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**KM&C  
PRODUCTS  
PRODUCED  
UNDER THE  
COAST  
PROJECT**

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**MATERIALS AND  
PRODUCTS**

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**COAST PROJECT**

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Figure 2: COAST Branded USB Sticks – September 2013

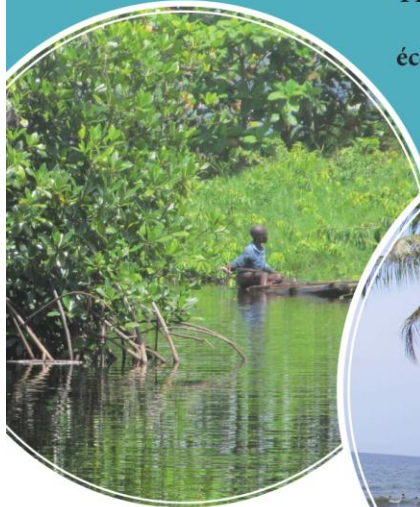


# Figure 3: Cameroon – September 2013



## KRIBI LA BELLE

“Promouvoir un tourisme côtier  
écologiquement durable et  
économiquement viable dans la  
zone de Kribi”



Utiliser l'Initiative ST-EP  
(Tourisme Durable – Élimination  
de la Pauvreté) de l'OMT  
pour améliorer la contribution  
du tourisme au développement  
socio-économique et à la  
conservation de la biodiversité



MINISTÈRE DE L'ENVIRONNEMENT, DE LA PROTECTION  
DE LA NATURE ET DU DÉVELOPPEMENT DURABLE  
(MINISTRY OF ENVIRONMENT, NATURE  
PROTECTION AND SUSTAINABLE DEVELOPMENT)

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Figure 4: Gambia banner – September 2013



## SMILING COAST, THE GAMBIA



Using UNWTO's Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative experiences to enhance tourism's contribution to socio-economic development and biodiversity conservation



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Figure 5: Ghana Banner – September 2013



## SCENIC ADA

Adoption of best practices to develop sustainable tourism, reduce degradation of marine and environmental resources and promote livelihoods in coastal communities.



1. Private and public collaboration to improve sanitation in Ada Demo Site
2. Biodiversity monitoring and protection
3. Training and capacity building for stakeholders in environmental protection.



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Figure 6: Kenya Banner – September 2013

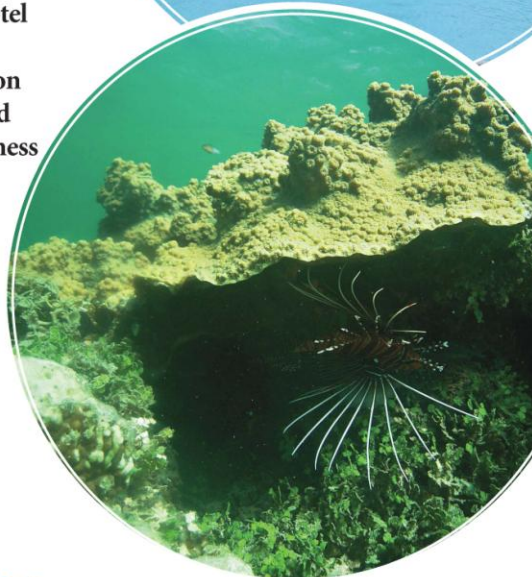


## WONDERS OF WATAMU

Using UNWTO's Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative experiences to enhance tourism's contribution to socio-economic development and biodiversity conservation



Utilizing UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology in the hotel sector to ensure the sustainable introduction of 'Green Practices' and enhanced competitiveness



Reef and Marine Recreation Management (RMRM) through capacity building, reef surveys and GIS mapping of sensitive marine sites



MINISTRY OF ENVIRONMENT WATER AND NATURAL RESOURCES, NATIONAL ENVIRONMENT MANAGEMENT AUTHORITY (NEMA)

MINISTRY OF TOURISM

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Figure 7: Mozambique Banner – September 2013



