



# Regional Strategy for the Sea and Coast

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## Introduction

### ➤ **The region's future is inextricably linked with the Mediterranean Sea**

The coastal and maritime area presents major challenges for the sustainable, balanced development of the region, for economic development and job creation and for the quality of life of its inhabitants.

It is also a complex area whose management, more than any other territory, requires dialogue and consultation between all stakeholders and a high level of synergy between the various public policies which apply to it.

**Opening up the Region to the Mediterranean has forged its history and its identity**, is a force for its future and a mainspring of regional development. It also endows the Region with a great responsibility to manage this heritage shared with all coastal populations, within the context of renewed cooperation, and to contribute to the development and prosperity of the Mediterranean area.

### ➤ **A strategic area for regional planning and development**

The region's coast is a dense area often close to saturation point and a land of many economic, social and environmental contrasts; it remains extremely attractive and 70% of the region's population lives on a 25 km coastal strip which accounts for less than 15% of the territory. It is home to the three largest urban areas in the region and constitutes one of the largest conurbations in France.

There are a great many urban, demographic and industrial pressures, as well as strong pressure from tourism, with a population which doubles in summer.

The coast is also a major asset for the quality of life of the region's inhabitants and offers great potential for the regional economy. It is, however, at the centre of serious spatial development disparities and worsening social and territorial inequalities. The pressures exerted on the region present a major risk of excluding local populations from their own coast.

Faced with the challenges of adapting to climate change and demographic growth, how is it possible to build the cities of the future, with their jobs, housing, transport networks and leisure facilities?

### ➤ **As the region's leading "employer", the sea constitutes a major economic lever for meeting the employment challenge**

According to the French Maritime Cluster, strictly speaking the maritime economy (excluding tourism and service industries) employs more people nationally than the motor industry and has a higher production value than the aeronautical industry.

In Provence-Alpes-Côte d'Azur, the coast is the site of intense economic, port-based, industrial and tourist activity. Maritime activities are estimated to employ over 10% of the region's working population. If we add to this the activities brought about by the proximity of the coast, in particular the residential economy and services, the sea is without a doubt the leading source of jobs in the region.

Alongside the key, traditional sectors of the maritime economy, i.e. transport, maritime industries, national defence, maritime safety, water sports, fishing and aquaculture, new activities are emerging such as offshore wind turbines, marine biotechnologies and ship dismantling. These new activities could potentially create significant economic development.

➤ **The coast: an endangered area**

The region is characterised by the great diversity of its coastal ecosystems and landscapes and by the size of its preserved natural areas, both on land and at sea. However, the very high concentration of human activity on the coastal strip is causing tension and sometimes conflicts of use between the different groups which make up the territory.

The increase in land occupation has revealed a constant and alarming erosion of natural and agricultural areas on the outskirts of large urban areas, to the detriment of the quality of landscapes and environments adjacent to the coastal zone. Urbanisation, the development of beaches and the extension of ports have all resulted in a high level of man-made development on the sea front.

Furthermore, as recent events have once again dramatically shown, the territory of Provence-Alpes-Côte d'Azur, particularly its coastal area, is at considerable risk from natural hazards such as erosion and submersion concomitant with flooding. As the region is particularly vulnerable to the effects of climate change, the need to adapt and anticipate its consequences must now become a priority for coastal development.

➤ **The Mediterranean Sea unites us with the other Mediterranean peoples, with a common sense of purpose**

The Mediterranean is an outstanding area of cooperation. Many of the challenges and problems relating to maritime and coastal activities, which transcend the regional context, are shared with other Regions in the Mediterranean Basin and elsewhere.

Many challenges require a collaborative response and actions carried out together with the other coastal regions.

The Region, in consultation with the other institutional levels, thus needs to make an active contribution to the major directions of European, Mediterranean and national maritime and coastal policies.

The maritime challenges in the Mediterranean are significant in terms of:

- economic development (maritime transport, maritime and port industries, fishing, tourism, etc.)
- pooling research and innovation efforts within the Basin in all areas relating to oceanography, marine energy, climate change, etc.
- combating the pollution of the Mediterranean, a subject recognised as a priority by the international community, for this Sea and for the populations and activities which depend on it.

It is particularly necessary to strengthen cooperation in maritime areas to allow the increased alignment and integration of the different European and international initiatives and to improve synergies between Mediterranean Regions.

➤ **A strategy for the sea and coast for the Provence-Alpes-Côte d'Azur Region**

For a long time public institutions, from the global to the local level, dealt with maritime and coastal issues as a juxtaposition of sector-based policies, with real integration or overall vision, and they were administered accordingly.

The limitations of this approach have become clear and it is now unanimously acknowledged that only an integrated approach can result in the creation and implementation of a genuine maritime and coastal policy. The Blue Book on Maritime Policy for the European Union, followed by the national deliberations as part of the Grenelle Oceans' Initiative, have demonstrated this need for integration.

The Provence-Alpes-Côte d'Azur Region was one of the first authorities to commit to this. Since then, it has continually increased this commitment to integration and dialogue; its achievements include the creation of a Maritime Delegation in 2004, the adoption of its maritime policy and the creation of a Maritime Regional Advisory Council in 2005.

The time had come to take additional measures and to draft a Strategy for the sea and coast at regional level.

This involves a collaborative, proactive approach to encourage the consolidation of knowledge of the economic, social and environmental issues and challenges linked to the sea and the coast and to propose a shared vision and a strategy which increases synergy between public policies, particularly as regards land planning, the creation of jobs and economic competitiveness, social solidarity and sustainable development.

This strategy will also act as the frame of reference for the definition of the new directions of the regional maritime and coastal policy.



It must be amendable so that it can be adapted to the social, economic, environmental and legislative contexts of which it is part and must also be able to be modified in accordance with the major directions to be defined in the long term, by 2030, in the Regional Land Development Plan.

## Global overview of the sea and coast in Provence-Alpes-Côte d'Azur<sup>1</sup>

### I. A FAVOURABLE CONTEXT FOR THE CREATION OF A REGIONAL STRATEGY FOR THE SEA AND COAST

Since the early 1990s, the issue of the protection, planning and development of the coast has been handled as part of the integrated management measures for coastal zones. Since the mid-2000s, at the instigation of the European Commission, the coastal issue has become a maritime development challenge. Focus has now moved from the sea to the land. This is a real change in perspective, as coastal challenges on land are considered insofar as they affect the maritime sector and the marine environment. **The aim of a maritime and coastal strategy is therefore to achieve a fair, complementary understanding of the future of the area where the land meets the sea.**

In this respect, **the regional level is particularly suited** to illustrating the major development, planning and management dynamics as regards the sea and the coast: demographic growth and consequences for urban development and employment between the sea and its immediate hinterland, the relationship of competition and complementarity between port areas, the maintenance or emergence of project zones in relation to the activities on the coast and at sea.

At the European and international levels, it is now accepted, and stated in the texts, that on the one hand **only a global and integrated approach to maritime and coastal issues will allow the creation of cohesive policies** for this area, and that on the other hand the **coastal Regions** are some of the main stakeholders in these policies.

At national level, organising the State's strategy for the sea and the oceans by coastline confirms the significance of the inter-regional level and, as was stated by the President of the Maritime Regional Advisory Council, *"If France wants to have a major maritime policy in the future and if Europe wants to play an important role in stimulating cooperation in the Mediterranean, both parties can achieve this only if they rely on the maritime regions."*

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<sup>1</sup> The detailed overview can be found in Annex 1

## II. A NEW UNDERSTANDING THROUGH PROJECT ZONES

Talking about the sea and the coast essentially means focusing on an area where several inter-connected territorial levels come into play, depending on the issue to be considered.

The territories created have their own local dynamics and more than **three quarters of the coast falls under integrated management programmes for the coastal zone**. There are a variety of management structures, national or regional parks, bay committees, public-private bodies, PIGs, etc. In addition to these measures there are the SCOT (territorial cohesion plans), whose maritime sections in particular are required to play an important role in the management of coastal areas. There are also innovative initiatives supported by local authorities, such as the *Départementale* Marine and Coastal Plan in The Var. With the management plans for the Natura 2000 zones and the plans implemented on land acquired by the *Conservatoire du Littoral* (Coastline Conservation Agency), and on nature reserves, the vast majority of the region's coast is now the subject of management measures.

As regards the management of water pollution, the relevant level is represented by the drainage basins and adjacent marine areas, as part of an upstream/downstream partnership. In the context of decreasing water resources due to climate change, **increased risks of usage disputes, pollution and salination** of the waters close to the coast should be expected. Environmental contracts describe the major objectives of SDAGE (Guidelines for the Development and Management of Water) and set the targets for water quality, for promoting the aquatic environment and for the balanced management of water resources, leading to a programme of rehabilitation actions and environmental management.

The territorial approach relies on widespread consultation between all the stakeholders involved and the success of management plans largely relies on the quality of this consultation. It is therefore important to ensure that all stakeholders are well represented. Experiments conducted in The Var, relating to Axis 4 “**Sustainable Development of Fisheries Areas**” of the European Fisheries Fund, are an example of integration between maritime industries, particularly professional fishing and local development policies.

The need to develop integrated management processes for the entire coastline and **better consideration of the needs of maritime activities in coastal development** must now be considered in detail in regional projects.

### III. SEA-FRONT TENSIONS

Recent forecasts show **territorial systems which are highly dependent on the residential economy** and distinguish three types of configuration with specific consequences in terms of development and planning. Each configuration involves around one third of the population, but involves areas of different sizes.

On the one hand, we can see **areas along the coast** (9% of the territory), whose sources of income are outside the Region (retired persons and second homes) and where there is a great deal of **pressure on property**. This is driven by competition between areas in terms of attractiveness. The greatest challenge is how to modify these trends by encouraging greater inter-territorial solidarity. This is all the more relevant as the communes in question, which are heavily dependent on the seasonal nature of tourism (62% of nights in summer) are also those experiencing the **highest levels of unemployment**, with a net increase in unqualified young people in certain zones.

On the other hand, the majority of **the immediate hinterland** (48%) relies on the local redistribution of residential income linked to **home-work travel** (over 50% of people work in a different commune to the one they live in). It is structured around productive urban centres and leads to urban sprawl (Marseille, Aix, Toulon, Grasse and Nice). This can be seen in the extensive **use of agricultural land** in an environment already under stress due to the presence of natural areas (Ste Baume, Massif des Maures and Sainte-Victoire). It is heavily influenced by choices relating to urban development (collective versus individual), attractiveness for business and the organisation of road and rail transport networks (road congestion and the lack of reserve rail capacity are already a reality). It is partly a **refuge for households which cannot afford housing along the coast**. Even people with jobs find that their incomes are insufficient. Pockets of urban poverty are particularly concentrated in Bouches-du-Rhône.

Whether on land or at sea, the shoreline (area of coastal communes within the 3-mile zone) is a place of accumulated and **heightened tension due to the search for a balance between different uses**. The main issue is the lack of space for increasing numbers of users and for the various often incompatible and risk-generating activities. At sea, it remains difficult to find and manage a balance between increased environmental protection (Natura 2000, national marine parks, national parks) and increased use.

#### IV. RECLAIMING A NEW MARITIME IDENTITY

Maritime activity is changing and indeed is undergoing huge transformations. The region seems the appropriate level for deliberations and a global vision which require a decompartmentalised approach to the development of the maritime sector. The creation of new jobs in maritime industries, the increase in the versatility of professions and in their potential for innovation and the anticipation of the demand for new services are some of the new areas to be explored.

##### ➤ “The sea” as the leading regional employer

Maritime activities are extremely diverse, but the associated professions and the jobs they generate are not widely known. The figures can vary depending on the source of data and the field in question, and whether or not it is expanded to include spin-off jobs. However, **marine and coastal professions are estimated to represent almost 10% of the region’s working population**. Tourism and the residential economy account for more than half of jobs. However, the major sectors of the productive economy also play a key role in the regional maritime economy, together with commercial ports, nautical industries, halieutic activities, etc.

##### ➤ Commercial ports: major stakeholders in the economy and land-use planning

Maritime trade accounts for almost 90% of global commercial transit and **regional ports enjoy favourable infrastructure and geo-strategic positions**. Nevertheless, in a highly competitive global environment, they must strengthen their position by increasing investment efforts, controlling expenses for maintaining and operating maritime access routes, developing the rail, river and road networks to serve the hinterland and providing greater service reliability.

**The Grand Port Maritime de Marseille (GPMM)**, the largest port in France and the 5<sup>th</sup> largest in Europe, generates over 41,000 jobs, 35% of which are in port-related professions and connected services, 25% in onshore logistics and 40% in industry. More than 2,700 establishments are directly involved in port activities. Following port reforms, the GPMM defined six directions as part of its strategic project on expanding the container facility in Fos and specialisation in Marseille, the diversification of its activities, its positioning for dry bulk cargo, the creation of a large Euro-Mediterranean roll-on roll-off ferry hub and the expansion of the passenger port.

The commercial sect of **Toulon port**, the largest military port in France, is developing various activities (freight, passengers, cruises and sailing) and has opened up a regular route to Turkey. The Guidelines for Toulon port, part of the Great Harbour Project, show 130 million euros of investment with the aim of urban redevelopment to include major determining projects and place the harbour and its coastline at the heart of metropolitan development.

**The port of Nice** specialises mainly in freight (cement), passenger traffic to Corsica, cruises and sailing. The development project for the port of Nice also aims to increase integration between the port and the city.

The region also has **two river ports**. **One in Arles**, the largest port on the lower Rhone, which takes ships weighing up to 3,000 tonnes, and one **in Le Pontet**, which specialises in handling bulk products and benefits from the proximity of major communication routes.

Although this division of activities and skills between the different regional ports has made it possible to bring together the port's decision-making centres and to boost their specific growth, it nevertheless risks limiting the growth of the regional maritime economy through **increased intra-regional competition** and a **global lack of consistency** in the major guidelines for managing port-related activities.

**The increase in multi-modality** is a major challenge for the growth of the port economy, as it provides an alternative to road transport and allows goods to be carried by several means of transport without changing vehicle or loading unit. The region has a favourable geographic location and already has five large-scale multi-modal platforms.

Furthermore, the development of **motorways of the sea** to concentrate freight flows into maritime routes and thereby reduce road congestion, remains a key objective in the region and is the subject of several studies to compensate for the failure of previous initiatives and thus provide lasting solutions.

**Maritime passenger transport** involves three main activities, namely links with Corsica and the Maghreb, cruises and maritime coastal transport.

**Passenger ferry transport** to Corsica leaves from the three major regional ports. Marseille also serves the Maghreb (Algeria and Tunisia) and the SNCM (National Maritime Corsica-Mediterranean Company) was due to launch a seasonal crossing to Tunisia from Toulon. Three companies, SNCM, Corsica Ferries and CMN (Southern Navigation Company), carry over 2 million passengers to Corsica every year. The aim of the public service obligation to link mainland France and Corsica (territorial continuity) is to increase cohesion between different territories by overcoming the hurdles caused by their distance from each other. For Corsica, this obligation takes the form of a public service concession from Marseille granted by the Territorial Council of Corsica following a call to tender. The public service concession was granted to the SNCM and the CMN in 2007. It was confirmed by the State Council decision of 13 July 2012. Territorial continuity from Toulon and Nice was provided by social aid in the form of public funding for the transport of certain categories of passengers. The Territorial Council of Corsica was due to debate and vote on the new public contract for maritime transport in September 2012. This decision will have major implications for the future of the companies.

**Cruises** represent a dynamic market experiencing strong growth and all the region's ports have seen cruise passenger numbers increase (almost 1.5 million in 2011 for all three ports); river cruises on the Rhone should be added to these numbers. Cruises represent a major challenge for a number of coastal communes and require them to have the appropriate infrastructures and port services, to develop the coast accordingly and to control this activity in order to limit its impact on the environment.

**Maritime public transport** is characteristically used for small coastal islands and also for urban and inter-urban traffic. In the large regional metropolises and for the most popular tourist sites (ecological coastal trams), its expansion is a major challenge, a credible alternative for reducing congestion in land-based networks. It is still underdeveloped and currently consists of the Mistral network for the Toulon Provence Mediterranean zone, with 2.5 million journeys a year, and an experiment between the Old Port and Pointe Rouge, which began in Marseille in 2012.

Finally, the ports play an important role in **development and in the life of cities**. They are home to a rich cultural heritage which should be better preserved and promoted and host a large number of commercial, cultural and economic activities. Opening them up, integrating them into the city and making them more accessible to the public are emerging challenges for urban and port development.

➤ **Restarting regional ship repairs**

Ship building and repair were important activities in Provence-Alpes-Côte d'Azur until the mid-1980s, mainly in Port de Bouc, La Ciotat, Seyne sur Mer, Marseille and Toulon, with the presence of the naval dockyard. After a lengthy crisis period, the repair of both industrial and sailing vessels has once again played an **important role in the regional economy** since the 2000s.

**The industrial ship repair sector** has been restructured in Marseille over the last few years, with the Marseille Naval Shipyard (14 ships in 2011), and should expand with the commissioning, planned for 2014, of dry dock 10, the largest dry dock in Europe which will be able to accommodate vessels over 330 metres long. In addition, the H2X naval site at La Ciotat specialises in the construction of large hulls by infusion. Finally, with eleven graving docks, the Toulon dockyard is a centre for major repairs and is used by the company DCNS, a global leader in naval defence. The Toulon site employs 1,700 people.

