

The logo consists of a dark grey rectangle with the word 'SUSTAIN' in white, bold, uppercase letters. To the left of the rectangle is a vertical yellow bar, and above and below the rectangle are horizontal green bars.

**SUSTAIN**



# SUSTAIN

Assessing sustainability and  
strengthening operational policy

**Maria Ferreira & Alan Pickaver**  
Coastal & Marine Union (EUCC)

**SUSTAIN**

## Objective

To have in place, at the end of three years, a fully implementable policy tool, applicable for all 22 coastal states of the EU, which will enable the self-assessment of the sustainability of local authorities.



# SUSTAIN



- ✓ to increase the sustainability of partner municipalities through *interchange of experience* and *transfer of practice* during the lifetime of the project, as well as beyond, on sustainability issues,
- ✓ to draw up a definitive list of sustainability criteria for a coastal future which can be readily implemented.
- ✓ to self-assess the identified sustainability criteria in order that they can be used on a Pan-European scale.

# SUSTAIN

## What is the Policy Tool?



A new way of thinking about sustainability through the development of the DeCyDe policy tool. This is a unique way of scoring a set of pre-existing indicators related to key aspects of the EU Sustainable Development Strategy *viz.*

Governance,  
Environmental quality,  
Economics, &  
Social well-being.





Transfer of beneficial ideas from the partner regions, allowing

- ✓ Economic revitalisation of some areas, and
- ✓ Equalising cross cultural disparities, in order to
- ✓ Improve the socio-economic balance between coastal communities.



**SUSTAIN**

What have we done...?



SUSTAIN partners gathered at:

6 workshops to explore and discuss sustainability topics, criteria and methodologies for scoring the indicators



# SUSTAIN

## What have we done...?



... Which were complemented by 6 inter-regional visits that enabled partners to exchange their own experiences on sustainability issues allowing transfers of best practice when applicable.



## Examples of best practices transferred...

- ✓ Converting organic, agricultural waste into material suitable for surfacing local footpaths (from The Netherlands to Cyprus)
- ✓ Displaying plastic degradation times at beaches and harbours (from France to Northern Ireland UK)
- ✓ Crossing a political divide (from Turkey/Cyprus to UK)
- ✓ A cross-cutting inter-departmental governance consortium to manage coastal areas (from Spain to Italy)

... and more!

# SUSTAIN

## How has this been realized ?



Project co-financed by INTERREG IVC Programme  
*Innovation & Environment*  
*Regions of Europe Sharing Solutions*



### BUDGET & DURATION:

ERDF	1.406 845 €
Partners	391 177 €
TOTAL	1.798 023

36 months - started Jan.'10



PARTNERSHIP: 12 Partners including 8 regional and/or local authorities, lead by EUCC

# SUSTAIN

# Pan-European coverage



# SUSTAIN

# Project organisation (1)

COMPONENT 1 : Management and Co-ordination (EUCC)

COMPONENT 2 : Communication & Dissemination  
(Sefton Borough Council)

*To inform local and regional authorities and wider communities, relevant stakeholders and public*



[www.sustain-eu.net](http://www.sustain-eu.net)

COMPONENT 3 : Exchange of experiences for sustainability  
(ARH Tejo / Tagus River Basin District  
Administration, Public Institution)

*To enhance sustainability of the coastal partners and  
achieve a scoring methodology on a group of well  
defined indicators set and provide guides for  
implementation*



DeCyDe for Sustainability: A coherent, policy-driven management tool comprising:

- A set of agreed indicators, implementable at local and regional partner authority level
- A means of scoring these indicators in an objective way.
- A means of giving a cumulative indexation of the sustainability effort.



# SUSTAIN

## Results to look forward to:



✓ Multilingual information about the project development and products, in the partners national languages *viz.*



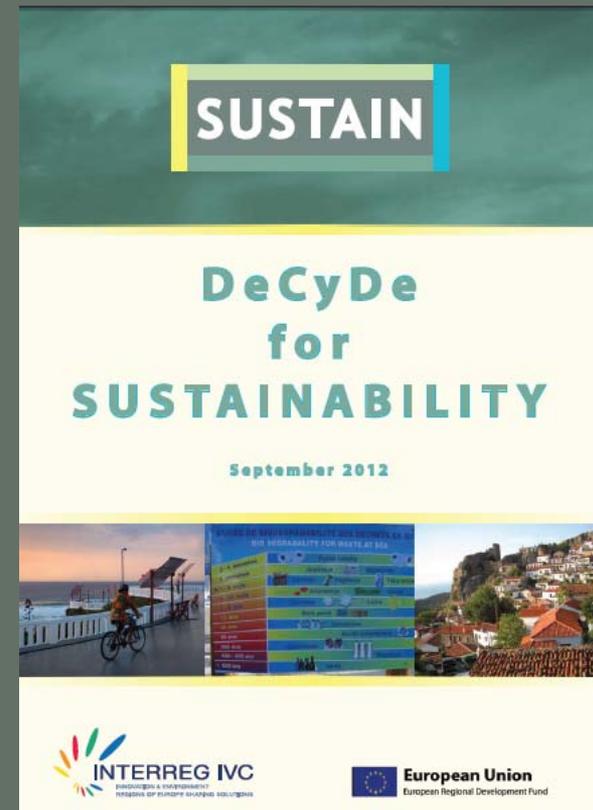
✓ Contribution to the implementation of the EU Sustainable Development Strategy

# SUSTAIN

## *Legacy of SUSTAIN*



- A Guide for Authorities on the implementation of sustainability criteria
- A Sustainability Improvement Guide
- A Report on the Exchange of Experiences
- A Report on the sustainability criteria and their assessment
- ... *under finalization*
- 11 national events in the EU in local languages



[www.sustain-eu.net](http://www.sustain-eu.net)

# SUSTAIN

# THANK YOU!

Maria Ferreira  
Coastal & Marine Union (EUCC)  
Postbus 11232  
2301 EE Leiden,  
Netherlands



Tel. + 31 71 5122900

Fax. +31 71 5124069

Email: [m.ferreira@eucc.net](mailto:m.ferreira@eucc.net)

[www.eucc.net](http://www.eucc.net)

Delivering Sustainable Coasts  
18<sup>th</sup> & 19<sup>th</sup> September 2012, Southport, UK