## INHAMBANE, UM PARAISO TURISTICO

**Ecoturismo baseado na comunidade, Gestão de recifes e recreação marinha, e sistemas de gestão ambiental, caso de Tofo, Barra, e Tofinho (TBT)**



Uso de experiências de iniciativas do Turismo Sustentável para Alívio a Pobreza (ST-EP) da OMT para aumentar a contribuição do turismo no desenvolvimento socio-económico e conservação da biodiversidade

Implementação da Metodologia de Transferência de Tecnologias Ambientalmente Saudáveis (TEST) da UNIDO no sector da hotelaria e turismo para melhorar a gestão e competitividade ambiental

Gestão de Recifes e Recreação Marinha (RMRM) através de capacitação institucional, pesquisa em recifes, e mapeamento através de Sistemas de Informação geográfica SIG) dos locais marinhos sensíveis



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MINISTÉRIO DO TURISMO

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Figure 8: Nigeria Banner – September 2013



## THE ALLURING BADAGRY



Using UNWTO's Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative experiences to enhance tourism's contribution to socio-economic development and biodiversity conservation



LAGOS STATE ENVIRONMENTAL PROTECTION AGENCY  
(LASEPA) LASEPA BUILDING, STATE SECRETARIAT,  
ALAUJA IKEJA, LAGOS STATE, NIGERIA

LAGOS STATE MINISTRY OF TOURISM &  
INTER-GOVERNMENTAL RELATIONS IKEJA,  
LAGOS STATE NIGERIA

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Figure 9: Senegal Banner – September 2013



SALY VILLE, PROPRE POUR UNE STATION DURABLE



Appliquer la méthodologie de Transfert de Technologies Environnementales Performantes (TEST, en anglais) de l'ONUDI au secteur hôtelier pour assurer l'introduction des pratiques vertes et rehausser la compétitivité



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Figure 10: Seychelles Banner – September 2013



## ENCHANTING SEYCHELLES



Careful stewardship of Seychelles' tourism assets to safeguard the integrity of the islands' fragile ecosystems



SEYCHELLES TOURISM BOARD  
BEL OMBRE | PO BOX 1262 VICTORIA, MAHE  
Email: [info@seychelles.travel](mailto:info@seychelles.travel)  
Website: [www.seychelles.travel](http://www.seychelles.travel)

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Figure 11: Tanzania Banner – September 2013



## HISTORICAL BAGAMOYO

Using UNWTO's Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative experiences to enhance tourism's contribution to socio-economic development and biodiversity conservation



Utilizing UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology in the hotel sector to ensure the sustainable introduction of 'Green Practices' and enhanced competitiveness



Reef and Marine Recreation Management (RMRM) through capacity building, reef surveys and GIS mapping of sensitive marine sites



THE UNITED REPUBLIC OF TANZANIA,  
VICE PRESIDENT'S OFFICE

MINISTRY OF TOURISM AND  
NATURAL RESOURCES

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Figure 12: Folder – September 2013



The folder cover features the COAST logo at the top right, which includes a globe and a palm tree, with the text "COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM". Below the logo is a collage of circular images: a person carrying baskets, a large green leaf, and a tropical beach. On the left, there is a graphic of flags from various countries. Social media links for Twitter (@TheCOASTProject), Facebook (COAST Project), and the website (www.coast.iwlearn.org) are provided. The main text reads: "TO SUPPORT AND ENHANCE THE CONSERVATION OF GLOBALLY SIGNIFICANT COASTAL AND MARINE ECOSYSTEMS AND ASSOCIATED BIODIVERSITY IN SUB-SAHARAN AFRICA THROUGH THE REDUCTION OF THE NEGATIVE ENVIRONMENTAL IMPACTS WHICH THEY RECEIVE AS A RESULT OF COASTAL TOURISM". Logos for GEF, UNEP, UNIDO, and UNWTO are at the bottom.


