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## EXECUTIVE SUMMARY

In 2005, the Barcelona Convention and the UNEP Mediterranean Action Plan (MAP) celebrated its 30<sup>th</sup> anniversary. This was a landmark event for one of the oldest environmental initiatives and multi-national conventions in the world, which focuses on the environmental protection and sustainable development challenges of the Mediterranean region.

While this event was cause for celebration, it also provided an opportunity for deep reflection and wide ranging analysis with respect to the environmental state of the Mediterranean basin and progress towards sustainable development – where the social, economic and environmental needs of the region are addressed in a pragmatic and balanced manner within a long term perspective.

While there has been progress on many fronts and some successes, there remain serious and urgent grounds for concern. The decline in the environmental quality of the Mediterranean is evident and this is also adversely impacting the quality of life and future potential of its inhabitants. The region continues to confront and wrestle with complex problems including, exponential population growth and urbanization along its coastlines, depletion and loss of marine and coastal habitats, pollution originating from both terrestrial and marine-based human activities, the pressures of increased maritime shipping traffic, exponential growth in tourist numbers and associated stresses on natural resources, and the ever present threat of a calamitous accident resulting in an oil spill that endangers not only fragile eco-systems but also the livelihoods of entire communities.

MAP through its Contracting Parties and other stakeholders have initiated programmes and projects to address these issues across the Mediterranean. These have proven most challenging with the continual need for greater resources, wider participation and ongoing investments in improved management practices as well as the constant search for consensus and political will to address the environmental problems of the Mediterranean basin at the regional level. In many respects, the Mediterranean represents a universal challenge to all its neighbouring countries, where solutions must be developed and implemented jointly and in working partnerships that transcend geopolitical boundaries or cultural differences. Facilitating such essential partnerships remains a significant and urgent goal for MAP in coming years.

Between June 1<sup>st</sup> - 5<sup>th</sup> 2005, a week long event was held in Rome, Italy to mark the 30<sup>th</sup> Anniversary of MAP. The event was hosted by ERS/RAC (Rome), with the support of UNEP/MAP, the Italian Government and numerous Euro-Mediterranean Embassies located in Italy. The celebrations had two major purposes:

- To present the *Mediterranean Environmental Award*, an official initiative to award the best audiovisual and photographic contribution to support environmental promotion and sustainable development in

the Mediterranean, aiming at involving civil society to turn into an active subject to achieve the objectives of the Barcelona Convention.

- To host a workshop with a number of sessions dedicated to information, useful means of empowering the Barcelona Convention and future activities of UNEP/MAP, for a better dissemination and sharing of environmental issues across the Mediterranean.

The event was attended by a large international audience that included, governmental and public sector authorities, representatives of the private sector, NGOs and civil groups, academic and research institutions as well as inter-governmental bodies representing the United Nations (UN) and the European Union (EU). In addition, a large and diverse media presence was in attendance, which provided international media coverage of the various proceedings throughout the week.

Throughout the week-long event, a number of important themes emerged:

- The Mediterranean region is a unique and singularly important global heritage – as the ‘cradle of civilization’ it encompasses precious and fragile cultural and natural assets - and as such, it must be better managed and protected for future generations.
- The Mediterranean remains under threat from a number of sources and concerted, coordinated action is needed immediately and on a regional basis.
- The Barcelona Convention and MAP offer significant policy and institutional frameworks to address the environmental and sustainable development challenges of the Mediterranean. Although progress has been made, there is scope for improvements and strengthening of their effectiveness.
- Information is a key asset– its collection, management, analysis and in particular, its wider dissemination and sharing is essential for the success of initiatives that address the environmental problems of the Mediterranean.
- The role of the mass media and de facto, building awareness and engagement of the wider public and civil society is essential for environmental campaigns.
- Multi-sectoral working partnerships involving the public (governmental), private (business) and civil (non-governmental) sectors must be created and targeted towards the environmental and sustainable development challenges of the region. Such partnerships operating within the MAP organisational framework offer the best potential for real progress towards the objectives outlined in the Barcelona Convention.
- ERS/RAC shortly to be renamed, INFORAC under the auspices of a new mandate must take on the responsibility of acting as a ‘hub’, coordinator and disseminator of information resources across MAP components and the region. This should include efforts at brokering and building tri-sector working partnerships towards specific goals.
- The concept of MAP Info – namely, creating a networked, open, geographically distributed and coordinated information dissemination and sharing capacity, which serves the essential information requirements of

MAP and the wider community of the Mediterranean, should be actively pursued.

With respect to the MAP Info concept – and the wider objective of improved information management (dissemination and sharing) to strengthen the effectiveness of MAP; a formal workshop was held (Map Info – Information Needs and User Requirements) with thematic sessions, including notable experts and invited speakers. The topics for discussion were:

- Institutional aspects of MAP Info
- The role and contributions of Business and Private sector
- The role and contributions of the Media
- The role and contributions of NGOs

The specific findings and recommendations are outlined in detail in this report (please see relevant sections) but are summarised as follows:

### **Institutional**

- Recent and rapid advances in ICT (Information and Communication Technologies) offer MAP and its stakeholders unique opportunities to improve its information management capacity.
- The MAP Info concept as described is valid and timely. However, it now needs to be progressively ‘fleshed out’ and developed both in technical and organisational aspects.
- Ongoing projects such as EUMEDIS and specifically the operations of the Mediterranean Virtual University (MVU) offer potential models and lessons learnt for establishing knowledge and information exchange networks across the region. They should be considered in the design of MAP Info.
- ICT can make important contributions to reaching ambitious development goals-such as the Millennium Development Goals. However, implementing a sound technology platform is not enough and this must be developed within the optimum institutional structures and policy context – as demonstrated by the valuable project experience of the UN ICT Task Force worldwide.
- Establishing working partnerships across sectors is key to the successful implementation of systems as envisaged for MAP Info. At present, no partnership mechanisms exist in the Mediterranean region for addressing this issue and this should be remedied.
- The private sector can make important contributions both in terms of technology supply, technical innovation and expertise and they should be tapped and integrated as potential partners. Their role is especially important in reducing the ‘technology gap’ between users in countries at different levels of development and technology capacity.
- The design process for MAP Info must involve inputs from all levels of potential users-from large International agencies to the grassroots level and civil society. Fully understanding user requirements and information

needs at these different levels is key and instruments/surveys should be applied to capture and document these inputs.

- User access (to the system capabilities and information resources) as well as contents selection (database design) will be priority themes in the design of MAP Info.
- Existing information systems and related programmes operating in the Mediterranean should be carefully considered and wherever relevant and feasible, integrated or linked with MAP Info.
- Understanding diverse cultural attitudes and restrictions to the potential implementation of MAP Info, for example, with respect to open data access and exchanges, must be considered.
- Early in the design process, MAP Info should adopt some core guiding principles, which can be endorsed and supported by the widest possible user community. This will be a major step towards building consensus regarding the goals of MAP Info and managing expectations.
- A permanent (on line) forum should be created to address information and communication issues across the Mediterranean and to foster ongoing exchanges of ideas, experiences and knowledge on these issues.
- MAP Info should be linked to academic and educational sectors and especially to distance learning initiatives such as MVU, which strive to strengthen and develop information and knowledge exchanges over user networks that span the region.
- As next steps in the design of MAP Info, a requirements survey and user needs assessment should be executed involving a broad user-responder base to collect system design inputs.
- MAP Info should not only address the 'internal' information requirements of MAP and its distributed institutional components, but also serve to raise the public profile and accessibility of MAP and environmental priorities in the Mediterranean.

### **Business and Private Sector**

- Largely driven by the private sector, ICT has advanced tremendously over recent years with increased functionality and reduced costs for even advanced/specialist tools such as remote sensing, wireless networking and GIS. Indeed, many such innovations have entered the "ICT mainstream" and convergence with other technologies has opened up new opportunities in information management domains.
- MAP has been slow to recognise and exploit this potential and to date has significantly under-utilized ICT at many levels. MAP Info should help change this situation.
- MAP Info will integrate and exploit many technology options (based on user needs, feasibility, cost benefits etc.) including remote sensing, which has proven useful in many application areas especially in environmental monitoring and surveillance. While remote sensing and EO (Earth Observation) data is not a solution per se, it is a valuable information option and especially so when combined and integrated with complementary data sources.

- Monitoring of maritime traffic, accident prevention and spill monitoring are all priority applications in the Mediterranean that can benefit from this integrated data and technology approach. However, these applications are complex and require a number of remote and ground based data resources and analytical techniques.
- GIS is another information management option that is especially useful for its visualisation capabilities and outputs. Visualising complex environmental issues can make them more understandable to senior decision makers, attractive to the media and also, partially overcome problems such as language barriers and literacy constraints.
- In terms of the user base and target audience in the Mediterranean, ICT outputs should be merged and integrated with 'low tech' approaches and campaigns to get key messages across to the widest possible population e.g. through posters, leaflets etc. – regardless of whether or not they have direct access to digital technologies. Map Info should support such a combined and pragmatic approach to information dissemination, wherever appropriate.
- There must be constant dialogue with and involvement of civil society in order to ensure that 'high tech' outputs –i.e. information products – have grassroots relevance and real impacts on the ground; which must be formally evaluated.
- Europe is currently supporting a number of large and wide ranging information delivery initiatives for environmental monitoring such as GMES and GEO. However, little effort is being expended to ensure the elaborate information outputs of these initiatives result in grassroots actions and interventions. In this key respect, MAP Info should be different and aim to support high level decision making as well as grass roots activism.
- The private sector is clearly a prime supplier of ICT tools and applications. However, a major challenge for MAP Info will be in terms of delivery and dissemination of information to the widest possible user base.
- A key challenge for MAP Info will be how to better service and support the diverse users who want essential information on the environment and the Mediterranean, including politicians and policy makers, environmental authorities, academies, schools or civil society and the public at large. This is a difficult challenge that will require planning and creativity and constant evaluation of what works – and what does not.
- Early in the MAP Info development process, it was suggested to undertake a pilot project to examine data sharing and dissemination issues using Web based data and tools across a diversity of countries (users) in the Mediterranean. This could provide valuable insights for the MAP Info design process.

## **The Media**

- The mass media play a vital role in influencing and raising public awareness and de facto, influencing policy and decision makers on a range of issues, including the environment.
- A working partnership between MAP, the media and civil society would be extremely valuable at many operational levels.
- In a region as diverse as the Mediterranean, the media must search for common languages/formats for environmental messages – one that is accurate, understandable and engaging to a mass audience.
- Information- derived from MAP Info, for example, when delivered appropriately and creatively by the media could have a profound and positive impact on policy and decision makers. This should be a long term goal of MAP Info and a vital commitment.
- Maintaining the quality of information (used by the media and others) and concurrent strengthening of public awareness and participation in environmental concerns will be important.
- Audio visual media such as films have enormous potential to transfer information and campaign messages and should be more fully utilized by MAP.
- Environmental issues are often complex and based on hard science. However, journalists and other media professionals can bring creativity and balance to this information and target audiences with serious content combined with simple, attractive messages.
- Training of journalists and others in this skill set is important and should be developed in the Mediterranean region in order for the media to better address priority concerns in the environment and sustainable development sectors.
- Radio offers a flexible and universal conduit for the distribution and broadcast of environmental information (messages) either over the airwaves or as Web casts. Radio is accessible to even the poorest and most remote communities across the region.
- Awareness of the need for environmental protection has certainly increased across the region partly thanks to the mass media. However, this should be strengthened with targeted campaigns and lobbying, which can use mass communication techniques to target larger audiences and key concerns.
- Examples from the Balkan region, including countries adjacent to the Adriatic, have shown that the mass media can be successful in not only raising public awareness but also pressing policy makers for action.
- Journalists and media outlets in the Mediterranean could benefit from a single and credible source of environmental information and this need could be met through MAP Info as a 'one stop shop' for environmental information gathered across the region.
- Training and awareness building of journalists and other media professionals concerning key environmental issues in the Mediterranean are important.
- Expanding partnerships between the media, civil society and governments can be very powerful for developing unified opinions of key environmental issues and priority actions.

- Cultural differences especially between the “north” and “south” of the Mediterranean are significant, particularly in the ability of the mass media to carry and deliver environmental information (messages).
- Access of the media to accurate and credible information resources is important and again, MAP Info could fulfil this role.
- The long term and complex challenge of shaping public opinion, which is fully aware of environmental problems and therefore, able to influence institutional and government decisions deserves constant commitment from the media and others. Special attention should also be devoted to raising awareness among young people, who are important future actors and vectors of information transfer.
- MAP should support the establishment and use of various media resources/tools, which can help with the promotion of environmental concerns and messages across the Mediterranean region. These include, the use of “environmental information pills,’ a common catalogue of available audio-visual materials concerning environmental issues, a repository of various environmental sounds and audio tracks for the radio etc. To this end, MAP Info could at least support an online multi-media resource dictionary/catalogue where such resources can be found – if not actually storing and managing select resources themselves wherever possible.

### **NGOs (Non Governmental Organisations)**

- For many decades, NGOs have played and continue to play a central role in the Mediterranean with respect to the environment at many levels- from grassroots involvement to high level political lobbying – often in cooperation with the media.
- NGOs can shape public opinion and influence decision makers but require quality and timely information for these tasks.
- NGOs in the region have been pressing for years for the establishment of an information sharing and dissemination system similar to MAP Info. The need is great and the requirement is long overdue.
- Although a lot of environmental data exists across the region it is severely fragmented, in many cases inaccessible, with significant gaps and much is out of date and does not accurately reflect the present situations confronting the Mediterranean.
- Many institutions that should be collecting and maintaining such data are not fulfilling this critical task.
- In terms of public awareness, too often the media and some NGOs focus on the immediate and obvious crises e.g. a large oil spill. However, there needs to be as much focus and effort on incremental and continuing crises such as pollution, loss of habitats etc. These often invisible threats need equal focus and attention.
- NGOs should engage more in the training and education of young people as future environmental managers and leaders in the region.
- The business sector working in partnership with NGOs can greatly influence the impact of environmental initiatives.

