

Blue Plan Association
for Environment and Development
in the Mediterranean



2011 Activity Report



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Key dates for Plan Bleu

The year 2011 was particularly marked in the Mediterranean by the "Arab Spring" and the Greek financial crisis.

JANUARY

Launch of the International Year of Forests

FEBRUARY

Publication of the UNEP report: "Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication - a synthesis for policy makers", February 21st

MARCH

The entry into force of the "ICZM" Protocol on Integrated Coastal Zone Management in the Mediterranean, March 24th.

The entry into force of the "Offshore" Protocol governing the protection of the Mediterranean Sea from pollution resulting from exploration and exploitation of the continental shelf, the seabed and its subsoil, March 24th.

APRIL

The establishment of a partnership for the Mediterranean forests was announced at the Second Mediterranean Forest Week in Avignon, April 5th to 8th.

MAY

Plan Bleu's General Assembly meeting in Paris, May 4th.

Joint Meeting of the National Focal Points of the Regional Activity Centres - Plan Bleu, Priority Action Programme and Information and Communication - in Nice, May 11th to 13th.

The 14th Meeting of the Mediterranean Commission on Sustainable Development (MCSD), in Budva, Montenegro, May 30th to June 1st.

NOVEMBER

The Union for the Mediterranean adopted a declaration regarding the sustainable urban development at the First Ministerial Conference on sustainable urban development in Strasbourg, November 10th.

DÉCEMBER

Regional Seminar "Tourism and sustainable development in the Mediterranean", organized by Plan Bleu in Genoa, December 12th to 14th.

The Mediterranean Water Forum in Marrakech (Morocco), December 19th to 20th.

PLAN BLEU: LET THE MEDITERRANEAN BE AN AREA OF COOPERATION FOR SUSTAINABLE DEVELOPMENT

Within the framework of the Barcelona Convention, enacted in 2011, the protocols on Integrated Coastal Zone Management (ICZM) and on offshore are worth noting. In a troubled Mediterranean political context, these entries into force confirm the relevance of the Barcelona Convention and Mediterranean Action Plan (MAP) as a framework of cooperation for sustainable development in the Mediterranean.

Every two years, MAP and its components (of which the Plan Bleu is a part) gather the focal points of the Parties to the Barcelona Convention: Plan Bleu organized in Nice, on May 2011 the meeting of its focal points jointly with those of PAP/RAC and INFO/RAC. This meeting allowed presenting the results of 2010-2011 biennium and preparing the agenda of the next biennium. It contributed to the preparation process of the Conference of the Contracting Parties to the Barcelona Convention scheduled for early 2012 in Paris.

Plan Bleu consolidates its interface role between research and decision-making for sustainable development in the Mediterranean. This position is reflected in various ways.

The projects FP7 Pegaso (ICZM, continuation), ClimRun (climate service, launch), PERSEUS (marine ecosystems, acceptance by the commission), the partnership with Hydrosociences Montpellier, and the articulation of socio-economic studies on marine protected areas with an economy thesis demonstrate the link between Plan Bleu and the academic community.

The programs related to tourism and energy have used national consultants for the work on energy efficiency indicators and sustainability profiles of tourist destinations. On the basis of a regional framework established by Plan Bleu, the mobilization of those national experts, academics, makes available data that would otherwise be difficult to get and provide interesting points of view. Their confrontations at seminars or regional workshops proved very fruitful.

The studies, especially in the field of water, urban and green economics, are also carried out in close partnership with funders such as the European Investment Bank, the Agence Française de Développement and the World Bank. The Marseille Centre for Mediterranean Integration provides a suitable framework for such partnerships.

By combining the academic contributions, the field conditions and the operational approaches of the funders, Plan Bleu produces projects that are in favour of sustainable development. The investment made in 2011 by Plan Bleu for the preparation of the Mediterranean session of the World Water Forum (Marseille, 2012), exemplifies the way of combining several points of view and resources in order to highlight the various issues of sustainable development in the Mediterranean.

Hugues Ravenel
Head of Strategic Unit, Director a.i.

ACTIVITIES CONDUCTED IN 2011

A distinction is drawn in the continuation of the report between « cross-cutting » activities, which feed into all Plan Bleu studies, and more thematic ones largely relating to the areas of priority actions under the Mediterranean Strategy for Sustainable Development.

1. CROSS-CUTTING ACTIVITIES

1.1. Climate change

The year 2011 has allowed the consolidation of various undertaken activities related to climate change.

Plan Bleu participates in a European project FP7 CLIM - RUN 2011-2014. Funded by the European Commission, this operational research project aims to develop climate services corresponding to the expectations and needs of local actors. The project is to offer the appropriate data on temporal and spatial scales of climate and the products relevant for the decision-making regarding the adaptation to the climate change. In this context, the work conducted by Plan Bleu is significant since it has the responsibility to develop a protocol that allows a strong and continuous participation for local actors from different case studies, in order to identify their climate information demands and to develop the products with climate modellers. Plan Bleu is also in charge of defining and developing a web-portal for providing this information. The project is to contribute to the development of a climate service for the Mediterranean.

On the scale of the Mediterranean coastal areas, Plan Bleu contributes, in cooperation with MAP, PAP-RAC and GWP Med, to a project funded by the Global Environment Facility (GEF). This project, for an initial period of 30 months (2012-2014), concerns eleven countries. Its main objective is to support the implementation of the ICZM Protocol of the Barcelona Convention, conducted by the development of coordination mechanisms and tools for

studying climate variability and their impacts across the Mediterranean region.

Based on the reports of national experts, Plan Bleu will build climate change indicators and develop an interactive web platform allowing the sharing and exchange of data on the climate change and variability. It will also elaborate, in synergy with the work of the PAP-RAC, and based on “Imagine” (see below), a prospective methodology for the analysis of climate variability and the impacts of climate change on coastal zone management and socio-economic activities.



Finally, in order to consolidate its various activities on climate change, Plan Bleu has initiated a working program on climate risk management that focuses on three pillars: (i) assistance in creating and sustaining assets of a platform able to centralize the data, indicators, and existing tools concerning the adaptation to climate change in the SIMEDD–Climate; (ii) a thorough methodological work on the modalities of integrating the adaptation to climate risks in public policies in order to support decision-making processes in this area, and finally (iii) a reflection on the role of insurance mechanisms and risk transfer regarding the issue of the adaptation to climate change. The creation of a climate risk management forum in the Mediterranean and its sector declinations would give life to this program in a participatory and operational way.

1.2. Territorial approaches

Having benefited from the feedback experience of Hugues de Jouvenel, General Manager of the Futuribles Group, and Sébastien Treyer, the program director of IDDRI, the prospective internal seminar, held in Marseille on February 2nd made it possible to put Plan Bleu work and methods into perspective in terms of territorial participatory prospective, developed particularly in the framework of MAP coastal management programs since the early 2000s.