**Long-distance cruise ship repairs** are thriving, with 60% of the global fleet of yachts over 24 m visiting the region's coasts (approximately 3,000 ships). The size of the boats is such that they require major infrastructure and the appropriate services, which can mainly be found in the commercial ports and on the La Ciotat site, which has a 2,000 t boat lift. Nevertheless, a large number of small businesses work on the ships in the marinas. A total of 600 companies employ almost 3,500 people. The PRIDES Grande Plaisance: Riviera Yachting Network is a network of companies which leads the industry. It aims to promote regional expertise in the international market and facilitates inter-company cooperation. This regional sector of activity is currently one of the global leaders.

➤ **Marinas at the heart of the vitality of small coastal towns**

Marinas play a major role in **land development and coordination and in the coastal economy**, contribute to local socio-cultural life and are a major part of the maritime heritage.

With almost 135 marinas and 60,000 berths, Provence-Alpes-Côte d'Azur is the leading region in France. These marinas generate 625 direct jobs and 6,000 spin-off jobs (rentals, ship chandlers, catering, etc.).

In addition to this economic dimension, fishing ports and marinas are major hubs for the atmosphere, influence and tourist appeal of the city. The **ODYSSEA** initiative aims to turn ports into new advocates of culture, tourism and local craftsmanship.

With the “**clean ports**” initiative, which aims to improve the environmental management of marinas and fishing ports, the region's ports have been pioneers in the environmental standardisation which is now in force at European level.

**Small-scale fishing**, which is based in marinas or mixed ports, prepares the boats and the fishing gear in these ports, but also sells its products there and makes a major contribution to the attractiveness of the ports and the promotion of maritime values.

Finally, ports are essential facilities for the growth of the nautical industry and are home to major business, rental, maintenance and repair activity in the region.

➤ **Offshore wind turbines: a true industrial opportunity for the region**

In the context of the possible decreased output of hydraulic energy due to a reduction in water resources and increased demand, the use of other renewable energy sources, including wind energy, is due to increase. Although studies carried out into the development potential of wind turbines close to the shore show the low development potential of this industry in the region, the opposite applies to **offshore wind turbines, which are particularly suited to the Mediterranean.**

The creation of a branch of industry for this type of innovation market will make it possible not only to promote a certain amount of traditional knowledge, in particular maritime professions, but also to try and create new jobs which cannot be relocated and have high added value.

The creation in the region of a secondary site of the “**France Energies Marines**” Institute of Excellence for Carbon-free Energy (IEED), of which the Region is a partner, the installation of a **marine test site**, the potential of the GPM and the major involvement of businesses and competitiveness clusters in this up-and-coming activity, constitute key assets for the development of a regional offshore wind turbine industry.

Furthermore, of the other different marine energy industries, the **heating of sea water** (use of thermal marine energy in the thermal regulation of coastal buildings and the **waste-to-energy conversion of micro-algae** offer interesting prospects in the region; a major Research and Development project is planned as part of the Greenstar IEED, of which the Region is a partner.

## ➤ Fishing and aquaculture

**The region's halieutic industry comprises more than 1,300 direct jobs** in fishing, marine fish farming and mussel breeding and over 3,500 spin-off jobs in the sectors of the repair, fitting-out and maintenance of ships and the marketing, packaging, processing and transport of seafood.

**Regional fishing, most of which is small-scale**, is characterised by the great versatility of professions and the great variety of species unloaded. Short fishing trips and sales either on the quayside or with a short supply chain, allow the quality and freshness of the hauls to be guaranteed. The industry is organised around the CRPMEM (Regional Committee for Maritime Fishing and Ocean Farming), two departmental committees, 17 fishermen's corporations and a Producers' Organisation (PO).

Since 1983, halieutic activities have been governed at European level by the **Common Fisheries Policy (CFP)**, whose main aims are to reduce the deficit in the balance of trade for seafood, improve the preservation and management of resources, guarantee fishermen a continuous livelihood, develop aquaculture and support regions which are dependent on fishing. The last reform of the CFP, which began in July 2011, should enter into force in January 2013. Of the main measures proposed, some seem particularly ill-adapted to the Mediterranean and to small-scale fishing and lead to legitimate concerns about the future of these activities. These are primarily measures relating to achieving the Maximum Sustainable Yield (MSY) for all species from 2015, the total banning of discharge and the creation of a system of transferrable fishing concessions.

**The main challenges** of regional fishing involve the sustainability of businesses and jobs, access to resources, in a context of increased pressure for access to fishing zones due to the increase in protection measures, the development of new marine activities, the preservation of resources and of the quality of ecosystems and marine waters and better integration of halieutic activities into local projects, by relying on professional organisations such as fishermen's corporations, and by providing them with the resources they need.

**Effective resource management** means greatly improving knowledge of the dynamics of stock changes and the pressures to which they are subjected (pollution, climate change, professional and leisure fishing, etc.).

Professionals have undertaken **several original initiatives** in this respect, such as the creation of fishing areas and a socio-economic Observatory for professional fishing and marine aquaculture activities and the diversification of fishing activities towards tourism and "pesca tourism", making it possible to diversify fishermen's income, limit the fishing effort, make the public more aware of marine professions and include fishing in local projects.

**Research and development in energy savings:** fourteen pilot projects aiming to reduce the energy dependence of fishing boats have been selected during national calls to tender since 2008. These projects mainly involve the optimisation of fishing vessels from an energy point of view (trawlers which consume less fuel, use of new techniques, etc.), the creation of solutions for optimising boat design using digital simulation tools (improvement of hull shapes, addition of appendages), the use of new energy sources (vegetable oil, wind, hydrogen) or the development of equipment allowing a reduction in fuel



consumption on existing boats (thrusters, fuel economy gauges, etc.). A number of test phases have been carried out at sea and have allowed innovations to be compared with reality. The industry is showing a sustained interest in the solutions already developed and the first definitive conclusions. Tests and simulations at sea showed considerable savings, in the order of 5 to 20% of consumption. The sharing of these solutions should begin in 2012 with the marketing of the first products resulting from the projects. At the same time, a programme to support innovation and the development of the boats of the future was launched by ADEME (Environment and Energy Management Agency) in summer 2011. The solutions developed in these projects are often put forward for inclusion on board the new-generation boats. It should be noted that there have been problems with the tonnage constraints which considerably limit the possibilities for major innovation which often take up space on board.

**Marine fish farming and mussel breeding** are the two major aquaculture activities in the region. There are fifteen operational fish farming sites, with 150 jobs and an annual production of 1,500 tonnes of bass and bream and two sites for the breeding of mussels by some forty producers, with an annual production of 3,000 tonnes.

Regional bass and bream producers were the first to create programmes to certify the quality of their products, with the labels “**organic agriculture**” and “**red label**”.

Regional production has, however, been stagnating in recent years due partly to the high level of competition for these species with the main producing countries and partly to the **difficulty in accessing new breeding sites**, linked to the considerable pressure for the occupation of coastal areas and the risks of conflicting uses. Furthermore, although the quality of regional produce is widely recognised by consumers, the installation of new production sites comes up against the problem of the social acceptability of this relatively unknown activity.

In accordance with the law on the modernisation of agriculture and fishing, the State has initiated a regional marine aquaculture development programme, which began at the end of 2011 with the listing of existing or potential aquaculture sites, with the aim of facilitating the setting up of new businesses.

There is, however, considerable potential for aquaculture in the region and for the development of other species, in particular the production of phytoplankton (micro-algae) for energy (GREENSTAR project), food or cosmetic use.

**As regards recreational fishing** (for leisure and sport), it is not easy to assess its economic and social importance as there is a major lack of data on this activity. Unlike fresh water recreational fishing, it does not require a licence and as a result there is no register to provide precise information on the number of recreational marine fishermen in France.

In view of the importance of this activity in coastal areas, in 2007-2009 Ifremer (Research Institute for Exploration of the Sea), together with the BVA and the Department of Maritime Fishing and Aquaculture, carried out an assessment of the number of recreational fishermen, the type of fishing they practised, their spending and their catches, by means of a telephone survey and a field survey.

Nationally, it is thought that 2.45 million (+/- 0.15 million) people aged 15 or over practise leisure fishing in the sea. In the Mediterranean, bank fishing is the dominant form of recreational fishing. The survey also revealed that the recreational fishing population in this marine sub-region consists mainly of regular fishermen. The estimated economic impact of recreational fishing was calculated based on the spending of recreational fishermen. This approach is limited as it does not allow the real added value generated by this activity to be assessed. Total spending amounted to 384 million euros (compared with 593.3 million euros for the Gulf of Gascony and 374 million euros for the Channel – North Sea).

At this stage there is overall estimate available of the leisure fishing catch in the marine sub-region. However, several experiments have been carried out in a protected marine zone (public land attributed to the Coastal Conservatory, the Cote Bleue Marine Park, etc.), which provide an initial local vision of the results of this activity.

In theory, recreational fishermen do not have the right to remove more than an amount equivalent to “domestic consumption”. There are various interpretations of what is considered to be domestic consumption. A leisure fishing charter was drafted following the Grenelle Environment initiative. It aims to establish good practice in the field of recreational fishing. There is currently a tendency to increase regulation for recreational fishing due to the simultaneous pressure from professional fishermen and environmental NGOs.

### ➤ **Tourism as a driving force for the coastal economy**

Tourism in the Mediterranean, the leading global destination with over 300 million tourists to coastal regions in 2010, presents an urgent challenge in terms of sustainable development, as a result of its economic and social importance and its environmental impact.

Provence-Alpes-Côte d’Azur receives almost 34 million tourists a year, and two-thirds of these tourists stay in one of the three coastal *départements*.

Tourism-related activities represent 9% of total regional employment and 12.6% of unpaid employment; 83% of these positions are concentrated in coastal areas and the situation is even more marked in coastal towns. They represent almost 10% of regional GDP (€14 billion). Visits to the coast are highly seasonal, with 50% occurring July and August. Non-commercial accommodation dominates, with more than half of tourists (56%) staying in second homes or with family or friends.

Social and community tourism is poorly represented and the Region provides aid to this sector, particularly as part of the PRIDES Carac’terres which brings together the public and private partners of the solidarity tourism industry.

Tourism is therefore one of the driving forces of the regional economy, although its high spatio-temporal concentration has an effect on land-use planning, the environment and the quality of life of the region’s inhabitants. These effects include the risk of denying less well-off inhabitants access to the sea and

the coast, accommodation problems for employees, the need to overprovide facilities and public services with regard to average annual requirements over the year, traffic and parking problems and the risk of damage to fragile national areas.

It is therefore essential to increase sustainable tourism on the coast and a number of initiatives have already been carried out to this effect. The region's tourist accommodation whose everyday tourism management best respects the environment has obtained a number of environmental eco-tourism labels. The Region has also initiated a survey of the ecotourism offer throughout the region, in collaboration with the Provence-Alpes-Côte d'Azur Regional Tourism Committee.

For several years now, one of the focuses of the Region's actions in the area of the right to holidays for all has been access to holidays for persons with specific needs; this work has been based on the national labelling system for services available to persons with disabilities.

➤ **Water sports as a factor in economic growth and social integration**

Provence-Alpes-Côte d'Azur is the **leading region in France** and one of the largest in the Mediterranean Basin as regards nautical activities, whether for sport or leisure. These activities contribute to quality of life and the liveliness of the coast, to social integration and inter-generational dialogue. They also boost economic and tourism development in the region. The region's nautical industry represents over 25% of national turnover and marina employees, with over 10,000 jobs. Finally, these activities help to improve knowledge of the sea, its professions and its environment.

The high demand for access to nautical leisure activities leads to an increased risk of excluding the less well-off sections of the public. This is a limiting factor in the provision of access to the sea for everyone, and must be taken into account in public policies and coastal development projects.

As regards direct jobs, over 2,000 professionals carry out a nautical profession in the region, and more than 450 clubs offer water sports or training in these sports.

The Region is committed to providing **access to nautical leisure activities for as many people as possible**. It has created several programmes to this effect (access to the sea and to water sports for persons with disabilities, creation of slipways and support for water sports schools). The Region is also taking action to improve safety at sea (aid to the SNSM – National Society for Sea Rescue – and for supervision for water sports in clubs).

## V. AN ENVIRONMENT WHICH IS A MAJOR ATTRACTION AND IS TO BE TREATED WITH CARE TO ENCOURAGE MODEL DEVELOPMENT

### ➤ High risk of pollution

**The pollution of coastal waters** comes mainly from the land and is linked to domestic, industrial, tourist and agricultural activities. The study carried out as part of the Action Plan for the Marine Environment in the “Western Mediterranean” shows that coastal rivers and streams represent almost 88% of all pollutants in the marine sub-region.

There is a large amount of **hydrocarbon discharge into the sea** from ships along the Côte d’Azur and Eastern Corsica; this is sometimes accidental but usually deliberate and illegal (emptying of fuel tanks).

As regards **macro-waste**, and particularly plastics, IFREMER considers that there are more than 300 million tonnes of accumulated waste in the Mediterranean.

Several water quality **surveillance networks** show disturbing levels of pollution from pesticides, heavy metals and organic pollutants in certain zones, particularly close to large urban areas. However, the many measures taken to combat this pollution are starting to bear fruit and the quality of bathing water is improving in the region, with 85% of sites now having an A rating.

### ➤ Biodiversity under pressure

The coastal environment is one of the richest in terms of biodiversity, particularly thanks to the **diversity of coastal habitats**, especially on small plots of land with plenty of light. The destruction of the habitat is the most significant form of attack on biodiversity, ahead of the impact of invasions by non-native species, chemical and bacterial pollution, the over-exploitation of living natural resources and the impact of climate change. On the region’s coast, the areas showing a significant change in marine biocenoses are mainly those where **coastal development and land reclaimed from the sea have played a major role in the destruction of small plots of land.**

The other types of damage to biodiversity seem reversible so far and the most deleterious effects on environments and species are generally very localised.

The proliferation of invasive algae introduced into the Mediterranean, such as *Caulerpa taxifolia* and *Caulerpa racemosa*, is likely to affect coastal submarine eco-systems, but serious threat to biodiversity has been seen as yet. It should be noted that *Caulerpa taxifolia* seems to have been on the decrease since 2007, whereas *Caulerpa racemosa* has been on the increase since 1997.

Considerable efforts have been made to prevent and deal with pollution, including the regulation of fishing, the restoration of damaged areas with the installation of artificial coral reefs and the creation of protected areas. 64% of the region's expanses of water have a satisfactory level of biocenoses.

➤ **Necessary adaptation to climate change**

Provence-Alpes-Côte d'Azur is highly susceptible to natural hazards, particularly on its coastline, with erosion, submersion and flooding due to very short drainage basins. **Coastal communes are more exposed to major natural hazards** than other communes and there are nearly three times as many decrees relating to natural disasters than the national average for the Mediterranean coast.

**Adapting to climate change is now essential** and is at the heart of national and European policy guidelines, with specific directions for the coast. In Provence-Alpes-Côte d'Azur, discussions have been taking place with partners over the last few years to try and defend the coastline and provide a solution to the extreme meteorological events in the coastal area.

Coastal authorities play a strategic role in adapting to climate change, in the context of integrated planning and sustainable development measures and particularly as part of the SCOT. The proposed new operational measures, which include improving knowledge and carrying out experiments, must also include a plan for the possible relocation of activities and property, as part of territorial restructuring, considering a strategic withdrawal in certain situations.

The Region has decided to make the integration of the demands imposed by climate change one of the three integrative guidelines of all the strategic and prospective plans which will be considered in the Regional Land-Use Planning and Sustainable Development Plan, which is currently being revised.

**VI. GREATER POOLING OF INITIATIVES FOR GREATER VISIBILITY AND EFFECTIVENESS**

➤ **A strong potential for maritime research and innovation focused on marine challenges**

There is considerable potential for innovation in the Provence-Alpes-Côte d'Azur Region, but projects often remain below a critical size and very small businesses are over-represented. The competitiveness clusters tend to focus on large businesses. The PRIDES are therefore set up to provide support for VSB-SME in the context of inter-business "solidarity" networks.

Innovation, which originally focused on R&D, is now increasingly turning towards users. New approaches are being developed led by design, open innovation and living laboratories. This results in multi-disciplinary approaches which require the cooperation between businesses, public authorities and citizens to be organised differently. The user is placed at the heart of the innovation process. On the other hand, the diversity of cross-functional skills

means that the Region can lose visibility, particularly at international level. It is therefore necessary to capitalise on what already exists in order to create several key strategic domains, based on the regional plans developed with a view to achieving a shared global vision.

Through the PRIDES, which promote the pooling of resources for VSB-SME in the same industry, the Region is encouraging inter-business collaboration on joint projects in the fields of R&D, human resource management, skills development and the adoption of CSR. This involves providing innovation beyond new technological solutions. The PRIDES linked to the sea and the Maritime Competitiveness Cluster (PACA Maritime Cluster) are the drivers of the maritime and coastal sphere.

➤ **A very diverse maritime training offer**

The region provides a wide range of training in maritime and coastal professions.

As regards **initial training**, the Maritime Regional Advisory Council (MRAC) lists some thirty vocational schools and almost as many CFA (Apprentice Training Centres) providing training which can lead to a maritime profession. Of these, six schools, one CFA and the IPFM (Institute for Promotion and Training in Maritime Professions) offer specific training programmes.

The maritime cluster identified more than 50 higher education diplomas dedicated to maritime activities and awarded by 15 universities and regional colleges, including one of the four centres of the ENSM (National Higher Maritime College) in Marseille.

As regards **continuing training**, it is important to stress the presence in the region of one of the only two deep-sea diving training bodies in the world, the INPP (National Professional Diving Institute), as well as two training centres for diving for civil safety and naval fire officers.