- Small and medium sized businesses-which often have a local focus-should be creatively engaged as well as big business, and INFORAC should help with this outreach and partnership effort.
- NGOs have very specific information needs, therefore, in the design of MAP Info they must be carefully identified and assessed in terms of priority, value etc.
- Open access to MAP Info and its data resources will be a key requirement for NGOs, namely, the cost and level of effort required must be minimised.
- An open (online) forum addressing the information and communication requirements across the Mediterranean should be established and NGOs will be important contributors.
- NGOs in general, need to become more creative in their activities and campaigns; they must shed stereotypes as being opponents to all development and become partners in sustainable development – together with other sectors such as small and medium-sized business.
- The Mediterranean needs far better coordination of initiatives and the essential information and knowledge they generate. Overall, there must be more multi-sectoral approaches that are tied together and better coordinated through multi-sector working partnerships.
- Around the region, many schools and universities are still denied access to environmental information on the state of the Mediterranean. MAP Info should help change this situation but NGOs should also lobby for improved information access overall.
- Tourism is an environmental and development challenge across the region with positive and negative outcomes. NGOs should lead an effort to engage and recruit the many millions of tourists that move across the Mediterranean every year as “disseminators” of awareness and information concerning the environment. Tourists should not only be the target audience for environmental campaigns but also the messengers and campaigners.

In summary, the feedback obtained from the working sessions concerning the development of MAP Info was both diverse and most fruitful. The next steps must be for INFO/RAC to review the suggestions and prioritise them in terms of relevance to the proposed design and development of MAP Info. Certainly, the feedback provided a foundation of insights that will help guide the more formal requirements survey and user needs assessment, which are fundamental to the system design process.

On the wider scale, the MAP 30<sup>th</sup> anniversary event initiated important thematic and policy dialogues between a diversity of sectoral experts that must be continued. While future meetings will provide such opportunities, the establishment of on-line forums on the UNEP/MAP Web site perhaps organised thematically e.g. media, NGO, private sector etc, should be considered in order to maintain momentum. In this way, the innovative ideas and suggestions may find a “home” that will convert ideas into collaborative actions that benefit not only MAP but the future of the Mediterranean. It is clear the outputs of the event as expressed in the rich contents of this report, represent a most valuable

information asset. The objective must be to maintain and build upon its inherent value and opportunities.

## INTRODUCTION

1. To celebrate the 30<sup>th</sup> Anniversary of the Barcelona Convention, during the last Bureau meeting held in Cairo, ERS/RAC proposed to launch the *Mediterranean Environmental Award*, to be held during each meeting of the Contracting Parties, starting from their 14<sup>th</sup> Ordinary Meeting in Slovenia, in November 2005.

2. The competition is open to media professionals, private individuals, academic and cultural institutions, as well as regional environmental organizations. The aim of the *Award* is to promote public participation and raise awareness among civil society on the objectives of the Barcelona Convention. Selected audiovisual and photographic material presented for the *Award* will be used in 2006 for a travelling exhibition in the Mediterranean region.

3. The proposal for the *Award* was presented in Catania on 17 December 2004, during ERS/RAC's National Focal Point Meeting. It was later launched in Rome, during the celebrations for World Environment Day, from 1 to 5 June 2005, with the patronage of Italian Authorities, as well as Euro-Mediterranean embassies in Italy.

4. A selection of over 400 audiovisual and photographic works from more than 61 countries was presented during the *Mediterranean Environmental Award*. The main theme: Environmental Protection and Sustainable Development. An international jury, made up of journalists, experts and personalities from the cultural and scientific world, assigned the prizes for Best Short, Best Documentary and Best Photo.

5. The entire event was broadcast on the Web via video-streaming, thanks to the support of RAINEWS 24 and RAIMED, offering a wide audience the possibility of distance participation. The Italian newspaper "Corriere della Sera" published 8 full pages covering the event. Mediterranean radio-television networks broadcast the event during their news and current affairs programmes.

6. During the *Mediterranean Environmental Award*, a special **International Expert Workshop** was organised to discuss the proposed development of a "**MAP Information System**" known as **MAP Info**. This system would promote the sharing and dissemination of essential information concerning the Mediterranean environment and optimise the potential benefits offered by ICT; not only within the MAP framework, but also across a wider user community concerned with environmental issues in the Mediterranean basin. During the Expert Workshop, a number of key questions were posed to the panellists and audience. The responses, recommendations and outputs of the focused sessions documented in this Report will be used to guide the design of MAP Info.

7. The following UN bodies, specialised agencies (including the private sector) and intergovernmental organizations were represented: ICT Task Force – United Nations, United Nations Environment Programme – Mediterranean Action Plan (UNEP/MAP), Blue Plan/Regional Activity Centre (BP/RAC), Regional Marine Pollution Emergency Response Centre for the Mediterranean (REMPEC), Environment Remote Sensing/Regional Activity Centre (ERS/RAC) and the 100 Historic Sites Programme – Workshop on the Heritage of the City of Marseille. Also represented were the Italian Ministry of the Environment and Territory, the Egyptian Ministry of Information, the Sicilian Region (Italy), the Centro Nazionale di Ricerca – CNR (Italy), the Instituto Geografico Nacional (Spain), Telespazio (Italy), the Mediterranean Observer (Italy), the Israel Oceanographic and Limnological Research – IOLR (Israel), MedCities Network (Italy), Radar Sat (UK), Informus (Germany) Mostra – Globe Village (Belgium), Environmental and Science Department – IUG (Palestinian Territories), COPEAM, Fundación Tres Culturas (Spain), IBM (Italy), Haworth Castelli (Italy), Fondazione Villa Piccolomini (Italy).

8. The following non-governmental organizations were represented: WWF, Legambiente, Marevivo, MedWet, Friends of the Earth, Amici per la Vita, Osservatorio sulla Comunicazione per la Salvaguardia Ambientale e Sana Alimentazione.

9. The following academic institutions and schools were represented: University of Strathclyde (UK), University of Science & Technology and Chemical Engineering (Jordan), Sabanci University (Turkey), Euro-Arab Management School – EAMS (Spain)

10. The following radio-television networks were represented: RAI (Italy), ENTV (Algeria), ENRS (Algeria), HRTV (Croatia), ERT SA (Greece), RTM (Morocco), RTV Montenegro (Serbia and Montenegro), RTVE (Spain), ERTT (Tunisia).

11. The complete list of participants is provided in **Annex I** of this report. There were also valuable contributions from non-affiliated private individuals with a longstanding interest and concern in the future development and well-being of the Mediterranean region, which were much appreciated.

## **AGENDA, ITEM 1. MEETING OPENING – WELCOME REMARKS AND KEY-NOTE CONCEPTS**

12. The Director General of ERS/RAC, Mr. Sergio Illuminato, warmly welcomed all participants. He expressed the hope that the event would bring together the world of science and every day life, experts and ordinary citizens, senior decision makers and interested observers – all people of goodwill and commitment- to raise awareness among the wider public of the environmental challenges faced by the Mediterranean and the objectives of the Barcelona Convention. He promoted the theme that open communication and information sharing that goes beyond the limiting confines of expert deliberations and official meetings will aid the re-evaluation and reform processes that ERS/RAC and other MAP Components are undergoing, to better understand and influence the future direction and development of the Mediterranean.

13. Improved environmental information management and communication is essential to allow future generations to come into direct and personal contact with the main issues and actors involved in environmental protection, and to understand the decision-making processes that occur within international organizations.

14. The key themes of the meeting were: regional focus, shared resources, information platforms, knowledge management, capacity building, access and sharing of essential data and information between users including the archives of international, national and local organizations to bring about more effective environmental protection and social development within the Mediterranean.

15. The aim of the workshops and resulting dialogue was to provide useful answers to key topics, particularly on the most effective means and policies which enhance information access and delivery on environmental protection. This includes the advantages of greater investments in the education/training capacity of international organizations (using advanced information and communication tools) and specific capacity building activities in this sector. Furthermore, approaches that transformed often complex environmental issues into engaging opportunities for mass-media communication would also be analysed. In summary, the opportunities offered by ICT to empower and enhance MAP were obvious, numerous and diverse; the challenge of the workshop was to identify the most appropriate, pragmatic and targeted options, which would add value to MAP and its many activities and actors.

16. The MAP Coordinator, Mr. Paul Mifsud, thanked the Italian Ministry of the Environment and Territory for inviting him to take part in the week-long celebrations of the 30<sup>th</sup> Anniversary of MAP. He personally thanked Mr. Sergio Illuminato, Director General of ERS/RAC, for organizing the event, which represents a key moment in the evolution of the Mediterranean Action Plan (MAP).

17. This year marks the 30<sup>th</sup> Anniversary of the institution of MAP, from which, in 1976, the Convention of Barcelona was born. Since then, MAP has developed and become a point of reference for many Mediterranean countries

wrestling with difficult environmental and development challenges. Therefore, the time is ripe to give MAP activities greater effectiveness and outreach. For this to be achieved amongst other items, MAP needs greater visibility and to concurrently enhance its communication and information sharing capacities.

18. During a recent meeting held with the Contracting Parties to the Barcelona Convention, ERS/RAC was entrusted with the responsibility of being a “hub” and coordinator of information and communication activities for MAP. To this end in November 2005 during the COP14, and with the consensus of the Contracting Parties, ERS/RAC will change its name into INFORAC, thus reflecting and fulfilling its key role in the promotion and dissemination of MAP-related information to the widest audience of beneficiaries across the region.

19. Mr. Paul Mifsud reminded participants that ERS/RAC had already started approaching other important actors in the international network to develop partnerships that will help meet its new mandate. A significant first step, ERS/RAC had produced the new UNEP/MAP website, allowing users to browse through MAP documents and access information in real-time.

20. ERS/RAC also set up the “*Mediterranean Environmental Award*”, to mark the celebrations of the 30<sup>th</sup> Anniversary of UNEP/MAP. In addition, this media award also encouraged the use of innovative methods and languages to elicit participation and raise awareness across civil society regarding environmental protection and sustainable development in the Mediterranean.

21. Furthermore, ERS/RAC, in collaboration with MEDU, completed a video production: a short documentary to promote UNEP/MAP – highlighting the design of important initiatives for the protection of the Mediterranean – including its unique history and cultural assets.

22. The effective dissemination of information is not a discrete challenge but will have to be creative, continuous and sustained, since there will be an ever-increasing number of important initiatives to support and communicate to the wider public. The success of any environmental initiative over the long term is largely dependent upon improved public awareness, including the encouragement of active participation and support. Mr. Mifsud concluded by congratulating the Director, Mr. Sergio Illuminato as a true catalyser and leader of this new and innovative process within UNEP/MAP- with the real prospect of significant benefits not only for MAP but across the Mediterranean region.

23. Mr. Corrado Clini, Director General of Environmental Research and Development of the Italian Ministry of the Environment and Territory, thanked Mr. Sergio Illuminato for his efforts and reminded participants that the *Mediterranean Environmental Award* is but one of many contributions of the Italian Presidency to the Barcelona Convention.

24. During its biannual Presidency, which commenced in November 2004, Mr. Corrado Clini mentioned that Italy had already focused on the objectives it intends to achieve by the forthcoming Conference of the Parties in Slovenia. Among these objectives, is the creation of a permanent infrastructure/capacity

within the Convention and the Mediterranean Action Plan (MAP), which deals with information sharing, effective communication and the raising of public awareness. Consequently, the decision was made to transform ERS/RAC and turn it into a focal point (named INFORAC) for the creation of a common information and communication system (MAP Info) in the Mediterranean aimed at supporting environmental protection across the region.

25. Mr. Corrado Clini reminded participants that Italy has worked and continues to work towards the approval of the Mediterranean Strategy for Sustainable Development at the next meeting of the Conference of Parties. This is an important objective, not only to approve a programme-document, but the strategy will become a reference document for all Euro-Mediterranean partnerships and improved economic integration across the region. Furthermore, it will become a reference document for coordinated sustainable development policies between the European Union and non-EU countries including Mediterranean countries, which are not yet members of the European Union.

26. Communication and information capacities play a key role in the overall strategy for sustainable development, since there is an emerging vision, which foresees the convergence of European Union strategies, policies and objectives into a wider Euro-Mediterranean partnership network.

27. The Barcelona Convention has gained significantly from the valuable inputs and experience of all Northern African and South-eastern European countries, which are revising their legislation and environmental policies to converge with the European Union. Such a gradual procedure confirms an improved cohesion with respect to the requirements of the Mediterranean basin, especially from Balkan countries, for example. On the other hand, it also stresses the need for closer integration, for example, along commercial linkages, between North-African, Middle-Eastern and EU countries.

28. In this context, any initiative for improved communication and information sharing is not only important, but most useful to test the extent to which true bilateral and multilateral cooperation can be achieved in the region.

29. In this context, Italy is involved in tangible programs of bi-lateral cooperation in Morocco, Algeria, Tunisia, Egypt, Israel, Albania, Serbia and Montenegro and Croatia. It has two main objectives: To create adequate structures for guiding environmental policies by collaborating with each country's central administration to enhance the capacities of local governments; and, to reduce the environmental impact of urban development in countries which are undergoing economic transformations and associated rapid (often uncontrolled) growth.

30. Therefore, Italy's commitment to the Mediterranean region through the Barcelona Convention and the Mediterranean Action Plan (MAP) does not simply emerge from a sense of duty as a signatory nation. Its participation is based upon a deep willingness to make maximum use of this multilateral tool; to promote the development of tangible initiatives and optimise their benefits, in

which our country; its culture, technologies, expertise and enterprises can play a leading role in close partnership with others.

