

9. VISIBILITY

Improving overall MAP visibility and its key role in the protection of the Mediterranean Sea area is a critical and ongoing collective responsibility of all MAP components. Each RAC will commit and contribute to the collective goals of UNEP/MAP especially in knowledge management-dissemination and visibility. The mandate of each RAC shall highlight how it should contribute to these goals, under the overall coordination of the MAP Secretariat.

In this respect and to move towards concrete actions, the common information and communication policy/strategy mentioned in section 2.4 of this document shall identify:

- Objectives and draft general principles of a common MAP IC strategy;
- Operational modalities related to.
 - ordinary (daily, weekly, monthly, bi-monthly, etc.) information management and dissemination issues;
 - cases of emergency/crisis (i.e. accidents, major events, etc.), defining the modalities and responsibilities of operation of the MAP components and the Secretariat, and how to raise visibility and mobilize responses in a coordinated manner in special circumstances

The policy shall identify the need for media strategies capable of adapting MAP messages to the target audience, and of using tools with multiplier effects.

One of the main 'common' and concrete outcomes of the implementation of the MAP information and communication policy will be the bi-annual "State of the Environment" report, elaborated by the Secretariat based on the Contracting Parties' reports to the Barcelona Convention and its protocols and publicly available data, focused on thematic areas of competence of centres. Dissemination of this report will concretely help raise the visibility of the MAP / Barcelona Convention.

10. NEW TERMS OF REFERENCE FOR THE MCSD

The Mediterranean Commission for Sustainable Development (MCSD) was established in 1995 in the framework of the Mediterranean Action Plan (MAP) as an advisory body to the Contracting Parties to assist them in their efforts to integrate environmental issues in their socioeconomic programmes and, in so doing, promote sustainable development policies in the Mediterranean region. The Commission is unique in its composition, in as much as government representatives, local communities, socioeconomic actors, IGOs and NGOs participate on an equal footing. During the first decade of its existence, the MCSD has carried out high-quality undertakings, mobilising work on priority themes for the Mediterranean, notably, water resources, integrated coastal zone management, tourism, industry etc., and developing the MSSD.

Ten years after its founding, the MCSD needs to be reformed, taking into account new international and regional developments (the Johannesburg Plan of Implementation, the Millennium Development Goals, the MSSD, etc.). Whatever the option chosen, better interaction should be sought between the MCSD and the United Nations Commission on Sustainable Development (CSD), for instance regarding the choice of themes, which should bring a breath of fresh air to the MCSD and allow its fuller integration into the international actions being carried out in favour of sustainable development. Furthermore, the composition of the Commission should be reviewed to ensure it achieves greater representativeness and fosters a sense of ownership by the entire Mediterranean

community. Furthermore, the role of the Commission should be better clarified in relation to the overall MAP system and to the Barcelona Convention and its Protocols.

1- Mandate

The MCSD is an advisory body and represents a forum for debate with essentially the following missions:

- Assist Mediterranean countries and other stakeholders active in the region in the adoption and implementation of sustainable development policies, including the integration of environmental considerations into other policies
- Ensure the follow-up of MSSD implementation through appropriate tools, mechanisms and criteria that would better enhance an efficient follow-up function
- Promote the exchange of experience and good practices regarding the integration of environmental and socioeconomic policies, as well as examples which show the application of international sustainable development commitments at suitable scales in different countries
- Identify the obstacles encountered and support regional and subregional cooperation for the effective implementation of the sustainable development principle
- Coordinate the periodical drafting of the report on the state of implementation of the MCSD recommendations
- Produce opinions of the overall MAP Work Programme and the functioning of the Coordinating Unit and the RACs, with the aim of integrating sustainability considerations into the MAP / Barcelona Convention system as a whole.

2- Composition

The MCSD is a forum for debate and exchange of experiences on sustainable development issues that concern all interested parties in the Mediterranean region. It would therefore be appropriate to involve the greatest possible variety of national actors in the work of the Commission, so as to ensure the greatest possible dissemination of the concepts promoted by the MCSD. For this to be achieved the composition of the Commission should be expanded as follows:

- 22 representatives designated by the competent bodies of the Contracting Parties
- 3 representatives of local authorities
- 3 representatives of NGOs
- 3 representatives of socio- economic stakeholders
- 3 representatives of the scientific community
- 3 representatives of intergovernmental organizations working in the field of sustainable development
- 3 eminent experts in the field of the topics of the MCSD meeting agenda

Efforts should be made to ensure participation of representatives from both environmental and development sector related to the topics of the agenda of each meeting of the MCSD.

Appropriate geographical representation, and media participation, should be ensured.

3- Periodicity of meetings

The Commission will hold an ordinary meeting on a biannual basis and extraordinary sessions on a need-be basis.

4 – Steering Committee

A Steering Committee, meeting annually, will oversee the work of the MCSD between sessions.

5- Secretariat

The Secretariat of the Commission will be under the authority of the MAP Coordinating Unit.

6- Functioning

The Commission will hold an ordinary meeting on a biannual basis with a multi-annual planning programme. Each session will focus on sectoral issues (MSSD and CSD themes) and on cross-sectoral issues (education, public access to information, financing and cooperation, technology transfer etc.). MCSD recommendations will be presented for consideration to the Meeting of the Contracting Parties, following discussion at the meeting of the MAP Focal Points. The conclusions of the meetings should influence the Work Programme of the MAP system, and the implementation of the Barcelona Convention in the Contracting Parties.

7- Reports

Before each session, each member should provide a concise report focusing on the implementation of MCSD recommendations, following a basic draft prepared by the Secretariat. The Secretariat will then prepare a summary report to be presented at the beginning of each session. The Regional Activity Centres (RACs) should also provide a report on the implementation of MCSD recommendations relevant to their line of work.