<p><b>ECO-TOURISM</b></p>	<p>Eco-tourism activities are being implemented in six countries led by UNWTO, using the approach and experiences gained by UNWTO in its Sustainable Tourism-Eliminating Poverty Initiative (ST-EP). (Cameroon, The Gambia, Ghana, Kenya, Nigeria, Tanzania. For Mozambique &amp; Seychelles there is an agreement in place for the sharing of lessons.) These activities are geared towards empowering local communities economically while involving them in the sustainable management of tourism resources in their local coastal areas;</p>	<p><b>SUSTAINABLE TOURISM AND GOVERNANCE MANAGEMENT (STG&amp;M)</b></p>	<p>The Sustainable Tourism and Governance Management cross cutting activities in the project provide an analytical basis for current and future coastal sustainable tourism policy review, action planning and project implementation within a sub-Saharan context.</p>
<p><b>ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)</b></p>	<p>UNIDO is the thematic leader for this component and is applying UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology to the local hotel sector in four countries (Kenya, Mozambique, Senegal and Tanzania). TEST introduces 5 management tools (Cleaner Production Assessments (CPA); Environmental Management Accounting (EMA); Environmental Management Systems (EMS); Environmentally Sound Technology (EST); and Corporate Social Responsibility (CSR) ) with the aim for the participating hotels to change their management practices in a holistic manner in order to ensure the sustainable introduction of green practices that in turn are aimed at improving the environmental management and competitiveness of their respective establishments, as well as providing benefits to the surrounding natural environment and local stakeholders.</p>	 <p>COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM</p>	
<p><b>REEF AND MARINE RECREATION MANAGEMENT (RMRM)</b></p>	<p>EcoAfrica are the UNIDO sub-contracted thematic leader for this thematic area and work across three countries (Kenya, Mozambique and Tanzania). The RMRM work focuses on reef surveys and GIS mapping of sensitive areas and damaged sites within the COAST Demo Sites in these three countries, and includes management planning, awareness creation and capacity building on reef management and conservation to reduce pollution, loss of biodiversity and other negative impacts of tourism to the reef and marine areas.</p>	 <p>COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM</p> 	

Figure 13: Lanyard – September 2013

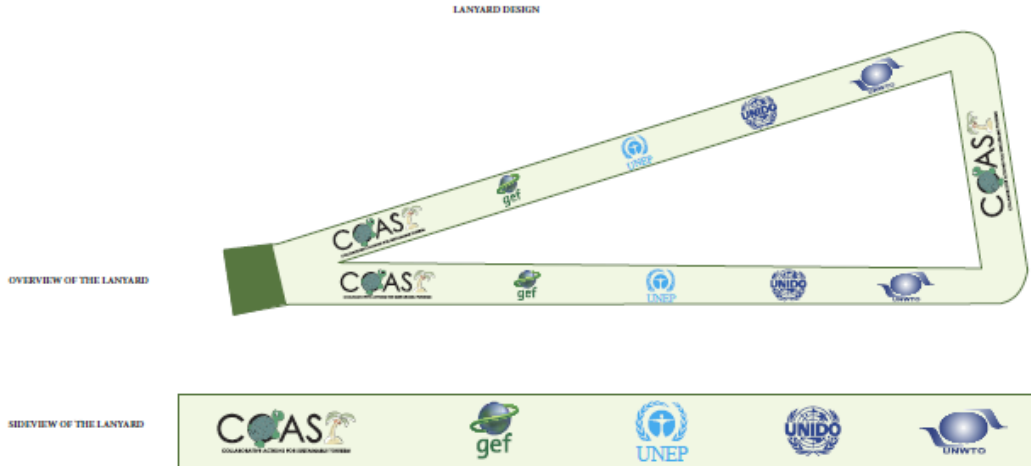


Figure 4: Pamphlet – October 2013

## SUPPORTING SUSTAINABLE COASTAL TOURISM PRACTICES IN AFRICA

COAS COLLABORATIVE ACTION FOR SUSTAINABLE TOURISM  
gef GLOBAL ENVIRONMENTAL FACILITY  
UNEP  
UNIDO  
UNWTO

TO SUPPORT AND ENHANCE THE CONSERVATION OF GLOBALLY SIGNIFICANT COASTAL AND MARINE ECOSYSTEMS AND ASSOCIATED BIODIVERSITY IN SUB-SAHARAN AFRICA THROUGH THE REDUCTION OF THE NEGATIVE ENVIRONMENTAL IMPACTS WHICH THEY RECEIVE AS A RESULT OF COASTAL TOURISM