The VAE (**Validation of Prior Experience**), which is not yet sufficiently widespread for maritime activities, is suitable for a number of maritime professions. The “La Touline” association, the only intermediary advice point for the maritime sector, providing information, guidelines and advice on the validation of prior experience, has a branch in the region.

In its report on maritime training, the MRAC recommends:

- improving the image of maritime professions in order to attract employees;
- explaining the notion of maritime profession for greater clarity;
- providing better communication on the initial training which leads to these professions;
- better identification of the "core business" and regrouping the training provision connected with it;
- offering dual training (training in two related activities) or training for dual qualifications (training for two different professions), particularly in view of the seasonal nature of certain jobs;
- integrating specific training for emerging maritime sectors into the regional professional training plan;
- raising awareness of maritime and marine environment professions among all sections of the public, school children, elected officials and employees of local authorities, etc.

➤ **Education in the sustainable development of the sea and the coast as a vector for regional maritime culture and public participation in coastal projects**

**Education in sustainable development has become an essential part of all public policies** and engaging all citizens is a major challenge for the success of management measures. Ensuring all sections of the public are educated, informed and aware of coastal and marine challenges has been one of the priorities of regional maritime policy for several years. In Provence-Alpes-Côte d'Azur, this activity involves more than one hundred mainly community-based stakeholders, generating more than 1,000 direct and spin-off jobs.

Integrated coastal management cannot be achieved without the involvement of all stakeholders and without the public being very knowledgeable about public policies and the management measures taken by local decision-makers.

It is in this context that the Region created the **Maritime Network**, which has 200 members and focuses on education in the sustainable development of the sea and the coast; it includes associations, management structures, institutions, the scientific community and professionals from the water sports and tourism industries. It involves pooling skills and means in order to improve cohesion, effectiveness and quality. Since its creation, the network has led to the development and sharing of a number of educational tools and technical guides and the implementation of region-wide awareness campaigns.

Education, information and awareness of the sustainable development of the sea and the coast, in all its social, economic and environmental dimensions, also play a role in improving knowledge of maritime professions and activities, in allowing the cohabitation of different uses at sea and on the coast, in ensuring users take account of the need to preserve natural environments, in promoting heritage and maritime traditions, more broadly speaking in **involving the public in implementing coastal projects and in strengthening the region's maritime culture.**

➤ **The maritime heritage: an asset which is still not sufficiently known or developed in Provence-Alpes-Côte d'Azur**

In the region, as at the national and European levels, it is possible to see a growing interest in the cultural maritime and river heritage. However, **this heritage is under threat**, in particular a number of ships of great historical value are at risk of disappearing due to insufficient resources for preserving them.

As a result, it is necessary to protect and encourage the **protection of the built heritage** in order to avoid destruction due to urban or tourist development, to encourage **the restoration of historic ships and to promote this heritage** with a view to economic development and to providing education and pleasure for everyone.

The maritime heritage is largely supported by public organisations and associations which are working to promote it, to raise awareness among young people and to highlight the key activities which have left their mark on the region. Nevertheless, the maritime heritage of Provence-Alpes-Côte d'Azur, which is so rich, is not particularly well known. **The Mediterranean Maritime Heritage Federation** is taking major action to create synergies between stakeholders and projects and is helping to define shared objectives and joint actions for the preservation and restoration of the heritage. In 2011, for example, it introduced a **"memory of ports"** initiative.

The French Sailing Resort Federation is involved in the ODYSSEA project, which aims to create a real tourist and cultural itinerary between Mediterranean ports and to make ports places which promote tourism, heritage and local culture.

These initiatives, like the Marseille 2013, European capital of culture project or the creation in Marseille of the Regional Centre for the Mediterranean, offer important and defining opportunities to raise awareness and promote the assets of the Mediterranean regional maritime heritage.

Several years ago, the Maritime Regional Advisory Committee created a working group on maritime heritage.

It believes that the maritime heritage is ideally placed as a **coastal development tool**, able to increase the contribution of coastal sites in terms of culture, social contribution and identity. The heritage also attracts tourism and plays a role in employment, development and the reorganisation of bathing areas. The challenge is to make this cultural maritime heritage accessible to the public whilst guaranteeing its preservation.

The working group notes that the stakeholders in maritime issues are not sufficiently involved in saving the heritage, despite a very high regional potential.

It recommends that heritage be taken into account to a greater extent in maritime policies and coastal development projects, that shared tools be developed for observing, learning about and promoting the maritime heritage and that heritage-related nautical events be promoted in the Mediterranean, such as those which bring together traditional boats and crews.



### ➤ **Sharing knowledge, a factor in development and effectiveness**

Pooling knowledge and data has become a **strategic priority for public action**. Over the last few years, there has been an increase in the collection and organisation of maritime and coastal data in the region.

With the creation of the **CRIGE (Regional Centre for Geographic Information)**, Provence-Alpes-Côte d’Azur was a pioneering region in this domain and the “Maritime and Coastal” professional cluster is now a tool for consultation and for sharing geo-referenced data, recognised by all coastal stakeholders. It has allowed the creation of a coastal vulnerability map, the dissemination of the information necessary for the coastal development projects and the provision of high-performing tools for identifying at-risk zones and the relevant management levels.

A 3-dimensional map of the coast (LITTO3D) is in the process of being acquired. This will allow the visualisation of the interface between the land and the sea at a depth of up to 30-40 metres, with a number of direct applications for the management and development of the land and risk prevention.

It seems increasingly strategic to increase the coordination, acquisition, production and pooling of data, using a partnership approach and at all the relevant levels for local, regional and inter-regional marine and coastal management in the Mediterranean. To this effect, the Region is coordinating deliberations with 13 Mediterranean Regions in connection with the Maritime (DG MARE) and environmental (DG ENV) services of the European Union and the relevant services of the MEDDTL (French Ministry of Ecology, Sustainable Development, Transport and Housing).

## **Six key challenges and eighteen strategic objectives for the sea and the coast**

### **I. SIX KEY CHALLENGES**

#### **Challenge 1: Develop employment, the economy and maritime and coastal training**

**The coastal area is home to the majority of the region’s activities and jobs.** Maritime professions and jobs linked to coastal activities, including residential and tourist activities, are some of the driving forces of the regional economy.

However, behind this reality lie **very diverse situations and challenges, in different sectors of activity** and also in different territories. Many of the activities involved are undergoing changes and the impact of the current crisis is making itself felt in very different ways from one sector to another. Some have played a major part in the regional economy for several decades but are now in decline or under threat (boat repairs and construction, refining) and others are attempting to stay afloat by diversifying (fishing-aquaculture, naval sites involved in sailing). Finally, new activities offer considerable potential for job creation and require access to the coast and the sea in order to develop (containerisation, offshore wind-turbines, marine biotechnologies and new leisure water sports).

The challenges specific to the different areas of activity are described, sector by sector, in the body of the strategy (chapter 4), however five challenges which apply to all sectors are identified in the **Regional Plan for Sustainable Economic Development for Employment**:

- adapting **financing systems** to support the creation, transfer and development of businesses, including in the social and solidarity economy, which may be organised in ways which may be considered exemplary in terms of what a contemporary business can be.
- exploring future markets which meet **new societal and environmental requirements**, with particular attention paid to industrial sectors in view of their knock-on effects on all economic activity and the local economy, which is mainly constructed around small-scale industries and tourism.
- increasing flows and exchanges, particularly through student mobility and the creation of integrated strategies for institutional and economic **cooperation**.
- the contribution of the regional economy to **land-use planning**, quality of life and urban quality by optimising land policies and the creation of activity parks;
- strengthening **networks** in order to improve the collective and individual effectiveness of businesses, make the skills and methods of all parties clearer and better coordinated and lead to joint projects.

Furthermore, at a time when there is great demand on land, coastal development allowing **access to the coast for activities which require proximity** (aquaculture, offshore wind turbines, etc.) and **accommodation for employees** on the coast are key, specific challenges for the growth of the maritime economy. It is essential that their future be taken into account in local development measures and they must be more systematically included in the processes for drafting planning documents or regional projects.

As the landscape for maritime activities changes, so do the requirements for labour and **qualifications**.

However, it seems as if the **new maritime professions** which are carried out on land require fewer employees and often are not enough for full-time employment, in particular for the less well skilled jobs. In this respect, sharing the skills of one employee among several businesses in the context of employer groupings is one possible solution to meet the needs of the water sports industry, for example.

Furthermore, certain positions will probably never be replaced, professions are disappearing and training will be organised in a different way to produce more multi-skilled profiles. Finally, other professions are appearing which still cannot find professionals in the Region, such as the long-distance cruising industry, which is experiencing rapid growth. However, maritime activity also includes all the administrative and management functions, ship owners, insurance and brokerage. These functions are a historic feature of the role of Marseille, the largest Mediterranean port, an image which must be revived.

An industry-based approach is longer enough. It is essential to have a global vision of maritime professions and jobs and the relevant level for analysis is the **labour market**.

**Solidarity and complementarity between coastal towns** are also critical medium-term challenges for facing up to competition both within the Mediterranean and beyond. This involves the activity of the commercial ports, ship construction and repairs as well as the emerging economy based on cruises, support for alternative means of transporting merchandise (coastal navigation experiments) and maintaining the nautical industry with a view to sustainable development (dismantling, environmental ports, local development).

**Research and innovation** are major levers for economic development, and the region has considerable and varied potential in terms of higher education, research teams and innovative businesses. The need to anticipate, coordinate and share in order to make up for the lack of visibility and to increase European leadership in the region, could be implemented through the definition of a marine and coastal research policy and the **strengthening of the cluster policy (PRIDES)**. In particular, there is considerable potential for innovation in the protection and redevelopment of the marine environment and the quality of water, the improvement of the competitiveness of existing industries and the development of new industries, such as floating wind turbines in the sea and micro-algae.

➤ **Challenge 2: Improve quality of life and combat the risks of exclusion and social and territorial disparities on the coast**

Quality of life on the Provence-Alpes-Côte d'Azur coast is a factor which attracts a local and external population which has been growing constantly over the last few decades. This trend should slow by 2040, but the influx of people has already resulted in concentration on a narrow band of the coast, particularly by the sea, in increasingly developed urban areas. The corollaries of this demographic density are the **congestion and saturation of transport networks**, which make local travel difficult and increase **spatial discrimination**. **In fact**, pockets of poverty and employment instability are concentrated in the west of the region and in the large urban and industrial zones. Quality of life has therefore not evolved in the same way everywhere. Demographic and tourist pressure on the coast increases the **risks of excluding the local populations from accessing the sea and the coast** and poses the problem of **accommodation for maritime employees**. Policies to reduce socio-economic disparities are delicate to implement and the results are measured over the medium-to long-term.

Furthermore, **public maritime and coastal policies** cannot be implemented and fully achieve their objectives if they are not well understood and **taken on board by the public**. The maritime history of the region, the dangers of the sea and more recently the high tourist pressure on the coast doubt partly explain the fact that the people of Provence and the Côte d'Azur are not yet focusing sufficiently on the sea. **Regional maritime culture** is not equal to the challenges of the sea and has less resonance than in other large maritime regions of Europe and the Mediterranean. Making as many people as possible more knowledgeable about the sea, its professions and its heritage is a major challenge for the region and requires further **action to promote the heritage and raise awareness of the sustainable development of the sea and the coast in all its dimensions**.

**Safeguarding and promoting the maritime heritage** means undertaking a structured, multi-annual process which is extended to all its sea-based, land-based and intangible components and the integration of the river-based heritage, which would allow organisation based on a real territorial development project: sea – maritime sailing area, rivers and port cities resulting in a potential source of jobs.

**Water sports and leisure activities are also a key factor in improving access to the sea for as many people as possible.** However, existing structures are not fully adapted to new requirements, as they are either too small or they open only during high season. Consequently, there is a clear tendency for high numbers of activity centres which have greater resources and can therefore improve access for people with reduced mobility in particular. It is still necessary to optimise the available resources and ensure that these new structures are equally accessible all along the Provence-Alpes-Côte d’Azur coast. Some areas, such as the Etang de Berre, with considerable nautical potential, could be better promoted as part of a more general approach to increasing access and diversifying nautical activities, respecting a load capacity so that efforts to improve water quality are not compromised. The increase in outdoor activities brings with it a chance to improve and increase awareness of the opportunity to discover the wealth of the natural and cultural heritage of the coast and the marine area.

➤ **Challenge 3: Adapt to climate change in coastal zones**

Climate change is occurring in the Mediterranean as it is elsewhere and the Provence-Alpes-Côte d’Azur coast, which is heavily urbanised and characterised by very short coastal drainage basins, is particularly exposed to the impact of floods and the risks of submersion. The major challenge is to **undertake a strategy for adapting to climate change**, based on greater knowledge of natural phenomena, to make decision-makers and the public more aware of the need to **anticipate the probable effects of increased extreme climatic phenomena** and to create the alert and intervention plans to be used in the event of a crisis. Adaptation to climate

change, together with the risks of flooding and submersion, is still insufficiently taken into account in coastal development, particularly in the territorial planning tools (SCOT, PLU) and is not equal to the social and economic challenges involved. Additional actions and incentives still need to be explored in order to encourage coastal managers and decision-makers to further measure the benefits of an approach which anticipates the risks.

**The collection and pooling of data** and information remain a challenge, as does the need to bring together the many sources (observation data and management data) through increased consultation between all regional stakeholders and also with the Mediterranean and European levels.

In due course, it will be necessary to have a shared global policy for adapting to climate change on the region's coasts.

➤ **Challenge 4: Preserve the quality of ecosystems and biodiversity**

The Mediterranean, a semi-closed sea with high evaporation levels, has a higher concentration than many other seas and oceans of inflow from the major rivers which flow into it and of coastal and maritime activities.

**Combating and preventing the risks of pollution** are major challenges for the activities carried out there, in particular fishing and tourism, which depend heavily on water quality for the health of the coastal populations and the preservation of biodiversity.

This challenge is shared by all stakeholders at all levels: at international level with the Barcelona Convention, at European level as part of the strategy for the marine environment and at local level as part of environmental contracts and purification programmes.

The nature and origin of pollutants are very diverse and should be the subject of monitoring and reduction programmes. So-called emerging pollutants (chemical, pharmaceutical, cosmetic, phytosanitary, etc.), whose effects are not yet sufficiently known, will require the rapid mobilisation of considerable research resources.

Furthermore, and in addition to the impact of pollutants, there are many **risk factors for the erosion of Mediterranean marine and coastal biodiversity**, including increased activity and use, increase in the phenomenon of peri-urbanisation, fragmentation of natural spaces, effects of climate change.

In most cases, Man is unable to act directly on the ecosystems threatened by climate change in the sea. However, maintaining them in good condition is a key factor in facilitating their ability to resist the impact of climate change.

➤ **Challenge 5: Develop partnerships with project zones and encourage good governance of maritime and coastal policies**

The necessary integration of maritime and coastal policies on the one hand and the fact that level of governance can implement such a policy alone due to the great diversity of challenges and territorial levels involved in tackling them, on the other hand, open up **new perspectives for a new form of governance and increased partnership between all the public maritime stakeholders.**

**At project zone level**, experimenting with innovative approaches seems a relevant strategy in many respects, including combating pollution, managing territories in the face of climate change, co-developing new marine and coastal industries, adapting to changing professions and skills and better integrating fishing into local development.

On the coast, the growth of 'intercommunality' is an opportunity to launch new **integrated coastal management** measures, particularly with regard to the **maritime aspects of the SCOTs**, with inter-SCOT links when required by the relevant maritime level. The requirements of maritime activities must be given greater consideration in coastal development, as this will lead to their growth and the creation of jobs.

The **Regional National Park** of the Camargue and the parks currently being created around Ste Baume and in the Massif des Maures, between the sea and the middle country, are also tools for supporting territorial dynamics on the coast.

At the European and international levels, the region is recognised as being the appropriate context for managing initiatives to integrate coastal maritime policies and for making the integrated management of coastal zones a true lever for public action.

The Region also has the opportunity to define new areas for analysis, project preparation and involvement, consistent with demographic and socio-economic developments. These include areas of upstream and downstream solidarity in pollution management, areas for aligning sector-based policies as in the case of inter-port competition for passenger traffic and capturing the cruise-based economy, and areas for hinterland-coastal solidarity with a view to reducing land occupation in order to cope with peri-urbanisation.

Following the State's adoption of its strategy for the seas and oceans, a new form of governance, with shoreline councils, is being created to draft the maritime strategy for the Mediterranean shoreline.

In this context, the creation of **inter-regional partnerships**, in line with the challenges which require understanding at supra-regional level...

The Region must have a major role and play an effective part in this future shoreline strategy. It can do this by means of its experience in maritime and coastal policies, its ability to bring together maritime stakeholders, particularly through regional maritime and coastal meetings, the Maritime Regional

Advisory Committee and the leading of networks such as the “maritime network” and the “maritime and coastal professional cluster” of the CRIGE (Regional Centre for Geographic Information) and by means of its skills in economic matters, including the halieutic sectors,.

**The Region has the authority to play an important part in leading and coordinating maritime and coastal policies** in order to strengthen cross-functional and inter-sectorial approaches and land-sea geographic integration.

➤ **Challenge 6: Contribute to Euro-Mediterranean maritime and coastal policies and increase decentralised cooperation in maritime matters**

**The major maritime challenges facing the Mediterranean** – pollution, adaptation to climate change, development of economies and coastal jobs, management of fishing, etc. – **can only be met through greater cooperation** between all levels of governance and coordinated action within the Mediterranean Basin as a whole.

