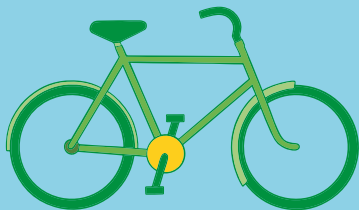




COAST DAY



MEDITERRANEAN COAST DAY



A call
to action
for our coast





WHAT IS COAST DAY?



Coast Day is the annual celebration of the **natural, economic and cultural heritage** of the **Mediterranean coastal zone**. This regional initiative highlights the vital importance of coastal areas to people and planet alike, and promotes solutions for their long-term sustainability in the face of today's growing environmental and social pressures.

Coast Day is celebrated every year on 25 September, to mark the first ratification of the ICZM Protocol by Slovenia, in 2009. The ICZM Protocol is a groundbreaking agreement through which all 21 Mediterranean countries have committed to use smart planning to better manage and protect their coastal areas. Uniting biodiversity, culture and socioeconomics, its central purpose is to make sure our coasts are resilient and thriving — today, and for generations to come.

With a different national host each year, the Coast Day programme is coordinated by **PAP/RAC**, the Croatia-based regional centre for coastal management of the **Mediterranean Action Plan (MAP)** of the **United Nations Environment Programme (UNEP)**, with a range of partners across the region. From Ministries of the Environment down to local community organizations — from government to grass-roots — anyone can get involved. The goal is to throw the spotlight on coastal sustainability — on 25 September, but also throughout the year.



WHY COAST DAY MATTERS MORE THAN EVER



The Mediterranean coast is facing unprecedented challenges that directly impact the **150 million people** living along its shores, threatening their livelihoods, lifestyles, and wellbeing.

Rapid urbanization and mass tourism are degrading fragile coastal ecosystems, while pollution, unsustainable resource exploitation and habitat loss threaten marine biodiversity. Climate change impacts — **happening 20% faster** here than the global average — amplify all these threats.

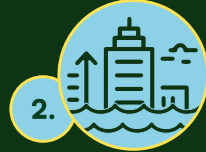
This is radically changing real lives, and things are getting worse. Indeed, the “Med 2050” report from UNEP/MAP’s Plan Bleu warns that in another 25 years the Mediterranean will be ‘in a far more alarming situation than it is today.’

What will the Mediterranean look like in 2050?

ACCORDING TO THE LATEST PROJECTIONS FROM PLAN BLEU, THE UNEP/MAP REGIONAL ACTIVITY CENTRE RESPONSIBLE FOR PRODUCING STUDIES AND FUTURE SCENARIOS FOR THE MEDITERRANEAN:



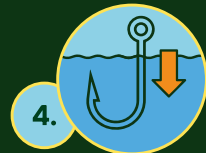
1. Temperatures will be 2.3°C above the pre-industrial average



2. Sea levels will be 40 cm higher



3. Marine ecosystems will be 'tropicalized', and periodically hit by deadly 'marine heatwaves'



4. Populations of exploited marine species will fall by 20%



5. Crop yields will be 17% lower



6. Almost the entire population of the basin will suffer from water shortages



7. The regional population will grow by 20-30%, reaching up to 690 million inhabitants



8. At least half of the region's population and activities will be concentrated on the coastline — a steep increase from 30-40% today



FROM AWARENESS TO IMPACT



Large-scale, coordinated adaptation to the realities of this future we face is essential and urgent. Coast Day is a unique way to get the message out there, to accelerate momentum, and to galvanize real action.

Coast Day cuts across social and cultural divides to unite institutions, scientists, educators, businesses and communities across the Mediterranean. Publicized through a range of channels to reach a wide audience, its visibility is also amplified by Coast Ambassadors, public figures who champion the cause and get supporters on board.

By raising awareness and bringing people together, Coast Day creates spaces where diverse voices discuss common challenges, spark innovative ideas, and scale up real-world solutions across the Mediterranean.



BE PART OF COAST DAY — ALL YEAR ROUND!



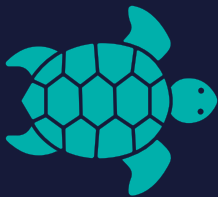
The regional Coast Day celebration takes place on 25 September, but the day itself reflects a full year of effort.

As we face up to the reality of the climate crisis, the need to build and share knowledge on coastal sustainability — and to act on it — has never been more important. Whether you're a policymaker, business, scientist, school, NGO or private citizen, expertise and energy from everyone and everywhere make a difference.

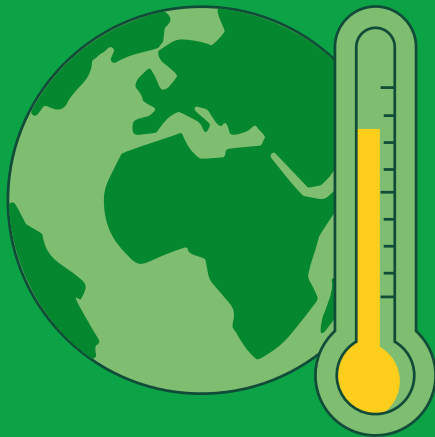
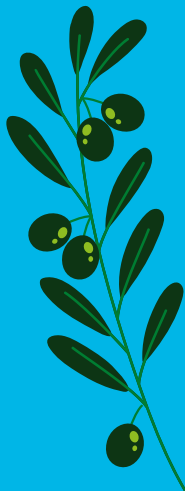
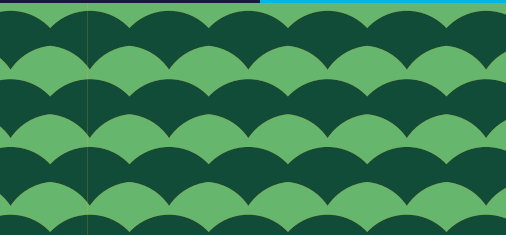
Your voice and actions can help turn the tide.



coastday.net
— one scan away!



COAST DAY



Get in touch to find out more: paprac@paprac.org

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2.1
Mediterranean
Coastal Zones Climate
Resilience Water Security
and Habitat Protection



UN
environment
programme



Mediterranean
Action Plan
Barcelona
Convention

