



COASTAL
Collaborative Land-Sea
Integration Platform

ISSUES AND BUSINESS OPPORTUNITIES IN COASTAL-RURAL AREAS IN THE CONTEXT OF LAND-SEA SYNERGIES & COASTAL RURAL COLLABORATION

During the local stakeholders' sectoral workshops, common issues as well as business opportunities faced by the European coastal-rural areas, were identified. These issues were mostly linked to anthropogenic pressures on the environment: water pollution and eutrophication; water scarcity; soil pollution and salinization; biodiversity loss; inland, beach and marine litters, beach erosion and flood risks; which will most likely be enhanced by sea-level rise and other climate change consequences. Other issues were related to the clustering of multiple activities (stakeholders' conflicts; lack of cooperation between sectors), the insufficiency of information and education for the development of local activities in a sustainable manner as well as for the general public (increasing environmental awareness, need of change of lifestyle). Additionally, many regions encounter difficulties in applying the principal of sustainable growth. European coastal-rural areas not only face issues related to nature and cultural conservation, but also in managing (or lack of management) natural protected areas. The high-density level of coastal areas coupled with the touristic attractiveness of these areas also leads to traffic congestion and transport network issues, land use pressure (increase land price, decrease of land availability), and high seasonal population variability. However, besides facing many issues, coastal-rural areas offer many business opportunities in the sector of renewable energy, risk management, and alternative forms of tourism (eco-tourism, agro-tourism). Innovative business practices related to water management and waste management (e.g. the use of nature-based solutions), in the agricultural and fisheries sectors (cross-sectoral collaboration) can also foster land-sea synergies while creating sustainable growth.

It is worth noticing that practices with the main purpose of improving coastal-rural collaborations and land-sea synergies are not yet commons. In fact, the sector workshops of the COASTAL project are one of the first attempts to identify the opportunities for land-sea synergy and added value for regional development.

Authors: Ebum Akinsete, Phoebe Koundouri, Alice Guittard

For more information, please visit: <https://h2020-coastal.eu/>

