REPORT ON THE INTERNATIONAL CONFERENCE
“SECURING COMPETITIVENESS FOR THE MEDITERRANEAN”

www.footprintnetwork.org

HELD ON 1–2 OCTOBER 2012
AT UNESCO REGIONAL BUREAU FOR SCIENCE AND CULTURE IN EUROPE
PALAZZO ZORZI, VENICE
Global Footprint Network’s (from left) Mediterranean Programme Director Alessandro Galli and President Mathis Wackernagel open the Mediterranean Footprint conference with UNESCO-Venice Director Yolanda Valle-Neff (second from right) and Programme Specialist Philippe Pypaert (far right). Italian journalist Luca Mercalli (center) officiates.
SUMMARY

This is the report of the two-day international conference “Securing Competitiveness for the Mediterranean,” which was organized by Global Footprint Network and UNESCO, with support from the MAVA Foundation, and held on 1–2 October 2012 at UNESCO’s Venice office.

The conference’s main theme was the Mediterranean’s ever-widening ecological deficit and its economic implications, based on the new report “Mediterranean Ecological Footprint Trends,” a two-year study by Global Footprint Network. Representatives from approximately 15 Mediterranean countries (NGOs, governments, universities) attended the event.

This report summarizes the discussions on the first day of the conference, and describes the discussions at the conference on Day 2 in detail. It also provides a summary of the conference’s conclusions so that participants can take these forward in their own countries and organizations.

Participants discussed the need to shift from a silo to a systemic approach in the governance arena, as well as the need to incorporate One Planet thinking into educational programs and awareness campaigns to mobilize both policy makers and civil society. The list of attendees may be found at Appendix 1.

Key findings of the report, “Why Are Resource Limits Now Undermining Economic Performance?”, are available online in English, French and Arabic. The full report, “Mediterranean Ecological Footprint Trends,” is currently available in English only.

DAY ONE: MONDAY 1ST OCTOBER 2012

Despite ongoing headlines about financial debt and economic reform, the Mediterranean region’s ecological deficit—where the region’s overall Ecological Footprint exceeds overall biocapacity (the ecosystems’ ability to provide the resources and services used by humans)—has remained largely unreported. As suggested by the main theme of the conference—“Exploring the Ecological Footprint and biocapacity trends and their implications for the Mediterranean”—the purpose of this event was to obtain a clear-eyed assessment of the Mediterranean region’s ecological deficit, and to explore what this means for the region’s long-term economic security.
The first day of the conference was dedicated to diving into the report’s findings. For example, Mediterranean nations have nearly tripled their demands for renewable natural resources and ecological services since 1961. By 2008, the region’s Ecological Footprint—it’s demand on Earth’s bio-productive land and sea areas—exceeded local ecological assets by more than 150 percent (see Figure 1).

Figure 1: The Mediterranean region’s per capita Ecological Footprint (red line), and biocapacity (green line). The widening gap between demand and supply expanded the ecological deficit (shaded red) 230 percent from 1961 to 2008, ever increasing the region’s ecological debt over time.

The dependence of Mediterranean nations on the availability of ecological assets outside the region exposes them to supply disruptions and price volatility. This is increasingly true as trading partners have shifted from being primarily nations with ecological reserves to those with ecological deficits. As competition for limited resources heats up, it leaves those with declining purchasing power in a potentially precarious situation.

Global Footprint Network President Mathis Wackernagel gave the conference’s keynote speech, focusing on how national leaders can prepare for an era of increasing resource constraints by incorporating indicators such as Ecological Footprint accounting into their decision-making. He was joined by Yolanda Valle-Neff, Director, UNESCO Regional Bureau for Science and Culture in Europe (Venice); Lynda Mansson, Director General, MAVA Foundation; Gianfranco Bologna, Scientific Director of WWF Italy; Enrico Giovannini, President, Chief Statistician and Director of ISTAT; and Atila Uras, Programme Officer of UNEP/MAP. Italian journalist Luca Mercalli officiated the conference opening.

The conclusions presented in Mediterranean Ecological Footprint Trends report include the following:

- **Demand outrips supply:** In less than 50 years, the Mediterranean region has nearly tripled its demands for ecological resources and services, and increased its ecological deficit by 230 percent.

- **Wealth and Footprint size:** The higher the income of a country, the greater its demand for ecological resources and services (and the higher its per capita consumption). Three countries alone contributed more than 50 percent of the region’s total Footprint in 2008: France (21 percent), Italy (18 percent) and Spain (14 percent).
Global Footprint Network President Mathis Wackernagel (right) opens the Mediterranean Footprint conference with the keynote speech, “A Fresh Perspective for the Mediterranean Region.” Alessandro Galli (left), lead author of the Mediterranean Footprint report, gave the conference overview on Day 2.

- **Individual country trends:** Algeria experienced the largest change in national ecological assets balance, moving from having an ecological reserve in 1961 to an ecological deficit in 2008. Libya, Morocco, Syria, Tunisia and Turkey also shifted from ecological creditor to debtor status during this period, while the other Mediterranean countries saw a worsening of their ecological deficits. Cyprus experienced the largest deficit increase, and Jordan the smallest. Montenegro possibly remains the only ecological creditor in the region (Montenegro’s country data is incomplete), but its reserve is narrowing.

- **Region’s biggest ecological debtors:** In 2008, the five Mediterranean countries with the highest total ecological deficits were Italy, Spain, France, Turkey and Egypt.

- **One exception to regional trends:** Portugal was the sole country in the Mediterranean region to have significantly narrowed its ecological deficit in recent years (an 18 percent per capita decrease between 1998 and 2008). But the country’s per capita deficit is still higher than the regional average.

- **Supply and demand today:** By 2008 (the last year for which data is available), the region’s total Ecological Footprint exceeded local biocapacity by more than 150 percent.

How can the region address these risks? Even in this resource-constrained world, countries can remain economically successful. Indeed, with the right tools, leaders can choose strategies that both reverse the trends of shrinking supply and growing demand, and help their populations thrive in this new era. How Mediterranean countries track and manage their supply of and demand on biocapacity will be central to their long-term ability to remain economically competitive and to provide for the well-being of their citizens.
DAY 2: OCTOBER 3RD, 2012

Day Two of the conference was an invitation-only workshop dedicated to exploring how the findings of the Mediterranean Ecological Footprint Trends report can be used to develop innovative and proactive responses to the region’s growing ecological deficit, ranging from policy interventions to education reform.

