

Methodological and Technical recommendations for a good implementation and for increasing the transferability of the MED projects: What we have learned?

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Methodological recommendations: Those regarding the MED project design, implementation and follow-up, to improve the project development and the outputs transferability to end users.

Technical recommendations: Those regarding the contents for future MED projects that can help in the development of new proposals for the new Programme (gap analysis) .

✓ ***Both are coming from the experience of the MED projects developed and are the results of a capitalization of the lessons learned in the field of natural resources territorial cooperation projects***



*Component **Governance and participation improvement***

- ✓ Natural resources sustainable management has **lots of benefits beyond the forest-rural sector** (i.e energy-biomass, tourism-landscape quality or water companies-forest quality): **All traditional and new actors should be considered** and or actively involved.
- ✓ In the Mediterranean cultural landscape **the sustainable management of resources is the best way to maximize the social, economic and environmental functions** of the landscape.
- ✓ **A strong link with rural and other territory policies** as energy, tourism, etc. **is inherent** to the forest and natural protected areas.

Project phase

During the project design: Consider all potential actors (as end-users, alliances, networks, cross-sectoral issues..) and design properly (in time and budget as well as representation) their participation.

During the project implementation: At internal level; clear definition of each partners role, a strong project and by tasks coordination and fluent communication are crucial. At external governance level for instance, present solutions when dealing with stakeholders, the commitment of public authorities is often crucial regarding natural resources management in the Mediterranean and ensure a well balanced participation (uses – legitimacy – representativeness)

Once the project has finalised: Project network built as a fountain of future collaborations. The effective outputs transfer as a indicator of a good external governance. Disseminate the results in thematic networks (R&D, lobbies, institutional networks..)

*Component **Operational and R&D priorities***

- ✓ In the Mediterranean; high influence of the global change (climate change&land uses changes) and the consequent **complexity and uncertainty for land management**.
- ✓ Applied research, **operational tools development and best practices transference are the core of territorial cooperation projects**. Adapt them to the investment capacity of the Mediterranean!
- ✓ Exchange of **best practices, lessons learned platforms and transnational cooperation** (including south basin) can add a crucial value.

Project phase

During the project design: Include end-users as a part of the partnership to ensure the transferability capacity of the tool. Giving solutions, take care with the representation level of different biogeographic and socioeconomic (and cultural!) contexts. Quite often, a multidisciplinary approach is needed (social and human sciences: sociology, geography, etc.).

During the project implementation: **Joint** together the technical arguments, those from the economical point of view are also needed, specially when public authorities support is necessary (most of social benefits are out of the market or not directly inside the cash-flow of the resources' owner, for instance, the link between biomass promotion and reduction of wildfire impacts).

Once the project has finalised: Establish the proper channels and dissemination actions (budget and time!) to make operational results more accessible to end-users. Strong end-users focused approach (policy makers, managers, key stakeholders, etc.) is crucial to ensure the transferability of the results and operational tools.

Component Target group focused communication needs

- ✓ More and more, natural resources conservation and management is a matter of **relation between society and nature**.
- ✓ In the Mediterranean context, most of the policies regarding the nature and resources need the public policies supports, and those should **consider the societal support**.
- ✓ **Communication is not any more a possibility**, it should take part as a cross-sectoral element of the R+D projects.

Project phase

During the project design: Communication can be integrated as a tool (communication plan) or as an objective itself (building up a communication strategy, developing a specific deliverable, etc.). This has to be considered in terms of budget and time (including an expert in communication if necessary!). We should think what we want to communicate, not only how and whom.

During the project implementation: Communication actions should be adapted to the target audience. Some examples are: Advertise successful stories arising from pilot actions and field experience, invite politicians in workshops and outreach activities, identify leaders that will serve as positive examples to be followed and inspire capitalisation and replication of actions.

Once the project has finalised: A final presentation of results with the media and other communicators offering them edited results adapted to their language is recommended.

Component: Financial needs and opportunities

- ✓ A **good experience in planning actions and calendar** is an important added value that can better ensure the successful financial implementation of the project.
- ✓ Innovative ways to **strengthen the relation between goods and services providers and beneficiaries** is crucial, usually seeking for the extension of the project results without external financial support.

Project phase

During the project design: A correct financial design of the project action plan is extremely important to succeed in the project implementation phase. It is highly recommended to well review and understand the own financial characteristics of the call.

During the project implementation: Due to the often low private/public investment capacity, in the frame of the territorial cooperation projects, the strong involvement of end users which could adapt the tools as much as possible to their needs and possibilities (technical but also financial) of implementation can help to capitalize in an effective way the efforts at operational level.

