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## **Blue Flag programme**

A world-renowned eco-label  
A framework for sustainability in the public and private sector

[www.blueflag.global](http://www.blueflag.global)



## 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

Blue Flag idea  
Developed  
in France

BF introduced in  
Europe

EU support

BF goes  
global

First Blue Flag  
awarded to boating  
operators

Over 4,500  
awarded sites

1985

1987

2001

2016

2018

## Blue Flag worldwide

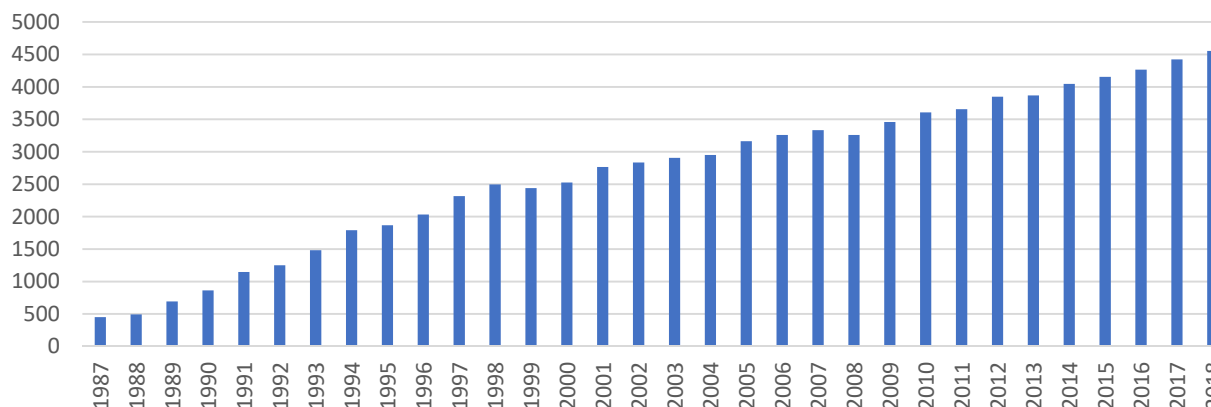
### 45 countries running the Blue Flag programme:

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.

