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Steering Committee of the Plan of Action for a model Mediterranean Sea (PAMEx) by 2030 and its Local Investment Finance Facility (PLIFF)

Athens Greece, 24-25 January 2023

Agenda item 8: Conclusions and Recommendations

Report of the Steering Committee Meeting of the Plan of Action for a model Mediterranean Sea (PAMEx) and its Local Investment Finance Facility

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Introduction

1. The First Steering Committee Meeting of the Plan of Action for a model Mediterranean Sea (PAMEx) and its Local Investment Finance Facility was hosted by UNEP MAP at the Golden Age Hotel in Athens on the 24th and 25th January 2023.
2. The list of participants is provided in Annex I to the present report.

Agenda item 1: Opening of the Meeting

3. Mr. Stéphane Pailler, the President of PAMEx (France) welcomed the participants to the meeting gathering PAMEx partners for the first time since September 2021. He invited participants to present themselves over a round table of introductions.
4. Ms. Tatjana Hema, Coordinator, UNEP MAP – Barcelona Convention Secretariat, informed the participants that following all the procedures, Mrs. Elisabeth Chouraki is now on board at UNEP MAP Barcelona Convention Secretariat to play the role of technical expert/secretary to PAMEx, seconded by France. She affirmed the importance of PAMEx as a platform to accelerate the forging and implementation of a collective Mediterranean vision pioneering the implementation of global environmental ambitions at the regional level and contributing to the objectives of UNEP MAP Barcelona Convention. She stressed that PAMEx will fully benefit from UNEP MAP support both as its Technical Secretariat Host and as a PAMEx partner together with the other regional organizations. She confirmed her determination to closely articulate PAMEx actions with the broader activities implemented by UNEP MAP.

Agenda item 2: Organizational Matters

a) Election of Officers

5. Mrs. Elisabeth Chouraki, PAMEx Technical Secretary recalled that this meeting is hosted under the hospices of UNEP/MAP Barcelona Convention Secretariat and that as such the rules of procedure for Meetings and Conferences of the Contracting Parties to the Barcelona Convention shall apply *mutatis mutandis* to the deliberations of the Meeting.

b) Adoption of the Provisional Agenda

c) Organization of Work

6. The Steering Committee Meeting of PAMEx and PLIFF reviewed and adopted the Provisional Agenda, as contained in document UNEP/MED WG.552/1/Rev 2. The agenda of meeting is included in Annex II to the present report.

Agenda item 3: Governance Setting

a) PAMEX Presidency Update Report

7. Under this agenda item, the PAMEx President summarized the milestone achievements of PAMEx Presidency undertaken by France over the past two years. First, France initiated the negotiation of PAMEx 2030 together with Monaco, Spain and Tunisia. The four countries presented PAMEx 2030 to the One Planet Summit for Biodiversity in January 2021 by Heads of State and Government, with the ambition of creating synergies among stakeholders, and particularly between countries and the private sector. The PAMEx's ambition to make more visible the actions carried out across the Mediterranean region and to concrete down political messages through action on the ground, in the face of growing criticism related to pollution in the Mediterranean, were recalled.

PAMEx President underlined that all partners were driven by the conviction that the Mediterranean's biodiversity protection is a consensual issue to all countries and regional organizations of the region. PAMEx President highlighted that PAMEx deliberately gathered voluntary countries and regional partners alone, with a view to be as interactive as possible and promptly achieve results, while keeping a possibility to expand to other interested partners. France thus structured PAMEx around four components and identified up to three voluntary partner countries and organizations under each axis. He also noted that while States reached a voluntary political agreement, they also concurred that financial contributions for its implementation had to be seek from the private sector. PAMEx Local Investment Finance Facility (PLIFF) was thus created to materialise the political messages delivered at IUCN WCC (September 2021, Marseille, France). In February 2022, an online conference updated partners on PAMEx developments and later focused its efforts on developing PLIFF together with R20 and Spanish partners.

8. PAMEx Technical Secretary highlighted that a 1.3 million euros' contribution had been granted by France to UNEP MAP PoW 2022-2023 activities as follow:
- 410,000 EUR to implement and scale up a robust policy framework to reduce and prevent plastic use;
 - 90,000 EUR to strengthen the capacity of individual coastal states to respond efficiently to marine pollution incidents;
 - 30,000 EUR to implement the agreed Med SOx ECA Road Map (Decision IG.24/8), and explore the possible designation of the Mediterranean Sea, as a whole, as an Emission Control Area for nitrogen oxides;
 - 218,000 EUR to effectively implement the updated regional Strategy and Action Plans for the conservation of threatened and endangered species;
 - 155,000 EUR to implement conservation measures and share best practices related to threatened and endangered species listed in Annex II to SPA/BD Protocol;
 - 40,000 EUR to mainstream nature-based solutions into regional policies implementation, including for adaptation and mitigation to climate change, disaster risk reduction and sustainable development/ green economy;
 - 100,000 EUR to mobilize and implement innovative solutions to reduce GHG emissions from ships in selected ports, including energy efficiency and decarbonization;
 - 100,000 EUR to promote the use of alternative, marine renewable energy resources in the Mediterranean;

9. France also complementarily supported MedFund with a 1,600,000 million euros' investment to contribute to the effective management of marine protected areas in Morocco, Albania, and Tunisia, in the coming years. PLIFF also supported projects' identification for sea grass beds restoration and integration in the blue carbon approach, for the modernisation of wastewater treatment networks in coastal cities, and for the greening of Mediterranean ports through electrification and setup of green hydrogen power plants aiming at zero emission in ports.

10. PAMEx President highlighted that PAMEx will remain a priority for France in the perspective of two important events across the two coming years, i.e. UN Ocean Conference to be hosted by France in 2025 and its 2024 pre-conference to be hosted by Costa Rica. A strong Mediterranean mobilization is expected as there is a growing awareness at the global level of the importance of seas and oceans' conservation.

