

BLUE FLAG



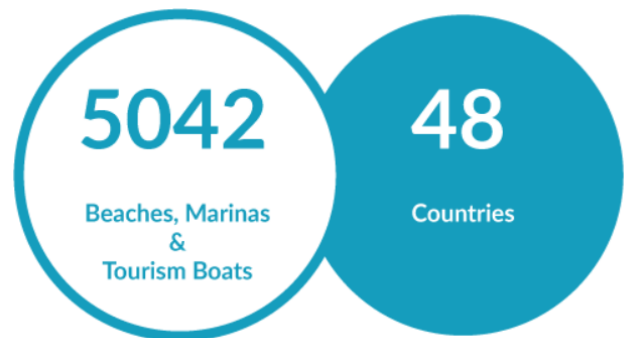
SUSTAINABLE DEVELOPMENT GOALS



WHAT IS BLUE FLAG?

On 25-27 September 2015, at the United Nations Headquarters in New York, the Heads of State, Government and High Representatives agreed upon the 17 Sustainable Development Goals (SDGs) for 2015-2030. They nominated 2015 as a landmark year for sustainability, as the transformative agenda for people-centered targets for the coming years is set to face contemporary global challenges. The economic, social and environmental dimensions of the SDGs seek to address poverty, hunger, disease, fear and violence, education, healthcare, social protection, sanitation, safety, sustainable habitats and energy.

Blue Flag is a world-renowned award trusted by millions around the globe. The mission is to promote and participate in environmental education programmes for the users of beaches, marinas and tourism boats in order to reduce the environmental footprint and commits to partnerships and collaborative action to promote the sustainable development of tourism. Blue Flag also campaigns against disparity, inequality, unemployment, health threats, depletion of natural resources, environmental threats, pollution and general environmental degradation. This document constitutes Blue Flag's engagement and contribution to the Sustainable Development Goals.



Blue Flag works in cooperation with the following partners:



Connections between Blue Flag and the Sustainable Development Goals

1 NO POVERTY



Blue Flag gives its contribution to fighting poverty by promoting free access to its beaches and services. The programme fosters the provision of equal rights for all human beings, giving the possibility to people from diverse backgrounds, as well as having different needs, to have equal access to basic services. It supports local green activities or initiatives related to education, health, sanitation and infrastructure. The Blue Flag programme creates job opportunities in the sustainable marine tourism, thereby contributing to the reduction of poverty.

2 ZERO HUNGER



Blue Flag promotes food security through several activities, such as supporting local sustainable fishing practices, and protecting fishery nursery habitats and ecosystems.

Awarded sites are encouraged to minimize food waste and overexploitation of natural resources, as well as to provide activities raising the awareness of children and adults, or helping to maintain and conserve valuable ecosystem services that constitute the basis for the livelihoods of many people and communities. These initiatives encourage sustainable development, benefit local agriculture, stimulate the economy, and ultimately, make a positive impact on ending poverty and hunger.

3 GOOD HEALTH AND WELL-BEING



Blue Flag's contribution to sustainable development has a positive effect on healthy living and well-being. The programme supports initiatives for sustainable, healthy community development and welfare in the local communities.

As part of the programme's requirements, tourists' awareness is raised through safety education activities organized by local site operators. One of the programme's objectives is for people to live in a salubrious environment to minimize illnesses, infections and contagious disease.

4 QUALITY EDUCATION



One of the main pillars of Blue Flag's programme is the provision of quality environmental education. Many initiatives launched by Blue Flag raise awareness on sustainable development in freshwater, marine areas and boats. The programme requires local authorities and site operators to organize several environmental education activities for the staff, for tourists, and for local communities.

Blue Flag strongly believes that an important way to raise awareness for sustainable and environmental issues is giving equal access for men and women to the learning and understanding of the principles of responsible tourism and sustainable development.