31. During his speech for the celebrations for the 30<sup>th</sup> Anniversary of the United Nations Mediterranean Action Plan, Mr. Giuseppe Incardona, Director General of the Department of Industry, greeted the audience on behalf of the President of the Sicilian Region. 2005 is an historical year for UNEP/MAP. Not only does it mark its 30<sup>th</sup> Anniversary, but also crucial steps in the Mediterranean Strategy for Sustainable Development. Mr. Giuseppe Incardona reminded participants that thanks to important negotiations between the 21 countries, which took place in Syracuse in 1996, this year each government will submit their strategic documents for the reduction of sources of urban and industrial pollution.

32. The current and future quality of life of the millions of inhabitants of nations adjoining the Mediterranean depends increasingly on the state of health of this generous sea. Although rich in resources, it needs to recover its ancient economic value and its strategic geographic importance. Today, environmental degradation and pollution continue to threaten not only the integrity of the Mediterranean Sea, but also its fragile coastline.

33. Mr Giuseppe Incardona reminded participants that one of the main objectives of the political strategy of the Sicilian Region is to create and offer solutions for the survival of Mediterranean ecosystems, despite real difficulties in defining common intervention strategies. If there is the true will to build partnerships and bridges and to be part of the wider Mediterranean community; then sharing of information, knowledge and technologies will play an important role at all levels. This is an ideal opportunity to more rapidly achieve the universal goal of "sustainability." To win this challenge, partners will need to adapt and adopt new (ICT) tools, but more importantly, learn how to use them appropriately; also, by speaking a simple language and reaching out to the widest possible audience.

34. Geography and history have provided some regions facing the Mediterranean with unique and added opportunities. Sicily is a natural bridge between North and South, a true crossroads amenable for all manner of meetings and exchanges. For a long time it has maintained qualified and authoritative relationships with all regions of the Mediterranean both North (including those nations that are already part of the EU) and South (including nations with aspirations to join the EU). Furthermore, the Sicilian region presides over the Inter-Mediterranean Commission of the Conference of the Peripheral Maritime Regions of Europe (CPMR), made up of delegates of 44 regions.

35. The Sicilian Region already possesses some important assets and tools allowing it to act as a trusted broker and facilitator for the future development of the region. One of these assets is the ongoing reorientation of the Regional Activity Centre of the United Nations, ERS/RAC, which has its legal offices in Palermo. The future INFORAC will provide the necessary drive, coordination and definition of specific programmes/activities, which make use of technologies

that enable better information sharing and communications, thereby disseminating sound practices and knowledge for environmental protection and sustainable development.

36. Mr Giuseppe Incardona also mentioned that during the next biennium, to support the Centre, a *Permanent Forum on Information and Communication for Sustainable Development* will be created, to identify the necessary strategies and methods for obtaining the greatest involvement of tri-sector partners including the public and private sectors, as well as civil society. To this end, one of the goals of INFORAC will be to “broker” and build sustainable partnerships that support its mandate and MAP objectives. Furthermore, he mentioned that a universal and coherent vision of what the Mediterranean is now and could become still doesn't exist. However, the importance of protecting its natural resources is commonly recognized and can also be empowered through the pragmatic use of ICT tools that support information sharing and communication. Mr. Giuseppe Incardona joined others in congratulating Mr. Sergio Illuminato for achieving an optimum work level in such a short period of time. On behalf of the President of the Sicilian Region he wished the INFORAC all the best for its forthcoming activities.

37. Mr. Klaus Grewlich, on behalf of the United Nations and of Mr. Ocampo, who is in charge of the UN Department for Economic and Social Affairs, as well as of the New York ICT Task Force, complimented ERS/RAC for the interesting and original idea of setting up the *Mediterranean Environmental Award* to celebrate the 30<sup>th</sup> Anniversary of the United Nations Environment Programme MAP and Barcelona Convention.

38. Mr. Klaus Grewlich highlighted that truth and trust are fundamental for success and need to be based on precise information and adequate communication. Without these elements, there would be utter failure especially for initiatives such as MAP. This vital goal seems to be the inspiring philosophy behind UNEP/MAP, which in recent months has been attempting to transform its systems (both institutional and technological), to renew and update its capacity (especially in information management) in response to contemporary needs and requirements.

39. There is growing awareness that with respect to issues concerning the environment and development, the building of trust and consensus requires integrity of information and its overall management. For a “vision” not to remain a sterile “hallucination” it needs to be supported by adequate tools and approaches. An open discussion between national and international institutions is needed to exchange opinions and experiences in this sector. With unquestionable professional capacities at its disposal, it is only thanks to this type of approach that ambitious objectives (such as those embraced by INFO/RAC and its new mandate) may be achieved

40. Ms. Alessandra Paradisi, Secretary General of COPEAM, firstly thanked UNEP/MAP and ERS/RAC for inviting her to take part in the event, which enabled 120 Mediterranean audiovisual operators to strengthen their

objective of developing inter-cultural dialogue within the region and to work on one of the key topics of the Euro-Mediterranean partnership: the Environment.

41. Raising awareness and reaching out to civil society, which is fundamental for the success of environmental policies, protection and sustainable development can be greatly enabled by the media, especially through the use of images and related products. There is a clear need to continue developing the dialogue between organizations working in the Mediterranean on environmental issues, which need to advertise their good work, and especially to make these efforts visible and accessible to the wider public. Furthermore, in the context of these efforts, journalists must have better access to essential information, which would otherwise be inaccessible or lost.

42. In summary, there is enormous synergy and interdependence with respect to the overall goal of improved communication and information sharing as supported by the new mandate of INFORAC; the proposed development of the MAP Info System, and the vital role of the mass media. All of these assets and capacities could greatly empower MAP in the future – however, the challenge will be to optimise and coordinate these assets towards common priority goals that measurably and positively impact the environment of the Mediterranean region and the quality of life for its diverse inhabitants.

**AGENDA ITEM 2: PRESENTATION OF THE INTERNATIONAL EXPERT WORKSHOP. THEME: "THE MAP INFO SYSTEM - A DISCUSSION OF INFORMATION NEEDS AND USER REQUIREMENTS"**

43. Mr. Sergio Illuminato, Director General of ERS/RAC introduced the international workshop and the organization of discussion topics, highlighting that 2005 is an historical year for the United Nations Mediterranean Action Plan (MAP). Not only does it mark its 30<sup>th</sup> Anniversary but some crucial processes are already taking place. This includes the reorientation of ERS/RAC into INFORAC, the evaluation of MAP and its components, as well as activities concerning the Mediterranean Strategy for Sustainable Development (MSSD).

44. Mr. Sergio Illuminato told participants that we are witnessing the dawn of a new paradigm for MAP and its role in the future development of the Mediterranean, notwithstanding that some people may be reluctant or afraid to think or look towards the future. The four day Expert Meeting will help to assess the changes taking place and transform ideas into tangible proposals and action-items. The active involvement of all participants and the free-exchange of different human and professional experiences, will ultimately determine the results and value of the meeting and its discussions.

45. Under INFORAC's guidance and with the full participation of all MAP Components and other stakeholders, the creation of a MAP Information System (MAP Info) is proposed. Conceptually, it will consist of a network of information nodes and associated resources across the Mediterranean region– forming an integrated, shared, decentralised, open and geographically distributed system. It would be designed to support a wide variety of users, MAP activities and key components (i.e. Regional Activity Centres of UNEP/MAP).

46. Initially, the MAP Info network will be managed and coordinated by the future INFORAC, which will act as a centre or "hub" of communication and information exchange. It will maintain various key components , standards, tools and applications (e.g. for information dissemination), for instance the web portal, regional databases and meta-databases etc., which will allow access to, maintenance of and the distribution of essential information, in the most effective way and in response to policy priorities and user requirements.

47. In the light of this broad concept, speakers were invited to provide inputs and ideas during the separate workshop sessions looking at the *Institutional Aspects, the role of Business (Private Sector), the Media and NGOs* in the design and/or future operations of MAP Info. Inputs were occasionally framed in response to specific questions posed by the moderators, or were derived from free-flowing discussions and spontaneous interventions.

### **AGENDA ITEM 3: INSTITUTIONAL SEGMENT**

48. Mr. Sergio Illuminato introduced the segment, highlighting the fact that Information and Communication Technologies (ICT), including hardware, software and various applications have rapidly moved forward during the last decade, bringing opportunities and important benefits to different users/sectors. These innovations continue apace. The ICT sector offers a vast array of technical innovations (hardware, software and applications, etc.) useful for establishing and maintaining MAP's technical (information management), as well as *capacity-building* process.

49. It would be useful – said Mr. Illuminato – to receive suggestions regarding the technical tools or existing applications (for instance Web portals) that are of relevance and/or interest to the proposed MAP Info System and its operational needs. Similarly, it would be useful to consider existing, easily applicable and accessible data management models, which can be mobilised and distributed on a wide scale, for users with different levels of skills and/or technology at their disposal. Of course, the institutional and organisational aspects of building and maintaining such systems/networks are also of central importance and inputs on this topic were also sought.

50. Mr. Niall Sclater, officer in charge of the European project EUMEDIS, gave a presentation describing the set-up and operations of the Mediterranean Virtual University, a project lasting 25 months, funded by the European Commission. It offered on-line IT courses in collaboration with the universities and institutes of the Eastern Mediterranean. IT laboratories were set up with PCs for students who didn't have one of their own. In reply to questions raised, Mr. Niall Sclater declared that the objective was not only to hold a training course on environmental management and conservation, but that the field of action of the Project could be widened. The course and materials were interoperable and could be used on different platforms. The courses were held in English. The universities involved in the Project were based in: Denmark, Malta, Palestine, Jordan, Lebanon, Cyprus, and Turkey.

51. The Project aims at creating a sustainable network of higher institutions that may collaboratively develop and offer interactive university courses in the Mediterranean region. Thanks to this many students may obtain an academic qualification. This may only be achieved by exchanging materials, applying compatible technologies and by jointly developing technical and educational approaches. Furthermore, exchanges of information and especially learning from one another, as well as maintaining quality management procedures were essential. Only individual commitments to learn and grow, and to better one-self and future opportunities will overcome the inevitable cultural obstacles that will be encountered along the way.

52. During the project, a number of technical and non-technical problems arose with regards to the choice of languages, applied learning methodologies, the recognition of credits, content selection and regional information retrieval on the various course topics.

53. It would therefore be useful to start a working partnership with UNEP/MAP's future INFORAC to further analyse the problems and opportunities of long-distance learning (information exchange) and the retrieval of information and data, on which new environmental courses, for example, could be based.

54. Mr. Klaus Grewlich declared that his contribution to the discussion would be of a strategic nature. He announced this is a particularly important year for information and communication and, particularly, for the global development agenda. On 14 and 15 September 2005, world leaders and heads of state will arrive in New York to assess the progress and results achieved for the Millennium Development Goals. Poverty reduction could be achieved by devolving 0.5% of the GDP of industrialized countries, so that, by 2015, all children may have equal access to education, for example. The role of international and multilateral organizations in helping developing countries is very important, especially during their initial development phase as they strive to attain clear goals and objectives. A joint and constant effort is needed to guarantee these countries a stable and more prosperous future. To this end, much more needs to be done since many if not most development goals have not been reached.

55. Information and communication technologies (ICT) can play a key role in development because they can greatly contribute to growth and well-being, from an economic as well as a cultural point of view. This is the reason why these technologies have now become one of the key discriminating factors for achieving development goals. It is clear that technology and information cannot be introduced in a context devoid of a definite institutional or policy structure, and cannot be considered a "*deus ex machine*" from which miracles can be expected. The development, functioning and effectiveness of a technological platform system depend therefore, on a series of factors, not least the cost of implementing and maintaining information technologies (i.e. this is also true for Southern Mediterranean countries). In this context, it may be difficult to expect rapid or easy development of such systems without significant and sustained external support.

56. The future INFORAC should be an integral and active component of this concerted effort across the Mediterranean. Currently, there is no effective partnership mechanism dealing with communication and information requirements across the region. This means that on the basis of the required cooperation, projects will arise to support the MAP Info System and the working model and results must be made available to all partners. The challenge of developing a realistic working partnership to sustain MAP Info must be tackled, as must the challenge of granting system access to all potential users. This requires a major change of mentalities that is now obligatory; and individual interests or agendas should be overcome. Collective and joint actions towards developing a common system must be designed and implemented to create a different reality for MAP Info and its future viability. This is the approach adopted by the UN ICT Task Force, which has proven a winning approach.

57. The United Nations are well aware of the importance of ICT related topics to development. This is the reason why the creation of a permanent forum was deemed necessary involving leaders in the private sector, such as Microsoft, CISCO, Intel, Telecommunications ministers, the relevant commissioner for the EU, NGOs, in order to discuss the future prospects of the sector and the reduction of the ICT gap between different countries.

58. In many of the statements it was mentioned that to create long-distance training courses in the Mediterranean, on environmental topics for example, there is a need to access open information platforms. In order to achieve this, a WIKI, a common Internet term, should be set up as a joint collaboration model. The dissemination of knowledge on environmental topics will be possible only when experts with already consolidated know-how can transfer it – overcoming the restrictions of entrenched bureaucratic procedures – thereby making information available in the least difficult way. It would be useful to jointly analyse ways to enhance a shared database with information on sustainable development and further understand how it can be applied to the academic context, e.g. by setting up courses and programmes for distance learning students.

59. Positive comments were made on the potential roles of International Agencies, the importance of good governance on public participation and the valuable contribution of ordinary people who need to be stakeholders and express their opinions. In summary, different sectors of civil society should participate and express their inputs on different aspects of such a project.

60. It clearly emerged that interaction (access), prioritisation and (information) contents selection are important features when exploring the different designs of potential information systems. End user and civil society participation is necessary to optimize the flow of environmental information that should be made available openly, free of charge and considered a public trust.

