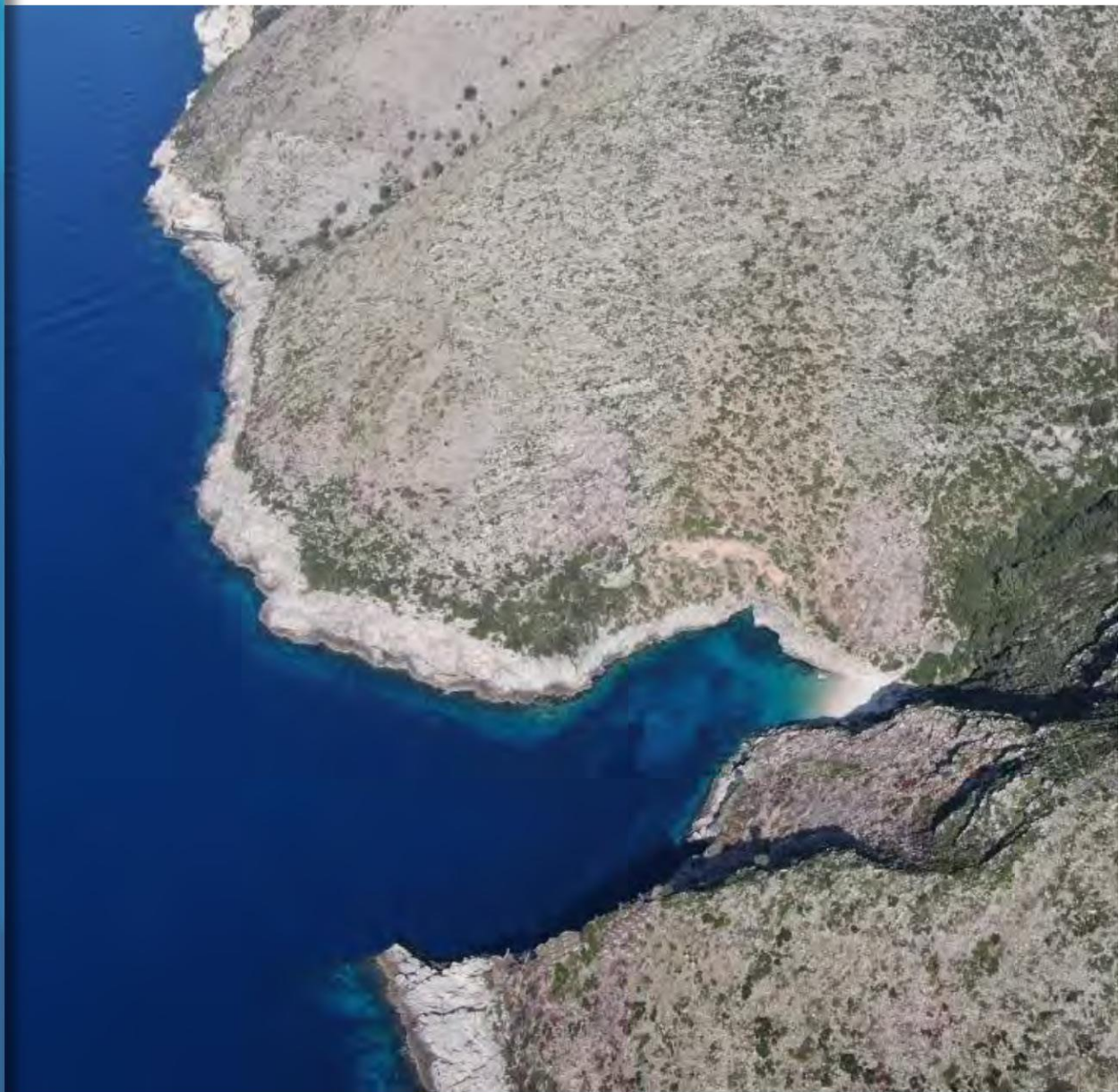


ICZM SAS

Conceptual framework, structure and evaluation
process report



TRANSBOUNDARY
CAMP OTRANTO PROJECT



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1 Introduction

Integrated Coastal Zone Management (ICZM) is a **dynamic, multidisciplinary and interactive process** to promote sustainable management and development of coastal zones. The process covers the full cycle of information collection, planning, decision-making, management and monitoring of implementation of any kind of activity and involves all stakeholders across the different sectors to ensure broad support for the implementation of defined management strategies, plans and programmes.

The legally binding instrument on integrated coastal zone management of the Mediterranean coastal zones is the **Barcelona Convention Protocol on Integrated Coastal Zone Management in the Mediterranean** (adopted in 2008 and entered into force in 2011). Under the Protocol, Parties are called to take the necessary measures to strengthen regional cooperation in order to meet the objectives of ICZM. Such measures include those aimed at protecting the characteristics of certain specific coastal ecosystems, those aimed at ensuring the sustainable use of the coastal zone, and those aimed at ensuring that the coastal and maritime economy is adapted to the fragile nature of coastal zones. At international level, the management of coastal areas is treated in many legal instruments, not necessarily in the field of environmental protection. Numerous international instruments can be cited that are related to various intertwined themes that need to be taken into account as part of ICZM. Among these, **Conceptual Framework for Marine Spatial Planning in the Mediterranean** within UNEP-MAP Barcelona Convention, is particularly relevant, along with Directive 2014/89/EU of the European parliament and of the council of 23 July 2014 establishing a framework for Maritime Spatial Planning (**EU MSP Directive**).

Considering local environmental, historical and socio-economic characteristics, the ICZM SAS Individual activity in the framework of the CAMP Otranto project foresees the establishment and implementation of an **ICZM management System and Audit Scheme (ICZM SAS), in order to assess and support relevant ICZM-related public and private (economic) activities on the local level**. The ICZM SAS Individual Activity falls within the measures to increase the efficiency and sustainability of initiatives in the Mediterranean area, including marinas and ports, these last ones as key response to adverse effects of the maritime and tourism sectors, and with the view to contribute to the decarbonisation and reduction of air pollutant emissions in the Mediterranean.

The overall objective of ICZM SAS is to assess, manage and continuously improve local marine and coastal sustainable management and environmental performance, and finally to validate/certificate the process and initiatives, such as those related to local production systems of agri-food, artisan and manufacturing type, sustainable tourism and green ports, allowing **voluntary participation by any kind of activities, with particular reference to private organisations (economic activities)**, involving the territory and the distinctive activities located inside coastal zones.

The SAS is to be seen as **a recognisable and reward tool for the activities on the coastal zones in the light of the ICZM principles and objectives**, creating a **label** that certifies such adherence, to be initially validated and implemented as part of (future) CAMP projects, and then extended to the whole Mediterranean area. The development of the ICZM SAS is basically structured in the following main steps (Figure 1) as described in the [Methodology for the development of the ICZM SAS](#).

Once draft, the ICZM SAS will be tested for specific selected activities operating in the CAMP Otranto project area.

ICZM SAS: STEP's development

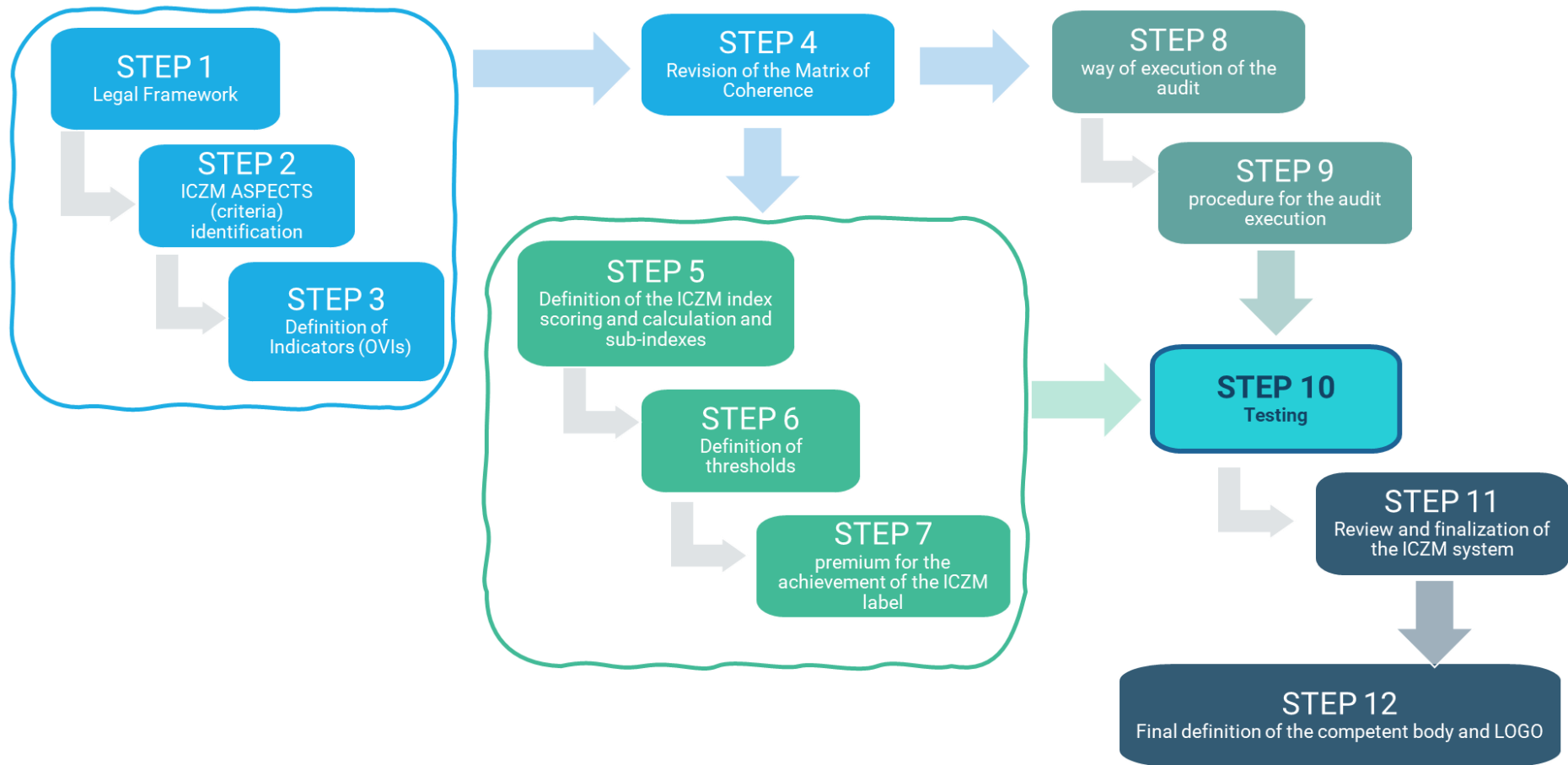


Figure 1: ICZM SAS diagram of methodological steps and their interconnections.

2 Background framework for ICZM SAS criteria definition

The legally binding instrument on ICZM in the Mediterranean is the ICZM Protocol. Decision-makers are directly entitled to define strategies, policies, plans and programmes in order to achieve ICZM objectives defined by Art. 5 of the ICZM Protocol:

- (a) facilitate, through the rational planning of activities, the sustainable development of coastal zones by ensuring that the environment and landscapes are taken into account in harmony with economic, social and cultural development;
- (b) preserve coastal zones for the benefit of current and future generations;
- (c) ensure the sustainable use of natural resources, particularly with regard to water use;
- (d) ensure preservation of the integrity of coastal ecosystems, landscapes and geomorphology;
- (e) prevent and/or reduce the effects of natural hazards and in particular of climate change, which can be induced by natural or human activities;
- (f) achieve coherence between public and private initiatives and between all decisions by the public authorities, at the national, regional and local levels, which affect the use of the coastal zone.

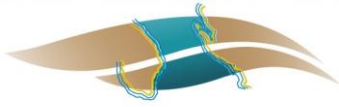
Art. 6 of the ICZM Protocol defines the general principles for ICZM (ref. to Box 1), that intrinsically recalls concepts, instruments and tools to be considered and/or to be used. Principles that decision-makers have to take into consideration when defining regulatory and planning provisions, and that each stakeholder (public or private), key actor of the ICZM process, have to apply when implementing their activities.

The geographic scope of the Protocol includes both the land and marine part of the coastal zone and it follows that planning should be equally applied to its both components. Therefore, although MSP is not explicitly mentioned, it is clear that the planning of the marine space is a concept already taken on board by the Protocol. In the context of the Barcelona Convention, MSP is considered as a tool/process for the implementation of ICZM in the marine part of the coastal zone.

MSP can be defined as “a public process of analyzing and allocating the spatial and temporal distribution of human activities in marine areas to achieve ecological, economic, and social objectives that usually have been specified through a political process”. In practice, MSP has been considered world-wide even in a broader way as encompassing both formal and informal public undertakings and initiatives on how to use the sea space in line with societally agreed goals, values and targets. MSP can result in plans, permits and other administrative decisions on the spatial and temporal distribution of relevant existing and future activities and uses in the marine waters, but the outcome of MSP can also take the form of different non-binding visions, strategies, planning concepts, guidelines and governance principles related to the use of sea space.

Box 1. ICZM Principles

- (a) The biological wealth and the natural dynamics and functioning of the intertidal area and the **complementary and interdependent nature of the marine part and the land** part forming a single entity shall be taken particularly into account.
- (b) All elements relating to hydrological, geomorphological, climatic, ecological, socio-economic and cultural systems shall be taken into account in an **integrated manner**, so as not to exceed the carrying capacity of the coastal zone and to prevent the negative effects of natural disasters and of development.



