



The Blue Flag Programme and its cooperation with Sail Training International

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The Blue Flag

International eco-label for beaches, marinas and sustainable boating tourism operators

4423

Beaches, Marinas
&
Eco-tourism Boats

45

Countries

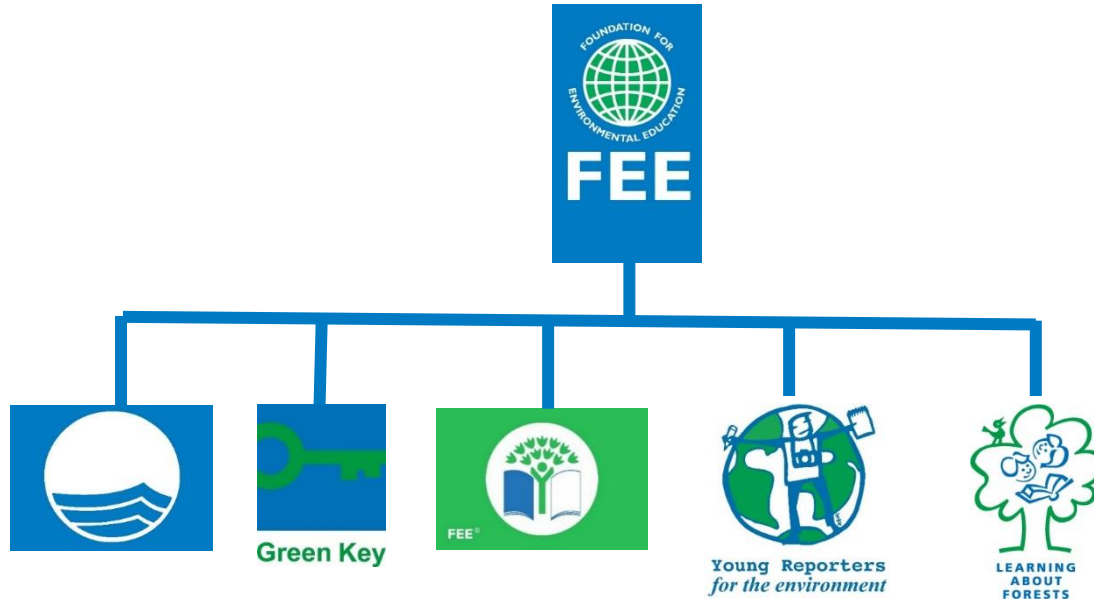


FEE



Foundation for Environmental Education

96 FEE members in 76 countries running 5 programmes:





The History of Blue Flag

1985: Blue Flag idea developed in France

1987: Blue Flag introduced in Europe with EU support

2001: Blue Flag Programme became international with South Africa

2004-2015: Blue Flag implemented in the Caribbean, Brazil, Canada, Morocco, Tunisia, New Zealand, Mexico, Israel, Japan, etc.

2016: First Blue Flag Sustainable Boating Tourism Operators (SBTO) awarded : 31 boats flying the Blue Flag in 4 countries

2017: Growth of SBTO awarded both in numbers and in amount of participating countries: 72 boats flying the Blue Flag in 9 countries

2017: Implementation of the programme in Colombia, India, Finland, United States, South Korea, United Arab Emirates





Blue Flag application procedure



File an application form with all relevant documentation



Send it to the National Operator



Wait for the evaluation and decision of the International Jury



Let the National Jury evaluate and forward the sites to the International Jury



When you pass the evaluation, get ready to receive your Blue Flag !





Good incentive for beach/marina/eco-tourism boats managers

The eco-label rewards the effort of the management team



Survey conducted with 1151 Blue Flag managers worldwide

Economic benefits

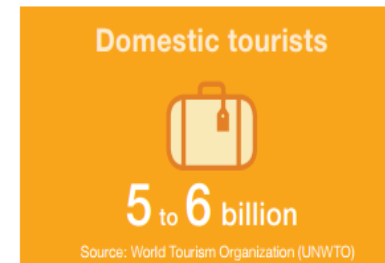
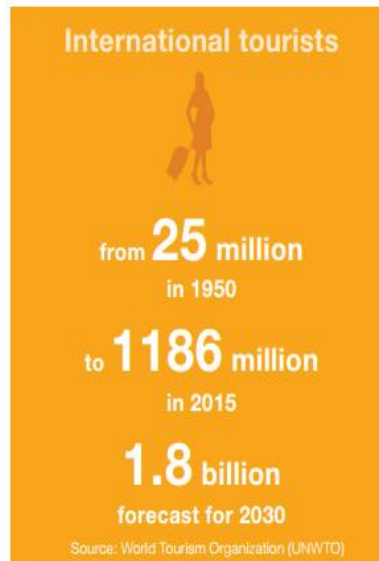
80% of respondents said that having or aiming to have Blue Flag supports improvements in/ decisions of the municipality or community

95% of respondents said they would recommend Blue Flag to other beach/marina managers





Tourism Key figures



SOURCE: UNWTO Tourism Highlights, 2016 edition

Coastal and Maritime Tourism

Largest maritime economy in Europe

- Employs almost **3.2 million** people
- Generating **€ 183 billion** in gross value added
- **One third of the maritime economy**

SOURCE: A European Strategy for more growth and Jobs in Coastal and Maritime Tourism



The development of the SBTO criteria

Criteria based on:

- Existing Blue Flag criteria for beaches and marinas
- Blue Flag code of conduct for whale watching boats
- National and international legislation and guidelines for different activities
- Recommendations from tour operators
- Experts advice: Boating Industry experts, World Cetacean Alliance, United Nations Environmental Programme, World Tourism Organisation, International Union for Conservation of Nature





Blue Flag scheme for Sail Training Ships

Voluntary scheme created in 2010: Captains sign a code of conduct and receive the Blue Flag pennant in recognition for their pledge.