61. Mr. Roberto Patruno, Director of REMPEC, the United Nations Mediterranean Regional Centre dealing with the Prevention, Warning and Response for Marine Pollution, made his statement emphasising the importance of taking into account existing information programs/systems in the Mediterranean Basin in their entirety. In this regard, the activities originating from MAP play an important and strategic role in the promotion of balanced development in the Mediterranean Region. Whatever message(s) are brought forward by the Meeting is important with strong political connotations. The ultimate aim should be to bring together Mediterranean countries and focus on shared, practical information and communication applications that may be useful in enhancing development opportunities and improve environmental management overall.

62. Mr. Klaus Grewlich emphasized the clear need to strengthen the work of UNEP/MAP in information and communication aspects; giving it better visibility and raising its public profile and prestige to a much higher level. Furthermore, MAP and its future information system should be responsive to the information needs of governments, international organizations, oil

companies and businesses operating in various sectors for example, by providing access to key data and information on environmental issues. This could be on a fee basis for certain users although not all potential users are able or willing to bear the costs of an information service.

63. For such systems and applications to be successful strong participation among three key sectors is important namely, institutional (governmental), entrepreneurial (private) and civil society (NGO). The active participation of these three sectors will lead to a tangible multiplier effect and all necessary measures should be taken to guarantee easy access to the system, its data resources and supporting tools.

64. Many participants highlighted that in virtual user communities –linked across a wide network - it is very important to understand who the users are precisely, including their specific requirements and situations. There needs to be a clear understanding of the target audiences, the level of computerization they have access to and cultural attitudes or restrictions. The digital divide is not simply technical and cannot be filled by technologies alone. Therefore, it is important to have a truly coherent system implementation strategy, which integrates cultural and related interests.

65. The needs and importance of serving the end users down to the grassroots level should not be overlooked. For example, uploaded documents and similar resources should be easily accessible on-line. Another important aspect to be considered is the user's level of expertise. Adequate technological support should be provided as well as an interface that will render system access and the exchange of information as simply as possible. The *multi-channel* concept should not be neglected. Aside from the web, which is of course fundamental, there are many available channels for user access, which can also be used to "broadcast" information and messages to potential wide audiences.

66. For a successful implementation of MAP Info a certain number of core guiding principles should be established, involving multiple stakeholders, yet maintaining the overall effectiveness and transparency of the system design and development approach. Relevant suggestions made during the fruitful discussions in this session should be transformed into recommendations and considered for follow-on activities.

67. Meeting participants suggested implementing the proposal put forward in the opening speech by the Sicilian Region representative; namely, create a permanent forum on information and communication issues devoted to sustainable development in the Mediterranean region. Furthermore, it would be useful if the best statements and ideas proposed during the meeting were turned into formal publications. In addition, it would be interesting to continue fostering lasting collaborations among the meeting participants, using an on-line forum/bulletin board that promotes information and idea exchanges.

68. With regards to linking the MAP Info System with academic and educational sectors, it might be useful to organise a meeting during the next

World Environment Day in 2006, and extend an invitation to experts from the cross cultural and scientific worlds that may provide relevant insights.

69. In the future, distance learning will not only concern students per se but could impact a much wider population with ever increasing demands for ongoing training and learning opportunities. Therefore, technological tools used in the acquisition of knowledge (on-line) will be required to not only impart or deliver access to information, but do it in a manner that is easy, highly engaging and impacts the recipient's overall quality of life.

70. To conclude, most participants agreed that in the context of information delivery (via MAP Info) and training, user needs need to be carefully assessed; not only in a local context but also with due consideration to Millennium Development Goals and the Barcelona Convention since these policy frameworks have a determinant impact for the Mediterranean region.

71. To attract users and wider participation (both in the design and future use of MAP Info) certain processes need to be highlighted and given greater visibility. For example, the dialogue carried out within this meeting represents the first steps towards a formal MAP Info requirements survey and user needs assessment process. If the event was to be repeated in 2006, it would be useful to revisit key topics such as the progress of the *Mediterranean Virtual University (MVU) Action Plan*, since elements of this programme have direct consequences and implications for MAP Info.

72. Such exchanges of knowledge and expertise are critical at all levels and will impact the future development of the Mediterranean region. If properly enabled by ICT, information exchanges under the auspices of on-line training courses (as advocated by MVU) have the power to reach wider communities of young people, who are currently excluded from education opportunities. The impacts and benefits of such initiatives are clearly profoundly important – and MAP Info should play a role in such efforts, especially with respect to strengthening environmental education and awareness.

#### **AGENDA ITEM 4: BUSINESS SEGMENT**

This session examined the potential role and contributions of the private sector to the development of MAP Info – and in particular, the role of the private sector as a unique source of innovative ICT technologies, applications and value-added services, which could be adapted and applied to the (user) requirements of MAP.

73. Mr. Sergio Illuminato presented the segment, highlighting the fact that information and communication technologies (ICT) have increased exponentially in their utility and user-accessibility; the cost of implementation has similarly been reduced and to a certain degree, the tools have become widely distributed amongst a growing user community and entered what could be considered the “ICT mainstream.

74. Indeed, GIS and Remote Sensing, once highly distinct applications have now converged into the generic domain of “spatial information management”. Furthermore, the latter capacity is now considered essential and central to a vast range of environmental management requirements including those of most relevance to the MAP agenda, for instance monitoring, impact assessment, planning, etc.

75. However impressive the advances and potential of ICT, the available capabilities have not been matched by a corresponding rapid adoption and/or uptake by users. The technical and non-technical challenges that impact the implementation of certain ICT applications can be formidable.

76. As a general observation, MAP and its components have not fully utilised and/or applied ICT. Clearly, there is room for improvement to maximise the benefits of ICT, not only within the MAP framework but for a wider user community concerned with environmental issues across the Mediterranean basin.

77. Mr. Arozarena Villar, Deputy Director of the Remote Sensing Unit of the Spanish Geographical Institute, thanked the organization for inviting him to chair the session.

78. In view of his 10 year experience gained in dealing with photo remote sensing and coordinating the production of the reference database used within the institute where he works, Mr. Arozarena Villar joined other participants in saying that one of the keys to achieving sustainable development is access to essential information and knowledge.

79. In this context, the proposed MAP Information System should also ideally exploit information derived from satellite images and use the opportunity represented by today’s remote sensing techniques and tools. While the choice and range of sensors and satellites for data collection is impressive, the appropriate dissemination and utilization of the image data is most important.

80. Mr. Roberto Patrino – reminding participants of REMPEC’s mission - highlighted that, since the theme of the workshop was information, the Mediterranean Region hosts 30% of global maritime traffic and is one of the most important tourist destinations. Currently, there are 2.200 ships crossing the Mediterranean, of which 300 are oil tankers. 25% of the ships working in the oil industry cross the Mediterranean: only 30% of the transported oil is destined for European countries, meaning that more than 60% of this oil is simply in transit. This means the Mediterranean is constantly under threat of spill accidents, yet doesn’t benefit in the least from this intense traffic. 400 million tons of petrol are carried across the Mediterranean each year; next year, this figure will reach 80% of global supplies. There are also new plans and new ships arriving from Russia, so that, for instance, in the port of Omnisha 15 million tons of petrol will be transported each year.

81. The Adriatic is traversed by an average of 100/150 oil tankers each year, a completely new event for this sea. Three days ago the new pipeline from Azerbaijan to the Caspian Sea and Cheian was inaugurated and soon there will be 50 million tons of petrol arriving into the Mediterranean Region. Furthermore, there is oil coming from the Black Sea, from Iraq, etc. In a few years figures will reach 750 millions tons of oil per year. And this is only the traffic situation. Not to mention new European policies concerning the Euro-Mediterranean transport networks, the “motorways of the sea”. According to REMPEC’s projections, in 25 years time, 300 thousand tons of oil will be discharged at sea by shipping accidents. The last one, which took place in 1991 in front of the port of Genoa, on the Ligurian coast, dispersed 140 thousand tons of oil.

82. Mr. Roberto Patrino underlined that this is a serious problem, which is often overlooked by the media, the public and politicians: operational pollution, linked to ship operations, particularly those of a voluntary nature, is extremely common in the Mediterranean and a major threat to the region.

83. REMPEC and ERS/RAC are collaborating on a small pilot project for the Adriatic Sea, which uses satellite remote sensing, planes and ships to monitor maritime traffic in the Adriatic. In so doing, the risk of accidents can be reduced, as well as that of environmental pollution, even though, unfortunately, accidents are inherent to all such activities. On the contrary, voluntary pollution and oil discharges at sea, must be eradicated with regional monitoring – and timely information from many sources is required.

84. These are the activities that can make use of ICT platforms and key information that should be applied effectively, and in a coordinated manner to support monitoring and preventative interventions. This will allow MAP and the Contracting Parties (COPs) to engage in strong and credible legal actions against ships perpetrating illegal discharges, allowing authorities to prosecute offenders, an action that is currently unthinkable using existing systems.

85. Mr. Arozarena Villar highlighted the example of the use of remote sensing in Spain during the *Prestige* tragedy, a true catastrophe which happened on the northern shores of Spain. In this case, it was extremely

important to have access and use of information, particularly satellite data, to counteract the emergency.

86. Mr. Gideon Tibor, representative of the Israel Oceanographic and Limnological Research, stated that remote sensing *per se* cannot be considered as the solution to all problems. This is the reason why the future MAP Info should also be based on alphanumeric data resources, which should be obtained from the different countries and integrated within the database. Remote sensing is, undoubtedly a good validation system, but it is simply not enough.

87. Ms. Katia Bach, representing Radar Sat, agreed with the fact that remote sensing data are only a limited portion, albeit important, of other data sources which should be taken into consideration. False positives can be encountered: often times phenomena may be erroneously mistaken for oil discharges, whereas, in truth, the occurrence is determined by wind conditions or other biological phenomena. Therefore, when considering radars in the context of a data collection system, other methods can avoid false positives, allowing the activation of more effective operational programmes.

88. Mr. Frank Fell, representing Informus, explained that he works in the eco-marine environmental protection sector and in the field of GIS technologies. In his opinion, the use of remote sensing tools may not represent the solution to all problems, but can offer simple representations, understandable by a wide audience and especially decision makers who appreciate visual representations of complex problems.

89. Ms. Nabila Sultan, representing the Egyptian Ministry of Information, reminded participants that in low literacy areas, particularly with regards to ICT, before engaging in any practical application of environmental pollution reduction; objective, simple and direct information campaigns must be carried out to educate and raise awareness among Mediterranean populations on the value of natural resources and the importance of their protection. There is no need to be proficient in the use of digital tools: the campaigns can be carried out by disseminating commonly used objects conveying environmental messages, such as posters and stamps – together with the use of the mass media.

90. Ms. Maria Dalla Costa, Director of International Relations of the Italian Agency for Environmental Protection, agreed with the Egyptian delegate's statement, and commented that first of all there was a need to understand how to improve *inter-operability* and cooperation, and how to carry out a dialogue with civil society. INFORAC can certainly contribute in the context of its new communication mandate.

91. There are many important programmes, such as the European Community Framework Programme, the GMES and GEO. Many organizations offer remote sensing services as part of their activities and mandate. Few organizations, on the other hand, deal with analyzing and using the data in the context of grassroots actions and interventions. The future INFORAC should

contribute to the dialogue with civil society and make better use of this opportunity using the resources and skills it has available.

92. Mr. Roberto Patruno, Director of REMPEC, reminded participants that Earth Observation (EO) techniques are not the solution to the problem. No definite solution can be expected by satellite monitoring systems: they are simply tools that give us the possibility to set up a system based on satellite monitoring, which may also require the use of small aircrafts and ships and other data collection resources.

93. Mr. Daniel Drocourt, Director of the 100 Historical Sites Programme - Workshop on the Heritage of the City of Marseille– highlighted a particular feature which has become essential for development: the city. Remote sensing techniques have most certainly improved in the last 30 years, but still have gross limitations. As well as SPOT satellite images, which are extremely useful, for instance in analysing city heat, there are other elements which assist in understanding the problems and potential of growing urban centres. Furthermore, it should be mentioned that important coastline features have gradually disappeared: coastline areas, for instance, due to slight movements of the sea are often made invisible, submerged and therefore unrecognizable- especially when viewed with remote sensing techniques. For this reason they are neglected and are not taken into consideration in urban and port planning projects. From cultural and landscape aspects, the Mediterranean is an incredibly complex region, but there are few studies and inventories that deliver accurate information about these places, or adequately represent them to the public. There is therefore, the need to use advanced information tools, supported by new technologies to improve this situation – more accurate information together with more widespread delivery and dissemination.

94. Mr. Frank Fell stated that there are monitoring programmes that produce data that can be distributed to interested communities; there are also programmes which monitor emergency situations and data on forecasts, simulations and their use. There is also baseline data on coastal zones or on land use, as well as historical data. This information should be aggregated at different levels and provided as a general overview to decision-makers and other users.

95. There are different methods for data presentation. They can be accessed directly, or by using GIS. There are however, other problems to be resolved, such as the required resolution: for instance, the Mediterranean can be considered as a basin, with different “sub-basins” – such as the Adriatic – so data may be collected and analyzed at national or local levels- depending on the requirements of users and applications.

96. The key question, therefore, is how to better serve the different users who want essential information on the environment; on the Mediterranean in general, including audiences such as politicians, environment authorities, academics, schools or the public at large.

97. Mr. Frank Fell presented SISCAL (*Satellite Based Information System on Coastal Areas and Lakes*), an information system funded by the European Commission, based on the use of satellites for coastal areas and lakes. This is a research and development project within the IST programme. SISCAL's objective is to fill the gap between EO data providers, such as the Earth Observation Centre, and the final users who do not possess detailed EO information.