SESSION 1: WELCOME and INTRODUCTION

Welcome by Philippe Pypaert, Programme Specialist, UNESCO Regional Bureau for Science and Culture in Europe

Introduction by James Martin-Jones, meeting facilitator: The purpose of the meeting is to explore together how the findings of the Mediterranean Footprint report can be used to develop innovative and responsive actions. “How do we get change?” This is the issue we want to address today.

SESSION 2: WHAT IS THE PROBLEM? WHERE ARE WE HEADING?

This session consisted of an overview of the report, followed by brief interventions from speakers from across the region, discussion at tables (noted on table sheets), and a Q&A in plenary.

Overview presentation by Alessandro Galli, Director Mediterranean Programme, Global Footprint Network:

What did we try to do with this report? We tried to look at the situation in the region in terms of the supply and demand for natural resources and ecological services. We did this through the Ecological Footprint indicator, which we can think of as an ecological bank statement: What level of ecological resources and services do we have available in the Mediterranean and what are our demands for such resources and services?

What is the global situation? Humanity has gone from a situation of ecological reserves in the 1960s—using less resources and services than were available—to a situation of ecological deficit (or global ecological overshoot), where we are using 50 percent more of the planet’s resources or planet’s regenerative capacity. In other words, we are using 1.5 planets’ worth of resources and services.

What is the situation in the Mediterranean region? It is even worse than it is on the global level. In the 1960s, the region was already in ecological deficit. Each person was using 2.1 “global hectares” (gha) of resources when only 1.5 gha were available. Over the last 47 years, the size of the region’s Ecological Footprint has increased by 52 percent, while its biocapacity (the ecosystems’ ability to provide resources and services used for humans) has declined by 16 percent. As result, the ecological deficit has increased by 230 percent.
What does this mean in practice today? Each Mediterranean resident uses 2.5 Mediterranean ecosystems’ worth of resources. That is a big deficit. Also, over the past fifty years, many countries have shifted from creditor to debtor status in terms of their Ecological Footprints (see Figure 2). So now every country in the region is running an ecological deficit. Three countries alone—Italy, Spain and France—are contributing 50 percent of the region’s deficit.

In this situation of global and regional ecological deficits, there are two kinds of limits to being able to satisfy our needs: 1) physical limits, and 2) economic limits—that is, our capacity to pay for these resources.

Our data indicate that we are already in ecological crisis. And, as daily life indicates, we are also in a financial crisis. Neither are new, but for the first time these crises are happening at once. As a result, there is now a systemic risk, because being more dependent on resources from external ecosystems in a period of global resource constraints makes the region more exposed to price volatility and supply disruption. In the last thirty years we have progressively increased our resource imports from ecosystems outside the Mediterranean, and we are importing them more and more from countries that are themselves in a deficit situation.

Our argument is this: We need to take resource and ecosystem parameters into account not only in environmental terms, but also in economic terms if we are to deliver well-being for our people and prosperity for our economies. There is a need for tools such as the Ecological Footprint that can help decision-makers integrate resource and ecosystem service parameters into policy development.
**Speaker 1: Hugues Ravenel — Director, Plan Bleu**
We must recognize that especially in the southern rim of the region, where there is high unemployment, we must design new ways that will not use so many resources. Also, there is a high pressure from tourism—30 percent of the world’s tourism is in this region. The situation is similar for transportation: 25 percent of oil transport crosses the Mediterranean Sea. The Mediterranean Sea’s biodiversity is very important in terms of the environment and for the future. We have significant imports of energy. The Ecological Footprint is a key because it can show the problems at both the global and regional levels.

**Speaker 2: Paolo Lombardi — Director, WWF Mediterranean Programme**
The region’s large ecological deficits have two consequences: (1) The need to import biocapacity from around the world, and (2) the over-exploitation of the biocapacity of the Mediterranean itself, which is very worrying. We can see that in:

- Fisheries — production is more or less stable, but it is actually in debt—maintained by deep water fishing, taking undersized fish, or taking fish lower down the ladder (and taking different species);
- Agriculture — Production is maintained, but that is mostly due to irrigation, which means that water is over-used and streams are dammed. There is also extensive overgrazing, which brings soil erosion, especially in North Africa;
- Expansion of over-built areas — This leads to the loss of biologically productive land, and impacts on other biological activity. Development is extensive, especially in coastal areas, where the value of land is framed mainly in terms of real estate and development, not agriculture and grazing.

There is a need for special planning in the Mediterranean. Every decision about land-use allocation must be assessed very carefully.

**Speaker 3: Philippe Pypaert — Programme Specialist, UNESCO Regional Bureau for Science and Culture in Europe**
Could it be that the Mediterranean region will be the birthplace of a new civilization, a new civilization of
sustainability—one that includes social inclusion, and that respects different cultures and religions? There are major educational opportunities, using the Footprint analysis as the starting point for this. How can we use the Footprint analysis to raise other questions about gender equality, social inclusion, and social solidarity? How can we use it to build this new civilization?

Key points raised in plenary discussion/Q&A following discussion at tables

- There is a methodology problem with the Ecological Footprint in that it does not currently take into account the full range of the geo-political issues of the Mediterranean region. Methodologically, Global Footprint Network hides differences in terms of biocapacity but also in terms of economic development. You cannot compare and show these resources and then talk about unemployment, economic crises, economic needs, because all these elements are part of development paths according to natural resources each country has. So all this must be taken into account in the analysis.
  
  — Response from Global Footprint Network: Our methodology only provides a quantitative analysis of the amount of resources and ecological services a country or region uses; it does not account for each country’s own particular needs and particular path toward development. Still, Global Footprint Network analysis does provide indications of the consequences, from a resource and services point of view, of individual development path experienced by countries over recent decades.

- The Ecological Footprint is an important wake-up call for taking into account the issues of space and food security (which bring the social dimension into the picture).

- We know we have an ecological crisis, but how should we act on it? The best way is to present a positive message and say that we should aspire to a future of sustainability.

- Part of the problem is that we do not have a common Mediterranean frame of reference. France, Italy and Spain are responsible for 50 percent of the ecological deficit, and they are turned toward the EU. A number of other countries are turned toward the Arab League. We need to think regionally to resolve these regional issues.