11. Dr Ali Abosena, representative of Egypt recalled that CBD COP15 had noted that 700 000 billion USD were needed to close the biodiversity financing gap by 2030 and that it was important to link up PAMEx LIFF development to the broader international mobilization efforts by GEF, Canada (1,3 billion USD) and others towards closing this gap. It called PAMEx members and partners to

reflect on how to make the Mediterranean region benefit from those global opportunities mobilizing public and private finance and linking global and local action.

12. Mrs. Maria Papaioannou, representative of Greece highlighted that as the region would host to the upcoming INC2 Global Plastic Treaty in 2024 and of the UN Ocean Conference in 2025, PAMEx partners could reflect on how to showcase best practices from the Mediterranean region, promoting best results and linking the two meetings' agendas.

13. Mrs. Nassira Rheyati, representative of Morocco agreed with the importance of linking PAMEx to the global momentum on the Plastic Treaty negotiation and to make it more visible to Mediterranean countries. Recalling Morocco's upcoming UNEA Presidency, Morocco expressed its willingness to contribute to this dynamic articulating it with UNEP MAP and PAMEx work.

14. PAMEx President recalled all opportunities are to be seized to develop PAMEx but that all will depend on the commitment of partner countries and regional organizations to implement actions. While a tool (PLIFF) to fund the actions is now created, the momentum must come from countries to bring out key thematic, address PAMEx actions and concrete them down with projects. He called PAMEx countries partner to join PLIFF consortium as a pre-condition to fuel projects translating political commitments into a reality in the Mediterranean region by attracting private investors. He further indicated that PAMEx remained opened to any Mediterranean country – or connected neighbouring country as Portugal - interested in joining the initiative, as long as it had the willingness to contribute positively to the plan's actions. He restated that PAMEx participation does not require any formal ratification process, just a drive to foster action.

b) Technical Secretariat at UNEP MAP Coordinating Unit

15. PAMEx President highlighted that one of its achievements was the establishment of the Technical Secretariat for PAMEx in UNEP MAP premises, in Athens. The rationale behind this decision was that a considerable number of the actions identified under PAMEx are included in UNEP MAP scope of action. An international technical expert, Mrs. Elisabeth Chouraki, was deployed in mid-September 2022, seconded by France in line with UN rules and regulations. The Technical Secretariat will coordinate the implementation of the Plan, in contact with the Presidency and the components' leaders to keep under review and inform PAMEx partners' focal points of PAMEx's state of implementation; to act as Technical Secretary of the meetings organized in the framework of PAMEx in line with its institutional set up and with UN rules and regulations as appropriate, including follow-up and dissemination actions; to propose some projects, complying with one of the axes, with the Chair and the leaders (on the basis of the projects presented and discussed with countries and stakeholders) and attend as appropriate side-event or a high-level segment on the margin of relevant international or regional event; and to report on the implementation of the action plan to PAMEx Steering Committee, using existing relevant reporting systems and based on agreed modalities.

16. PAMEx Technical Secretary introduced the activities undertaken since her appointment, mid-September 2022, including the bilateral consultation processes carried out with all PAMEx partner countries, the establishment of links with regional organizations (UfM, etc), the organization of components' lead meeting (pollution, etc.), the coordination and representation of PAMEx at PLIFF meetings and across regional and international events (UNFCCC COP27, CBD COP15, V Forum Méditerranée du Futur, etc).

c) Organizational Mechanisms (meetings, cycle of work, etc.)

17. The President reminded that PAMEx functioning is intended to be as flexible and lean as possible, with a Steering Committee meeting gathering all partners' focal points to report on progress every six months, to meet in person at least once a year.

18. It was also brought to the attention of the Steering Committee that the agreement was to alternate the Presidency every two years between a Northern and a Southern country to be designated by the participating countries through consensus. The Presidency role is to contribute to organizing and prioritizing the implementation's work with the leaders of each axis of PAMEx, to arrange and moderate the Steering Committee meetings with the support of the Technical Secretary, to engage with other Mediterranean countries to promote and enlarge the participants and partners to PAMEx, and to involve the civil society, the private sector and all stakeholders interested in the implementation and follow-up. In delivery of its functions, the President will be supported by PAMEx Technical Secretary.

19. It was stressed that the role of voluntary countries acting as leaders of the different axes of PAMEx, is to provide political support and guidance for actions selected under their respective axes by moderating the relevant focal points meetings and consultations dedicated to its axis, selecting the actions to be prioritized in the axis, especially for the first two years of implementation, following up on the implementation of its axis priority actions and by involving where and if necessary, related regional or national stakeholders, as appropriate, civil society organisations, the private sector, academia and other actors involved or who could be involved and contribute to the promotion of the implementation of the activities under the axis. The following leading volunteer for PAMEx axis were confirmed:

- Protecting marine and coastal biodiversity: Monaco and Algeria
- Ending overfishing: FAO GFCM and the EU
- Addressing pollution: Greece, Italy and Morocco
- Promoting sustainable maritime transport: Egypt and France

Conclusions:

20. The meeting welcomed the establishment of the Steering Committee and expressed its satisfaction on the success of the consultation process carried out further to the settling of PAMEx Technical Secretary at UNEP MAP.

21. The meeting agreed, in line with PAMEx governance guidelines, that a country partner from the Southern Mediterranean shore will take over PAMEx Presidency following up to manifestation of interest. The present Presidency will carry on the steering of the process until a country candidate is confirmed (to make it easier the Presidency has proposed to open-up the process to candidates from both shores of the Mediterranean Sea). The upcoming Presidency name will be communicated by PAMEx Technical Secretary upon confirmation. Until then, the current Presidency remains in function.

Agenda item 4: Workplan 2023

a) Updated PAMEx Actions and their integration in UNEP MAP Program of Work

22. The Steering Committee Meeting valued the milestone achievements succeeded in the implementation of PAMEx actions as follows:

- the adoption by COP22 of the Barcelona Convention of an ambitious Post-2020 Strategic Action Programme for the Conservation of Biodiversity and Sustainable Management of

Natural Resources in the Mediterranean Region (SAP BIO) in the framework of the SPA/BD Protocol to the Barcelona Convention;

- the designation by IMO of a Sulphur Emission Control Area (SECA) in the Mediterranean as a whole.