98. Ms. Katia Bach commented that Radar Sat estimates that 70% of the oil spilled derives from minor illegal discharges, rather than major discharges, and that a high amount of these small but gradual discharges, never make front-page news and yet have high environmental impacts. Naturally, improved monitoring actions may prove to be a deterrent but only if offenders knew they were being watched and could, therefore, be prosecuted. But such a system still does not exist.

99. Radars can detect oil on the sea's surface and travelling ships that leave clear evidence of petrol plumes, providing enough evidence for the prosecution of offenders. This important information should be immediately passed onto maritime agencies and coast guards, to bring about their rapid intervention. There is an error margin, however, and this can be avoided by integrating other data resources within the monitoring system. Data sharing among countries within a common region such as the Mediterranean basin would help reduce the burden and costs of implementing and maintaining such a monitoring system and operation.

100. Mr. Arozarena Villar, reminded participants that in Spain, in the *International Mapping Agency*, remote sensing is used in many applications, and the agency encourages participation and cooperation with various public bodies and in future, will support wider cooperation among Mediterranean countries.

101. Mr. Gideon Tibor suggested that following the workshop, a pilot project could be implemented on the improved sharing and dissemination of Web based data. Thus, creating a real prototype to be used as a model for MAP Info and the participation of different users across different countries in the region.

## **AGENDA ITEM 5: MEDIA SEGMENT**

102. Mr. Sergio Illuminato presented the session, dedicated to the importance of partnerships and specifically, the relationship between the media and international organizations such as MAP. The discussion would examine how to establish possible collaborations and partnerships of mutual interest and especially, in the best interest of citizens. If MAP Info will eventually become a repository and source of valuable environmental information, then, how can the media help facilitate access to this reliable and accurate information concerning environmental threats and protection efforts? Environment is clearly a focus issue for many actors; including the public and private sectors as well as for civil society. However, a common language and communication conduit is needed, that translates raw data into usable information and henceforth, into powerful and resonant messages that can impact policies and actions at various administrative and political levels. An innovative path needs to be defined together with the media to create new opportunities for MAP in future.

103. The meeting should provide suggestions with regards to approaches and strategies that provide maximum access (and benefits) by citizens to MAP Info and its resources. Specifically, the questions that need to be answered are: What role can the mass media or communications sector play in facilitating and/or promoting MAP Info to a wider audience and, how can MAP Info (with its overall goal of environmental information sharing and dissemination) harness and/or utilise communication innovations such as electronic media, mobile telephony, the Internet, etc?

104. Thanking ERS/RAC and Mr. Sergio Illuminato for the workshop, Ms. Alessandra Paradisi, Secretary General of COPEAM, took this opportunity to emphasize the different opportunities offered by the numerous participants to the event. Her wish is that, following Ghardaïa (Algeria), Rome is only the first of a series of meetings on this topic, so as to build a true partnership among public institutions, the media and civil society to start a decisive cooperation process aimed at environmental protection and sustainable development in the Mediterranean area.

105. Ms. Alessandra Paradisi reminded participants of the presence of environmental media specialists from Algeria, Montenegro, Greece, Morocco, Tunisia and Croatia, who previously took part in the first training seminar at the COPEAM University, held in Ghardaïa on these topics, in collaboration with ERS/RAC.

106. Following the opening comments of the session by Mr. Sergio Illuminato and Ms. Alessandra Paradisi, an award was assigned to a well-known journalist at the national and international level, for his dedication and innovative approach to important scientific topics and making them available to the widest possible audience. The recipient of the award was, Mr. Piero Angela.

The motivation for the award: *“For his valuable contributions to the communication and dissemination of science and knowledge. Using television as his chosen medium, he has been able to reach, inspire and*

*educate the minds of entire generations using a simple approach and straightforward language to unravel complex issues and topics.”*

During the last 30 years, Mr. Piero Angela has written and produced television programmes, written articles for newspapers and magazines and has published 28 books, some of which are translated into English, German and Spanish, with more than 2.5 million copies sold. He has been awarded prizes in Italy and abroad including the United States and Japan. In Paris, he was awarded the prestigious UNESCO Kalinga prize for the popularization of science. For his work he had received 4 *honoris causa* degrees from various institutions.

107. Mr. Piero Angela thanked everyone for their kind welcome and for the *Award*, and was particularly grateful that it came from UNEP MAP, which strives to focus on environmental problems in the Mediterranean region.

108. Numerous participants asked Mr. Piero Angela to reveal his recipe to promote the popularization of scientific information, so that it may reach and involve the wider audience. The famous Italian author replied that, first of all, one must remember that in Italy competition is strong among television networks. There are seven networks overall and RAI, the public service network, has considerable difficulty in reaching an adequate share of audience that would allow it to recover 50% of the resources derived from advertising. Therefore, in this fight for audiences, it is difficult to remain “afloat” in so-called prime time.

109. Mr. Piero Angela stated that he thought success was very much dependent on the ability to put oneself in the viewers’ position. As in life, it is important to know who one is talking to and understand that a well-read person is not necessarily an expert in the topic one is trying to cover. When presenting different topics, a language which can be comprehended by all should be used and which, at the same time, can engage the public through a story. Information should not be thrown out like random streamers, but should follow an engaging course, like a film or novel; giving the viewer the feeling of being part of the story.

110. Reverting to the Mediterranean – with its beauty and extraordinary flora and fauna – it’s worth knowing a little more about its history since this is an essential ingredient of any contemporary story describing its environment. When things are better understood and in context, one is able to penetrate further and deeper into the topic in question. In this case, the Mediterranean as we know it, is the main character of a history dating back over six million years. Geological studies have revealed that six million years ago the Mediterranean dried up completely and became an empty basin, because, at that time, the Straits of Gibraltar didn’t exist and waters from the Atlantic only entered through a small channel in Spain.

111. The Mediterranean has always suffered from hydrographic deficiencies and vulnerability. Therefore, if Gibraltar were closed, just as the communication with the Atlantic was closed in those times, the Mediterranean would receive water only from rain and rivers; only one tenth of the water which it needs and

evaporation would soon lead to its drying up. This occurred less than 200,000 years ago, within a very rapid time frame. A huge depression was formed, in some points up to 5 km deep. The Mediterranean was transformed into a salted desert, with vast salt deposits, in some cases reaching a thickness of 1 km. This leads us to believe that the drying up must have occurred along different phases, allowing the emergence of tall mountainous islands, such as Sicily, Sardinia, Malta and other existing islands.

112. In that period – continued Mr. Piero Angela - an enormous glaciation took place and the level of the Atlantic dropped by approximately 50 metres. A passage opened up, the Strait of Gibraltar, and, according to calculations, waters from the Atlantic took between 180 to 200 thousand years to fill the empty basin again.

113. Freshwater lakes had formed where the seawater had evaporated and thick vegetation grew along the river deltas, with great waterfalls forming oases of tropical vegetation. Where beaches are today there were once pine trees and spruces. If one could have flown over the Mediterranean in a plane, one would have seen a totally different Mediterranean– commented Mr. Piero Angela.

114. With the arrival of water, the basin started slowly filling up and on the emerging islands vegetation kept growing. At that point, half of the Mediterranean was dotted with islands of various sizes and its geography was totally different. Many islands, bridges and gaps were formed and the animals started to repopulate the region, especially from Africa. Elephants and hippopotamus arrived by swimming, transported by the currents to the biggest islands, particularly Sicily. The absence of predators caused a reduction in the size of elephants, which no longer needed to be so big. Palaeontologists have found the skeletons of elephants the size of dogs, which can be seen at the Zoology Museum in Rome. The same process occurred with hippos because of the absence of predators and because of the reduction in available vegetation, compared to tropical forests. Selective pressure, therefore, favoured smaller species, which increased their chances of survival by needing less food. Huge swans could be found, with a three-metre wing span, dormice the size of cats, etc. – a fauna whose remains are currently displayed in museums.

115. Naturally all this took place over a long time frame – said Mr. Piero Angela. With the passing of time, the Mediterranean reached its current state and landscape and the surviving species were eventually killed by prehistoric hunters, who were confronted with wildlife unaccustomed to being hunted and were therefore, easy prey.

116. Mr. Piero Angela once again underlined in his statement that the Mediterranean is not simply a sea basin with wonderful flora and fauna with an extraordinary evolutionary history; it is also a complex human ecosystem. Even though it is not very large geographically, the Mediterranean has been the cradle of most of the history of mankind. Egyptians, Greeks, Phoenicians, Etruscans, Carthaginians, Romans, Arabs, and then Spanish, French, Balkans, Turks lived along its shores...all the cultural elements which create today's rich and diverse Mediterranean cultural landscapes.

117. When studying the Universe, one realizes that a planet on which life could develop must be a planet very similar to Earth: it shouldn't be too close to its sun, or it may burn up; not too far, or it may freeze; it should be big enough to conserve its atmosphere, but not too big so that the atmosphere is too thick, otherwise life could not survive. These are very special conditions that sustain life. In the same way and with different dimensions and scales – commented Mr. Piero Angela – the Mediterranean Basin respects similar characteristics: it is wide enough to become the cradle of very different civilizations; and at the same time, small enough to allow cross cultural contacts to take place; its scale and geography has allowed the evolution of culture and cultural exchanges. This has allowed civilizations to flourish, because each one has been enriched by its contact with others, yet maintaining its own characteristics. All that can be found today in the culture of Mediterranean countries – temples, palaces, monuments, statues, works of art, that represent the great heritage of mankind – is the result of geography and these cultural exchanges – some enforced by conflicts, while others more peaceful and gradual.

118. However today, the basin has become too small for the vast and ever growing population around the basin's margins. The data describes the situation in the starkest of terms: the Mediterranean represents 1% of global waters, its surface is traversed by 30% of maritime traffic and particularly oil tanker traffic. Moreover: along its coasts, 150 million people live in industrial societies or developing industrial societies and highly polluting substances are constantly discharged into the basin. It's as if one was to throw all one's waste products into one's bathtub. Gibraltar is the only access and exit point for water entering from the Atlantic; it enters on the surface and exits at a depth of 150 metres, in a cross-current. Almost a century is needed for water exchange to take place in the Mediterranean. This is a very slow process and not nearly quick enough to ameliorate the pollutants and waste discharged into this enclosed sea.

119. It is obvious that the people inhabiting its shores should respect the basin, which is bountiful in natural resources and has allowed the development of extraordinary civilizations. Respecting the law and regulations – as embodied by the Barcelona Protocol – could greatly protect the environment and promote sustainable development in this remarkable region.

120. Mr. Piero Angela concluded by saying that this is the duty of all stakeholders: politicians, first of all, then institutions, local administrations and environmental organizations. Information plays an important role in this mission, because it closes the circle of public understanding and knowledge. If public opinion becomes aware of environmental threats to their quality of life, and is asked to participate in these problems, it will provide continuous pressure for action at the political level. Furthermore, one must be very careful not to overtly denounce or create false alarms or panic. A rational dialogue should be found and a way sought to make the public understand that problems exist, but they can be solved – and highlight how they can be solved.

121. This should be the goal for all those involved in information management and training (awareness raising and education): to stimulate

decision makers and citizens to become aware of key issues, create appropriate policies and allocate necessary funds for action. This is a long term and complex commitment which, should always be kept in mind by those operating in the information sector.

122. More emphasis should be given to quality information and to strengthen the ability to build public participation and involvement. To simply deliver news/information is not enough. It needs to be interesting enough in content and enticing enough in its presentation to effectively reach the wider public – and engage them. Mr. Piero Angela declared that scientific contents - for example, environmental information-should be delivered in a language that is accessible by all. Only in this way can public opinion be shaped and play the role of being the critical conscience within a democratic society.

123. Commenting on Mr. Piero Angela's statement, Mr. Klaus Grewlich highlighted his fascination in listening to his story of the Mediterranean, comparing it to a film. While he was talking, Mr. Klaus Grewlich could picture the fantastic images of the pygmy elephants crossing the Strait of Gibraltar. Mr. Klaus Grewlich asked participants why institutions had not yet learnt to fully use the amazing potential of film/audio-visual language to promote the protection of the Mediterranean.

124. An audiovisual co-production on the birth and history of the Mediterranean would be a winning proposition, because it would attract much attention. "Tales of the Mediterranean" could become a global production with great potential. It could contribute to the creation of a true Mediterranean identity that favours environmental protection and awareness across the region.

125. Ms. Hayet-Eddine Khaldi, representative of Algerian radio, reminded participants that in the media world scientific topics are a difficult subject to tackle and to make available to listeners and viewers, who often have very little background knowledge on the subject. The final aim, therefore, is to be able to transfer information in the simplest possible way. Ms. Hayet-Eddine Khaldi also asked the speaker what would be the best way to obtain environmental training since there are no training schools for journalists on this topic.

126. Considering that science is a very broad subject, with numerous disciplines – replied Mr. Piero Angela – to communicate effectively with the public, journalists should seek reliable information sources to guide their work. The best balance and the best communication vectors should be sought, always remembering that the final target is to reach out to the public, which needs to be engaged and kept interested. Topics need to be simplified, yet retaining their serious content and messages.

127. Mr. Imed Barboura, representative of Tunisian television, expressed his congratulations to ERS/RAC for organizing such an important meeting. Addressing Mr. Angela he then asked him what was the impact and the influence of his programs on the Italian public and how did audience ratings rate his objectives and efforts as a science journalist.

128. Mr. Piero Angela reminded participants that within RAI if a program does not reach a certain audience rating it is shut down. 50% of RAI's resources derive from TV licences and the remaining 50% from advertising. Income deriving from advertising is, therefore, fundamental to cushion the fixed costs and produce programs that are broadcast on a daily basis. For RAI one point less a year in audience rating equates a loss in advertising income of 50 million Euro; a huge sum of money. If ratings decrease by two to three points, a spiral effect is triggered, with fixed costs remaining unvaried and resources for buying films and new productions drastically reduced.

