



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



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:



Green Key



Eco-Schools



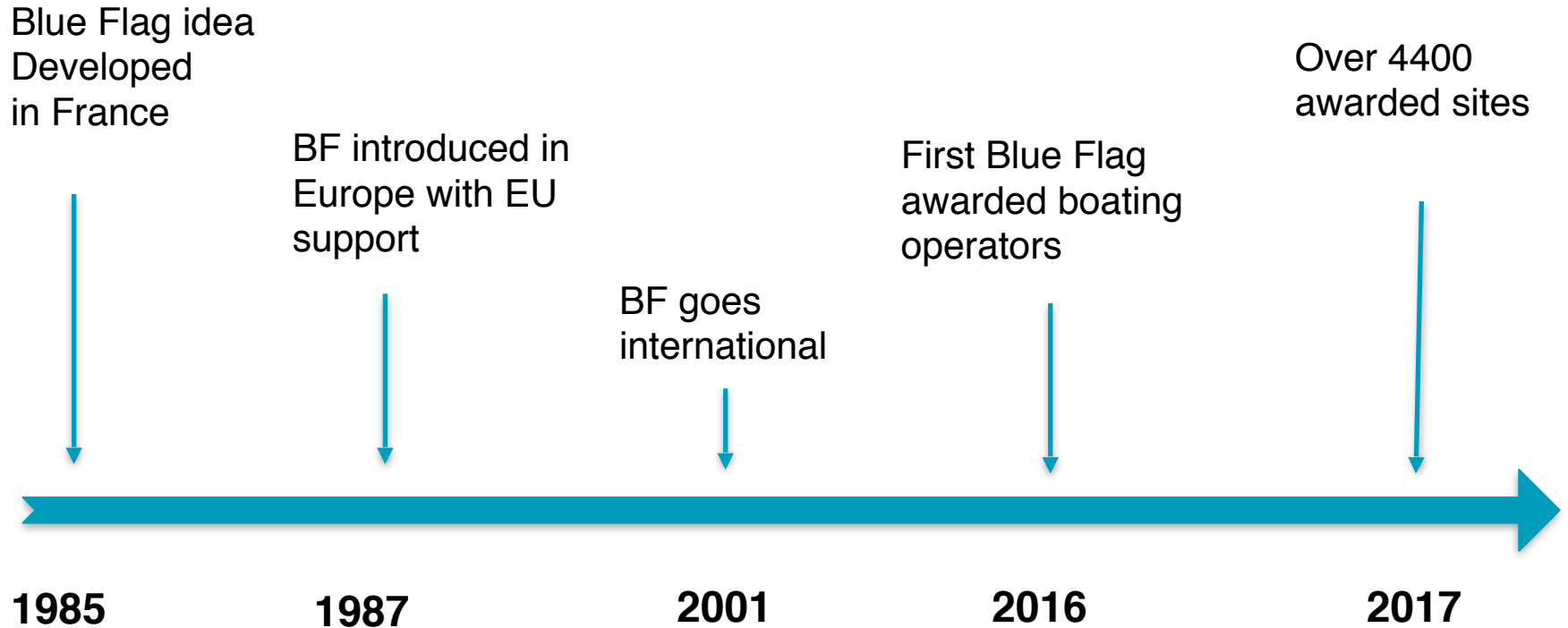
LEARNING
ABOUT
FORESTS



Young Reporters
for the environment

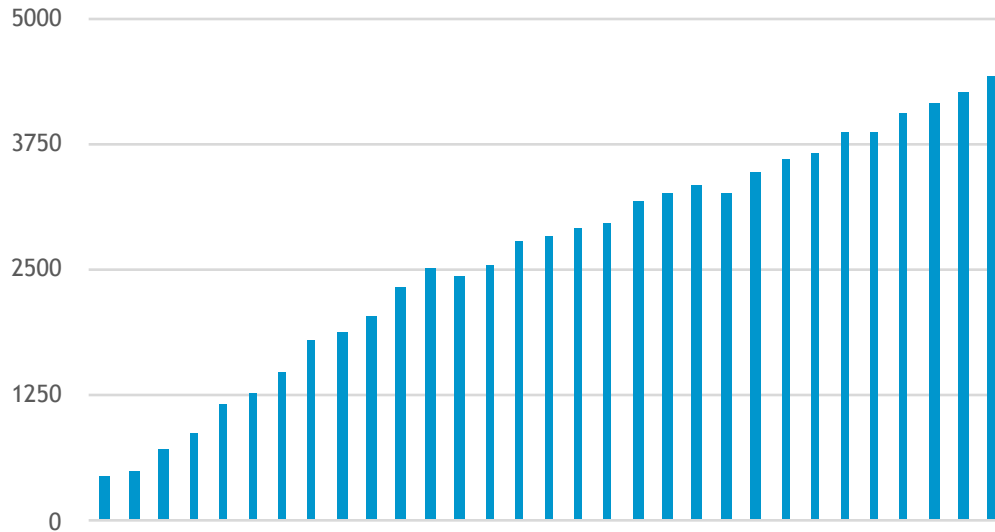


The History of Blue Flag



The History of Blue Flag

Number of Blue Flag sites
1987-2017



45 countries running the Blue Flag programme:

