



## PRESS RELEASE

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# Mediterranean Coast Day 2025: inspiring impact through institutions and citizens

**25 September 2025** - As the Mediterranean is celebrating **Coast Day**, the future of the region is more challenging than ever: rising sea levels and coastal erosion are already affecting many shores, while communities and authorities must also deal with increasing extreme weather events, pollution and biodiversity loss. Yet one thing is clear: when people understand the risks and feel empowered to act, they become a powerful force for change.

“Only by working together can we protect the Mediterranean for the generations to come. We must keep dialogue open with businesses, universities, civil society, and the coastal communities themselves,” says **Tatjana Hema, Coordinator of UNEP/MAP**.

Coast Day is organised every year by the Priority Actions Programme Regional Activity Centre (PAP/RAC) under the UNEP/MAP — Barcelona Convention. It is a moment of connection, learning, and action for everyone living and working in coastal areas. The **2025 theme: “Inspiring Impact: Mediterranean Institutions for Coastal Resilience”**, highlights the urgent need for institutions and citizens to join forces to protect one of the world’s most vulnerable regions.

This year also marks the **50th anniversary of the Barcelona Convention**, the legal framework that has safeguarded the sea and coasts of the Mediterranean since 1975.

“*The threats are real*,” explains Hema. “In many parts of the Mediterranean, the sea level is rising by around 3 cm per decade, with huge consequences for tourism, fisheries, infrastructure, and heritage. Institutions are preparing with risk maps, nature-based solutions, and new planning tools. But without citizen involvement, adaptation will not succeed.”





Community engagement is at the heart of Mediterranean Coast Day. “Coast Day is not just another date on the calendar,” says **Daria Povh Škugor, Director of PAP/RAC**. “It is a spark that turns awareness into action. The challenges are too big for one actor alone. We need strong institutions working together with informed citizens.”

**The main 2025 celebration takes place in Tunisia**, one of the Mediterranean’s erosion hotspots, where coastlines are being redrawn and communities are feeling the impacts. However, **Tunisia’s national coastal agency (APAL)** has taken bold steps in protection and regeneration, involving citizens not only as beneficiaries but as active partners. Working closely with the country’s 96 coastal municipalities, APAL has achieved progress from Bizerte to Djerba, through Sousse and Kerkennah.

“This exemplary mobilization of the institutions involved and their partners pays tribute to the remarkable work of all, in implementing concrete projects for the protection and restoration of coastal ecosystems and in promoting innovative policy actions for the benefit of coastal communities. We celebrate their achievements and explore practical solutions so that everyone who cares about the coast can support and amplify their efforts,” said **Mr. Habib Abid, Minister of the Environment**.

PAP/RAC has promoted this same collaborative spirit for nearly 50 years. From launching the first Coastal Area Management Programme (CAMP) in Kaštela Bay in 1989, to supporting coastal strategies in 21 countries, to developing the **Protocol on Integrated Coastal Zone Management (ICZM)**, its mission has always been to connect people, policies, and the sea.

To mark this year’s Coast Day, PAP/RAC has also created an **interactive storymap**, bringing together testimonials from institutions and organisations that are making a difference across the Mediterranean, despite the diverse challenges they face.

“Coast Day raises visibility. It opens conversations. It gives a platform to those working in silence. It builds bridges between levels of governance, between science and storytelling, between policies and the people most affected by them,” adds Povh Škugor.

*Every year, through the Coast Day campaign, PAP/RAC helps Mediterranean countries and communities see the bigger picture and their own role within it. Because when knowledge is shared, solutions multiply. And when institutions are trusted, citizens step forward. That is what inspiring impact looks like.*

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## Contact

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**For real-time updates, visuals, comments and stories**, check our posts on LinkedIn or Facebook using the hashtag: **#MedCoastDay**





## Editorial notes

### UNEP/MAP and the Barcelona Convention

Created in 1975, the United Nations Environment Programme (UNEP), together with its Mediterranean Action Plan (MAP), is celebrating its 50th anniversary in 2025. Bringing together 21 countries and the EU, it laid the foundations for joint action to protect the Mediterranean. The Barcelona Convention and its protocols provide a unique legal framework to safeguard the sea and coasts, and to guide their sustainable management in support of the region's development.

Learn more about [UNEP/MAP](#) and the [Barcelona Convention](#)

### PAP/RAC

For nearly five decades, the Priority Actions Programme Regional Activity Centre (PAP/RAC), operating under the UNEP/MAP — Barcelona Convention, has been a driving force in protecting Mediterranean coasts through integrated planning and regional cooperation. PAP/RAC is the lead organiser of Mediterranean Coast Day.

Learn more about [PAP/RAC](#)

### APAL

Created in 1995, the Coastal Protection and Planning Agency is a public industrial and commercial institution, with legal personality and financial autonomy, operating under the supervision of the Ministry of Environment. The Agency is responsible for implementing State policy in the field of coastal protection in general, and of the maritime public domain in particular.

Learn more about [APAL](#)

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## Useful links & additional material

### Coast Day leaflet

- English version [here](#)
- French version [here](#)

Engagement toolkit including visuals and promotional materials [here](#)

### ICZM

Below is a list of links to explore further ICZM's principles and results as an integrated approach to engage governments, the private sector and civil society to manage coastal zones sustainably:

- [ICZM Protocol](#)
- ICZM in [Morocco](#)
- ICZM in [Montenegro, in the Boka Kotorska bay. + video](#)
- ICZM in [Croatia, in the Šibenik-Knin County](#)
- ICZM in [Lebanon](#)
- More case studies [in Mediterranean countries and beyond](#)





## Photos

See our portfolio [at this link](#) and do not hesitate to ask if you have any specific needs.

## [MEDECC Special Report on Climate and Environmental Coastal Risks in the Mediterranean](#)

Established in 2015 and based at Plan Bleu in Marseille, MedECC is an open, independent network of scientists dedicated to understanding climate and environmental change across the Mediterranean Basin

## [The Ocean Rise & Coastal Resilience Coalition](#)

A coalition for coastal cities and regions resilient to sea level rise and ocean change