

National Travelling Exhibition on Coastal Management - ES

1. Policy Objective & Theme

- ADAPTATION TO RISK: Managing impacts of climate change and safeguarding resilience of coasts/coastal systems
- ADAPTATION TO RISK: Preventing and managing natural hazards and technological (human-made) hazards
- SUSTAINABLE USE OF RESOURCES: Preserving coastal environment (its functioning and integrity) to share space
- SUSTAINABLE USE OF RESOURCES: Sound use of resources and promotion of less resource intensive processes/products

2. Key Approaches

- Integration
- Participation
- Knowledge-based
- Ecosystems based approach

3. Experiences that can be exchanged

A national travelling exhibition on coastal management has been carried out to provide citizens of the different coastal municipalities with the fundamental concepts on the coastal zone and its management. The final aim is to raise social awareness on the protection and conservation of the coastal area.

4. Overview of the case

This ICZM initiative is based on the information, education and awareness of the society concerning the coastal zone and its management with the aim of promoting its conservation. It planned to inform the coastal populations about the coastal system, its current state, the threats affecting it, the coastal legislation, the Maritime-Terrestrial Public Domain and Integrated Coastal Zone Management.

5. Context and Objectives

a) Context

The Spanish coast has important cultural, ecological and landscape values. Nowadays, 32% of the total population is living in coastal areas which are subject to an enormous pressure due to urban expansion and the different socio-economic activities. Besides that, competences on the coastal zone are shared between different sectoral administrations at the national, regional and local level. The competence on coastal management is held by the Directorate General for the Coast (DGC). The problems and issues for which this initiative has been developed are related to massive, unplanned and unsustainable occupation of the coastal zone, deterioration of coastal ecosystems, coastal erosion, climate change effects, lack of knowledge on the coastal zones, unco-ordinated decision-making, and insufficient public participation in the decision-making process. This initiative has been promoted by the national level and implemented at the local level.

b) Objectives

The specific objectives to achieve were the following:

- Inform and educate the society on the importance of the coastal system, its functioning, its state and the threats

affecting it.

- Inform and educate the society on the current coastal legislation and regulations at the European and national level, ICZM and the importance of the Maritime-Terrestrial Public Domain (MTPD).
- Alert the society of the coastal protection and conservation, in particular the MTPD, and the need to progressively recover the coasts' natural attributes and functionality.

The timescale associated with implementation and goal achievement was 2 years.

6. Implementation of the ICZM Approach (i.e. management, tools, resources)

a) Project Management

The Directorate General for the Coast – Ministry of Environment, Rural and Marine Affairs- promoted this initiative to explain to the citizens the current coastal management in Spain. The project was designed and promoted at the national level but implemented through the travelling exhibition at the local level. All coastal residents were invited to attend the exhibition.

b) ICZM tools

The initiative is an information, education and social awareness tool.

The exhibition includes 5 classrooms in which several issues are dealt with in an easy, accessible and attractive way. Appealing and modern formats are used in order to capture the visitor's interest, such as scale models, plasma screens, glass floors with scale models underneath, collages Plexiglas and aluminium scale models, water screens, virtual people, etc.. Finally, a final summary on the current situation of the Spanish coast is presented by two Experts, one from the Spanish Sustainability Observatory and the other a Full Professor on Environmental Sciences and an IPCC collaborator.

- Room 1: the Heart of the Coast. The main topic is the MTPD, free shoreline access, the importance of its conservation and the DGC mechanisms for it, such as the "Demarcations Plan" and the "Lands acquisition Plan".
- Room 2: ICZM. The definition of ICZM is explained, giving its origins and justification, its objectives, procedures and mechanisms, and the European legal context. The main message in this room is the need to recover the coast to its natural state and functionality.
- Room 3: Coastal ecosystems. The coastal ecosystem formation, operation and location is explained in this room.
- Room 4: marine ecosystems. The same information as the previous room is offered, applied to the marine ecosystems.
- Room 5: Threats to the Spanish coast. All the current threats affecting the Spanish coast (climate change, massive coastal occupation, high urban planning pressure, pollution, etc.) are presented.

7. Cost and resources

The budget for this initiative was €4.219.774. The manpower used for the exhibition design includes designers, draftsmen, computing experts, etc. The manpower used for the implementation of the travelling exhibition includes carpenters, electricians, sound and image technicians, hostesses, monitors, Maintenance technician, security staff, cleaners, etc.

8. Effectiveness (i.e. were the foreseen goals/objectives of the work reached?)

The foreseen objectives have been achieved as the exhibition has covered the whole Spanish territory and a large number of its residents have been informed and educated in the fundamental concepts of the coastal zone and its management to increase social awareness on its protection. The exhibition took place in 7 municipalities: the Spanish capital (Madrid), 3 north Atlantic coastal areas (La Coruña, Vigo and Santander), 1 south Atlantic coastal municipality (Huelva) and 2 Mediterranean coastal areas (Almeria and Malaga). Neighbouring coastal municipalities were also invited to attend. An average of 600-700 visitors per day visited the exhibition during the 11 days it remained in each city, reaching a final average of 6.600-7.700 visitors per city.

The objectives were achieved within the designated schedule.

9. Success and Fail factors

Factors that were helpful in achieving the objective were:

- The inauguration carried out by the Minister of Environment, General Secretariat or Director General, depending on the case.
- Sending out invitations in advance to all the schools in the city, to encourage them to make a reservation for a guided visit.
- Advertisements in the highest print run newspapers, before and during the exhibition
- Exhibition location in key areas of the cities
- Free Admission

10. Unforeseen outcomes

No unforeseen outcomes have been identified.

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13. Sources

None