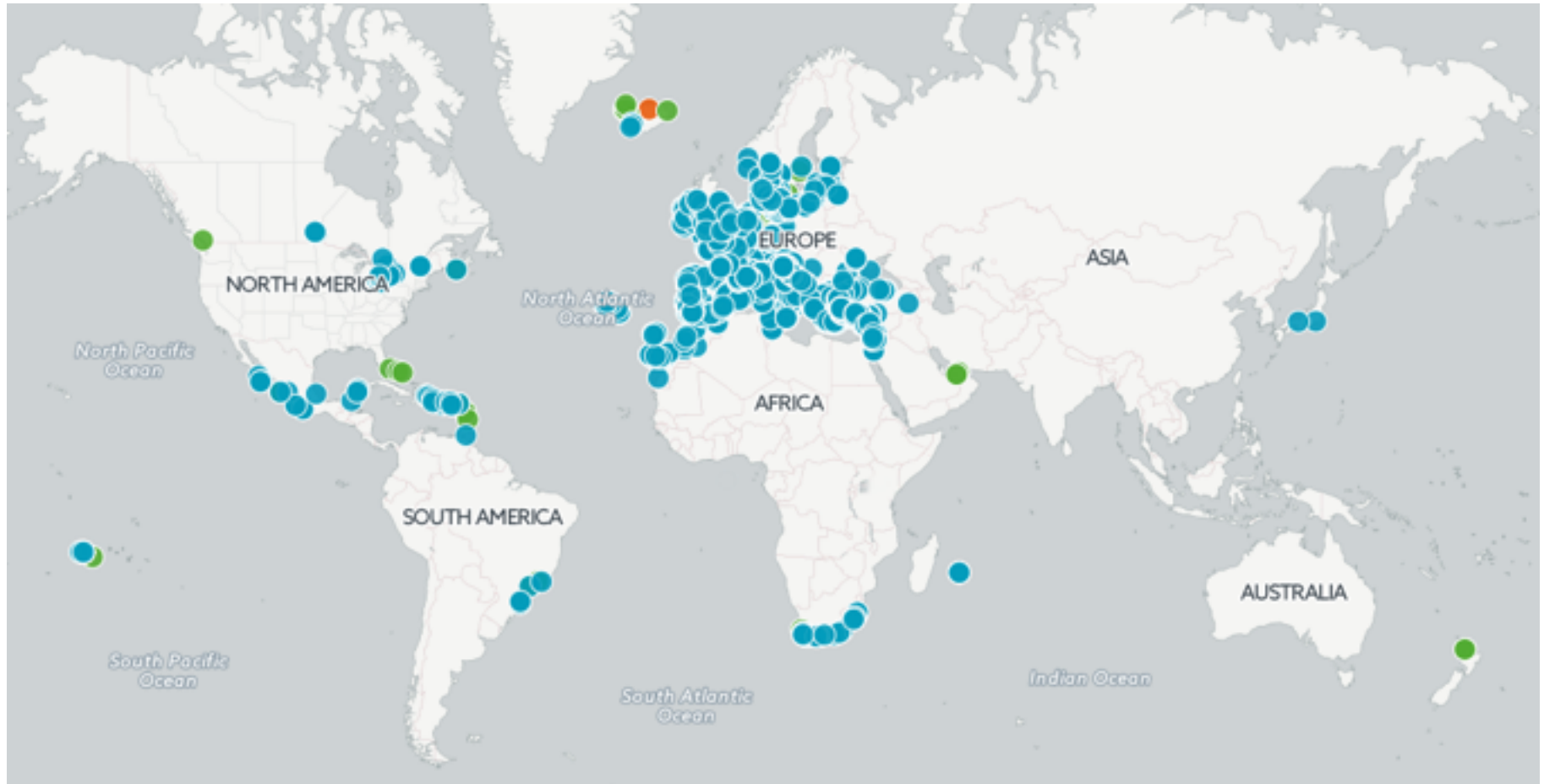
Bahamas, Belgium, Brazil, Bulgaria, Canada, Croatia, Cyprus, Denmark, Dominican Republic, England, Estonia, France, Germany, Greece, Iceland, Ireland, Israel, Italy, Jordan, Latvia, Lithuania, Malta, Mexico, Montenegro, Morocco, Netherlands, New Zealand, Northern Ireland, Norway, Poland, Portugal, Puerto 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