23. The Steering Committee invited PAMEx partners to focus their efforts on the implementation of those important decisions.

24. Following the proposal of Monaco, the Steering Committee Meeting agreed to integrate the Académie de la Mer project developed by Monaco and presented at the *V Forum Méditerranée du Futur* as part of the action to promote the Mediterranean network of training courses for seafarers, resulting from the Summit of the Two Shores. This project will develop a program for short term trainings on the law of the sea, marine and maritime affairs with a transdisciplinary approach encompassing social, legal and scientific elements in French. The scheme will provide scholarship for students in developing countries.

25. The UNEP MAP Coordinator presented the UNEP Mid-term strategy, showing its inclusive, adaptive and flexible structure attentive to regional and national priorities and its linkages with PAMEx ambition to accelerate action through synergies at the regional level. She highlighted the political support granted to UNEP MAP Barcelona Convention system by the Antalya Ministerial Declaration adopted at its COP22, as well as additional financial support to UNEP/MAP Programme of Work 2022-2023 including the Mediterranean Trust Fund, Voluntary contributions from EU, Italy and France, as well as externally funded projects (EU and GEF funded programmes). She delivered a presentation describing the synergies established between 15 out of the 20 PAMEx actions and several outputs of UNEP MAP Programme of Work 2022-2023. The UNEP MAP Coordinator finally reaffirmed UNEP MAP willingness to collaborate more with all PAMEx partners and support efforts of the countries for implementation.

b) Review of a Potential Set of Indicators and Targets

26. PAMEx Technical Secretary introduced the proposed methodology used to establish the initial draft framework for monitoring and reporting on PAMEx implementation submitted in the meeting document UNEP/MED WG.552/2. The methodology builds on existing frameworks' strategy such as the UNEP MAP MTS, the MSSD, etc. to ensure their integration and alignment and avoid the use of built indicators with no pre-set reporting capacities identified. The Meeting agreed with the proposed indicator-based monitoring methodology with a view to maximize the use of a one-report approach.

27. The Meeting also agreed in principle that a small working group composed of axis lead partners with the support of UNEP/MAP Regional Activity Centre Plan Bleu and other partners will

lead the process of developing a reporting tool based on existing regional and national mechanisms to track progress on PAMEx implementation.

28. Mr. Ahmed Siliman, Compliance Officer of FAO GFCM presented indicators proposals for the actions identified under PAMEx fisheries component, to be considered by PAMEx Technical Secretary.

29. Mrs. Carole Martinez, Policy Manager of MedPAN underscored the importance of reflecting ecological connectivity among marine protected areas as part of the indicators.

30. Mr. Oliviero Montanaro, representative of Italy raised that a formal Barcelona COP decision referring to PAMEx was needed to bring further the process. He reiterated formally the need for a formal COP decision specifying the timeline and tools to implement the PAMEx mechanism.

c) Projects Identified under the four PAMEx Components

i. Marine and Coastal Biodiversity: MedPan, MedFund, SAPBIO and PLIFF natural landscape restoration (Egypt)

31. Under this agenda item, the Meeting participants delivered presentations to introduce key flagship projects and initiatives at place under PAMEx marine and coastal biodiversity component, namely :

- MedPan: the Policy Manager of MedPAN highlighted the need for ecologically representative and well-connected networks of effectively managed marine protected areas (MPAs) and introduced an MPA roadmap identifying key steps to achieve 30% of marine and coastal protected areas by 2030 and 10% under strict protection through more eco-regionalization and modelling, to inform ecosystem connectivity and climate change impact.
- MedFund: Mr. Romain Renoux, Executive Director of MedFund introduced Medfund's capitalization target for the endowment fund of 30 million euros by 2025 to support 20 MPAs, as well as the Highly Protected Mediterranean Initiative, which is building on the international objective to achieve 10% of the Mediterranean sea under protection by 2030 as a window of opportunity to scale up MPAs' funding.
- SAPBIO: Mr. Khalil Attia, Director of SPA RAC navigated across the key steps of the Post SAP BIO and of its Resource Mobilization Strategy (RMS) elaboration resulting in a project portfolio to be presented at the Donor Conference scheduled on 16th March 2023 in Paris.
- PLIFF natural landscape restoration (Egypt): Mr. David Albertani, Chief Executive Officer of R20 presented PAMEx Local Investment Finance Facility (PLIFF) project developed to restore the Bardawil Lake, located in the Sinai region.

32. In the ensuing discussion, the panellists draw the attention on the important financing needs, recalling that most of the 1000 existing MPAs still operate based on the goodwill of fishermen and local communities. The MPA Forum estimated that only 10% to 14% of the required funding had been raised so far. All called to potentiate human capital embracing a large governance perspective, fostering MPAs' co-management, delivering trainings to MPAs managers and other stakeholders, and building capacity for local and subnational governments across the region. They highlighted the complementarity between the MedFund action supporting the management of existing MPAs and of the SPA RAC incentivizing MPAs' creation accompanying countries in the development of a management plan supported by a socio-economic study integrating the MPA's management activities as part of local communities' livelihoods. An initial assessment evaluated that 4 million euros were needed to support Southern and Eastern Mediterranean countries in identifying the MPAs coverage

rate and assess their human capacities' needs, pointing out that many Mediterranean countries were not yet endowed with legislations for highly protected MPAs. They reaffirmed the relevance of an MPAs financial needs' analysis for financial institutions as they are looking at the integration of a broader blue economy structured around the promotion and achievement of the 30% target.