In continuation of this seminar, which marks a progress in Plan Bleu reflections regarding prospective, territorial and participatory approaches, it was decided to revisit the "*Imagine* method for analysing systemic and prospective sustainability" to simplify it - which does not mean to "strip" it when supplements are considered both upstream and downstream of the approach - and to adapt it to other projects focused either on types of territories (coastal areas, forests, tourist destinations), either on transversal issues such as global changes.

In fact, with the rise of environmental and sustainable development related issues, especially climate change issues, new social and political demands crystallize around a greater participation of local actors in debates regarding the conception and implementation of regional long-term strategies. The *Imagine* method appears to be able to provide elements of answers to those concerns since it articulates the construction of economic, social, environmental and governance indicators, the contribution of spatial knowledge and territorialized scenario development with the stakeholders' active participation. The construction of possible futures and the mobilization of local actors are therefore intended to shed light on the decision-making processes through collaborative working and collective learning allowing negotiated consensus. Such approaches make sense not just to support the sustainable management of areas or resources by local communities - a coast, a forest area, a river basin, a tourist destination, agglomeration city - but in a broader

perspective of territorial development, and in particular to reduce economic and social discrepancies between differentiated and specialized areas: for example, coastal resorts or urban areas versus rural or natural areas. "*Revisiting Imagine*" as supporting tools for "territory projects", therefore, implies highlighting and applying its adaptable and adjustable characteristics to different problems and different territorial contexts - even if the method continues to be mobilized mainly through the application of the Protocol on integrated Coastal Zone management in the Mediterranean (ICZM Protocol to the Barcelona Convention).

In this context, and especially within the European project FP7 PEGASO 2010-2014/ *People for Ecosystem Based Governance in Assessing Sustainable Development of Ocean and Coast* (<http://www.pegasoproject.eu>), Plan Bleu has contributed and is contributing actively on the one hand to the "ICZM shared governance platform", meant to bring together the scientific and decision-making circles at different territorial levels, and on the other hand to the link between two major components of this operational research project funded by the European Union, namely (i) the development of tools and methods intended to be used in (ii) about ten "collaborative application sites" called CASES.



The on-going adaptation of the *Imagine* method to facilitate its implementation in the CASES of the PEGASO project was presented by the experts from Plan Bleu during the 10th MEDCOAST Conference, held in Rhodes from October 25th to 29th October and a "training for trainers on techniques, participation tools and communication", organized in close collaboration with the University Ca' Foscari

and PAP-RAC (UNEP / MAP) in Venice from October 31st to November 3rd. Lastly, from April 5th to 8th, during the second Mediterranean Forest Week, Plan Bleu and AIFM had initiated three sessions of "Forests, societies and territories" with the objective of promoting territorial approaches and methodologies in forest governance.

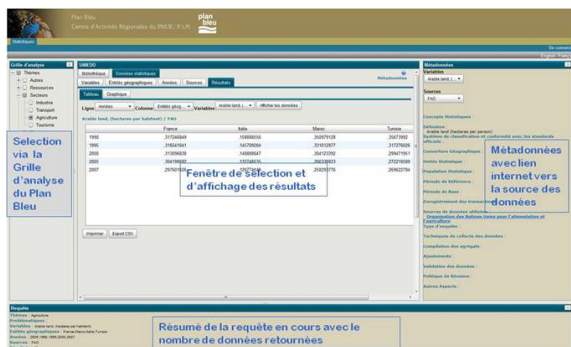
1.3. SIMEDD and indicators

SIMEDD

The SIMEDD is an information system whose objectives are:

- ✓ To gather the data used for Plan Bleu's studies and reports.
- ✓ To give access to Plan Bleu experts and the general public to such data and data sources.

The current online version of SIMEDD (<http://simedd.planbleu.org/simedd>) is still draft, some of its features need to be developed or improved



The first version has undergone an update in 2011. Online help has been improved in the interface and a presentation page has been inserted into the Plan Bleu website.

Indicators

As part of the biannual monitoring of the MSSD implementation, the presentation sheets of the MSSD priority indicators were published on Plan Bleu website in May 2011 at the following address: http://www.planbleu.org/methodologie/liste_fiches_indicateursSmdd.html

An internal revision process was carried out to improve the analysis for the publication in early 2012, on the occasion of "Rio + 20".

Plan Bleu has continued its partnership with the Mediterranean Wetlands Observatory by reviewing provisional drafts of the report "Mediterranean wetlands, Challenges and Prospects" published in early 2012 on the occasion of the "International Symposium on Water and Wetlands in the Mediterranean" organized by **MEDWET**.

In early 2011, the inventory of sustainability indicators selected with the 'Imagine' method in the coastal management programs in Malta, Slovenia, Cyprus, Lebanon and Algeria, as well as in similar initiatives, was completed (over 300 indicators). It then provided the basis for selecting the set of indicators (around 50) that should be proposed for the regional assessment and the case studies of **PEGASO** project.

Plan Bleu has developed its partnership with Global Footprint Network (GFN) in the form of an agreement for the publication of the first report on the **ecological footprint** in the Mediterranean, including the "water" footprint development, which is particularly important in this region. It was also submitted to a review process by Plan Bleu focal points. This report will be published in the first half of 2012.

Moreover, the expertise of the strategic unit in terms of indicators, modeling and software tools, have been sought to contribute to Plan Bleu studies and projects as well as to the data and graphic illustrations and cartographic in Plan Bleu publications.

In particular, this contribution has involved the completion of "Tourism" studies and the organization of a workshop on an "observatory on sustainable tourism in the Mediterranean" as a side-event to the seminar held in Genoa, in December 2011.

1.4. SEIS/H2020

At the initiative of the European Commission, it was taken into consideration to make an improvement "Towards a shared environment information system (SEIS) in the countries belonging to the European Neighbourhood Policy ". The European Environment Agency, in particularly, has

been entrusted with heading up its “southern” component in partnership with MAP and its Regional Activity Centres, including Plan Bleu.

This process, whose first stage consisted, in 2010, in defining a situation overview on the content (Plan Bleu), infrastructure (RAC/Info) and governance (MEDPOL) under the aegis of MAP, is based on the Horizon 2020 initiative.

In 2011, the Plan Bleu pursued the interaction with the MAP Coordinating Unit, MEDPOL, RAC/INFO and the EEA to consolidate a common project that should be implemented from 2012.



2. THÉMATIC ACTIVITIES

Plan Bleu thematic works are essentially based on the priority action areas under the Mediterranean Strategy for Sustainable Development and their implementation is being monitored by Plan Bleu at the request of the Contracting Parties. Their aim is to facilitate the implementation of policies and actions identified in the strategy, by consolidating the necessary knowledge base on the one hand, and proposing recommendations for political decision-makers on the other hand. They rely heavily on the expertise available in the riparian countries.