- How can we ensure that this report’s message is communicated across the entire region? The key findings were published in English, French and Arabic, but the main report is only in English. As a basic step to thinking regionally, let’s translate the entire report into Arabic and French.

- One of the lost opportunities is that the Mediterranean region is rich in solar energy. There is a need to decouple future increases in productivity from carbon consumption. If we used renewable resources for increased productivity, particularly solar, this could be part of the solution.

- With this report’s findings, could economies guide and reorient policies to address financial crises and environmental problems?

- We need new language and we need to define the concepts to understand the reality. The concepts used are understood differently by different people. If
we start from a different understanding or at different levels, we will not find the best solutions.

Points transcribed from table sheets on this discussion
- We need to be clear about what are the strengths and limitations of the Ecological Footprint tool.
- How can we link the report to specific political guidance? Awareness-raising? Can we agree on key indicators with key players?
- The Mediterranean Footprint report is a wake-up call—an alert for food security, water, infrastructure, additional pressures, and crisis. Importing biocapacity is a parallel crisis to the fiscal crisis.
- What can we learn from the disconnect between the current framing of the situation and the ecological deficit analysis? We need to link the economic and ecological crises.
- We need to include the social dimension—to mobilize the capacity of people as motors of change (especially women)
- The social aspects are paramount—especially impacts on the poorest people, access to energy, food and water.
- The Ecological Footprint is a good communications tool.
- Need to clarify the methodology in the definition of biocapacity.
- Need more research on the impact of overexploitation on ecological assets. The message is the depletion of ecological assets. We know—why don’t we act?
- The importance of communication. We need to find ways of presenting the information in a positive way.
- Should we think of a sustainable human development index?
- There should be a common reference point for the whole Mediterranean (rather than the current dualism of “EU” and “Arab” countries in the region).
• We need to re-create the link between nature and city dwellers (look for some existing traditional solutions).
• Increased efficiency—e.g., re-using waste water—is critical.
• Need to catalyze the shift to renewable energy sources—especially solar.
• Future increases in productivity should be de-coupled from increased fossil fuel use.
• Political will and stability are critical—failing states also fail to manage resources.
• Need new insights—a new literature/vocabulary—a more integrated/holistic view. The real problem is one of culture.
• Not just knowing, but showing with data.
• Data lag versus precautionary principle.
• If the results of the report point toward solutions to the global/Mediterranean crisis on economy and environmental issues, could regional economies (and policies) be re-oriented in time? How can we make this report go “viral”??
• There are issues to address on methodology, and on the interpretation of the historical Mediterranean condition—levels of development need to be addressed.
• The Mediterranean region shows great resilience for biocapacity, as it has been exploited throughout history up to the present day.

SESSION 3: What are opportunities and responses that we have?

This session introduced some initial thinking from a number of speakers on solutions to address the problems identified in the report, followed by discussion at tables (noted on table sheets), and a second plenary for comments and questions.

Speaker 1: Professor Michael Scoullos — Mediterranean Information Office for Environment Culture and Sustainable Development (MIO-ECSDE)
Knowing the strengths and weaknesses of the Ecological Footprint tool, we have to use existing mechanisms in the region. We have many regional bodies, and we have to see how to feed them the results of this analysis. There are a number of other important issues:

1) This report supports the move to go beyond GDP. We have to raise this higher up the agenda. This is the new step in the region, and it’s the right moment, as we have seen signaled through agreements at Rio+20. We have also seen the importance of resource efficiency in the EU and the European Parliament.
2) Mediterranean environment agencies are not yet ready to integrate elements of the Ecological Footprint analysis as indicators into their analysis of the region. But there is something there that can be extracted and systemized to be used for long-term thinking.
3) Population: The problem is not just the Footprint of the Mediterranean European countries—it is also the very high increase of the population in the South. We have to
be honest about this. Population growth is a difficult issue to tackle, especially at this time, but this report shows that it is an important issue to keep in mind when considering this problem.

**Speaker 2: Najib Saab — Secretary General, Arab Forum for Environment and Development (AFED)**

The solution is not always simply to lower the Ecological Footprint. We cannot lower this in some countries—maybe they need a higher Footprint to lead decent lives. On the other hand, we have to lower the Footprint in other countries which over-consume.

Population has two aspects in the Arab region: The population is increasing, but it is no longer a taboo subject to discuss this in some parts of the Arab world. The other point is that the increase in Arab countries’ Footprint size is not simply an increase of consumption by Arab citizens, but of Arab residents. Many of the people in the oil-producing Arab region are expatriate workers. (In Qatar, for example, only 200,000 people of the 1.6 million population are Qatari citizens and the remaining 1.4 million people will never be naturalized.) So the question is: Do Arab countries still need to import more people for development? Arab countries once imported workers for development. They needed more people to use their resources. But now they’re developed. So, do they still need to import people to increase GDP?

Energy is another big problem in the Arab region. The increase in energy use is the highest in the world, but efficiency in energy use is very low. The final point is about food security: If the Arab region’s six main cereal producers increased production to the world average, they would be able to bridge the food deficit in the entire region.

We must have regional cooperation. No country can survive alone. There will never be an “Arab nation.” They have to cooperate just for economic survival.

**AFED’s “Survival Options,” an Ecological Footprint report of Arab countries published in English and Arabic, was presented at the annual AFED conference held in Beirut in November 2012.**

**Speaker 3: Demetres Karavellas — Chief Executive Officer, WWF Greece**

Greece is in the midst of unprecedented change and serious social strife. In these times there is an important role to be played by individuals, NGOs and institutions as watchdogs—to be out there and track these changes and see where threats and opportunities arise. Also, it gives an opportunity to set the agenda or start the debate on issues like sustainability, the Ecological Footprint, why this has happened to us as a country and as an economy, and how we can link this to our environment.

Greece is a country no longer run by its own government. It is run by a structural adjustment program established by the EU, the IMF and European Central Bank. That is
the reality, and will be the reality for other countries. So there is a policy opportunity to refocus on these massive challenging programs and try to establish clear sustainable development indicators and partners within them, getting money to be directed in the right direction, such as to green innovation, and discouraging public spending on bankrupt infrastructure.