5 GENDER EQUALITY



Blue Flag is a non-political and non-religious programme. It involves in its programme women and man, regardless of age, race, gender, religion, or socio-economic status. It actively supports the employment and empowerment of women and local minorities in all positions, aiming at strengthening their involvement in society and their workplace.

6 CLEAN WATER AND SANITATION



The Blue Flag programme promotes sustainable development in freshwater and marine areas. It challenges local authorities, site operators and sustainable boating tourism operators to achieve high standards in water quality, environmental management, environmental education and information, safety and services. Several of its initiatives concern the monitoring of bathing water quality to prevent damages to bathers' health.

The programme promotes the increase of water-use efficiency as well as the capturing and re-using of rainwater. Blue Flag promotes water savings and clean water, minimizing the environmental footprint and the negative impacts on human health.

7 AFFORDABLE AND CLEAN ENERGY



Blue Flag promotes energy saving initiatives and innovative solutions to reduce consumption. Solar power installations, wind turbines and energy saving light bulbs are among the set of devices promoted by the programme and shared as inspirational best practices to be adopted across the network.

The programme asks sites to develop a sustainability policy in order to provide sustainable energy infrastructures and services. It encourages on-site energy production through photovoltaic panels and other technologies with the objective of reducing greenhouse gas emissions and accompanying awarded sites towards the decarbonization of the tourism sector.

8 DECENT WORK AND ECONOMIC GROWTH



The Blue Flag programme engages in the sustainable development of sites and their surrounding communities by promoting job creation and employment of local staff. Blue Flag addresses equitable employment and promotes inclusiveness through informing and engaging staff, guests, and local communities.

The programme aims also to favor sustainable tourism in the seaside areas, enhancing in this way full and productive employment and minimizing the environmental footprint. Therefore, Blue Flag contributes to the decoupling of economic growth from environmental degradation.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Blue Flag supports innovation within the areas of environmental management and awareness raising. The programme increases resource-use efficiency and fosters clean and environmental sound technologies. Blue Flag also actively promotes sustainable infrastructure within the areas of building and as part of awarded site operations.

10 REDUCED INEQUALITIES



Blue Flag's criteria are formulated to allow sites with different sizes, resource, and location to be eligible for the award. Through Blue Flag, sites in developing countries are encouraged to play an active part in the global economy. One of the Blue Flag's goals is to achieve equality by having services provided and accessible to all. Municipalities applying for the award, for example, need to make sure that at least one beach is accessible for people with disabilities or other impairments.

11 SUSTAINABLE CITIES AND COMMUNITIES



Blue Flag's local stakeholders such as municipalities, hotel managers or marina owners are required to provide safe and sustainable services for tourists to use. Blue Flag requires the construction and renovation of buildings to be carried out under an environmental management plan put in place before the start of the project and recommends the use of environmentally friendly products.

Through awareness raising, events, and campaigns, Blue Flag highlights the importance of tackling environmental issues with local communities and tourists to achieve global and sustainable human settlement through planning and management. Moreover, it actively pushes awarded sites to support and promote the establishment of local green transport infrastructure alternatives.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Blue Flag believes in the importance of providing the relevant information to tourists in order for them to understand and shift to sustainable patterns of consumption. The programme promotes initiatives to monitor development impacts for sustainable tourism, as the promotion of sustainable fisheries and environmental protection. In addition, it encourages sustainable management and efficient use of natural resources in marine areas.

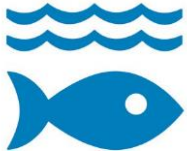
Blue Flag pushes awarded sites to generate and use clean, renewable and efficient energy, and to increase water-use efficiency through capturing and using rainwater among other best practices. Through several criteria sets, Blue Flag raises awareness about the need to save water and to keep it clean, minimizing one's environmental footprint and promoting sustainable practices. Various environmental education activities take place to increase knowledge about the circular economy and to promote practices such as, reducing, reusing, and recycling waste.