UNWTO

### ECO-TOURISM

Eco-tourism activities are being implemented in six countries led by UNWTO, using the approach and experiences gained by UNWTO in its Sustainable Tourism-Eliminating Poverty Initiative (ST-EP) (Cameroon, The Gambia, Ghana, Kenya, Nigeria, Tanzania). For Mozambique & Seychelles there is an agreement in place for the sharing of lessons. These activities are geared towards empowering local communities economically while involving them in the sustainable management of tourism resources in their local coastal areas.

UNIDO is the thematic leader for this component and is applying UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology to the local hotel sector in four countries (Kenya, Mozambique, Senegal and Tanzania).

TEST introduces 5 management tools:

1. Cleaner Production Assessment (CPA)
2. Environmental Management Accounting (EMA)
3. Environmental Management System (EMS)
4. Environmentally Sound Technology (EST)
5. Corporate Social Responsibility (CSR)

TEST tools support the participating hotels to change their management practices in a holistic manner in order to ensure the sustainable introduction of green practices that in turn are aimed at improving the environmental management and competitiveness of their respective establishments, as well as providing benefits to the surrounding natural environment and local stakeholders.

### ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)

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### SUSTAINABLE TOURISM GOVERNANCE AND MANAGEMENT (STG&M)

The Sustainable Tourism and Governance Management cross cutting activities in the project provide an analytical basis for current and future coastal sustainable tourism policy review, action planning and project implementation within a sub-Saharan context.

### REEF AND MARINE RECREATION MANAGEMENT (RMRM)

EcoAfrica are the UNIDO sub-contracted thematic leader for this thematic area and work across three countries (Kenya, Mozambique and Tanzania). The RMRM work focuses on reef surveys and GIS mapping of sensitive areas and damaged sites within the COAST Demo Sites in these three countries, and includes management planning, awareness creation and capacity building on reef management and conservation to reduce pollution, loss of biodiversity and other negative impacts of tourism to the reef and marine areas.

Figure14: Regional Banner – October 2013



**SUPPORTING THE CONSERVATION OF  
GLOBALLY SIGNIFICANT COASTAL AND MARINE  
ECOSYSTEMS IN SUB-SAHARAN AFRICA  
THROUGH THE REDUCTION OF THE NEGATIVE  
ENVIRONMENTAL IMPACTS WHICH THEY RECEIVE  
AS A RESULT OF COASTAL TOURISM**

**1. ECO-TOURISM**



Using UNWTO's Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative experiences to enhance tourism's contribution to socio-economic development and biodiversity conservation.

**2. ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS)**



Utilizing UNIDO's Transfer of Environmentally Sound Technology (TEST) Methodology to the local hotel sector for improved environmental management and competitiveness.

**3. REEF AND MARINE RECREATION MANAGEMENT (RMRM)**



Reef and Marine Recreation Management (RMRM) through capacity building, reef surveys and GIS mapping of sensitive marine sites.

**4. SUSTAINABLE COASTAL TOURISM GOVERNANCE  
AND MANAGEMENT (STG&M)**

The STG&M provides an analytical basis for current and future coastal sustainable tourism policy review within a sub-Saharan context.




