

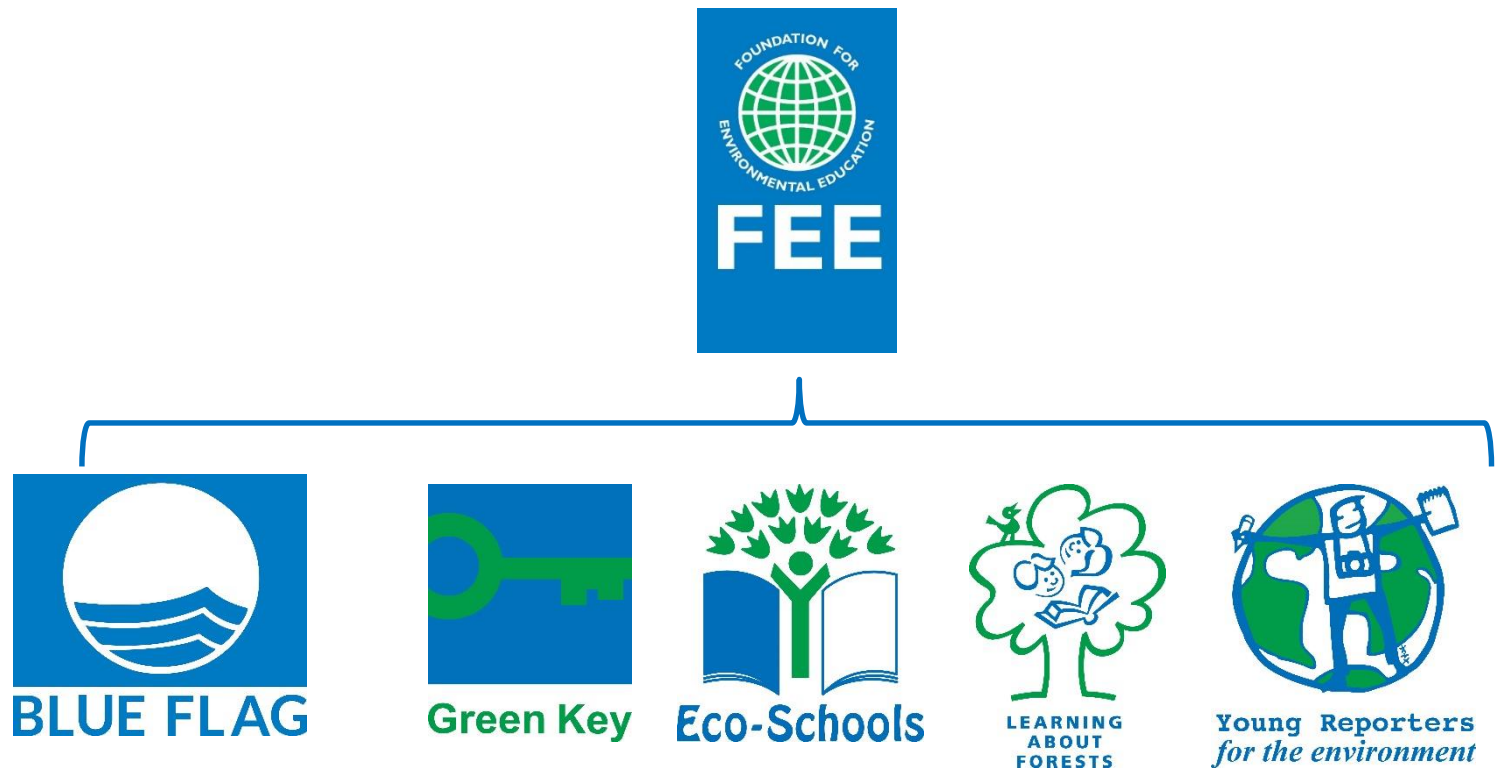
Blue Flag

- A world-renowned eco-label trusted by millions around the globe



Who are we?

- A non-profit, non-governmental, non-political and non-religious organisation
- Promoting Sustainable Development through Environmental Education worldwide
- An umbrella organisation with one member organisation in each country
- Five Environmental Education Programmes:



What is Blue Flag?