- (c) The **ecosystems approach (EcAp)** to coastal planning and management shall be applied so as to ensure the sustainable development of coastal zones.
- (d) Appropriate **governance** allowing adequate and timely **participation** in a transparent decision-making process by local populations and stakeholders in civil society concerned with coastal zones shall be ensured.
- (e) Cross-sectorally organized **institutional coordination** of the various administrative services and regional and local authorities competent in coastal zones shall be required.
- (f) The formulation of **land use strategies, plans and programmes** covering urban development and socio-economic activities, as well as other relevant sectoral policies, shall be required.
- (g) The **multiplicity and diversity of activities** in coastal zones shall be taken into account, and priority shall be given, where necessary, to public services and activities requiring, in terms of use and location, the immediate proximity of the sea.
- (h) The **allocation of uses** throughout the entire coastal zone should be balanced, and unnecessary concentration and urban sprawl should be avoided.
- (i) Preliminary assessments shall be made of the **risks** associated with the various human activities and infrastructure so as to prevent and reduce their negative impact on coastal zones.
- (j) **Damage** to the coastal environment shall be **prevented** and, where it occurs, appropriate **restoration** shall be effected.

Expected benefits of MSP are:

- Increased horizontal and vertical coordination between administrations and among different sectors using a single process (MSP) to balance the development of a range of maritime activities;
- Reduction of conflicts and exploitation of synergies among different uses of the marine space;
- Contribution to the equitable access to marine resources;
- Increased stakeholder involvement, public participation and information sharing;
- Encouragement of investment, by instilling predictability, transparency and clearer rules;
- Improved protection of the environment, through early identification and reduction of impacts as well as promotion of opportunities for multiple use of the same marine space;
- Identification of (spatial) measures that can support the achievement of the GES;
- Improve protection of cultural heritage and preservation of intangible values of the sea.

Moreover, the ICZM Protocol as well the MSP highlight the necessity to take into account the concept of '**land-sea interactions**' (**LSI**) (ref. to Box 2). In fact, the analysis of the interactions between land and marine components of the coast is a key element of the ICZM process and includes ecological processes crossing the coastline delimitation, interactions among land and sea-based socio-economic activities and between human communities. LSI analysis is not a new discipline or requirement, but it is an intrinsic component of the ICZM process, which is needed to ensure that the land and sea components of the coastal area are planned and managed in a connected and coherent way.

Box 2. Land and Sea Interactions

The term “land sea interactions” (LSI) is usually used in the context of planning and management of marine and coastal areas. Several studies highlight the double direction of LSI, land toward sea and sea toward land:

- Interactions related to land-sea natural processes. Implications of such processes on coastal environment and on coastal socio-economic aspects shall be identified and assessed considering their dynamic nature, in order to include them into the planning and management processes. At the same time, human activities can interfere with natural processes. The analysis of the expected impacts of land and marine activities should include the evaluation of their effects on LSI natural processes and the potential consequent effects on natural resources and ecosystem services.
- Interactions among land and sea uses and activities. Almost all maritime uses need support installations on land (such as the ports for shipping, marinas for yachting or grid connections for offshore wind farms), while several uses existing mostly on the land part (e.g., tourism, recreational activities, land-based transport, etc.) expand their activities to the sea as well. These interactions shall be identified and mapped, assessing their cumulative impacts, benefits and potential conflicts and synergies, from the point of view of their environmental, social and economic implications (UNEP-MAP PAP/RAC & University of Thessaly, 2015).

Possible land-sea interactions of some typical maritime sectors are described in the brochure prepared by Shipman et al. (2018) for the Directorate General for the Environment of the European Commission. These guidelines consider the following sectors: aquaculture, desalination, fisheries, marine cables & pipelines, minerals & mining, ports & shipping, tourism & coastal recreation, offshore wind energy. Main LSIs relevant for each sector are identified, key data, potential analytical tools and mitigation management are suggested, together with stakeholders’ categories to be involved and possible management options.

A tiered and flexible approach, embedded in the methodological guidelines, is proposed by PAP/RAC for an LSI analysis: [here](#).

Also, ICZM Protocol straighten the importance to use an **ecosystems approach (EcAp)** to coastal planning and management and at the same time, MSP is considered as one of the tools to implement the EcAp as a strategic approach towards sustainable development in the region that integrates all of its three components, i.e. environmental, social and economic. The EcAp is the guiding principle to all policy implementation and development undertaken under the auspices of UNEP/MAP Barcelona Convention, with the ultimate objective of achieving the Good Environmental Status (GES) of the Mediterranean Sea and Coast. This also applies to the ICZM Protocol and the related planning of land and sea based marine activities, therefore including MSP implementation. The Ecosystem Approach goes beyond examining single issues, species, or ecosystem functions in isolation. Instead, it recognizes ecological systems for what they are: rich mixes of elements that interact with each other continuously.

So far, the framework of application of the ICZM objectives and principle, is not restricted to the ICZM Protocol, but it is linked and integrated in several policies’ definition and planning processes and involves several actors acting in the coastal area. Indeed, links between EcAp, MSP and ICZM principles are wide and articulated (Figure 2).

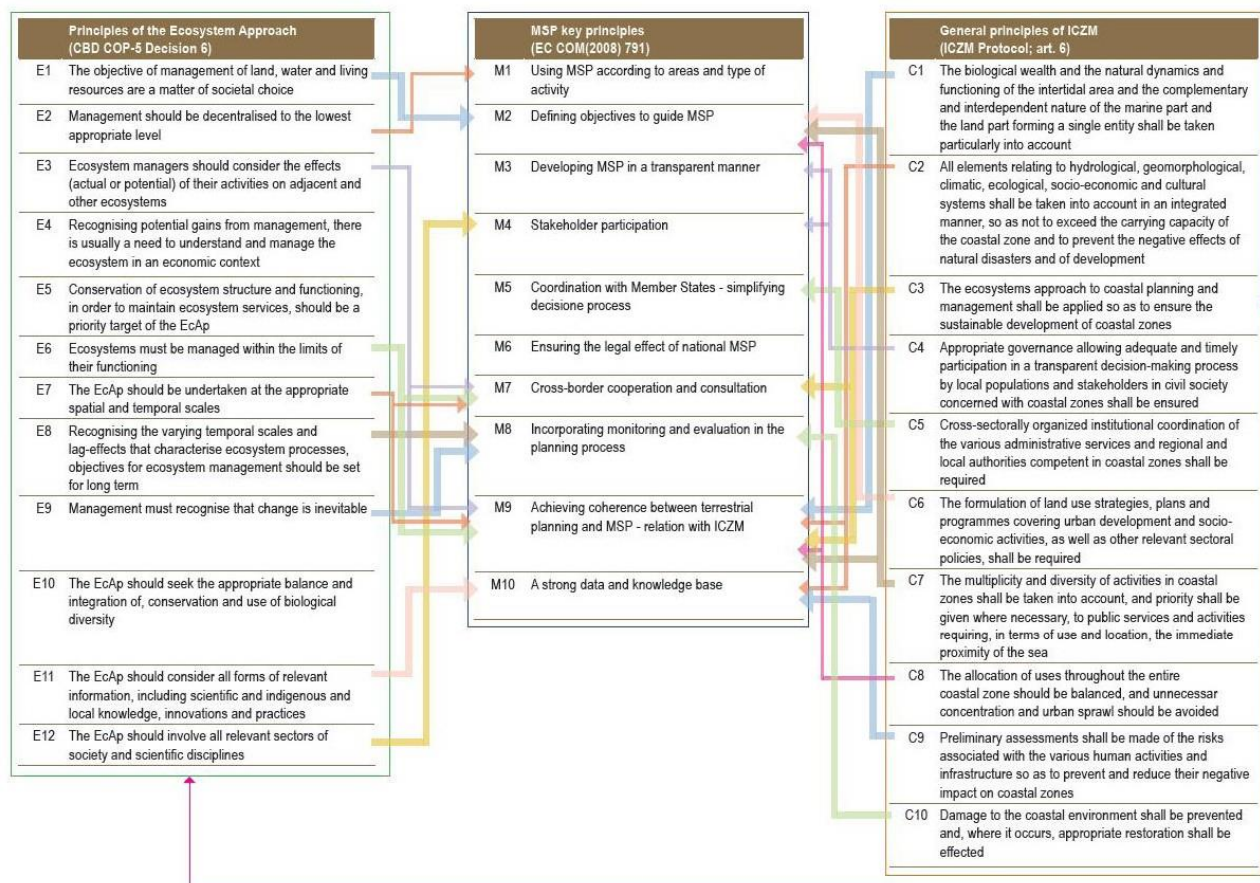


Figure 2. Link between EcAp, MSP and ICZM principles (UNEP/MAP, 2018, Conceptual framework for Spatial Planning in the Mediterranean)

It is important to underline that ICZM (and all other related/linked policies, tools and instruments) bases on the following main guiding outsets¹:

- **Wide-ranging and long-term perspective.**
 One of the main characteristics of a coastal zone is its diversity - not just in environment but in social, cultural, institutional and economic characteristics. Good local information, ultimately for an integrated assessment, is critical for local coastal management needs.
- **Build on an understanding of specific conditions in the area of interest.**
 The correct approach to ICZM in a specific area should be determined on the basis of the needs and conditions particular to that area. As well as emphasising the importance of appropriate information gathering and provision, this also suggests that it is not appropriate to prescribe a generic ICZM approach or solution.
 A wide range of economic activities are located in risk prone coastal plains and estuarine areas and nearshore marine environments. The dynamic nature of coastal systems is largely ignored in current development planning for urban as well as rural areas. Great care must be

¹ <https://ec.europa.eu/environment/iczm/pdf/burbridge.pdf>

taken not to increase the incidence of natural and man-induced hazards and their impact upon coastal populations and economic investment.

- **Work with natural processes** - not against them.
 For example, hard coastal defences lend a misguided sense of security to developers who will continue to invest in hazardous areas, thus increasing the potential losses from flooding or erosion. Such defences are increasingly costly to maintain - particularly as we are faced with sea level rise - and are now known to affect other parts of the coast. Planners need to anticipate and where possible avoid being locked into to costly attempts to maintain a status quo on the coast.
- **Ensure that decisions taken today do not foreclose options for the future.**
 The dynamic nature of coastal areas extend beyond the increasingly recognised physical forces to socio-economic changes associated with broader political, sectoral and development trends. The precautionary principle² is applicable to all uses of coastal space and resources. Although we cannot always predict the future, the key is to maintain flexibility in the face of uncertainty.
 Participation provides a means to harness local knowledge, energy and commitment, and to arrive at a genuine understanding of coastal management issues, and of other stakeholders' perspectives. Ownership of the process provides a solid foundation for adoption and implementation of ICZM strategies.
- **Use participatory planning to develop consensus.**
 Responsibility for coastal management activities is often divided amongst a wide range of government agencies, services and administrations operating on a sectoral or territorial basis.
 In many countries, for example, management of offshore areas is often a function of central government while land-based planning in general is a function of local government. Coastal management must integrate the concerns of all relevant sectoral agencies - from leisure and tourism to energy; from conservation to industry, shipping and ports. And this must involve all of those involved in sectoral policy and decision making - from local to regional, national and European levels. The principle of subsidiarity will guide the assignment of management responsibilities between different levels of government, but it is critical that policies and actions at different levels are consistent.
- **Ensure support and involvement of all relevant administrative bodies**
 A range of instruments is available to implement ICZM - from command-and-control to economic incentives and voluntary agreements. Ideally, a wide range of instruments should be used at all stages in the ICZM process, from developing awareness and promoting dialogue though to strategy development and implementation.
- **Use a combination of instruments to achieve coastal management objectives.**
 ICZM is a continuous and iterative process and provides a means to accept and reconcile different objectives for coastal areas in order that multiple social, economic, cultural and environmental goals can be achieved. This does not simply mean that we should be integrating environment into sectoral planning: ICZM is an integrated governance process

² https://en.wikipedia.org/wiki/Precautionary_principle

that requires that all sectors - indeed all interested and affected parties - work together to ensure that the full ensemble of societal objectives can be achieved for both present and future generations.

2.1 The role of economic operators in the ICZM process

Coastal systems are under increasing human and environmental pressures and there is the need for more new and innovative efforts to manage the coastal zones as integrated functional systems. Society³ as a social system including various functional systems (e.g. economic, legal, cultural and other systems) is linked to the surrounding ecological systems by individuals and social ones. We deal with nature and nature given life (ecology) through cultural, economical and other activities. **The economic, the legal and the social and/or cultural systems can therefore be seen as a set of instruments in management of the coastal ecosystem.**

The provisions of the ICZM Protocol as well as the MSP (directly) address the activities of decision-makers and administrative bodies first and foremost and then (indirectly) the economic activities.

Decision-makers and administrative bodies are (directly) requested to define strategies and to provide regulatory and planning tools in order to facilitate the sustainable development of coastal zones, having a long term perspective and by ensuring the preservation of the integrity of coastal ecosystems (including a sustainable use of natural resources), landscapes and geomorphology, by preventing and/or reducing effects of natural hazards (with particular reference to climate change) which can be induced by natural or human activities.

Even if coordination between different decision-makers is required, due to the multiplicity and sectoriality of the administrative and decision-making system of (several) Mediterranean countries, the process of integrating the principles and tools of the ICZM leads to a fragmentation of laws, regulations and plans, which sometimes overlap. Any kind of activity (public or private) are required to comply with the laws, regulations and plans prepared, and in this sense, they must implement and obtain due authorizations (when requested), e.g. in environmental and urban planning matters.