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Website: [www.coast.iwlearn.org](http://www.coast.iwlearn.org)





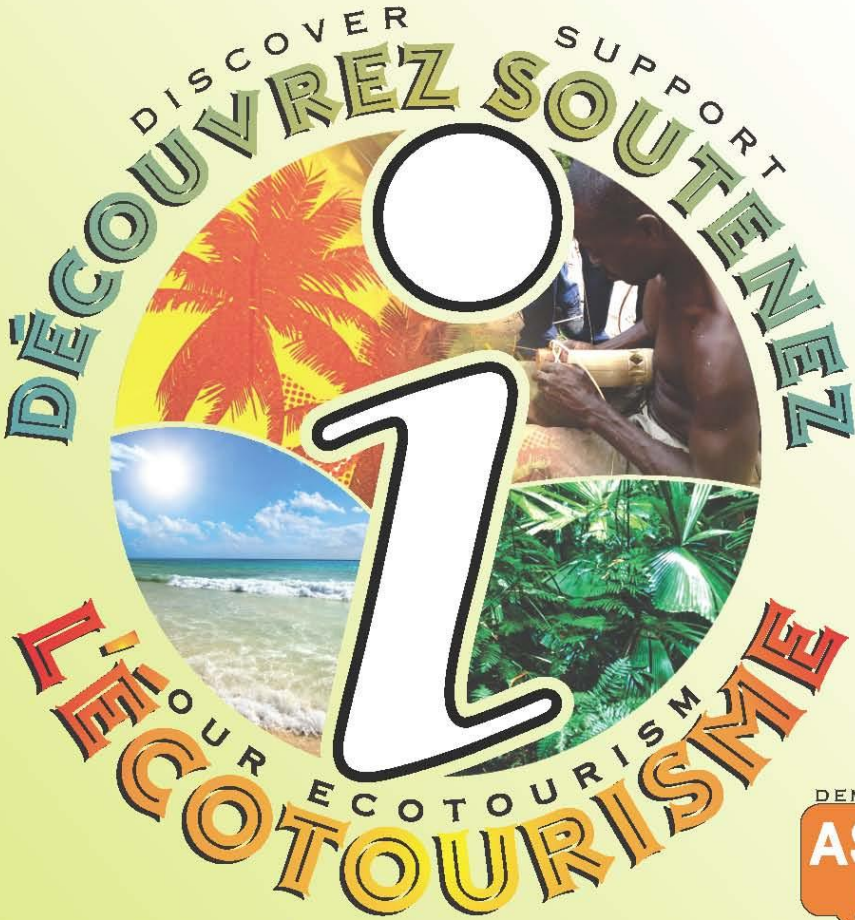
Figure 55: Country Sticker – 7 – October 2013

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MINISTRY OF TOURISM AND LEISURE



MINISTÈRE DE L'ENVIRONNEMENT DE LA PROTECTION  
DE LA NATURE ET DU DÉVELOPPEMENT DURABLE  
MINISTRY OF ENVIRONMENT, NATURE PROTECTION  
AND SUSTAINABLE DEVELOPMENT



DISCOVER SUPPORT  
DÉCOUVREZ SOUTENEZ







ECOTOURISM  
CÔTODOURISME

DEMANDEZ  
**ASK US!**  
NOUS

**Kribi**



**COAS**  
COLLABORATIVE ACTIONS FOR SUSTAINABLE TOURISM



GAMBIA TOURISM BOARD  
(GTBOARD)



NATIONAL ENVIRONMENT AGENCY  
(NEA)

DISCOVER & SUPPORT  
OUR ECO TOURISM

ASK  
US!