129. This is why audience rating is fundamental. Between repeats and new productions, Mr. Piero Angela produces more than 30 programs a year, each lasting about two hours, which are broadcast during prime time. It is a considerable production that the public seems to appreciate, rewarding it with its large viewing figures. The problem of television writers/producers is to find the right language, not only in terms of clarity, but also of creativity. Nowadays, this is a job in which creativity accounts for 50% of success; and clarity alone is not enough.

130. Ms. Imen Ouerfelli, representative of Tunisian radio, asked RAI's popular science expert what language should be used to reach out to young people, especially children.

131. Mr. Piero Angela explained that making special programs only for children should be avoided, because that would isolate them. It would, however, be important to develop programs on the environmental to be shown in the afternoon, viewing hours favoured by children. The main objective in the end is to stimulate curiosity and interest. At home, both the TV and brains should be switched on together. The use of "television pills" might also be useful, on top of the main programs to transmit a key environmental message. These shorts could be inserted anywhere, including amongst advertising spaces.

132. Mr. Amar Hales, representative of Algerian television, underlined how important it was to invest in children's knowledge and awareness if the ultimate aim was to capture the attention of adults.

133. Mr. George Manariou, representative of the NGO Friends of the Earth, suggested using the media not only for the dissemination of information, but also for lobbying on specific environmental issues.

134. Mr. Piero Angela commented by emphasizing the inherent value of science and the need to adhere to guidelines offered both by professional expertise as well as honesty towards viewers.

135. Ms. Nabila Sultan, representative of the Egyptian Ministry of Information, underlined once again the importance of this meeting and of the inputs received by the different speakers during the celebrations of the 30<sup>th</sup> Anniversary of the United Nations Environment Programme/MAP.

136. Environmental protection and sustainable development need to be promoted – she reaffirmed – and mass communication and the media play an extremely important role in the process. There is an ever-growing right to be informed. Attention should be drawn to environmental problems and information campaigns should be organized, in collaboration with politicians and decision makers, analyzing the different activities and the work being carried out by sustainable development experts. As well as public participation and training, the starting point should be the rediscovery of cultural, historical values and roots, to better understand our present and future situations and options.

137. In Egypt, especially in Cairo, the population is constantly growing. In an area with a population of 17 million it is very difficult to set up an effective information campaign reaching all. Work must be carried out on different fronts, especially in information sharing and international cooperation, to better define shared environmental information and communication programmes and strategies.

138. Mr. Vladimir Špicer, Coordinator of International Projects for Croatian television, stated that in Croatia, thanks to television and other media tools, environmental awareness among the population has drastically increased. In the past ten years, people have recognized the need to protect the environment surrounding them. This new awareness has increased considerably, to such a level that several media personalities have decided to work together to protect the sea shared by Croatia and other bordering countries. This means that, thanks to the media, the awareness of six countries facing the Adriatic has reached a point whereby they can jointly agree on an environmental problem and taking action. It would be important, therefore, for COPEAM to carry out an overview and recommend a balance of media activities and opportunities that the environmental sector can offer to help protect the cradle of civilization.

139. Mr. Bruno Socillo, Director of Radio 1 RAI, thanked the organization for his invitation and stated that radio is resurgent globally and therefore, also in Italy and Europe. Radio is a flexible communications medium with the ability to reach faraway places providing information in near real time and has many undeveloped aspects and potential.

140. The information services of Italian public radio represent an important part of the Italian radio sector, which is much more competitive than television. In television there are three main groups, whereas in the radio sector there are at least 10 national networks, each responding to a main publishing company.

141. On a program schedule, which provides work to more than 200 journalists, RAI has various programmes dealing with the environment: *Habitat* which goes on the air after 9.30 and *Forgotten Planet* which is broadcast at 8.45, during prime time. There are also talk shows like *Zapping*, *Baobab* and *The Radio Says It* that are on from 10 until the next day at 21.30, in which environmental problems are one of the main components. These are programs stemming directly from user requests and interest.

142. With the diffusion of Internet, even the international dimension has become increasingly important and radio has discovered untapped opportunities. There is an audience which listens to the radio on the Internet and then calls in over the phone to take part in programs.

143. Reverting back to the Mediterranean, it must be said that hosting the greatest world civilizations has also had a terrible price in environmental terms. Suffice to think of all the trees which have been cut down to build the great naval fleets, by the Greeks, Romans, Arabs, Turks, Spanish, Genoese and Venetians, who determined the disappearance of all major forests in the Mediterranean area.

144. It was previously mentioned that the Mediterranean is a region of 150 million inhabitants, where not everyone has the same level of awareness on environmental topics or the same level of development. Consequently, environmental problems and impacts are quite different across the region. It is important, therefore, that the information and communication tools that are being discussed create a common concept or platform, bringing together all levels of public opinion and awareness with precise information on core issues and universally relevant concerns. Appropriate training courses should be set up for journalists and information officers within environmental organizations, to be able to manage, organise and disseminate the most essential information.

145. Mr. Klaus Grewlich underlined the importance of working together, of getting the media, civil society, government institutions and producers involved into partnerships, to create a unified opinion with regards to the guidelines on Mediterranean environmental information. In this way, something significant can be done for the environment, through collaboration and utilising the full power of the mass media.

146. Ms. Alessandra Paradisi reminded participants that COPEAM, who's Board of Directors was taking part in the Meeting, intends to promote summits, information exchange and co-production among its members. Therefore, spurred by the future mandate of INFO/RAC and by the objectives of the Barcelona Convention, COPEAM's network will most certainly be able to play an important role in environmental communication activities. Strengthened cooperation among Mediterranean radio stations on environmental topics could prove to be a valuable initiative in this direction.

147. Referring to radio, Mr. Bruno Socillo highlighted the difficulty of exchanging "word" productions. He suggested, however, that the language problem could be overcome by hiring stringers; that is different mother-tongue staff in the different regions. Focal points could be set up, that is people creating effective multilingual cooperation projects. Cooperation should follow the bottom-up approach, stemming from the operators and creating an extra-national exchange hub for radio stations that operate in the Mediterranean region. The aim is to create multilingual and multicultural programs, to exchange formats and experiences, transferring information to millions of people and maximising the benefits of such cooperation. For instance, an

exchange hub of Mediterranean “sounds” or audio outputs would assist in the narration of an event.

148. Thanking the Italian delegate for his statement and inputs, Mr. Illuminato proposed, among the tangible results of the meeting, the production of radio-TV “information pills” on environmental topics to be broadcast in different languages across the Mediterranean network. Information and public awareness campaigns could also be set up for World Environment Day and for the Ordinary Meeting of the Contracting Parties to the Barcelona Convention.

149. Believing that such a project could easily be achieved, Mr. Bruno Socillo confirmed the availability of RAI to collaborate in the identification of the speakers as well as in the organization of the campaigns, which should ideally take place nearer the time of the event. This way they may have a considerable impact on the mass audiences to which they will be targeted.

150. Ms. Alessandra Paradisi confirmed she would submit the proposal to the Executive Committee at the next COPEAM meeting in July, prior to verifying the feasibility of the network.

151. Mr. Saadene Ayadi, in charge of Cooperation and External Relations ENTV, the national Algerian television, thanked ERS/RAC and Mr. Sergio Illuminato for organizing the meeting and for facilitating the progress of a shared goal first initiated in Ghardaia (Algeria).

152. Often times – he stated – there is a gap between North and South. In the North people talk of audience ratings, of the possibility of distributing several products. In the South, on the other hand, more often than not, programmes and cooperation opportunities are sought to offer communities more environmental information. Institutions and governments are behind the times - underlined Mr. Saadene Ayadi – and it would be important at the next General Assembly of URT, to present tangible proposals, such as the one of producing a catalogue devoted to environmental topics. This catalogue would be made available to the Mediterranean television networks to disseminate the environmental messages. The delegate also declared his full support to the “Environmental Pills” project proposed by Mr. Sergio Illuminato.

153. Ms. Sofia Spirou, representative of MedWet, a group of scientists and NGOs that work towards the protection of wetlands, thoroughly appreciated the idea of creating a media network for the conservation of the Mediterranean and confirmed the support of her organization that could make available a film festival which has now reached its fourth edition.

154. Mr. Kutluk Özgüven, representative of Sabanci University in Turkey, reminded participants that nowadays the attention of young people is focused primarily on the language of images. Audiovisuals have become a very important form of communication for a generation which has become interactive and Internet-dependent. Special attention – he continued – should be given to games and modern telecommunication technologies, through which young

people can learn interesting things and about important topics such as the environment.

155. Mr. Patrick Vastenaekels, representative of Mostra, a communication agency which does consulting work for the European Commission and which specializes in media relations, reminded participants that, often, both in Northern and Southern television networks journalists are not environmental experts. He also mentioned that the European Community promoted and fostered the coverage of our planet's environmental problems through many audiovisual productions.

156. In this regard, stated the Belgian delegate, from a recent enquiry among journalists it became clear that the main problems concerning environmental communication are linked to the access to reliable information – something MAP Info should help overcome. In the international context – he continued – cooperation is essential for covering the costs and the recruitment of adequate staff. The *cave link*, which consists of sharing copyright free images, is one of the media services provided by the European Commission.

157. From the point of view of the mass-media, Mr. Pedro Gonzalez, Director of RTVE and Vice President of COPEAM, reminded participants that there are several useful and important educational programs. These generally provide an invaluable contribution in disseminating information and raising awareness on the importance of the environment and only need a wider distribution. At the same time – he underlined – it seems like the environment finds very little and inadequate space during current affairs and news programs, unless front page disasters occur.

158. In the Mediterranean Basin there is growing awareness on these topics. In Spain, there is extraordinary awareness among citizens on what is termed “ecological crime”, recognized by Spanish criminal law. “Ecological crime” occurs, for instance, when a factory releases unfiltered air in the atmosphere or when a paper factory discharges untreated waste into rivers. Mr. Pedro Gonzalez quoted the political scandal raised in Spain by the accident of the “Prestige”, which ultimately led to the approval by the European Union of the resolution on double hulls in oil tankers. The first lesson to be learnt is that nothing can be achieved without taking into account civil society and their opinion and pressure for change at the political level.

159. RTVE has many TV programs devoted to environmental topics: *The Green Beetle* and *Neighbouring Paradise*, to cite but two; there is also a series devoted to the 13 Spanish national parks. Cooperation with the future INFO/RAC could, therefore, prove to be extremely useful. RTVE signed an agreement with the UN audiovisual service division in 2001. This is an on-going, bilateral agreement: it has assisted RTVE in filling in gaps in the network's programs and in giving wider visibility to the work of the United Nations.

160. The Spanish delegate also emphasized that the growth of a diffuse ecological “conscience” and awareness should be promoted among citizens; environmental criminals should be condemned in a court of law, but also

morally by public opinion. This is the duty of the media to raise this consciousness and “moral” issues related to the environment – such as the wrong doing and criminality involved in environmental neglect and damage.

161. Echoing Mr. Klaus Grewlich’s previous comments, Ms. Alessandra Paradisi, quoting Socrates (“...a man is convinced of things which then produce consequential behaviour”), reiterated that without citizen participation everything remains unaltered. Journalists, who are obviously one of the most important communication vectors, can be leaders in shaping public opinion and encouraging participation.

162. Ms. Alessandra Paradisi summarised the 5 ideas which emerged during the course of the morning session:

- ✚ To verify during the next COPEAM meeting in July, the possibility of broadcasting the “environmental information pills” on the Mediterranean radio network, to coincide with the Ordinary Meeting of the Contracting Parties to the Barcelona Convention;
- ✚ To verify the possibility of producing a catalogue containing all the audiovisual material produced on environmental issues by the members of this radio-television community, as a valid tool for the dissemination of information;
- ✚ To verify the creation of a special channel devoted to the “sharing of sounds” among radios, considering the diffusion of radio broadcasters in the Euro-Mediterranean region;
- ✚ To inventory current environmental audiovisual co-production projects that may be of interest to MAP;
- ✚ To further develop the journalist and other training courses initiated by ERS/RAC and COPEAM in Ghardaïa and Rome.

163. The long term and complex challenge of creating public opinion, which is fully aware of environmental problems and therefore, able to influence institutional and government decisions is a topic that deserves constant commitment. Special attention should also be devoted to raising awareness among young people, who are important future actors and vectors of information.

164. Mr. Sergio Illuminato concluded the session by sincerely hoping the meeting and follow-on efforts could assist in creating a “free trade area” for audiovisual material on environmental topics in the Mediterranean. Furthermore, that it would keep information flowing and foster dialogue among participants, through tools such as the UNEP/MAP Web sites and initiatives such as MAP Info, which INFO/RAC will initiate and manage in the months and years ahead.

## AGENDA ITEM 6: NGO SEGMENT

165. Mr. Sergio Illuminato opened the session devoted to NGOs by awarding the writer Mr. Andrea De Carlo with a prize in recognition of his important work.

His books (*Due di Due, Nel Momento, Giro di Vento*) have been translated into 21 languages.

The motivation: “...for his sensitivity, attention and narrative talent with which he approaches and actively takes part in the environmental cause, suggesting responsible choices to be made; to demonstrate that the impact of individual codes of conduct on our planet’s equilibrium can be reduced and in some cases cancelled with a simple, respectful behaviour and awareness towards the environment”

166. Mr. Andrea De Carlo thanked everyone for the prize and explained his intention to contribute, through his work, to the campaign “Writers for Forests” launched by Greenpeace. The campaign aims at raising awareness among writers on the destruction of primary forests caused by increasing book production and by the illegal trade in cellulose from Brazil and Indonesia.

167. The writer explained that in accord with his publisher and the environmental organization Greenpeace, his books were printed on totally recycled and chlorine-free paper. Thanks to this example, foreign publishers are now starting to use re-cycled paper, deriving from sugar cane leaves. The prize is most welcome considering the importance of this campaign which many support.