At least in the short term, we will continue to lose natural capital. For example, we're seeing it in increased incidents of forest fires in region. And where fires do break out, the ability of countries to fight them is seriously diminished. You can see it in illegal logging, where people who can no longer afford fuel are clearing forests for firewood. While all this is happening, it is important to strengthen environmental control mechanisms which can at least maintain part of that natural capital. If we realize too late what has happened, then that capital will have been lost.

**Speaker 4: André Schneider — Chairman and CEO, André Schneider Global Advisory SA**

This is all about achieving change. It is not about debating what is not going well, but identifying the things to change. We have had more than twenty years debating trends, but trends have only gotten worse, not better. There has been little change. So, what is going wrong? Or, what are we doing wrong?

We are living in silos, but we cannot talk between silos. For example, if we were to launch a project and say that we must massively invest in green economies, they would say that we don’t have financial resources—that we have to cut spending. This “silo thinking” brings us to a difficult issue: People have to prioritize between different crises. Depending on which side they come from, they will not deal with some of the crises. But we cannot do that. Because the real challenge, and the real opportunity, is to look at things holistically. We have forgotten that this is not a financial world with a problem, or an environmental world with a problem, but one world and the problems are equal and will not go away.

We have become so silo-oriented that we cannot talk to each other anymore. How many times have you gone to a finance minister or business person to talk about the environment, then to hear, “But I have to make sure we are going to grow in coming months, because then there will be a shareholder meeting and if we are losing value then I will be forced out….”

What does it mean? This is no longer about convincing someone else that we are right. It is about understanding that these are common trends, and understanding how we have to phrase them so that the other side understands these are common trends, too.
We need to create a common analysis of challenges, risks and stresses. We can be in a biocapacity deficit which might not yet have any influence on us, but it is a stress nevertheless. At some point, we will start paying a price for it, even if we do not realize it. This might turn quickly from something perceived as unimportant into something with a very big impact. Because stress in the end makes you lose control. We need to look at resources, starting with water, biocapacity and energy—and with a special look at non-renewable fossil energy, because we are so dependent on it. We tend to think if we just make fossil energy more expensive, people will use less. But, actually, that just means people will start burning wood or other energy sources instead. That’s not what we want.

We need to look at economies—actually, macro-economies, because financial capacity is going to be our “fuel” to find solutions. We need to look at the social side at the same time. We not only need to provide trends and indicators, but to package them with potential strategies to redefine the competitiveness of countries. What a government wants is to ensure employment. To do this you have to have a thriving economy, and to have a sustainable thriving economy you have to deal with ecological resources. So we need to have this in one holistic plan. This crisis has multiple facets, and we have to deal with all of them at the same time.

**Speaker 5: Mathis Wackernagel — President, Global Footprint Network**

The Mediterranean is fragile, and it needs to “reboot.” To do that we need to take four steps:

- **We need to acknowledge what has not worked.** As a culture we know what is going on, but it has been utterly irrelevant to economic decision-making. But there is something new on the horizon. We have started to recognize the deep social and economic damage through the crisis, and that the ecological constraints that we face have made it very difficult to move out of this crisis if we use the old ways.

- **Where are the intervention points?** We have to capture the imagination of economic decision-makers. The way of the future is through budget allocations. Even though budgets will shrink, the question at the end is, how do we use the budgets we have?

- **How do we capture the imagination of the economic strategists?** It has to make their lives easier. We have to have pro-active conversations to help them see why what we offer is easier for them. We have to build a desire in them to want to move in this direction. One key argument may be that we can break the rat race of dependence on resources that we don’t have.

- **We have to have specifics on what are possibilities for reducing dependence on resources and ecosystem services while opening opportunities socially and economically.** This means developing an “opportunity matrix.” What are opportunities for actions which reduce resource risks while at same time building economic opportunities and reducing social stress?
What can we do here—what is in our power? Can we inspire opinion leaders and connectors—those we have access to—to develop the language to inspire economic strategists? Can we find language that lives and can break the taboos—both recognizing that it is a big issue, and that it is relevant to economic decision-makers? It is about us finding the language and the right people to have inspired conversations—enabling economic strategists to say, “Yes, you have made my life easier. This is the way to go.”

Key points raised in plenary discussion/Q&A after discussion at tables

- While we see great credibility and science in these kinds of reports, the message they spread is a message that’s already well known. We don’t see any real behavioral change or political change.
Change is so difficult to bring about; it really starts from the bottom up, with grassroots, and not from top down solutions.

- We shouldn’t forget the social aspects—such as poverty reduction, migration. How to do that in a balanced way? On the one hand, people’s living standards should be improved. But how do we do that without overshooting? And, if we try to reduce Footprint size, can we do that without reducing people’s living standards?

- We have shared problems, but we have to share the solutions at all levels of society. We have to work to engage all attempts and initiatives currently underway. We need cooperation between all the spheres—economic, political, etc.

- We need to create a new dream of development that does not equate development with infrastructure. It would include a focus on population, education and the happiness index. Some elements that should be included are: development planning; what living on one planet means at a country level; using the Ecological Footprint to show countries where their problems are; giving leaders a road map, not only to convince them, but to have a solution when we break through.

- Realignment incentives: The behavior of the economic sector is sometimes in contrast with what is for the benefit of society or the common good. So realigning incentives is going to be important. Is the economic crisis bringing an opportunity for that? And is there a possibility to leapfrog over certain sectors and institutions and go directly to a political structure that would favor lowering a country’s Footprint?

  - How can we create understanding of the need to act? When we started discussing the action plan that we need, the question came up: What are delivery methods for change? Our discussions were around influencing money flows, and how to influence them for better resource management. And how to make all the initiatives like the Ecological Footprint relevant for investors.

  - There is a lack of integration of ecological models and economic or macro-economic models, which makes it difficult to show cross-influences. That creates risks in policy making that underestimates cross-negative influences. When we talk about this issue, we should not forget civil society, education and information; also the importance of consumers, because they vote with their feet, and that’s something we could exploit.

