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**Legambiente**

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**Sustainability and accessibility.  
Green Beaches and Destinations**

@twitter account

## LABEL – LEGAMBIENTE TURISMO

- ✓ Legambiente has its own label with specific disciplinary for type of touristic activity
- ✓ There is a specific disciplinary for beaches with 57 criteria, of which 28 mandatory and the others optional. Each of the optional criteria has a score ranging from 0.5 to 5.
- ✓ To have the label it is necessary that all the mandatory criteria are respected and that at least 20 points are reached choosing among the optional criteria
- ✓ Compliance with the disciplinary is checked by the association's staff when a beach requires to have the label and then once every two years

## **LABEL – LEGAMBIENTE TURISMO**

The criteria are divided into 10 main categories

1. Waste management
2. Energy management
3. Renewable energy
4. Water management
5. Healthy and typical food
6. Sustainable mobility
7. Noise
8. Cultural and environmental heritage
9. Accessibility
10. Communication

## VELE (SAILS) AND GUIDA BLU

Every year - since 2000 to 2015- Legambiente had made an evaluation of the Italian coastal municipalities to realize, in collaboration with the Touring Club, a tourist guide, the Guida Blu – Il mare più bello.

The evaluation ranges from 1 to 5 sails based on criteria established by Ambiente Italia, a consulting and certification company



## VELE (SAILS) AND GUIDA BLU

The criteria are

1. Conservati
2. Sustainabil
3. Bathing wa
4. Conservati
5. Accessibilit
6. Quality and
7. Certificatio

| LOCALITÀ                                                                                                                                                                                                                | REGIONE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                      |                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Roccella Jonica (RC)                                                                                                                                                                                                    | Calabria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                      |                                                                                                                                                                                                                                       |
| VALUTAZIONE                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                      |                                                                                                                                                                                                                                       |
| <br>S VELE                                                                                                                             |        |                                                                                                                                                                                                                      |                                                                                                                                                                                                                                       |
| <br>S VELE<br>A ciascun comune è assegnato un punteggio da 1 a 100, poi sintetizzato nell'assegnazione delle <b>vele</b> .             | <br>Lo stato di conservazione del territorio e del paesaggio di una località è indicato con i <b>petali</b>                                                                                                                                                                                                                                                                                                                                                                                                           | <br>Le <b>stelle</b> , da 1 a 5, indicano la qualità dell'accoglienza e la sostenibilità turistica della località                 | <br>Il simbolo con l' <b>onda</b> riguarda la pulizia del mare e delle spiagge, la presenza di spiagge libere etc.                                 |
| <br>Il <b>castello</b> contraddistingue le località che offrono luoghi di interesse storico-culturale, musei, siti archeologici etc. | <br>Questo simbolo indica la presenza di servizi per <b>disabili motori</b> .                                                                                                                                                                                                                                                                                                                                                                                                                                       | <br>Sono contrassegnati con questo simbolo i comuni che hanno promosso iniziative nel campo della <b>gestione sostenibile</b> . | <br>Questo simbolo indica la presenza di fondali particolarmente interessanti per chi pratica l' <b>attività subacquea</b> e di servizi a terra. |

quality

## VELE (SAILS) AND GUIDA BLU

How do we make

Each indicator

Ambiente Italia  
the website of

The local group  
the final score

The final ranking  
individual indicators

| Abruzzo              |    |      | Comuni esaminati: 12   |                                       |                 |     |               |                      |               |
|----------------------|----|------|------------------------|---------------------------------------|-----------------|-----|---------------|----------------------|---------------|
| Località             | PR | Vele | Paesaggio e Territorio | Accoglienza e Sostenibilità Turistica | Mare e Spiaggia | Sub | Oltre il mare | Servizi per Disabili | Sostenibilità |
| Rocca S. Giovanni    | CH | 4    |                        |                                       |                 |     |               |                      |               |
| San Vito Chietino    | CH | 3    |                        |                                       |                 |     |               |                      |               |
| Ortona               | CH | 3    |                        |                                       |                 |     |               |                      |               |
| Pineto               | TE | 3    |                        |                                       |                 |     |               |                      |               |
| Giulianova           | TE | 3    |                        |                                       |                 |     |               |                      |               |
| Torino di Sangro     | CH | 3    |                        |                                       |                 |     |               |                      |               |
| Vasto                | CH | 3    |                        |                                       |                 |     |               |                      |               |
| Roseto degli Abruzzi | TE | 3    |                        |                                       |                 |     |               |                      |               |
| Silvi                | TE | 2    |                        |                                       |                 |     |               |                      |               |
| Tortoreto            | TE | 2    |                        |                                       |                 |     |               |                      |               |
| Alba Adriatica       | TE | 2    |                        |                                       |                 |     |               |                      |               |
| Martinsicuro         | TE | 1    |                        |                                       |                 |     |               |                      |               |

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## VELE (SAILS) AND GUIDA BLU