168. Among the applause of participants and the appreciation for Mr. Andrea De Carlo’s commitment, Mr. Paolo Guglielmi, Mediterranean Program Officer of the WWF Marine Unit, invited Mr. Enzo Maiorca to the table. Mr. Guglielmi stated that Mr. Enzo Maiorca is a living legend, who has defied the laws of nature by descending deep into the ocean for exploration. Mr. Guglielmi introduced him as a role model, a symbol, an Ambassador of the Sea, a patron of WWF who is indelibly linked to the Mediterranean.

169. Mr. Sergio Illuminato awarded Mr. Enzo Maiorca a prize in recognition for his career and achievements, with the following motivation:

“...for the respect he has always shown towards the sea, for the passion which has inspired the challenges he has overcome, for his love of the oceans, which has entrusted him with the role of Ambassador of the Sea, teaching people to rediscover the importance of a lasting harmony between Man and Nature”.

170. Mr. Enzo Maiorca thanked the audience for his prize and reminded everyone that the sea is the best school a man could attend. Most of all, it teaches man to hope. Notwithstanding the regrettable events which have occurred in the last few years, we must keep hoping that the sea may revert back to its original condition, when by simply crossing the Mediterranean one could experience a quite magical odyssey.

171. Among the general applause, Mr. Sergio Illuminato introduced the NGO session by raising the following questions:

- ✚ What specific contributions could the NGO sector provide to the design and/or implementation of MAP Info?
- ✚ What types of thematic data sets are of greatest value to the NGOs operating in the Mediterranean basin?
- ✚ What are the obvious data gaps at a regional level?
- ✚ What specific information services/functions could MAP Info provide that would strengthen and support the activities of NGOs in the Mediterranean basin?

172. Thanking once again Mr. Andrea De Carlo and Mr. Enzo Maiorca for their participation, Mr. Paolo Guglielmi introduced the discussion on the role of Non Governmental Organizations (NGOs), particularly those dealing with MAP. WWF has vast experience in dealing with this type of organization: despite sometimes being weighed down by inherent slowness during the search for compromise, they are an important model for partnerships. In the past 30 years MAP has achieved success, and could achieve even more – especially in partnership with NGOs.

173. One of the most important tools that civil society and UNEP/MAP should start using is the power to condition and guide the ideas of decision-makers – underlined Mr. Guglielmi. Public opinion plays a fundamental role, as do the media who, by informing and disseminating information, can guide decision-makers towards implementing more effective environmental policies.

174. He mentioned that many important personalities had attended the meeting; among other Mr. Lucien Chabason, President of Blue Plan; Mr. Roberto Patrino, Director of REMPEC, Mr. Victor Macia, former Director of the Centre for Cleaner Productions, as well as many representatives of the Italian and International scene. Mr. Paolo Guglielmi notices, therefore, that this was an auspicious occasion to start stock-taking ideas, which could later be transformed in actions with very tangible results.

175. Mr. Lucien Chabason, President of Blue Plan, thanked ERS/RAC and Sergio Illuminato for his invitation to take part in this important meeting. He stated that he knew Mr. Sergio Illuminato well and that, as a friend of the Mediterranean and able organizer and mediator, in the last fifteen years he had carried out important initiatives within the framework of the Barcelona Convention. Mr. Lucien Chabason underlined that, in the context of UNEP/MAP, Mr. Sergio Illuminato was the right man at the right place and that he could count on his support for various reforms and actions.

176. Mr. Lucien Chabason maintained that everyone is well aware that, in the last few years, information on the Mediterranean, its environment and institutions that work for the Mediterranean's well being, suffer from serious shortfalls and weaknesses. Furthermore, documents and research produced by MAP do not have adequate access or distribution.

177. It should also be mentioned that the last informative document on the state of health of the Mediterranean region dates back to 1999. Furthermore, the scarce number of documents that are produced lack reliable information on the long and medium term pollution trends in the Mediterranean, on the evolutionary state of marine biodiversity, on the demographic, urban and tourist impacts on its coastlines, as well as on voluntary pollution, with quite implausible values being presented. In all these key information areas – there is an urgent need for improvements.

178. There are problems in the production of information, data, data synthesis, as well as in the production of documents referring to the evolution of pollution trends in the Mediterranean. Since very little information is produced, and the sparse amount of information produced is not sufficiently accurate, we need to think about the efficiency of the responsible institutions themselves, before blaming the politicians or media for a lack of awareness or action.

179. There is also a purely political issue to consider. Unfortunately, the environment in general and the sea in particular is not a priority on the Mediterranean's political agenda, neither at an International nor at a national level – continued Mr. Lucien Chabason. At a national level, the problem of the sea is at the bottom of the political agenda and Environment Ministers are weak in this area. Considering the Euro-Mediterranean partnership EuroMed, it is obvious that the environment is not among its priorities. This situation must change.

180. Coming finally to the media, environmental coverage is relegated to the bottom of the list, after economics and current affairs. Even within the press, the environment has to fight for publishing space or attention. The “Haven”, “Erica” and “Prestige” accidents attracted media attention and spurred public opinion to ask for the regulation of maritime traffic. Poisonous algal blooms have moved public opinion to such an extent that the media closely followed the phenomenon. But pollution in the Mediterranean, biodiversity and sustainable development are not topics that people usually recognize. Tourism and the inherent beauty of the Mediterranean may help to better promote and distribute information on the protection of the Mediterranean. Various participants to the meeting have commented that tourists themselves should be “recruited” to disseminate environmental education.

181. Mr. Lucien Chabasson informed the audience that in September the British Publisher Earthscan and a French publisher will publish Blue Plan's new work, which will provide a very worrying picture of the last 25 years in the evolution of the Mediterranean.

182. Mr. Roberto Patrino echoed Mr. Lucien Chabason's words, quoting Jacques Cousteau, who in the Seventies said provokingly that the Mediterranean was dead. Luckily that was not so, as he well knew, but he felt he had to launch a very strong message in order to move people to act. The word “people” is used for the general public, the media, but most of all politicians who are only present and aware when an accident or tragedy occurs in the region. The international legal/regulatory system that exists governing the

Mediterranean is thanks primarily to the catastrophes that have occurred over recent years.

183. As far as the problems of information and training are concerned, with the contribution of NGOs, it would be important to offer motivated and young graduate students, the possibility to operate in the field of marine environmental protection and sustainable development. One of the main priorities is to prepare new, responsible managers for the future administration of the wider Mediterranean community.

184. Mr. Paolo Guglielmi underlined the important work that WWF is carrying out, with other NGOs, in terms of capacity building. The aim is to train new generations to have a higher preparation and better awareness of the sea and its problems; to instil people with a “marine culture”. Information coming from institutions should be made available and be presented in the best possible manner, so they can be published by the media. Environmental news should be reliable and comprehensive so that the public find it useful and engaging.

185. Thanking the organization for his invitation, Mr. Victor Macia underlined that thanks to this type of meeting he continues to think of “the environment” as one of the main characters in a film about the Mediterranean. This “film” should now be shown in the main movie theatres and have greater visibility among a wider audience, not only to tell the story of environmental catastrophes, but also to provide models and solutions to avoid them in future.

186. Public opinion, civil society and NGOs have been mentioned, but the business sector should not be forgotten, with its enterprises and expertise that still need to find a way to contribute to environmental protection.

187. Small and medium enterprises should not be forgotten, because they represent 90% of businesses in our region – stated Mr. Victor Macia. Small enterprises within the Mediterranean should be informed and trained, not only with regards to the impact of their activities, but also on the interventions that they can initiate which are pro-environment.

188. To date, most Euro-Mediterranean policies have failed the business world. There has been inadequate information in this sector on the possibility of working and making money by protecting the environment. New avenues should be sought to convey this message. New technologies and information systems need to be used to reach these enterprises and encourage them in this field. New and more effective partnerships with business should be sought through MAP’s Regional Activity Centres and Mediterranean institutions.

189. The future INFO/RAC will become one of the means to reach out to small and medium enterprises. If this doesn’t occur – concluded Mr. Victor Macia – we will carry on living in a society that denounces business indifference but doesn’t lift a finger to put multi-sector cooperation and relevant tools at the disposal of small and medium-sized Mediterranean enterprises with a view to their contributing to sustainable development.

190. Thanking the Spanish delegate for reaffirming the importance of INFORAC's future commitment towards the business sector, Mr. Paolo Guglielmi underlined that one of the errors of the past was to demonize the private sector and activities which were not in conformity with the environment. In this case, information and fact would have to be key determinants.

191. Information needs must be carefully analysed and channelled appropriately and effectively. The role of INFORAC will be decisive in changing this dynamic within MAP and the Barcelona Convention. For over 20 years, NGOs have put pressure on MAP to achieve this goal, finding now, in Mr. Sergio Illuminato, a leader capable of helping reform MAP and make the changes required.

192. Ms. Nabila Sultan, delegate of the Egyptian Ministry of Information, said that access to information and related management technologies was truly needed, in order to start appropriate information campaigns and support processes for sustainable development. For example, there should be more cooperation for the production of adverts, documentaries, songs dedicated to the Mediterranean and its protection involving schools and children etc. who may become future ambassadors of sustainable development in the region.

193. Mr. George Manarious, representative for the Middle East of the NGO Friends of the Earth, hoped that INFO/RAC would seize this opportunity to keep the *Forum on Information and Communication for Sustainable Development* alive with many other meetings, like the one in Rome, through which people can continue to exchange ideas and build a better future.

194. Thanking ERS/RAC for his invitation to the meeting, Mr. Giovanni Guerrieri, representative of the NGO Marevivo, informed participants that Marevivo had just celebrated 20 years of activity. In the first few years, the organization had a very weak impact due to the diffusion of figures and scientific data that lay unopened inside the drawers of the scientific community. Nowadays, visibility has become an extremely important issue and this has been facilitated by a better and more focused use of information resources.

195. Mr. Giovanni Guerrieri informed participants that his organization truly appreciated the new UNEP/MAP website, designed and implemented by ERS/RAC. It is now more user-friendly and presents clearer contents. The website has enhanced the visibility of the Barcelona Convention, stimulating user curiosity and their desire for knowledge. As Mr. George Manarious mentioned in his previous statement, it would be important to open a forum within the site, which would be a new way to foster participation and dialogues online. The site should also present activities undertaken within the MAP framework, among others. Mr. Giovanni Guerrieri also underlined that a meeting such as the one organized in Rome has only taken place after 30 years of MAP activity. The extraordinary attendance by the media to this event is a novelty for MAP. The organization of this event should be made a constant feature, seizing the opportunity of World Environment Day to meet up and exchange ideas in a very public and open forum.

196. Mr. Sebastiano Venneri, representing the NGO Legambiente, was honoured to declare that not only was it the 30<sup>th</sup> Anniversary of MAP and the 20<sup>th</sup> Anniversary of Marevivo, but also 25 years since the founding of Legambiente. This series of anniversaries – he commented – should encourage the organizations to make a summary of lessons learned and set new objectives for their environmental commitment, abandoning all those stereotypes that have characterized this commitment in the past few years. There was a need and opportunity to be bold and innovative in future activities using all the available tools for improved information sharing and management.

197. Mr. Sebastiano Venneri quoted Predrag Matvejevic, one of the greatest living historians of the Mediterranean, who believes that the Mediterranean risks becoming the prisoner of its own myth, remaining chained and linked to its history. A great history as the cradle of civilization; a land of diversity, culture and tradition, but with a present day status that remains uncertain, fragile and threatened in many aspects.

198. The Mediterranean risks becoming a prisoner of its own past, when instead, efforts should be redoubled and directed towards resolving the problems impacting this beautiful region. It is clear that the Mediterranean needs coordinated policies and initiatives towards improved environmental protection. Too often, solutions to common problems have applied sectoral approaches instead of the required coordinated actions and policies and a shared vision. This is where the importance of information should be emphasized. The fact that the environmental situation deteriorates when information becomes sparse should be taken into consideration. If the level of institutional attention or interest in effective information management falls, it produces a domino effect from the centre to the periphery, from institutions to the media and then to the technicians who (mis)manage information and subsequently, fail to deliver it when and where required.

199. Mr. Sebastiano Venneri also reminded the audience of Goletta Verde's birthday. This is an information campaign that Legambiente has been carrying out for 20 years to monitor the state of health of the sea. Initially it concentrated on sea water quality in bathing areas, subsequently extending its scope to cover the important themes which affect the Mediterranean: fishing, systematic pollution, protected areas etc. This year, for the second year running, there is an extra-territorial projection of the campaign: with ERS/RAC's support, one of the three boats that take part in the campaign, which will be launched on 1 July 2005 from Corsica, and will reach the coasts of France, Cataluña, the Balearics, Croatia, Greece, Albania, Tunisia and Malta.

200. Mr. Pietro Soddu, representing the Euro Arab Management School of Granada, presented the objectives of the school and highlighted the fact that schools and universities continue to be denied access to information on the current environmental conditions of the Mediterranean. He reminded participants that training in the Mediterranean receives less than 3% funding. Access to ICT could assist in optimizing the sparse resources and in consulting the many virtual libraries of environmental data. At the same time, however, there is a need to establish new Masters and academic programmes devoted to

these topics, so as to be able to respond to the growing request for information and data on the state of the Mediterranean.

201. Mr. Alessio Satta, representing the NGO Ambiente Italia, emphasized the role of tourism, a phenomenon which was once the object of great interest, due to its impact on the environment and currently the means for disseminating a new environmental culture. In this regard, he cited a collaborative project between Italian and German universities, which aims at setting up photovoltaic systems in attractive tourist locations. By using surveys and information campaigns, the tourists are used as primary disseminators of the use of technologies that support the environment.

