

Public awareness of ICZM aspects - GR

1. Policy Objective & Theme

- SUSTAINABLE ECONOMIC GROWTH: Developing Europe's regional seas sustainably

2. Key Approaches

- Participation

3. Experiences that can be exchanged

Two questionnaires have been developed and given to stakeholders and beach users for analysing perception and levels of awareness related to ICZM, coastal erosion and beach protection, and the ICZM implementation in the region.

4. Overview of the case

Public perception and awareness about ICZM and in particular coastal erosion and beach protection have been analyzed using the results of two questionnaires given to stakeholders and beach users at selected beaches along the coast of East Macedonia and Thrace.

5. Context and Objectives

a) Context

The study area in the coastal region of East Macedonia and Thrace in which stakeholders and beach users were contacted for responding to ICZM aspects and its implementations at regional level. The activity supports further actions, tools and criteria to be used for the implementation of ICZM at a regional level.

b) Objectives

Public perception and awareness about ICZM is a pre-requisite for developing regional and national strategies for ICZM. The use of questionnaires to monitor and assess the “non commercial” value of the beach as well as to discover tourist and operator preferences to the various types of coastal protection, is necessary for developing and establishing management options and interventions, and developing coastal state indicators for describing the dynamic state of the coast.

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

a) Management

The methodology and the case presented were developed by a research team of the Fisheries Research Institute of the National Agricultural Research Foundation, (NAGREF), Kavala, Greece.

b) ICZM Tools

Questionnaires regarding beach users were developed with twelve questions associated with the “perception” of different parameters related to ICZM and with the “willingness to pay” aspect. The “perception” aspect is described in four different sections (a) Coastal Zone perception, (b) Integrated Coastal Zone Management perception, (c) Coastal erosion perception, (d) Coastal defence systems perception. The survey was conducted during the summer months when most visitors go to the beaches.

The questionnaires regarding the Public stakeholders had the same sections but the questions were more detailed. They were used in face-to-face interviews with people from the Region, the Prefecture and the Municipalities involved in the coastal zone. At the beginning of the interview, a brief introduction-presentation about ICZM and its objectives was held. The duration of the interview was 15 min. and the interview was anonymous.

7. Cost and resources

The case study presented had a budget of € 58,752.

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

The survey conducted was quite effective in finding the views and perception of the beach users and stakeholders about the state of the coast and ICZM aspects and contributing to the development of strategies for the implementation of ICZM at regional level.

9. Success and Fail factors

The answers given by beach users and institutional coastal stakeholders revealed an optimum level of knowledge and awareness about the topics investigated. In addition, interesting suggestions, by the institutional stakeholders, were made such as relations between different institutional stakeholders in ICZM, opinion on the level of implementation and on the utility of participatory methodologies, improvement of collaboration between stakeholders and efficacy of interventions, opinion on the drawback of coastal defence methods etc.

10. Unforeseen outcomes

None

11. Prepared by

Prinos P., Aristotle University of Thessaloniki, Greece

12. Verified by

Koutrakis M., Fisheries Research Institute, Kavala, Region of East Macedonia and Thrace (GR)

13. Sources

- Beachmed-e: “Strategic management of beach protection for sustainable development of Mediterranean coastal zones”,
- www.beachmed.it



AUTH_7F_Beachmed (727.3 KB) 