2.1. Water

As part of the countries performance monitoring in terms of sustainable development, especially on the

implementation of the "water" component of the Mediterranean Strategy for Sustainable Development (MSSD), a data update was made on the resources and water demands in the Mediterranean. The data collection has been expanded to include other themes such as the non-conventional water resources and water-energy linked with a prospective dimension. The revision work of the indicator methodology sheets of the MSSD monitoring and an analysis of the methods to the indicators collection and calculation modes in the related countries have also been conducted.

Plan Bleu continued its work on the water efficiency in order to provide the countries with a methodological support to document the indicator, to assess the progress made by each country in terms of water conservation, and to identify the priority actions to be implemented in order to improve the water use efficiency, especially in the framework of national strategies for sustainable development. Based on various national reports on water efficiency and economic approach for water management, a regional synthesis report was prepared. It constitutes a contribution to the "Environment and Water" (EW2) programme of the Marseille Centre for Mediterranean Integration (CMI).

As a further means to encourage water demand management (WDM) and within the framework of the Marseille Centre for Mediterranean Integration (CMI), the AFD and Plan Bleu have launched studies intended to promote prospective analysis methods for improving and assessing water policies. These studies are based on diverse water supply and demand management scenarios, with the aim to gain a better understanding of factors that have a major influence on the state and management of water, and that fall with unsectoral policies other than those of water (« Thinking outside the water box»). Three national studies were launched in Jordan (study completed), Morocco and Croatia (studies in progress). In order to promote economic valuation methods, the AFD, Plan

Bleu and the CMI organized a training seminar on "the economics of water demand management" which was held in Jordan. This training should be extended to other countries (including Morocco).

To support the inclusion of climate change in water resources management in Mediterranean countries, Plan Bleu has continued the study on "Water and Climate Change in the Mediterranean".

Set on 4 years (2009-2012), this study aims to improve knowledge on the foreseeable impacts of climate change on the Mediterranean countries water resources and demands for the timeframes 2050/2100, as well as to update Plan Bleu's prospective scenarios and promoting climate change adaptation measures, of which the WDM measures.

Since late 2009, Plan Bleu has been supporting a PhD thesis work in partnership with the HydroSciences laboratory of Montpellier, focusing on "The impacts of global changes on water resources in the Mediterranean". This thesis is divided in two parts: a regional approach on the whole basin and a watershed-wide study of the Ebro (Spain). In 2011, the work were focused on the construction of prospective scenarios incorporating climate change impacts on water resources and demand at Mediterranean scale, and on the modelling of water resources - with water uses integration - and the functioning dams on the Ebro watershed. In parallel, the regional study on "Adaptation to climate change in the water sector in the Mediterranean: situation and prospects" completed in 2010, has resulted in the publication of a *Plan Bleu Paper*.

Regarding the unconventional water resources theme, two national studies on wastewater reuse and the desalination in Israel and Spain, including a financial and economic analysis of desalination and reuse of treated wastewater (Reut) projects, have been completed. Plan Bleu has been leading and coordinating, as part of the CMI programme EW2, the realization of a regional synthesis on the reuse of treated wastewater in the Mediterranean. This review

aims to support the decision concerning the Reut in the Mediterranean, and more precisely, to define and share the success and "bottlenecks" conditions for Reut projects.



Throughout the year, Plan Bleu has been committed to the preparation of the 6th World Water Forum (Marseille, 2012). In conjunction with its main partners of the water sector in the Mediterranean, Plan Bleu was involved in the Intercontinental Mediterranean process by coordinating work on the water demand management and by contributing to the organization of the 1st thematic process of Mediterranean Water Forum (Marrakech, December 2011); Plan Bleu was also committed in this Global Forum thematic process by submitting its work and sharing the Mediterranean experience on some priority themes (Ensuring food security, Responding to climate and global change).

2.2. Energy



The main advances of the studies carried out are the following:

- ✓ On the water-energy system adaptation to climate change, after the study on Morocco in 2010, the case study on Syria was completed in late 2011.

- ✓ On the energy-building system adaptation to climate change, a monitoring system on current developments and the on-going national initiatives was conducted in order to integrate these new elements in the studies presentation.
- ✓ The project on the energy efficiency indicators in the SEMCs was launched in early 2011. It is embedded in a strong partnership with RCREEE. The implementation of the work is structured around a partnering between an expert and a representative of national authorities (particularly in connection with the focal points of RCREEE). The year 2011 brought the project partners together on three occasions (January in Tunisia, April in Cairo and September in Sophia). This project helped to develop and inform a series of consistent indicators for the 10 countries involved. Several assistance missions in the data collection, process and analyze were performed by the regional co-ordination team. At the end of 2011, national reports are almost completed and the regional report is under preparation. The results of this work will be presented in several events in 2012.
- ✓ The development of an energy scenario focused on renewable energy and energy efficiency made possible to get data on the developments of major energy parameters for 2030. The results were made known through various publications and interventions. Continued partnership with Mediterranean Energy Observatory (OME) has helped to launch the update of some results in view of the development of the energy models used (taking into account the financial crisis, and the countries' energy targets development). These new data will be presented and valorized in mid- 2012.
- ✓ The regional study of the impacts on employment and work training has been completed. Several work meetings were held as well as missions in Tunisia and

Morocco. The regional report was released in late 2011. It highlights, on one hand, methodological issues of such an assessment and present, on the other hand, quantitative and qualitative results by sector (power generation, primary energy, construction ...)

All these studies have been and will be published. The preparation of a regional workshop in mid- 2012 was initiated.

Plan Bleu has also continued its relationships with organizations and projects concerned with energy issues in the Mediterranean. Several interventions have taken place in relation to cooperation projects (MEDENER, energy agency network, for example), major projects support (especially the Mediterranean Solar Plan) and knowledge creation (MedPro project, MMSH energy project...).

2.3. Urban areas and mobility

Urban mobility

As far as the MSSD chapter on promoting sustainable urban development in the Mediterranean is concerned, Plan Bleu - under its 2007-2015 intervention framework - has paid particular attention to transport and urban mobility issues in the Mediterranean, especially in terms of their links with climate change, through a programme set from 2007-2010 for knowledge building on travelling.



Along those lines, a working programme has been built and has led in April 2010 to the publication of a regional prospective

overview of urban mobility in the Mediterranean, with the support of the World Bank, Agence Française de Développement and Veolia.

In continuation of these activities Plan Bleu - working alongside with the Cooperation for urban mobility in the developing world (CODATU), the Centre for Study and Research into Transport and Town Planning (CERTU) and the French ministry of ecology, sustainable development, transport and housing (MEDDTL) - is now involved in a programme that is part the Marseille Centre for Mediterranean Integration (CMI) activities, coordinated by the Agence Française de Développement (AFD).