“We have shared problems, but we have to share the solutions at all levels of society. We have to work to engage all attempts and initiatives currently underway.”
Points transcribed from table sheets on this discussion

- Put a price on biodiversity—make the link between ecology and economy; communicate the value of biodiversity to people.
- Find ways of translating understanding into recognition of the need to act (opportunity).
- The situation we are in is not about the failure of “environmentalists” but the victory of the “managers” of the economy.
- In times of economic crisis, there is an opportunity to mainstream sustainable development and environmental concerns.
- The battle is at another level, beyond the Mediterranean.
- Most of the time change is not possible, as decision-makers are elected for just four years.
- Find out what the levers for change are.
- We need to influence money flows and investors (international finance) for better resource management.
- Make the Ecological Footprint relevant to investors.
- “Risk-free investment”—the Ecological Footprint as a tool to future-proof against risks.
- Realign the incentives—n.b., game theory.
- Align different interests towards the common good.
- Behavior/social change—n.b., the importance of social norms and peer pressure in this regard.
- Value the common good.
- Need a balanced focus on both education and policy-making.
- Increase the price of resources—e.g., increasing cost of fuels may push people to use alternatives. The cost of resources can drive change.
- Is this an issue of economic mechanisms? Or a political issue? Shift subsidies to re-align incentives.
- Transform the behavior of individuals and sectors by changing incentives.
- State-building—aim to “leapfrog” to better political structures.
- Create a new dream of development—away from major infrastructures (new harbors for giant cruise ships, a highway through the Maghreb).
- Create a new twin focus on population and education—and include happiness/well-being as a key success indicator.
- Some solutions: local development planning (as in Albania or Morocco); intersectoriality with transparent environmental data; make the 1.5 planet use tangible by giving it concrete national level reality, and consequences to give it some teeth and reality.
- Disaggregate the six elements of the Footprint per country, and for each country focus on the most relevant issues for them.
- Propose road maps to decision-makers.
• Do not forget the social aspects.
• Recognize the right to increase the Footprint where necessary to raise living standards to reasonable levels. But aim to address poverty without increasing Ecological Footprint.
• This is a time of transition.
• Aim to reduce ecological overshoot without losing quality of life.
• Information/education needed to make it understandable.
• Education for women to support transition and change.
• The Ecological Footprint analysis is powerful in principle [but it is hard to communicate]—so make cultural translation(s) to make it more understandable [and link it] to biodiversity. Shift priorities country-by-country—transfer the analysis to the regional level.
• Science is providing data on the problems and solutions—but we still don’t see behavioral/political change. Change is difficult—the questions is: How to achieve it?
• The Footprint analysis provides a static picture—we need scenarios and projections; and to move from problem identification to solutions identification, and then to implementing these solutions at a national level.

“Deepen our understanding of the priorities of the countries in the region to get a clear analysis of the drivers of policy decisions.”

• Issue of “global formatting”: Same solutions put forward for all problems. What we need are innovative solutions for particular situations.
• Use a social approach. Finance/business controls the media, and tells us that rich = happy. This needs to be turned on its head, at least in rich countries.
  • Understand how people make decisions regarding public goods.
  • Sharp problems need sharp solutions which are coherent and comprehensive.
• We need also to address civil society, education and information.
• We need to use regional mechanisms more.
• We need to better understand/manage the externalities with domain-specific policies.
• We need a good bridge/link between ecology and the macro-economy.
• Support and develop the understanding of consumers.
• Frame the crisis as an opportunity (examples 2007–2008 green development US/China).
• Need to look further also at the long-term issues.
SESSION 4: Practical policy recommendations/solutions/actions

The participants were invited to consider in turn four key policy areas, and for each to contribute their thinking on practical policy recommendations, solutions, and/or actions. They moved in groups from one topic to the next, so that each group added their thinking to that of previous groups.

Topic 1: How can we influence governments to change to a systemic approach to tackling the issues raised by the Mediterranean report?

- Develop a multi-dimensional vulnerability study—economic and social, as well as ecological.
- Promote green economy strategies (fiscal, legal policies) based on sustainable development.
• Build up supporting institutions for a systemic approach (collaboration).
• Understand and re-align incentives based on this systemic approach (business, government).
• Develop a framework (a way of framing the issues) to communicate the Ecological Footprint analysis effectively.
• Deepen our understanding of the priorities of the countries in the region to get a clear analysis of the drivers of policy decisions.
• Develop a “language” and strategy to communicate effectively with institutions outside sustainability circles.

• Start by finding out what young people and local people think.
• Target media to create more transparency.
• Gather and co-ordinate local grass-roots groups to make them spokespersons.
• Target parliamentarians.
• Target regional administrations.
• Rethink governance models on the basis of a systemic approach.

• Develop stronger political willingness among the governments of the Mediterranean to address challenges in a systemic way.
• Find the tools we need to build political will for effective action.
• Use donor group meetings/thematic meetings to build support for the decisions needed.

• Get a common understanding of sustainability thresholds, measurements, and indicators—and a more systemic approach to those indicators.
• Use/develop indicators based on what you want answered.
• Develop a clear cost-benefit analysis of acting/not acting on the Ecological Footprint analysis. Be clear about who will pay and who will benefit.
• Make available short- as well as medium- and long-term Ecological Footprint forecasts and situation analyses.
• Develop scenarios based on sustainability indicators as a basis for response strategies.
• Deepen understanding of the “decision space” we are in, recognizing the drivers of people who are not yet in the sustainability world.

• Recognize that there is not a prescriptive one-size-fits-all way forward—no silver bullet for all situations
• Create:
  o Champions
  o Sustainability commissions in parliaments
  o A strong regulatory framework; Constitutional rights to a healthy environment

• Do we need new political philosophy/party to foster the systemic approach?
• Add sustainability to economics courses.
• Add sustainability indicators to GDP.