In 2016 we thought that the evaluation of a single municipality and its beaches was not enough because tourists often move between various locations

We have therefore decided to apply the assessment to destinations that often, in Italy, have already been identified - as a territorial area - by regions or provinces

This pushed some municipality to improve their performance taking example from the more virtuous ones

<https://www.legambiente.it/guida-blu/2018>

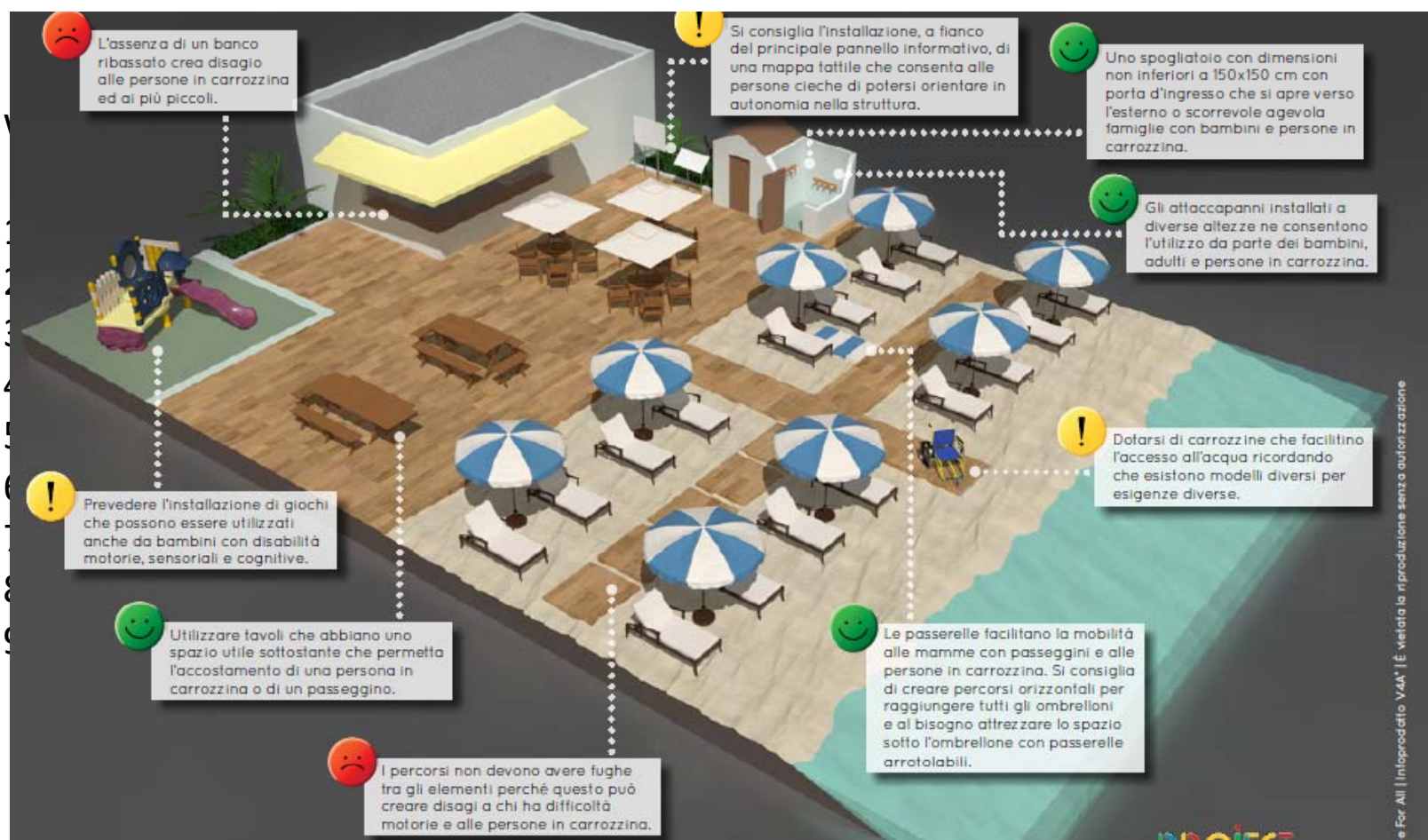
## The Sea for All

In 2018 we started a collaboration with Village4All an Italian consulting company working on the accessibility of accommodation facilities, beaches and tourist destinations

We have created an operating manual for beaches and pools that not only considers motor disability, but all types of disabilities, including food intolerances and temporary disabilities



## The Sea for All



## The Sea for All

V4All or Legambiente staff visit the beaches that request to be included among the accessible ones and evaluate the parameters included in the operating manual. At the end of the visit a descriptive sheet of the beaches is created and indications for improvement are provided to the owners.

This is not a certification but a way to provide information to those who have special needs so that they can find everything they need on holiday

It is also a way to educate people about diversity

# THANK YOU FOR YOU ATTENTION!

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[www.legambienteturismo.it](http://www.legambienteturismo.it)