Within this structure, Plan Bleu serves as technical resources body with regard to the topics of urban integration and the environmental and social impacts of urban transit. The idea consists of implementing a multi-partner public policy and capacity-building programme with three objectives:

- ✓ Strengthening the Mediterranean competence network in this field;
- ✓ Promoting the creation of a specific methods toolbox adapted to Mediterranean cities;
- ✓ Developing partnerships and spreading on best practices.

The purpose of this meetings cycle is to create a shared Mediterranean culture of good sustainable urban travel practices, to facilitate the on-going training of several hundreds decision-makers of Mediterranean cities, and the emergence of a shared culture for the effective implementation of sustainable urban mobility systems adapted to the Mediterranean specific features: climate, habitat type (including medinas and historic centres), local practices, urban social relations...

Once this six meetings' cycle over three years has been completed, from 2010 to 2012, this set of activities will allow exemplary approaches or projects implemented in Mediterranean cities to be identified and

analysed. They will be published in the shape of a «good urban travel practices» handbook.

After the opening conference in Damascus in April 2010 and the second meeting in Marseilles in December 2010, the meetings cycle for "Sustainable Urban Transport" programme of the Marseille Centre for Mediterranean Integration continued with a technical workshop from 17 to 20 October 2011 in Barcelona, specifically dedicated to the governance, planning as well as urban transport funding issues in the Mediterranean.

This workshop was attended by some 100 participants, decision-makers and experts around the Mediterranean.

Sustainable Urban Projects

Plan Bleu has been invited to contribute – alongside the European Investment Bank (EIB) - to the technical demonstration of a multi-partner approach among sponsors present in the Mediterranean, whose aim was to agree on common criteria for examining sustainable and innovative urban projects within the Union for the Mediterranean framework. Common criteria for project selection were determined and should be used within the framework of a forthcoming call for projects, which will have to be launched in 2011 under the UfM aegis.



The Plan Bleu approach has followed several major thrusts:

Establishing an overview of existing tools and practices: an analysis of academic studies, public policies conducted by Mediterranean

countries or local initiatives led by practitioners in public and private sectors provided a basis for its reflection.

Taking into account specific Mediterranean features using Plan Bleu established body of knowledge. These features were analysed as a priority to avoid practices simply being copy-pasted, no matter how virtuous.

The scientific and technical validation by the mobilization of a group of experts from various institutional, operational and academic fields, together with Plan Bleu experts for a multi-disciplinary technical seminar. This group of experts limited in number but representing a wide range of players involved in a city's « production » tested and validated the recommendations.

Thus, the examination criteria proposed by the Plan Bleu to the EIB were defined from Mediterranean cities issues and in view of a joint strategy implementation towards the construction of sustainable cities in the Mediterranean.

The recommendations emerging from this process were adopted by the sponsors group involved and were presented by the EIB at the first Union for the Mediterranean ministerial meeting for the sustainable urban development in the Mediterranean, on November 9th and 10th of 2010 in Strasbourg, within the Council of Europe.

2.4. Tourism

The year 2011 was the year of achievements for the “Tourism and Sustainable Development in the Mediterranean” activities programme. Once delivered the final reports in 2010 (see 2010 Plan Bleu Activity report) of the following components: “Energy management: air transport and tourism in the Mediterranean”, “Yachting and cruising in the Mediterranean. Facilities and infrastructure, pollution and waste” and “Test of the additional Tourism indicators for MSSD monitoring”, the finalization of the activities programme was held in two stages.

First, a finalization marked by the final reports delivering of the “Profiles of Sustainability in some Mediterranean tourism destinations” component, namely: the final synthesis report, the regional scoping report, and the nine case studies and their synthesis.

Second, 2011 was the year for valorizing the results of the activities programme. After the completion of the work, it was validated at the Steering Committee meeting held in September in Sophia Antipolis, and a regional “tourism” seminar was organized on the 12-14 December in Genoa.

Finalization of the project on « Profile of Sustainability in some Mediterranean tourism destinations »



This project was completed in September 2011.

The nine case studies' final reports (Torremolinos in Spain; Cabras and Castelsardo in Italy; Rovinj in Croatia; Alanya in Turkey; Matrouh Governorate in Egypt; Djerba in Tunisia; Tipasa in Algeria; and the coastline of Tetouan in Morocco) were finalized in June 2011, which resulted in an expert meeting hosted at the Villa Valmer, Marseilles (15-16 June 2011). Syntheses of these case studies, written in French then translated into English, were completed in September 2011.

The final versions of the synthesis report and the regional scoping report were released in September 2011 and were presented at the Steering Committee meeting held in Sophia Antipolis (September 2011). These reports were summarized in a «Towards an observatory and a Mediterranean "quality label" in the sustainable tourism?» Plan Bleu Paper. It was validated by the proofreading

committee composed of Luigi Cabrini (UNWTO), Constance Corbier-Barthaux (AFD) and Campbell Thomson (EIB). This Plan Bleu Paper will be published in the first half of 2012 in both French and English.

Enhancement of the “Tourism and Sustainable Development in the Mediterranean” activities programme



In collaboration with the *International Institute for Communication* (Genoa, Italy), Plan Bleu organized in Genoa, on 12-14 December 2011, a regional seminar dedicated to “Tourism and Sustainable Development in the Mediterranean”. Based on the findings of Plan Bleu project results and studies of the 2009-2011 activities programme on one hand and putting them into perspective with other experiments and initiatives in the field of tourism in the Mediterranean on the other hand, the objective of this seminar was to discuss and strengthen Plan Bleu’s messages in order to improve the sustainability of Mediterranean tourism in accordance with the orientations of the Mediterranean Strategy for Sustainable Development (MSSD).

The year 2012 will be the year of valorizing the studies carried out by the publication of "Briefing Notes" in English and French, the publication of the Plan Bleu Paper as well as by the participation to seminars and international conferences. 2012 will also be the year in which the new tourism activities programme will be built.

2.5. Marine environment

The MAP Ecosystem Approach in the management of human activities (ECAP) was adopted by the 15th Meeting of the Contracting Parties in Almeria in Spain (2008), wishing for "A Mediterranean both

clean and healthy, with biologically diverse and productive marine and coastal ecosystems for present and future generations. The contributions of Plan Bleu to ECAP concern several aspects.