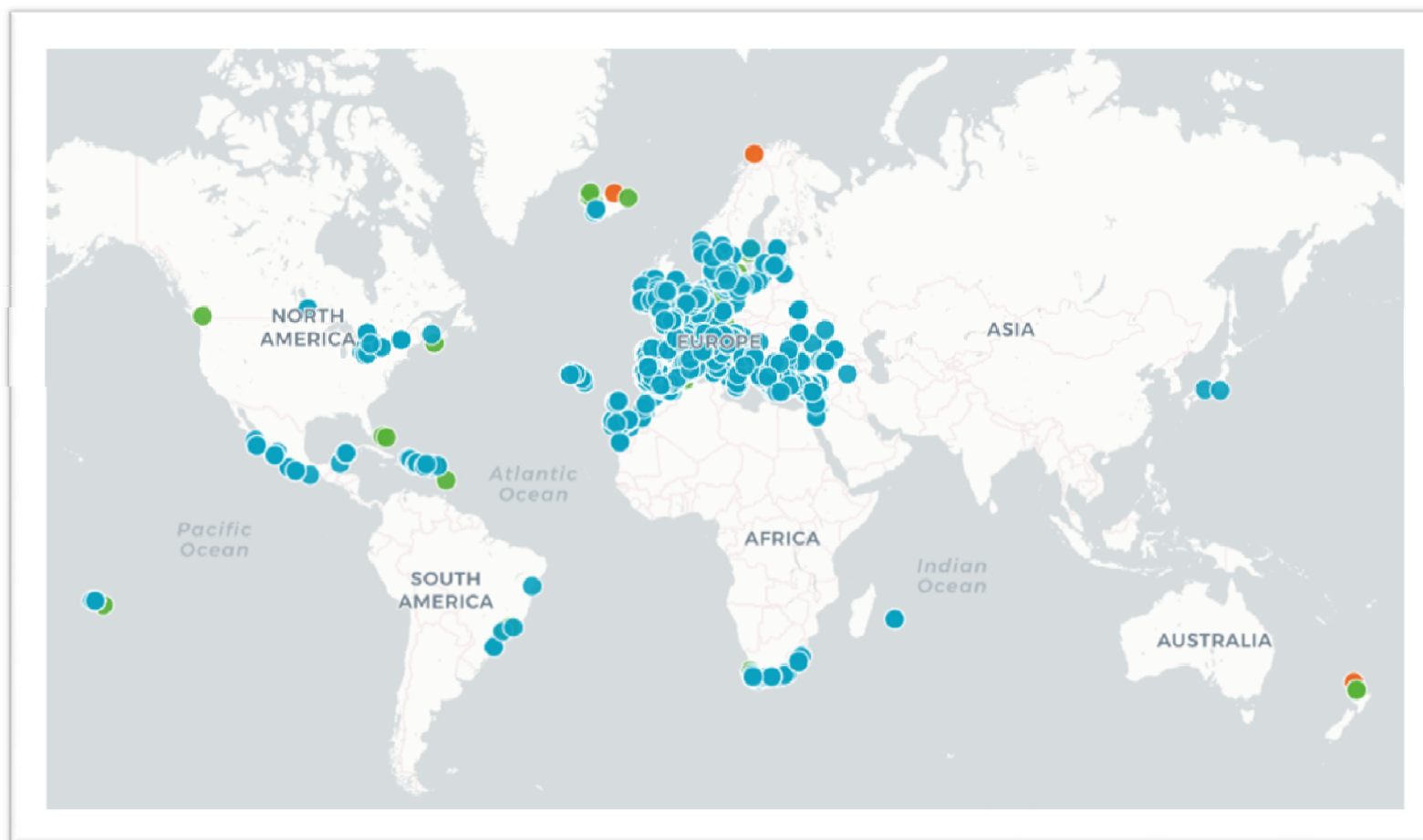
### 7 countries preparing to implement the programme

Cabo Verde, Chile, Colombia, Finland, India, South Korea, United Arab Emirates

Number of Blue Flag sites  
1987-2018



## Blue Flag worldwide



● BEACHES ● MARINAS ● BOATS

## Blue Flag in the MED

**3,321 sites in 13 countries:**

Croatia, Cyprus, France, Greece, Israel, Italy, Malta, Montenegro, Morocco, Portugal, Slovenia, Spain, Turkey.





## What is Blue Flag?

- Framework for sustainability in the public and private sector
- Annual award-renewal
- Third-party verification for excellence in sustainable practises



## International voluntary eco-label



Beaches



Marinas



Boating Tourism  
Operators



# 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 must be offered and promoted (Criterion2), in order to:**

Increase awareness about the local environment of **residents, local authorities** and **recreational users**.

Provide information and training to tourist service providers and **local authority personnel** about sustainability issues, environmental matters and best practices.

Increase capacity of, and actively encourage participation of **local stakeholders** in environmental management of the area.

Promote the sharing of ideas and joint efforts.

At least 5 different activities must be offered per Blue Flag season.

**Crucial to improve abilities of beach operators and local authorities for sustainable management.**

# Blue Flag Award Procedure



## National Operator



Can correlate various national legislations, policies and planning tools (biodiversity conservation, climate change adaptation strategies, RE development plans, etc.), and accordingly **inform local authorities and operators.**

Evaluates and **guarantees compliance** with the criteria, safeguarding transparency and integrity, and ensuring trust and acceptance by the public.

Increases **replicability** by actively promoting the Programme.

**Communicates and cooperates** with NOs in other countries for joint projects and initiatives, facilitating and expediting response to common challenges.

Can **measure impact and response of the public** and, in cooperation with other NOs, continuously adapt and improve Blue Flag in response to changing circumstances.

**Crucial for long-term success.**



## 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's Partners

### Corporate Partners



### Institutional Partners

- European Environment Agency (EEA)
- European Network for Accessible Tourism (ENAT)
- 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)



**Thank you very much for your attention!**



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