13 CLIMATE ACTION



The Blue Flag programme is characterized by its holistic approach, aiming at raising awareness on climate change and strategies in order to reduce the environmental footprint worldwide. The programme aims at encouraging sustainable tourism through the promotion of sustainable management at all levels and towards all kind of stakeholders: schools, businesses, public organisations, tourists, local communities, etc.

14 LIFE BELOW WATER



The Blue Flag programme promotes sustainable development in freshwater and marine areas. It challenges local authorities, beach operators and sustainable boating tourism operators to achieve high standards in water quality, environmental management, environmental education and information, safety and services. Several of its initiatives concern monitoring bathing water quality, conservation of biodiversity and coastal ecosystem, safeguarding swim.

The programme prevents and reduces marine pollution, minimizing the impacts of stakeholders on ocean acidification, and promoting the minimum release of chemical products in the aquatic environment. Moreover, Blue Flag supports green fishing communities, the protection of fishery nursery habitat, coral reefs, sea turtles and other endangered species.

15 LIFE ON LAND



Blue Flag stakeholders, through the promotion of sustainable tourism and sustainable environmental activities, develop programmes for the biodiversity conservation of the coastal marine area, especially regarding endangered species. The programme also encompasses the promotion of sustainable use of terrestrial ecosystem through nature-based solutions and recreation.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Blue Flag is a programme encouraging engagement in sustainable development and responsible tourism requiring accountability and promoting inclusiveness between stakeholders from different sectors at local, national, and international level. Blue Flag involves cooperation regardless of age, gender, religion and socio-economic status. It works towards peaceful and just societies, inclusive and accountable, with a strong presence of diverse groups, and encourages guests visiting the Blue Flag sites to be actively involved with sustainability activities and management.

17 PARTNERSHIPS FOR THE GOALS



Blue Flag's global profile involves cooperation and partnerships among multiple stakeholders from the public, private and NGO sectors. At the local level, the sites and tourists, suppliers and the local community are involved, while at the national and international level, NGOs, corporate partners, public authorities and ministries, UN entities and other partners are committed to sustainable tourism. Partnerships are crucial and instrumental in the sharing of knowledge, expertise, technology and financial resources to support the achievement of the Sustainable Development Goals.

BLUE FLAG IS PROUD TO WORK WITH CORPORATE PARTNERS WHO WISH TO MAKE A DIFFERENCE

Corporate partners are crucial to the global success enjoyed by the Foundation for Environmental Education (FEE) and its programmes. Working closely with environmentally conscientious organisations is a mutually beneficial arrangement that helps us to broaden our reach while affording our partners the chance to highlight on the world stage their education to environmental concerns.

FEE is lauded by UNESCO as the primary driver for Education to Sustainable Development (ESD), whilst Blue Flag is recognised by the United Nations World Tourism Organization as the only award in the tourism sector so far, achieving a critical mass while being financially independent and sustainable.

Benefits of becoming a corporate partner of Blue Flag:

Promotion - Being visible and promoted in 50 countries across 6 continents

Reputation - Being associated with the most renowned and well-respected award in marine and coastal management

Credibility - Proving to your partners and customers your dedication to environmental and social concerns

Engagement - Becoming an active part in change. Blue Flag attaches high importance to reciprocal partnerships where there is room for the needs and ideas of both parties



BLUE FLAG

Number of beaches and marinas

5,066

Number of countries

50



GREEN KEY

Number of establishments

3,700

Number of countries

60



ECO-SCHOOLS

Number of schools

59,000

Number of countries

74



LEARNING ABOUT FORESTS

Number of students

760,000

Number of countries

27



YOUNG REPORTERS FOR THE ENVIRONMENT

Number of reporters

495,393

Number of countries

43

If you are interested in becoming involved with the Blue Flag programme, please do not hesitate to contact us directly.

Johann Durand
International Blue Flag Director

E: johann@fee.global
T: +45 6124 8081

