



Terms of Reference

Consultancy: Identifying and describing good practice examples for implementing sustainable management methods in Mediterranean Posidonia beaches with tourism/visitation pressure

CONTEXT

The Mediterranean coastline is a special and unique natural asset that supports much of the region's economy and community wellbeing. Almost every country that has a Mediterranean coastline has sandy beaches and the unique seagrass *Posidonia oceanica* in its nearshore waters. As the effects of climate change continue to put pressure on the region, Posidonia and the coastal fringe play an increasingly significant role in building coastal resilience and mitigation to climate change, rendering its meadows essential coastal blue carbon sinks.

However, Mediterranean coastal systems and beaches are suffering the pressures of human activities, including direct impacts from tourism and urban infrastructure, affecting beaches and coastal dune systems by altering the erosion-accretion dynamics of the littoral zone. In 2019, the Mediterranean region attracted over 400 million national and international tourists, generating over €370 billion to the regional economy¹. Over half of Mediterranean tourism takes place in coastal areas, where it contributes to approximately 70% of total economic revenue earned through tourism². Indeed, one of the key challenges facing destination managers in Mediterranean coastal areas is mitigating the impacts of climate change and coastal erosion - the effects of which can already be seen throughout much of the Mediterranean coast³ - as well as ensuring the longevity and sustainability of a sector with such significant economic importance to the region.

The Posbemed+ project (2022-2023) builds on the results and findings obtained in the Interreg-Med POSBEMED2 project (2019-2022), which aimed to address the challenges Mediterranean beaches currently face by promoting nature-based management solutions and supporting planning strategies that acknowledge the value of Posidonia beach-dune environments. Posbemed+ focuses on increasing and widening community engagement of stakeholders from different Mediterranean countries towards long-term commitments promoting the sustainable management of Posidonia beaches, including those involved within the tourism sector.

¹ Fosse, J., Klarwein, S., Kosmas, I., Gonzalez, A. (2021). Ecosystem Approach for a Better Environmental Management of Coastal and Maritime Tourism in the Mediterranean region (Version 1). Zenodo, <https://doi.org/10.5281/zenodo.5137940>

² Fosse J., Kosmas I., Gonzalez A. (2021). Regional Governance, Environmental Management and Sustainable Recovery of Mediterranean Coastal and Maritime Tourism. Eco-union.

³ Otero M.M., Simeone, S., Aljinovic, B., Salomidi, M., Mossone, P., Giunta Fornasin M.E., Gerakaris, V., Guala, I., Milano, P., Heurtefeux H., Issaris, Y., Guido, M., Adamopoulou, M. (2018). Governance and management of Posidonia beach-dune system. POSBEMED Interreg Med Project. 66pp+ Annexes.

Feedback gathered within the framework of the POSBEMED2 project and other initiatives has shown that although management approaches in Mediterranean coastal areas are evolving to focus more on the overall conservation of Posidonia beach-dune systems as key natural assets within the region, many coastal managers still feel they lack the sufficient know-how or guidance to implement these actions in practice, particularly in areas where tourism and visitor pressure is a key influencing factor.

Several resources have been created to support coastal managers, including a [Charter of Commitments for Mediterranean beaches with Posidonia](#), a [Manual for conserving Mediterranean beaches with *Posidonia oceanica* and assessing progress of management actions](#), a booklet on Nature-oriented on destination marketing in Mediterranean Posidonia coastal areas as well as [several additional documents](#) on policy recommendations, awareness-raising and community engagement. However, discussions in the field with coastal managers have revealed the need for inspirational examples on how to go about planning and implementing actions on the ground and understanding the challenges, opportunities and impact in destinations, particularly in beaches with significant tourism and visitor pressures.

This consultancy aims to fill this gap by showcasing examples of successful management from a wide array of Mediterranean coastal areas with *Posidonia oceanica*. These examples will be highlighted through a booklet that will form part of a wider toolkit for Posidonia coastal managers to facilitate the implementation of nature-oriented approaches and support a growing network of destination managers, municipalities and coastal stakeholders to enable the increase of coordinated efforts, exchange experiences and establish good practices for continuing to promote the natural value of Posidonia, under the framework of the Joint Charter of Commitments.

OBJECTIVES OF THE CONSULTANCY

The main goal of this consultancy is to collect a range of case studies putting into practice management actions in Posidonia beaches (e.g. environmental management, communications and marketing) that can inspire and support beach and destination managers to take action. Depending on the context, these can include municipalities (beach managers, tourism departments, environmental departments, etc.), Protected Areas or private beach operators, among others.

The specific objectives of the consultancy are:

- **Identifying and mapping of successful (and potentially unsuccessful) case studies** across the Mediterranean region
- **Classifying and selecting identified case studies** according to defined parameters to assess the practices
- **Gathering data on and describing the most relevant case studies** for the development of a series of case study sheets



- **Preparing a booklet** with the case studies for dissemination.