# KARTONG

KART ASSOCIATION



GLOBAL ENVIRONMENT FACILITY  
INVESTING IN OUR PLANET

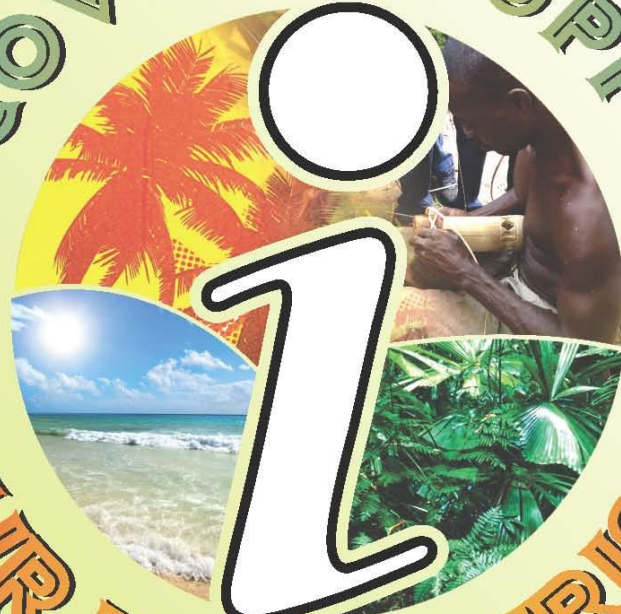


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\*KEEP OUR ENVIRONMENT CLEAN



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NATIONAL ENVIRONMENT  
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DISCOVER & SUPPORT  
OUR ECO TOURISM



# Watamu

WATAMU MARINE ASSOCIATION  
[www.watamu.biz](http://www.watamu.biz)



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INVESTING IN OUR PLANET



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PROTECTION AGENCY (LASEPA)  
LASEPA BUILDING, STATE SECRETARIAT, ALAUSA,  
IJEKA, LAGOS STATE, NIGERIA



LAGOS STATE MINISTRY OF TOURISM  
& INTER GOVERNMENTAL RELATIONS  
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IKEJA, LAGOS STATE, NIGERIA

DISCOVER & SUPPORT  
OUR ECO TOURISM



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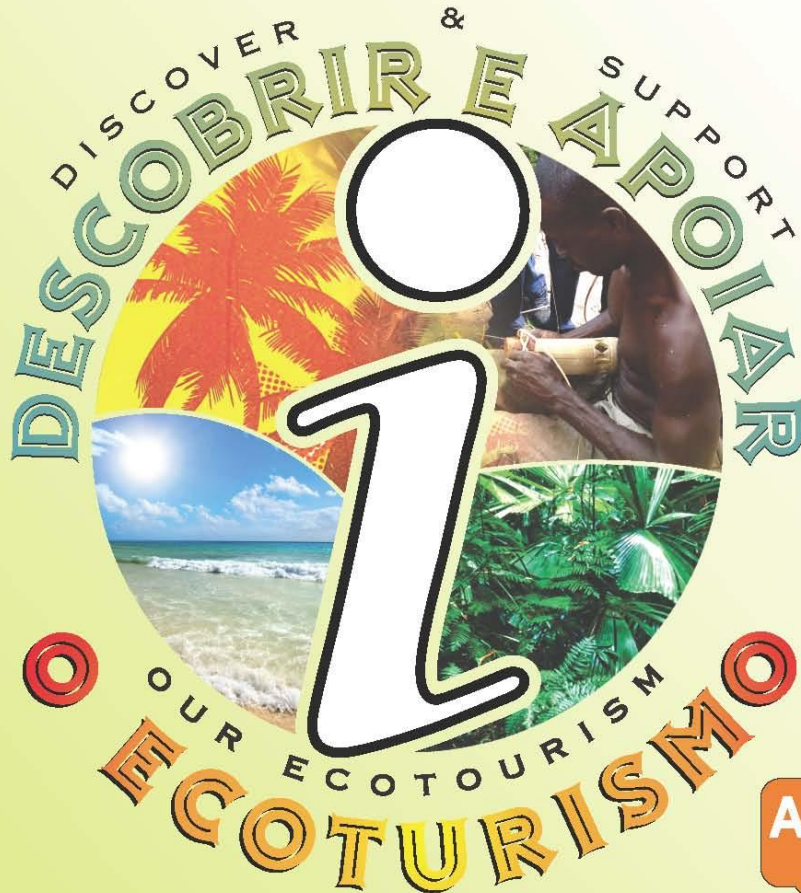
# Badagry



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THE ECOTOURISM  
COTOURISME



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MINISTRY OF TOURISM  
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DISCOVER & SUPPORT  
OUR ECO TOURISM

1  
Bagamoyo



Bagamoyo District Council - Tourism Office  
Email: [bagamoyotourism@gmail.com](mailto:bagamoyotourism@gmail.com)  
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