



World Summit on Accessible Tourism

Destinations for All

Brussels 1-2 October 2018



Promoting accessibility for all on coastline destinations

Johann Durand (Blue Flag International)

Foundation for Environmental Education (FEE)

- A non-profit, non-governmental organisation
- Promoting Sustainable Development through Environmental Education worldwide
- Five environmental education programmes:



What is Blue Flag?

A very good tourism product...



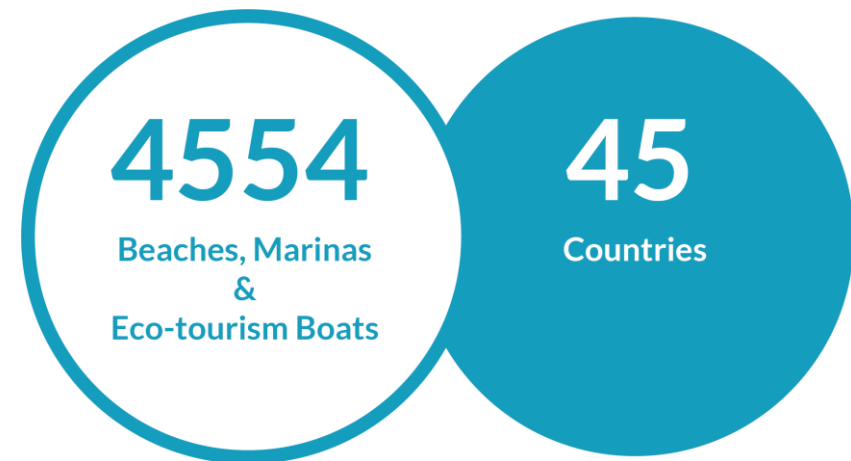
What is Blue Flag?

...but in essence an environmental education programme



What is Blue Flag?

- Framework for sustainability in the public & private sector
- Third-party verification for excellence in sustainability practice
→ annual award-renewal



What is Blue Flag?

International voluntary eco-label



Beaches



Marinas



Boating Tourism Operators

Awarded Blue Flag sites



Implementing Accessibility



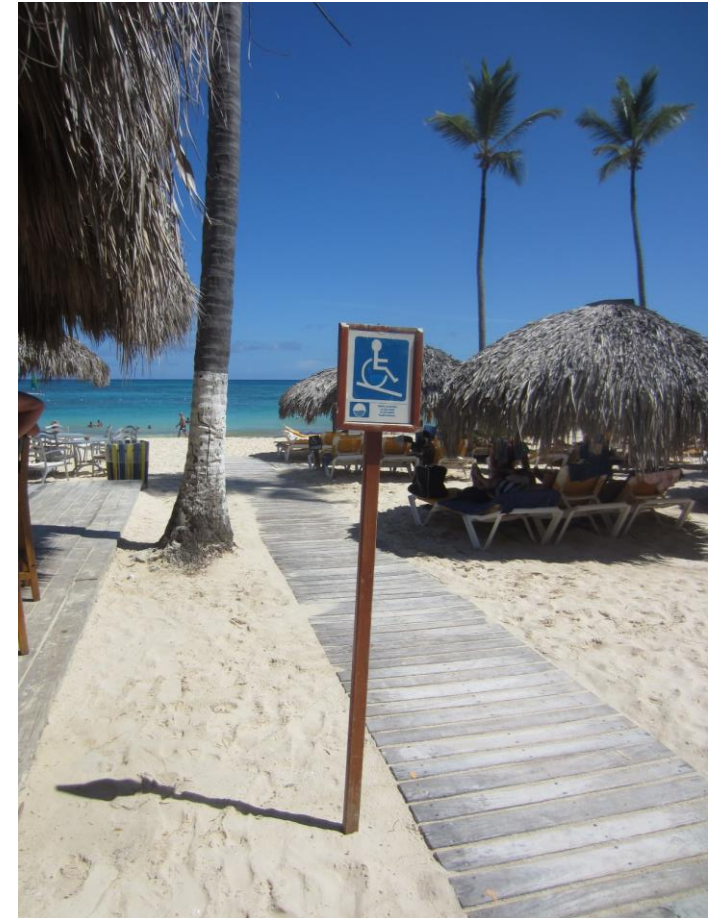
Imperative Criteria

Requirements:

- A minimum of one beach per Blue Flag municipality

National regulations compliance

With access to: the beach, surrounding buildings
and restroom facilities



Implementing Accessibility



International Jury member

- Ensuring universal accessibility and inclusive tourism opportunities for all visitors
- Contributing its expertise on accessibility policies, standards and best practice.



Implementing Accessibility

Best Practices

Experiences for people with limited mobility

- Spain



Implementing Accessibility



Best Practices

Blue Flag processes

- Dominican Republic
 - All Blue Flag beaches must have facilities for people with disabilities
 - National Council for Disability (CONAIDS) in National Jury
 - Blue Flag incentive to invest in facilities for people with disabilities



Implementing Accessibility



Best Practices

Public - Private partnership

- South Africa

WESSA, National Council for People with Disabilities and Ford Motor

Company Fund donated four amphibian wheelchairs to Cape Town Municipality, Overstrand, Bitou and Kouga.



Implementing Accessibility



Best Practices

Blue Flag local communities

- Canada
 - Burlington Blue Flag marina
 - Able Sail organisation
a disabled sailing program open to any person of any age (7 and up) with a physical or cognitive disability.



Implementing Accessibility



- Implementation in new countries

- Colombia
- Chile
- Finland
- India
- South Korea
- And more...



Blue Flag's Partners

Corporate Partners



Institutional Partners

- European Environment Agency (EEA)
- European Network for Accessible Tourism (ENAT)
- The Coastal & Marine Union (EUCC)
- International Council of Marine Industry Associations (ICOMIA)
- International Lifesaving Federation (ILS)
- International Union for Conservation of Nature (IUCN)
- UN Environment Programme (UNEP)
- World Tourism Organisation (UNWTO)
- World Cetacean Alliance (WCA)

Thank you very much for your attention!



www.blueflag.global