



## **PRESS RELEASE**

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### **European interregional cooperation to strengthen coastal sustainability**

**LEIDEN, The Netherlands** - A new European interregional cooperation project, aiming to ensure that the integrated management of coastal issues will be sustainable has recently started. SUSTAIN (Assessing sustainability and strengthening operational policies) is an INTERREG IVC project. The kick-off event took place in the municipality of Kouklia (Cyprus), one of the partners of the project.

Local and regional authorities are making efforts to use ICZM planning approaches to lead to sustainable development. A number of actions need to be implemented along the coast to improve sustainability. The criteria for assessing sustainability at the coast which will be developed and tested in SUSTAIN will provide the management policy tool which is very much needed and currently lacking.

*"SUSTAIN is an ambitious and comprehensive project that will lead us all, should we truly work together, to foster fully implementable policy tool, applicable to all 22 coastal states of the EU."* said project manager Alan Pickaver.

*"The partners in this exciting project have come together to address the challenges that coastal communities face from issues like climate change, pressure on natural resources and the need for economic, social and cultural well-being by providing a new and innovative tool that can be used by the communities to enable them to live in and manage their own surroundings sustainably."* said Caroline Salthouse, communications lead partner (external expert for Sefton Council).

Twelve European partners will be working together, including eight regional and local authorities under the coordination of the Coastal & Marine Union (EUCC) during the coming 3 years.

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