33. Mr. Ahmed El-Ghoul, representative of Egypt informed that the country will have to set up a technical procedure to define the sustainability of the project, with two technical committees that will be consulted on the project's environmental impact. He recalled that the Bardawil area is a national park integrated in a protected area with restrictive procedure and that an approval is needed from the Egyptian government.

ii. Sustainable Fisheries: GFCM and its 2030 Strategy

34. The Compliance Officer for FAO GFCM provided a presentation of its actions federating countries efforts towards the conservation and sustainable use of living marine resources and the sustainable development of aquaculture. In its leading endeavor of PAMEx axis 2, he invited all PAMEx partners to participate to the MedFish4Ever Ministerial Declaration mid-term evaluation of progress foreseen over a conference on 3-4 October 2023. He invited partners to engage across GFCM 2030 Strategy as it builds national capacities for the monitoring of fisheries and ecosystems delivering trainings and addressing infrastructure needs. The Strategy also supports compliance and enforcement fighting IUU, promotes aquaculture and supports livelihoods. It is operationalized through dedicated projects (IUU fishing MCS platform and GFCM-LEX) scaling up needs and through two Regional Plans of Action (RPOA) for Small-Scale Fisheries in the Mediterranean and the Black-sea (SSF) and against IUU fishing (IUU). The organization highlighted avenues for cooperation under the other PAMEx axis such as through the GFCM on fisheries science (axis 1), voluntary guidelines on measures targeting the issue of abandoned, lost or otherwise discarded fishing gear (axis 3), its methodology to prevent the spread of non-indigenous species (axis 4), conveying its willingness to create further synergies with partners.

35. PAMEx President complementarily asked GFCM about the establishment of a sustainable aquaculture action plan with the development of a ten years roadmap for aquaculture to promote best practices in the field. It was confirmed to be embedded in the 2030 Strategy.

iii. Maritime transport: PLIFF Greening Mediterranean Ports and GHG Med

36. The Chief Executive Officer of R20 presented the development of PAMEx "Green Ports" finance vehicle, mobilizing funding and financing such as equity and debt, possible AAA Guarantees, local currency equity / debt, and in-kind contributions where feasible leveraging Mediterranean (governments, DFIs, private sector) and global (institutional investors, MDBs and foundations) investors. Projects' type can include the electrification, greening and decarbonization of ports' infrastructure, ships and marine vehicle electrification, as well as the installation of particulate filters in passengers and fret ships, renewable energy generation and green hydrogen production and other nature based landscape projects, contributing to the SDGs achievements and aligned with the EU taxonomy objectives.

37. The Coordinator of UNEP MAP – Barcelona Convention invited PLIFF to consult with IMO as the projects' scope aligns with its action against air pollution by maritime transport.

38. The representative of Greece expressed an interest in receiving further information to benefit to consider projects under PLIFF.

iv. Pollution: Marine Litter MED II and the Regional Plan for Marine Litter

39. The UNEP MAP Coordinator presented the Regional Plan on Marine Litter adopted in 2013 and substantially revised in 2021 at the COP22 of the Barcelona Convention. Both UNEP MAP MTS 2022-2027 and the Antalya Ministerial Declaration raise the importance of marine litter reduction and prevention actions. The Mediterranean Sea, considered as a marine litter hotspot, is the first region to have developed a legally binding instrument on marine litter management. She explained the innovative elements of the updated Regional Plan which focus on prevention measures and circular economy approaches, a more effective use of market instruments and plastic and microplastic pollution. The UNEP MAP Coordinator pointed out that the main challenge was now to support the Contracting Parties to implement the Marine Litter Regional Plan and its measures. In this respect having plastic pollution and marine litter as one of PAMEx axis is expected to generate additional political and financial support to countries' efforts, UNEP/MAP and other Partners' work towards a litter free Mediterranean. In her presentation, she also mentioned the work undertaken on marine litter reduction and prevention with support from Italy and the EU.

40. The representative of Greece raised the need to clarify upstream measures to reduce chemical additives as it is not applied by all countries. She expressed that a position letter directed to Contracting Parties to the Barcelona Convention would be helpful in this regard. In relation to the INC global treaty on plastic pollution, she suggested to establish a light position paper explaining positions and experience to inspire the Contracting Parties in the regional negotiation, as so far only modalities were defined without going to substance.

d) Other Planned Activities by Regional Organizations and Countries Partners

41. PAMEx President wrapped up the main achievements, challenges, and perspectives that could inform the identification of priority actions for PAMEx workplan across the next semester 2023 suggesting two items, i.e. a declaration on the achievement of the 30% by 30 with a focus on legal obligation with Monaco making a proposal drafting; and a statement and side event to the INC-2 to be prepared with Greece support.

42. Under this agenda item, the Meeting made the following suggestions:

- Mr. Almotaz Abadi, Deputy Secretary General of UfM offered to provide both political support and inputs towards work achievements.
- The representative of Egypt stressed the importance to articulate the global advocacy on plastic with local actions, to capture funding from initiatives such as the Global Alliance pledging funds for legal action addressing waste. He informed that Egypt had just issued a 2030 strategy on single use plastic with a target to lower from 700 to 50 plastic bags/person. He also informed that it has established a waste management authority and a national committee for plastic approved at Presidential level. He reported that the strategy had just been signed with the Minister of Industry to encourage SMEs on upgrading the industry.
- The Compliance Officer of FAO GFCM suggested in line with its recommendation for countries to control and report on fishing engines of a size above 20 meters losing their fishing engines. As countries face a lack of resources to be able to report on these fishing engines loss, GFCM suggested that PAMEx could help mobilizing resources and raising awareness on this challenge, as part of its pollution component.

- PAMEx Technical Secretary suggested to consider if the WTO Agreement on Fisheries Subsidies, adopted at the 12th Ministerial Conference (MC12) on 17 June 2022 and prohibiting harmful fisheries subsidies could be considered a priority, considering that the Kunming Montreal global biodiversity framework also includes a target on biodiversity harmful subsidies.
- The representative of Monaco expressed a preference in prioritizing the biodiversity and pollution items as priorities for the international agenda. It further suggested to mention in the declaration the need to mobilize financial resources supporting the achievement of the 30% MPAs' coverage by 2030.
- The Policy Manager of MedPAN expressed support to the declaration and invited PAMEx to promote it at IMPAC5 Congress taking place in Vancouver the following week, and over regional event under preparation with the Sustainable Ocean Initiative (SOI).

43. PAMEx President acknowledged the relevance of those items and suggested in view of the limited capacities of PAMEx Technical Secretary to focus on two items suggestion for the first semester 2023.

