

## Session 2

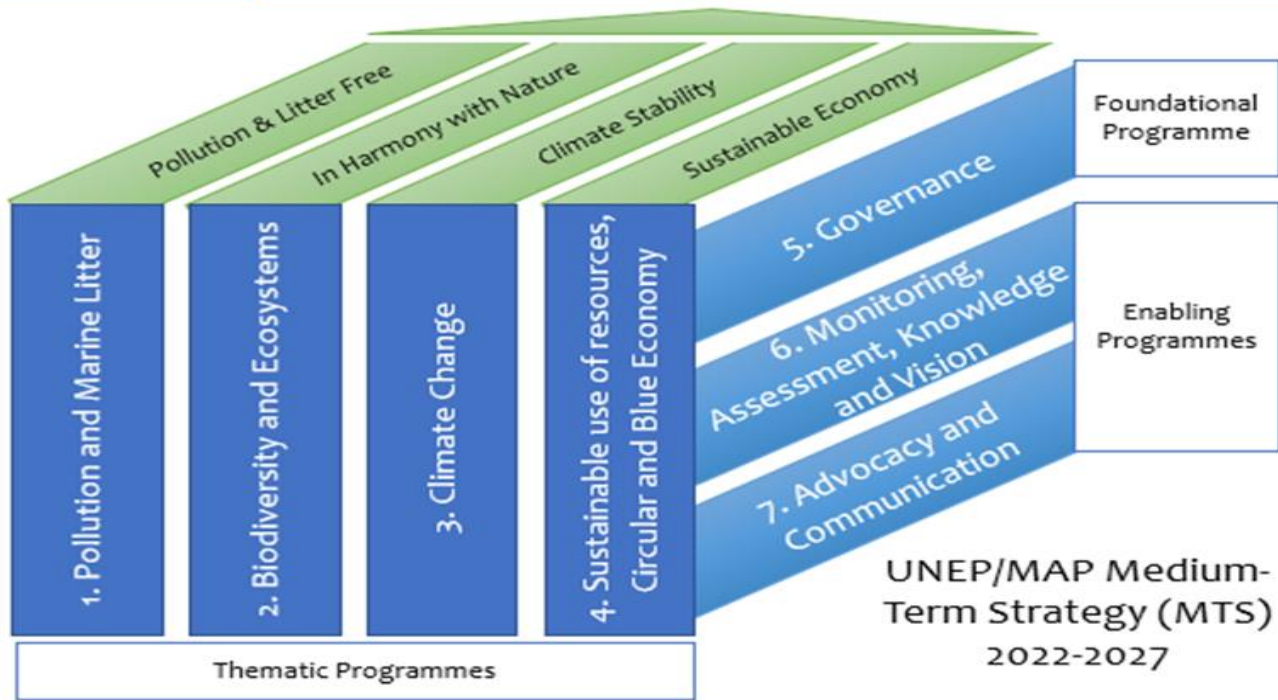
# Synergies with UNEP/MAP Mediterranean Strategy for Sustainable Development 2026-2035

*19<sup>th</sup> meeting of the UfM Regional Platform on Sustainable Blue Economy  
21-22 April 2026, Barcelona, UfM Secretariat*



Mediterranean  
Action Plan  
Barcelona  
Convention

# UNEP/MAP Medium-Term Strategy 2022-2027 and SDGs














# Mediterranean Strategy for Sustainable Development 2026-2035

- **Adopted at COP24**
- **3<sup>rd</sup> cycle, 2026-2035**
- Guided by the **Mediterranean Commission on Sustainable Development**
- A **strategic guiding document** for all stakeholders and partners to translate the 2030 Agenda at the regional, sub-regional and national levels
- Support cooperation across borders and sectors, aligning national and regional efforts to **deliver on the SDGs through practical, integrated actions**
- Fully aligned with the **high-level momentum** on supporting sustainable development in the Mediterranean: 3rd UN Ocean Conference and the Declaration of the Ministers of the Mediterranean; BBNJ Agreement; the EU Ocean Pact and Pact for the Mediterranean
- **Flagship initiatives**: represent the MSSD in an exemplary way.  
**Demonstrative actions** with significant potential for replication, synergies, engagement

# Mediterranean Commission on Sustainable Development

- **Advisory body** to the CPs assisting them in their efforts to integrate environmental issues in their socioeconomic programmes and to promote sustainable development policies in the Mediterranean region and countries
- **Set up in 1995, 40 Members (22 CPs and 18 Stakeholders representatives)**
- 2 new stakeholders' categories (**youth and women**) based on COP24 Decision. **Application now open until 26 June 2026**  
<https://www.unep.org/unepmap/news/news/call-applications-women-and-youth-membership-mcsd>
- The MCSD coordinates the preparation, implementation and revision of the **Mediterranean Strategy for Sustainable Development**