Economic activities in particular are subject to several and different national, regional and local legal instruments, depending for example on their economic category, location, size or type of project (e.g. for projects that are likely to have a significant adverse environmental impact the EIA is mandatory).

They can actively contribute to the ICZM process by, for example (but not limited to):

- a sustainable use of natural resources and ecosystem preservation (e.g. water use reduction or recycling systems, reducing wastes and pollutants creation).
- contrasting climate changes effects (e.g. introducing energy efficient system to reduce CO₂ production or to use removable energies technologies and systems, introducing green belts).
- participating in the implementation of regulations and plans (e.g. being part of category's association proving advice to decision-makers and administrative bodies about needs and constraints of the territory or of the economic sector of competence).

An active role of an economic activity is based on an in-depth knowledge of the territorial context in which it operates, its environmental, cultural, economic and social characteristics, and no less, a concrete knowledge of all the specific components of the business and their performances, their

³ https://www.marinespecies.org/introduced/wiki/Policy_instruments_for_integrated_coastal_zone_management

potential and limits (e.g. technological, financial). So far, economic activities can operate (for example) by:

- Monitoring their operation and creating databases in order to define new target for improvement (e.g. emissions control, energy consumptions).
- Sharing information and data to relevant institutions.
- Creating synergies with research institutes / centres and other economic activities in order to develop new business approaches and new technologies.

3 ICZM SAS Auditing system and procedure

3.1 Auditing process

The ICZM certification object of this study is based on the evaluation of the identified criteria and indicators to which the activity voluntarily applies to. The certification process therefore envisages a phase of analysis of the activity, then an evaluation of the defined indicators supported by documentary evidence, and a verification by a Competent body. It falls so far in the category of an audit scheme.

ISO 19011:2018 defines an audit as a "*systematic, independent and documented process for obtaining audit evidence [records, statements of fact or other information which are relevant and verifiable] and evaluating it objectively to determine the extent to which the audit criteria [a set of policies, procedures or requirements] are fulfilled.*" There are three main types of audits:

- **Process audit:** This type of audit verifies that processes are working within established limits. It evaluates an operation or method against predetermined instructions or standards to measure conformance to these standards and the effectiveness of the instructions.
- **Product audit:** This type of audit is an examination of a particular product or service, such as hardware, processed material, or software, to evaluate whether it conforms to requirements (i.e., specifications, performance standards, and customer requirements).
- **System audit:** An audit conducted on a management system. It can be described as a documented activity performed to verify, by examination and evaluation of objective evidence, that applicable elements of the system are appropriate and effective and have been developed, documented, and implemented in accordance and in conjunction with specified requirements.

The **ICZM SAS is an audit scheme.**

Moreover, an audit may also be classified as internal or external, depending on the interrelationships among participants.

A **first-party audit (or internal audit)** is performed within the organization to measure its strengths and weaknesses against its own procedures or methods and/or against external standards adopted by (voluntary) or imposed on (mandatory) the organization. A first-party audit is an internal audit conducted by auditors who are employed by the organization being audited but who have no vested interest in the audit results of the area being audited.

A **third-party audit (or external audit)** is performed by an audit independent organization who is free of any conflict of interest. Independence of the audit organization is a key component of a third-party audit. Third-party audits may result in certification, registration, recognition, an award, license approval, a citation, a fine, or a penalty issued by the third-party organization or an interested party.

The **ICZM SAS audit scheme take the form of a combination of first-party audit and third-party audit (the competent body or a third organization).** More specifically:

- the entity implementing the activity, by making use of ICZM SAS documents and tools developed, proceed with an internal audit and send the (self-)assessment, together with all information and supporting documents requested, to the Competent body.

- the Competent body perform an ex-situ check (third-party audit) of all the gathered information and do the final assessment. The Competent body may ask for more information and clarifications and may perform in situ inspections.

At the end of the process, the Competent body issues an audit report and if the defined thresholds are met, release the certification, labelling the activity as ICZM oriented.

It must be highlighted that the ICZM SAS will allow the identification of weaknesses of the activity for which corrective actions or targets for improvements should be defined by activity's managers in order to increase the adherence to ICZM objectives and principles in order to meet the ICZM SAS required threshold.

Corrective and/or preventive actions and targets for enhancement of the overall assessment shall be identified during the auditing process: by the activity that voluntarily can define and commit to implement actions, or by the Competent body through suggestions and recommendations to increase the ICZM behaviour.

As established in its pillars, ICZM is a continuous process aimed at continuous improvement. In the same way the ICZM SAS aims to evaluate the maintenance and enhancement of the interest and the efforts of the activity to the sustainable development and to the correct management and protection of the coastal zones. Therefore, the ICZM SAS certification obtained must be maintained and the evaluation process must be reiterated on a bi-annual basis.

3.2 Documents and tools

A set of documents and tools have to be defined to support the auditing process and final certification.

This report is an internal report. It explains the philosophy of the ICZM SAS, the choices for its criteria and indicators, as well as scoring and awarding system and all other issues and aspects of the ICZM SAS. The **Matrix of coherence** (ANNEX 1) represent an internal analysis of the selected indicators in relation to the main regulatory and frameworks related to ICZM at Mediterranean, national and local level (when applicable).

3.2.1 Tools and documents for the first-party (internal) audit

- **Guidelines for ICZM SAS applicants** (ANNEX 2)
 The document shall describe in a clear, exhaustive but simple way the concept on which the ICZM SAS rely on. The documents shall include a clear description and justification of evaluation indicators and shall illustrate the scoring system (including the indicator relative weights). A description of the use of the tools shall be included (with specific reference to the Matrix of coherence)
- **First audit reporting template** (ANNEX 3)
 A template of document the applicant has to fill in and return. The report shall indicate which supporting documents have to be provided as evidence of each indicator evaluation.
 The report shall contain a final check list (for guidance for the applicant, to check to have fill in all due descriptive sections and to have provided all supporting documents requested).

Please note that the applicant is directly responsible for the information provided.

- **Compliances self-declaration template (ANNEX 4)**

A self-declaration the applicant has to fill in and return. The declaration shall contain a list of concerned *nulla osta* and authorizations, by including the reference to related plans, laws and regulations and shall include relevant information, such as issuing authority, date of release, validity period, renewal date (if the case). If the authorization defines monitoring programs or periodic checks, please provide details on parameters and timing, and, if applicable, how collected data are transmitted to the competent authority.

3.2.2 Tools and documents for the third-party (external) audit

- **An evaluation grid (ANNEX 5)**

The grid shall verify first of all the completeness of the first-audit. If some sections or documents are missed, the Competent body can stop the process and ask for integrations to the activity.

- **A verification (audit) report template (ANNEX 6)**

The report shall assess on the basis of the information and supporting documents provided by the Applicant and/or resulting from in-situ field checks performed by the Competent body. In case of mismatch of judgement, more information and clarifications shall be requested to the applicant. This can be repeated till full satisfaction of information and justifications is considered satisfactory.

The report shall report finally the result of the audit process, and state if the certification is awarded.

4 ICZM SAS indicators definition

The first step for the definition of ICZM SAS criteria for the voluntary ICZM labelling for public and private activities rely on the identification of principles and tools of ICZM that can be applied to any kind of activity. ICZM SAS criteria shall be defined in order to assess the commitment toward a sustainable management of coastal zone by assessing at the same time how and in which way the activity is playing its role in the ICZM process.

ICZM SAS is not called to assess the **compliance of an activity to laws, regulations and plans. This is an important precondition to access to the certification process. The ICZM SAS aims to assess the level of commitment of an activity beyond the boundaries, limits, thresholds and requirements defined by law or by territorial plans, aiming to further contribute (actively and voluntarily) to the sustainable development of the coastal zone.**

As already stated before, ICZM is a strategy for an integrated approach to planning and management, in which all policies, sectors and, to the highest possible extent, individual interests are properly taken into account, with proper consideration given to the full range of temporal and spatial scales, and involving all coastal stakeholders in a participative way. It demands good communication among governing authorities (local, regional and national), and promises to address all three dimensions of sustainability: social/cultural, economic and environmental. It thus provides management instruments that are not *per se* included or foreseen in the different policies and directives in such comprehensiveness.

4.1 Justification for the selection of criteria and indicators

On the basis of the above framework, criteria for the ICZM SAS labelling have been defined in order to assess the adherence of an activity (public or private) to ICZM principles and objectives, by considering the overall management of the activity and the tools used for its implementation.

Two categories of criteria have been identified:

- I) **Descriptive indicators**, which are those describing the context (geographical and regulatory) of the activity. They have to allow:
 - the identification of the area of focus / the extent of activity's operations (in relation to the coastal zone of reference);
 - the verification of compliances to laws, regulations and plans as a pre-requisite;
 - the identification of the ICZM-related boundary enabling conditions in which the activity is implemented or is going to be implemented.
- II) **Qualifying indicators**, which are those required to identify and assess the alignment of the activity to the ICZM principles and the measures and tools used and implemented. They are subject to the evaluation and scoring system of the ICZM SAS.

For each indicator, the reason for its selection is summarized in the following table and majorly explained in the following chapters.

Table 1. List of Indicators identified and related selection's reason.

Indicators	Reason
DESCRIPTIVE INDICATORS	
Operative and geographic extent	
DESCRIPTION OF THE ACTIVITY	<p>A description of the activity is requested in order to define the context.</p> <p>The applicant to the ICZM label need to provide an adequate and comprehensive description of the overall and specific objectives of the activity and its expected results, of the methodologies expected to be applied, the target groups and the final beneficiaries, as well as information on the temporal framework of its implementation.</p> <p>For economic activities it is important to provide information also on the on the size of the economic operator (e.g. Sme, big enterprise), given services and products,, type of clients and suppliers and, if applicable, of different departments.</p>
AREA OF FOCUS	<p>The area of influence of the activity shall be clearly identified and described in order to contextualize the coastal zone of reference. The requested description shall include information on the geographical area of activity being implemented, addressing also a reference to the coastal zone (e.g. if it represents a restricted or large portion of the coastal zone, the entire costal zone as defined by authorities, if it exceed costal zone limits and/or administrative levels; if the area consider the entire ecosystem or a portion of it).</p>
Eligibility requirements	
ELIGIBILITY REQUIREMENTS	<p>Any activity applying for the ICZM label shall be complaint to all plans and regulations to which they are subject. A self declaration has to be provided. Basic supporting documents may be requested.</p> <p>A description of any concerned <i>nulla osta</i> and authorizations, by including the reference to related plans, laws and regulations has to be provided, including as well relevant information, such as issuing authority, date of release, validity period, renewal date (if the case). If applicable, information to monitoring programs or periodic checks requested by authorities have to be requested.</p>
ICZM-related boundary enabling conditions	
GOVERNANCE	<p>Stakeholders are entitled to promoting appropriate coordination between the various authorities competent for both the marine and the land parts of coastal zones in the different administrative services, at all relevant levels and to ensuring appropriate governance schemes, in particular cross-sectorial and multi-level institutional coordination and proper participation, for example by promoting and implementing cross-sectorally organized institutional consultation, negotiation and multi-party agreements.</p> <p>The applicant shall provide a description of the level of awareness and support from the overall governance scheme implemented by relevant stakeholders in the coastal zone in relation to its activity and related priorities.</p> <p>The applicant shall so far provide a description of relevant initiatives in term of consultation related to its or in connection to its initiative / activity, and clarify how</p>

Indicators	Reason
	the initiative / activity is or is going to be involved, and which are the registered or expected benefits.
TERRITORIAL BACKGROUND KNOWLEDGE AND BASELINES	<p>Provided that an effective management of coastal zones must be based not only on an analysis of individual activities and their impacts, but also on the combined effects of sectoral activities on each other and on coastal resources, the availability of data and information, such as baselines/initial state of societal and environmental conditions, indicators, risk assessments and maps is fundamental for the definition of actions towards a continuous improvement and devoted to sustainable development.</p> <p>The applicant shall provide a description of relevant studies, database, monitoring programmes, indicators made available by relevant institutions (decision-makers, research institutions) in relation to its activity, by detailing how these tools/instruments are or will be taken into account in the implementation of the activity and how and for what extent they will contribute to the activity itself.</p>
QUALIFYING INDICATORS	
Descriptor 1. Vision and commitment	
1.1. VISION AND MISSION	<p>If there is not a clearly defined vision and mission, and if this doesn't consider any of the ICZM objectives and principles, the activity cannot be judged ICZM oriented.</p> <p>So far, provided that a clear vision/mission (or alike) of the activity is defined, the applicant shall provide a description of how and to what extent does it consider or take into account the ICZM objectives and principles contributing to the sustainable development of coastal zones. Applicant should also include reference to alignments to policy, strategy or programme relevant for the management of coastal zone in the area.</p> <p>Evidence of vision and mission of the activity (e.g., link to the website) should be requested.</p>
1.2. COMMITMENT	By reference to the vision and mission (taking into account ICZM objectives and principles), the applicant shall describe if and to what extent the activity is formally committed towards the implementation of the vision by defining specific (SMART ⁴) objectives. If applicable, reference to defined performance indicators (type and short-term and/or long-term targets) shall be included in the description.
Descriptor 2. Tools for implementation of vision and commitments	
2.1. COASTAL ZONES SUSTAINABLE DEVELOPMENT MEASURES	<p>Any activity, according to the vision and the plan of activities, should expect to undertake measures concerning ICZM principles and objectives.</p> <p>The applicant shall provide a description of how many and which measures have been or are planned and are envisaged to be implemented. Information on the timeframe of their implementation (e.g., once, limited in time, in a continuous way) and on the financial allocation devoted to these measures shall be included in the description.</p>

