



# How can Tunisia help to make its artisanal salinas more sustainable?

## Key policy recommendations

By developing relevant laws and regulations, putting in place incentive programmes and providing technical support, national and local governments can enhance the management of artisanal salinas, to generate both economic and environmental benefits. This factsheet highlights the main recommendations compiled by the ENI CBC MED MedArtSal project based on the analysis of artisanal salinas in Tunisia:

By strengthening their online presence, artisanal salt producers can **INCREASE THEIR VISIBILITY** and position artisanal salt products in a wider international market

**IMPROVE TRANSPORT SERVICES** (storage, roads, ports, etc) and export logistics

**UPDATING THE LEGISLATION** in force is essential to protect SMEs - not only to secure adequate funding, but also to promote fair market competition

**EXPLORE SYNERGIES** and clustering opportunities between Tunisian and international Salinas for better exchange of technical knowledge, aiming to improve products and services

**INTEGRATE NEW SUSTAINABLE ACTIVITIES**, such as ecotourism or harvesting of fish that naturally enter the basins, to increase interest in the development of artisanal Salinas

**UPDATE THE LEGISLATION** ("Code Minier" for Tunisian salinas) so as to allow the production of other products beside salt

**DEDICATE GREATER PUBLIC INVESTMENT** to develop artisanal Salinas. This includes public aid for salt producers and support scientific research on the quality of salt and to increase the selling price accordingly



In Tunisia the salt market is currently economically unprofitable due to the undervaluation of salt as a product and the confusion surrounding the terms 'organic' and 'artisanal'. Likewise, a lack of technical and digital skills makes it difficult for producers to access the online and international market. Furthermore, insufficient infrastructures limit the development of activities which could potentially be profitable for salt producers.

SWOT

## W Weaknesses

- **Undervalued product and low profitability**
- **Need for better coordination** in the corresponding administrations, to speed up administrative procedures
- **Weak digital, technical and marketing skills**
- **Important deficit of infrastructures** that would allow the development of tourism in the Salinas: signage, tourist information points, accesses, basic services, etc.
- **Insufficient investment** in productive information and communication technologies
- **High economic and technical cost** of maintaining salt works structures

SWOT

## T Threats

- The online market is mainly **being supplied by large distribution companies**
- **Lack of differentiation** between artisanal salt and industrial salt
- **Market price pressure threatens competitiveness** of local and organic products
- **Large distribution requires a high volume of production**
- **Consumer misguided belief that ecological, bio and natural products are synonyms**





Most of these difficulties can be overcome by a greater national and international cooperation between administrations, companies and research institutions. There is currently a high demand for organic and local products, which gives artisanal salinas an advantage and offers them an opportunity to create projects that pursue the diversification of products and services in the Tunisian Salinas. Such projects would help them achieve economic profitability without compromising the natural values of the area.

## SWOT S Strengths

- **Salinas hold significant potential as recreational sites** and to carry out outdoor activities
- **Salinas offer many opportunities for product and service diversification** (from macro & microalgae cultivation to tourism, etc.)
- **Quality of salt and food are highly suitable to create gourmet products** for which there is growing interest, e.g. *fleur de sel*, algae, etc.
- **The abundant resources and values** offered by artisanal salinas can be utilised to create economic activities based on natural, gastronomic, historical, cultural, heritage and tourism-related assets
- **High environmental value** of active artisanal salt mines provides precious ecosystem services and contributes to preserve endemic biodiversity

## SWOT O Opportunities

- **Increasing profit by placing artisanal salt as a product on international markets**
- **Bringing attention to the value of salinas by promoting national and international cooperation among businesses, research groups and other key actors**
- **Promoting the ecological value of artisanal salt** based on the positive perception of agro-environmental products
- **Strengthening e-commerce presence** by extending marketing efforts to new commercial channels
- Suitable sites to develop projects related to Nature-based Solutions **that protect, sustainably manage, and restore** ecosystems while effectively addressing societal challenges
- **Improving the environmental protection** of Salinas



# artisanal salinas

## The MedArtSal Network

is defining common priorities for the sustainable maintenance and development of artisanal salinas in four Mediterranean countries (Italy, Spain, Lebanon and Tunisia)



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