1) Create common:
  o understanding of vulnerability
  o language
2) Re-think/build:
- response strategies
- institutions (coordination)
- incentives
- government models
- green economy strategies
- political willingness
- public/media pressure
- civil society

**Topic 2: What are the practical steps needed to build an ecological economy for the Mediterranean region?**

1. Research studies/case studies (existing knowledge):
   - On ecological value chain in the Mediterranean region.
   - On environmental vulnerability at the subnational level / macro level
   - Filling knowledge gaps
   - Understanding decision-makers
   - Checking we have the right tools?
   - Investigating best practice
   - On the strengths of each country

2. Education and training:
   - Formal or non-formal awareness raising

   - Capacity building for key audiences
   - Target audiences and process

3. Information:
   - Targeting influential people
   - Key audiences

   **Changing incentives:**
   - Generate new offerings
   - Identify new options and practical policies
   - Agree how to set priorities
   - Get rid of perverse subsidies

   **Aim:** To change behavior — Who? What?
   - Find and publicize positive examples both for people and corporations
   - Government to take the lead
   - Understand current behavior
   - Identify short-term actions—gradual change
   - Focus on building resilience vs. economic opportunity
   - Need for continuous social dialogue
   - Develop a common model for change
   - Start with own behavior
   - Power of 10
   - Change your friends—new culture

   **Key audiences:**
   - Private sector
   - Influence supply and demand
Government
Consumers
Critical decision-makers in government (process) and criteria
Key people who might be brokers
Influential institutions who do not see themselves as part of the sustainability sphere
Journalists/media
Trades unions

Communication:
- Develop a common language
- Adapt language to audience
- Develop interlinkages and cross-fertilization
- Be role models
- Turn audience into role models
- Strong sense of benefits and belonging
- Give powerful options
- Be specific: quantify
- Be careful with language
- What’s in it for them?
- Find influential role models

Environmental public health:
- Food security
- How can communication be made compatible with religion? And vice versa?

"Increase education budgets to enable greater investment in One Planet living."

- Increase longevity of products—performance economy
- Make environment into a cross-cutting issue for economic planning
- Work out how the informal sector can be integrated to make it a force for change (inclusion, awareness)
- Build a compelling vision of an ecological economy, and specify sectoral policies and road maps with quantified targets
- Move to sustainable diets and lifestyles

Practical impacts on the future:
- (Intellect vs. perception, etc.)
- Take into account the accumulated debt

Topic 3: How can we influence the current holders of jobs, property, and pensions to embrace the need for a rapid transition to One Planet living?

- Select priority targets
  - Decision-makers
  - Communities involved in local planning

- Institutionalize a coherent frame.
- Foster bottom-up approaches and solutions.
- Agree on a common language (education) supporting a common vision (on Ecological Footprint).
- Agree on key indicators.

- Develop sensitizing communications messages:
  - Explain in simple terms the fragility of the system we depend on (country / home)
Cost/benefits analysis
- Risks to jobs, properties and health—self-interest
- Education/capacity building. Make it:
  - Context-specific
  - Formal and non-formal
  - Target civil society— influence citizens and politics
  - Aim for behavior change

The Ecological Footprint associated with each country’s total consumption is calculated by summing the Footprint of its imports and its production, and subtracting the Footprint of its exports. This means that the resource use and emissions associated with producing a car that is manufactured in China, but sold and used in Italy, will contribute to Italy’s rather than China’s Ecological Footprint of consumption.

The Ecological Footprint of consumption indicates the consumption of biocapacity by a country’s inhabitants. In order to assess the total domestic demand for resources and ecological services of a population, we use the Ecological Footprint of consumption (EFc). EFc accounts for both the export of national resources and ecological services for use in other countries, and the import of resources and ecological services for domestic consumption. EFc is most amenable to change by individuals through changes in their consumption behavior.

The Ecological Footprint of production indicates the consumption of biocapacity resulting from production processes within a given geographic area, such as a country or region. It is the sum of all the bioproductive areas within a country necessary for supporting the actual harvest of primary products (cropland, pasture land, forestland and fishing grounds), the country’s built-up area (roads, factories, cities), and the area needed to absorb all fossil fuel carbon emissions generated within the country. This measure mirrors the gross domestic product (GDP), which represents the sum of the values of all goods and services produced within a country’s borders.

The Ecological Footprint of imports and exports indicates the use of biocapacity within international trade. Embedded in trade between countries is a use of biocapacity, the net Ecological Footprint of trade (the Ecological Footprint of imports minus the Ecological Footprint of exports). If the Ecological Footprint embodied in exports is higher than that of imports, then a country is a net exporter of renewable resources and ecological services. Conversely, a country whose Footprint of imports is higher than that embodied in exports depends on the renewable resources and ecological services generated by ecological assets from outside its geographical boundaries.
Communicate real risks, leading to understanding, action, and decisions
Focus on information tools

- Use peer pressure and role models.
- Model social responsibility.
- Ensure good monitoring and reporting of achievements and progress.
- Enable people to understand what they can do (and why it is worth bothering—why I should care—what are the benefits for me/for others).
- Determine what choices are demand-driven and which are offer-driven.
- Do full (global) cost-accounting.
- Use resources with maximum efficiency.
- Practice what you preach: “Walk the walk—then talk the talk”.
- Be applied, not dogmatic.
- Consider the business model—incorporating risk transfer to others.
- Provide good information tools.

Use existing structures.
Build a network of teachers, linked to a media network and regional networks.
Provide higher education tools.

Re-frame the argument in terms of our own survival—from conservation to prosperity.
Link the report with the UN Declaration on Education for Sustainable Development and the Mediterranean Strategy for Education for Sustainable Development.
Revise the curricula of schools and colleges to integrate Ecological Footprint.
Use Ecological Footprint in formal, non-formal, and informal education as well as in adult education.
Emphasize resource management.

To obtain change we need to develop a body of practice:
- School as example (whole institution approach)
- Emphasis on all actors in education
- Research and identify indicators that young people and the public can understand and relate to (e.g. based on ecosystem services)
- Find links to social media and sport.
- Monitor the feedback mechanisms between policy and behavior.
- Establish links with university courses in Bio-Economics.
- Explore opportunities for environmentally-friendly jobs
- Research the expectations of young people to get a better understanding of how to engage

**Topic 4: What are the practical steps needed to ensure that the young generation embraces One Planet living?**

- We need policies for women’s education.
- Link Ecological Footprint with historical events and to the teaching of history and literature.
- Maximize the links to the Mediterranean identity.
- Learn from the past.
- Use existing structures.
- Build a network of teachers, linked to a media network and regional networks.
- Provide higher education tools.
- Re-frame the argument in terms of our own survival—from conservation to prosperity.
- Link the report with the UN Declaration on Education for Sustainable Development and the Mediterranean Strategy for Education for Sustainable Development.
- Revise the curricula of schools and colleges to integrate Ecological Footprint.
- Use Ecological Footprint in formal, non-formal, and informal education as well as in adult education.
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  - Find links to social media and sport.
  - Monitor the feedback mechanisms between policy and behavior.
  - Establish links with university courses in Bio-Economics.
  - Explore opportunities for environmentally-friendly jobs
  - Research the expectations of young people to get a better understanding of how to engage
them, and how to enhance opportunities for engagement.
  o Increase education budgets to enable greater investment in One Planet living.
  o Invest in life-long learning including One Planet living.
  o Integrate concrete steps in national education systems to create an enabling environment for ESD (Education for Sustainable Development)
  o Develop a logical sequence of actions for the medium and long term
  o Elaborate case studies linked with Ecological Footprint
  o Use the Ecological Footprint report as a tool for simulations of alternative scenarios
  o Add value system
  o Differentiate between the different levels of development of countries in the region, and develop education tools for Ecological Footprint accordingly.