# MSSD 2026-2035 OBJECTIVES

MSSD Objectives	SDGs
1. Address <b>climate change</b>	
2. Health, productivity, restoration and resilience of the <b>marine and coastal ecosystems</b>	
3. Sustainable <b>resource management</b> , especially water, food security and systems through sustainable forms of rural development	  
4. Sustainable, resilient <b>Mediterranean cities</b>	 
5. Accelerate transition towards <b>sustainable, green, blue and circular economy and sustainable finance</b>	 
6. Improve <b>governance</b> at all levels, <b>cooperation and partnerships</b> in support of resilience and sustainable development	 

**Strategic Directions – Actions (National and Regional) – Flagship initiatives**

**17 Targets, 28 indicators**

# Mediterranean Strategy on Sustainable Development 2026-2035

## Synergies

**Objective 2: Improve the health, productivity, restoration and resilience of the marine and coastal ecosystems**

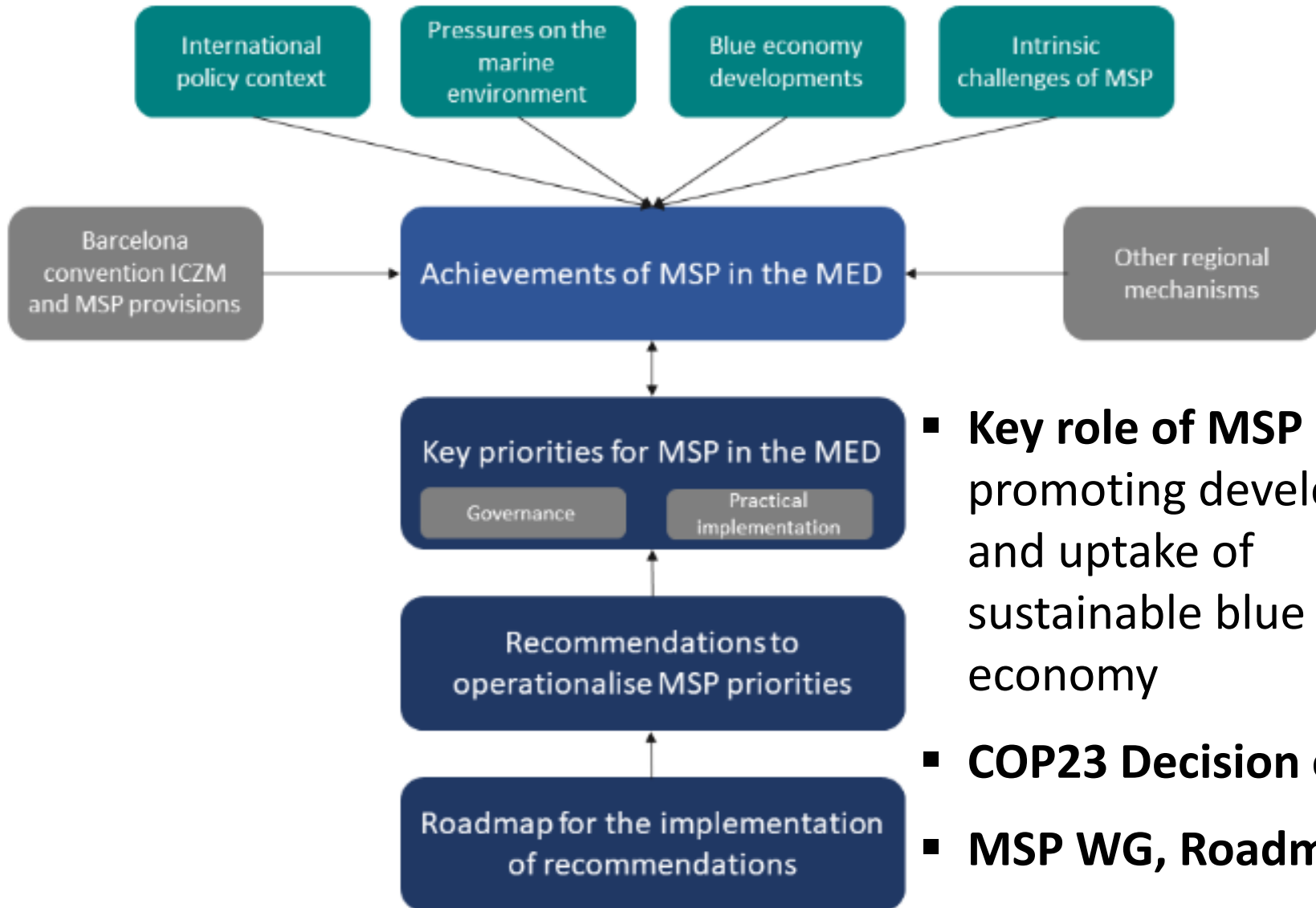
### Strategic Directions

*2.1 Strengthen implementation, compliance and monitoring with regional requirements of regulatory and policy frameworks of the Protocols of the Barcelona Convention for coastal and marine management*