⁴ SMART : Specific, Measurable, Achievable, Realistic, and Time-bound

Indicators	Reason
2.2. CAPACITY BUILDING	<p>Capacity building is important in order to be able to fulfil all others indicators.</p> <p>The applicant shall describe if and for what extent the activity performs or is going to perform training activities, including information related to the topics, the beneficiaries and the timeframe (e.g. once or periodically).</p>
2.3. NETWORKING AND KNOWLEDGE SHARING	<p>Networking activity is also at the basis for capacity building and sharing of knowledge, as well as at the basis for the creation of partnerships.</p> <p>Applicants shall provide a description of networking activities foreseen or implemented, including information on type of entities involved, addressing vertical and horizontal integration, on the topics and ICZM-related aspects tackled, timeframe.</p> <p>For private activity, it is important to request if networking activities, if applicable, are a standard tools or are done in relation of specific operations only.</p>
2.4. PARTICIPATORY APPROACH / PLANNING	<p>Participatory approach refers to develop activities by requesting the participation of stakeholders. It can be used in the definition/planning of the strategy for development or even during the implementation phase of the activity.</p> <p>By reference to the vision or objective, a description of if and to what extent the activity used any kind of participatory approach or participatory planning method in its implementation shall be requested. The description shall include who is or has been involved and in which way.</p> <p>Participatory approach is more applicable for public activities.</p>
2.5. COHERENCE BETWEEN PUBLIC AN PRIVATE ACTIVITIES	<p>Any activity shall be aligned to policy, strategy and programme defined at local, regional and/or national level. Public-private partnerships can be considered a tool for strengthening coherence between public and private activities and a harmonized implementation of plans and strategies.</p> <p>Also if a reference to alignment to policy, strategy or programme relevant for the management of coastal zone in the area is included in descriptive indicator above, here a detailed description of how and in which way those policy, strategy and programmes have been considered in the activity or in the design of the activity and/or for what extend they can be applicable to the whole activity or only a portion of the activity.</p> <p>Reference to existing or proposed public-private partnerships on which the activity rely on should be included, by indicating the purpose of the partnership, sector of application and duration (e.g. stable or temporary).</p>
2.6.ASSESSMENTS	<p>Not all activities may require specific assessments related to ICZM objectives and principles with ref. to qualifying indicator 1.1, even if any kind of activity should perform at least a state-of-the-art assessment in order to define how and in which way the activity is going to get improvements.</p> <p>The applicant shall provide a description of any type of assessment related to ICZM objectives and principles by including information on which kind of assessment(s) has/have been done, in the framework of which occasion and if that assessment(s) has/have been done once or if they are repeated over time (e.g., on an annual basis).</p> <p>The description shall detail which aspects have been considered and refers, as far as possible, to standard methods of analysis, for example but not limited to, Environmental Impact Assessment, Life Cycle Analysis, Carbon Foot Print.</p>

Indicators	Reason
2.7. FINANCIAL ENGAGEMENT	<p>Any kind of activity ICZM oriented should have some financial allocation for the measures they are taking towards ICZM objectives and principles, even if some measures can be done via free-of-charge instruments.</p> <p>A description of the financial allocation of the activity related to ICZM objectives and principles (ref. to all other qualifying indicators) shall be provided by clearly highlighting which aspects related to ICZM objectives are financed (in % and total amount per year).</p>
Descriptor 3. Monitoring and Data Sharing & Transparency	
3.1. MONITORING AND OBSERVATION	<p>Monitoring any aspect related to ICZM objectives and principles is really important for any type of activity, to check the results related to the vision and mission and targeted OVIs or KPI defined.</p> <p>The applicant shall provide a description of monitoring and/or observation mechanism implemented, under assessment or planned, by giving some description on the modalities (how) and timeframe (when) and indicating if results will be public available.</p>
3.2. DATABASE	<p>Data collected through monitoring system and mechanism should be stored and organized in databases. However, also if not organized in databases, a register of collected data should be maintained over time.</p> <p>The applicant shall provide a description of how data are or are envisaged to be incorporate and kept updated, by detailing a short description of the main information included.</p>
3.3. DATA SHARING AND TRANSPARENCY	<p>Data sharing and transparency is important to any kind of activity that is ICZM oriented, but while for public entity it should be a commitment, for private entity some data can be subject to restrictions. However, for example, sharing of environmental performance of a private activity should be important as well, even if not of data (e.g. they should publish environmental performances in term of environmental report, but it is not said they have to publish data).</p> <p>A description of if the activity is publishing or sharing environmental and/or social aspects/data related to monitoring/observation mechanism or to database in relation to ICZM objectives and principles shall be requested, including information on if they are public available, by requesting a proof of it.</p>

4.2 Descriptive indicators

4.2.1 Operative and geographic extent

4.2.1.1 DESCRIPTION OF THE ACTIVITY

An exhaustive description of the overall and specific objectives of the activity and of expected results is important to define the contextual boundaries of applicability of the activity.

DESCRIPTION OF THE ACTIVITY (Descriptive indicator)

What is the purpose of the activity?

Instruction to applicants:

Please provide an exhaustive description of your organisation and the overall and specific objectives of the activity and of expected results. Please provide information about methodologies expected to be applied, the target groups and final beneficiaries. Please provide as well information on the temporal framework of implementation of the initiative.

For economic activities applying for the ICZM label for the whole business, it is important to provide information also on the size of the economic operator (e.g. Sme, big enterprise), given services and products, type of clients and suppliers and, if applicable, of different departments.

4.2.1.2 AREA OF FOCUS

The geographic area of application of the ICZM Protocol (Art. 3) is the whole Mediterranean Sea (Art.1), but referring to the coastal area, the Protocol states that it is defined by:

- (a) *the seaward limit of the coastal zone, which shall be the external limit of the territorial sea of Parties; and*
- (b) *the landward limit of the coastal zone, which shall be the limit of the competent coastal units as defined by the Parties.*

Different limits can be established by the Parties in specific cases and shall be communicated, accepted and approved. With specific reference to the landward limit the Protocol introduces the concept of ecosystem approach (EcAp)⁵, as well as economic - social criteria and climate change effects for the definition of different boundaries (Art. 3, comma 2, lett (b)).

The practice of the ecosystem-based approach though ICZM must recognize that a web of forces and inter-relationships shapes what occurs in a given area of focus and the larger context must always be appreciated and factored into the analysis and the selection of the actions that may be taken. Planning authorities, relying on the analysis of the characteristic of the area, have defined the coastal zone to which laws, regulations and plans apply.

In ideal circumstances, the boundaries of application of an intervention are defined to include ecosystems in their entirety – for example an estuary and its watershed. In practice this is often not feasible and the boundaries of an intervention are determined by administrative boundaries – such as those of a municipality or a protected area – and may contain portions of several ecosystems.

There are two essential principles that should guide the definition of the area of an intervention: the first is that the spatial extent of the area to be addressed must be within the capacity of the initiative to analyze and in which it can hope to influence the trajectory of change; the second is that both the analysis and the subsequent actions must always consider forces and interdependencies at the next bigger spatial scale.

⁵ Contracting Parties to the Barcelona Convention, through the UNEP/ MAP system, have committed themselves to the implementation of [an ecosystem approach \(EcAp\)](#) as a strategy for a comprehensive and integrated management of activities influencing the marine and coastal ecosystems. They have decided to progressively apply the EcAp to the management of human activities in the Mediterranean, with the ultimate objective to achieve a Good Environmental Status (GES) of the Mediterranean Sea.

Therefore, the selected ICZM criteria should consider the ‘area of focus’ within which the activity is taking place, at least including the next bigger scale or beyond, depending on the conditions prevailing at regional and even global scales (e.g., with regard to climate change) ⁶.

It must be noted that when speaking to an economic activity the area of focus (or the area of influence) is first of all the area in which the business operations take place, where the operator has a direct effect and a direct capacity of management, and secondly the business chain that include the business catchment area of the activity, that includes even the supplier’s chain and distribution network. In this sense, the area of influence of the economic activity can be larger than the coastal zone, can overcome ecosystem and/or administrative boundaries. In some case, if the economic operator works at international level (e.g. import/export) the area of focus is transboundary.

The size of the area of focus is not a qualifying criteria to define if the activity is adherent to the ICZM Protocol or not, but it is important to define the geographic boundaries of the activity in order to identify the context and the background of the area of the intervention in which the activity is implemented.

AREA OF FOCUS (Descriptive indicator)

"What are the “boundaries” defining the scope of your intervention or of your activity?"

Instruction to applicants:

Please provide a description of the area of focus, by clearly stating if it represents a restricted or large portion of the coastal zone, the entire coastal zone as defined by authorities, if it exceeds coastal zone limits and/or administrative levels (e.g. different municipalities, at national level, transboundary level). Please also define if the area of focus considers the entire ecosystem or a portion of it [if relevant, please also indicate if the ecosystem approach has been applied, and if so, for what extent].

4.2.2 Eligibility requirements

Decision-makers and planning authorities are entitled to develop strategies, law, regulations and plans by taking into consideration sustainable development goals and ICZM objectives and principles like, for example, strategies for environmental protection and biodiversity conservation and enhancement, strategies and actions to increase the resilience to climate change, actions and strategies for a sound use of natural resources.

Plans, laws and regulations define the areas of application of interventions and activities, and for each of them, define criteria and parameters for effective implementation and/or operation. Some interventions and activities are also subject to obtaining clearance or authorizations before implementation, e.g. planning permission for the construction of a new or an expansion of an establishment or activity.

Environmental authorisations, in particular, are devoted to “ensuring that an activity is compatible with the conditions for sustainable development”, and therefore their performance takes place in compliance with the regenerative capacity of ecosystems and resources, the protection of biodiversity and a fair distribution of the benefits associated with economic activity. Some authorizations are integrated (e.g., the Environmental Impact Assessment (EIA), Integrated Environmental Authorization (IEA)), some are thematic (e.g., Unique Environmental Authorization

⁶ Olsen S.B., Page G.G., Ochoa E. 2009. The analysis of governance responses to ecosystem change – A handbook for assembling a baseline. LOICZ Reports and Studies No.34.

(UEA) related to emissions in the atmosphere or the authorization to the discharge of waste water into the sea, of river, or sewage).

Any activity applying for the ICZM label shall be complaint to all plans and regulations to which they are subject. To understand which is the compliance scenario in which the economic activity operates, it is important to understand the mandatory requirements to assess voluntary actions towards sustainable development and, in general, voluntary actions adherent to ICZM principle.

ELIGIBILITY REQUIREMENTS (Descriptive indicator)

Are you eligible to apply?

Instruction to applicants:

*The ICZM SAS rely on the fact that the activity is compliant to plans and regulations. **The self declaration has to be signed and turned back together to the report** (the template of the declaration is provided in the ICZM SAS certification set of documents for the applicant).*

Here after please indicate plans, laws and regulations to which your activity is subject by summarizing relevant information related to nulla osta and authorizations to which your activity is subject as detailed in the self-declaration, referring as well (if applicable) to monitoring programs or periodic checks, and how collected data are transmitted to the competent authority.

Please note that you are not requested to submit any compliances documents at that stage. However, the ICZM SAS Competent Body reserves the right to request supporting documents, if necessary.

4.2.3 ICZM-related enabling conditions

The ICZM Protocol by stating that Contracting Parties shall strengthen or formulate a national strategy for integrated coastal zone management and coastal implementation plans and programmes (Art. 18, comma 1) clearly define as well the requirement to enumerate the measures to be taken and their cost as well as the institutional instruments and legal and financial means available, and set an implementation schedule (Art. 18, comma 2). Art. 7 of the Protocol states that competent national, regional and local coastal zone authorities shall, insofar as practicable, work together to strengthen the coherence and effectiveness of the coastal strategies, plans and programmes established and Art. 21 states that Parties may take appropriate measures to adopt relevant economic, financial and/or fiscal instruments intended to support local, regional and national initiatives for the integrated management of coastal zones.

Embedded in the general principles of the ICZM Protocol (Art. 6, lett. (d)), governance is a fundamental cross-cutting concept. The “Common Regional Framework for Integrated Coastal Zone Management” (Decision IG.24/5, 21st Meeting of the CPs to the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean and its Protocols), highlight that the achievement of a good governance among actors involved in and/or related to coastal zones relies on:

- ensuring appropriate governance schemes, in particular cross-sectorial and multi-level institutional coordination and proper participation of all stakeholders in a transparent decision-making process;
- ensuring coherence and complementarity of all strategies, policies, plans, initiatives, planning processes and funding at all levels affecting coastal zones;
- promoting appropriate coordination between the various authorities competent for both the marine and the land parts of coastal zones in the different administrative services, at all relevant levels;

- organising the acquisition, exchange and use of the best available relevant information and data based in particular on Shared Environmental Information System (SEIS) principles;
- promoting consistency and coherence of ICZM at regional and sub-regional level ensuring trans-boundary cooperation where appropriate;
- ensuring cooperation with all relevant/competent international and regional organizations.

Furthermore, the active participation, raised awareness and sufficient capacity of stakeholders are the best guarantees of the needed change of behaviour towards environment. Therefore, any activity addressing ICZM need to ensure communication and engagement of stakeholders, contributing to raised awareness of coastal communities.

Any activity on the coastal zone needs to fit within coastal priorities at county, province, region or national level that are recognised within relevant plans, programmes and/or strategies

These aspects are requested to understand the enabling environment in which the activity (public or economic) is or is going to operate, in relation to ICZM.