WAY FORWARD

Participants discussed their key observations and/or messages from the day at tables; key points were then shared in plenary

Key observations/messages on the day’s discussions

Plenary

- We need to keep a clear eye on risks and vulnerabilities. It’s difficult to have debate without contextualization—without this, the outputs from today are not going to be very interesting.
- What do we need to do, and how can we do it? The challenge remains how to put our knowledge into action.
- The importance of the young generation. In this region, many societies are young and fast-changing. There’s a real need to identify messages and media that resonate with youth if we want to achieve change in the region.
- We have different pieces of the picture, and we need a more holistic approach.
- Achieving change requires (1) pressure on public policies, and (2) education. Education is the first step.
- To create opportunities—above all job opportunities—we must create cooperation and partnership between different stakeholders.
- We need more positive messaging, and to involve journalists and media.

Transcript of table sheets summarizing discussions at tables

- We have to contextualize the issues
- Ultimately, what do I want to do with whom? That is the key question. And how can I do it?
• Two engines influence what we do: our entire past and what is new.
• What is the proper follow-up?
• Are we open to each other? Yes!
• Who in the network will be willing to work with Global Footprint Network?
• Let’s not create another talking shop, but work together to create the change we need.
• Change the lifestyle of people and their habits through the education of present and future generations.
• Change public policy—change the public policy thought process/mind set through media and education.
• We need to find the key ethical values that are applicable/universal to all stakeholders.
• The multi-disciplinary and multi-cultural nature of this event was positive.
• Turning the knowledge gained today into action is the challenge.
• The importance of youth: fast-changing and young societies in the region. Need to identify messages that resonate with them.
• The importance of education: formal, non-formal and informal.
• Create opportunities—especially job opportunities—through co-operation and partnership between different stakeholders.

• What do I need to do, and who do I need to influence?
• n.b., the power of individuals.
• Combine the different parts of the picture into a more holistic approach.

“There’s an opportunity here to make a collective call for action. If you were to draw up a statement, many or most of us could be signatories. It would carry weight with decision makers.”

IV) If you were going to take this agenda with you home tomorrow, what two or three things could you do?

• All of us will have our own impression of this agenda. We need a synthesis of this meeting so we can all work on this at the same level, not from our own interpretation
• There’s an opportunity here to make a collective call for action. If you were to draw up a statement, many or most of us could be signatories. It would carry weight with decision makers.
• What is Global Footprint Network going to do next?

The participants then took an afternoon coffee break before returning to the meeting room for the final session. After a discussion of specific follow-up to the meeting, there followed a discussion on strategy—particularly focusing on Global Footprint Network’s thinking on this. Finally, before the meeting closed, there was a discussion of the options for agreeing to a joint statement on the occasion of this meeting.
V) **Final Session**

The participants started by sharing what they will do after this conference. The following contributions were noted:

“When I go back home, I’ll be meeting with a major newspaper in Egypt. I will brief them on the conference and give them a copy of the report. This is one example of taking the message to the wider community, including the decision-makers who read this newspaper. Also, we expect Arab environment ministers and some European ministers to attend our trustees meeting in December. We will present some of the findings of this report to the ministers, which will get the message directly to decision-makers.”

“When I return home, I will give presentation of this conference and meeting to all of my ministry colleagues—directors, heads of divisions—so we can transfer this knowledge.”

“My university has a UNDP project with a lot of students working on development and environmental goals. I will share this report with them because they always have fantastic ideas on projects, models, how to take ideas forward, etc.”

“We will distribute the report to a regional environmental and sustainability conference that we’re holding in Athens on October 21–22, so it will be part of discussion background.”

“The Mediterranean Wetlands Observatory has used the Footprint and biocapacity trends included in the Mediterranean Footprint report as a macro-indicator of human pressure on ecosystems in the 2012 Wetlands Outlook. We will share the report’s key findings in our next newsletter, which will go to members of the Ramsar Convention in 27 Mediterranean countries.”

“Our organization prepares training materials on the environment and sustainable development for teachers at primary schools in Francophone countries in sub-Saharan and West Africa. This training includes reference to the Ecological Footprint.”

**Question to Global Footprint Network:** What are Global Footprint Network’s strategies?

**Answer:** “We take the view that nations are shaped not only by their own decisions but by international institutions as well. After seeking to capture a nation’s attention with a report, Global Footprint Network aims to engage with nations through a three-step process:

1. Verification — We have to verify the numbers with decision-makers before they believe them.

2. Interpretation — What do these trends mean for your “competitiveness?” That is, we understand what you need, we don’t want to make your life more difficult, and we want you to succeed. What does that mean for your ability to be successful?

3. Application — How can we apply the analysis here?”
Global Footprint Network is at the interpretation level (stage 2) with a number of countries, and at the application level with few (e.g., the United Arab Emirates). We have realized that if we go to individual decision-makers alone, they often see us as salespeople. So we’re trying to build a conversation of confidence, where others are in the room, too. We’re trying to build “triangulation,” where our or their friends are there to vouch for us and help move things forward.

This is how we’re approaching our Mediterranean initiative. We’re starting to build a platform. It’s important to have a community of friends we can work with. This is one of the purposes of meeting here. Without you, and other friends, it won’t be possible to have these conversations with key institutions.

Our strategy is to engage our friends, and say we want to have these confidential conversations with people close to decision-makers or with decision-makers themselves. We want to get to the next level, and build interest and commitment, and ultimately hear these people say, “We as a country want to re-think our competitiveness strategy.” This is what we want to help them with.

