

# A prospective approach to develop a shared management of the "Côte des Havres" - FR

## 1. Policy Objective & Theme

- SUSTAINABLE USE OF RESOURCES: Preserving coastal environment (its functioning and integrity) to share space
- SUSTAINABLE ECONOMIC GROWTH: Balancing economic, social, cultural development whilst enhancing environment

## 2. Key Approaches

- Integration
- Participation

## 3. Experiences that can be exchanged

The process has selected a prospective survey to define the sharing of the management of a rural coastal territory

## 4. Overview of the case

In a context where coastline evolution ("havres" filling up and coastline retreat) and territorial planning frequently cause tensions between the users (environment conservation, tourism development, urbanisation strengthening), local technical stakeholders have wished to institute a prospective approach. This approach was based on 3 tools: a stakeholder audit, a reflection forum and a prospective study led by around twenty targeted stakeholders. It resulted in the validation of a scenario favouring a balanced development which could reconcile economic growth and environment conservation.

## 5. Context and Objectives

### a) Context

The west part of Cotentin (Normandy) consists of a homogeneous geographical unit with low land areas of dune and large sandy beaches but interrupted by 7 "havres". This coast has great ecological interest and is still widely conserved from intensive tourist urbanisation. Thus, the Manche Department constitutes one of the largest reserves of natural littoral areas in France. On this coast, the traditional primary activities are fishing and shellfish farming. Tourism is also present with the development of recreational fishing.

This situation, due to the remoteness of the Cotentin peninsula, has been developed through rapid train and motorway transport networks. Thus the territorial balance has been disrupted which, in connection with a strong instability of the coastline, has led the local stakeholders to want to develop new activities such as tourism and increase urbanisation. At the same time environmental associations are now better structured and have organized themselves to claim a rigorous application of the coastal law: sea access limitation, caravan restriction etc.

### b) Objectives

In a new and developing context, while a strategic and coherent planning is conceived at a terrestrial scale with the SCOT, local stakeholders have been encouraged to go beyond their latent infighting and think about their wished-for future of this territory.

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

### a) Management

The project area (Havres coast) is geographically coherent but does not correspond to the actual administrative division. It covers part of 3 "communautés de communes" and is larger than the "pays" of Coutances. The "syndicat mixte du Pays de Coutances" (grouping together 5 « communautés de communes »), which has guided the approach, has therefore tried to co-operate with other territories to achieve the objective. A steering committee consisting of different protagonists has followed the progress of the initiative and a negotiating partner from the State services has also been involved.

### b) ICZM Tools

At the beginning, the project was mainly based upon the prospective study and the achievement of a GIS on the "côte des havres". It has been completed by:

- a stakeholder audit: 80 persons were questioned both on issues and conflicts that they recognised in the territory and their knowledge and interest of an integrated approach;
- participative meetings;
- publication of a project newsletter; and
- thematic meetings (3).

## 7. Cost and resources

The « Syndicat du Pays de Coutances » received €60 000 from the DIACT programme to carry out this approach. This amount allowed financing the prospective study and publishing the project newsletter. The running of the initiative was realised by the syndicate itself. It relied on the work of a trainee who was i.a. in charge of the audit.

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

At the beginning, the stakeholder audit was not planned but became necessary because of the difficulty of getting different protagonist stakeholders to join the initiative, including the elected representatives. The participative meetings, which were organised in the evenings and at a « cantonal » scale to allow the best assistance, were not well frequented. The prospective study took place in accordance with what was planned. It was led by a private consulting firm established outside the territory. The resulting choice was a "consensual" scenario, which remains very large and does not address either the antagonisms of some of the proposed orientations or the strategic choices which have to be decided. On the whole the approach allowed outlining the framework for a future observatory although the ways and means necessary to follow up the approach have not been defined. The approach allowed making local protagonist stakeholders aware of the issues and interests of sustainable development. It also contributed to the evolution of a local approach that was still essentially based on economic development. However, it was difficult to discuss potential conflicts between conservation and development at the land-sea interface.

## 9. Success and Fail factors

The approach achievement was possible thanks to the stakeholder audit which allowed reassurance of the protagonists and determined the issues and points of opposition. The limits of the approach are linked to several elements. Some of them are common to all the territories engaged in this project but some are specific to the local context:

- Elected representatives hesitate to recognise the conflicts of use and therefore to debate them. Besides elected representatives are not accustomed to participative approaches and remain cautious about this kind of approach. Here this situation was emphasised because the work was initiated in the first step by technicians of the syndicate;
- the political and geographical fragmentation of this "côte des havres" (3 SCOT, about 10 "communautés de communes") does not promote spatial integration.
- the "Syndicat du Pays de Coutances" is a new structure, not yet settled and having little income; and

- some stakeholder-protagonists, and especially the environmental associations, have little experience of this approach

## 10. Unforeseen outcomes

This approach forced the State, an essential stakeholder of the land-sea interface management, to reconsider its organisation in order to better co-ordinate actions and priorities of its different services.

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## 13. Sources

- «Journal de la GIZC» - N° 1 and 2
- Application file for the project call for proposal - Syndicat Mixte du Pays de Coutances
- Project meetings report
- Questionnaires and interviews to follow through the call for proposal «Pour un développement équilibré des territoires littoraux par une GIZC» DAI/ACT/SGmer - CETMEF/IFREMER- Luce Goudedranche/ Jean-Louis Gaignon



annexes (28.94 MB) 



dossier (13.91 MB) 