**This international dimension is particularly necessary as regards maritime matters**, to make it possible to:

- promote the cohesion and integration of the regional maritime policy with the Mediterranean and international context, in particular the regulatory context of which it is part;
- understand the challenges and issues at an appropriate level for the effectiveness of public actions;
- contribute to the creation and implementation of a global maritime strategy for the Mediterranean Basin;
- increase synergies between the actions of the different Mediterranean Regions, between each other and with the other levels of governance.

**Beyond the limits of its own territory**, the Regional Strategy for the Sea and Coast must **be part of a broader vision in order to adapt to a constantly changing environment and the growing inter-dependence of the territories**, at all levels of governance.

In a context of globalisation and increased decentralisation around the world, it is important for infra-State authorities to organise themselves in such a way that they can make themselves heard and defend their interests at international level. Conversely, international organisations are also turning more frequently to local authorities whose proximity to the land and the public is an increasingly decisive factor in good governance and the effectiveness of international policies.

**The regional strategy for the sea and coast, in consultation with the other levels of governance, is therefore in a position to make an active contribution to the major guidelines of European, Mediterranean and national maritime and coastal policies.**

**II. EIGHTEEN STRATEGIC OBJECTIVES FOR THE SEA AND THE COAST**

Six major challenges	Eighteen strategic objectives
<p>1. Develop employment, the economy and maritime and coastal training</p>	<p>1.1 Create maritime jobs through business development            1.2 Develop major public port equipment            1.3 Promote nautical professions, training and maritime employment            1.4 Extend research in key sectors of the regional economy and promote innovation            1.5 Ensure that the requirements of maritime activities are taken into account in planning, on land and at sea</p>
<p>2. Improve quality of life and combat the risks of exclusion and social and territorial disparities on the coast</p>	<p>2.1 Combat discriminatory factors in order to promote social mix, pluriactivity and quality of life on the coast            2.2 Improve regional maritime culture and encourage the public to take ownership of maritime policies            2.3 Promote access to water sports and leisure activities for as many people as possible, under optimum safety conditions and whilst respecting the environment</p>
<p>3. Adapt to climate change in coastal zones</p>	<p>3.1 Protect populations, economies and infrastructures            3.2 Anticipate the consequences of climate change in order to limit the costs of coastal developments and the consequences of disasters</p>



<p>4. Preserve the quality of ecosystems and biodiversity</p>	<p>4.1 Combat pollution from land and sea  4.2 Maintain ecosystems in good ecological condition to help them adapt to climate change  4.3 Preserve and develop maritime and coastal biodiversity</p>
<p>5. Develop partnerships with project zones and encourage good governance of maritime and coastal policies</p>	<p>5.1 Promote the integration of maritime and coastal policies in project zones  5.2 Contribute to the good governance of maritime and coastal policies throughout the region</p>
<p>6. Contribute to Euro-Mediterranean maritime and coastal policies and increase decentralised cooperation in maritime matters</p>	<p>6.1 Increase maritime cooperation in the Mediterranean, based around regional strategic priorities  6.2 Contribute to the drafting and implementation of an integrated maritime project in the Mediterranean and Europe  6.3 Enhance the maritime and coastal policies of the Regions through exchanges of experience and capitalising on know-how and good practice and defend regional interests</p>

## The operational objectives of the regional maritime and coastal policy

### **CHALLENGE 1: DEVELOP EMPLOYMENT, THE ECONOMY AND MARITIME AND COASTAL TRAINING**

This challenge includes the following five strategic objectives:

- 1-1 Create maritime jobs through business development
- 1-2 Develop major public port equipment
- 1-3 Promote nautical professions, training and maritime employment
- 1-4 Extend research in key sectors of the regional economy and promote innovation
- 1-5 Ensure that the requirements of maritime activities are taken into account in planning, on land and at sea

#### **1.1 Create maritime jobs through business development**

All economic, maritime and coastal activities help to develop employment and are covered by this strategic direction. However, the regulatory framework of aid measures and the specific details of the different activities lead to a different assessment of halieutic production, which comes under the common European Union policy, tourism and the other areas of activity.

##### **1.1.1 Support the development of maritime industries**

The strategic directions for supporting sustainable development are defined in the Regional Plan for Sustainable Economic Development for Employment (SR2DE), which is currently being drafted by updating the SRDE adopted in 2006, around following five axes:

**“The Region as a partner of businesses and promoter of high-quality employment”**. This involves consolidating the way in which the Region becomes involved in the creation, transfer and development of businesses, particularly through an adapted funding system. The term “business” also includes stakeholders in the social and solidarity economy which may be organised in ways which could be considered exemplary in terms of what a contemporary business can be.

**“A responsible regional economy exploring future markets”**. Some industries, intersections of industries or segments within a value chain will be selected as being strategic for medium- and long-term regional development. Studies will be carried out into the conditions of their competitiveness. The industrial sectors will be the subject of particular focus, particularly with regard to their knock-on effects on all economic activity. However, the residential economy, constructed to a large extent around small-scale industries, services and tourism and with a large presence in our region, must be considered a high-potential sector, together with the agricultural and agro-food economy.

**“A region open towards the world, introducing a form of internationalisation”**. Businesses and students generate a kind of internationalisation due to the flows of exchanges. These flows will increase, mainly due to two factors, namely increased exchanges between businesses and stakeholders in innovation and increased student mobility.

**“A regional economy which contributes to regional development”** in both the spatial development of activities and stakeholder planning based around a regional dynamic. Economic development needs a new lease of life between an *ad hoc* system (each commune with its development zone) and a highly centralised system which has required strong political will and considerable resources (the technology parks). The symbolic sites of the regional economy (the six regional technology parks) need to be strengthened. It is also necessary to anticipate, to implement land policies, to make the most of incoherent decisions to set up business areas and to describe the developments and related services. On this theme of development, a study will be carried out into territorial planning, particularly at the level of the large territories, around a concept of “territories, producers of innovation”.

**“A regional network economy for the collective and individual effectiveness of businesses”**. In order to improve the SRDE, it is necessary to continue the networking of economic stakeholders of which PRIDES have been a symbolic measure. In this perspective, it is important to insist on the organisational element i.e. how can the skills and methods of action of all parties be made more visible and coordinated so that we can manage joint projects and be more effective in our interactions with individual businesses?

To the strategic directions of the SR2DE, which apply to all sectors of activity, can be added other objectives which are more specific to maritime and coastal activities, in particular:

- encourage the emergence of new industrial sectors in the area of renewable marine energies, in particular as regards offshore wind turbines, micro-algae energy production and the heating of sea water;
- encourage the conversion of coastal sectors of industry affected by reorganisations (Gulf of Fos, Etang de Berre, La Ciotat, La Seyne and Port de Bouc);
- provide new impetus to naval repairs;
- study the feasibility of developing a ship dismantling industry;

- **improve knowledge of the maritime and coastal economy in order to better measure its contribution to the regional economy and its requirements in terms of jobs and qualifications;**
- **strengthen and diversify networks of businesses involved in long-distance cruising.**

### **1.1.2 Consolidate entrepreneurship and jobs in the halieutic industries**

Although generally speaking, the Region set itself the objectives of providing opportunities and promoting the increased competitiveness, sustainability and attractiveness of these sectors, the fact remains that its involvement must be consistent with the guidelines of the Common Fisheries Policy (CFP) and the operational programme of the European Fisheries Fund (EFF) 2007-2014. The current reform of this policy and the entry into force of the new European Fund for Maritime Affairs and Fisheries (EFMAF), scheduled for early 2014, will make it necessary to revise regional actions as a result.

At this stage in the reforms, even though it is important to place sustainability at the heart of the future CFP, the Region considers it necessary to continue to guarantee a balance between the economic, social and environmental dimensions in order to ensure good quality fishing resources, as this is a gauge of the durability of the profession, and a viable, decent and competitive fishing and aquaculture sector. The reform must allow the safeguarding of fish stocks, whilst taking account of the competitiveness of fishing and aquaculture, the income of professionals, the expectations of consumers and the dynamism of coastal regions. This reform must be more balanced towards the profession and all proposals should be accompanied by an assessment of the potential social and economic impacts, with particular attention paid to the impact on the small traditional fishing and aquaculture sectors.

Regional fishing and aquaculture are part of traditional know-how and are features which should be preserved and made known at the national and European levels. It is important to preserve traditional fishing activities based on pluriactivity and organised, for example, around fishermen's corporations, which have proved their importance for centuries.

It will therefore be important for the Region to maintain employment and economic activity in the maritime fishing sector, aquaculture and the "downstream" seafood industry, to contribute to the sustainable operation of halieutic resources, to preserve marine ecosystems, to develop the quality and food safety of seafood products, to help to improve working conditions on land and at sea and to encourage the integration of professional fishing and marine aquaculture into regional projects.

This programme is broken down into 19 operational objectives:

#### **A- Support professional fishing businesses**

- **Continue the modernisation of the small-scale fishing fleet and facilitate access to the profession, particularly for young people**, specifically by supporting acquisitions of equipment during the initial set-up or by mobilising new financial engineering techniques in line with the new SR2DE, within the limits which will be authorised by the new CFP. As regards innovation/research, technical experiments to encourage energy savings by fishing boats.
- **Encourage multiple skills and pluriactivity in regional fishing businesses** in order to broaden the sources of additional income, by testing and developing new activities such as “pesca tourism”, open events and tastings of seafood products on land, synergies with the development of maritime activities such as offshore wind turbines and maritime work, “sea sentinel” surveillance of the marine environment, etc.
- **Support the equipping of fishing ports and unloading points**, with the specific objective of better integrating halieutic activities into mixed ports (fishing-sailing) by means of special signage and professional events, as part of regional coordination. The priorities and objectives set out in this measure will aim to:
  - rationalise the equipping and repair of unloading points for seafood products;
  - improve the conditions for unloading and handing products (improve the hygiene, safety, traceability, quality and promotion of products);
  - stimulate investments which allow cost reductions for users of fishing ports;
  - integrate consideration of the environmental impact of operations, by attempting to reduce this impact.

Based on an analysis of activities and fishing flotillas, their probable development and the state of the infrastructures and installations of fishing ports, fishermen’s corporations will play an important role in the implementation of this measure.

- **Promote the quality and development of regional products** by improving the conditions for direct sales on the quayside and also by searching for new outlets and promoting underused species. This measure must result in the best possible promotion of fishing produce, particularly that which is fresh or processed by local businesses and in an improvement in the image of the industry. The operations carried out as part of this measure must help to sustain fishing activity and to increase the quality of local produce, particularly by informing the end consumer of its qualities and specific characteristics (sustainability and protection of the environment, respect for the principles of traceability and protection of the health of consumers, organoleptic qualities, etc.).

It will also be important to promote labelling actions by using the encouraging results of the first experiments carried out in this area, bringing them into general use throughout the region, pooling results and encouraging links with other industries, particularly agricultural and tourism industries.

- **Structure and lead the industry** by providing support to professional organisations and the non-profit-making sector in order to draft local development projects and also defend the interests of professional fishermen in the region and the specific characteristics of the Mediterranean. It will be necessary to encourage initiatives to strengthen halieutic activities, draft plans for managing resources and uses, pool the results (charts, objective documents, educational documents, etc.) and lead lobbying actions at the Community, national and local levels.

This objective also aims to ensure the continuity of the implementation of the Local Stakeholder Groups, as part of Axis 4 of the EFF “Sustainable development of fishing zones”; this measure is repeated under another name in the proposals of the new European Fund for Maritime Affairs and Fisheries (EFMAF) 2014/2020, with the creation of Fisheries Stakeholder Groups.

- **Promote management measures for the sustainable operation of halieutic resources**, adapted to the characteristics of the Mediterranean, for example by supporting the applied research programmes for the management of fishing grounds (with the priority of acquiring and using reliable scientific data on the resource compared with professional fishing and recreational fishing) and drafting management plans at Mediterranean and local level (via the fishermen’s corporations). As regards innovation/research, technical experiments aim to diversify the fishing effort towards species which are currently rarely fished, to improve the selectivity of fishing bodies and to promote the creation of marine reserves (fishing areas) and the installation of artificial coral reefs.

#### **B- Support fish farming businesses**

- **Improve working conditions and modernise the production equipment** of fish farming businesses as regards breeding, processing and packaging equipment in order to maintain the profitability of structures and adapt the production tools to the various economic and environmental constraints;
- **Encourage the effective environmental management of operations** by supporting businesses which implement environmental processes beyond regulatory obligations;
- **Improve produce quality** by encouraging the installation of official quality labels (Organic Agriculture, Red label, etc.) and collective processes for identifying and promoting local produce;
- **Advocate the development of new fish farming activities** by supporting applied research programmes on diversifying the species bred and controlling the processes for the production and hatching of the species marketed;
- **Structure and lead the industry** by supporting collaborative projects and joint approaches at the level of the production area, in order to encourage professional groupings and the pooling of production tools (packaging premises, cooling equipment, etc.);

- **Help to diversify activities towards tourism**, through innovative initiatives such as the creation of educational farms, welcoming visitors to farms, visits to production sites, etc. in order to diversify the incomes of professionals and raise public awareness of aquaculture professions and products;
- **Encourage the transfer of businesses and the integration of young professionals** by supporting the purchase of complete installations which include all the structures and equipment necessary to start operations quickly;
- **Improve the image of fish farming produce** by supporting communications actions to highlight the quality of the produce and the good environmental management of regional operations.

#### **C- Support the “downstream” seafood industry**

- **Support productive investments by businesses** in order to create jobs and promote the use of local products as part of short supply chains and partnerships between regional producers and processing companies;
- **Promote product diversification and innovation** by developing, among other things, new product ranges created with local produce;
- **Support collective measures for promoting and developing regional products** by taking part in professional trade fairs and by operations aimed at the general public;
- **Support the development of Corporate Responsibility (CR) strategies**, integrating economic performance, social progress, respect for the environment and local involvement into the projects of businesses and their relationships with stakeholders, in order to contribute to local sustainable development.

#### **1.1.3 Support the development of the tourist economy**

The **Regional Tourism Development Programme** has selected four key challenges to determine the quality of tourism development in Provence-Alpes-Côte d’Azur:

- a **competitiveness** challenge, by combining the international performance of the leaders in the regional tourist economy with the development of local tourism projects;
- a challenge of **responsibility** towards a more responsible tourism development strategy;
- an **attractiveness** challenge, by managing regional tourism brands in a way which is appropriate for the international context;

- an **effectiveness** challenge, through the development of institutional strategies.

The four objectives which result from these challenges are decisive for the future of regional tourism. They are broken down into twelve specific objectives shared between the private and public stakeholders in regional tourism.



The shared objectives	First joint objective	Second joint objective	Third joint objective	Fourth joint objective
The specific actions	Competitiveness	Responsibility	Attractiveness	Effectiveness
Stakeholders in the offer	Invest and innovate, targeting ambitious yet realistic market shares, based on interlinked and cohesive regional projects and business strategies	Improve tourism services and products, and their production conditions, for all clients of regional tourism	Use the specific marketing strategies necessary for promoting the different facets of regional tourism	Organise the networking of Provence-Alpes-Côte d'Azur tourism professionals
Bodies working in the general interest	Develop training and information strategies for stakeholders, in particular the most vulnerable, to help them increase competitiveness	Make the quality of our environment and appropriate environmental measures an asset in the competition between destinations	Encourage sustainable tourism practices and the competitiveness of public and public/private digital strategies	Organise the convergence of rationalised and more productive general interest strategies
For residents and visitors to the region	Promote products and services which are innovative, eco-responsible and improve our unique competitive position with regard to residents and visitors	Open up access to the region, to activities and tourism services in our valleys and our natural areas through appropriate and varied thematic marketing	Adapt the selected products, the advertising promises and the info-reservation strategies to the expectations and practices of the different regional tourism targets	Develop online and mobile services which make it possible to provide better facilities before, during and after the visit and the tourist experience

Several operational objectives for regional action stem from the intersection of the Regional Plan for the Sea and Coast and the Regional Tourism Development Programme. They include:

- **Use the trend for increased coastal tourism by a local clientele throughout the year to extend seasonal jobs, particularly by improving the diversity and quality of sporting and cultural events on offer out of season;**
- **Ensure local coastal tourism services meet the needs of cruise ship clients, whilst respecting sustainable development;**
- **Develop “pesca tourism”, with the aim of making the public aware of fishing professions, bringing tourists to fishing and eventually introducing accommodation with fishermen;**

- **Structure the tourism offer based on marinas as part of the Odyssea process;**
- **Improve the environmental quality of marinas as part of the “clean ports” operation;**
- **Make visitors aware of the sustainable development of the sea and coast as part of the “marine network”;**
- **Allow access to beaches for persons with reduced mobility;**
- **Promote access to the sea for as many people as possible by creating slipways;**
- **Maintain the possibility for low-income households to access accommodation by the sea;**
- **Facilitate access to the coast by “soft” means of transport (dedicated transport corridors, cycle paths, sea transport within the city or between cities).**

## **1.2 Develop major public port equipment**

Ports are defining facilities for the planning and sustainable development of the region. They are key economic tools and provide essential infrastructure for the development of various activities linked to industry, trade, passenger transport, fishing and tourism. They also play a major role in environmental matters, not only due to the impact they can have on the environment but also due to the alternative solutions they can create, particularly in improving transport flows of passengers or goods. Finally, they are essential parts of socio-cultural life as leisure areas and more broadly speaking as new urban zones which need to be controlled in order to spread the influence of the local heritage.