International voluntary certification
Framework for sustainability in the public
& private sector



Beaches



Marinas



Tourism Boats

Sail Training Vessels in 2020

Blue Flag Criteria

Environmental Education and Information



Environmental Management



Water Quality



Safety, Services and Accessibility



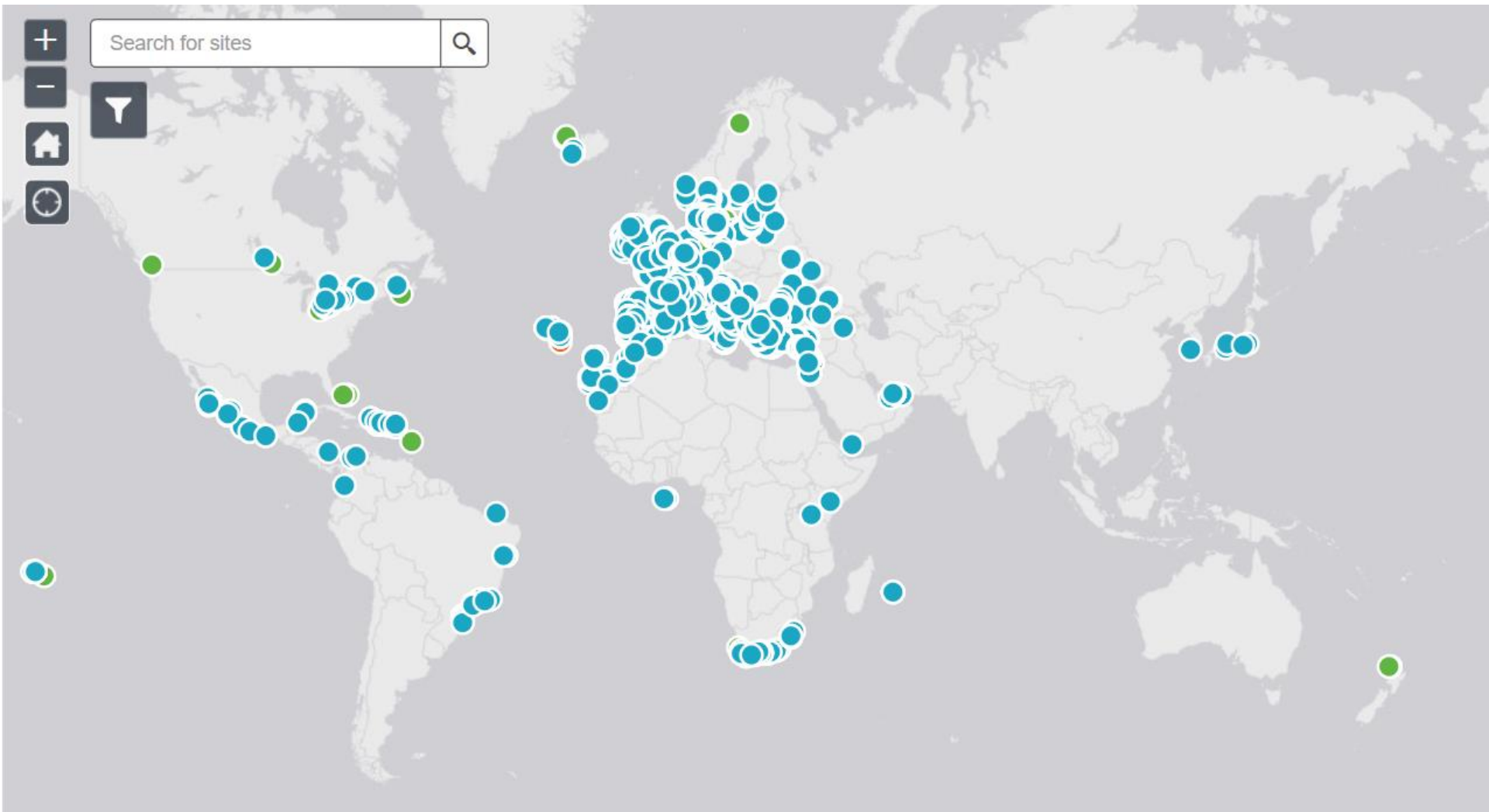
Social Responsibility



Responsible Operation around Wildlife



Blue Flag worldwide



● BEACHES ● MARINAS ● BOATS

Blue Flag beaches... far North!

In Summer, over 7 million visitors come every day on Blue Flag's beaches, to experience nature at its best.



