

Kemer, 8 Sept. 2006

P R E S S I N V I T A T I O N



**An International event leading up to MEDday 2007
Conference on Monk Seal Conservation
Mediterranean Environmental Award – Made in Med Exhibition
Best Environmental Practices for professionals of the tanning industry
Eco-management as a topic in University curricula
17/21 September 2006 ~ Majesty Mirage Park ~ Kemer, Antalya ~ Turkey**

The first edition of **BLUeWeek-MEDday** will be held in **Kemer, Antalya (Turkey)** from the **17th to the 21th of September 2006**. The International event will host a **Conference on Monk Seal Conservation**, the 2nd edition of the **Mediterranean Environmental Award** that will assign this year's prize to the best environmental film and photograph, the photo exhibition **Made in Med**, a seminar on **Best Environmental Practices for professionals of the tanning industry** and a workshop introducing **Eco-management as a topic in University curricula**.

BLUeWeek-MEDday was devised during the **30th Anniversary of the Barcelona Convention**, as an Information and Communication (IC) framework event devoted to sustainable development in the Mediterranean and open to all sectors of civil society.

The initiative is being organized by three **Barcelona Convention Regional Activity Centres (RACs)**, **SPA/RAC**, **CP/RAC** and **INFO/RAC**, with the collaboration and contribution of the Bonn and Bern Conventions and the International Fund for Animal Welfare (IFAW), as well as the support of the **Turkish Ministry of Environment and Forestry**, the **Italian Ministry of Environment, Land and Sea** and the **Principality of Monaco**. The three Regional Activity Centres have joined forces to find synergies and link their mandates - respectively biodiversity conservation, cleaner industrial production and information and communication - to the objectives of the **Mediterranean Strategy for Sustainable Development (MSSD)**, the document approved by the 22 Contracting Parties to the Barcelona Convention during their 14th Meeting in Portorož in 2005.

*«The Mediterranean is a very important challenge for Turkey – states **Mr. Osman PEPE**, Turkish Minister of Environment and Forestry - but also for the 20 other states adhering to the Barcelona Convention. In order to succeed, new awareness should be brought to life: the **BLUeWeek-MEDday**, which combine synergies such as culture, biodiversity conservation and economy, represent an innovative and farsighted approach towards success».*

The event will be opened on **17th September 2006** by **Mr. Hasan Z. SARIKAYA**, Deputy Minister of Environment and Forestry of Turkey, together with **Mr. Abderrahmen GANNOUN** - RAC/SPA Director, **Ms. Virginia ALZINA** - RAC/CP Director, **Mr. Sergio ILLUMINATO** - INFO/RAC Director General. Many other global experts working for marine life conservation, sustainable industrial development and the promotion and preservation of regional culture will take part in the meetings. **H.E. Osman PEPE**, Minister of Environment and Forestry of Turkey and **Mr. Paul MIFSUD**, MAP Coordinator, will attend the award ceremony on **the 19th of September**.

At the core of this first edition of **BLUeWeek** is the definition and organization of **MEDday**, an annual event starting in **2007** that will be devoted entirely to the Mediterranean. During the course of this initiative, several events, lead by BARCELONA CONVENTION, will be simultaneously held throughout the Mediterranean in support of the implementation of the MSSD. This programme intends to help define a "road map" to achieve sustainable development in the Mediterranean Region.

With the contribution and the collaboration of:



PRINCIPALITY OF MONACO

BONN CONVENTION
BERN CONVENTION
IFAW - SAD/AFAG
TURKISH AIRLINES



MINISTRY FOR THE ENVIRONMENT
LAND AND SEA - ITALY

More information about:

BARCELONA CONVENTION

The Barcelona Convention is a regional cooperative effort involving 21 countries bordering the Mediterranean Sea, as well as the European Union. Through UNEP/MAP, the Contracting Parties to the Barcelona Convention and its Protocols are determined to meet the challenges of protecting the marine and coastal environment while boosting regional and national plans to achieve sustainable development.

SPA/RAC – Specially Protected Areas/Regional Activity Centre

Following the recommendations of the Mediterranean countries reflected in the “Portorož Ministerial Declaration”, SPA/RAC aims at gaining the support of the Parties to enhance the conservation of the monk seal – the seal species most threatened with extinction – by organising a conference on this endangered marine mammal and involving international institutions, representatives of the riparian countries and experts concerned with the recovery of the species.

CP/RAC – Cleaner Production/Regional Activity Centre

Celebrating its 10th anniversary as a promoter for a sustainable Mediterranean industry, CP/RAC has been entrusted with the task of involving the private sector in the MCSD. The Centre will contribute to Blue Week by organizing a seminar on Best Environmental Practices for professionals of the tanning industry in Turkey and a workshop for the introduction of “eco-management” as a topic in university curricula.

INFO/RAC – Information and Communication/Regional Activity Centre

Following the indications provided by the MCSD, INFO/RAC will ensure wide media coverage of the event by organizing and developing the Mediterranean Environmental Award (MEA) and promoting the information and communication network on sustainable development that will lead to the finalization of an IC Strategy for the MSSD.

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