### **1.2.1 Promote development and complementarity between commercial ports and passenger ports in the region**

Provence-Alpes-Côte d’Azur has a strategic geographical position in the Mediterranean Basin, the challenge of providing territorial continuity with Corsica and a large hinterland. The region also has both civil and military port infrastructures together with a high-quality river and rail network.

However, although the five commercial ports (3 maritime ports and 2 river ports) are indispensable to the socio-economic life and the balanced and sustainable management of the region, each of these infrastructures falls under the responsibility of a different authority. This situation makes it difficult to find complementary features between each port and sometimes can even lead to competition.

**Greater synergy between the different ports would make it possible to promote the growth of activities and to optimise regional potential around the following three objectives:**

➤ ***Increase and diversify the activities developed in commercial ports***

The increase in the transport of goods, either loose or containerised, like the increase in passenger transport, relies on the convergence of a range of structural, political, social and financial parameters which must be understood consistently at regional level if the position of regional ports in the Mediterranean and global contexts is to be improved.

Furthermore, the restructuring of the ship repair sector for both industrial and sailing vessels, the organisation of cruises, the use of wind turbines in the sea and the creation of ecological coastal trams all provide opportunities to diversify port activities and should be anticipated.

➤ ***Improve the environmental management of commercial ports***

The activities of commercial ports lead to high energy consumption both on land and at sea, the emission of various pollutants into the atmosphere and a high level of waste production. A “Sustainable Ports” programme must be put in place to allow the improved environmental management of commercial ports and dialogue on both the issue of the collection and processing of the operational waste of the installations and the issues of energy supply and consumption. This aspect has particular resonance as commercial ports are now increasingly becoming part of the urban fabric.

➤ ***Create a link between the commercial port and the city***

Ports have become essential urban hubs around which businesses and cultural activities are created. It is important to support projects to open up the commercial ports and integrate them into the city by taking action on issues relating to transport or heritage promotion.

### **1.2.2 Marinas and fishing ports**

The Region supports the development of marinas and fishing ports, with the following objectives:

➤ ***Promote the sustainable development of marinas and fishing ports by:***

- **implementing the “Clean Ports in Provence-Alpes-Côte d’Azur” measure**, which makes it possible to support the modernisation and improvement of the environmental management of the region’s ports and to support its implementation in France, Europe and the Mediterranean;
- **supporting the ODYSSEA process** which contributes to economic development and the sustainable development of the coast;
- **promoting access to marinas for all** and defending family sailing and social mix in ports, by providing aid to nautical companies and associations which manage stretches of water, promote the maritime heritage and help to train the public;
- **continuing the investments** stated in the Regional Plan for Equipping fishing ports and fish markets in Provence-Alpes-Côte d’Azur, with the aim of rationalising facilities and supporting product promotion.

- **Promote the opening up of marinas and fishing ports to all coastal residents:**  
Ports have become important as structural facilities and in urban life and the Region encourages initiatives to open up ports towards the city and to strengthen links between port activities and coastal activities. In particular, it is important to promote the creation of slipways and also, in addition to nautical activities, to promote the development of public and cultural events in the ports.
- **Increase the ability to host sailors in marinas** whilst strictly respecting the environmental and landscape protection criteria, favouring techniques for redeveloping and optimising existing stretches of water.

### 1.3 Promote nautical professions, training and maritime employment

There is currently aggregated data available on the maritime employment sector per labour market. This is partly because the notion of maritime employment has still not been clarified. In addition, certain maritime jobs are not based on a maritime basin, particularly those requiring the highest qualifications (research, insurance, development of new industries such as the operation of micro-algae or offshore floating wind turbines). The Regional Plan for Sustainable Economic Development for Employment should allow maritime employment to gain greater visibility.

Furthermore, marine professions are often not well known and sometimes have a reputation for being difficult, which works against them. This poses recruitment problems in some sectors, such as fishing, and means that these jobs have to be promoted among young people and greater visibility has to be given to the different existing types of training.

It is advisable to develop partnerships with the regional COTEFÉ (Collaboration Conferences Education-Training-Employment-Economy) and even to promote the creation of an inter-COTEFÉ working group on coastal and maritime issues.

A number of maritime and coastal activities are seasonal. Deliberations on the complementarity of two activities which require similar levels of qualification and are compatible in terms of seasonality could lead to the creation of new jobs and the perpetuation of others, as already happens in mountain areas.

In the nautical industries sector, the demand for certain qualification profiles is not high enough to maintain full-time jobs. The pooling of skills as part of employer groupings is one possible route towards full employment, provided that networks of businesses with complementary activities are created and the training system can be synchronised with demand.

In the tourism sector, the need to promote professions is one of the priorities of the SRDT (Regional Tourism Development Plan). A database has been created which lists a vast choice of training, from reception to market introduction and from Internet to quality measures, via gastronomy, marketing, English and eco-friendly actions. Employment often remains precarious due to the great diversity, the considerable increase in under-promoted professions and a consistently high level of seasonality. Tourism professionals, in particular the smallest businesses, are therefore encountering problems in finding the

skills they need. To help maintain tourism jobs, increase professionalism, improve human resource management and the activity of businesses and establishments in the tourism sector in Provence-Alpes-Côte d'Azur, the IRIS training fund programme aims to implement a concerted regional measure to professionalise stakeholders in tourism, increase training to improve human resource management practices and promote this training for tourism professions.

Fifteen operational objectives concerning employment and training have been proposed to meet these challenges:

### **1.3.1 Maritime employment**

- **Create a more detailed analysis of maritime employment per labour market and per sector of activity**
- **Identify existing professional mobility**
- **Promote the image of marine professions to attract people to them and develop maritime employment**
- **Promote coastal tourism professions**

### **1.3.2 Training**

- **Promote a balance between job supply and demand in sectors which have problems finding qualified personnel;**
- **Define regional priorities, depending on the specific issues of certain labour markets, particularly in the maritime domain;**
- **Increase the validation of prior experience (VAE) in marine professions;**
- **Anticipate training and qualification requirements in marine professions and promote GPEC (HR Forecasting and Management)**
- **Create long-term operational consultation systems in order to pool training methods and ensure cohesive maritime training between the different establishments**
- **Promote better observation and monitoring of training requirements for rapid adaptation to changing demands**

- **Develop training tools relating to existing projects in the different industries (environmental management of fishing ports and marinas, (clean ports), combating pollution, use of GIS, improved conditions for receiving sailors in ports in line with the Odyssea process and new maritime activity industries (marine energies and biotechnology)**
- **Carry out a study into possible complementarities between the different seasonal activities on the coast, in order to define dual skills profiles compatible with this seasonality.**
- **Promote the development of maritime training at the Institute of Promotion and Training in Maritime Professions**
- **Study the opportunity to label a regional college as a “college of marine professions”**
- **Promote training courses which create bridges between different industries**

#### **1.4 Extend research in key sectors of the regional economy and promote innovation**

The region has considerable potential in the area of maritime and coastal research, but the dispersal of laboratories on the one hand and the diversity of the themes of the maritime coastal economy on the other hand require specific coordination and synergies. The aim is to increase the regional visibility of research in this area. This coordination effort started in 2006 through the OCEANOMED SIG, a regional structure for bringing together different marine research. This made it possible to create defining maritime and coastal projects as part of the 2007-2013 project contract. It has since been strengthened by the creation of competitiveness clusters and PRIDES.

The link between science and society is one of the axes of the Regional Plan for Higher Education and Research. In maritime areas, this link and the expectations of maritime stakeholders with regard to the research are debated during regional maritime and coastal meetings and, more generally, as part of the Regional Advisory Council for higher education, research and technological development (Andromeda collective) which allows the identification of social expectations. The annual meetings of the research conference and the working groups of the Maritime and Coastal professional cluster of the CRIGE also encourage the expression of needs. Fruitful collaboration has been set up with the region of Brittany.

It is of primordial importance for the Region to maintain and strengthen interface systems. This also involves strengthening the maritime PRIDES. The period of university reform is a strategic window of opportunity at this level, ensuring that there is coordination between the choice of strategic axes and the COMER Research Council.

##### **1.4.1 Increase maritime and coastal research**

The Regional Plan for Higher Education and Research (SRESR) adopted by the Region in November 2006 defined, in consultation with the Andromeda collective, five major strategic challenges for initial and continued advanced training, research, the promotion and transfer of technologies and scientific, technical and industrial culture:

- **facilitate the conditions under which students study, live and are integrated into the workforce;**
- **increase and promote regional scientific potential;**
- **structure and align the system for the development of research and the transfer of technologies;**
- **strengthen dialogue between science and society;**
- **position the Region as a catalyst for sharing and openness by focusing on inter-institutional matters.**

Without overestimating the results of the work carried out to revise the SRESR, which will make it possible to update the 2006 prognosis and specify the strategic directions for each of these challenges, several paths can be proposed for maritime research:

- **develop the research effort in emerging industries (micro-algae, offshore wind turbines, etc.);**
- **promote interaction between PRIDES;**
- **increase synergies between research bodies, improve their visibility and increase communication and exchanges between these bodies, coastal managers and marine professionals;**
- **introduce a maritime dimension into the Andromeda Collective and develop relationships between this collective and the Regional Advisory Council for the Sea and the Coast;**
- **allow greater mobilisation of European funding by supporting project leaders.**

#### 1.4.2 Innovate

**The Regional Innovation Strategy (RIS)**, adopted in 2009, defines four strategic directions, two of which more directly concern maritime and coastal activities: the increase in the potential for innovation by the Regional Solidarity Economic Development and Innovation Regional Hubs (PRIDES) and the Competitiveness Clusters on the one hand, and development at international level on the other hand, based around the theme “Sustainable Mediterranean: levers for global positioning”.

- **strengthen the potential for innovation by the Regional Solidarity Economic Development and Innovation Regional Hubs (PRIDES) and the Competitiveness Clusters**

The region has 29 PRIDES, including 9 competitiveness clusters, comprising a total of almost 3,000 businesses and 16,500 jobs.

Several PRIDES bring together skills in the maritime and coastal domains:

- The **long-distance cruise PRIDES** (Riviera Yachting Network Association) which comprises 66 businesses and specialises in the repair and maintenance of cruise vessels;

- The **PACA Maritime Cluster PRIDES**, an internationally-oriented competitiveness cluster, includes 135 SME, 67 non-SME businesses and Groups and 80 research and training bodies, organised around five strategic themes
  - Safety and Maritime Security
  - Shipbuilding and Water Sports
  - Marine Energy Resources
  - Marine Biological Resources
  - Environment and coastal development
- several others, which are less specialised in maritime matters: **CAPENERGIE**, for renewable marine energy sources, the **Risks cluster**, the **Secure Communication Solutions PRIDES (SCS)**, which operates in the micro-electronic and communications areas, and the Water, Logistics, etc. PRIDES;
- **and the “Sustainable solutions for coastal towns” inter-PRIDES was created** by the four PRIDES (Maritime, SCS, Risks and Capenergies) and is part of a partnership system to provide an optimum response to the challenge of the sustainable development of coastal towns.

➤ **Innovate for the Mediterranean quality of life**

Direction 3 of the Regional Innovation Plan (SRI) aims to make the regional economy more visible at the European and global levels, to highlight its scientific and economic skills and to increase market prospects. It is important on the one hand to meet the sustainable development challenges in the Mediterranean Basin by exploring the potential for innovation on social, economic and scientific issues and on the other hand to increase research potential and place on the market innovative solutions which meet sustainable development criteria, through seven areas of strategic activity. These seven Areas of Strategic Activity (ASA) include several which directly involve maritime or coastal activities, in particular transport and sustainable mobility, risk management and maritime safety, new energies and the management of Mediterranean ecosystem resources.

In terms of innovation, the challenges involve all maritime activities, a few initiatives can be cited as examples, such as the “ship of the future” and research into energy savings on boats in the maritime transport and fishing sectors, the diversification of the species bred on fish farms, greater prevention of coastal risks, the development of non-toxic anti-fouling paint, the management of port sludge and a number of areas of innovation in marine biotechnologies for food, pharmaceutical, cosmetic or energy purposes.



## **1.5 Ensure that the requirements of maritime activities are taken into account in planning, on land and at sea**

### **1.5.1 Promote the effective consideration of maritime activities in regional projects**

The growth of the maritime economy requires space, sometimes large areas of space, to be available on the coast, on land and at sea. For a number of activities, immediate proximity with the seashore is essential (quay, berth, sea water pumping, means of handling and lifting, access to the sea, etc.). In a context of high land-use pressure on the coast, saturation in most ports, the cohabitation of several uses with sometimes contradictory interests on the land-sea interface and major and necessary pressure to preserve outstanding natural areas, greater integration of the present and future requirements of maritime activities in all the planning and forecasting tools is essential.

The stakes are high and the margins for manoeuvre are small, but the Region has a number of assets for meeting this challenge, as part of the many strategic, forecasting and planning measures carried out at all levels of territories, programmes, strategies and regional and *départemental* plans, SCOT, regional projects and integrated management initiatives for coastal zones. It could be possible to draw up contracts for these measures.

**In this respect, the regional strategy for the sea and coast constitutes one of the frames of reference for the drafting of the opinions and recommendations the Region is required to issue on the regional projects and in particular on the PLU and the SCOT.**

In particular, it involves:

- **ensuring the requirements of maritime activities are taken into account in all measures, particularly in the resulting prescriptive measures;**
- **supporting project zones in drafting their strategic processes;**
- **supporting integrated management initiatives for the coastal zone;**
- **helping to draft and provide all managers with high-performing data and tools, particularly in the context of the CRIGE.**

### 1.5.2 Encourage maritime stakeholders to play an active part in the management and development measures for the coastal zone

The relevance of the strategic and planning measures, with regard to the social, economic and environmental requirements of maritime activities, relies to a great extent on the quality of the advance consultation with all stakeholders and on the ability of the local stakeholders to take action and play an active part.

This poses the two-fold question of the representativity of all stakeholders and the means available to them for taking part in the consultation and debates:

As a result, the Region needs to:

- **promote the coming together of stakeholders and the creation of clusters;**
- **allow its representative bodies to have the means they need to contribute effectively to the consultation bodies.**

## **CHALLENGE 2: IMPROVE QUALITY OF LIFE AND COMBAT THE RISKS OF EXCLUSION AND SOCIAL AND TERRITORIAL DISPARITIES**

This challenge consists of three strategic objectives:

2-1 Combat discriminatory factors in order to promote social mix, pluriactivity and quality of life on the coast

2-2 Improve regional maritime culture and encourage the public to take ownership of maritime policies

2-3 Promote access to water sports and leisure activities for as many people as possible, under optimum safety conditions and whilst respecting the environment

### **2-1 Combat discriminatory factors in order to promote social mix, pluriactivity and quality of life on the coast**

This objective, which is a priority for the future of the Region, involves all areas of public action in regional land-use planning: land, urban planning, transport, housing, public facilities, etc. and as a result goes well beyond just the areas mentioned in the context of the regional strategy for the sea and coast. However, the coast is an area with high stakes, whose characteristics often require a different approach and specific measures. Eight operational objectives have been identified in this respect.

#### **2-1-1 Implement a land expectation policy for harmonious, sustainable and responsible land-use planning**

The major tensions over coastal land are one of the key challenges for the balanced development of the regional territory and for the preservation of the social mix and pluriactivity in this area. They require a high level of involvement by public stakeholders in the management of coordinated, compatible development policies.

In deliberation 11-8 of 18 February 2011, the Region adopted its land intervention strategy with the aim of achieving cohesiveness in the challenges and objectives involved in the creation of harmonious, sustainable and responsible land-use planning and a greater supply of social housing made clear by the Regional Institution, with land intervention criteria, by prioritising the following actions:

- **promoting territorial solidarity and reducing socio-spatial disparities;**
- **encouraging urban renewal and combating urban sprawl by the implementation of urban planning which uses few land and energy resources;**
- **searching for leverage on the production of social housing.**

Furthermore, in its Multi-Annual Intervention Plan for 2010-2015, the Provence-Alpes-Côte d'Azur Public Land Establishment (PACA EPF) defined the following three priorities: housing for the working populations, the achievement of major determining projects for regional land-use planning and controlling the diffuse urban development phenomena.

As a result, the Provence-Alpes-Côte d'Azur Region which, together with the State, pushed for the creation of the PACA EPF, needs to:

- **support the intervention strategy of the Regional Public Land Establishment in accordance with the terms of the framework partnership agreement adopted in December 2011 between the Region and the EPF.**

### **2-1-2 Promote access to the coast**

**The Coastal Conservatory**, a public administrative body, has conservation as its main objective, i.e. the preservation of coastal land from urban development. In the region, however, it is noticeable that as the land acquired by the conservatory is open to the public, it plays a major role in allowing residents to access the sea, away from public beaches.

Since Law 2002-276 of 27 February 2002 on Local Democracy, the Coastal Conservatory has been able to extend its authority to the Public Maritime Domain, with the stated aim of the integrated management of coastal zones. It may now become involved in the public maritime domain (DPM) and thus has management authority for the marine area and the status of a marine protected area for the sections of the DPM entrusted to it. In this context, thirty sites of the 53 covered by the conservatory have been selected to manage the DPM. The Region is a partner of the Coastal Conservatory, by convention.

Furthermore, **the coastal path** also allows the public to discover the sea shore and to access the sea. As a result these paths, which are the responsibility of the Communes or *Départements*, depending on the sections of the coast in question, must be kept in good condition to ensure public safety and extended to eventually provide continuous access to all the region's coast.