*2.2 Promote balanced and sustainable use of coastal and marine resources*

*2.3: Promote well connected-ecologically representative and effective systems of marine and coastal protected areas, other effective area-based conservation measures and nature-based solutions at national, transboundary and Mediterranean level and enhance stakeholder awareness on the value of ecosystem services and the implications of biodiversity loss*

# MSSD 2026-2035, Synergies



- **Key role of MSP** in promoting development and uptake of sustainable blue economy
- **COP23 Decision on MSP**
- **MSP WG, Roadmap**

# MSSD 2026-2035, Synergies

**Strategic direction 2.2.: Promote balanced and sustainable use of coastal and marine resources**

## **KEY ACTIONS ON MSP**

- 2.2.1. Promote and support the blue economy concept through strong partnership between maritime sectors and public authorities in regard to the sustainable and equitable use of marine areas and resources, including supporting the coexistence in using marine space, as promoted by COP 23 MSP Decision IG.26/10
- 2.2.8. Promote MSP implementation, including capacity building and sharing of best practices at regional and sub-regional level
- 2.2.9 Coastal resilience platform, including regional compendium of adaptation measures for coastal and marine sectors.

# Barcelona Convention ICZM Protocol

- Coastal zones face **intense human pressures** and stand at **the forefront of the climate and environmental crisis**
- UNEP/MAP **played a pioneering role in developing the ICZM legal framework in the Mediterranean** which is well placed to demonstrate leadership in putting it into practice
- **Integrated approach**
- **Art. 9** on Economic Activities
- **Art. 18** - invitation to countries to prepare national strategies, coastal plans and programmes

## MSSD 2026-2035, Synergies

### Objective 5, Accelerate transition towards sustainable, green, blue and circular economy and sustainable finance

- **Sustainable consumption and production patterns**, to support the shift towards **circular economy** approaches and sustainable business models
- **Mainstreaming circular economy principles into blue economy sectors**, as well as eco-design and business innovation (**best practice** SwitchMed Blue Economy component)
- **Innovation, public private partnerships** and sustainable solutions to advance towards the objectives of a **just low-carbon, circular, green and blue economy**
- **Integrated financial ecosystem** through a Mediterranean Framework for Sustainable Finance aiming to **channel private and public capital into sustainable investments**

# MSSD 2026-2035, Synergies

## Objective 5: Accelerate transition towards sustainable, green, blue and circular economy and sustainable finance

Strategic Directions
<i>5.1: Create green, just and decent jobs for all, particularly youth and women, to eradicate poverty and enhance social inclusion</i>
<i>5.2: Promote sustainable consumption and production patterns, to support the shift towards circular economy approaches and sustainable business models</i>
<i>5.3: Encourage innovation, public private partnerships and sustainable solutions to advance towards the objectives of a just low-carbon, circular, green and blue economy</i>
<i>5.4: Promote the integration of sustainability, circularity and climate change principles and criteria on the programming and evaluation frameworks of public and private investment</i>
<i>5.5: Promote an integrated financial ecosystem through a Mediterranean Framework for Green and Sustainable Finance aiming to foster the channeling of private and public capital into sustainable investments</i>

# MSSD 2026-2035, Synergies

## SOME EXAMPLES OF KEY ACTIONS

5.2.1. Implement the **Sustainable Consumption and Production Regional Action Plan** for the Mediterranean

5.2.3 Foster the set-up of **sustainable business models** across different sectors

5.3.1. Adopt **regulatory and economic incentives to foster sustainable business models that integrate circular economy principles and Increase capacity for eco-innovation and eco-design principles**

5.4.2. Establish clear sustainability, circularity and climate change criteria for **evaluating public and private investments**

5.5.1. **Develop national and Mediterranean Frameworks for Green and Sustainable Finance** identifying financial and policy instruments (e.g., green and blue bonds, tax incentives, climate risk insurance, etc.)