4.2.3.1 GOVERNANCE

GOVERNANCE (Descriptive indicator)

What are the official coastal priorities that the activity is addressing? What is the level of the awareness and support from the key stakeholders in relation to these priorities? How your initiative / activity benefits or is going to benefit from them?

Instruction to applicants:

Provided that stakeholders are entitled to promoting appropriate coordination between the various authorities competent for both the marine and the land parts of coastal zones in the different administrative services, at all relevant levels and to ensuring appropriate governance schemes, in particular cross-sectorial and multi-level institutional coordination and proper participation, (for example by promoting and implementing cross-sectorally organized institutional consultation, negotiation and multi-party agreements), please describe the level of awareness and support from the overall governance scheme implemented by relevant stakeholders in the coastal zone in relation to your initiative / activity and related priorities (from plans, programmes, etc.)..

4.2.3.2 TERRITORIAL BACKGROUND KNOWLEDGE AND BASELINES

TERRITORIAL BACKGROUND KNOWLEDGE AND BASELINES (Descriptive indicator)

How and to what extent does the initiative/activity take into account and benefit from territorial, social and environmental background information, data and knowledge defined and shared by the stakeholders?

Instruction to applicants:

Provided that an effective management of coastal zones must be based not only on an analysis of individual activities and their impacts, but also on the combined effects of sectoral activities on each other and on coastal resources, the availability of data and information, such as baselines/initial state of societal and environmental conditions, indicators, risk assessments and maps is fundamental for the definition of actions towards a continuous improvement and devoted to sustainable development.

Please describe which are the relevant studies, database, monitoring programmes, indicators made available by relevant institutions (decision-makers, research institutions) in relation to your initiative / activity and useful for your activities for the definition of new development strategies and improvements.

4.3 Qualifying indicators

Qualifying indicators are those subject to an evaluation and scoring system. On the basis of the evaluation, the ICZM label will be awarded or rejected.

Descriptor 1. Vision and commitment

Changing the behaviour of the groups and sectors that make direct use of the goods and services that coastal ecosystems generate should be the focal point of activities implementation. User groups tend to comply more with laws and regulations that they consider to be 'legitimate'.

Legitimacy and voluntary compliance are based on: (1) a common understanding of the basic nature and extent of the issue(s) at stake, which suppose an equal level of information, (2) procedures for developing and implementing management perceived to be fair and, (3) management measures perceived to be effective and making a significant contribution to the achievement of the desired results.

ICZM shall be intrinsically considered in any type of public activities, being public entities required to apply ICZM principles and pursuit ICZM objectives in any kind of activities. However, the adherence to ICZM principles and objectives may be different per specific activities. It is the vision and the commitment of the public entity in the definition and design of the activity that establish the effective ICZM "behaviour" of the activity.

With particular reference to economic activities, it must be highlighted that in last decades they began formulating policy statements – or codes of conduct, expressing the vision of the business operations towards sustainable development, environmental protection and contributions against climate change, rationale use of natural resources. Furthermore, often, to assess the performance, economic activities may define and assign objectives to be achieved, related expected result values and the respective indicators.

These set forth their commitments in various areas of business ethics and legal compliance. During the years, steps have been taken to formulate standards providing guidance for business reporting on non-financial performance. Specific management systems (e.g. EMAS, ISO 14001) are designed to help operators complying with commitments. The purpose of management standards is to lower the cost of implementation for companies (since they can take a management system "off the shelf") and to increase the credibility to external stakeholders of firms' efforts to achieve appropriate environmental standards (since their environmental practices are then recognised as being standard). Environmental reporting is the least common approach.

A communication strategy is essential for visibility and appropriation, and dissemination of good practices developed by the activity. Promoting sustainable concepts and strategies and implementing activities that at the same time treasure fragile ecological, social and cultural contexts, should lead to a sustainable coastal development.

The sharing of good sustainable tools and practice may lead other activities to pursue the same objectives. In this sense, also informing of any benefits deriving from the implementation of new sustainable solutions is good practice.

Indicator 1.1. VISION AND MISSION

Indicator 1.1 VISION AND MISSION (Qualifying indicator)

Provided that a clear vision/mission (or alike) of the activity is defined, how and to what extent does it consider or take into account the ICZM objectives and principles contributing to the sustainable development of coastal zones by:

- 1.1.1. supporting and promoting sustainable livelihood**
- 1.1.2. sustainably using natural resources,**
- 1.1.3. preserving coastal ecosystems, landscapes and seascapes**
- 1.1.4. preventing and/or reducing the risks and negative impacts of activities and infrastructure on the coastal zone**
- 1.1.5. preventing and/or reducing the effects of natural hazards, in particular of climate change**
- 1.1.6. strengthening social capital, including the use of traditional knowledge**
- 1.1.7. preserving cultural heritage**

Instruction to applicants:

By describing the vision and mission of the activity, please clearly highlight which aspects related to ICZM objectives and principles listed above are taken into account. If applicable, please include reference to alignments to policy, strategy or programme relevant for the management of coastal zone in your area that shall be detailed in the following indicator 2.5.

Please provide evidence of vision and mission of the initiative/activity (e.g., link to the website).

Indicator 1.2. COMMITMENT

Indicator 1.2 COMMITMENT (Qualifying indicator)

Is the activity committed to implementing specific actions towards achieving targeted objectives in relation to aspects of ICZM objectives and principles?

Instruction to applicants:

By reference to the vision and mission (taking into account ICZM objectives and principles), please explain if and to what extent the activity is formally committed towards the implementation of the vision by defining specific (SMART) objectives; and list those objectives. Please refer if performance indicators are defined by describing type and short-term and/or long-term targets.

Descriptor 2. Instruments and measures for implementation of vision and commitments

On the basis of the vision/mission and the commitment of the entity with regard to the specific activity implemented or planned to be implemented, these set of indicators aims to assess which are the ICZM measures and tools considered and/or used within the activity.

Indicator 2.1. COASTAL ZONES SUSTAINABLE DEVELOPMENT MEASURES

With reference to the vision and mission, these indicators aim at assess which are the specific measures implemented or considered within the activity.

A clear vision and mission without the implementation of any kind of measure cannot be considered a positive ICZM character for the activity.

Indicator 2.1 COASTAL ZONES SUSTAINABLE DEVELOPMENT MEASURES (Qualifying indicator)

What measures relating or contributing to ICZM principles and objectives are considered, implemented and/or maintained over time within your activity?

- 2.1.1. Measures related to the support and the promotion of sustainable livelihood**
- 2.1.2. Measures related to a sustainable use of natural resources**
- 2.1.3. Measures related to the preservation of coastal ecosystems, landscapes and seascapes**
- 2.1.4. Measures related to the prevention and/or reduction of risks and negative impacts of activities and infrastructure on the coastal zone**
- 2.1.5. Measures related to the prevention and/or reduction of the effects of natural and anthropogenic hazards, in particular of climate change**
- 2.1.6. Measures related to social capital**
- 2.1.7. Measures related to preservation of heritage**

Instruction to applicants:

Provided that the activity, according to the vision and the plan of activities, expect to undertake measures concerning ICZM principles and objectives, among which, but not limited to, measures to reduce or control emissions into water or atmosphere, reduction or better management of waste products, lower production of CO₂ or CO₂ capture systems, use of better technologies, please describe how many and which measures have been or are planned and are envisaged to be implemented.

Please specify the timeframe of their implementation (e.g., once, limited in time, in a continuous way). Please also indicate the % of the financial allocation devoted to these measures compared to the overall cost of the activity.

Indicator 2.2. CAPACITY BUILDING

The lack of human capacity to practice the ecosystem approach (and other tools enclosed in the ICZM process) is a key factor limiting forward progress in the sustainable development of the coastal zones. Capacity building is indispensable all along the activity duration and beyond, in strengthening the knowledge, the abilities, relationships and values that enable organisations, groups and individuals to reach their goals, addressing themes related to the functions and change of ecosystems, the governance processes, the tailoring of strategies to the history and culture of the place, or the assembling and managing of interdisciplinary teams.

Learning-by-doing, complemented by education, specialised training and exchanges among practitioners form of effective strategies when they are tailored to the identified needs in the different sectors and specific places.

Awareness-raising, training, education and research (Art. 15, ICZM Protocol) on ICZM are key to foster interdisciplinary research to feed evidenced-based decision making. For instance, MedOpen is an on-line training course developed by PAP/RAC and being implemented since 2004, aiming at assisting Mediterranean countries in building capacities for coastal management.

Capacity building focuses on a series of actions directed at helping participants in the development process to increase their knowledge, skills and understandings and to develop the attitudes needed to bring about the desired developmental change.

Indicator 2.2 CAPACITY BUILDING (Qualifying indicator)

Does the activity plan to implement a training programme related to ICZM objectives and principles?

Instruction to applicants:

Please describe if and for what extent the activity performs or is going to perform training activities (either organized and implemented in by and in the framework of the activity itself, or organized by third parties). It can be referred to generic topics (like ICZM process) or specific issues (e.g. better use of some technologies, waste management procedures, climate change specific issues, energy saving, etc.).

If yes, please describe the topic and final beneficiaries. Please refer if the training activity is implemented once or periodically.

Indicator 2.3. NETWORKING AND KNOWLEDGE SHARING

Networking is the exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting. Networking activities are also linked to capacity building and increase of knowledge on concepts, tools and strategies towards a continuous improvement and sustainable development.

The integration of different and several knowledges, information and data is a crucial point for ICZM. Networking is so far important in order to contribute to create an integrated perspective of the coasts, its aspects, its needs and to find common and agreed solution for sustainable development. Speaking about integration, it must be highlighted that networking activities can be referred to horizontal integration (between institutions operating at the same administrative level) as well as vertical integration (between different levels of institutions, agencies and governmental entity).

Indicator 2.3. NETWORKING AND KNOWLEDGE SHARING (Qualifying indicator)

Does the activity foresee and/or implement or is going to consider to implement networking activities, exchange of data and experiences for the achievement of its vision/mission?

Instruction to applicants:

If applicable, please describe which networking activities are foreseen or implemented. Please specify

- *Type of entities you are networking with (e.g., professionals, public entities/authorities, research centres, association) also addressing vertical integration.*
- *Sector from which the other entities are (horizontal integration).*
- *Topics and ICZM-related aspects tackled within networking activities (e.g., basic knowledge and experience sharing, research and innovation, strategic and methodology development).*

Please indicate if networking is limited to the implementation timeframe of the activity or if expecting to create a stable network.

For private activity, please indicate if networking is a standard tool used by the company/entity or if it relates to specific activities (limited in time and specific needs)

Indicator 2.4. PARTICIPATORY APPROACH / PLANNING

Stakeholder participation is considered a key principle for sustainable development in the context of natural resource and disaster risk management. Participatory modelling (PM) is an interactive and iterative process in which stakeholder involvement is supported by modelling and communication tools.

Participatory approach is more applicable to public activities, that requires the involvement of all stakeholders. However, the same or alike approach can be used by private economic activities when defining their development strategy, also in relation to their environmental sustainability. For example, the basic building blocks of a participatory economy are workers' and consumers' councils and their federations/association that create and maintain a dialogue with all relevant stakeholders (including citizens as consumers).

Indicator 2.4. PARTICIPATORY APPROACH / PLANNING (Qualifying indicator)

Has your activity ever used or intends to use a participatory approach or planning for the definition of the development strategy?

Instruction to applicants:

By reference to the vision or objective, please describe if and to what extent the activity used any kind of participatory approach or participatory planning method in its implementation. Please describe who has been involved and in which way.

Indicator 2.5. COHERENCE BETWEEN PUBLIC AND PRIVATE ACTIVITIES

As already stated in the previous section 4.2.2, decision-makers and planning authorities are entitled to develop strategies, laws, regulations and plans towards the sustainable development. Even if coordination between different decision-makers is required, due to the multiplicity and sectorality of the administrative and decision-making system, de facto, any activity has to operate in compliance to several laws, regulations and plans, which sometimes overlap and are so far requested (where necessary) to obtain due authorizations, e.g. in environmental and urban planning matters. Even if each authorization process is different, all rely on the provision of information and data, and sometimes even deep studies. Some require periodical or continuous monitoring.

Any activity applying for the ICZM label shall be complaint to all plans and regulations to which they are subject, but despite compliances, it has also to be aligned to the objectives and goals defined by strategies and plans defined at local, regional, national and international level, totally or partially, depending on the type of activity, the timeframe of the implementation (for example short term goals of long term goals). Any activity shall so far consider these goals in its design and implementation demonstrating to contribute to the achievement of defined goals (e.g. 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SGDs)).

It is important to underline that many elements of the private sector have a large economic stake in decisions about management of the coastal zone. Many of these actors also have the political power to block actions via pressure on sectoral administrations. In addition, the environmental business sector has a particular role to play in sustainable development of the coastal zones, through promotion of new 'green' or 'blue' technologies. For these reasons, the engagement of the private sector in any public activity as an active partners in the ICZM process is important.