APPROACH AND ACTIVITIES

The approach to deliver this consultancy can be discussed and refined at its outset, but it is expected the consultant will support the project with the following activities and estimated workload:

1. Refining methodology and drafting a work plan

IUCN-Med will hold an inception meeting with the consultant upon signing the agreement, to better understand the expectations of the consultancy and discuss the proposed methodology and work plan, as well as any doubts or questions that may arise.

2. Mapping and characterisation of relevant case studies (3 days)

The consultant will carry out research of available evidence and case studies published on Mediterranean Posidonia beaches with tourism and visitor presence that have successfully (or unsuccessfully) implemented nature-oriented sustainable management practices related to Posidonia beach-dune systems as part of the destination's overall management and, with the support of IUCN-Med, contact key resource people that can help identify additional relevant examples. The mapping exercise should also consider beaches under private ownership or management, e.g. as is the case of some Mediterranean hotel resorts. The activity should include (but is not limited to) the following elements:

- a) Identification of a long-list of destinations (expected at least 30) with potential to be case studies, including the evaluation of existing evidence.
- b) Characterisation of the relevant examples/case studies mapped: The consultant will classify the relevant examples/case studies identified based on a series of characteristics of the destination to be defined in collaboration with IUCN-Med, e.g. type of beaches (sandy or rocky), degree of urbanisation (natural beaches without amenities to semi-urban or urban with full amenities), proximity to or location within a protected area, existence of external physical pressures (e.g. acute erosion) and pressures from tourism (low, medium, high).

This classification will contribute to prioritising the case studies and deciding the most relevant ones to ensure they can address different destination needs according to local characteristics, allowing beach managers to identify and compare the best practice examples most in accordance with the needs of their particular destination.

3. Evaluation and shortlisting of case studies (1 day)

From the long-listed case studies, prioritise which destinations (expected at least 10) to select for further development and inclusion into the final booklet, based on agreed parameters with IUCN-

Med. This process should ensure they represent a wide range of examples (different countries, managers, type of beaches, piloting Posidonia handling, visitor communications, business models, etc.), and when possible, the governance arrangements that allowed implementation.

4. Additional data collection and drafting of case study sheets (10 days)

- a) Drafting of a template case study sheet (2-3 pages) for its inclusion in the booklet that will guide additional data collection.
- b) Additional data collection on the selected case studies via desk-based research supported by interviews with relevant destination managers and key resource people identified in each case study in order to gain a better understanding of the context, approach, process and impact. This will include collection of graphic/visual materials and other resources to include or reference in the booklet and other project activities.

The overall data collected should provide a detailed description of the strategy implemented in each destination and is expected to include (but is not limited to):

- Definition of the destination's baseline and identification of objectives pre-implementation
 - Governance and financial arrangements
 - Description of the chosen approach and methodology and step-by-step implementation strategy
 - Description of engagement activities and actions taken to educate and raise awareness on the importance of Posidonia beach-dune systems and their management for coastal conservation and mitigating climate change across different stakeholder groups (e.g. general public, beach users, decision-makers)
 - Description of integrated management approaches and models implemented to promote the conservation of natural resources and habitats, and the development of tourism activities while maintaining the integrity of the Posidonia beach-dune system
 - Organisational structuring of management activities among managing entities
 - Evaluation of overall strategy implemented
- c) Creation of case study sheets (1 sheet/destination) that coherently compile all information relevant to the destination as a best practice example as detailed previously (i.e. characterisation, baseline, practices implemented, etc.) as well as visual material (e.g. images, graphs, videos) and any additional external resources.

5. Compilation of case studies into a booklet (2 days)

Booklet compiling the case studies in a compelling and user-friendly way on implementing sustainable management practices for beaches with Posidonia and tourism/visitor pressure. This will include the information from the case study sheets, edited to ensure engagement, as well as an introduction

(including methodology), reflections on common challenges, opportunities and lessons learnt from the different case studies and guidance on how to use the booklet for on-the-ground implementation.

The booklet's target audience, Mediterranean coastal destinations with Posidonia beaches and tourism pressure, shall include a wide range of examples and be adaptable to be used in different coastal destinations and circumstances throughout the Mediterranean region to inspire and provide practical guidelines for beach managers and decision-makers to identify the most suitable actions according to local conditions. This final deliverable will form part of a larger toolkit of materials that aims to inspire and guide target groups in taking action in their destinations and should be aligned with the design of other POSBEMED resources. The consultant should specify in their proposal if the design for publication will be done by them or not, and budget accordingly.

NOTE: The relevant examples/case studies identified should not be limited to specific technical practices or tools used but rather should understand the overall approach implemented in the destination, considering factors such as engagement and communication with stakeholders and beach users, political buy in, financial aspects, monitoring and evaluation, potential barriers to success or the timeline for the overall implementation of the strategy (including testing/piloting, roll out, etc.)

IUCN-Med proposes the use of the PANORAMA Solutions methodology as a reference for the development of the case studies, for potential publication.

