



KEEP LATVIA TIDY
FOUNDATION OF ENVIRONMENTAL EDUCATION

Coalition Clean Baltic
FOR PROTECTION OF THE BALTIC SEA ENVIRONMENT

Latvijas Zaļā kustība
Latvian Green Movement

**INTERNATIONAL CONFERENCE ON THE BALTIC SEA STRATEGY
Sustainable Coastal Development in the Baltics -
Threats and Opportunities for Developing Tourism and Nature Protection**

The Baltic Sea Region is Unique in the World

May 6 - 7, 2011 The Baltic Beach Hotel, Jūrmala, Latvia

Invitation

Baltic Sea and its coastal areas have unique natural values. At the same time the coastal areas of the Baltic Sea are subject to constant threats via various exploitations, such as new installations for recreational activities, new housing, new harbours/ports, industrial installations etc. Latvia is one of the Baltic countries that has much of beautiful coast and dunes at the Baltic Sea shore. The diversity of natural habitats is a unique value of this region and part of Europe. The cultural heritage of coastal communities has been recognized as a value by the UNESCO. Since regaining of Latvia's independence both nature and culture uniqueness of the coast has been continuously endangered due to the insufficient state control and implementation of legislation on protection of natural habitats and preventing damages of the nature.

On the other hand a serious problem is also a low level of environmental awareness among the public. There are problems to prevent illegal construction activities along the coast, an uncontrolled flow of visitors in the summers that damage the ecosystems of the dunes, lack of informative signs along the main roads of the coast and non-existing sustainable development planning in coastal self-governments.

In order to highlight these issues and ensure that the government and other public institutions pay more attention from one side and to educate and inform the public (also foreign tourists) from the other side, several environmental NGOs have decided to combine all the efforts in a joint public campaign "Save Latvian Dunes". Since 2007 Latvian Green Movement (LaGM), Foundation of Environmental Education KEEP LATVIA TIDY (KLT) and Coalition Clean Baltic (CCB) have decided to carry out a number of different projects in order to start series of practical awareness raising public activities for the saving of coastal dunes.

The Conference on coastal protection and development could be one of several tools to influence and improve the situation not only in coastal areas of Latvia, but in the whole Baltic Sea region by having new experiences and setting updated legal frames, e.g. within the Baltic Sea Strategy.

The goals of the conference are to alive and integrate the principles of Sustainable Development for the Baltic Sea region and to share knowledge and change experience. We also expect to discuss how to ensure the nature protection and biological diversity in the most effective way. The coasts along the Baltic Sea are of various characters and also of different interests regarding tourism. Some coastlines are more developed than others; some, like Latvia, are almost undeveloped so far. Tourism exists is the biggest business in the world and must be taken seriously! The question is not *if* we want it, but rather *how* we want to deal with it!

The goals of the EU Baltic Sea Strategy on tourism are: to *"Attract tourists to rural areas especially the coastal ones; Promote the cultural heritage and the unique landscapes; Develop strategies for a sustainable and environmentally friendly tourism"*.

The organizers are expecting participation from NGOs around the Baltic Sea, state and local authorities, National parks, entrepreneurs and international institutions.

WELCOME to take an active role and participation in our conference!
The Registration Form is to be sent by e-mail or fax latest by April 25, 2011

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