44. The UNEP MAP Coordinator agreed that prioritizing action on biodiversity and plastic was fully in its scope and aligned with its agenda. She further suggested to have a side event presenting achievements in this field at the COP23 of the Barcelona Convention scheduled in December 2023 in Slovenia.

Conclusions:

45. PAMEx President concluded that two priority actions were thus agreed upon for PAMEx workplan across the first semester 2023 as follow:

- a) **A joint declaration by PAMEx partners to support the implementation of the Kunming-Montreal Global Biodiversity Framework target 3 to ensure and enable that by 2030 at least 30 per cent of terrestrial, inland water, and of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem functions and services, are effectively conserved and managed, as agreed under UNEP MAP Barcelona Convention system and relevant UfM Declarations. The Declaration will sustain heightened ambition to achieve a 10 per cent strict marine protected areas and their networks protection at the regional level in the Mediterranean Sea. It will focus on legal obligations to translate the target into adapted national legislations covering for effective and reinforced marine protected areas protection, to support the channeling of financial flows to bridge the marine protected areas' financing gap. As a volunteer lead for the marine and coastal biodiversity component, Monaco will work with PAMEx Technical Secretary to draft the declaration.**
- b) **A position presented over a side event organized on the margins of the Intergovernmental negotiating committee (INC 2) to develop a legally binding instrument on plastic pollution, and its next round of negotiations to take place on 27 May – 2 June 2023 in Paris (UNESCO). The position endorsed by PAMEx partners will highlight the Mediterranean achievements and support the accelerated adoption of an ambitious Global Treaty on Plastic.**

Agenda item 5: PLIFF – A Tool for PAMEX implementation

- a) *PLIFF Consortium, finance structure and governance*

46. Mrs. Cécilia Serin, Communication and Marketing Manager of R20 delivered a presentation on PLIFF, an ambitious facility to finance projects from Mediterranean territories contributing to PAMEx objectives, launched at UNFCCC COP27. As an innovative blended finance instrument, PLIFF provides access to various financial instruments including debt, equity, blue or green bonds, guarantees through Special Purpose Vehicle (SPV) grouping together a cluster of projects or a single large project. PLIFF mobilizes a large stakeholders coalition of 23 partner entities. At *Forum Méditerranée du Future*, the partner entities signed a Charter placing at the heart of its action the integration of the climate change and biodiversity in line with international and regional frameworks, the role of local and subnational governments with a territorial approach, the private sector including both investors and entrepreneurs and a scientific approach guaranteeing a strong commitment to environmental and social impact. Seed funding was provided by AECID (250 000 €), AFD (50 000€) and France Ministry of Europe and Foreign Affairs (100 000€) along with in-kind experts contributions. It was further noted that there were discussions for the GCF to become long term catalytic investors for the SPVs.

b) PLIFF Action Plan and expected deliverables in 2023

47. The Communication and Marketing Manager of R20 further stressed that as PLIFF had as a focus priority the identification of projects contributing against PAMEx objectives, articulating private investors mobilization with PAMEx political momentum to finance projects. She strongly encouraged PAMEx partners to submit project suggestions to be translated in project proposals with R20 support. She introduced its first portfolio of projects addressing three PAMEx components:

- the electrification of ports with renewable energies and the production of green hydrogen
- waste management and wastewater treatment with the objective of zero plastic
- the conservation and restoration of marine and terrestrial ecosystems

48. PAMEx President reminded that PAMEx partners are welcome to join PLIFF and that this will not entail any financial commitment, but on the contrary better position them to receive support for the projects' proposals implementation.

c) The Mediterranean hotspots based on landscape, climate change and biodiversity indicators (Earth Posaidon)

49. The Chief Executing Officer of R20 delivered a presentation on PLIFF impact framework developed by the Gold Standard Foundation and its key performance indicators (net zero emissions, zero net waste, nature-based solutions) lead by Earth Posaidon, funded by AFD. Gold Standard is a Swiss foundation created by WWF and other international NGOs to ensure that projects targeted to reduce carbon emissions also featured the highest levels of environmental integrity and co-benefited the sustainable development goals. The Foundation will thus look at and certify the strategy and the type of impact foreseen of each PLIFF project proposal.

50. The Chief Executing Officer of R20 further provided two case study examples of projects' portfolio screening: the Green Ports projects portfolio SPV and the Nature Based Solutions SPV. He introduced the science-based quantitative data points used to identify priority hotspots developed for the later SPV. The data collected are based on factors covering species triggers, protected coverage, freshwater water, biodiversity, forest, sustainable development, blue economy, climate change, marine environment, water. Equally qualitative data tracking plastic risk and putting the spotlight on waste would be used for a waste management and wastewater treatment projects SPV.

51. The ensuing discussion highlighted the importance for PAMEx partners to be part of the PLIFF consortium and the decision-making it yields in terms of projects' selection. The Chief Executing Officer of R20 explained that each SPV set up for each project type will have its own criteria. In the case of ports, it was emphasised that the most important need was debt but for a future

project on waste management, the financial instrument would probably rather be equity. He further raised that the investment committee of each SPV will be managed by an asset manager appointed by the investors. He noted that the leverage for countries rather lays in the choice of the investment vehicle to be push for prior to the investment decision. He informed that PLIFF technical committee will help discussing the steps to be taken by the PLIFF ecosystem but that the execution disbursing the money has to be privately led with the trust of the investors.

52. The Chief Executing Officer of R20 explained that the PLIFF consortium has defined very specific criteria for impact for each project thematic focusing on local and regional projects (5-75 M €) to make it easier for projects' developer to assess whether they meet the criteria. The criteria evolution could be changed upon suggestions and a regular basis, including PAMEx steering committees for instance.

Conclusions:

53. The Meeting took note of the funding opportunity provided by PLIFF, its consortium governance and criteria for projects' development and selection at the local level addressing PAMEx ambitions. It encouraged PAMEx partners to explore possibilities and make use of the funding opportunities individually or collectively by exploring operational cooperation, including by framing and pursuing the submission of projects' proposals to PLIFF.