It is therefore important for this programme to continue with the following four operational objectives:

- **support the Coastal Conservatory in acquiring land and managing terrain allowing public access;**
- **help the Coastal Conservatory to implement management plans on the marine extensions of its sites;**
- **help to ensure the safety of coastal paths in the event of the endangering of goods or people;**

- **promote coastal paths and increase their educational value** by working to create a link between the communes or intercommunalities responsible for the safety of the paths and the educational and environmental stakeholders.

### 2-1-3 Promote the preservation of coastal agriculture

Between urban planning and protected areas, very little of the region's coast is still occupied by agriculture, with the exception of the communes of Arles and Hyères, where it still occupies a large area.

Although limited, coastal agriculture still plays an important role in a number of coastal communes at economic level, with peri-urban agriculture, which is often very specialised, has high added value and is preserved despite the high land-use pressure, at social level, by contributing to the mix of activities, and at the cultural and landscape levels. Its preservation relies to a great extent on the desire of the communes to create agricultural land reserves and on the desire of professionals to be part of the management programmes for coastal zones.

In this context, the Region wanted to increase its actions to promote agricultural land by initiating a measure to support the agricultural projects of the communes and Public Inter-Communal Cooperation Establishments (EPCI) through providing aid for the acquisition of agricultural land located mainly in peri-urban zones under heavy land-use pressure.

The Region's actions aim to:

- **support projects to set up organic agriculture and/or short distribution chains on the coast with an improved intervention rate;**
- **help to lead the partnership of operators and stakeholders in agricultural land, in order to facilitate their additional involvement in operations to acquire or develop agricultural land;**
- **increase support for the authorities in their land development actions;**
- **strengthen the partnership with the Land Development and Rural Establishment Company (SAFER) and the Regional Public Land Establishment by putting in place additional systems relating to their land development, acquisition and porterage missions, with communes subject to regulatory constraints which limit the possibilities for urban development, including the Coastal Law, enjoying increased regional aid.**

### 2-1-4 Help to ensure that maritime challenges, in particularly the social demand for access to the sea, are taken into account in the Territorial Cohesion Plans (SCOT)

The high demographic and tourist pressure on the coast is an important risk factor in excluding coastal populations, in particular the less well-off, from accessing the sea and is a factor which the regional planning and development projects must anticipate.

In the same way as for demand linked to the growth in employment and the maritime economy (§ 1.5), it is important for this social demand to be fully integrated into the regional projects.

The operational objective aims to:

- **ensure that the objectives of the regional strategy for the sea and coast as regards access to the sea for all are taken into account in the drafting of the opinions and recommendations which the Region is required to issue on the regional projects and in particular on the PLU and the SCOT.**

#### **2-1-5 Increase the possibilities for low-income households to access tourist accommodation by the sea**

The high demand for tourist accommodation by the sea and, as a corollary, the high cost of this accommodation, excludes the poorer sections of the population. Camp sites and small low-cost hotels have difficulty surviving in coastal communes due to the cost of land and to quality standards, which are increasingly restrictive and costly to implement.

At the same time chalets, which traditionally provided an often very modest form of accommodation by the sea, longer offer this alternative, either for regulatory or cost reasons.

As a result, it is important to:

- **have a better understanding of the social issue involved in coastal tourist accommodation;**
- **search for leverage in order to promote the preservation of camping, caravanning and small hostels by the sea, accessible to those on a low income;**
- **explore legal and technical solutions to maintaining chalet accommodation.**

#### **2-1-6 Promote the development of the maritime transport of passengers within the city or between cities**

It is becoming increasingly difficult to access city centres by car. Cities with large port areas have the opportunity to open short boat connections between the different coastal districts. Whereas port towns are considering economic models separately and some are at the experimentation stage, it could be more effective and beneficial to pool these deliberations. An experiment is underway in the port of Marseille.

- **As a result, it is important to study the opportunities for building chalets in the city centre in the region's main port cities and to support pilot experiments in this respect.**

### 2-1-7 Encourage the creation of cycle paths along the sea front

The sea front of several communes is bordered by a main road which gives priority to cars. There is little space available for cycle paths. On the other hand, the interest of these paths lies in the fact that they link the communes together. It is important to have the possibility of joint reflection on the short-term opportunities, as part of inter-communal cooperation.

- **The Region is supporting the increase in journeys by bicycle:**
  - **by adopting a development plan for cycle routes and greenways in the region, which offers five main routes for a cycle path of over 1,500 km, consisting mainly of coastal paths;**
  - **by planning a financial system for the implementation of these paths, which covers part of the cost of the studies, the land acquisition and the work;**
  - **by offering aid to connect public amenities;**
  - **and by organising inter-modality between bicycles and TER (regional express trains).**

## 2.2 Improve regional maritime culture and encourage the public to take ownership of maritime policies

### 2.2.1 Promote the region's maritime heritage

The maritime heritage of the Provence-Alpes-Côte d'Azur Region is the reflection of its history and a major component of its cultural and economic development and its identities. These identity and cultural values of its maritime heritage are often underestimated or insufficiently known. The Region has a key role to play in defending and promoting its regional cultural maritime heritage.

The public's interest in heritage in general is not new, but until recently this enthusiasm essentially involved "great heritage", namely monuments, castles, private residences and large public buildings, often classified as Historic Monuments. Apart from a few fortresses, maritime heritage was not part of this. Thanks to the persistent actions of associations since the 1980s, the public is now also interested in a more modest and more intimate heritage which can be found in the regions and territories.

Faced with the risk of seeing these essential elements of local culture disappear due to the economic and social changes in the coastal regions (land-use pressure, urban development, tourism development), the interest of local authorities is urgently focusing on preserving it. However, authorities generally do not yet have a global vision of the specific maritime heritage of the Provence coast, or a definition of the selection criteria to determine the elements to be conserved and promoted. There still needs to be a general examination of the priorities which will allow this heritage to contribute to the sustainable development of coastal zones.

In 2009, during the regional maritime meetings, the Region held its first maritime heritage workshop, during which an initial inventory was carried out. The Region also created a register of lighthouses and beacons.

In order to highlight its maritime heritage, the Region intends to ensure that heritage and maritime traditions are taken into account to a greater extent in the regional policy for the sea and coast.

At a time when national and international tourist demand is moving towards more cultural tourism, safeguarding and promoting this heritage are also essential factors in the growth of tourism and help to create employment.

A key part of promoting maritime heritage is improving knowledge of the region's maritime heritage. This requires the definition, identification and inventory of the region's Cultural Maritime Heritage. The drafting of a strategy study on "regional maritime civilisation" is a result of this process.

The Maritime Regional Advisory Council underlines the importance and urgency of placing the safekeeping and promoting of heritage back at the heart of maritime and coastal policies and recommends, among other things, a feasibility study for the creation of a regional Mediterranean maritime heritage centre and the organisation of a large annual gathering of traditional Mediterranean boats.

Furthermore, the Maritime Network (cf. direction 2.2.2) could also be used to support the development of links between stakeholders, consultation and the pooling of resources.

In this context, the Region will focus its actions on the following five operational objectives:

- **promote the creation of a network of maritime heritage stakeholders**, by allowing the Mediterranean Maritime Heritage federation to play a major role in disseminating information, collecting data and pooling resources, so that each member body can find its place. It would also be advisable to promote better representativity of the Mediterranean Maritime Heritage Federation by supporting the member organisations in their individual processes whilst encouraging membership by other associations; **promote traditions and the regional maritime heritage**, by continuing and increasing the Region's actions to support events which aim to highlight the region's maritime heritage: boats, historic buildings for maritime use, etc.;
- **support actions to safeguard heritage**, by allowing bodies, particularly integration bodies, which would like to renovate old navigation units to make them able to navigate and by supporting measures to create traditional sailing schools within nautical associations.
- **draft a strategy study of regional maritime civilisation**, in collaboration with local, regional and even Mediterranean associations, many of which are producing or have already produced precise descriptions of the remarkable heritage items and places which surround them;



- **make cultural maritime heritage accessible to the public whilst guaranteeing their preservation**, for example by creating a Regional Centre for Mediterranean Maritime Heritage, which would include items as diverse as written documents, archive images, files relating to boat construction techniques, etc. and which would be open to the public and also to schools, with the organisation of discovery workshops, conferences, etc.

### 2.2.2 Raise awareness of the sustainable development of the sea and the coast

Promote the development of economic activities, welcome the population to the coast, preserve marine and coastal biodiversity and promote access to the sea for all – these are the challenges of the regional policy for the sea and coast with a view to sustainable development. **Regional maritime culture is not equal to these challenges.** As a result, providing information, awareness and education on the sea and coast in the broad sense for all sections of the public is a **gauge of the success of the maritime and coastal policies** implemented in the region. In fact, it is essential that the management measures proposed by decision-makers, which may seem to involve a loss of freedom, are accepted by the public and sea users. In order for the public to become involved, specific actions must be taken, aimed at the sections of the public in question. Thus informed, users will be better able to understand the relevance of these measures to a sought-after, busy and fragile sea front.

**Over the last ten years, the Maritime Network has brought together stakeholders involved in education on the sustainable development of the sea and coast**, whether they provide education on the marine environment, manage the marine environment, are scientists, institutions or water sports or tourism professionals. Other categories of stakeholders such as the business world could eventually join this network. Since its creation, this network has allowed the implementation of innovative actions. It is necessary for the Region to continue this dynamism by continuing to lead this networking process.

This programme constitutes the contribution of the “maritime and coastal” sector to the regional policy on environmental education for sustainable development, whose framework of intervention is defined by this cross-functional policy.

It is broken down into five operational objectives:

- **Continue to improve the professionalism of stakeholders involved in education on the sustainable development of the sea and coast**, by broadening the field of intervention of educational leaders to the complexity of coastal issues and education in the sustainable development of the sea and coast and by guaranteeing the quality of the messages transmitted.
- **Make sea-users and the public aware of the issues involved in maritime and coastal management**, by continuing regional actions and by carrying out large-scale communication campaigns. Ensuring the public take ownership of the issues will be the key to the successful implementation of the integrated management measures for the coastal zone.
- **Educate primary and secondary school children about the problems involved in maritime and coastal management**, by continuing the “At Sea School” measure for primary school children in coastal *départements*, targeting chiefly schools in problem districts. The Region is offering to share

its experience in this domain with the other authorities which would like to be involved in schools and colleges. Finally, it is offering to set up a system which is suitable for the region's secondary school children.

- **Support the training of maritime professionals and the sustainable development of the sea and coast**, by strengthening the partnership with professionals, particularly in fishing, sailing and tourism by the collective drafting of projects with shared objectives.
- **Promote sustainable development on the coast**, by welcoming tourism professionals to the Maritime Network through the creation of new partnership projects, particularly through key actions.

### **2.3 Promote access to water sports and leisure activities for as many people as possible, under optimum safety conditions and whilst respecting the environment**

Water sports and leisure activities contribute to economic development and the well-being of the population. They are also effective vectors in social integration and inter-generational dialogue and help to improve knowledge of the sea and its professions and to assimilate the region's maritime culture; finally, they have a major impact on the future development of coastal zones. For these reasons, the Region has decided to commit to promoting access to water sports and leisure activities for as many people as possible, under optimum safety conditions and whilst respecting the environment.

This strategic objective has been broken down into a large number of operational objectives due to the wide field covered by these activities and the many challenges involved. Seventeen objectives have been identified, based around the following four areas of intervention:

#### **2.3.1 Improve access to water sports for as many people as possible:**

- **help to increase the practice of nautical activities by as many people as possible** by promoting organisations which work on the coast throughout the year;
- **promote access to water sports and leisure activities for person with disabilities** by providing particular support to associations which aim to welcome and assist persons with reduced mobility and members of the public with physical and/or mental disabilities, through the practising of sea-based activities;

- **promote access to water sports and leisure activities for young people and disadvantaged members of the public** by promoting associations whose programmes of activities include days dedicated to schools, social centres and, more generally speaking, clubs with special prices for certain types of people, taking account of the public aid granted for their activities;
- **create a network of organisations which promote and organise water sports** by bringing together nautical associations which work in similar or complementary areas of activity, in order to diversify the offer in the region;
- **work to improve the region's image by proposing different types of water sports which are more dynamic, more social and more respectful of the environment;**
- **produce a regional plan for the development of nautical and water sports, in order to improve knowledge of the sector and assess the operational resources required to manage and boost the practising of these activities.**

### 2.3.2 Promote the maintenance and development of measures to create slipways

- **continue to combat slipway closures in the region:** the Region wanted to halt the phenomenon of the progressive closures of slipways noted over the last few years. Following a study into the issue of slipway systems, whose first results are already noticeable, it will be necessary to continue this effort to increase slipways by working to raise the awareness of coastal managers;
- **continue the financial support provided for the maintenance and development of slipways** inside and outside ports, in application of the deliberation of 24 June 2011;
- **encourage the creation of model hubs for accessing the sea, as is recommended in the study,** allowing the simultaneous launching of a number of vessels of different types, and around which major important social and economic activities can be organised;
- **promote technical innovation for the launching of vessels and the storage of towropes** by encouraging research and development efforts in this commercial sector which offers a number of socio-economic prospects;
- **promote the creation of seasonal and permanent jobs based on these facilities** by improving the services available to users, based around slipways systems;
- **improve the representation of slipway users in port authorities** in order to facilitate dialogue between the port manager and the slipway users, tackle all the problems involved in the operation of the facilities, relating to environmental education or the management of the body of water and make it possible to organise the practice of trailer sailing.

### 2.3.3 Water sports centres and clubs

- **help to create and upgrade the infrastructures necessary for practising water sports (water sports centres, clubs);**
- **support the equipping of the region's nautical organisations with safety and navigation equipment** to improve reception and safety conditions;
- **promote organisations which are open all year, which welcome a diverse range of people and which promote access for persons with reduced mobility.**

#### 2.3.4 Safety at sea

- **make users aware of the safety rules for practising water sports and nautical leisure activities** and support associations whose aim is to inform and raise the awareness of the people practising these activities;
- **continue the partnership with the National Sea Rescue Society (SNSM)**, by helping to equip the rescue stations along the Provence-Alpes-Côte d'Azur coast and by setting an objective of reaching agreement with the SNSM in order to draw up a multi-annual equipment plan.

### **CHALLENGE 3: ADAPT TO CLIMATE CHANGE IN COASTAL ZONES**

Limiting the regression of certain coastal sites which are subject to erosion is a major social, economic and environmental challenge.

Combating erosion by replacing sediment or creating constructions to be used for conservation, sea walls or breakwaters, without a good knowledge of the overall operation of these phenomena, can have the opposite consequences to those expected, from both the economic and environmental point of view.

The Region intends to encourage better management of the fight against erosion and promote innovative, cohesive approaches such as those now recommended by the national, European and Mediterranean bodies.

In this respect, the Region is continuing with the following five operational objectives, for protection against erosion on the one hand, and in order to develop proactive approaches and anticipate risks on the other.

#### **3.1 Protect populations, economies and infrastructures**

This involves supporting:

- **comprehensive studies allowing the identification of the hydro-sedimentary cells involved and the relevant perimeter, prior to the implementation of protective actions;**
- **studies leading to increased knowledge and legislation on this theme, in particular the impact on coastal ecosystems of the methods used to preserve coastal zones, such as the beach renourishment, submarine sea walls which can be recalibrated and new protection methods;**
- **when coastal erosion phenomena present a risk for individuals, specific action can be taken with regard to the regional policy for the prevention of natural risks;**
- **the work resulting from the results of the previous studies carried out at the relevant level which has shown the effectiveness of the planned short-and medium-term measures and their limited impact on the coastal and marine environment.**

### **3.2 Anticipate the consequences of climate change in order to limit the costs of coastal developments and the consequences of disasters**

- **Create shared geographical information tools for aid in decision-making and in drafting public maritime and coastal policies and promote consultation, the transfer of experience and the training of local stakeholders in this issue, in the context of the PACA CRIGE “Maritime and Coastal” professional cluster.**

## CHALLENGE 4: PRESERVE THE QUALITY OF ECOSYSTEMS AND BIODIVERSITY

### 4.1 Combat pollution from land and sea

The main cause of the pollution of coastal waters is domestic activity, with a heavily urbanised sea front and the presence of the three largest urban areas in the region. Nevertheless, industrial, tourist and agricultural activities cause a large part of this pollution. To this can be added maritime pollution and in particular hydrocarbon waste from ships. There are few maritime accidents producing ecological damage, unlike the major illegal discharge (emptying of fuel tanks) along the Côte d'Azur in particular.

The quality of the water and the aquatic ecosystems is the subject of two European Framework Directives, the 2000 Framework Directive on water and the 2008 Strategy for the Marine Environment, which aim to achieve a good ecological level for continental and coastal bodies of water by 2010 and marine water by 2020.

#### 4.1.1 Reduce pollution of telluric origin

For over 20 years, the public authorities have made considerable efforts to reduce pollution from anthropic activities which is discharged into the sea. With the creation of purification plants along the entire maritime coast, considerable investments have been made resulting in a major reduction in pollution, particularly by organic matter. The quality of coastal waters has improved considerably.

Nevertheless, it is necessary to remain vigilant as new pollutants are appearing and they seem very complicated to remove, due to the chemical phenomena involved. In fact, a chemical alteration to the quality of coastal waters has recently been observed, particularly in heavily urbanised or industrialised areas. "New" pollutants, such as pharmaceutical or veterinary products, including hormones, have been identified in the sea and may have as yet unknown effects on marine species.

