU | July 2020 |
| Banners for Facebook and Twitter | INFO/RAC | PB/RAC and CU | May 2020 |
| Set of printed posters for shipping | INFO/RAC | PB/RAC and CU | July 2020 |
| Set of slides in En/Fr/Ar | PB/RAC | CU | Late May 2020 |
| Banner for email signature announcing launch of the report | PB/RAC | CU | June 2020 |
| Videos (provisional list below): - Intro SoED 2019 and key messages - 4 Thematic short clips on drivers of degradation and advocacy messages | PB/RAC INFO/RAC | CU | June 2020 |

Media kit

A press release on the launch of the report and kit including a selection of visuals and graphs from the list above will be prepared and disseminated. **Action: CU with PB/RAC**

Partner kit for outreach

A downloadable communication kit for CSO partners will be prepared and published on all websites. **Action: PB/RAC with CU support**

Digital media campaign

| | | | |
|--|-----------|----------|--------------------------------|
| Social media campaign: high-resolution photos and graphics from the report | PB/RAC | INFO/RAC | May 2020 |
| Social media campaign: hashtag and draft tweets | CU | PB/RAC | May 2020 |
| Social media campaign deployment | CU + RACs | CU | June 2020 (launch date TBC) |

Tweets and Facebook posts will be published through MAP system accounts during the events listed in Section 7. The **CU will organize**.

7. Calendar of events related to PoW 2020-2021*

| Dates 2020 | Event | Opportunities | Action |
|------------|---------------------|---|---------------------|
| 2-6 June | UN Ocean Conference | Place SoED in MAP statements and include slides in MAP presentations. | CU and PB/RAC |
| | | Place SoED roll-up and other visual material as appropriate | INFO/RAC and PB/RAC |

* Dates may change due to COVID-19 pandemic and plans will be adjusted accordingly.

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|-----------------------|--|--|---|
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| | | Issue a press release on MAP participation in Ocean Conference citing SoED facts and figures with a quote from the video message to COP 21 by UNSG's Special Envoy for the Ocean, Peter Thomson. | CU |
| | | Send letter to Peter Thomson's office requesting their support in disseminating SoED, including through a tweet. See example here . | CU |
| 9-10 June | European Development Days | Place SoED in MAP statements and include slides in MAP presentations. | CU and PB/RAC |
| | | EU Brussels media encounter with MAP Coordinator with the support of DG-NEAR | CU and PB/RAC |
| | | Place SoED roll-up and other visual material as appropriate | CU |
| | | Issue a press release on MAP participation citing SoED facts and figures | CU |
| 11-19 June | IUCN World Conservation Congress | Place SoED in MAP statements and include slides in MAP presentations in the three thematic sessions planned. | PB/RAC, SPA/RAC and CU |
| | | Place SoED roll-up and other visual material as appropriate | PB/RAC and SPA/RAC |
| | | Organize a session on SoED at the Mediterranean Stand being coordinated by IUCN-MED. | PB/RAC and SPA/RAC with support from the CU |
| | | SoED is promoted at the social event/reception to be organized by SPA/RAC: statement by MAP Coordinator and handouts. Possible screening if SoED video products are available. | PB/RAC and SPA/RAC with support from the CU |
| | | MAP Press release citing SoED | CU |
| | | Press briefing at MED-Stand | PB/RAC and CU support with support from the MED-Stand taskforce |
| 31 August-2 September | MED2020 conference co-organized by MISTRALS, MedECC PB/RAC | SoED takes centre stage with presentations on content and messages | PB/RAC |
| | | Media brief on outcomes citing SoED | PB/RAC and CU |

| | | | |
|--------------------------|--|--|------------------------------------|
| 2-4 September | Science-policy interface symposium by | SoED takes centre stage in discussions with invited scientists and policymakers/practitioners | PB/RAC |
| | PB/RAC | 5-10 journalists from MED countries attending briefings on the sidelines drawing upon themes/facts/figures from the SoED | PB/RAC with support from CU |
| 25 September | Coast Day | SoED takes centre stage with presentations on content and messages. | PAP/RAC, PB/RAC and CU |
| | | MAP Press release citing SoED | CU |
| 30 November - 2 December | Forum of MPAs in the Med organized by MedPAN and SPA/RAC | Place SoED in MAP statements and include slides in MAP presentations in the three thematic sessions planned. | SPA/RAC, PB/RAC with CU support |
| | | Place SoED roll-up and other visual material as appropriate | SPA/RAC |
| | | Organize a session on SoED findings and key messages | PB/RAC and SPA/RAC with CU support |
| | | MAP Press release citing SoED | CU |

8. Other outreach events

The following outreach events may be contemplated for further SoED dissemination by the CU.

- Event co-hosted with UNOG/UNEP involving journalists (TBC)
- MAP roundtable in partnership with MIO-ECSDE (TBC) on SoED key messages in Athens, Greece: MAP partners may be invited to the event along with Ambassadors (Contracting Parties) and the media.
- Outreach events organized by MAP partners with CU and RACs support (TBC).
