

→ Implementing a new beach management plan

Country Romania

Project title Implementation of a New Beach Management Policy

Twinning Water Board: Hoogheemraadschap van Rijnland (the Netherlands)
National Administration of the Romanian Waters, Dobrogea
Litoral Water Company, Directorate Constanta (Romania)

Project period 1 January 2008 to 30 June 2009

Project budget € 69.145,63

Project objective

Supporting the implementation of a new beach management plan by creating a joint committee to improve beach management facilities composed of the Dobrogea-Litoral Water Company and beach operators

Project summary

The project was a follow up of the LOGO East I project in which a beach management plan was developed. During this project the plan was further improved and a joint committee consisting of representatives of Dobrogea-Litoral Water and beach operators of Mangalia beach (pilot area) was set up to implement it. This resulted in the creation of a Union of Beach operators. Furthermore, a communication plan and a law enforcement strategy were drafted. At the end of the project, a first draft of the standards for maintenance and public health facilities per beach type were developed.

Core information

Dobrogea-Litoral Water Directorate Constanta is located in Constanta County in south east Romania on the Black Sea side. The county has approximately 756,000 inhabitants. It has a long historical tradition as prosperous colony controlled originally by the Greeks and later by the Romans. Today's economy is based on the marine industry, shipping, agriculture, and tourism, the latter welcoming about 43% of Romania's tourists.

Problem analysis

The main conclusion of the Beach Management Plan, elaborated during the LOGO East I project, was that its implementation needed a step by step approach in order to sustain and solve the problems. A successful implementation of the plan required the cooperation of all involved authorities and stakeholders. A organisational structure for this was lacking.

A practice to improve internal management of local governments

Project implementation

As a first step a joint committee was set up for implementing the new beach management plan composed of beach operators and representatives of Dorogea-Litoral Water. Secondly, the communication plan was updated and a law enforcement strategy was drafted. The communication campaign targeting at beach visitors to keep the beach clean was successfully launched during the summer season of 2008 due to the advertising materials and the involvement of volunteers. A result of the communication campaign was that over 56 % of the beach visitors noticed that the beach had become cleaner after the communication campaign. Besides that, the project started the setting up of a Union of Beach Operators and developed a draft of standards for maintenance and public health facilities per beach type.

Process management

The process management was not easy due to two reasons. The first reason was related to rumours about the change of legislation resulting in water companies losing their responsible for beach management. The second obstacle were the elections resulting in change of leadership of Mangalia city and the water company. These new leaders needed to be convinced of the need of the project.

Recommendations: do's and don'ts

- Continues support of the leadership of the local authority is needed.
- Try to involve all stakeholders.
- Include an expert on mediation, conflict resolution, and negotiation for the meetings targeting at the beach management plans or communication strategies.
- Organise communication campaigns on the beaches every year and involve volunteers.
- Disseminate the results to as many interested organisations as possible.