Partnerships for sustainable development are multi-stakeholder initiatives voluntarily undertaken by Governments, intergovernmental organizations, major groups and others stakeholders, which efforts are contributing to the implementation of inter-governmentally agreed development goals and commitments. Sustainable Development Goal 17, which reads "Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development", recognizes multi-stakeholder partnerships as important vehicles for mobilizing and sharing knowledge, expertise, technologies and financial resources to support the achievement of the sustainable development goals in all countries, particularly developing countries. Goal 17 further seek to

encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Indicator 2.5. COHERENCE BETWEEN PUBLIC AND PRIVATE ACTIVITIES (Qualifying indicator)

1. For private activities: is the activity based on public objectives towards sustainable management of coastal areas?

2. For public activities:

- **Does the activity support involvement of private entities for achieving public objectives towards sustainable management of coastal areas?**
- **Does the activity ensure coherence between different policy documents, strategies, plans and/or programmes**

Instruction to applicants:

Please detail alignment to policy, strategy or programme relevant for the management of coastal zone in your area. Please consider any type of policy, strategy and programmes defined at local, regional and national level applicable for your activity. Please also describe, as far as possible, how and in which way those policy, strategy and programmes have been considered in your activity or in the design of your activity and/or for what extent they can be applicable to the whole activity or only a portion of the activity.

If applicable, please also indicate if, with reference to the above-mentioned policy, strategy and programmes, your activity rely or is intended to rely on existing or proposed public-private partnerships, by indicating the purpose of the partnership, sector of application and duration (e.g. stable or temporary).

Indicator 2.6. ASSESSMENTS

Assessments are a broad category of tools for collecting raw data and transforming them into useful information. They include environmental impact assessment (EIA), resource accounting, valuation exercises, spatial impact assessment, risk assessment, and cost/benefit exercises. All assessments rely upon the existence of a solid base of data, and an accurate understanding of the natural and human systems and dynamics that affect the target area. Appropriate long-term programmes (like IMAP, National and local agencies) for improved basic data collection and research are needed to provide the basis for good assessments, the outputs of which are normally sufficient to give an indication of probable trends. Their purpose is to inform the political and societal debate.

ICZM Protocol (Art.19) highlights how the process to assess public and private activities likely to have significant environmental effects (including cumulative effects) on the coastal zones have to consider the specific sensitivity of the ecosystem and the inter-relationships between the marine and terrestrial parts of the coastal zone..

The identification of pressures within the activity itself and cumulative impacts is important to define strategies for a continuous improvement, and at the same time, saving money and contributing to a sustainable development of the coastal zone.

It is important to highlight that EIA and risk assessment are mandatory and regulated by law for certain type of activity (public or private), depending on its type and size, but in general such type of assessments (e.g. through Life Cycle Analysis, Carbon Foot Print reporting) are useful to define more sustainable development strategies , by fixing targets, and combined to a cost-benefit analysis, by defining and planning investments in order to reduce impacts on the environment. These can fit as well to technology investment and innovation, e.g. by using Best Available Technologies (BAT).

Indicator 2.6. ASSESSMENTS (Qualifying indicator)

Have you ever done or are you planning to do ICZM related assessments (such as Environmental Impact Assessment, Life Cycle Analysis, Carbon Foot Print) for the definition and/or implementation of your activity?

Instruction to applicants:

Please refer to any type of assessment related to ICZM objectives and principles (ref. to indicator 1.1) by describing:

- *which kind of assessment(s) has/have been done,*
- *in the framework of which occasion (e.g., the planning of activities/operations, authorization process, to define targeted objectives)*
- *if that assessment(s) has/have been done once or if they are repeated over time (e.g., on an annual basis).*

Please include in the description which aspects have been considered and refers, as far as possible, to standard methods of analysis, for example but not limited to, Environmental Impact Assessment, Life Cycle Analysis, Carbon Foot Print.

Indicator 2.7. FINANCIAL ENGAGEMENT

Information on the amount the activity invests in ICZM measures (ref. to indicator 2.1) and tools (ref. to any other qualifying indicator) is requested as an indication of the commitment in relation to ICZM objectives and principles. It must be highlighted that some measures or tools may requires low financial allocation for their implementation (e.g. some training programmes are free-of-charge), or that once implemented, the maintenance can be cheaper. So far, low financial allocation to ICZM related measures and tools is not an expression of low adherence to ICZM objectives and principles; or, a decrease over time of the above-mentioned financial allocation doesn't mean that the entity is less committed towards the achievement of defined targets. However, financial allocations have to be described and low values or negative trends should be described and justified.

Indicator 2.7. FINANCIAL ENGAGEMENT (Qualifying indicator)

Has your activity considered financial allocation related to ICZM objectives and principles?

Instruction to applicants:

With reference to indicator 2.1, please provide information on the financial allocation of the activity related to the implementation of coastal zone sustainable development measures. Please clearly highlight which aspects related to ICZM objectives and principle (ref. to indicator 1.1) are financed (in % and total amount per year).

Descriptor 3. Monitoring and Data Sharing & Transparency

Good, verified, and objective information sets the scene for well-founded decision making and sustainable management hence is at the core of the full ICZM cycle. Information is needed to get people interested, develop their awareness of issues and problems and convince them of the need to establish and participate in an ICZM initiative. For planning purpose, geospatial data and maps are also requested.

Despite environmental and socio-economic data and indicators requested by law (e.g. regular analysis of waste water discharges or water treatment plant, air emission quality control) for which concerned authorities can also do inspections at the activity's facilities, activity are encouraged to monitor environmental and socio-economic data and to share them to the public (for transparency policy and consensus raising from final users/consumers) and to authorities in order to contribute

to database development at coastal zone level, to contribute in improving planning strategies. Moreover, the control of environmental data may help the managers to define strategies for a continuous improving of the environmental and societal behaviour and performance of the activity itself.

Data sharing and transparency is as well an important issue. Data transparency is the practice of making data easily accessible and understandable to all. In other words, it's the opposite of hiding data or keeping it secret. It is important because it allows people to make informed decisions, hold organizations accountable, and improve communication. There are a number of reasons why data transparency is important for sustainability:

- it allows for traceability – meaning that the data can be traced back to its source. This is important for ensuring the accuracy and validity of the data.
- transparency allows for comparisons to be made between different data sets, which is essential for understanding trends and patterns.
- it enables stakeholders to hold organization accountable for its performance on sustainability issues.
- transparency helps to build trust between organizations and their stakeholders.

For private activities, data sharing and transparency helps protect business and deliver on company sustainability goals. It can include things like the treatment of workers, and a seller's efforts to improve working conditions. Not less important, it can help to spread the sustainable goals to citizen and the public, as well, to other activities, by ensuring (for example) that suppliers are adhering to (at least, the same) sustainability standards.

Indicator 3.1. MONITORING AND OBSERVATION MECHANISMS

Indicator 3.1. MONITORING AND OBSERVATION MECHANISMS (Qualifying indicator)

3.1.1 Is the activity implementing any voluntary monitoring/observation mechanism of the progress on its commitments relevant to ICZM objectives and principles?

Instruction to applicants:

If applicable, please describe which monitoring and/or observation mechanism is implemented. Please specify if it is public available.

3.1.2 If not, is the activity going to or is willing to implement any voluntary monitoring/observation mechanism of the progress on its commitments relevant to ICZM objectives and principles?

Instruction to applicants:

Please specify the observation mechanism under assessment or planned, by giving some description on the modalities (how) and timeframe (when). Please specify if it will be public available.

Indicator 3.2. DATABASE

Indicator 3.2. DATABASE (Qualifying indicator)

3.2.1 Is the activity creating and maintaining a dedicated database in relation to ICZM objectives and principles?

Instruction to applicants:

If yes, please describe the database and how data are incorporate and kept updated. Please provide a short description of the main information included.

3.2.2 If not, is the activity planning to implement in the future any dedicated database in relation to ICZM objectives and principles?

Instruction to applicants:

If applicable, please provide details of the envisaged expected database and how data are incorporate and kept updated. Please provide a short description of the main information expected to be included.

Indicator 3.3. DATA SHARING AND TRANSPARENCY

Indicator 3.3. DATA SHARING AND TRANSPARENCY (Qualifying indicator)

Is the activity publishing or sharing environmental and/or social aspects/data related to:

3.3.1 Monitoring/observation mechanism of the progress on its commitments relevant to ICZM objectives and principles,

3.3.2 Database in relation to ICZM objectives and principles?

Instruction to applicants:







If yes, please specify if this information is public available and give the related documentation/proof of it.

5 Qualifying indicators evaluation and thresholds

The ICZM SAS evaluation rely on **5 descriptive indicators** and **12 qualifying indicators** grouped in **3 descriptors**. Of those, only the 12 qualifying indicators are subject to an evaluation and a scoring system.

Applicants to the ICZM Label will be requested answering to questions by filling the attached form (ref. to document [ICZM SAS Activity First Audit report and CheckList template.docx](#)), providing descriptions and information for each indicator, as well as providing supporting documents for evidence of their answer (when requested or necessary), and to express an evaluation on the basis of a traffic light system.

Taking the example from the ISO14001 EMS implemented for the Palermo Airport for GESAP S.p.A. in Italy, the traffic light system suggested to be used is the following:

- Traffic light system for First application for the ICZM SAS Label:
 -  High standard/level
 -  Acceptable standard/level
 -  Insufficient standard/level
- Traffic light system for maintenance of the ICZM SAS Label (overall evaluation and comparison to the previous certification period):
 -  High standard/level and stable or improved condition compared to the previous certification period
 -  Acceptable standard/level and/or slightly negative trend compared to the previous certification period,
 -  Insufficient standard/level and/or negative trend compared to the previous certification period.

Each indicator can have a different relevance in term of ICZM character of the activity, in general term compared to other indicators, and depending on the type of activity (private or public). Following Table 2 report the relevance for each qualifying indicator in relation to public or private activity.

Table 2. ICZM SAS selected indicators and related assessment methods

Indicators	RELEVANCE
Descriptor 1. Vision and commitment	
1.1. VISION AND MISSION	PRIMARY - For both public and private activities <i>If there is not a clearly defined vision and mission, and if this doesn't consider any of the ICZM objectives and principles, the activity cannot be judged ICZM oriented.</i>
1.2. COMMITMENT	PRIMARY - For both public and private activities <i>It is related to the vision and mission, but a commitment is linked to the willing to do all what is necessary to reach targeted objectives at a defined timeline.</i>

Indicators	RELEVANCE
Descriptor 2. Tools for implementation of vision and commitments	
2.1. COASTAL ZONES SUSTAINABLE DEVELOPMENT MEASURES	<p>PRIMARY - For both public and private activities</p> <p><i>This indicator refers to indicator 1.1. Depending on the vision and mission, some measure related to the objectives and principles defined in indicator 1.1. should be implemented</i></p>
2.2. CAPACITY BUILDING	<p>PRIMARY - For public activities SECONDARY - For private activities.</p> <p><i>Capacity building is important in order to be able to fulfill all others indicators.</i></p>
2.3. NETWORKING AND KNOWLEDGE SHARING	<p>PRIMARY - For public activities SECONDARY - For private activities.</p> <p><i>Networking activity is also at the basis for capacity building (sharing of knowledge), as well as at the basis for the creation of partnerships.</i></p>
2.4. PARTICIPATORY APPROACH / PLANNING	<p>PRIMARY - For public activities SECONDARY - For private activities.</p> <p><i>Participatory approach refers to develop activities by requesting the participation of stakeholders. It can be used in the definition/planning of the strategy for development or even during the implementation phase of the activity.</i></p>
2.5. COHERENCE BETWEEN PUBLIC AN PRIVATE ACTIVITIES	<p>PRIMARY - For both public and private activities</p> <p><i>Any activity shall be aligned to policy, strategy and programme defined at local, regional and/or national level. Public-private partnerships can be considered a tool for strengthening coherence between public and private activities and a harmonized implementation of plans and strategies.</i></p>
2.6. ASSESSMENTS	<p>SECONDARY - For both public and private activities</p> <p><i>Not all activities may require specific assessments related to ICZM objectives and principles with ref. to indicator 1.1, even if any kind of activity should perform at least a state-of-the-art assessment in order to define how and in which way the activity is going to get improvements.</i></p>
2.7. FINANCIAL ENGAGEMENT	<p>SECONDARY - For both public and private activities</p> <p><i>Any kind of activity ICZM oriented should have some financial allocation for the measures they are taking towards ICZM objectives and principles, but some measures can be done via free of charge instruments (e.g., if they do capacity building by using free of charge course, the financial allocation is 0, but they are engaged)</i></p>
Descriptor 3. Monitoring and Data Sharing & Transparency	
3.1. MONITORING AND OBSERVATION	<p>PRIMARY - For both public and private activities</p> <p><i>Monitoring any aspect related to ICZM objectives and principles is really important for any type of activity, to check the results related to the vision and mission and targeted OVI or KPI defined.</i></p>
3.2. DATABASE	<p>SECONDARY - For both public and private activities</p> <p><i>Suggested secondary relevance because Database means that data are "organized". They may have data, but not in an organized way.</i></p>
3.3. DATA SHARING AND TRANSPARENCY	<p>PRIMARY - For public activities SECONDARY - For private activities.</p> <p><i>Data sharing and transparency is important to any kind of activity that is ICZM oriented, but while for public entity it should be a commitment, for private entity some data can be subject to restrictions. However, for example, sharing of environmental performance of a private activity should be important as well, even if not of data (e.g. they should publish environmental performances in term of environmental report, but it is not said they have to publish data).</i></p>

5.1 Thresholds for ICZM labelling

Indicators measure the progress of a phenomenon considered to be representative for analysis and are used for monitor or evaluate the degree of success, or the adequacy of the activities implemented. The judgment of evaluation of an indicator can be done in different ways:

- Over time evaluation (historical series)
- Cross section evaluation (e.g. benchmarking = comparison with the good ones practices)
- Conformity assessment (compared to a defined target/threshold)

In setting the thresholds to be achieved, it is strongly advisable to take into account the data of previous periods: in fact, the targets must be "realistically ambitious". The ICZM SAS is a new tools and an assessment of the adherence to ICZM principle of an activity has not been applied before. So far, it cannot rely on existing historical data or on pre-existing benchmarking assessment values related for example to good practices.