5.5.4. Develop a **Mediterranean-wide sustainable finance network** connecting financial institutions, governments, private sector, academia, and NGOs to foster cross-border collaboration and accelerate sustainable investment

# MSSD 2026-2035

## Flagship initiatives

MSSD Objective	Flagship Initiative
<p><b>Objective 1</b>  <b>Address climate change with emphasis on adaptation to its impacts and promote Energy Security and Transition as a priority</b></p>	<p>Regional science-policy interface mechanism to prepare consolidated regional scientific assessments on climate change trends, impacts and adaptation and mitigation options (<b>MedEcc</b>)</p>
	<p>Launching of educational initiatives (e.g. Mediterranean ESD Network: Platform for collaboration among schools, universities, and civil society Mediterranean Green Skills Program: Training for youth and women in sustainable business practices)</p>
	<p>Delivering 1TW of renewable energy capacity in the Mediterranean by 2030 (<b>TERAMED</b>)</p>
<p><b>Objective 2</b>  <b>Improve the health, productivity, restoration and resilience of the marine and coastal ecosystems</b></p>	<p><b>Achieving 30 by 30 MPAs/ OECMs Targets</b></p>
	<p><b>Mediterranean Coast Day</b></p>
	<p>Promote the <b>IUCN Green list</b> standard in riparian states to assess the efficiency and effectiveness of parks managing bodies created (<b>IUCN Green list</b>)</p>
	<p>Promote the protection and conservation of <b>Seagrass/Posidonia Meadows</b> as crucial ecosystem</p>

# MSSD 2026-2035

## Flagship initiatives

MSSD Objective	Flagship Initiative
<b>Objective 3</b> <b>Promote sustainable resource management, especially water, food security and systems through sustainable forms of rural development</b>	Strategy for the Water-Energy-Food-Ecosystems Nexus (WEFE Nexus) in the Mediterranean Source to Sea continuum ( <b>WEFE NEXUS</b> )
	<b>Mediterranean Forest Initiative</b>
<b>Objective 4</b> <b>Plan-and manage sustainable, resilient Mediterranean cities</b>	<b>Istanbul Environment Friendly City Award</b>
	<b>Mediterranean Network of Zero Net Cities</b>
	Sustainable <b>urban toolbox</b> for the Mediterranean ( <b>MedUrbanTools</b> )

# MSSD 2026-2035

## Flagship initiatives

MSSD Objective	Flagship Initiative
<b>Objective 5</b> <b>Accelerate transition towards sustainable, green, blue and circular economy and sustainable finance</b>	<b>Create and promote a Mediterranean business award for environmental innovation (WeMedBusiness Award)</b>
	<b>Sustainable blue tourism</b>
<b>Objective 6</b> <b>Improve governance at all levels, cooperation and partnerships in support of resilience and sustainable development.</b>	<b>Encourage the adoption and implementation of the Aarhus Convention</b>  <b>Women leadership</b> for SDGs in the Mediterranean
	<b>Youth involvement</b> in MSSD decision process and implementation
	<b>Mediterranean Green Week</b>
	<b>Mediterranean Strategy on Education for Sustainable Development</b>
	<b>Observatory on Environment and Sustainable Development</b>

# WeMed Award – 5th Edition

- Acknowledge success stories of sustainable business ventures and eco-innovation
  - Uphold the Set of Regional Measure to support the development of circular businesses in the Mediterranean (Decision IG.25/18)
  - Act as a catalyst by unlocking capital towards high-impact sustainability projects.
- Open in June 2026
  - Two categories: Southern & Northern Mediterranean
  - Awards: 40.000 €
  - Technical assistance via the SSP



*WeMed Award 4<sup>th</sup> Edition  
Sustainable Blue Economy*



Nawal Allaoui  
EcoProd Solutions



Anis Ben Ghalia and Kais Aouaieb  
Chitelix

# Sustainable Blue Tourism



## Objective

Promote a holistic vision on coastal and marine tourism to ensure **sustainable, inclusive and resilient development**, and address the associated environmental, health, socio-cultural and economic challenges. in line with efforts to deliver the **2030 Agenda**

## Actions

exchanges of knowledge, good practices, projects and experiences between three major marine regions **sharing similar environmental and social challenges related to coastal and maritime tourism: Mediterranean, Western Indian Ocean Caribbean Sea.**

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# Advancing Sustainable Blue Tourism in the Mediterranean Towards the MED Blue Tourism Flagship Initiative



This side event will present **key results from the Blue Tourism Initiative's implemented actions** in Morocco, Tunisia, and Lebanon, while exploring pathways to long-term impact through the **Mediterranean Blue Tourism Flagship Initiative** under the 2026–2035 Mediterranean Strategy for Sustainable Development (MSSD).



**JUNE 17TH 2026**



**17.30 - 19 PM**



**AUDITORIUM PATI MANNING, C/ DE  
MONTALEGRE, 7 BARCELONA (SPAIN)**



**[REGISTRATION LINK](#)**

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**MORE INFORMATION**



[info@bluetourisminitiative.org](mailto:info@bluetourisminitiative.org)



[www.bluetourisminitiative.org](http://www.bluetourisminitiative.org)

**Upcoming  
event**

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