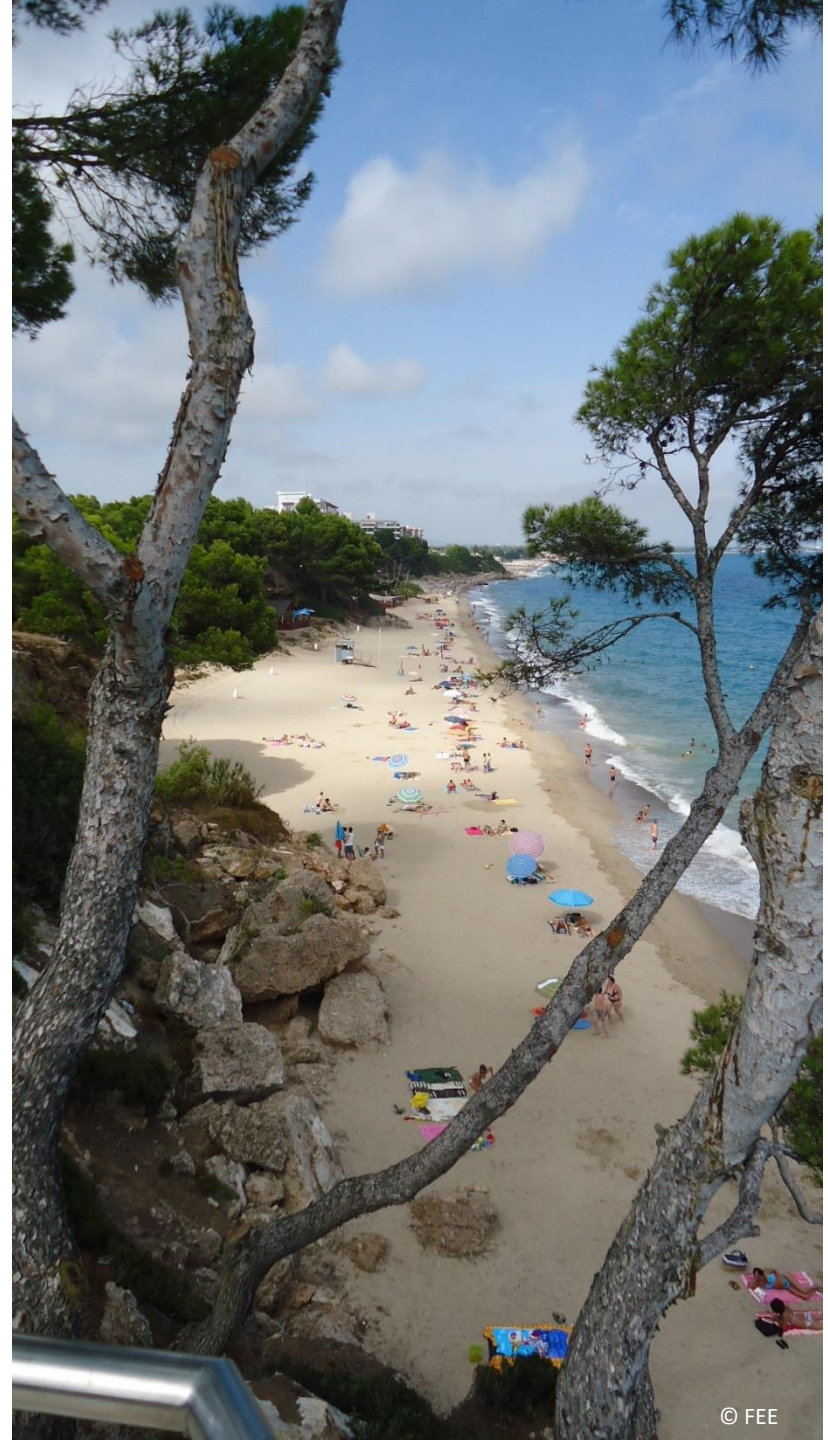
Blue Flag beaches... far South!

“The Blue Flag is a gold standard for the best beaches” (Keep Wales Tidy, Public Survey, 2017)



“I think it’s a mark of quality. It’s reassuring for families particularly when their young children are swimming in the water” (Keep Wales Tidy, Public Survey, 2017)





Accessible beaches for all





BLUE FLAG

Environmental Education activities



In 2018, we have reached 160,000 people who took part in one of our worldwide education activities