Plan Bleu became partner and instructed a project of the 7th framework programme for research of the EC, PERSEUS (Policy-oriented marine Environmental Research for the Southern EUropean Seas), whose objective is to promote the implementation of the Marine Strategy Framework Directive’s principles inspired by the ecosystem approach. Launched in early 2012, PERSEUS is a 4-year project, with an aid budget of € 13 million and gathers 55 partners. Plan Bleu is responsible for the tasks concerning the socio-economic analysis of maritime and coastal activities and pilotes the "scenarios and adaptive policies" part designed to provide policymakers with measures to achieve the ecosystems Good Environmental Status (GES), while taking into account the economic and social aspects in a way that is both participative and prospective.

As part of its project on the analysis of the economic activities sustainability in the Mediterranean (MedSEA), Plan Bleu has made an initial assessment of key sectors’ socio-economic importance (seafood, marine transportation, coastline tourism, power generation, offshore oil and oil services industries, submarine cables and environmental protection). Despite the difficulties to define the scope of some sectors such as coastal tourism, this exploratory assessment showed that all these activities together generate a turnover (sales revenue) of around 400 billion € per year (based on 2008) and over 4 million direct jobs. Not surprisingly, the most important sector is tourism in terms of both turnover (59%) and job generation (73%). Some activities are characterized by relatively significant employment generation, such as seafood industry; others, on the other hand, generate little employment for a significant turnover like the offshore oil and oil services industry.

Two studies were conducted specifically on an emblematic sector, fisheries and aquaculture in the Mediterranean: one on the "Long-term trends of small pelagic fisheries and groundfish in the Mediterranean between 1950 and 2008" (Garcia SM, Plan Bleu, 2011); the other (J. Sacchi, Plan Bleu, 2011) on the analysis by bordering countries of these activities characteristics in terms of production, direct and indirect jobs, the number of vessels etc. , providing a unique panorama of this sector in the Mediterranean. The landings analysis showed a progressive decrease of fisheries production for the majority of the most prized species despite the continuous improvement and technological progress of the means used for catches (vessels, gear). The overall study shows that marine fisheries are crucial both socially and economically for the region. However, these fisheries and especially those in the north are not only overexploited but also have been largely underperforming for decades. The transition towards sustainable fisheries will be costly in terms of jobs reconversion, but it will ensure long-term sustainable employment and will result in a significant increase in the resource rent from these fisheries. The model employed showed that this rent could rise from a negative value estimated at one billion dollars per year (based on 2008) to a positive value of more than 300 million per year.



In pursuing the activities programme on the assessment of the benefits rendered by marine ecosystems, Plan Bleu was committed in 2011 to develop an approach for assessing economic impacts of Marine Protected Areas (MPAs) on local sustainable development. Relying on various partners working for the conservation of Mediterranean marine environment, biodiversity protection

(RAC/SPA, MedPAN, WWFMedPO, IUCN ...) as well as specialists in environmental economics, Plan Bleu launched five case studies in Algeria, Spain, Greece, Tunisia, and Turkey. These case studies focus on already existing MPAs (Natural Park, National Park, Nature Reserves ...) as well as the ones that are under development and aim to assess the benefits and costs associated with different practices for marine and coastal areas protection. The case studies will be finalized during the year 2012 and findings will be available at the end of the same year.

2.6. Waste

Plan Bleu launched in 2009 a work program aimed at deepening the knowledge on waste in the Mediterranean based on a material flows analysis. This program is based particularly on three national studies and on a regional scale exploratory work. All productions produced under this program will be presented and put into discussion on a participative work day in March 2012, bringing together a group of experts from institutional, operational and academic spheres, in order to take stock of the situation in the region and to consider the broadening prospects opened up by the national and regional studies.

According to this scheme, the national and regional studies will be presented and put into debate to take stock of the situation in the region and to consider prospects for deepening opened up by the program.

A summary document on urban waste and material flows analysis in the Mediterranean will be prepared based on the discussion of the seminar, and then updated with additional contributions. This document might, if necessary, become a Plan Bleu standard format publication.

2.7. Woodlands

Plan Bleu has continued and strengthened regional cooperation activities on Mediterranean woodlands as part of the Collaborative Partnership on Mediterranean Forests (CPMF) initiated in 2010.



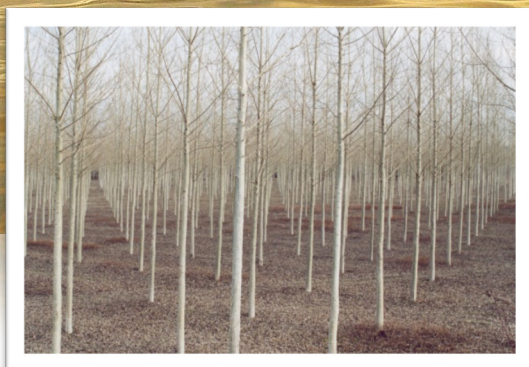
Plan Bleu has contributed to the preparation of a new regional cooperation project aimed at "Optimizing the production of goods and services by Mediterranean woodland ecosystems in a context of global climate change", in collaboration with the Silva Mediterranea Committee of the FAO and other members of CPMF. This project has received 2.65 million euro funding from the French Global Environment Facility (FGEF) for 2012-2015 and will be implemented in each of the partner countries (Algeria, Lebanon, Morocco, Tunisia, Turkey and potentially Syria). The project consists of four thematic components on the following issues including each of the regional studies and activities implementation on pilot sites: (1) vulnerability and adaptation of Mediterranean forest ecosystems to climate change; (2) estimation of the economic and social value on goods and services rendered by Mediterranean forest ecosystems; (3) support for participative governance on Mediterranean woodlands, notably by drawing on the "Imagine" approach, (4) improving provision of goods and services by Mediterranean forests and enhancement of these efforts, notably through the possible funding of carbon storage by REDD + mechanisms-like. Plan Bleu is in charge of

coordinating the implementation of this project's components 2 and 3.

Plan Bleu has been actively involved in the preparation and organization of the second *Mediterranean Forest Week* held from 5 to 8 April 2011 in Avignon. Plan Bleu has organized particularly - in collaboration with the International Association for Mediterranean Forests (AIFM) - some sessions to share experiences on governance, territorial approaches and cross-sectorial forest management, titled "Forests, Societies and Territories", in which was presented the "Imagine" approach. Much space has been left for discussion, then to formulation of conclusions and recommendations, especially in order to provide inputs to the future work of the "Mediterranean forests and sustainable development" working group of Silva Mediterranea Committee, FAO. On this occasion, Plan Bleu has also prepared and facilitated, with the AIFM, the meeting of this working group, which led to the adoption of an Operational Plan for 2012-2013.

Furthermore, Plan Bleu was also committed along with the FAO in a process of gathering, synthesizing and analyzing data on the Mediterranean woodlands in order to produce a report on the *State of Mediterranean Forests*. The first edition of this report will be based on the information available through various existing sources and will be published during the third *Mediterranean Forest Week* in March 2013.

