

Inclusive Governance for Sustainable Mediterranean Coastal Metropolis

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Key Issues



- MedSeaties is part of The **ENPI CBC Mediterranean Sea Basin Joint Operational Programme** by the European Commission on August 14, 2008
- MedSeaties is a **3 years** project with a budget of **1.834.518,98€**
- **Priorities** : Promotion of **cultural dialogue** and Improvement of **local governance** through transnational cooperation
- MedSeaties aims at creating cooperation links towards common governance. **Integrated Coastal Zone Management (ICZM)** is our central both at the local level and at trans-mediterranean level.



The Consortium





Objectives & Results



- The project shall improve the **autonomy** of public entities and private actors with respect to ICZM. This will be possible thanks to **sharing experience** and **expertise**, **know-how transfer**, **confront** on issues as **economic and financial tools**, **management of coastal lands**, **environmental risks**, **sustainable coastal cities development and growth**.
- Much value is given to the **technical aspects** of management.

Role of Genoa

- The city of Genoa is the **local authority responsible** for the activities to be carried out in its territory, with the support of the Ligurian District of Marine Technology.
- The role of the Municipality will be particularly important in the implementation of activities under that is contributed to the **realization of studies** and **the identification of tools and information** derived from its territory, the **analysis of the legal system related to coastal management**.
- The Municipality of Genoa will be the subject responsible for establishing and coordinating the **Local working Groups** and organize several meetings.



Genoa Participation



- The Municipality of **Genova** participates to MedSeaties through the involvement of:
 - The General Direction- Service Area
 - Coordination of European Project Office
 - Social and Municipal Policies Direction
 - Economic Development Direction
 - Culture and Promotion of the City Direction



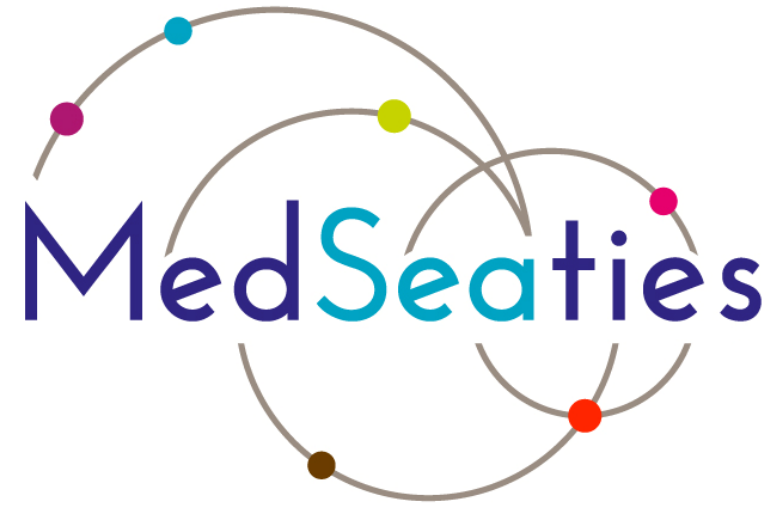
Genoa Pilot



- The Municipality has decided to develop **three aspects** of maritime management.
- ❖ Link connecting the sea and the actions implemented to **sustain people** with difficulties or diseases : the Sea can be **environment for educational methods, training** - even **work-** and **good tool to promote social inclusion** and good use of spare time for young adults showing deviant behaviour.
- ❖ Promote good practices w.r.t. productive activities
Emphasize the benefits of a **short chain of supply** , **fishing** inspected on the spot, the supply based on **local and traditional products of Mediterranean** and securing traceability of the product. +The pursuit of best practices related to **production activities related to the sea** and to the arts and crafts typical of coastal areas.
- ❖ Give visibility to Genova through **City brand**, the logo *Genova More Than This* and the promotion of Genova in its main **aspect of the coastal city**, maritime area and where the **sea is a symbol**.

Expected Results

- ✓ 6 urban authorities from North and South with(reinforced capacities and increased levels of mobilisation and commitment in identifying innovative and integrated solutions for the management of coastal areas.
- ✓ 800 Mediterranean decision-makers with increased awareness on the specific issues at stake in the management of coastal areas, including know-how transfer on clusterization of maritime activities among maritime businesses.(fisheries, tourism, greentech...of the 6 territories).
- ✓ Increased awareness of local population.



***Thank you
for the attention!***