The definition of the threshold within the ICZM SAS can be carried out in an arbitrary but questionable way or by constructing the initial reference values.

By considering the traffic light system and with reference to the definition of "thresholds" in an arbitrary way, the proposed options consist of:

- RED TRAFFIC LIGHT in more than 25% of the total number of PRIMARY RELEVANCE INDICATORS (equal to 1 RED light for Private activity and 2 for Public activity) will determine a rejection of the request for the ICZM Labelling. The Competent body can reply by giving some indications/suggestions for improvement.
- RED TRAFFIC LIGHT in maximum 60% of the total number of SECONDARY RELEVANCE INDICATORS (equal to 4 RED light for Private activity and 2 for Public activity) can be accepted, and the labelling could be provisionally issued, provided that in a certain timeframe the activity (private or public) has to operate in order to improve and remove the RED LIGHT.

On the other hand, the construction of initial benchmarks is based on the concept of making tests of the evaluation system by means of:

1. expert judgment >> sending the questionnaire and requesting completion of the assessment of the indicators considering the minimum requirements necessary for an activity considered aligned with the ICZM.
2. case studies >> test the indicator evaluation system by applying it to identified activities which possibly refer to different sectors.

By considering that the ICZM SAS is new and also experts might find difficult to express a judgment without any term of reference, benchmarks are defined arbitrarily at this stage and shall be confirmed or reviewed after the testing phase of the whole ICZM SAS

6 ICZM SAS awarding tools and benefit

“Incentives” to animate the interest of economic activities in applying for the ICZM SAS label has to be defined.

Possible solutions are here after listed, but all rely on the willing and on financial resources of concerned institutions. **and have to be further assessed.**

However, it must be highlighted how the effective cost of each solution depend on specific technological requirements and on the availability of specific internal services at competent authority and/or the necessity to outsource the concerned service. Here after for each of the proposed possible solution, some considerations in term of the cost in charge for the competent body are reported.

Table 3. ICZM SAS selected indicators and related assessment methods

Possible awarding tool and benefit	Consideration
Promotion and visibility support	
a. Create an # (1 or more, e.g. #coastlabel, #coastalcertification) to be used in social media that link the label to other initiatives.	<p>Technical consideration A check of available and most appropriate # need to be done and the final # need to be agreed.</p> <p>Financial allocation consideration Internal resources. The cost is related to the definition of the # (dedicated human resources) and to the maintenance of social media pages of the competent body. Human resources costs and, eventually, advertising costs depend on the number of publication on social media fundamentally.</p>
b. Indexing labelled activities' pages to be included in search results in relation to ICZM topics and initiatives as well as the relative touristic sector (e.g. TripAdvisor, Booking, transport system online booking platforms, online food delivery).	<p>Technical consideration SEO indexing requires the definition of contents and keywords that are linked to the specific search platform. The most common platform is google, but indexing is possible also in dedicated platform (e.g. dedicated touristic platform can define indexing for businesses giving promotions and discount, through specific campaign). However, before approaching the several providers, a basic or advanced content shall be defined. Specific requirements may differ from country to country.</p> <p>Financial allocation consideration SEO indexing depend on several factors, e.g. content, keywords and Targeting geo locations (country), and obviously on the specific platform and (if possible) by possible agreements to be established with providers.</p>
c. Support in the definition and/or creation of leaflets and brochures	<p>Technical consideration A standard format can be created in order to define the graphics and text required, useful also for an estimation of costs for their realization. Paperless copy are suggested.</p> <p>Possibility to consider to create a module by using free-of-charge online tools allowing labelled activities to create their leaflet/brochure. Access to the module can be guarantee only after ICZM certification is issues.</p>

Possible awarding tool and benefit	Consideration
	<p>Financial allocation consideration</p> <p>Cost are related to human resources for the definition of the template and later, for the creation of labelled activities over time.</p> <p>Financial allocation for the online module is related to the cost for the creation (internal human resources or external services). Some costs may be related to the maintenance and the control over time.</p>
<p>d. Invitation and logistic support to ICZM initiatives</p>	<p>Technical consideration</p> <p>A list of possible initiative to be considered shall be drafter, on a yearly basis.</p> <p>Which specific costs can be supported shall be defined (e.g. travel expenses only, per-diems, subscription costs).</p> <p>Financial allocation consideration</p> <p>Costs are strictly depending on the type of initiative and related logistic costs.</p>
<p>Capacity building and knowledge transfer</p>	
<p>a. Free access or discounted price to database or services requesting a payment</p>	<p>Technical consideration</p> <p>Let's start from the consideration that there are many databases that have free access, but that require registration (creation of an account) and of which many entities are unaware. In this sense, a support for labelled entities could be to create a handbook of free-access databases that contains the basic information for correct and easier access. An assistance service could be considered by the competent body over time.</p> <p>A list of databases and services on payment to be considered shall be draft. Possible discounted access shall be discussed by databases owners or managers.</p> <p>Financial allocation consideration</p> <p>As regard the handbook for free-of-charge databases, the costs are related to human resources or external services for its creation, and later (if feasible) for the assistance to be provided by the competent body.</p> <p>As regard the possibility to establish discounted formula for upon payment databases, cost are related to internal human resource (or eventually outsourced staff or services) for the definition of specific agreements.</p>
<p>b. Organizing dedicated events fostering knowledge experience and networking</p>	<p>Technical consideration</p> <p>A list of possible dedicated events by topic and location shall be defined. By considering that every year new labelled activities are expectable, at least 1 dedicated event per year should be defined as a minimum. It can be linked also to other initiatives (e.g. Coast Day).</p> <p>It is also necessary to define how many organized events a certified entity can participate in, or whether this benefit is to be considered one-off (for example, upon obtaining the label) or multiple (for example, upon obtaining the label and at each renewal).</p> <p>Financial allocation consideration</p> <p>Financial allocation depends on the type and location of event, as well as of the timing for their realization and criteria for participation of labelled activities (ref. to one-off or multiple participations per labelled entity).</p>

Possible awarding tool and benefit	Consideration
<p>c. Free registrations or discounts in relation to the participation to conferences, fair, training programmes</p>	<p>Technical consideration A list of conferences, fairs and/or training programmes to be considered shall be draft. Possible discounted access shall be discussed by organizers.</p> <p>Financial allocation consideration Cost are related to internal human resource (or eventually outsourced staff or services) for the definition of specific agreements with other organizers. In case of conferences, fairs and training programmes organized by UNEP MAP costs are related to an internal assessment for the definition of the possible discounted formula.</p>
<p>Accreditations</p>	
<p>a. Create an accreditation system or agreements with concerned authorities in the authorization processes ("simplified" process)</p>	<p>Technical consideration This benefit is strictly related to the verification of the interest and the availability in the inclusion of the ICZM label in existing or under definition accreditation systems with concerned authorities.</p> <p>However it must be noted that being the ICZM label open to any type of activity on the coastal zone, and consequently, being the type of authorizations and related authorities is very varied and vast, it is necessary either to define a list of authorizations to include (and open a table o discussion with the authorities concerned) or to establish (at least as an initial point) the administrative level from which to start and establish a dialogue to verify on which authorizations it is possible to define a "simplified" process.</p> <p>Financial allocation consideration Cost are related to internal human resource (or eventually outsourced staff or services) for the definition of specific agreements.</p>
<p>b. Create an accreditation system or agreements in the procurement additional point in the evaluation for labelled activities)</p>	<p>Technical consideration As per the previous point, this benefit is strictly related to the verification of the interest and the availability in the inclusion of the ICZM label in existing or under definition procurement systems with concerned institutions. AND</p> <p>By considering that there are several procurement institution and funding schemes (e.g. municipality, regional, national, EU and other levels), it is necessary to define which administrative level or funding institutions could be considered to start a dialogue and to assess how and in which way this benefit could be considered.</p> <p>Financial allocation consideration Cost are related to internal human resource (or eventually outsourced staff or services) for the definition of specific agreements.</p>
<p>Partnerships and other</p>	
<p>a. Support in entering in Private-Public partnerships (also at international level)</p>	<p>Technical consideration Some partnerships related to sustainable development are free of charge, but registration process may result long and difficult in term of provision of specific documents. The support to labelled entities can refer to assistance in the registration process.</p>

Possible awarding tool and benefit	Consideration
	<p>Some partnerships on the other hand, may require the payment of an one-off or periodical subscription. The support to labelled entities can refer to discounted formula for the subscription.</p> <p>In both cases a list of partnership of interest for the competent body shall be draft.</p> <p>Financial allocation consideration</p> <p>Costs related to the assistance to the registration in specific platform are related to internal human resource (or eventually outsourced staff or services) and depends on the specific requirements of the platform itself and the type of assistance requested by the labelled entity. Eventually the support could be limited to specific services linked to the registration.</p> <p>In case of upon payment partnerships, costs are related to internal human resource (or eventually outsourced staff or services) for the definition of specific agreements and eventually for the registration process.</p>
<p>b. Free access or discounted prices to procurement services</p>	<p>Technical consideration</p> <p>There are several portals upon payment related to funding and procurement opportunities, at different administrative level and geographic coverage. A list of the most interesting procurement services shall be draft and a table of discussion with the provider has to be established.</p> <p>Financial allocation consideration</p> <p>Costs are related to internal human resource (or eventually outsourced staff or services) for the definition of specific agreements with procurement service's providers..</p>

As described in the above table each type of incentives requires first of all an assessment of feasibility and the interest over one or more of the different proposals. Depending on technical requirements, a specific financial assessment has to be done, in order to define how much the incentives will cost to the competent body, and so far, define the opportunity and the possibility to effectively adopt certain premia compared to others.

In any case, also if only descriptive, the table shows how certain options requires an investment one-off, other over time, and how finally, some will impact more then others in term of overall financial allocation required.

Another important point for further considerations on which premia could be adopted, is the possibility to define thresholds of performance of the ICZM certification and attribute different premia to different level of performance. More specifically, more an activity is ICZM label, more premia can obtain.

However, in order to define threshold it is suggested to convert the traffic light evaluation system in a numeric system, as follows:

😊 = 2 😐 = 1 ☹️ = 0

Or by differentiating in term of primary or secondary relevance, as follows :

😊 = 4 😐 = 2 ☹️ = 0 for PRIMARY RELEVANCE indicators

😊 = 2 😐 = 1 ☹️ = 0 for SECONDARY RELEVANCE indicators

The resulting numeric scoring system using two different scales (1 for private activities and 1 for public activities) according to the relevance of the indicators is reported in the following Table 4.

Table 4. ICZM SAS indicators scoring with different scales according to relevance

Indicators	RELEVANCE	Scoring system	
		Private activity	Public activity
Descriptor 1. Vision and commitment		Max score: 8	Max score: 8
1.1. VISION AND MISSION	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
1.2. COMMITMENT	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
Descriptor 2. Tools for implementation of vision and commitments		Max score: 18	Max score: 24
2.1. COASTAL ZONES SUSTAINABLE DEVELOPMENT MEASURES	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
2.2. CAPACITY BUILDING	PRIMARY - For public activities SECONDARY - For private activities.	0 ÷ 2	0 ÷ 4
2.3. NETWORKING AND KNOWLEDGE SHARING	PRIMARY - For public activities SECONDARY - For private activities.	0 ÷ 2	0 ÷ 4
2.4. PARTICIPATORY APPROACH / PLANNING	PRIMARY - For public activities SECONDARY - For private activities.	0 ÷ 2	0 ÷ 4
2.5. COHERENCE BETWEEN PUBLIC AN PRIVATE ACTIVITIES	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
2.6. ASSESSMENTS	SECONDARY For both public and private activities	0 ÷ 2	0 ÷ 2
2.7. FINANCIAL ENGAGEMENT	SECONDARY For both public and private activities	0 ÷ 2	0 ÷ 2
Descriptor 3. Monitoring and Data Sharing & Transparency		Max score: 8	Max score: 10
3.1. MONITORING AND OBSERVATION	PRIMARY For both public and private activities	0 ÷ 4	0 ÷ 4
3.2. DATABASE	SECONDARY For both public and private activities	0 ÷ 2	0 ÷ 2
3.3. DATA SHARING AND TRANSPARENCY	PRIMARY - For public activities SECONDARY - For private activities	0 ÷ 2	0 ÷ 4
TOTAL MAXIMUM SCORE		34	42

Further consideration about the effective validity on the application of thresholds in the premia scheme, rely on some reference data and should be done after the testing case on the selected case study in the framework of the CAMP Otranto project.

7 Testing the draft ICZM SAS

The ICZM SAS here illustrated, has been defined on the basis of ICZM principles and objective and by considering other legal documents (e.g. MSP Conceptual framework). The indicators has been selected in order to assess how and in which way private and public entities are implementing their specific or whole initiatives / activities in alignment and contributing to achieve to ICZM principles and objectives, and from a more general perspective, contributing to a sustainable development of the coastal zone, by preserving marine and coastal ecosystems.

By considering the variety and diversity of type of initiatives / activities and of implementing entities, selected indicators might require some adjustment or integration in order to be completely suitable for the heterogeneous cases that potentially may apply to the ICZM label. For this purpose, the ICZM SAS described in this document shall be considered as a DRAFT version, to be validated after a testing phase on selected initiatives / activities.