202. In summary, it was clear that NGOs continue to play a critical role in addressing environmental and sustainable development issues that impact the future of the Mediterranean region. This is supported by the many projects and campaigns the NGO community operate across the region. However, this admirable and essential work could be strengthened through better coordination especially in the information management sector. Again, there was the desire and expectation that INFORAC will play a key role in creating an information dissemination and sharing capacity network across the Mediterranean that will support not only the work of NGOs, but also facilitate linkages and working partnership at the tri-sector level involving NGOs and civil society, the public and private sectors. There is a strong believe that such coordination and partnerships can have a major impact on environmental problems at many levels-from the grassroots to the senior policy and decision-makers – leading to tangible progress on many complex issues, which now pose urgent threats not only to the quality of the environment, but also the quality of life of entire communities.

## CONCLUSIONS

A summary of the most important findings from the workshop and its thematic sessions is outlined in the Executive Summary. The challenge now is how to take the many useful suggestions and integrate them into on-going or planned initiatives.

The suggestions and recommendations made can be broadly categorized as follows:

- Those specifically pertaining to the development of MAP Info
- Those related to the future roles and mandate of INFORAC
- Those related to the reform and future of UNEP/MAP

The recommendations pertaining directly to MAP Info will be carefully reviewed, prioritised and wherever feasible integrated into the forthcoming system design process, which includes a requirements survey and user needs assessment.

The suggestions regarding the roles and mandate of INFORAC will be duly considered and where they “fit” within its new mission statement, recommendations will certainly be implemented provided the resources and expertise are available. At this stage of its institutional reform, INFORAC (formerly ERS/RAC) is a ‘work in progress’ and while it has a clearly defined mission statement, there is scope for flexibility and adjustment to ensure it meets the expectations of MAP and its components and stakeholders. As a reminder, the INFORAC mission statement is:

*Through an established Service Network and MAP-Info System and by maintaining its operational components and partnerships, INFORAC supports the sustainable development objectives of the Mediterranean Action Plan (MAP) through the delivery of select information products and supporting information and communication (IC) services. These outputs will be accurate, reliable and timely; providing effective information on environmental conditions in the region and will be specifically designed and implemented to meet user and/or policy requirements. In addition, they will support decision-making at various administrative levels and geographic scales, and facilitate compliance with relevant protocols and conventions thereby enabling sustainable development across the Mediterranean basin.*

Finally, suggestions pertaining to MAP, especially with respect to internal reforms and organisational strengthening will hopefully, be considered by senior management and integrated into institutional reform plans.

The simple fact remains that the environmental and sustainable development challenges of the Mediterranean are complex and dynamic, while there is always a tendency for institutions – especially those with a heritage of many decades - to maintain the status quo through institutional inertia and risk aversion, this is not the most productive strategy. UNEP/MAP is certainly at a crossroads and if it is to reanimate the “action” implicit in the Mediterranean **Action** Plan then it must adopt an innovative, responsive approach that

involves improved information management and sharing at all levels; closer partnerships and collaboration with a range of actors across sectors. Furthermore, as the environmental crisis across the Mediterranean deepens, *not* taking bold measures, qualified risks and more innovative approaches to its programmes and initiatives represents a risk in itself – and since the very future of the Mediterranean region rests in the balance, the stakes (of action versus inaction) could not be higher.

## **AGENDA ITEM 7: MEETING CLOSURE**

1. Following the customary exchange of courtesies, the Chair declared the meeting closed at 6.30 p.m. on Saturday, 4 June 2005.

## ANNEX I

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## UNITED NATIONS BODIES AND SECRETARIATS AND OTHER OBSERVERS

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<b>EXPERTS</b>	<p><b>Mr Piero ANGELA</b> Popular Science Expert</p> <p><b>Mr Andrea DE CARLO</b> Writer</p> <p><b>Mr Enzo MAIORCA</b> Ambassador of the Sea 96100 Siracusa Italy Tel: +39 0931 722231 Fax: +39 0931 488265</p>

## ANNEX II

### AGENDA

#### WEDNESDAY, 1 JUNE

	<b>Celebrations for the 30<sup>th</sup> Anniversary of the United Nations Environment Programme/Mediterranean Action Plan</b>
<b>11.00-13.00</b>	<b>PRESENTATION</b> <u>Speakers:</u> <b>Paul Mifsud</b> , Coordinator of the UNEP/MAP <b>Corrado Clini</b> , Director General of Environmental Research and Development of the Italian Ministry of the Environment and Territory <b>Salvatore Cuffaro</b> , President of the Sicilian Region <b>Sergio Illuminato</b> , Director General, ERS/RAC of UNEP/MAP <u>Participants:</u> <b>Klaus Grewlich</b> , Ambassador at large (Germany), Member of the High-level Panel & Senior Advisor, United Nations ICT Task Force <b>Alessandra Paradisi</b> , Secretary General of COPEAM
<b>10.00-19.00</b>	<i>Mediterranean Environmental Award</i> Audiovisual screening and photographic exhibitions
<b>13.00-14.30</b>	<i>Mediterranean Cookery</i>
<b>14.30-15.00</b>	Joint Meeting MAP & COPEAM Video on the 30 years of MAP
<b>15.00-19.00</b>	<i>Meeting of the MEA International Jury</i> Selection of the Audiovisual Winners

#### THURSDAY, 2 JUNE

	<b>Expert International Workshop:</b> <b><i>“MAP Info System, information needs and use”</i></b>
<b>10.00-13.00</b>	<b>INSTITUTIONAL SEGMENT</b> <u>Coordination:</u> <b>Niall Sclater</b> , Head of the eLearning, Learning Services, University of Strathclyde University– Eumedis Project <u>Speakers:</u> <b>Klaus Grewlich</b> , Ambassador at large (Germany), Member of the High-level Panel & Senior Advisor, United Nations ICT Task Force <u>Participants:</u> <b>Samir Afifi</b> , Environmental and Earth Science Department IUG - Palestinian Territories <b>Samer G. Bagaeeen</b> B.Sc. (Hons) Grad. Dip. M.Sc. PhD. ARIBA, Urban Design Studies Unit Department of Architecture University of Strathclyde - United Kingdom <b>Munther Issa Kandah</b> , Associate Professor Jordan University of Science & Technology Chemical Engineering Department Vice

	<p>Director of the Consultative Centre for Science and Technology  Director of the Linking with Industry Department – Irbid, Jordan  <b>Kutluk Özguven</b>, PhD, Faculty of Engineering and Natural Sciences Orhanli Tuzla – Istanbul, Turkey  <b>Pietro Soddu</b>, Euro Arab Management School – Granada, Spain</p>
<b>15.00-18.00</b>	<p><b>BUSINESS SEGMENT</b></p> <p><u>Coordination:</u>  <b>Antonio Arozarena Villar</b>, Deputy Director of the Cartographic Production of the National Geographic Institute of the Spanish Ministry of Public Works  <b>Fabrizio Aversa</b>, ERS/RAC Earth Observation Unit</p> <p><u>Participants:</u>  <b>Katja Bach</b>, Radar Sat Europe Office - United Kingdom  <b>Maria Dalla Costa</b>, Head of International Relations Unit A.P.A.T. – Rome, Italy  <b>Daniel Drocourt</b>, Coordinator Atelier du Patrimoine de la Ville de Marseille – Marseille, France  <b>Frank Fell</b>, General Manager Informus - Germany  <b>Franco La Torre</b>, Risorse RpR spa – Rome, Italy  <b>Umberto Minopoli</b>, Telespazio S.p.A. Business Development – Roma, Italy  <b>Annalidia Pansini</b>, Ministry for the Environment and Territory, Department for Environmental Research and Development– Rome, Italy  <b>Roberto Patrino</b>, Director Regional Marine Pollution Emergency Response Centre for the Mediterranean REMPEC - Malta  <b>Marcello Ricottilli</b>, Telespazio S.p.A. Business Development- Area for the Relations with the EU – Rome, Italy  <b>Gideon Tibor</b>, Israel Oceanographic and Limnological Research Ltd - Israel  <b>Fiamma Valentino</b>, Ministry for the Environment and Territory, Department for Environmental Research and Development– Rome, Italy  <b>Claudia Verdini</b>, IBM, Italy</p>
	<p><b>Celebrations for the 30<sup>th</sup> Anniversary of the United Nations Environment Programme/Mediterranean Action Plan</b></p>
<b>10.00-19,00</b>	<p><b><i>Mediterranean Environmental Award</i></b>  Audiovisual screening and photographic exhibitions</p>
<b>13.00-14.00</b>	<p><i>Mediterranean Cookery</i></p>

## FRIDAY, 3 JUNE

	<p><b>Expert International Workshop:</b>  <b><i>“MAP Info System, information needs and use”</i></b></p>
<b>10.00-13.00</b>	<p><b>MEDIA SEGMENT</b></p> <p><u>Coordination:</u>  <b>Alessandra Paradisi</b>, Secretary General of COPEAM</p> <p><u>Speakers:</u></p>

	<p><b>Jacques Perrin</b>, Film Director  <b>Piero Angela</b>, Popular Science Expert</p> <p><u>Participants:</u>  <b>Saadene Ayadi</b>, Chief of Cooperation and External Relations  ENTV - Algeria  <b>Hamid Belkessam</b>, Programme Director ENRS - Algeria  Pedro Gonzales, Director International Relations RTVE - Spain  <b>Zouhir Louassini</b>, Journalist Rai News 24 – Italy  <b>Vladimir Spičer</b>, Department International Relations &amp;  Coordinator International Products HRTV – Croatia  <b>Bruno Socillo</b>, Director RADIO 1 &amp; GR RAI – Italy  <b>Nabila Sultan</b>, Environment Expert, Ministry of Information –  Egypt  <b>Patrick Vastenaekels</b>, Media Relations Manager Globe Village –  Belgium</p>
	<p><b>Celebrations for the 30<sup>th</sup> Anniversary of the United Nations  Environment Programme/Mediterranean Action Plan</b></p>
<b>10.00-19.00</b>	<p><i>Mediterranean Environmental Award</i>  Audiovisual screening and photographic exhibitions</p>
<b>13.00-14.00</b>	<p><i>Mediterranean Cookery</i></p>
<b>14.00-16.00</b>	<p>Joint Meeting MAP &amp; COPEAM: Video on the 30 years of MAP</p> <p><u>Participants:</u>  <b>Imed Barboura</b>, TV Journalist ERTT - Tunisia, Tunisia  <b>Hamid Belkessam</b>, Programme Director ENRS - Algeria  <b>Ahmed Bourid</b>, Communication Office COPEAM – Rome, Italy  <b>Elena Calamo Specchia</b>, Consultant on the Mediterranean Area  RAI - Rome, Italy  <b>Christophe Dehlinger</b>, Secretary General - External Relations  COPEAM – Rome, Italy  <b>Anamarija Ganza Habjan</b>, HRTV - Croatia  <b>Abdelmajid Hallaoui</b>, TV Journalist RTM - Marrakesh Regional  Station – Marrakesh, Morocco  <b>Hayet-Eddine Khaldi</b>, Radio Journalist ENRS - Algeria  <b>Snezana Koprivica</b>, Journalist RTV Montenegro Serbia and  Montenegro  <b>Imen Ouerfelli</b>, Radio Journalist ERTT – Tunisia, Tunisia  <b>Marianna Petraki</b>, Journalist ERT SA – Athens, Greece</p>
<b>16.00-19.00</b>	<p><i>Meeting of the MEA International Jury</i>  Selection of the Audiovisual Winners</p>

## SATURDAY, 4 JUNE

	<p><b>Expert International Workshop:</b>  <b>“MAP Info System, information needs and use”</b></p>
<b>10.00-12.00</b>	<p><b>NGO SEGMENT</b></p> <p><u>Coordination:</u>  <b>Paolo Guglielmi</b>, Head of Marine Unit, Mediterranean  Programme Office WWF International</p> <p><u>Speakers:</u>  <b>Enzo Maiorca</b>, Ambassador of the Sea  <b>Andrea De Carlo</b>, Writer</p> <p><u>Participants:</u></p>

	<p><b>Lucien Chabason</b>, President of the Blue Plan  <b>Rosalba Giugni</b>, President Marevivo – Rome, Italy  <b>Víctor Macià</b>, Industry &amp; Environment Consultant, MEDPOL Consultant – Barcelona, Spain  <b>George Manariou</b>, Trade and Environment Project Coordinator Friends of the Earth, Middle East MedNet – Jerusalem, Israel  <b>Andrea Marchese</b>, Amici per la Vita Onlus – Roma, Italy  Alessio Satta, <b>Head of Sustainable Tourism Ambiente Italia – Rome, Italy</b>  <b>Jamie Skinner</b>, Director Mediterranean Coordination Centre IUCN - The World Conservation Union Parque Tecnológico de Andalucía – Campanillas Malaga, Spain</p> <p><b>Sofia Spirou</b>, Communications Officer MED WET MedWet Initiative Coordination Unit – Athens, Greece  <b>Sebastiano Venneri</b>, Responsabile Mare Legambiente – Rome, Italy</p>
<b>12.00-13.00</b>	<p><b>CONCLUSION</b></p> <p><u>Speakers:</u>  <b>Klaus Grewlich</b>, Ambassador at large (Germany), Member of the High-level Panel &amp; Senior Advisor, United Nations ICT Task Force  <b>Sergio Illuminato</b>, Director General, ERS/RAC of UNEP/MAP</p>
	<p><b>Celebrations for the 30<sup>th</sup> Anniversary of the United Nations Environment Programme/Mediterranean Action Plan</b></p>
<b>10.00-19.00</b>	<p><i>Mediterranean Environmental Award</i>  Audiovisual screening and photographic exhibitions</p>
<b>13.00-14.30</b>	<p><i>Mediterranean Cookery</i></p>
<b>15.00-19.00</b>	<p><i>Meeting of the MEA International Jury</i>  Selection of the Audiovisual Winners</p>