Lastly, Plan Bleu has participated in the think tank initiated by the Silva Mediterranea Committee of FAO and the CPMF regarding the elaboration of a strategic document on Mediterranean forests, which should be presented during the third *Mediterranean Forest Week*.



PUBLICATIONS, EVENTS, COMMUNICATION

The Blue Plan's activities are reflected in the « products » it creates: publications, recommendations and regional meetings in particular, all of which must serve to consolidate and circulate knowledge about the links between the environment and development, feed into the construction of an area of regional cooperation and encourage the adoption of types of production and consumption conducive to the promotion of more sustainable development in the Mediterranean.

1. PUBLICATIONS

Institutional documents

2010 Activity report. May 2011. (French and English)

Water

Water use efficiency and economic approach: national studies. Algeria, Bosnia & Herzegovina, Cyprus, Croatia, Egypt, Israel, Italy, Lebanon, Malta, Morocco, Syria, Tunisia, Turkey

Plan Bleu, July 2011. (French or English)

Adapting to climate change in the water sector in the Mediterranean: situation and prospects. Stéphane Simonet. Plan Bleu, September 2011 (French and English)

Energy

Energy efficiency, building and climate change in the Mediterranean. Plan Bleu, March 2011. Plan Bleu Notes, n°18. (French/English)

Urban mobility

Urban mobility and sustainable development in the Mediterranean: regional diagnostic outlook. Plan Bleu, October 2011. Plan Bleu Papers, n°9. (English/French version published in November 2010)

Fisheries

Long-term trends in small pelagic and bottom fisheries in the Mediterranean: 1950-2008. GARCIA Serge Michel. Plan Bleu, March 2011 (English)

Urban areas

Identification de critères de mise à l'examen de projets urbains durables dans le cadre de l'Union pour la Méditerranée. Sylvain Houpin. Plan Bleu, January 2011 (only in French).

To be published :

- ✓ Plan Bleu Notes n°19: Air transport and carbon dependency: future outlook for Mediterranean tourist destinations
- ✓ Plan Bleu Notes n°20: Analysis of Mediterranean marine environment protection: the case of the Pelagos Sanctuary
- ✓ Plan Bleu Notes n°21: Seaside tourism and urbanization: environmental impact and land issues
- ✓ Plan Bleu Papers n°11: Treated wastewater reuse in the Mediterranean: lessons learned and tools for project development
- ✓ Plan Bleu Papers n°12: Towards an observatory and a "quality label" for sustainable tourism in the Mediterranean



2. EVENTS

2.1. Meetings organized by Plan Bleu

January

First Workshop and Launch of the project on energy conservation indicators in the countries of southern shore of the Mediterranean, organized in partnership with RCREEE (Regional Center for Renewable Energy and Energy Efficiency, Egypt), Tunis, January 6-7, 2011.

February

In-house reflection seminar on prospective, Marseille, February 2, 2011.

April

Three sessions on “Forests, societies and territories”, organized in the framework of the 2nd Mediterranean Forest Week, Avignon, France, April 5-8, 2011.

Second workshop on the "Project of energy conservation indicators in the countries of southern shore of the Mediterranean and MENA", Cairo (Egypt), April 6-7, 2011.

May

Workshop on the Climate Run/WP7 Project (Energy case study: Morocco Workshop), organized with the support of ADEREE, Casablanca (Morocco), May 6, 2011.

Joint Meeting of Plan Bleu, Priority Actions Program, and Information and Communication Regional Activities Centres National Focal Points, Nice, May 11-13, 2011.

June

Second steering committee of the Plan Bleu Energy Activity Programme, Marseille, June 17, 2011.

Third experts meeting of Plan Bleu’s project “Profile of sustainability in some Mediterranean tourist destinations”, Marseille, June 15-16, 2011.

September

Second steering committee of the "Tourism and Sustainable Development in the Mediterranean" work program, Sophia-Antipolis, September 22, 2011.

October

Third workshop on the "Project of energy conservation indicators in the countries of southern shore of the Mediterranean and MENA", Sophia Antipolis, France, October 6-7, 2011.

Workshop on Sustainable Urban Transport “What tools to promote the evolution of sustainable urban mobility in the Mediterranean?”, Barcelona, October 17-20, 2011.

November

Contribution towards the organization of an international seminar “Raising awareness and enhancing the adaptive capacity of water planning and management to climate change impacts”, Paris, November 14-15, 2011.

December

Regional Seminar “Tourism and Sustainable Development in the Mediterranean”, Genoa (Italy), December 12-14, 2011

Contribution towards the organization of the first Mediterranean Water Forum, Marrakech (Morocco), December 19-20, 2011

2.2. Meetings attended by Plan Bleu

January

2nd Stakeholder consultation meeting of the 6th World Water Forum (WWF), Paris, January 17-18, 2011.

MEDENER’s working group meeting on “energy efficiency indicators”, Rabat, January 24-25, 2011.

February

“Monaco Blue Initiative” Second Edition under the high patronage of HSH Prince

Albert II of Monaco and dedicated to the Protected Marine Areas, Monaco, February 13-14, 2011.

2nd Steering Committee Meeting of the European project PEGASO on the integrated coastal zones management in the Mediterranean and Black Sea basins, Barcelona, February 16-17, 2011.

COST workshop “Foresight on Future Demand for Forest-based Products and Services: Scenario Building”, organized by European Forest Institute, Barcelona, February 22-23, 2011.

March

Kick-off meeting of the Clim-Run project, Trieste, Italy, March 10-11, 2011.

Meeting within the Union for the Mediterranean, on the “investigation standards identification of sustainable urban projects in the framework of UfM”, Barcelona, March 16, 2011.

Final CIRCLE-MED conference, Aix-en-Provence, France, March 23-24, 2011.

April

2nd Mediterranean Forest Week, Avignon (France), April 5-8, 2011.

Launching seminar of the first Mediterranean Water Forum, Murcia (Spain), April 18-1, 2011.

May

Meeting of PEGASO project, Paris, May 4-5, 2011.

3rd International Conference specializing in solar power in North Africa and Middle East (MENASOL 2011), El Jadida (Morocco), May 4-5, 2011.

Round table on "Water perspectives in the Mediterranean", organized within the framework of the Hydrogaia international

water exhibition, Montpellier, France, May 26, 2011.

Final meeting of the “Workgroup for Future studies analysis” (*Atelier de réflexion prospective, ARP*), Montpellier, France, May 26-27, 2011.

14th meeting of the Mediterranean Commission of Sustainable Development (MCSD), Budva, Montenegro, May 30-June 1st, 2011.

June

Meeting of the government nominated experts on ecosystem approach, Durres, Albania, June 1-5, 2011.

Second meeting of the working group on urban development initiated by the Transport and Urban Development Division of the General Secretariat of the Union for the Mediterranean (UfM), Barcelona,

June 8, 2011.