The testing phase should be performed on 2 cases (eventually 3) per CAMP Otranto' countries by differentiating as much as possible the type of concerned activity. The following categories of activities have been priorly identified as potentially selectable for this purpose:

- 1) Marine Protected Area
- 2) Agriculture activity located in a costal area.
- 3) Aquaculture or fishery activity.
- 4) Marina (private yacht club, for example)
- 5) Touristic and pleasure facilities (restaurant, hotel, beach club, etc)

A preliminary analysis of the activities belonging to the above mentioned categories have been done, on the basis of information gathered though available data bases and by Google maps search on the CAMP Otranto project areas of interest.

MARINE PROTECTED AREA

Within the project area 2 MPA are presents:

- Torre Guaceto, managed by the public "Consorzio di Gestione di Torre Guaceto", formed by Comuni di Brindisi e Carovigno e 'Associazione Italiana per il WWF' for Nature Onlus.
- Karaburun Sazan National park, managed by the Regional Directorate of Forestry Service, Ministry of Environment.

AGRICULTURE ACTIVITY LOCATED IN A COSTAL AREA

In Italy, there are several agriculture activity dislocated along in the coastal area and starting form a distance of about 5-10km from the coastline. The majority of them provide also accommodation and catering/restaurant services (e.g. masserie) and some provides as well events organization and wellness activities (SPA).

Among them, the following can be mentioned:

- CILLARESE-LA TERRA DEL SOLE (Brindisi), about 5 km from the coastline (www.laterradelsolepuglia.com)
- INCANTALUPI (Brindisi), about 10 km from the coastline (www.incantalupi.it)

- MASSERIA BARONI NUOVI (Brindisi), about 10 km from the coastline (www.masseriabaroninuovi.it)
- TENUTA MAZZETTA (Brindisi), about 10 km from the coastline (www.agriturismotenutamazzetta.com)

In Albania, agriculture activities in the Vlora region are located at the distance of more than 10km. No specific and geo-localized information for each of them has been funded.

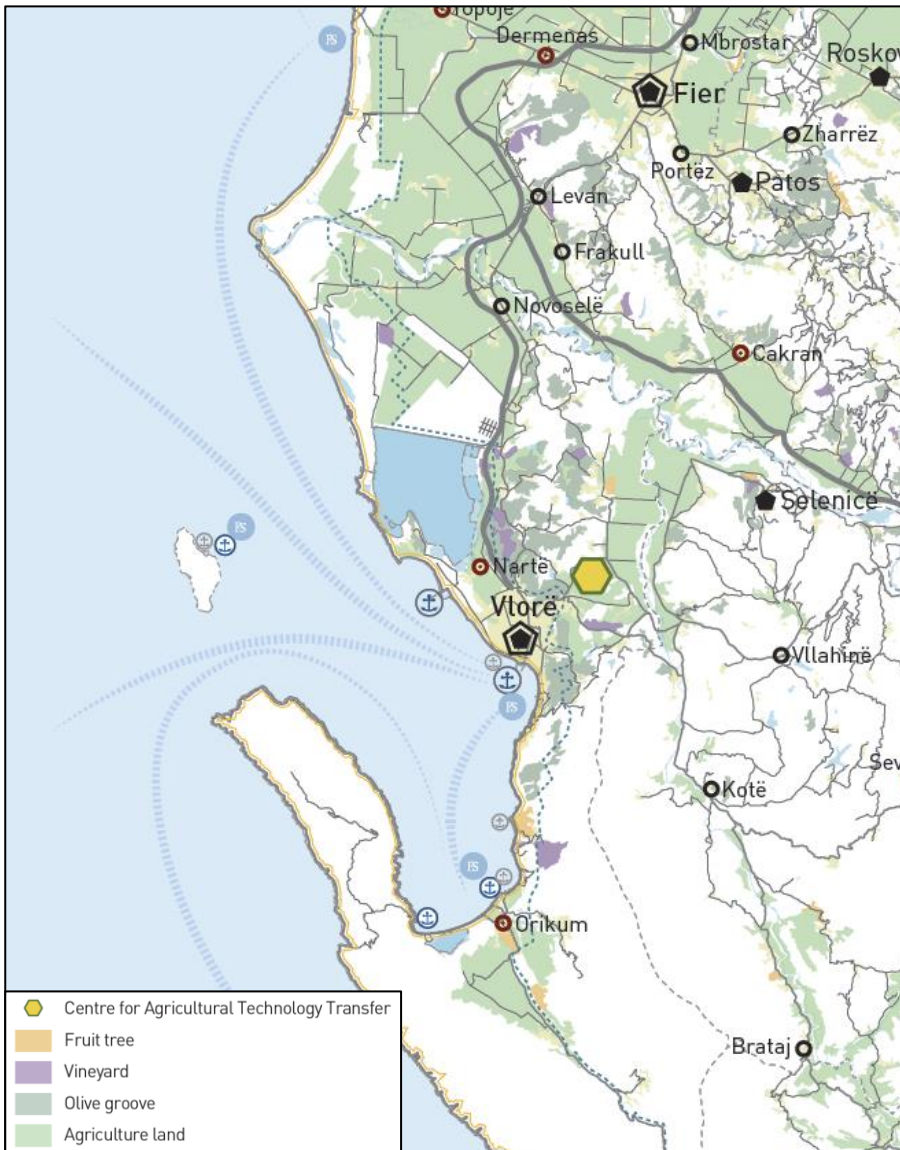


Figure 4. Agriculture sites in Albania, Vlora area (extract from *The Integrated Cross-Sectorial Plan for the Coast (ICSP for the Shore)*)

AQUACULTURE OR FISHERY ACTIVITY

In Italy 3 aquaculture activities located in the coastal area have been identified, 1 of which located in Brindisi province (i.e. Panittica Pugliese - Società Agricola SRL and Maribrin SRL) and 1 in Lecce province (i.e. Case Alimini). All are related to the cultivation of marine species.

As regard Albania, 4 aquaculture activities have been identified in the Vlora region. According to the “fish farm export companies” register (<http://export-co.eu/en/companies/country-vlore>), in the Vlore area there are more than 15 exporting fish farm companies. According to the ICSP, the number of the fishermen that operates into Lagoon under the management of “Kthesa” is nine in total.

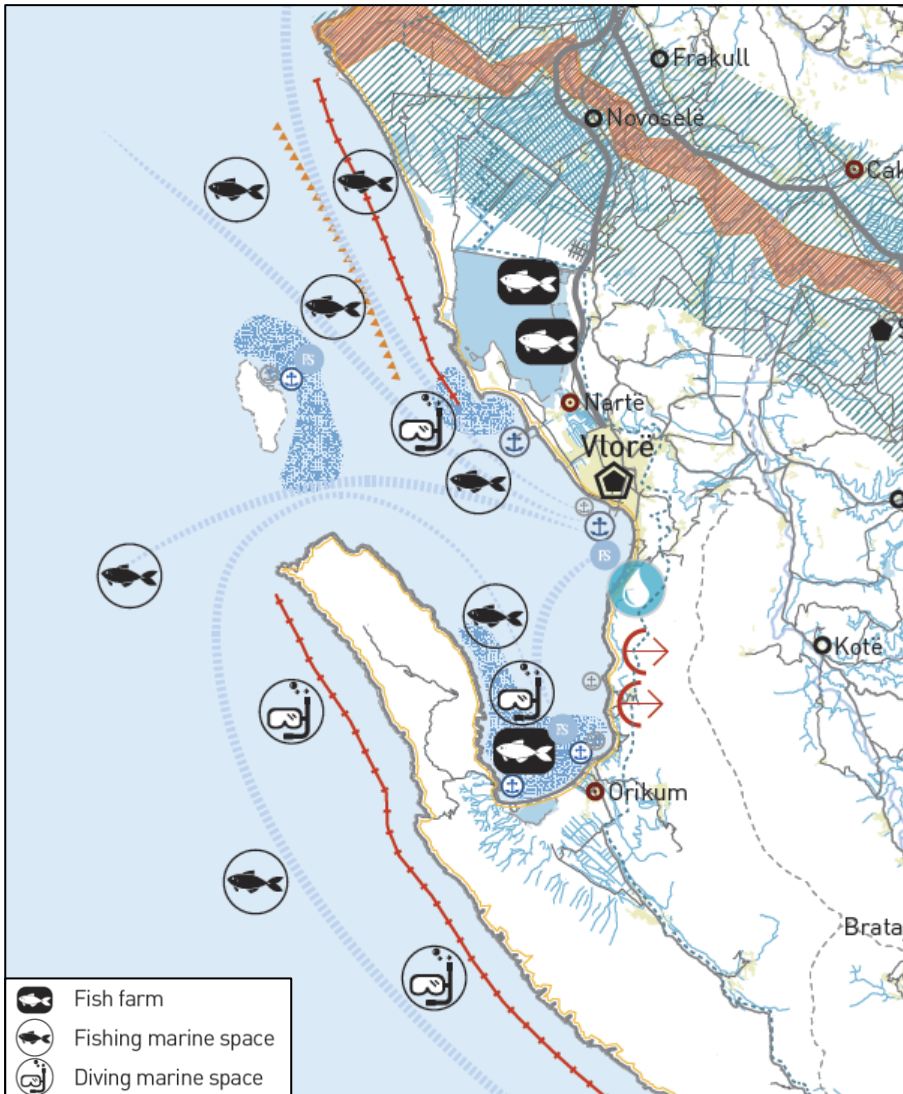


Figure 5. Agriculture sites in Albania, Vlora area (extract from The Integrated Cross-Sectorial Plan for the Coast (for the Shore))

PORTS, MARINA AND PRIVATE YACHT CLUB

In Italy, 2 main ports (Brindisi and Otranto, managed by the relative Port Authorities and related management plan) and 15 small ports or marinas are located in the project area. They differ in term of dimension, type of activity (commercial, yachting, etc) and traffic. They differ as well in term of managing entities (public or private) and of services provided (e.g. usual port/marina operations, maintenance services, passenger services), that often are performed by different and several private entities.

In Albania, 1 main port is located in the project area (i.e. Vlore port), and other 7 small ports or marinas are present. As per Italy, they are managed by different entities and provide different and several services, for which however no detailed information are available.

TOURISTIC AND PLEASURE FACILITIES (RESTAURANT, HOTEL, BEACH CLUB, ETC)

According to the Puglia Region touristic agency⁷, more than 1700 touristic facilities are located in the costal municipalities of the project area (data updated at may 2023⁸). Among these, available data confirmed the presence of 4 touristic villages, more than 200 hotels, about 200 agritourisms, 24 campings.

For what concerns Albania, available data refers to the socio-economic study⁹ dated 2012. According to this study, major tourist attraction in the area is the coastal zone of Radhime - Orikum for the beaches` quality and the natural landscape beauty that it offers. Along that area can be counted more than 45 hotels, 13 bars, 10 campings, 6 tourist villages and 192 residential destination. The total number of touristic facilities in the overall project area count many other units but no detailed information have been fund.

As shown by this preliminary analysis, the number of entities potentially to be selected has testing case is quite huge.

During the Mid-term conference held in Brindisi on the 11th May 2023 and the Awareness workshop held in Otranto on the 31st May 2023, the ICZM SAS methodology, objectives and draft list of indicators has been presented in order to gather interested in applying to the ICZM label and trying to find potential candidates for the testing phase of the Draft ICZM SAS.

On the basis of previous direct contact with relevant stakeholders in the area by project partners and thanks to the interest gathered during the above mentioned events, a first list of selected cases is shown here after.

Italy	Albania	Added value - Opportunity
Torre Guaceto MPA	Karaburun Sazan National park	Testing two different MPA in different countries is an opportunity to test the draft ICZM SAS in relation to different geographic condition, different regulatory and planning conditions and levels.
Capitaneria di Porto di Brindisi (interest express)	tbd	The Capitaneria di Porto represents a complex activity that involve other different stakeholders and entity in their operation.

⁷ <https://dati.puglia.it/ckan/dataset/elenco-strutture-ricettive>

⁸ <https://dati.puglia.it/ckan/dataset/elenco-strutture-ricettive/resource/dbdd1fa0-bb01-4b68-acf0-4a236e379c41>

⁹ <http://mcpa.iwlearn.org/docs/socio-economic-issues/socio-economic-study/view>

8 Considerations on visibility and promotion of the ICZM SAS

Provided considerations above, all economic activities can apply, on a voluntary basis, for the ICZM label, but it will be important, once implemented, to **inform potential applicant about the ICZM SAS**, the procedure for the application and of certification, the results and benefits becoming a ICZM labelled activity.

To this purpose, a dedicated web page shall be created. It is suggested to implement the web page linked to the PAP/RAC website and shared in all CAMP projects.

Promotional activities should as well be implemented, though

- official channels (e.g. website, conferences at EU and Mediterranean level);
- social media;
- info days.

Specific promotional activities shall be addressed to public institutions, from National level downscaling to local level. National authorities shall use their official channels to inform regional and local authorities. To this purpose, specific webinars can also be organized.

Even if visibility and promotion tools need to be developed in order to promote and attract applicant to the FINAL ICZM SAS once released, some visibility activities can be done also to collect interest for the testing phase and identify additional testing case studies (1 for Italy and 1 for Albania). Among this:

- Informative material (e.g. leaflet) to be spread online and/or through direct contacts, in order to provide entities with the basic information about the ICZM SAS;
- to create an # to be used for social media promotional channel of all Partners of the CAMP Otranto project.

Visibility and promotion of the ICZM SAS shall be defined by CAMP Otranto Partners.

It is finally important that a logo for the ICZM label shall be defined, to be used in all promotional activities, and not less important, in the ICZM Label certificate to be released to labelled activities.