



Blue Flag



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The 'Blue Flag' is a certification that can be obtained by a beach, marina, or sustainable boating tourism operator, and serves as an eco-label. The certification is awarded by the Denmark-based non-profit Foundation for Environmental Education (FEE), which sets stringent environmental, educational, safety-related and access-related criteria that applicants must meet and maintain. It is awarded annually to beaches and marinas in FEE member countries.

The Blue Flag programme was started in France in 1985 by the Foundation for Environmental Education in Europe. At first it began as a pilot scheme where French coastal municipalities were awarded the Blue Flag on the basis of criteria covering sewage treatment and bathing water quality. From 2001, non-european national organizations, also became its members.

The mission of Blue Flag is to promote sustainability in the tourism sector, through environmental education, environmental protection and other sustainable development practices. Blue Flag also campaigns against disparity, inequality, unemployment, health threats, and depletion of natural resources, environmental threats, pollution and general environmental degradation.



INDIAN BEACHES AMONGST THE WORLD'S BEST

1st Country to Be Awarded Blue Flag Certification for 8 Beaches in a Single Attempt



Blue Flag is awarded to the cleanest, safest & environment-friendly beaches of the world

New 'Blue Flag' beaches of India are:

1 Shivrajpur (Dwarka-Gujarat)	5 Kappad (Kerala)
2 Ghoghla (Diu)	6 Rushikonda (Andhra Pradesh)
3 Kasarkod (Karnataka)	7 Golden (Puri-Odisha)
4 Padubidri (Karnataka)	8 Radhanagar (A&N* Islands)

*Andaman and Nicobar

Blue Flag Beach Criteria

Education

Central to the ideals of the Blue Flag programme is the aim of connecting the public with their surroundings and encouraging them to learn more about their environment.

Information

Informing visitors about the site they are visiting is an essential part of the Blue Flag programme. This allows people to easily navigate the area and to learn a little more about the indigenous flora and fauna.

Monitoring

Stringent criteria and regular spot checks help to encourage compliance of Blue Flag sites, which are also subject to comprehensive control visits.



Management

Appropriate local organizations are selected to implement and enforce the necessary criteria with a view to ensuring a consistency of the standards which make the Blue Flag award so trustworthy and valuable.

Safety

Owners/operators of Blue Flag sites must agree to ensure that safety measures are in place at all times, so that the staff, public and environment remain safe.

The Foundation for Environmental Education, has agreed upon the following eight Educational Principles to guide the work towards excellence in Environmental Education/ Education for Sustainable Development:

1. Ensure that participants are engaged in the learning/ teaching process
2. Empower participants to take informed decisions and actions on real life sustainability issues
3. Encourage participants to work together actively and involve their communities in collaborative solutions
4. Support participants to examine their assumptions, knowledge and experiences, in order to develop critical thinking and to be open to change
5. Encourage participants to be aware of cultural practices as an integral part of sustainability issues
6. Encourage participants to share inspirational stories of their achievements, failures and values, to learn from them and to support each other
7. Continuously explore, test and share innovative approaches, methodologies and techniques
8. Ensure that continuous improvements through monitoring and evaluation are central to our programmes



Blue Flag engages with and contributes to the Sustainable Development Goals for Beach, Marina and Tourism Boats. 4820 beaches, marines & boats have been certified with blue flag. And around 49 countries have participated in the programme.

The beaches to get the Blue Flag tag are selected by an eminent international jury which comprises members of the UN Environment Programme, UN World Tourism Organization, Foundation for Environmental Education and IUCN.

Eight beaches in India have been awarded the coveted 'Blue Flag' certification. The beaches selected for the certification are: Kappad (Kerala), Shivrajpur (Gujarat), Ghoghla (Diu), Kasarkod and Padubidri (Karnataka), Rushikonda (Andhra Pradesh), Golden (Odisha) and Radhanagar (Andaman & Nicobar Islands).

SDG and Blue Flag criteria for Beaches :

<https://static1.squarespace.com/static/55371ebde4b0e49a1e2ee9f6/t/5f6b1bd16f5670555c685e74/1600855002847/Blue+Flag+criteria+and+the+SDGs+-+Beach.pdf>

SDG and Blue Flag criteria for Marina :

<https://static1.squarespace.com/static/55371ebde4b0e49a1e2ee9f6/t/5f6b1da9d8ec0b6862677526/1600855468326/Blue+Flag+criteria+and+the+SDGs+-+Marina.pdf>

SDG and Blue Flag criteria for Tourism Boats :

<https://static1.squarespace.com/static/55371ebde4b0e49a1e2ee9f6/t/5f6b23bfce397971ce404b2c/1600857026018/Blue+Flag+criteria+and+the+SDGs+-+Tourism+boat.pdf>

Source: <https://indianexpress.com/article/explained/explained-what-is-the-blue-flag-certification-awarded-to-eight-indian-beaches-6722252/>
<https://www.blueflag.global/>



Did you know?

The Blue Flag was originally a symbol of an environmental awareness initiative in which French schoolchildren were invited to write a message and put it in a plastic bottle along with their names and the name of their nearest beach. These bottles were then collected by the French military and flown out to sea where they were dropped!

The idea was that the messages would drift back to shore where they would land at different points along the coast to where they originated, thereby highlighting the problem of dumping litter into the world's oceans and the impact that this has not just locally, but for communities miles away too. Unfortunately for the school children, very few of the bottle were ever seen again...but in a roundabout way this initiative led to the formulation of the Blue Flag: so thanks kids!



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