Agenda item 6: Communication and Visibility

a) Draft Communication Strategy

54. PAMEx Technical Secretary presented the draft communication strategy standing in annex IV to the present report. It further recalled that this draft was not meant to be comprehensive but rather stand as a tool to provide a preliminary brainstorming and a first need assessment in terms of communications. It invited all partners to provide their inputs and suggestions towards its consolidation.

b) Milestone Events across the International Roadmap

55. Following the discussions, in view of the numerous bilateral or multilateral public events organized across the regional and international agenda addressing PAMEx identified challenges (marine and coastal biodiversity, pollution, fisheries, maritime transport), it was emphasized that it would be important to identify five to six key future events to be used as main communications opportunities for PAMEx to advance and promote relevant issues. Two possible approaches were proposed to that end, i.e. events directly organized by PAMEx and highlighting other inspiring initiatives or triggering a constructive debate, or events organized by partners directly supported by PAMEx to ensure greater visibility to strategic stakeholders, activities, campaigns.

56. The following global and regional events were identified for possible communication activities by PAMEx or its partners:

- The 5th International Marine Protected Areas Congress (IMPAC5), 3-9 February 2023, Vancouver, Canada
- The Post 2020 SAPBIO Donors Conference on 16 March 2023, Paris, France
- Monaco Ocean Week, 20-23 March 2023, Monaco
- The INC-2 on a global plastic treaty, 27 May – 2 June 2023, Paris, France
- A regional event under preparation with the Sustainable Ocean Initiative (SOI)
- IMO 80th Session of the IMO's Marine Environment Protection Committee (MEPC 80), 3-7 July 2023, London, United Kingdom
- UNGA 2nd "SDG Summit", September 2023, New York, U.S.A.

- The MedFish4Ever Ministerial Declaration mid-term evaluation of progress Conference, 3-4 October 2023, Malta
- The COP23 of the Barcelona Convention, December 2023, Pula, Slovenia
- UNEA-6 presided by Morocco, 26 February - 1 March 2024 in Nairobi, Kenya

Conclusions:

57. The Meeting agreed to raise awareness and promote activities/agreed projects/financing mechanisms including through PAMEx's upcoming website/social media and possible participation of PAMEx partners and Technical Secretary to different regional and international events to highlight PAMEx achievements, and to use the relevant #PAMEx #Act4Med hashtags in 2023. The meeting also agreed to establish a communication taskforce with the participation of a restricted number of partners including partner regional organizations like UfM together with PAMEx Technical Secretariat to facilitate the implementation of PAMEx related activities.

58. The Meeting invited PAMEx Technical Secretariat to consolidate the Communication Strategy integrating feedbacks and comments by PAMEx partners and share it upon completion.

Agenda item 7: Any Other Matters, Including Date and Venue of the next PAMEx and its Local Investment Facility Steering Committee

59. PAMEx President reported no other matters to be raised after consulting participants.

Conclusions:

60. The next Steering Committee of PAMEx will take place online on Tuesday 11th of July 2023 (TBC).

Agenda item 8: Conclusions and Recommendations

61. Conclusions and recommendations stand in Annex V of the present meeting report.

Annex I
List of Participants

Annex I: List of Participants

STEERING COMMITTEE OF THE PLAN OF ACTION FOR A MODEL MEDITERRANEAN SEA (PAME_x) AND ITS LOCAL INVESTMENT FINANCE FACILITY (PLIFF) Athens, 24-25 January 2023	
PAME_x PARTNERS REPRESENTING CONTRACTING PARTIES	
EGYPT	<p>Dr. Ali Abosena CEO – Environmental Affairs Agency MAP Focal Point Ministry of Environment</p> <p>Dr. Heba Sharawy MAP Focal Point Ministry of Environment</p> <p>Eng. Mohamed Ahmed Suez Canal Authority</p> <p>Ahmed El-Ghoul First Secretary Embassy of Egypt to Greece</p>
FRANCE	<p>Mr. Stéphane Pailier Sous-directeur pour le Climat et l'Environnement Direction Générale de la Mondialisation Ministère de l'Europe et des Affaires Etrangères</p>
GREECE	<p>Mr. Petros Varelidis Secretary-General for Natural Environment and Water Hellenic Ministry of Environment and Energy</p> <p>Mr. Nikolaos Mavrakis Head, Department of European and International Environmental Affairs Directorate of International and European Activities Hellenic Ministry of Environment and Energy</p> <p>Ms. Papaioannou Maria Officer/National Expert Dept.of European and International Environmental Affairs Directorate of International and European Activities Hellenic Ministry of Environment and Energy</p> <p>Mr. Yannis Rigas Expert Counsellor on Environmental Issues, Directorate for Environmental Protection, Climate Change and Global Policies Hellenic Ministry of Foreign Affairs</p>
ITALY (online)	<p>Mr. Oliviero Montanaro General Directorate for Natural Heritage and Sea Ministry of the Environment and Energy Security</p> <p>Ms. Valentina Mauriello Environmental Policy Advisor – Seas and Oceans Ministry of the Environment and Energy Security</p>

	<p>Ms. Silvia Sartori Ministry of the Environment and Energy Security</p> <p>Mr. Daniele Bosio Coordinator of the Seas and Oceans affairs Ministry of Foreign Affairs</p>
MONACO	<p>Mr. Tidiani Couma Secrétaire des relations extérieures, Département des Relations extérieures et de la Coopération Ministère d'Etat</p>
MOROCCO	<p>Mr. Sidi Mustapha El Alami El Fellousse Chef de Division des Questions Globales à caractère sécuritaire et social Direction des Questions Globales Ministère des Affaires Etrangères, de la Coopération Africaine et des Marocains Résidant à l'Etranger</p> <p>Mrs. Nassira Rheyati Chef de Division de la Coopération Internationale Direction du Partenariat, de la Communication et de la Coopération Ministère de la Transition Énergétique et du Développement Durable</p>
SPAIN	<p>Mr. Emilio Vilanova Martínez-Frias Minister Counsellor Embassy of Spain to Greece</p> <p>Mr. Ivo Pascual Herrera Head of Consular Section Embassy of Spain to Greece</p> <p>Mr. Francisco Escobar Soriano Embassy of Spain to Greece</p>