Seminar «From Mediterranean forests to the territory of *Maures* », Cavalaire-sur-Mer, France, June 14, 2011.

Second national forum of ecobusinesses, Marseille, June 28-29, 2011.

July

2nd general meeting of the Pegaso project, Tulcea, Romania, July 4-8, 2011.

« Forests and water week » of UNECE (United Nations Economic Commission for Europe), Geneva, July 4-8, 2011.

September

Meeting of PEGASO Project, Paris, September 8, 2011.

Regional Conference on Advancing Non-Conventional Water Resources Management in the Mediterranean, Athens, September 14-15, 2011.



Mediterranean Coast Day, Alger, September 25, 2011.

Sub-regional workshop on the ICZM (Integrated Coastal Zone Management) indicators, Alger, September 26, 2011.

Steering committee on database and 2012 status of the marine protected areas in the Mediterranean, organized by MedPAN, Marseille, September 27, 2011.

October

Second edition of Mediterranean Eco-Cities Forum, Marseille, October 11-12, 2011.

PEGASO Workshop, Dubrovnik (Croatia), October 18, 2011

Extraordinary meeting of PAP/RAC National Focal Points, Dubrovnik (Croatia), October 19, 2011.

Tenth MEDCOAST Conference, Rhodes, October 25-29, 2011.

November

“Public Participation - Training of Trainers (ToT)”, San Servolo Island – Venice (Italy), October 31-November 3, 2011.

Symposium on water territorial governance in the Mediterranean, organized by the Foundation Prince Albert II of Monaco, November 10, 2011.

Meeting of the Collaborative Partnership on Mediterranean Forests (CPMF) Steering Committee, Ramatuelle, France, November 23, 2011.

4th Conference (Parmenides IV) on the theme "Water and sanitation: challenges and health risks in the Mediterranean", Rabat, November 23-24, 2011.

Expert Workshop on "Reconciling Health and Environment: a challenge for sustainable development in MENA region?", Amman, Jordan, November 23-24, 2011.

International Forum on Fair Tourism (FITTS), Marseille, November 24-25, 2011.

2nd Solar Meetings edition, organized by the National Institute for Solar Power, Chambéry (France), November 29, 2011.

December

Training workshop on “Economics of water demand management in Jordan”, Amman, December 1-3, 2011.

Two-day event about PEGASO project, Paris, December 8-9, 2011.

3. COMMUNICATION

3.1. WEB site

The Plan Bleu website attracted an average of 13,136 one-time visitors per month in 2011.

In 2011, each workshop and seminar organized by the Plan Bleu has a presence on a dedicated website created specifically to make the necessary information available to participants for organizing their travel and stay as well as all the working documents of the meeting.

Being in a process of continuous improvement and to better meet the expectations of its Internet users, Plan Bleu began thinking about a new set of specifications and is expecting to propose in 2012, a new website that is more modern, dynamic and interactive.

3.2. Library resources

300 new documents were added to the Blue Plan’s library base in 2010, thus taking it to 7600 references on environmental, economic and sustainable development issues in Mediterranean countries and around the world.

These library resources are available on the web portal: <http://docs.planbleu.org/>, where subscription and thematic e-mail alerts services are also available.

LIFE AT PLAN BLEU

The year 2011 has been mainly marked by the end of the renovation of the building made available to Plan Bleu in Sophia Antipolis by Alpes-Maritimes authorities and by the consolidation of the Plan Bleu antenna in Marseille. Following the departure of Director Henri-Luc Thibault in the summer of 2011 and at the Plan Bleu Bureau request, the position of interim director was taken jointly by Patrick Bovis, head of the administrative, financial and support unit and by Hugues Ravenel, head of strategic unit.

1. PREMISES

Premises located on the ground floor and in the south wing of the first floor of Sophia Antipolis are now operational. International meetings have already been held in the large meeting room.

2. COMINGS AND GOINGS

Arrivals of:

- ✓ Dominique Legros, Head of Thematic unit
- ✓ Lina Tode, Governance/Water programme officer
- ✓ Ferdinand Costes, Energy programme officer
- ✓ Loïc Bourse, Tourism programme officer
- ✓ Catalina Gonzalez Tejada, communication officer
- ✓ Anthony Papasergio, Informatician – network technician

Departures of:

- ✓ Sara Fernandez, Water programme officer
- ✓ El Habib El Andaloussi, Energy programme officer
- ✓ Oliver Keserue, Waste programme officer
- ✓ Cécile Roddier Quéfélec, Statistical cooperation programme officer
- ✓ Henri-Luc Thibault, Director

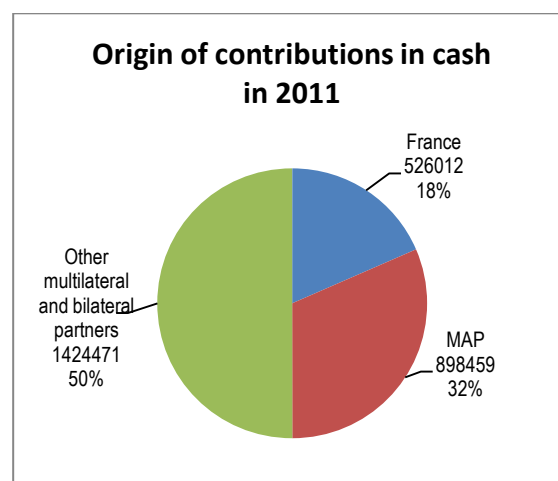
It is worth noting that Ms Selmin Burak was made available by the University of Istanbul as Water Programme Officer and the return

of Mr Mohammed Blinda made available by the Kingdom of Morocco.

3. FINANCIAL MEANS

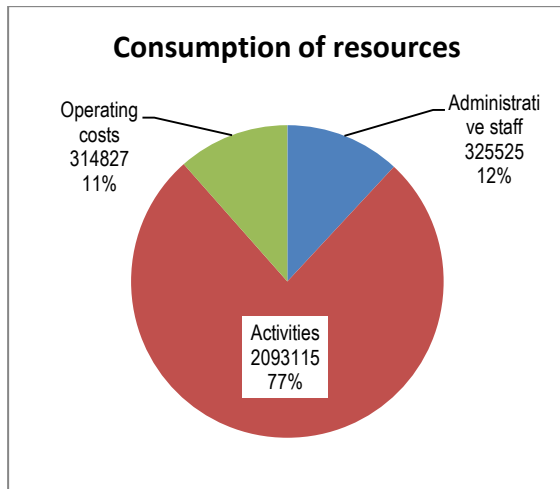
In 2011, Plan Bleu mobilised resources for an amount of € 2, 733, 467 for its work, € 2 037 528 of which were contributions in cash, € 7 857 were reversals of provisions and € 688 083 were primary contributions in-kind, mainly in the form of staff secondment (Ministry of Agriculture, Ministry of the Environment and IFREMER) and premises provision by the CG06 and the city of Marseille.

