



# BLUE FLAG U.S.A.



## Why the US needs a Blue Flag program:

### What is the Blue Flag beach program?

Blue Flag is an international certification program for beaches (as well as marinas and tourism boats) promoting environmental education and information; environmental management; safety and services; social responsibility; and responsible tourism in 44 countries with over 4,500 sites. ASBPA's initial implementation will focus on beaches and integrate marina and tourism boat certifications at a later time.

### Who will run it?

Founded in 1926, the **American Shore and Beach Preservation Association** is a 501(c)3 nonprofit that advocates for healthy coastlines by promoting the integration of science policies and actions that maintain, protect, and enhance the coasts of America. We bring together coastal communities, industry, academics and individuals on the four US coasts - Atlantic, Gulf, Pacific, and Great Lakes.

### Why ASBPA?

ASBPA is considering becoming the US operator because:

- Our members are coastal professionals
- ASBPA's coastal values align with the management principles of the Blue Flag program
- We have outreach capacity on all four coasts and membership in every coastal state
- We have experience in beach certification through our Best Restored Beaches Award

### How to get involved!



#### Promote

- Promote the Blue Flag Beach Program to members and/or public



#### Partner

- Review US Criteria for Certification
- Serve on the National Jury



#### Fund

- Fund the Blue Flag US launch



Certification & recognition for good beach and coastal management.



Allows for better marketing to eco-conscious and international tourists.



Provides guidance for beaches seeking to provide services and improve environmental-management.



Minor changes to already sustainably managed beaches will bring compliance and the benefit of the Blue Flag brand.



Advocating for healthy coastlines



asbpa.org

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