Environmental Education Centers

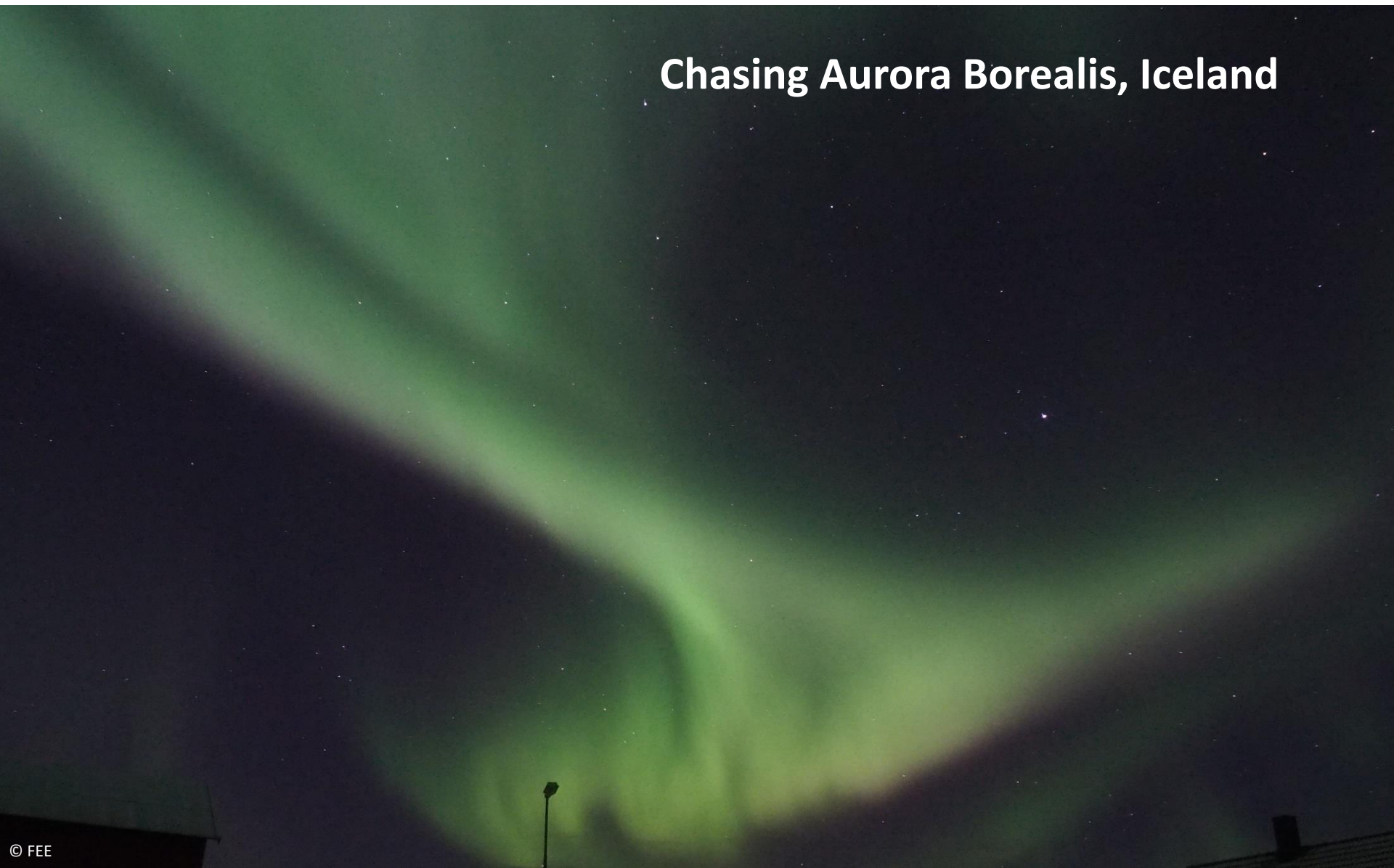


Excellent network of Blue Flag marinas



Blue Flag on boats... far North!

Chasing Aurora Borealis, Iceland



Whale watching above the arctic circle...





BLUE FLAG

© FEE

Whale watching in the Southern hemisphere...



Great white shark cage diving ...



Dolphin watching



Why trust Blue Flag?

- ✓ We promote full transparency – all criteria and processes available to the public.
- ✓ We have a yearly awarding process and continuous check processes
- ✓ The members of the international jury are all part of worldwide trusted organisations such as:



Blue Flag in the UK - 120 beaches

- ✓ England
- ✓ Wales
- ✓ Northern Ireland



Future of Bathing Waters

- ✓ Blue Flag based on EU Directive and WHO recommendations
- ✓ Impact of Brexit on monitoring in the UK



Thank you very much for your attention!



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