

# The coast of the Maures, between land and sea - FR

## 1. Policy Objective & Theme

- SUSTAINABLE USE OF RESOURCES: Preserving coastal environment (its functioning and integrity) to share space

## 2. Key Approaches

- Participation

## 3. Experiences that can be exchanged

The concept of territorial visits based on a strong consideration of the cultural/non-technical dimension to local stakeholders involved in environment protection and allow them better understanding of the issues as a whole.

## 4. Overview of the case

The initiative was started by a research associative structure on landscape and heritage value, Mémoire A Lire, Territoire A l'Ecoule (MALTAE) in collaboration with a public manager of the Syndicat Intercommunal à Vocations Multiple (SIVOM) of Maures. It tried to develop dialogue between technicians, experts, elected representatives and the general public of the Maures territory to allow them to better understand the complexity as well as coherence of the territory, despite administrative division and sector-based approaches. The initiative was based on meetings and field cultural visits. If such an original non-technical approach has allowed interesting and awareness-raising of several local stakeholders, it sometimes appeared too far from everyday problems, which are encountered by technicians, elected representatives and managers (particularly of SIVOMs).

## 5. Context and Objectives

### a) Context

The coast of the Maures, which is actually a forest-covered balcony over the sea, is the last nature area of the Côte d'Azur. It is a relatively enclosed area, surrounded by Greater Toulon to the west and Saint-Tropez to the east. It is strongly dedicated to tourism and benefits from a highly identified and recognized heritage.

For the last ten years, the local institutional partners have developed a marine observatory, which aims to better know the rich coastal and marine environment and let people benefit from this knowledge. Moreover on this territory, there is a national-level research hub on heritage economy which is supported by MALTAE.

### b) Objectives

The ambition was to develop a sustainable future for the coast of the Maures through dialogue between institutional stakeholders and people. Travelling field-visits were organised so that people could understand the territory as a whole, beyond the conventional sector-based and administrative approaches. Moreover, the process was materialised thanks to several actions taken within the framework of a territorial plan or SCOT and a marine observatory.

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

## **a) Management**

The project was steered both by the Maures SIVOM (which was the project signatory) and the MALTAE association (which wrote and started the initiative). A steering group was set up with the elected representatives, SIVOM technicians and institutional partners (Regional Council, SGAR). A follow-up group was created and opened up to a large number of stakeholders, particularly the elected representatives of an enlarged area (the whole of Maures and nearby collectives).

## **b) ICZM Tools**

The main tool, which was used, was travelling heritage-based visits allowing cross-cutting approaches and exchanges. However, these visits were not included or identified in any management and planning tool.

## **7. Cost and resources**

The project was fully funded with the grant of €60000 from the DIACT.

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

Three theme visits were organized, which were named:

- between sea and forest
- the land seen from the sea
- visit of the Froncin estate

If the first visit welcomed just 40 persons, the other ones were attended with respectively 120 and 180 persons. The visits were completed with different communication products: blog, ICZM newsletter, marine observatory newsletter. Moreover there was a log-book, which recorded the field experience, and a photographic exhibition.

## **9. Success and Fail factors**

The project favoured a cultural approach to overview the coherence of a territory. Thus, it appears original within the framework of a process of sustainable development which generally focuses on economic and environmental points. Built, started and steered by MALTAE association, it was sometimes uneasily understood by local managers. In fact although the SIVOM competences concerned essentially waste management, it was the first to be included because only a territorial authority could apply for the call for the proposal. Meanwhile, the SIVOM encountered some difficulties to adopt this type of approach which is cut off from everyday management problems and does not rely on any concrete tool or practical actions. Consequently only restricted links could form between the marine observatory and SCOT. Elected representatives as well as traditional administrative services (in charge of equipment and environment) were poorly involved in such a framework. Moreover, MALTAE openly wanted to change the management area: particularly to link the Maures with the Toulon SCOT instead the Saint-Tropez SCOT, as it is nowadays. Yet this ambition was not ratified by the strategic local stakeholders and consequently contributed to limit the project dimension.

## **10. Unforeseen outcomes**

## **11. Prepared by**

Luce Goudedranche – CETMEF- France





























## **12. Verified by**

Yvonne Battiau-Queney – EUCC-France

## 13. Sources

- Application file for the project call for proposal - SIVOM of Maures and MALTAÉ
- ICZM in Provence-Alpes-Côte d'Azur - Éléments de compte rendu et perspectives- SGAR- 2007
- 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
- Report on the ICZM experience on the coast of the Maures (Éléments de compte rendu de l' expérimentation GIZC en littoral des Maures) - MALTAÉ- 2007

---

	Annexe 1 territoire de l'expérimentation (150.24 KB)	
	Annexe 10 GEAPE-MANIFESTE (115.98 KB)	
	Annexe 11 carte des structures varoises adhérentes au Réseau (252.61 KB)	
	Annexe 12 Adhésion au RRGMA (6.68 KB)	
	Annexe 13 Convention Conseil Général 83 - Observatoire Marin (6.33 KB)	
	Annexe 14 LettreOM_ n9 (376.88 KB)	
	Annexe 2 doc cadre (6.13 MB)	
	Annexe 3 Etude préalable Natura 2000 (100.54 KB)	
	Annexe 4 CP Observatoire Marin (49.29 KB)	
	Annexe 5 CP Ecosite Foncin (6.06 KB)	
	Annexe 6 CP PEP (14.96 KB)	
	Annexe 7 Charte Forestière de Territoire - Orientations (68.47 KB)	
	Annexe 8 carte EUROPE (101.87 KB)	
	Annexe 9 apports de la démarche PEP à la GIZC (78.73 KB)	
	Annexe1 bis - propriétés du Conservatoire du Littoral sur le (181.18 KB)	
	FICHE D IDENTIFICATION (72.09 KB)	
	LETTRE DE MOTIVATION (19.26 KB)	
	RESUME (19.17 KB)	
	Rapport - Les Maures territoire de Méditerranée (1.99 MB)	
	liste annexe (8.12 KB)	