BEACHES MARINAS BOATS

Blue Flag's Partners

Corporate Partners



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



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

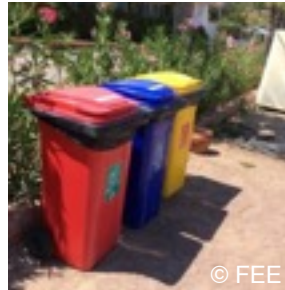


Blue Flag Criteria

Environmental Education and Information



Environmental Management



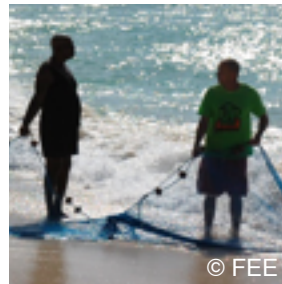
Water Quality



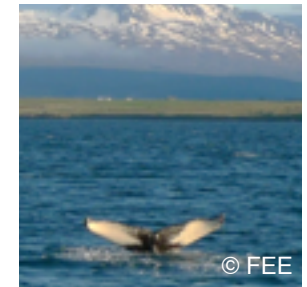
Safety and Services



Social Responsibility



Responsible Operation around Wildlife



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



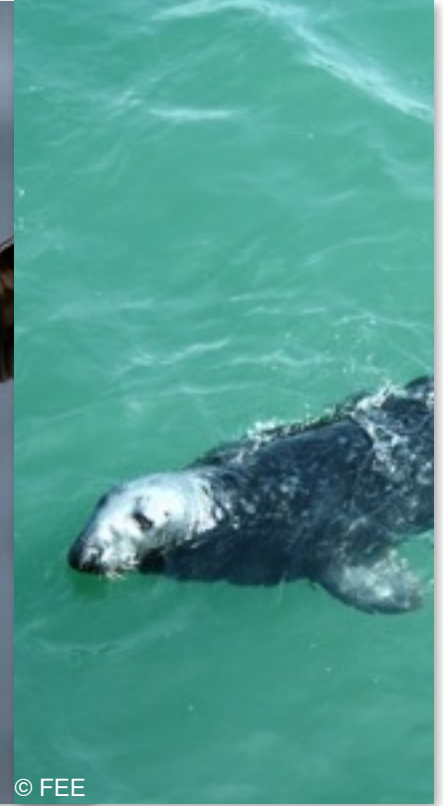
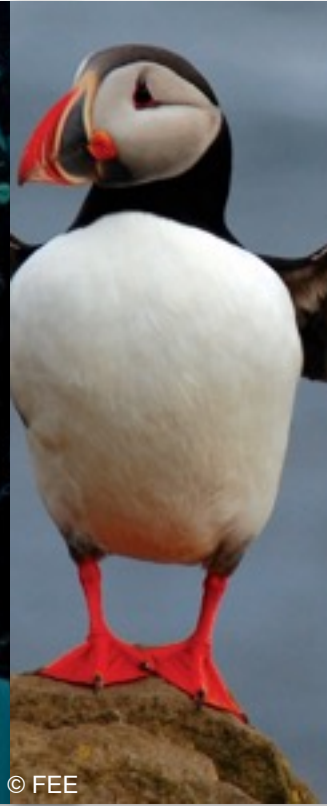


Responsible Operation around Wildlife

- 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
- à 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

