

The implementation of Costa Nostrum Certification Standard System, in Mediterranean Coastal Areas, Under the Framework of Waste Management Strategy in Subtropical Climate.

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Costal Zones are recognized of their strategic importance to all Europeans, as well as for their ecological and environmental sensitivity due to the coexistence of land, sea and air, as well as, due to their subtropical climate, which makes them more sensitive to climate change and environmental pollution.

One of the most famous tourist destinations in the world is the Mediterranean basin, which annually hosts, and especially during the last few years, about 200 million tourists and is very likely the number of tourists to be increased dramatically in the next ten years, reaching 355 million of tourists by 2025.

However, because of intense and unregulated, very often, tourism development in the Mediterranean Sea based primarily on mass tourism; coastal areas of the Mediterranean basin are under severe pressure, with serious effects on the broader social and physical environment of the area

A major impact of this is the generation of waste – sewage, which very often exceeds the management capacity of the management infrastructures, due to the high seasonal variance and resulting to severe polluting problems especially to environmental sensitive areas, such as beaches. A study by the European Environment Agency in 2000 showed that tourism was responsible 7% of the overall pollution of the Mediterranean basin.

The main purpose of this article is to illustrate the need to adopt a management model – a certification standard, which will enable the sustainable waste management on the beaches, both in Greece and in the Mediterranean area.

Costa Nostrum® (= our coast) – Sustainable Beach is a pioneering and innovative tool, a private certification standard which can ensure the sustainable waste management and sustainable development of the Mediterranean beaches.

The benefits of implementing the specific standard are diverse, important and cover all three aspects of sustainable development (economy, society and environment – especially waste management), thus greatly facilitating the general advancement and progress of the coastal area.

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