Once the project has finalised: The financial sustainability once the project is over means that ideally outcomes are effectively applied by end-users without external support. In all cases, the project outcomes should be strongly linked with end users' needs and facilities to better ensure the social return of the cooperation programme.

Topic 1. Integrated management of Protected Areas

- ✓ Mediterranean region is a **biodiversity hotspot** with high endemism (SMF, FAO 2013)
- ✓ Biodiversity conservation can act as a **pool for local and rural development**.
- ✓ The concept of “conservation” is **being more inclusive** and able to include the sustainable management of natural resources as a tool for the biodiversity conservation.
- ✓ In the Mediterranean, **most of biodiversity comes from the traditional and cultural use of landscapes**.

Component (1 example per component)*Governance and participation improvement:*

- Consider that the fragmented private ownership could impede efficient implementation of novel management tools...

Operational and R&D priorities:

- Seek for win-win strategies, as the sustainable forest management through valorising biomass for renewable energy production and the prevention of forest fires...

Target group focused communication needs:

- Increase local population and tourist’s awareness on the importance of protected areas and induce them the right behavior; inform them about land use conditions and potential activities...

Financial needs and opportunities:

- Active integration of protected areas assets in local development models; promote the integration of goods and services production and recreational and tourism development in the market economy...

Topic 2. Natural risk management

- ✓ Wildfires is one of the main causes of forest land degradation in the Mediterranean (SMF, FAO 2013). **The abandonment of rural activities deals an increase of fire risk.**
- ✓ The changing context of risk makes necessary adaptable strategies and **knowledge based platforms for sharing the lessons learned** at transnational, and north-south and east-west level.
- ✓ Natural hazards mitigation strategies are offering **a coherent context for promoting forestry and rural development** as an efficient tool for risk reduction (i.e, fuel removal), also from a cost-effectiveness approach.

Component (1 example per component)*Governance and participation improvement:*

- Promote transnational cooperation from the lessons learned approach as wildfire risk is changing all along the Mediterranean because of the global change...

Operational and R&D priorities:

- To integrate the complexity of the inter-relationship among two processes in progress: the climate change and land uses change. This is especially relevant in the Mediterranean cultural and human-made landscapes....

Target group focused communication needs:

- Under the changing context of risk with the global change, communication initiatives as promote the exchange of lessons learned, to be aware about the changing exposition to the risk or to update the traditional knowledge are often necessary....

Financial needs and opportunities:

- More knowledge is needed regarding the positive impact (also economic) of traditional agri-silvo activities in reducing forest vulnerability to natural hazards ...

Topic 3. Social and economical valorisation of the territory

- ✓ The current social context with an **increase of “nature” demand** and the consumption of proximity products offers big challenges to the Mediterranean cultural landscapes and traditions.
- ✓ More efforts should be done in identifying **the socioeconomic value of the rural development policies** in terms of social and environmental benefits and in the economic return of the public policies supporting local and territory development.

Component (1 example per component)*Governance and participation improvement:*

- Participatory and flexible platforms where for instance the property rights are well represented are necessary when dealing with territory valorisation.

Operational and R&D priorities:

- How to produce added value on the territory through goods and services of forestry ecosystem for sustainable development of the Mediterranean region is a crucial topic especially in a context of less public resources for subsidies on the traditional activities....

Target group focused communication needs:

- Improve communication models, supporting businesses and public bodies to jointly exploit the new ICT paradigms in terms of interactivity between natural heritage, tourism suppliers and consumers...

Financial needs and opportunities:

- Support to enhance interaction and collaboration among local suppliers (SME) in order to integrate local resources and build solutions for coupling tourism and local products marketing...

Topic 4. Smart natural resources management

- ✓ The typical **low profitability of the Mediterranean context** affects the competitiveness and lobby of the forest/rural sector in the global market and inside Europe. But society is demanding more and more “nature”.
- ✓ An approach **seeking for the optimization of a multiobjective model** in the best efficient way is needed (e.g. synergies between biomass sector and wildfire prevention). This is especially relevant when the lack of management affects the sustainability of the system.

Component (1 example per component)*Governance and participation improvement:*

- The organisation of small holders in cooperatives or the promotion of forest products traceability, conditions of production and positive effects on the environment involving local authorities are common tools that can help in the project implementation....

Operational and R&D priorities:

- Valuate ecosystem services: ongoing numerous initiatives and approaches to classify, assess and value ecosystem services. These approaches are rather diverse and reflect a wide range of available options and harmonization is needed....

Target group focused communication needs:

- Use the Payment for Environmental Services schemes as a tool for pedagogy about the role and importance of forest and nature goods and services....

Financial needs and opportunities:

- Public authorities need to know how to evaluate the cost of free services and functions given by natural soils and resources....

Thanks for your attention