The distribution of cash contributions by origin differentiation brings up three major funding sources: MAP (32%), France (18%) and other multilateral and bilateral partners (50%).



Total consumption of resources in cash and kind amounted to € 2 733 467, distributed as follows: operating costs 11%, administrative personnel 12% and total activity-related

costs including salaried and made available personnel (MAD) 77%.



4. CERTIFICATION

The certification ISO 9001: in 2008 was attributed to the Association "The Plan Bleu for the Environment and Development in the Mediterranean" (Plan Bleu) on 13 March, 2009, valid for a period of three years and shall be renewable on expiry from its issuance.

In order to renew of the certification, there will be a renewal audit on 18 and 19 January 2012 by Mr. Philippe Cassareuil.

The audit will be performed and analyzed following the same procedures as the initial certification audit; the decision to renew being also taken under the same terms.

Furthermore, Plan Bleu, in its evaluation process and the revitalization of the service quality, conducted various campaigns:

- ✓ 24 January , 2011: the awareness day of quality approach organized by an outside intervener Mr Alain Simard;
- ✓ Creation of a focus group on quality. One of the missions performed by this group was the selection of process pilots, pilots responsible for daily promotion of the processes;
- ✓ September 2011: Internal training workshops on issues regarding quality: the process pilots, indicators, non-conformity sheets (FNS)...



Remit, organisation and staff

The Blue Plan's remit was drawn up at the proposal of the UNEP Executive Director at an inter-governmental meeting of the coastal states held in Split from 31 January to 4 February 1977.

Described as a "coordinated regional cooperation programme" and "designed as an on-going research and action process focusing first and foremost on the region's economic and social development on a sound basis", the Blue Plan's mission is to "allow the constitution of a common fund of knowledge directly accessible to all of the countries concerned" and to "be instrumental in promoting the economic and social development of the entire Mediterranean region whilst at the same time safeguarding the natural systems on which on-going development can build".

The Plan Bleu 2011 General Assembly was held on 4th May in Paris at the Ministry of Ecology, Sustainable Development, Transport and Housing (MEDDTL). The members of the association unanimously approved the moral and financial reports before them for 2010. The General Assembly also approved the 2010 activity report. An extraordinary General Assembly meeting was held on October 14, 2011 to amend the Statutes of association.

Set up as a French association according to the 1901 law, **the Blue Plan for the environment and development in the Mediterranean** has a Bureau comprising the following members:

Lucien CHABASON
Chairman

Christian AVEROUS
Deputy Chairman

Thierry LAVOUX
Treasurer

Sandrine MALJEAN-DUBOIS
Deputy Chairman

Jean de MONTGOLFIER
Secretary General

Jean-Louis REIFFERS
Deputy Chairman

The Blue Plan permanent staff is currently as follows:

Director

Hugues RAVENEL and Patrick BOVIS, officers in charge

Thematic unit

Head of Unit

Dominique LEGROS

Water

Mohammed BLINDA, programme officer

Gaëlle THIVET, programme officer
Marianne MILANO, PhD student

Energy

Ferdinand COSTES, programme officer

Sea

Didier SAUZADE, programme officer

Tourism

Loïc BOURSE, programme officer

Urban Area

Sylvain HOUPIN, programme officer

Strategic unit

Head of Unit

Hugues RAVENEL

Territorial analysis

Julien LE TELLIER, programme officer

Global change, woodlands

Marion BRIENS, programme officer

Environmental economics

Nathalie ROUSSET, programme officer

Marine economy

Anaï MANGOS, programme officer

Integrated Coastal Zone Management

Antoine LAFITTE, programme officer

Governance, Water

Lina TODOE, programme officer

Indicators and SIMEDD

Jean-Pierre GIRAUD, programme officer

Administrative, financial and support unit

Head of Unit,
Patrick BOVIS

Executive assistant
Isabelle JÖHR

Accounting assistant
Aurélia OLINGER

Librarian Webmaster
Hélène ROUSSEAUX

Bilingual secretary
Christiane BOURDEAU

Bilingual secretary
Sandra DULBECCO

Communication officer
(professionalisation contract)

Catalina GONZALEZ TEJADA

Informatician
(professionalisation contract)
Anthony PAPASERGIO

LIST OF ABBREVIATIONS AND ACRONYMS

ADEME: French Environment and Energy Efficiency Agency

AECID: Spanish Agency for International Development Cooperation

AFD: French Development Agency

ANME: Tunisian National Energy Efficiency Agency

CAMP: Coastal Areas Management Programme

CERTU: Centre for Study and Research into Transport and Town Planning

CIHEAM: International Centre for Advanced Mediterranean Agronomic Studies

CIRCE: Climate Change and Impact Research – The Mediterranean Environment

CMIM: Marseille Centre for Mediterranean Integration

CODATU: Cooperation for urban mobility in the developing world

CP/RAC: Clean Production Regional Activity Centre

DEDUCE: Project on the sustainable development of the European coastal zones

EEA: European Environment Agency

EIB: European Investment Bank

FEMIP: Faculty for Euro-Mediterranean Investment and Partnership

FEMISE: Mediterranean Institute/Euro-Mediterranean Forum of Economic Institutes

GWP-Med: Mediterranean component of the Global Water Partnership

IDDDRI: Institute for Sustainable Development and International Relations

IFEN: French Environment Institute

IME: Mediterranean Water Institute

MAP: Mediterranean Action Plan

MCSD: Mediterranean Commission for Sustainable Development

MEDDTL: Ministry for ecology, sustainable development, transport and housing

MEDENER: Mediterranean Association of National Agencies for Energy Conservation

MEDPOL: Monitoring and research programme on pollution in the Mediterranean

MEDREP: Mediterranean Renewable Energy Programme

MEDSTAT: Regional statistical cooperation programme

Medwet: Mediterranean network under the RAMSAR Convention

MIO-ECSDE: Mediterranean Information Office for Environment, Culture and Sustainable Development

MSSD: Mediterranean Strategy for Sustainable Development

OECD: Organisation for economic cooperation and development

OME: Mediterranean Energy Observatory

PAP/RAC: Priority Actions Programme Regional Activity Centre

RCREEE: Regional Centre for Renewable Energy and Energy Efficiency

RE: Renewable Energy

REDD: Reduced Emissions from Deforestation in Developing countries

SEMIDE: Euro-Mediterranean information system on know-how in the sector

SPA/RAC: Specially Protected Areas Regional

UNEP: United Nations Environment Programme

UN-WTO: World Tourism Organisation

WDM: Water Demand Management