DELIVERABLES, TIMELINE AND PAYMENT

<u>Deliverable</u>	<u>Description</u>	<u>Deadline</u>
1. Work plan	An online spreadsheet to be signed off by IUCN-Med, stipulating all activities, tasks and deliverables, timeline, roles and decision points, considering sufficient time for review on behalf of IUCN-Med.	14 January 2023
2. Map of potential case studies	Spreadsheet with the identification and classification of the relevant examples/case studies, as well as a brief description and evaluation of the practices according to the agreed parameters for their prioritisation.	31 January 2023
3. Case study sheet template	Template (word processor/spreadsheet) to be used to describe the examples/case studies, including the baseline and practices, approach, challenges, impact, etc.	31 January 2023
4. Case study sheets (1 per destination)	Case study sheets (1 sheet per destination, expected 2 to 4 A4 pages each) that coherently compiles all information relevant to the destination as a good practice example as per agreed template, as well as visual material (e.g. images, graphs, videos), interview notes or additional external resources, bibliography, etc.	20 February 2023

<p>5. Booklet of best practices</p>	<p>Booklet (expected 30-60 A4 pages), including the introduction, methodology, case studies, lessons learned and guidance for its use. The consultant need to specify in the proposal if they will deliver the content or the final design, and reflect it in the budget.</p>	<p>6 March 2023</p>
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This contract is expected to last two (2) months starting in January 2023. An estimated budget of 6,000 - 8,000€ (incl. VAT and all other taxes) is expected for this consultancy, considering 15 to 20 days of work and depending on the design of the final layout. The payment schedule proposed is 30% upon signature and 70% upon completion. All payments will be made upon finalised review of deliverables by IUCN-Med.

All final decisions concerning the successful delivery and quality of deliverables will be made by IUCN Centre for Mediterranean Cooperation (IUCN-Med). The consultant shall schedule time in the work plan for reviewing drafts and implementing feedback based on discussions with IUCN-Med.

SUBMISSION OF APPLICATIONS

Please submit your application to Emmi Lindqvist (emmi.lindqvist@iucn.org) with CC Arnau Teixidor (arnau.teixidor@iucn.org) by **21 December 2022 at 23:59 (CET)**. A decision will be made as soon as possible, however by 10 January 2023 the latest. Applications should include the following elements:

1. **COVER LETTER** (1-2 pages), outlining the candidate's suitability and motivation for the consultancy, including:
 - **Interpretation of the Terms of Reference**, demonstrating an understanding of the scope and objectives of the consultancy, including how they will be achieved.
 - **Justification of the capacity, experience and expertise** to carry out the consultancy, mentioning examples of previous works related to the topic and evidence knowledge of Posidonia beach-dune systems and the sustainable management of Mediterranean beach-dune systems with *Posidonia oceanica*.
 - The applicant shall also state their availability to carry out the consultancy between January and February 2023.
2. **FINANCIAL PROPOSAL:** Proposed budget of 6,000 – 8,000€ (excluding VAT and other taxes), detailing the proposed budget per activity and daily rates.

Please note that IUCN is not acting as a business or professional nature entity for VAT purposes and therefore the consultant should charge in its invoices the VAT or analogous tax accordingly. In case that the consultant is exempt of VAT or equivalent tax in its jurisdiction, it should include a note in the invoice document informing of this issue and mentioning the law that applies.

3. **CURRICULUM VITAE**, including your language skills.



Please note that the working language of this consultancy is English. Knowledge of other Mediterranean languages is considered an asset.

SELECTION CRITERIA

The selection of the candidate for this consultancy will be based on:

- Candidate profile (80%)
 - Academic and professional background (30%)
 - Knowledge and expertise in relation with the goals of the TORs (40%)
 - Language skills in Mediterranean languages (10%)
- Motivation and availability (10%)
- Financial proposal (10%)

INQUIRIES

For any inquiries related to this consultancy, please contact Emmi Lindqvist (emmi.lindqvist@iucn.org) and Arnau Teixidor (arnau.teixidor@iucn.org).

REFERENCES AND FURTHER READING

- Otero M.M., Simeone, S., Aljinovic, B., Salomidi, M., Mossone, P., Giunta Fornasin M.E., Gerakaris, V., Guala, I., Milano, P., Heurtefeux H., Issaris, Y., Guido, M., Adamopoulou, M. 2018. Governance and management of *Posidonia* beach-dune system. POSBEMED Interreg Med Project. 66 pp+ Annexes.)
- POSBEMED2 project website: <https://posbemed2.interreg-med.eu/>
- PANORAMA Solutions: <https://panorama.solutions/en>

ABOUT IUCN-MED

IUCN Centre for Mediterranean Cooperation (IUCN-Med) coordinates and implements the global program of IUCN, International Union for the Conservation of Nature and Natural Resources, in the



Mediterranean region. It aims to unite science, decision-making, management and action to conserve nature and accelerate the transition to sustainable development through innovative and collaborative initiatives.