Blue Flag
- A world-renowned eco-label trusted by millions around the globe
What is Blue Flag?

A very good tourism product…
What is Blue Flag?

… but in essence an environmental education programme
What is Blue Flag?

• Framework for sustainability in the public & private sector

• Third-party verification for excellence in sustainability practise
  → Annual award-renewal

- 4423 Beaches, Marinas & Boating tourism operators
- 45 Countries
What is Blue Flag?

International voluntary eco-label

Beaches

Marinas

Boating Tourism Operators
Foundation for Environmental Education (FEE)

- A non-profit, non-governmental organisation
- Promoting Sustainable Development through Environmental Education worldwide
- An umbrella organisation with one member organisation in each country
- Five Environmental Education Programmes:
The History of Blue Flag

- Blue Flag idea developed in France
- BF introduced in Europe with EU support
- BF goes international
- First Blue Flag awarded to boating operators

- 1985
- 1987
- 2001
- 2016
- 2017
- Over 4400 awarded sites
45 countries running the Blue Flag programme:

Bahamas, Belgium, Brazil, Bulgaria, Canada, Croatia, Cyprus, Denmark, Dominican Republic, England, Estonia, France, Germany, Greece, Iceland, Ireland, Israel, Italy, Jordan, Latvia, Lithuania, Malta, Mexico, Montenegro, Morocco, Netherlands, New Zealand, Northern Ireland, Norway, Poland, Portugal, Puerto Rico, Romania, Scotland, Serbia, Sint Maarten, Slovenia, South Africa, Spain, Sweden, Turkey, Trinidad and Tobago, Ukraine, US Virgin Islands, Wales.

6 countries working on implementing the programme

Colombia, India, United States of America, Finland, South Korea, United Arab Emirates
The History of Blue Flag
Blue Flag’s Partners

**Corporate Partners**

- Semaphore

**Institutional Partners**

- European Environment Agency (EEA)
- International Council of Marine Industry Associations (ICOMIA)
- International Lifesaving Federation (ILS)
- International Union for Conservation of Nature (IUCN)
- Sail Training International (STI)
- The Coastal & Marine Union (EUCC)
- UN Environment
- World Cetacean Alliance (WCA)
- World Tourism Organisation (UNWTO)
Benefits of Blue Flag

1. Important environmental benefits
Benefits of Blue Flag

2. Good incentive for beach/marina/boat managers: the eco-label rewards the effort of the management team
Benefits of Blue Flag

3. Economic benefits

80% of respondents said that having or aiming to have Blue Flag supports improvements in/decisions of the municipality or community.

95% of respondents said they would recommend Blue Flag to other beach/marina managers.

Survey conducted with 1151 Blue Flag managers worldwide.
Blue Flag’s Award Procedure

1. File an application form with all relevant documentation.
2. Send it to the National Operator.
3. Wait for the evaluation and decision of the International Jury.
4. Let the National Jury evaluate and forward the sites to the International Jury.
5. When you pass the evaluation, get ready to receive your Blue Flag!
Blue Flag’s Award Procedure

- Blue Flag – Awarded for one season
- Control – National and International
- Control – Public
- Blue Flag withdrawn if not in compliance
Blue Flag in a new country

1. NGO as FEE member
2. Blue Flag information workshop
3. Establish national Blue Flag committee
4. Production of a Blue Flag feasibility study
5. Blue Flag pilot phase at selected pilot sites (maximum 5)
6. Sites awarded and official launch of the Programme
7. National expansion of the programme

Usual time for first phase of implementation of Blue Flag: 2 years
Environmental Education and Information

- Environmental education activities
- Information about the environment
- Code of conduct
- Training of staff
Water Quality

• Frequent water quality sampling

• Excellent bathing water quality

• Appropriate sewage / waste-water management
Environmental Management

- Environmental policy and plan
- Waste management
- Sustainable use of resources
- Provision and mandated use of adequate facilities
- Proper maintenance of buildings and facilities
Safety and Services

• Emergency plans
• First-aid and fire-fighting equipment
• Accident prevention
• Risk assessments
• Access for all
Social Responsibility

- No discrimination
- Fair working conditions
- Support of local community and economy
Responsible Operation around Wildlife

- Special precautions around wild animals
- Reduced disturbance of natural behaviour
- Research support and reporting
- Awareness raising
Specific criteria for boat-based tourism activities
Achievements
-Dominican Republic-

- All Blue Flag beaches must have facilities for people with disabilities
- National Council for Disability (CONADIS) in the Dominican Republic part of national jury
- Blue Flag award incentive to invest in facilities for people with disabilities
- Increased number of beaches with facilities for people with disabilities
Achievements
-South Africa-

- The country’s bathing water quality requirements for South African bathing sites are based on the Blue Flag criteria.
Thank you very much for your attention!

www.blueflag.global