PAMEx PARTNER ORGANISATIONS	
FAO GFCM	<p>Mr. Ahmed Siliman Compliance Officer</p> <p>Mr. Georgios Paximadis Specialist on Aquaculture</p>
MedFund	Mr. Romain Renoux Executive Director
MedPAN	Mrs. Carole Martinez Senior Policy Manager
UFM	<p>Mr. Almotaz Abadi Deputy Secretary General</p> <p>Mrs. Marie-Claire Boillot Senior Expert for Climate and Energy</p>
R20 - PLIFF	<p>Mr. David Albertani Chief Executive Officer</p> <p>Mrs. Cécilia Serin Communication and Marketing Manager</p>
UNEP/MAP COORDINATING UNIT – BARCELONA CONVENTION SECRETARIAT	
UNEP/MAP	<p>Ms. Tatjana Hema Coordinator</p> <p>Mr. Gabino Gonzalez Deogracia Deputy Coordinator</p> <p>Mrs. Elisabeth Chouraki International Technical Expert PAMEx</p> <p>Mrs. Ellen Svensson Associate Program Officer</p> <p>Mr. Stavros Antoniadis Associate Administrative Officer</p>
SPA/RAC	Mr. Khalil Attia Director
REMPEC	Mr. Frank Lauwers Programme Officer

Annex II

Agenda of the Steering Committee Meeting of PAMEx and its Local Investment Finance Facility (PLIFF)

Annex III – Draft Communication Strategy

Annex III: Draft Communication Strategy

Overall communications goal

The goal is two-fold: foster cooperation among partner countries and regional organizations for PAMEx timely implementation and position the Mediterranean as a model regional sea by 2030, epitomizing the transition to an equitable, carbon neutral and nature positive world.

Specific communications objectives

1. Communicate science and evidence from monitoring and evaluation to advocate the PAMEx implementation by partner countries and organizations.
2. Collect, compile and disseminate information on PAMEx implementation to sustain implementation momentum.
3. Ensure that target audience groups perceive the Mediterranean as a model regional sea and leverage milestone international events to promote relevant achievements and common positions.

Key audiences

- PAMEx and national focal points in each partner country and MAP Focal Points, MAP components (RACs, MEDPOL)
- The MCSD members
- MAP Partners
- Beneficiary countries of projects implemented by UNEP MAP Coordinating Unit
- International and regional organizations (UfM, EU, IMO, FAO GFCM)
- Key projects and initiatives (blueMed, WestMed, etc.)
- Business and private sector (fisheries, shipping, tourism sectors) and their platforms
- Finance including private and public investors (public development banks, private banks, etc)
- Cities, local authorities, and subnational governments (with a connection to at least a target country, either directly or through regional/global initiatives)
- Non-governmental stakeholders dealing with biodiversity and more widely with sustainable development at the international, regional, national, and local levels including environmental NGOs and Youth organizations.

Approach to implementation

- Communication with an emphasis put on:
 - building an evidence-based narrative on PAMEx, highlighting key issues (through factsheets and other communication products) and presenting it as a voluntary initiative coalizing partners aiming to derive greater impact from synergy; highlighting key transformative actions undertaken by multiple stakeholders in synergy under the Plan of Action at the various scales of action
 - positioning the Mediterranean region as a role model in delivering action towards global oceans' protection and the achievement of global environmental ambitions
 - highlighting PAMEx's anchoring in the Barcelona Convention and demonstrating how the Plan of Action catalyzes the implementation of the Barcelona Convention, its Protocols and relevant regional commitments, such as the UfM ministerial decisions on the blue economy
- The plan will target-specific communication material, including products that will build public awareness and support of PAMEx objectives
- The communications tools produced will be offered as open-source, especially to support possible partners' communications needs. To this end, PAMEx branding will be crafted in such a manner that it does not preclude the use of institutional emblems and logos by PAMEx partners. (i.e. PAMEx brand would be powerful, self-standing and would eloquently communicate the partner's affiliation and support to PAMEx).
- Fostering Transparency and accountability through adequate communication on mobilized resources, including through PLIFF, and impact
- Achieving stronger partnerships for impact among key stakeholders through the "PAMEx communication flotilla": a joint communication taskforce

Partners in implementation

- All PAMEx partners will both be implementers of the strategy and a targeted audience to it.
- All the activities conducted by PAMEx will aim at mobilizing and bringing together key stakeholders to advance and integrate their work addressing key PAMEx identified challenges in the Mediterranean.

- To the extent possible PAMEx could help forge common positions in the context of relevant intergovernmental processes, in line with the Barcelona Convention and its Protocols.

Next steps & proposed support by the Plan

- Develop a proposal on the theory of change (outcomes reflecting the objectives), Deliver a need assessment in terms of resources needed for communications, including in terms of :
 - Financial support for communications tools production and outreach
 - Communications expertise to work out and help organize the respective events
- Set an indicative grid of measurable indicators pending fine-tuning with the flotilla.

Activities examples

Example 1. – Communication tools development

Tools and activities

The following communications tools and activities are planned:

- Production of institutional communications tools presenting PAMEx (ambitions, goals, objectives, activities).
 - Roll-ups and events' invitations
 - Leaflets or factsheets
 - Powerpoint presentation to be regularly updated according to the topic/country/format
 - Website with key information about PAMEx and relevant links to partners' pages, embedded in UNEP MAP website as PAMEx Technical Secretariat
- Production of relevant issues-specific communication tools at either country or regional level:
 - One-pagers/position papers on each issue
 - Factsheet as the process evolves
 - Short videos promoting actions
 - Press releases through UNEP MAP, R20 and other PAMEx partners press work

Promotion

All this material will be promoted via:

- The project's website (www.PAMEX2030.org)
- Social media presence especially on Twitter (#PAMEx)
- Activities: workshops, seminars, exchange visits, ...
- The partners and beneficiaries' communications channels
- During key international events when relevant

Example 2 – Set up and lead a joint communication flotilla

The firepower of a communication flotilla

Bringing together all Mediterranean partners under a single united taskforce for communication will:

- Build a convergence effect/thinking a clear impactful plan of action
- Increment the awareness-raising and advocacy capacity of each partners unlocking the potential to move numbers (key to influence Heads of states and decision-makers)
- Strengthen the visibility of the region on the international stage
- Provide strategic guidance to the awareness raising and advocacy activities launched across PAMEx components with multiplier effect

It will be structured around:

- A plan to build/exploit momentum based on a calendar of events
- A timeline with goal to be reached to mobilise relevant stakeholders for implementation
- A clear reporting system based on PAMEx set of indicators.

