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TouMaLi Project - Components, management, main achievements and perspectives



Dr.- Ing. Nour EL Houa Chaher, Msc. Julian Wiechert, PD Abdallah Nassour (Univeristy of Rostock team)

CHAMPION of Plastic Pollution Prevention
in the Mediterranean

Honorary title, in recognition of the voluntary action taken in combating pollution from plastics, awarded by the EU funded "Water and Environment Support (WES)" project, in partnership with the Union for the Mediterranean and the Mediterranean Action Plan of the United Nations Environment Programme



Reduce the amount of waste generated by tourism in the target regions and to promote recycling and reuse of unavoidable waste, ensuring a sustainable reduction of marine litter.

 July 2021 – June 2026
 Egypt, Morocco & Tunisia



WPS

Coordination
& Data
Analysis

TouMaLi
Technical
concept

EPR & Policy
Concept

TouMaLi concepts
implementation in the
selected pilot areas

Beach Monitoring &
Guidelines development



Ongoing sharing of results, dissemination, capacity building & raising awareness.

Supported by:

Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

based on a decision of the German Bundestag

z|u|g
Zentrum für Umwelt- und
Gesundheitsforschung

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Arab Academy
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 BLACKFOREST
CONSULTING

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Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

TouMaLi pillars



Sustainable Tourism



Shared
Responsibility



Sustainable
Finance



Shared Responsibility: TouMaLi companies

TouMaLi Company

TouMaLi Equipment



Advisory board; Ministries,
authorities, agencies...

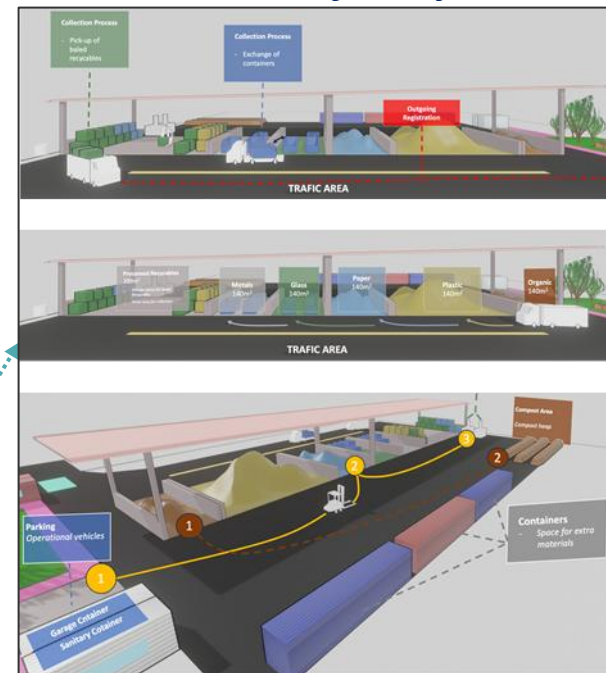
Municipality

Restaurant
federation

Hotel
federation

**Sustainable financing:
EPR & Cost Recovery**

TouMaLi facility



Lessons Learnt from TouMaLi

❖ Shared Responsibilities

- **Collaborative planning and resource sharing:** Unite stakeholders to develop innovative strategies and share resources for maximum impact.
Key message: Partnerships enhance effectiveness and drive innovation.
- **Clear roles, decentralization, and the role of authorities:** Define responsibilities for hotels, local authorities, the ministry, and federations, empowering local action through decentralization.
Key message: Clear responsibilities and decentralization strengthen accountability and local ownership.
- **Unified training and capacity building:** Conduct joint training programs to align knowledge and promote consistent practices across stakeholders.
Key message: Shared education promotes sustainability and effectiveness.

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Take Action! Thank you! 😊

*Dr.- Ing. Nour EL Houda Chaher, Msc. Julian Wiechert,
PD Abdallah Nassour (Univeristy of Rostock team)*

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