Since then, many STI boats have signed up for the scheme (58 in 2017)

Now Blue Flag has evolved and is awarding eco-tourism boats

➔ We propose to take our partnership to the next stage, and award the Blue Flag to the STI boats, under the Sustainable Boating Tourism Operator award.

➔ Pennant is different than BF Award : we want to challenge the STI boats to go further





Our new Sustainable Boating Tourism Operators Criteria

5 Main criteria categories:

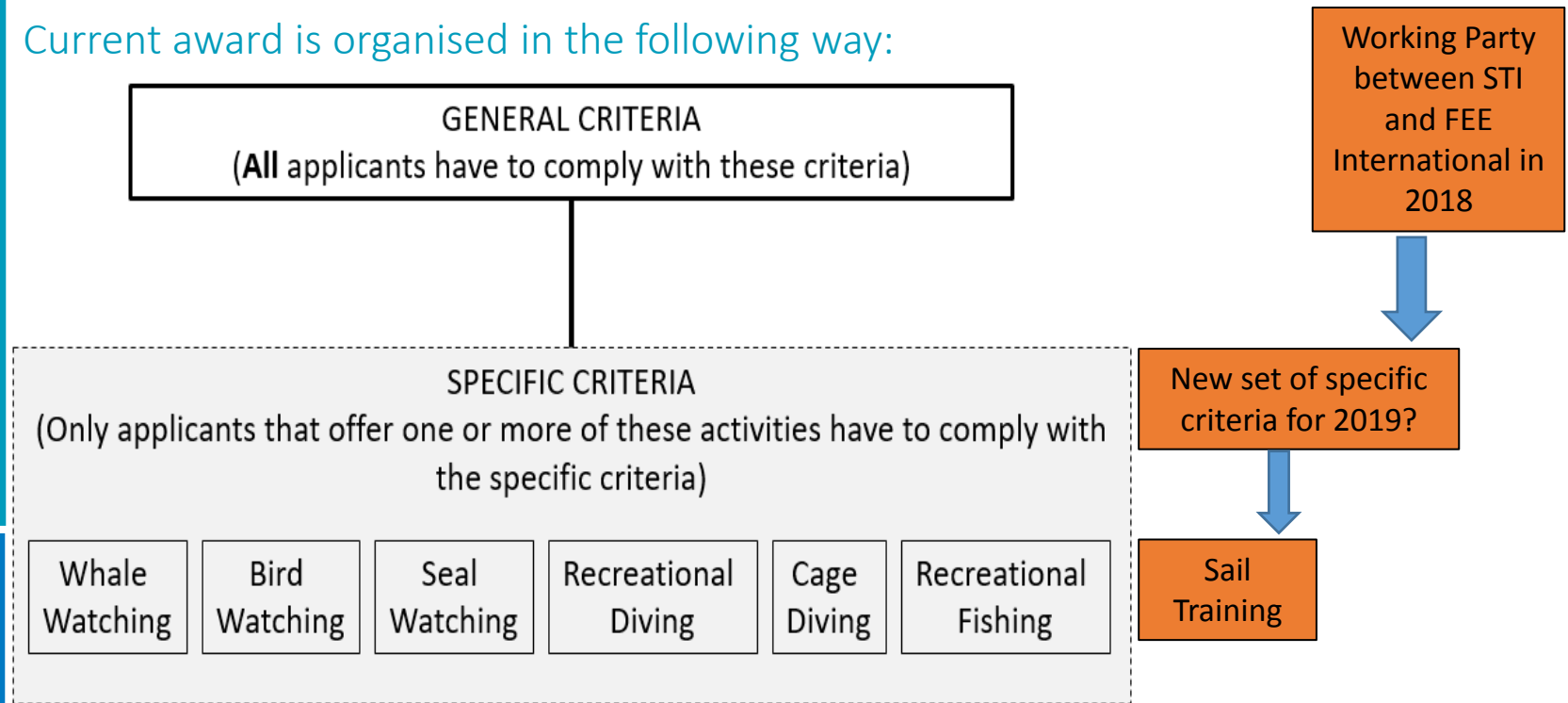
- Environmental Education and Information
- Environmental Management
- Safety and Services
- Social Responsibility
- Responsible Operation around wild animals





Our new Sustainable Boating Tourism Operators Criteria

Current award is organised in the following way:





Our joint actions with STI in 2018

We wish to create a relationship between the hosting ports of STI's races and the National Blue Flag Operator of these countries.

- ➔ STI and hosting ports in relation with the National Operators of the future STI Races 2018 and 2019.
- ➔ Blue Flag National Operators and FEE members to organise joint activities with the hosting ports and STI-Blue Flag ships in 2018, as pilot year
- ➔ Blue Flag International to work on activities guides and best practices to share with all future participating hosting ports and FEE network: how to involve FEE youth in the STI Races, through programmes such as YRE, Eco-Schools and LEAF





Partnerships

Our corporate partners



Our sponsors





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