This list of criteria will guide PAMEx partners in future discussions with the relevant external organizations and stakeholders to eventually help them refine their strategy/approach accordingly and whenever possible.

Targeted stakeholders

- **Business & political/insurance and financial institutions/development banks/Private Public Partnerships:** this mobilization will be lead through PLIFF partners including AFD, AECID, Tell Group, Club des Investisseurs de la Mediterranée du Futur, Gold Standard, Earth posaidon, etc.
- **Civil society/ NGOs and youth organizations fostering convergence among fisheries / maritime transport / pollution agendas with the marine and coastal biodiversity and its sectoral mainstreaming :** the NGO community could liaise and coordinate their efforts to foster synergies and the creation of a

political momentum for PAMEx actions achievement. Mediterranean Youth mobilization addressing decision-makers such as the Mediterranean Youth Council, GYBN and Youth for Climate Mediterranean branch, etc: Social media and youth movements have the potential to raise the necessary awareness and momentum to enable ambitious decision-making by governments and other stakeholders.

- **Cities, sub-national governments & Local Authorities:** as a major stakeholder will play a major role in fostering the mainstreaming of biodiversity in different sectors. They can develop and propose targets leading to an integration of biodiversity and ecosystems functions and services in their planning and development activities and prepare voluntary biodiversity commitments in cooperation with other stakeholders. They include R20, ICLEI, Region Sud, Junta Andalucia as PLIFF partners, but also other existing networks such as MedCities, C40, etc.
- **General public & Decision-makers :** A raised awareness on the importance of biodiversity for sustainable development, and on the importance of the process towards adopting an ambitious Post-2020 Global Biodiversity Framework can catalyze an African movement for biodiversity, emphasizing the sense of political urgency and mobilizing multi-stakeholder partnerships to implement concrete actions at local, national, regional, continental and global levels.

Proposed support

- Communications expertise to work out and implement the respective communication plans
 - Communications expertise to facilitate engagement and mobilization of relevant stakeholders
 - Financial support for strategic development and/or practical implementation (production of tools, planning of activities, ...) and communication outputs
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Annex IV: Conclusions and Recommendations

Annex IV: Conclusions and Recommendations

On the 24th and 25th of January 2023, the Steering Committee meeting of PAMEx and its Local Investment Finance Facility took place at the Golden Age Hotel in Athens, Greece.

Further to its deliberations, the Meeting reached the following conclusions:

1. Welcomed the establishment of the Steering Committee and expressed its satisfaction on the success of the consultation process carried out further to the settling of PAMEx Technical Secretary at UNEP MAP.
2. Agreed that in line with PAMEx governance guidelines that a country partner from the Southern Mediterranean shore will take over PAMEx Presidency following up to manifestation of interest. The present Presidency will carry on the steering of the process until a country candidate is confirmed (to make it easier the Presidency has proposed to open up the process to candidates from both shores of the Mediterranean Sea). The upcoming Presidency name will be communicated by PAMEx Technical Secretary upon confirmation. Until then, the current Presidency remains in function.
3. Agreed with the proposed indicator-based monitoring methodology with a view to maximize the use of a one-report approach. To this aim, it was agreed to establish a technical group composed of a number of partners to finalize the proposal for the discussion of the next online steering committee of PAMEx. Alignment of PAMEx and PLIFF indicators will be ensured.
4. Agreed to label as priority actions under PAMEx Workplan the following activities of PAMEx partners:
 - a. A joint declaration by PAMEx partners to support the implementation of the Kunming-Montreal Global Biodiversity Framework target 3 to ensure and enable that by 2030 at least 30 per cent of terrestrial, inland water, and of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem functions and services, are effectively conserved and managed, as agreed under UNEP MAP Barcelona Convention system and relevant UfM Declarations. The Declaration will sustain heightened ambition to achieve a 10 per cent strict marine protected areas and their networks protection at the regional level in the Mediterranean Sea. It will focus on legal obligations to translate the target into adapted national legislations covering for effective and reinforced marine protected areas protection, to support the channeling of financial flows to bridge the marine protected areas' financing gap. As a volunteer lead for the marine and coastal biodiversity component, Monaco will work with PAMEx Technical Secretariat to draft the declaration.
 - b. A position presented over a side event organized on the margins of the Intergovernmental negotiating committee (INC 2) to develop a legally binding instrument on plastic pollution, and its next round of negotiations to take place on 27 May – 2 June 2023 in Paris (UNESCO). The position endorsed by PAMEx partners will highlight the Mediterranean achievements and support the accelerated adoption of an ambitious Global Treaty on Plastic.
5. Took note of the funding opportunity provided by PLIFF, its consortium governance and criteria for projects' development and selection at the local level addressing PAMEx ambitions. It encourages PAMEx partners to explore possibilities and make use of the funding opportunities individually or collectively by exploring operational cooperation, including by framing and pursuing the submission of projects' proposals to PLIFF.

6. Agreed to raise awareness and promote activities/agreed projects/financing mechanisms including through PAMEx's upcoming website/social media and possible participation of PAMEx partners and Technical Secretary to different regional and international events to highlight PAMEx achievements, and to use the relevant #PAMEx #Act4Med hashtags in 2023. The meeting also agreed to establish a communication taskforce with the participation of a restricted number of partners including partner regional organizations like UfM together with PAMEx Technical Secretariat to facilitate the implementation of PAMEx related activities.
 7. The Meeting invited PAMEx Technical Secretariat to consolidate the Communication Strategy integrating feedbacks and comments by PAMEx partners and share it upon completion.
 8. The next Steering Committee of PAMEx will take place online on Tuesday 11th of July 2023 (TBC).
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