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*M*editerranean



MITOMED+

# GREEN BEACH



MITOMED+ Models of Integrated Tourism in the  
MEDiterranean Plus is an Interreg MED funded project that  
supports involved regions in developing a responsible and  
sustainable maritime and coastal (M&C) tourism.

## WHAT IS A GREEN BEACH?

A Green Beach is an eco-beach or a sustainably managed recreational beach, embedding aspects of sustainability into its planning framework, allowing for leisure and economic development and, at the same time, preserving natural and cultural heritage.

**MITOMED+ Green Beach Model** is a planning tool that helps local authorities and beach operators to make better-informed decisions about managing beaches in a sustainable way.

## WHY DO WE NEED A GREEN BEACH?

- **Environmental benefits:** the protection of the environment and natural resources, the sustainable management of waste, the use of renewable energy resources and the reduction of urban sprawl of the coastal zone as the beach boundaries are well defined.
- **Protection of Biodiversity:** with suitable and protective management measures the green beaches help protect the biodiversity and ensure that the beaches remain the key to the destinations health and happiness.



- **Economic engines:** by attracting foreign and local visitors a green beach supports local employment and income. It creates income for the beach managing entity, creates new jobs, increases the added value of the beach, promotes local business worldwide, and connects the visitors of a beach with the mainland and its cultural identity.
- **Social Benefits:** promotion and conservation of the quality and cultural characteristics of the area, increased satisfaction of beach users, better service quality and control of coastal area as well as an increased security, resulting from the information provided to the visitors - on potential dangers.
- **Better quality consumer experience:** it promotes the elements of sustainable holidays, that is, pristine beaches, clean water and sand, peaceful and relaxing environments, clean, well maintained eco-beach furnishing, local culture and cuisine and accessibility. With this way, it creates memorable and quality holiday experience that makes people coming back.

Steps to Implement the «Green beach” model. For a beach to become a green beach it needs to fulfill a set of various criteria that are:



The **8** categories are subdivided into **28** criteria. Each criterion has been allocated an individual weighting/ importance score as follow:

**5** = essential to a “green” beach • **4** = important to a “green” beach • **3** = desirable for a “green” beach,  
**2** = added value for a “green” beach • **1** = low importance for the “green” beach.

The «Green beach” model has a total scoring of 850 points. For your beach to be assign as Green Beach it needs to collect at least 550 points. Based on the score obtained from the audits, the beaches are classified into three levels:

- Gold Green Beach – score greater than 800 up to 850 points;
- Silver Green Beach – score greater than 700 up to 800 points;
- Bronze Green Beach – score greater than 600 up to 700 points;

Category	Green Beach Criterion	Weighting/ Importance	Available Points	Total Score (Weighting x Points)
Bathing Water Quality	Water quality sampling and frequency requirements.	5	10	50
	Standards and requirements for water quality analysis for parameter Escherichia coli	5	10	50
	Standards and requirements for water quality analysis for parameter Intestinal Enterococci	5	10	50
	No industrial, waste-water or sewage-related discharges should affect the beach area.	5	10	50
Beach Area Quality	No cigarette butts at the beach	5	10	50
	No general man-made waste and sewage related debris on beach	5	10	50
Safety	Beach Safety with a lifeguard and equipment	3	10	30
	Safety measures to protect users of the beach	1	10	10
Accessibility	Access provided for the physically disabled people in the water and at the beach	4	10	40
	Facilities provided for the physically disabled people in the water and at the beach	3	10	30
Green Facilities and Eco-furnishing	Sun loungers must be sustainably and/or aesthetically sensitive to the natural environment	2	10	20
	Beach umbrellas must be must be sustainably sources and/or aesthetically sensitive to the natural environment.	2	10	20
	Toilets should be housed with sustainable material, must be in adequate number for the beach users and have sewage disposal and water saving devices	4	10	40
	Shower facilities must have water saving devices and solar thermal panes to heat shower water and tanks to collect and recycle waste water.	4	10	40
Sustainability	Waste disposal bins must be available at the beach in adequate numbers and they must be regularly maintained	4	10	40
	Beaches must respect and support the identity and conformation of the sites, especially in protected areas the protecting endemic and/or indigenous plants to attract high levels of native biodiversity	4	10	40
	Promotion of local food and drinks.	2	10	20
	Sustainable transportation: sustainable means of transportation should be promoted in the beach area	4	10	40
Management	The beach must comply with all regulations affecting the location and operation of the beach.	2	10	20
	An adequate number of toilet and restroom facilities must be provided at the beach and they must be kept always clean.	2	10	20
	No unauthorized camping or driving and no dumping at the beach.	2	10	20
	The beach must have limited noise pollution	2	10	20
	Management of different users and uses of the beach	1	10	10
	Community participation and stakeholder involvement in the beach management	1	10	10
Information and Education	Access to the beach by dogs and other domestic animals must be strictly controlled.	1	10	10
	Information about the Green Beach Programme and a map and information board indicating the different facilities and, services provided on the beach must be displayed	2	10	20
	Information about bathing water quality must be displayed at the beach	2	10	20
	Satisfaction: The beach is caring a feedback survey on the satisfaction of the beach users on the level of services and the general performance of the green beach	3	10	30
TOTAL				850

## Project partners:



**Regione Toscana**

Tuscany Region - Lead partner - ITALY

Institut za poljoprivredu i  
turizam Poreč



Institute of Agriculture and  
Tourism Poreč

Institute of Agriculture and Tourism - CROATIA



University of Girona - SPAIN



ANCI Toscana - Association of  
Tuscan Municipalities - ITALY



**CPMR  
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CPMR - Conference of Peripheral Maritime  
Regions of Europe - FRANCE

**Andalucía**



JUNTA DE ANDALUCÍA  
CONSEJERÍA DE TURISMO Y DEPORTE

Public Enterprise for the Management of Tourism  
and Sport of Andalusia - SPAIN

National Research Council of Italy



Institute for Biometeorology

National Research Council - Institute  
of Biometeorology - ITALY



LARNACA & FAMAGUSTA DISTRICTS DEVELOPMENT AGENCY

Larnaca and Famagusta District  
Development Agency - CYPRUS



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**

NECSTouR - Network of European Regions  
for a Sustainable and Competitive Tourism - BELGIUM



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