

Co-ordination of actions for the charter of sustainable development of the Marennes-Oléron "Pays" - FR

1. Policy Objective & Theme

- ADAPTATION TO RISK: Integrating coherent strategies covering the risk-dimension (prevention to response) into planning and investment
- SUSTAINABLE USE OF RESOURCES: Preserving coastal environment (its functioning and integrity) to share space

2. Key Approaches

- Knowledge-based

3. Experiences that can be exchanged

The method, which was set up to create a new dynamic process among stakeholders and allow ,at the same time, a better co-ordination of actions whilst taking into account the issues of sustainable development.

4. Overview of the case

After implementation of a development charter then a territorial plan or SCOT at the beginning of the 2000's (two documents which were already based on a consultation approach), the Marennes-Oléron Pays started structuring actions as regards coastal and landscape protection as well as transport. In practice, when they had to be implemented, it was difficult to link up the various actions and include them in a sustainable development approach. So this ICZM initiative, which was developing from 2005 to 2008, was relying on working groups. It had first to agree this way of management by the stakeholders (working on the concept itself), discuss the territorial issues, grade them according to importance and consider possible follow-up indicators of sustainable development implementation.

5. Context and Objectives

a) Context

The Marennes-Oléron Pays is located on the marine front of west France. It consists of an island plus its continental territory, with which a true community of interests exists (they have been linked with a bridge for 40 years). The local economy is dominated by tourism and shellfish farming which have suffered an important evolution for the last years:

- intensification of tourism due to the toll-free bridge and real-estate pressure;
- changing oyster-farming practices and growing issues in regard to water management and farming competition.

The concern has always been to keep the balance between environmental richness, economic activities and urban extension. To reach it several management documents (sustainable development charter, SCOT, tourism strategic plan) and thematic schemes (Beach Plan, Transport Plan, home local program) have been elaborated.

b) Objectives

After conducting a territorial diagnosis and putting in place a strategic scheme of action through various planning documents, the "syndicat mixte" of the Marennes-Oléron Pays wished to use this to provide a methodological support to all the

stakeholders to allow co-ordination of planned actions. In this framework, the aim was to give to the steering committees some cross-cutting tools for the different projects (analysis schedule, follow-up indicators and long-term impact evaluation).

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

a) Management

The project was conducted by the « syndicat mixte » of the Marennes-Oléron Pays which also had to implement various planning tools and strategic plans. A steering committee and a follow-up committee were planned initiative order to group together all the stakeholders on different scales (local authorities, institutions, associations, scientists).

b) ICZM tools

The approach has relied on (1) a common bibliographical data base; (2) indicators of sustainable development which might be structured by a Sustainable Development Observatory, to allow follow-up and co-ordinated planned actions. This initial common work was also designed to give an educational and awareness tool to the stakeholders (especially the local elected representatives) as regards the long-term impact of selected actions.

7. Cost and resources

The « syndicat mixte » received a grant of €60 000 with an official representative to follow up the project. A private research consultancy was also involved in part of the work.

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

There was much delay at the beginning and the working groups could not meet before one year had elapsed. The proposed organisation could not be put in place, except the steering committee. The bibliographical data base, appropriation and grading of issues and proposal of indicators for a sustainable development were started. Follow-up procedures were not discussed and the work is still not completed. Nevertheless, even if the planned programme is only partially achieved, the principles of integrated management have been spread and discussed a year long and the technicians and elected representatives of the syndicate have been strongly mobilised on this theme. It led to the organisation of a week of events and meetings devoted to ICZM with the RFRC ("Réseau Français de Recherches Côtières") and IFREMER. At the beginning of 2008, the Oléron Qualité Littoral policy (previously Plan Plage) was launched by the Oléron Community of communes, with the support of the Pays. It was the first practical experimentation of ICZM.

9. Success and Fail factors

The launching of the project was thwarted by two facts: the technician in charge of the procedure left after a few months and, in a small structure like the syndicate, he could not be immediately replaced, and it was difficult to find a relevant research consultancy to carry out the education mission and the final product was not quite satisfactory. The involvement of IFREMER and RFRC, in relation to SPICOSA, a European research programme conducted by IFREMER, contributed to developing the ICZM theme on this territory. The University of La Rochelle was also involved: it took part in all the steering committees, which were initiated by the Pays and has begun a true collaboration with the territorial stakeholders.

10. Unforeseen outcomes

The ideas developed contributed to encourage the syndicate to continue, and more strongly invest, in coastal integrated themes (e.g. new projects on European scale) and to develop relations between local authorities and scientific circles (especially with IFREMER and the University of La Rochelle).

11. Prepared by

Luce Goudedranche – CETMEF- France

12. Verified by

Virginie DUVAT, Laboratoire LIENSs, UMR CNRS-Université de La Rochelle 6250

13. Sources

- Application file for the project call for proposal - "Syndicat mixte" of Marennes-Oléron
- Info Report «ICZM» - « Syndicat mixte » of Marennes Oléron - n°1 to 5
- Questionnaires and interviews to follow through the call for proposal «Pour un développement équilibré des territoires littoraux par une GIZC» of the DIACT/SGmer - CETMEF/IFREMER- Luce Goudedranche/ Jean-Louis Gaignon



Dossier GIZC PMO (6.43 MB) 



cahier des charges 3 consultation GIZC PMO2 (138.8 KB) 