The Mediterranean Footprint report is a platform for conversations. And the conversations are going to be effective if a number of friendly people are sitting together around a table and discussing what may be possible for a country to improve its situation.

**Question to Global Footprint Network:** How does Global Footprint Network relate this conference and its results with Rio+20?

**Answer:** We should start from a different premise. While some say “we must hold out for multi-lateral consensus,” we say, “Wait for the consensus and waste your future.” Some might say that “I should wait for others to act,” but we believe that if you look at the situation through the lens of resource constraints, it’s just the opposite. If nobody else is acting, it’s even more significant for you to act. It’s great to have international agreements, but don’t wait for them.

> “If nobody else is acting, it’s even more significant for you to act. It’s great to have international agreements, but don’t wait for them.”
> — Global Footprint Network

We’re trying to work with forward-thinking countries. It’s going to be difficult to get some to act. But if they see others getting a head start, they might be inspired to move.

**Question to Global Footprint Network:** How do we identify exactly which countries, ministries or individuals in the Mediterranean region we want to influence?

**Answer:** We’re trying to influence about 10 or 11 people; let’s remember the six degrees of separation we all have from a prime minister or other decision-makers.
Discussion of possible joint statement

There was an initial proposal to entitle a new red booklet [as a second part to the published “Why Are Resource Limits Now Undermining Economic Performance?”], Global Footprint Network’s key findings of the Mediterranean Footprint report:

“We call on governments and international institutions to consider Ecological Footprint and biocapacity to assess the state of ecological assets, and to measure progress towards sustainable development and green economy in the Mediterranean region.”

So the proposal was made that other conference participants could add their names to this statement. This was agreed, subject to the proviso that some participants did not have a mandate to sign such a statement on behalf of their organizations. A flip chart was posted for signatures as a preliminary action, potentially to be followed up with the circulation to participants of a one-page document with some introductory language to clarify the context, etc. Once completed, the document could be circulated more widely—e.g., with a hotlink to the report and the logos of signatory organizations.

Participants who added their names for inclusion in the declaration before the conference adjourned were as follows: André Schneider – André Schneider Global Advisory SA; Huda Al Munayes – Kuwait Environment Public Authority; Dr. Mohamed S. Hamouda – Head of Dept. of Environmental Science and Engineering, Libyan Academy of Postgraduate Studies; Michael Scoullos – MIO-ECSDE; Richard McLellan – WWF International; Bernhard Brillet – Ministère de l’Écologie, de l’Énergie, du Développement durable et de la Mer, France; Prof. Dr. Tuncay Neyisci – University of Antalya, Turkey; Demetres Karavellas – CEO WWF Greece; Ahmed Abdelreheim – Centre for Environment and Development (CEDARE); The International Centre for Water Civilization (Venice); Paolo Prosperi – Mediterranean Agronomic Institute of Montpellier, University of Catania, Faculty of Agriculture; Nicolò Passeri – Tuscia University; Nicoletta Patrizi – Ecodynamics Group, University of Siena.
Formal proceedings ended with a vote of thanks to the staff of the UNESCO office in Venice for all their hard work in preparing for the conference, for their outstanding hospitality, and for making their wonderful venue available for the event.
Media Coverage of Mediterranean Footprint Report

France:
Le Monde: [La pression sur les ressources, facteur de crises en Méditerranée](#)

Italy:
RAI TV (with Luca Mercalli): [Il debito ecologico - Luca Mercalli a Che tempo che fa](#)
ASCA: [Ambiente: Wwf, Mediterraneo 'sommerso' da debito ecologico](#)
AdnKronos: [Il Mediterraneo è un tesoro di biodiversità sommerso dal debito ecologico](#)
WallStreet Italia: [Il Mediterraneo è un tesoro di biodiversità sommerso dal debito ecologico](#)
Il Tempo: Il Mediterraneo è un tesoro di biodiversità sommerso dal debito ecologico
Fabion Manzione: [http://www.fabiomanzione.it/index.php?option=com_content&task=view&id=5715&Itemid=58](#)
AdnKronos (Sept. 25): [Area mediterranea in deficit ecologico, in 50 anni aumentato del 230%](#)
Satarlanda: [Il Mediterraneo è un tesoro di biodiversità sommerso dal debito ecologico](#)
Il Mattina di Padova: [Consumo del territorio l’Unesco accusa l’Italia](#)
Business Vox.it: [Area mediterranea in deficit ecologico, in 5 anni aumentato del 23%](#)
Borsa Italiana: [Italia, Francia e Spagna, creditori ecologici](#)
Debito ecologico: Mar Mediterraneo in pericolo secondo il WWF
Il debito più preoccupante rimane sempre quello ecologico. Il caso del Mar Mediterraneo
Deficit ecologico Mediterraneo in continua crescita
IL MEDITERRANEO SOTTO ASSEDIO DELLO SFRUTTAMENTO SELVAGGIO
Il Mediterraneo spremito
Debito ecologico: il Mar Mediterraneo è troppo sfruttato
Italy biggest eco-debtor in Mediterranean, WWF says
Ambiente in Mediterraneo triplicata richiesta risorse
Triste primato per L’Italia: maggiore deficit ecologico tra le nazioni del Mediterraneo
L’area del Mediterraneo è sotto stress
Italia: il debito è anche ecologic
Mediterraneo sommerso dal debito ecologico
Mediterraneo, in mezzo secolo overshoot ecologico
Greece:
Σε υπέρβαση των οικολογικών ορίων έχει οδηγηθεί ο κόσμος
Mesorhieos: διαταραχές στον ανεφοδιασμό λόγω υπερεκμετάλλευσης φυσικών πόρων

Econews.gr: Μεσόγειος: διαταραχές στον ανεφοδιασμό λόγω υπερεκμετάλλευσης φυσικών πόρων
**Portugal:**
The Portugal News: [WWF warning for the Mediterranean](#)

NaturLink: [Mediterrâneo aumentou o seu défice ecológico 230% em menos de 50 anos](#)

PlanetAzul: [Portugal é o único país do Mediterrâneo que diminuiu défice ecológico, mas ainda é superior à média](#)

Ambiente Online: [Portugal é o único país do Mediterrâneo a baixar défice ecológico](#)

**Malta:**
Malta Star: [Mediterranean at Risk](#)
# Conference Participants

<table>
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<tr>
<th>Name</th>
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