In addition to the Region's major involvement in consultation and decision-making bodies, in particular the Rhone Mediterranean Basin and Corsica Committee and the Mediterranean Façade Council, and as well as all the programmes implemented by the Region as part of its water policy and its sustainable development policy, for the marine environment this programme can be broken down into three operational objectives:

- **develop upstream-downstream solidarity in the management of water pollution** by strengthening partnerships with organisations which manage drainage basins
- **help to reduce waste at source, on beaches and by the sea** by creating actions to raise public awareness;
- **help to improve knowledge of emerging pollutants** by supporting applied research programmes.

#### 4.1.2 Combat accidental and deliberate maritime pollution

The risk of the pollution of the region's coasts by hydrocarbons is very high. 360 million tonnes of hydrocarbon travel on the Mediterranean every year and 250 tankers cross it every day. Black spots have been identified in Greece, in southern Sicily and in the Straits of Gibraltar, and also in areas close to port terminals, particularly with the movement of ships around the Marseille/Fos oil terminal, with over 100 million tonnes transported every year.

Furthermore, the transport of hydrocarbons along the length of Italy, in particular by ships which arrive from the Suez Canal and then sail along the coast and unload in Genoa, Livorno or Savona in Liguria, also presents a risk to the east of the region's coast exposed to the Liguria current and the eastern winds.

In addition to the risks involved in accidents and despite the recent creation of the Ecological Protection Zone along the French coasts, giving France new legal powers in a zone extending several dozen miles, deliberate pollution due to the emptying of fuel tanks remains a major source of pollution in the Mediterranean and is estimated at one million tonnes a year.

In this context, and in view of ecological fragility and the economic importance of the coast, it seemed necessary to increase the means of combating and preventing this type of pollution.

Since March 2002, the Region has been implementing a programme for preventing and combating hydrocarbon pollution in the sea, which is always a topical issue. The programme is based around the following two operational objectives:

- **promote the creation of inter-communal Infrapolmar plans** aimed at pooling resources, allowing increased cooperation between communes and allowing all communes to make economies of scale;
- **train authority employees in fighting pollution on land** by continuing the training already undertaken by the professional training partners.

#### 4.1.3 Monitor the health risks linked to the toxicity of natural contaminants

The sanitary quality of sea water, associated with the consumption of shellfish, is the responsibility of the State and is monitored by IFREMER in the context of its monitoring networks. It does not therefore come under the scope of the regional strategy for the sea and coast.

However, the marine contamination of natural origin includes health risks linked to **the presence of the toxic micro algae *Ostreopsis ovata*** in Mediterranean bathing water. In fact, over the last few years climatic conditions have favoured the growth of this toxic tropical micro algae in our latitudes in the Mediterranean Sea. The presence of this algae has been noted on several occasions, in particular in Genoa in July 2005 and July-August 2006 and in Barcelona in August 2004, each time causing the intoxication and emergency hospital admission of 200 people (around 20 of whom were hospitalised), due to inhaling contaminated droplets transported by the wind.



Since August 2006, several people visiting the Calanque du Morgiret (Frioul Islands) have presented irritative ENT, mucous and digestive symptoms, with or without a high temperature. Following this episode, the General Department for Health (DGS) implemented a measure which combined epidemiological monitoring and environmental monitoring, as well as preventive risk management linked to the presence of this algae. It would therefore be advisable to remain on alert and to help to raise awareness of this phenomenon, together with all the stakeholders involved.

It is necessary for the Region to:

- **monitor the development of the risk of *Ostreopsis ovata* and help to improve knowledge**, by strengthening the partnership between all the stakeholders involved.

#### 1.4 Manage port sediment

The dredging of ports aims to re-establish the operating level of the existing channels and basins to allow the navigation of ships or to dig for new developments. However, in closed docks the sediment contains a greater or lesser amount of contaminants (organic products, metals) from drainage basins and maritime activities. Dredging work can therefore have an impact on the environment by generating large quantities of sometimes contaminated rubble.

It would therefore be advisable to organise this activity in order to limit the damage it causes to the environment. The basis of the regulation on dredging and immersion of sediment or the depositing of sediment on land comes mainly from the Law on water of 3 January 1992. The Study and Observation Group on Dredging and the Environment (GEODE) has proposed guideline values (N1 and N2) which are used to make decisions on whether to authorise immersion or to process on land. However, it is also essential to limit pollutant waste by acting upstream to improve the environmental management of the activities involved and to refine knowledge of sediments in order to control their processing and recovery.

As a result, three operational objectives have been proposed:

- **support measures for the upstream reduction in pollutants;**

This means supporting measures which directly or indirectly help to reduce the amount of pollutants, such as regional projects (environmental contract, coastal and maritime aspect of the SCOT equivalent to a Maritime Promotion Plan (SMVM), ICZM, etc.) and programmes for combating pollution, particularly as part of the “Clean Ports” initiative;

➤ **improve knowledge of marine sediments;**

This means determining the level and nature of the possible contamination from sediments before carrying out dredging work and improving knowledge of contaminants (heavy metals, toxic organic molecules), their effects on the environment, their remanence and the possible solutions for processing them.

In order to create an adequate database for determining dredging requirements and the volumes of sediments to be processed on land, the Region helped to finance several studies on the coast of Le Var (CARTOCHIM) and the coasts of the Urban Community of Marseille Provence and the *Département* of Alpes Maritimes.

It is also taking part in several projects, including SEDIMARD 83, a collaborative project supported by the *Département* of Le Var to study the nature of the contamination of port sediment and the possibility of processing or recovering it, SEDIGEST, a maritime cluster project whose aim is to remove the main restrictions to the drafting of a methodology for risk assessment adapted to the question of the land-based storage of the processed sediment, SEDIMARD RESULTS, which consists of capitalising on and distributing the data obtained and of carrying out a feasibility study for the strategic deployment of a research platform into the problem of the land-based management of sediment, SEDIPLATEFORME, which involves creating the first Mediterranean research centre into sediment and SEDIMATERIAUX, a maritime cluster project which consists of assessing the development of the danger of sediment managed on land.

➤ **Study the feasibility of creating a regional platform for processing sediment on land**

There are considerable economic challenges involved in dredging. On the one hand, the dredging work is essential for the effective operation of the ports and on the other hand and in view of the large volumes of sediment to be processed on land in the region, it seems essential to create a regional processing industry. The aim of the SEDIMED project (PACA Maritime Cluster) is to develop alternative solutions to the traditional storage of marine sediment. Eventually, it aims to facilitate the creation of an industry to manage and recover this type of waste. The DEPOLTTEX project (PACA maritime cluster) aims to create functionalised geotextiles combining the properties of sediment depollution and mud polluted with heavy metals.

## **4.2 Maintain ecosystems in good ecological condition to help them adapt to climate change**

### **4.2.1 Preserve and promote natural habitats**

Provence-Alpes-Côte d'Azur is known for the great diversity of its landscapes and for being one of the regions of France with the largest areas of preserved natural environments. A number of areas which enjoy protection measures are located by the sea, with specific challenges linked to the high concentration of people on this land.

Nevertheless, a number of pressures on the coast are threatening the integrity of these sensitive areas.

**The high tourist numbers and the growth** in nautical leisure activities raise the issue of the means and methods of regulating them, whether in terms of impact on the environment or in terms of conflicts of use.

In addition, in the 1970s **a large number of structures** (artificial beaches, marinas, airports, harbours, etc.) were built on the seafront, often too quickly. In 2010, almost 17% of the Provence-Alpes-Côte d'Azur coast had been built on (source: [www.medam.org](http://www.medam.org)), often involving **irreversible damage to shallow waters** of between 0 and 20 m in depth. However, it is on this strip of the coast that most of the marine biodiversity can be found, in particular the larvae which as adults will live in the deepest waters.

Furthermore, over the last few years **the coast has suffered a number of storms**, which have been increasingly violent and frequent. Coastal developments are experiencing climatic assaults from the sea, which often cause considerable damage, and the risks of submersion are increasing.

Once we realise that **the destruction of the habitat is the leading source of damage to biodiversity**, we can raise the question of whether or not to continue with work to defend against erosion, in particular on land reclaimed from the sea, and the necessary balance between guaranteeing the safety of goods and people and limiting the destruction of shallow waters, which are home to most of the life in seas and oceans.

This programme can be broken down into four operational objectives:

- **encourage the managers of natural spaces to draft an integrated management policy** and, so they can do so, support them and provide them with the expertise of the Region's technical services and information about experiments in other territories;
- **help to restore damaged areas** by promoting innovation to develop maritime engineering projects;
- **promote multi-disciplinary research programmes (sociological, economic and biological) in the same territory**. It will be necessary to encourage meetings between researchers in complementary disciplines who are unused to working together, in order to encourage the public to take ownership of management measures;
- **help to improve knowledge of marine and coastal ecosystems** by ensuring that data storage choices allow the public to access the data freely.

#### **4.3 Preserve and develop maritime and coastal biodiversity**

Biodiversity is a key part of quality of life and the living environment and is an asset for the economic and social development of the region. However, it remains threatened by the attractiveness it generates, particularly by the constantly increasing anthropic pressures and a context of often violent natural uncertainties in the Mediterranean.

This programme can be broken down into three operational objectives:

- **promote the services provided by marine and coastal biodiversity.** Communications and enhancement actions will be increased in partnership with Maritime Network stakeholders;
- **better preserve and develop ordinary nature and the wealth of marine and coastal environments;**
- **support and increase consideration of biodiversity in traditional activities for using and operating natural resources.** This will mean promoting closer links between environmental education and maritime professionals in order to lead joint projects targeting this operational objective.

#### 4.3.1 Combat invasive species

The increase in invasive species, particularly the proliferation of invasive algae, is an additional threat affecting marine biodiversity. Two species of caulerpa have developed in the Mediterranean and along the region's coast over the last few years, *Caulerpa taxifolia* and *Caulerpa racemosa*. As the latter reproduces sexually by issuing spores which are disseminated by marine currents, it is impossible to control its spread, according to the scientific community. On the other hand, the other species, *Caulerpa racemosa*, propagates only by cuttings. As it is very opportunistic and resistant, it has grown very quickly, with the possible risk of competition with other species. In order to limit its expansion, a monitoring strategy has been implemented in consultation with the other stakeholders involved.

It is important for the Region to:

- **continue to monitor the expansion of *Caulerpa taxifolia*.** The Region will support the communes and inter-communalities already involved in this strategy so that they can continue their efforts.

## **CHALLENGE 5: DEVELOP PARTNERSHIPS WITH PROJECT ZONES AND ENCOURAGE GOOD GOVERNANCE OF MARITIME AND COASTAL POLICIES**

### **5.1 Promote the integration of maritime and coastal policies in project zones**

Having long been forgotten at national and European levels, the sea is currently at the heart of several public policies, whether relating to the economy, coastal development, tourism, the environment, energy, transport or research. Due to its level of involvement, the Region has a global vision of the associated sector-based and cross-functional challenges and the ability to help to align the actions carried out in the project zones. By setting up partnerships dedicated to maritime and coastal territories, it helps to increase the synergy and balance of regional development.

The entry into force of the Protocol on the integrated management of coastal zones (ICZM) in the Mediterranean is the first instrument of this type set up for a regional sea. It offers a shared and legally recognised context for implementing the principles and objectives of the integrated management of coastal zones at the national, regional and local levels. In its support for ICZM projects, the Region is particularly involved in implementing the four main principles of the protocol:

- ensure appropriate governance, allowing local populations and stakeholders in the civil society involved in coastal zones to take part in a transparent decision-making process appropriately and in due course;
- ensure the organised inter-sector institutional coordination of the various local and regional authorities and administrations responsible for coastal zones;
- take account of the many diverse activities in coastal areas and, where required, give priority as regards use and installation to public services and activities which require immediate proximity to the sea;
- ensure the harmonious distribution of activities throughout the coastal zone and avoid undesirable urban sprawl and concentration.

The implementation of this strategic objective can therefore be broken down into the following operational objectives:

- **draft a frame of reference for coastal development and planning documents;**
- **support territories and local stakeholders in their integrated management measures for coastal zones (ICZM);**
- **lead consultation and exchanges between project zones on maritime and coastal challenges;**
- **encourage maritime stakeholders to play an active role in consultation and ICZM processes;**
- **promote the acquisition, production and pooling of information and data.**

### 5.1.1 Support the territories and local stakeholders in their integrated management measures for coastal zones (ICZM)

The Region supports around twenty projects and local initiatives for the integrated management of coastal zones, which in 2012 covered more than three-quarters of the coast. The aim is for all the regional coast to eventually be the subject of management measures. It is important to:

- **provide technical and financial support to management organisations which are part of a global coastal management approach;**
- **support previous studies into the creation of management plans;**
- **support the implementation of these plans.**

### 5.1.2 Lead consultation and exchanges between project zones on maritime and coastal challenges

At a time when the shoreline strategy is being drafted and in the context of the reform of local authorities, it seems necessary to promote closer collaboration between local authorities based around the main maritime and coastal challenges. A regional conference of maritime stakeholders, between local and *départemental* regional decision-makers could, if required, make it possible to facilitate consultation, partnerships and the effective consideration of specific characteristics and local challenges in national and Euro-Mediterranean initiatives. Furthermore, there are few opportunities for ICZM organisations to share their experiences and explore opportunities for consultation, the exchange of good practice and the pooling of resources. As a result, the Region is proposing to:

- **hold a regional conference for maritime stakeholders, with local and *départemental* decision-makers;**
- **organise a think-tank on ICZM projects.**

### 5.1.3 Draft a frame of reference for coastal development and planning documents

As part of the drafting of the Territorial Cohesion Plans (SCOT) and for certain major PLU (Marseille, Avignon, etc.), the Region is drafting a “regional statement” to formulate its official opinion. This statement is then submitted to a vote by the regional assembly. The Region also provides financial aid to support the drafting of the SCOT.

As half the SCOT are coastal (of the 24 SCOT, 10 relate to the Mediterranean coast and 2 to the Etang de Berre), the Regional Strategy for the Sea and Coast will therefore become one of the frames of reference for the formulation of the Region’s opinion.

The need for regional projects and particularly for local urban planning documents to “pay special attention to economic activities which require immediate proximity to the sea” is the subject of Article 9 of the Mediterranean Protocol.

It is also important to ensure that the need to adapt to the probable consequences of climate change in coastal zones and the risks of submersion are taken into account in planning and urban development documents. In this context, the Region will need to:

- **ensure that maritime, social, economic and environmental challenges are taken into account in regional projects, by drafting a frame of reference for regional projects.**

#### **5.1.4 Encourage maritime stakeholders to play an active role in consultation and ICZM measures**

One of the principles of the integrated management of coastal zones is to ensure the participation of all the stakeholders involved in the planning, development and protection of the coast and in the management of this area.

The quality of the management plans is heavily dependent on that of the prior consultation with all stakeholders. As a result, it is necessary to:

- **allow economic operators, associations and the public to play an active role in the consultation processes and more particularly to develop actions aimed at representatives of the maritime activities which are often under-represented in the different consultation and participation bodies.**

#### **5.1.5 Promote the acquisition, promotion and pooling of information and data**

### **5.2 Contribute to the good governance of maritime and coastal policies throughout the region**

The complexity of the maritime and coastal area and the challenges involved mean that level of government alone can implement a true global, integrated maritime and coastal policy.

In its report on the integrated management of coastal zones, the Maritime Regional Advisory Council makes good governance and the quality of the consultation with all stakeholders the essential prior conditions for such approaches.

In addition and as a complement to the action taken at infra-regional level to promote synergies between all project zones and the integrated management of coastal zones, it is important that the Region fully plays its part in order to contribute to the good governance of maritime and coastal policies both within the institution itself and in its relations with the other institutional levels.

#### **5.2.1 Increase cross-functionality and consultation**

The strategy is led by the Delegation to the Sea, Fishing and the Coast, however the very broad range of maritime and coastal challenges involves a number of Delegations and for many subjects requires inter-Delegation organisation based around an extended steering committee.

The maritime and coastal service constitutes the technical support for the implementation of the strategy and in this respect ensures inter-service cross-functionality in this area. As a result, it is necessary to:

- **introduce cross-functional steering for the regional strategy for the sea and coast**

As for any integrated public policy, constant consultation with all stakeholders is an essential condition for the drafting and implementation of strategic directions adapted to the challenges involved in local realities and shared by the majority of people. The Regional Ecological, Social and Environment Committee (CESER) was therefore involved very early on in the creation of this strategy, was consulted about the final version and will be regularly involved in its evaluation and the revisions which will be necessary as its context changes. The Maritime Regional Advisory Council (MRAC), created in 2005, is an essential tool for the Region, allowing it to maintain permanent, high-quality dialogue with all the socio-professional representatives of the regional maritime world. This body needs to be made permanent and the development of these activities needs to be promoted. The Regional Maritime and Coastal Meetings (RRML), organised by the Region every two years since 1999, have shown their importance for the Region in the context of the implementation of its maritime and coastal policy and, for all participants, in increasing dialogue between all maritime activities, promoting joint initiatives and developing partnerships. It is necessary to:

- **set up a Council of executives of coastal bodies, as well as a regional breakdown of the Maritime Council**

- **continue consultation by perpetuating regional maritime and coastal meetings and by closely linking the CESER and the MRAC to the regional strategy for the sea and coast, its monitoring and its necessary adaptation to changes in its context.**

The implementation of the strategic directions means that it is necessary to rely on networks of stakeholders responsible for each of the priority themes chosen. A number of regional networks have been created, on the initiative of the Region or in partnership with other institutions, in fields as diverse as the economy, with the PRIDES, the environment, through the sea network, geomatics in the “maritime and coastal cluster” of the CRIGE and the maritime heritage thanks to the involvement of several associations, to name but a few. This approach has shown its importance and it is therefore important to:

- **increase networking between regional stockholders**

### **5.2.2 Contribute to the shoreline strategy and strengthen partnerships between the authorities of the Mediterranean Shoreline Council**



The national strategy for seas and oceans, adopted in 2009, is broken down into maritime shorelines, in a strategic document which will define the objectives for the integrated management of the sea and the provisions corresponding to these objectives. The Maritime Shoreline Council for the Mediterranean, a consultative forum for the drafting of the shoreline strategy, was created in February 2012.

