

# MEDLAND 2020

## *Design of a future common integrated land management scheme to protect natural resources in synergy with social and economic valorisation*

by Eduard PLANA & Sophie VALLEE

***Medland 2020 is one of the Med Capitalisation Projects that have been selected to provide input to the new programming phase 2014-2020. This is the only project dedicated to Mediterranean forests and natural areas. It gathers the results of thirteen Med projects. In this issue you will find some of the results from each of these projects.***

MEDLAND 2020 project « Design of a future common integrated land management scheme to protect natural resources in synergy with social and economic valorisation » (July 2013 – December 2014) is one of the thirteen Med Capitalisation Projects that have been selected in the First Call for Capitalisation Projects of the Med Programme<sup>1</sup> in 2012. According to the Med Programme, “*With capitalisation, we seek for better transferability in order to cherish experience, promote change, support creativity and sharing, build the future, produce new skills on Mediterranean level, provoke action with useful existing skills, work for joint solutions to shared problems, enhance local and national actions (mainstream). In short: We wish to transform relevant skills towards information that can be used by others, and mutualize productions and achievements in the Mediterranean space.*”<sup>2</sup>

The main objective of the MEDLAND 2020 was to promote international cooperation towards a common integrated land management scheme to protect natural resources in synergy with social and economic valorisation in the Mediterranean, through the sharing, mainstreaming and transfer of accomplished products towards local, regional and national public policies, and also at Pan-Mediterranean and European level. The project specific objectives were:

1.- Create synergies among projects and partners and build up a “network of networks” in the Mediterranean, in order to reinforce the capacities of the strategic projects to disseminate and transfer their results and expertise.

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1 - <http://www.programmemed.eu/>  
2 - <http://www.programmemed.eu/en/the-programme/programme-capitalization/what-is-it-all-about.html>

2.- Develop synergies between operational tools, models and good practices implemented by different projects on Mediterranean natural resources, in order to enlarge the transferring capacity of the outputs of the associated projects.

3.- Develop a lobby for the protection and valorisation of Mediterranean natural resources towards national, European and Pan-Mediterranean institutions, increasing the impact of territorial cooperation towards mainstream regional operational policies.

4.- Identify challenges and gaps for a Common integral land management scheme to protect natural resources in the Mediterranean basin, in the context of Europe 2020 and the new Med programme.

5.- Contribute to the elaboration and the promotion of a shared vision by Mediterranean peoples about their natural areas and woodlands.

Under the priority of management of natural resources, the project was organized in 4 topics:

- Integrated management of natural protected areas as a tool for rural development accomplishing with social and economic demands of the inhabitants,

- Natural risks management, increasing the efficiency of fire prevention, citizens and infrastructures protection and social awareness,

- Social and economic valorisation of the territory to reinforce the local development

through sustainable tourism and marketing of local products,

- Smart natural resources management through innovation and from new emerging market promotion as biomass to new challenges as payment for environmental services.

The project involved the participation of 14 partners from 8 countries representing 13 Med projects representatives of the different 4 thematic topics.

The Mediterranean context has some particularities which make necessary a specific approach for natural resources conservation under EU and international strategies and programmes. The Med projects selected in MEDLAND 2020 cover in a wide scope the main components related with the Mediterranean natural resources conservation and management.

Building up a common discourse – including the Southern countries – on the challenges and opportunities of Mediterranean natural resources management can enhance the necessary cross-sectorality of the integrated policies and cooperation between regions and countries. Especially in the context of global changes, where the effects of climate change and the ongoing changes in land use generate a high level of uncertainty, it is important to enhance the sharing of lessons learned, experiences, different approaches and know-how – from Northern as well as Southern countries – and thus



**Picture 1:**  
The partners of Medland 2020 in Camerino (Italy), March 2014.  
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All project results are available in the project website : [www.medland2020.eu](http://www.medland2020.eu)

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improve the capitalisation process and transferability of the results of MED projects.

The expected results are:

- The development of databases of transferable elements (tools, methods, best practices) and involved stakeholders in the management of Mediterranean natural resources and areas;
- The creation of an electronic book (e-book) on best practices and tools, for an integrated management of Mediterranean territories;
- The publication of a policy brief setting out the broad policy guidelines, drawn from the 13 capitalised projects, for the manage-

ment of protected areas, the management of natural hazards, the integrated land management and the smart management of natural resources;

- The organisation of an international conference in Marseille on September 18, 2014, within the framework of the Collaborative Partnership on Mediterranean Forests (CPMF);

- The organisation of a conference in Brussels at the EU Forestry House on October 6, 2014, in order to relay the main conclusions and recommendations of the project and to present the policy brief.

Partner and Country	Med Project	Topic
RCDI Development and Innovation Network, Portugal.	2BPARKS: Creative sustainable management, territorial compatible marketing and environmental education.	
International Association for Mediterranean Forests (AIFM), France. Region of Istria, Croatia.	QUALIGOUV: Improving governance and quality of the forest management in Mediterranean protected areas. MODEL FOREST: Coordination of regional forest policies through a new territorial governance instrument: the "Model Forest".	1. Integrated management of natural protected areas
Forest Sciences Centre of Catalonia (CTFC, Lead Partner), Spain. Province of Macerata, Italy.	FORCLIMADAPT: Adaptation of the Mediterranean forests to the climate change. PROTECT: An Integrated European Model to Protect the MEDiterranean Forests from Fire.	2. Natural risks management, especially wildfires
Institute for Plant Protection (IPP), Italy.	CYPFIRE: Green barriers of Cypress Fire: an ecological and economical feasible solution to save the Mediterranean region 2010-2013.	
European University of Fragrances and Flavours. (UESS), France. Barcelona Provincial Council (DIBA), Spain.	MEDISS: To reinforce the innovation capacities of savours and scents network on the Mediterranean territory. RURURBAL: European Charter for the territorial governance, through the peri urban food chain.	3. Social and economic valorisation of the territory as rural development, sustainable tourism or marketing
Chamber of Commerce and Industry of Primorska, Slovenia.	SUSTEN: Sustainable Tourism Entrepreneurship Mechanism: Approaching Territorial Sustainability through Developing Tourism and Culture based Entrepreneurship.	
Chamber of Commerce and Industry of Drôme, France. Regional Centre of Private Forestry of Provence Alpes Côte d'Azur (CRPF-PACA), France.	WOODE3: Wood Energy Exploitation for Entrepreneurship. PROFORBIOMED: Promotion of residual forestry biomass in the Mediterranean basin.	4. Smart natural resources management, from emerging uses as biomass to new challenges as environmental services payment
Mediterranean Agronomic Institute of Chania (CIHEAM), Greece. Province of Turin, Italy.	SYLVAMED: Mediterranean Forests for All. OSDDT: Land occupation and sustainable development of the southern Mediterranean.	
Regional Council of Shkodra, Albania.	Invited country.	