As is stipulated in the Protocol for ICZM in the Mediterranean, it is important to promote closer coordination between the “national authorities and the regional and local bodies, in the area of coastal programmes, plans and strategies”. The Regions can facilitate dialogue between national, regional and local stakeholders, particularly regarding the Mediterranean shoreline. It is therefore important to:

- **make the regional strategy for the sea and coast the frame of reference for the Region’s contribution to the shoreline strategy;**
- **strengthen partnerships with the two neighbouring Regions of Corsica and Languedoc-Roussillon, and with the nine *départements* which are members of the Shoreline Council.**

## CHALLENGE 6: CONTRIBUTE TO EURO-MEDITERRANEAN MARITIME AND COASTAL POLICIES AND INCREASE DECENTRALISED COOPERATION IN MARITIME MATTERS

### 6.1 Increase maritime cooperation in the Mediterranean, based around regional strategic priorities

All the economic, social and environmental themes of the regional strategy for the sea and coast have an international dimension, to varying degrees, which means that it is necessary to strengthen partnership and cooperation measures at all levels, including bilateral agreements, decentralised, transnational, cross-border and inter-regional cooperation and the European Neighbourhood Policy.

The work which the Region has carried out over the last few years in the field of decentralised cooperation has, however, made it possible to identify **nine priority areas for action, which are shared** by the majority of partners.

#### 6.1.1 In terms of governance

The organisation of maritime policies in the Mediterranean Basin is complex and requires a good level of cooperation between all the different levels of administration, both amongst themselves and with the stakeholders. The absence of an exclusive economic zone also gives an **undeniable international dimension to these maritime policies**.

Furthermore, major movement is underway to devolve and decentralise policies in the Mediterranean area, requiring joint measures to strengthen skills in the areas of territorial planning and regional and local development and experiments with **new forms of territorial action for the creation of maritime and coastal policies**.

The good governance of these maritime policies also requires **shared tools** and in particular common references. It is essential to share information and set up an integrated statistical and cartographical tool on a Mediterranean and European scale. It will be particularly important to increase exchanges of information on the management of the coastal and maritime zone between the Regions and the international (particularly those of the Action Plan for the Mediterranean) and European (European Environment Agency, Eurostat, etc.) bodies and to promote inter-operability between the Regions on the subject of maritime data.

#### 6.1.2 In economic terms

The maritime economy in all its productive, service, residential and public dimensions is a key linchpin in economic growth and job creation in coastal regions. The increase in exchanges and economic partnerships between coastal regions must therefore be a priority for cooperation between territories. It

also involves the fields of research, innovation and training. There is particularly high potential for **developing economic and technological exchanges** in the Mediterranean.

In its “Plan for the Mediterranean”, the Region noted in fact that “with a few rare exceptions, this area has remained on the margin of the main global flows of exchanges. Although the regions of Southern Europe have always enjoyed special economic relationships, the economic links around the Basin have remained marginal compared with the major intra-community exchanges and relationships with the large continents, particularly North America and Asia.”

➤ **In the maritime fishing sector**

Cooperation in the maritime fishing sectors is necessary for the **management of pelagic resources**; it is organised around international agreements and bodies (CGPM, ICAT, Regional Advisory Councils, etc.).

The Regions have important skills in the area of maritime fishing in a number of coastal States and it is important that they can all find a place in these organisations and contribute, with the professionals, to promoting **the competitiveness of businesses, the effective management of resources** and the defence of professional interests.

Furthermore, the problems facing the small coastal fisheries are shared by all coastal Regions and exchanges of experience in this area could be an important part of regional cooperation (diversification of fishing activities and pesca tourism, drafting of management plans, management of protected marine areas, installation of artificial coral reefs, etc.). As a result, it is important to **promote the results of pilot operations** carried out by certain Regions, usually with European support (EFP), particularly in the areas of the management of coastal resources, port developments, diversification of activities and energy savings, with other Mediterranean regions.

➤ **In the transport sector**

In the transport sector, the main challenge involves the transport of goods, which has experienced significant growth at global level. Forecasts confirm that this trend will continue over the next few years as, according to estimates, the volume of goods exchanged in the Mediterranean will practically triple between 2000 and 2025. The issue of the **modal shift** is therefore key and maritime transport is the main alternative to roads. It is therefore essential that greater consideration is given to the potential of the maritime mode, in particular with a view to the decongestion of coastal road networks.

As a result, it is advisable:

- to limit major transit between Spain and Italy by setting up a **transport plan for the Mediterranean and creating motorways of the sea** between Spain and Italy, a major European corridor in terms of traffic (18 million tonnes a year on the A8 motorway). The maritime mode, which currently accounts for one third of intra-European exchanges, seems in the best position to rapidly reverse the predominance of road transport in the Mediterranean arc.
  - **to optimise transport flows** by rebalancing inter-continental flows towards the southern ports and by modifying logistical circuits **in favour of Mediterranean ports**, thus limiting negative external factors. In this respect, cooperation is essential. The Region has initiated ambitious projects in this area, which bring together a broad partnership following the example of the MED-IN project to improve the accessibility, attractiveness, effectiveness and environmental integration of infrastructures and transport systems in the Mediterranean, in particular port infrastructures and transport systems, by promoting inter-modality and the reduction of external effects
  - to develop **port infrastructures** whilst improving the pre- and post-shipment periods and extending the hinterland
  - to develop **motorways of the sea** and ensure they are considered as a service of general economic interest. These links should be able to act as catalysts in the logistical and economic integration of the Euro-Mediterranean area
  - to include the Provence-Alpes-Côte d’Azur Region in the trans-European transport network (deliberation of 18 February 2011) which is currently a missing link.
  - to encourage the use of **cleaner or less polluting fuels** for maritime transport

Passenger transport should not be forgotten. It is advisable to:

- improve **inter-urban maritime passenger transport**, as it can be an alternative to land transport in certain cases.
- support access to passenger terminals by public transport

#### ➤ **In the tourism sector**

The Mediterranean is the leading global tourist destination and its tourist economy represents the **main source of income for most coastal regions**. However, this tourist pressure is not without consequences for the marine environment, coastal development and the quality of life of residents. It can be a major factor in increasing social and territorial inequalities in coastal zones. The development of sustainable tourism has become a priority and exchanges of experience and expertise are one of the priorities for cooperation in the Mediterranean.

Together with the regions of Tuscany and Catalonia, the Provence-Alpes-Côte d'Azur region has co-founded the **European Network for a Sustainable and Competitive Tourism** (NECSTouR) in order to promote, among other things, the implementation of the agenda for sustainable, competitive European tourism launched by the European Commission. The Provence-Alpes-Côte d'Azur Region also supports the organisation of International Forums for Solidarity Tourism in the Mediterranean in order to **promote tourism which is more respectful of the environment and the local populations**.

### 6.1.3 In social matters: combat social and territorial disparities and improve the quality of life of coastal populations

The high anthropic (demographic, industrial and tourist) pressure on the coast is a major trend which can be seen on most of the world's coasts. In addition to the environmental and sometimes economic risks, it also leads to **a social risk of increasing social and territorial disparities and preventing local populations from accessing their own coast**.

Public policies have a key role to play in limiting these risks and taking the necessary measures, particularly in terms of coastal land-use planning. It is particularly important to **strengthen the social aspect when drafting cooperation programmes**. Increasing the authority of coastal managers and exchanges of experience and innovative initiatives in this area would allow better management of these risks and the proposal of cohesive alternative solutions.

### 6.1.4 As regards environmental challenges

#### ➤ combat pollution

Pollution, whether from the river, the coast or the sea, is without a doubt the number one problem affecting the Mediterranean.

The amount of pollutants coming mainly from the land, due essentially to demography and coastal activities as well as to the size of the drainage basins in question, added to the lack of water on the Mediterranean coast, make this **one of the seas most sensitive to pollution in the world**. The concentration of pollutants in the waters, sediments and living organisms, represents a major social, economic and environmental risk which is shared by all coastal Regions.

In a number of areas, including health, tourism economy, drinking water, fishing and marine biodiversity, the effects of increased pollution accumulate and worsen due to the effects of climate change. Only a reduction in pollution allowing the health of ecosystems to be maintained will allow them to adapt as best they can to the effects of climate change (climate-proofing effect).

Although the Union for the Mediterranean project selected depollution of the sea as one of the main priorities, the financial and legislative means are far from equal to the gravity of the problems directly affecting our quality of life, the preservation of marine environments and also our economies and jobs.

For the **Regions**, it is important to **be proactive** and to contribute to the different programmes underway at international and European levels **to combat the pollution of the Mediterranean**. They can debate with the commission about the problems encountered in implementing the Water Framework Directive and the Strategy for the Marine Environment Directive and discuss the solutions implemented.

Chemical pollution (industrial, domestic and agricultural) and so-called emerging pollution (pharmaceutical and cosmetic products) deserve particular attention in the Mediterranean due to its oceanographic characteristics, as does the drafting of a joint action plan for the Regions around large rivers, particularly the Ebro, the Rhone and the Po, to facilitate and accelerate the implementation of the REACH Directive on the main Mediterranean drainage basins.

As regards maritime pollution by hydrocarbons and other substances transported by ships, it is particularly important for the States to have authority, which is managed in the context of international agreements. However, the Regions are directly involved in combating and preventing pollution when it arrives on the coast. In this respect, it is important to create decentralised cooperation projects, particularly with regard to the vulnerability mapping of coastal land and plans for combating this pollution.

#### ➤ **Adapt to climate change in coastal zones**

The meteorological characteristics of the Mediterranean (violent wind systems with storms, droughts, downpours concentrated over a few days), added to the socio-economic characteristics of coastal zones, mean that its shores are a **priority zone for adapting to climate change**. Although mitigation policies are being created, adaptation policies are still rare and often impractical.

Mediterranean regions share a number of common concerns as regards **adaptation to climate change and coastal development**. It is particularly important to prevent and combat the risks of flooding and submersion, and to deal with coastal erosion.

Cooperation in this area must help to create collaborative measures, in particular:

- the creation of vulnerability atlases for the coasts and the drafting of common representation codes;
- the alignment of methods of monitoring extreme climatic events in the Mediterranean region in order to refine the scientific models and make them more operational at local level;
- contribution to the creation of an observatory or network of observatories at Mediterranean level, to monitor changes to the coastline, to be shared by the different levels of governance;

Furthermore, the Region has carried out work with the United Nations Development Programme (UNDP) to ensure the acceptance and setting up of regional climate plans in the Mediterranean area in order to prevent, anticipate and correct the foreseeable effects on the territories.

➤ **Promote the integrated management of coastal zones**

A number of integrated management measures for coastal areas have been implemented over the last few years throughout the Mediterranean Basin and, in the decentralised States, the Regions are always involved and are most often the leaders of these initiatives.

These measures have been vital since the March 2011 entry into force of the Protocol to the Barcelona Convention relating to **integrated coastal zone management in the Mediterranean**, signed in Madrid on 16 January 2009 and ratified by France and the European Union. The Protocol defines a new strategic framework which all stakeholders, including the Regions, must use in order to promote the implementation of the ICZM principles agreed during the Rio conference in 1992 and adapted since then to the Community level.

It is therefore important for the Region to contribute to increased cooperation in the area of integrated management in the Mediterranean Basin, principally based on exchanges of experience and good practice in drafting management plans.

**6.2 Contribute to the drafting and implementation of an integrated maritime project in the Mediterranean and Europe**

**6.2.1 Promote the consideration of maritime and coastal projects in Mediterranean networks**

Over recent years, the complexity of the governance of maritime policies in the Mediterranean and the many different levels of competence involved have led to the creation of several networks whose fields of competence and influence are interlinked, although there is real dialogue between them. The coastal **Regions**, which are closest to the territories and to the action, can and **must play a major role in increasing synergies** and dialogue between the partners and **work to ensure greater consideration of maritime challenges** in these networks.

For the Provence-Alpes-Côte d'Azur Region, it is important to **increase its actions within the main networks responsible for maritime and coastal matters**, and partnerships with supra-regional networks.

➤ **Take part in regional networks**

- **The Intermediterranean Commission of the Conference of Peripheral Maritime Regions of Europe (IMC-CPMR)** was created to express the common interests of Mediterranean regions. It is the main network, comprising some fifty Regions in ten countries, and one of its priorities concerns maritime policies directly.
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The Provence-Alpes-Côte d’Azur Region leads the IMC “maritime policy” working group, whose main objectives are

- to contribute to the emergence of a maritime policy equal to the challenges of the Mediterranean Basin,
- to share experiences and promote the potential for skills and expertise in the Regions
- to develop scientific, economic and institutional partnerships and identify priority cooperation projects for the Regions
- to contribute to consultations for draft regulations on maritime policies
- to promote the best forms of inter-regional governance and improved management of maritime policies

**The Euro-Mediterranean Regional and Local Assembly (ARLEM)** is a consultative assembly which aims to bring a regional and local dimension to the Euro-Mediterranean partnership. It is composed of 84 members from the European Union and its 16 Mediterranean partners, representatives of local authorities or regions and aims to:

- add a territorial dimension to the Union for the Mediterranean;
- involve local and regional authorities in its future development;
- show that the local and regional authorities are cooperating, despite the major political and institutional obstacles;
- set up projects which help to make Euro-Mediterranean relationships concrete and tangible for the public.

➤ **Strengthen partnerships with international networks**

From a legal point of view, participation in international agreements is the responsibility of the States and for a number of years there were few exchanges between the bodies created under these agreements and the infra-State levels. The movement towards decentralisation and devolution in several Mediterranean countries, added to the desire of international bodies to become more closely involved in the territories and the people, opens up new opportunities for strengthening partnerships between the Regions and the other levels of governance and to greater synergy in the implementation of programmes on a Mediterranean scale. In maritime matters, this trend, in which the Regions must play a driving role, involves in particular:



- the programmes led by the Mediterranean Commission on Sustainable Development, MEDPOL and the Regional Action Centres including the Blue Plan, REMPEC, PAP/RAC and the RAC/SPA of the Mediterranean Action Plan (MAP) of the **Barcelona Convention**;
- greater consideration of maritime issues and the actions of the authorities in the **Barcelona Process, Union for the Mediterranean (UPMED)** as part of ARLEM;
- the management of fishing at Mediterranean level, with increased involvement by the Regions in the Regional Action Centre (**Mediterranean RAC**) and, in the context of the FAO, in the **General Fisheries Commission for the Mediterranean (GFCM)**

### 6.2.2 Organise and increase the involvement of the Region in European decentralised cooperation programmes

In June 2011, the European Commission adopted its proposal on the next **financial framework for the period 2014-2020** for the implementation of the “**Europe 2020**” strategy.

Although neither the Common Strategic Framework nor the Operational Programmes are known as yet, a number of directions of the regional strategy for the sea and coast are likely to contribute to **the following 11 themed priorities** of this new programme, in application of the EU 2020 strategy:

1. strengthen research, technological development and innovation
2. improve the accessibility of information and communications technologies (ICT), their use and their quality;
3. improve the competitiveness of SME, in the agricultural sector (for EAFRD) and in the fishing and aquaculture sector (for EFMAF)
4. support the transition towards an economy with low CO2 emissions in all sectors
5. promote adaptation to climate change and the prevention and management of risk
6. protect the environment and encourage the sustainable use of resources
7. encourage sustainable transport and remove obstacles in the infrastructures of essential networks
8. increase employment and workforce mobility
9. promote social inclusion and combat poverty
10. invest in skills and lifelong education and training
11. increase the institutional capacities and effectiveness of public administrations.

This new programme thus provides interesting opportunities for developing maritime and coastal cooperation projects. For the Region, it will be particularly important to:

- help to ensure that maritime and coastal challenges are taken into account in cooperation programmes;

- promote alignment and synergies between maritime and coastal approaches within the different programmes, particularly in the early stages, by defining the shared strategic priorities in the different calls for projects and by defining common monitoring and evaluation approaches, in particular in terms of indicators;
- target the Region's involvement in the decentralised cooperation projects, as a leader or partner, on the main axes defined in the regional strategy for the sea and coast;
- create synergies between the different projects in order to focus resources and ensure greater capitalisation and distribution of the results, particularly using the above-mentioned structured networks.

### **6.3 Enhance the maritime and coastal policies of the Regions through exchanges of experience and capitalising on know-how and good practice and defend regional interests**

Today, it is mainly at European level that our values are defended and most of our regulations, policies and programmes are negotiated.

It will be particularly important to:

- carry out active monitoring and participate in the early stages of the consultations carried out by the Commission in all areas which have an effect on the regional maritime and coastal policy;
- support the professionals in the cooperation measures for defending the interests of the region and its activities;
- ensure that the specific Mediterranean characteristics are acknowledged and taken into account in the drafting of European Policies, relying in particular on the regional socio-professional bodies and supporting the organisation of industries;
- promote cooperation between maritime stakeholders;
- constantly adapt the regional strategy for the sea and coast to changes in the European maritime policy.