

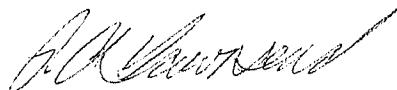


PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

BRIEFING FORM

SUBMITTED TO: Environment and Sustainability Standing Committee

DIRECTOR'S APPROVAL:


 A handwritten signature in black ink, appearing to read "P. W. [illegible]".

DATE OF MEETING: June 2, 2011

SUBJECT: Blue Flag Beach Update

ORIGIN

March 3, 2011, Environment and Sustainability Standing Committee: Blue Flag Beaches

RECOMMENDATION/ DECISION REQUIRED

(NONE REQUIRED IN THIS CASE INFORMATION ONLY)

BACKGROUND

The March 3, 2011 report to this Committee informed its members about the Blue Flag beach certification program and HRM's intent to certify one beach for evaluation purposes and to report on the ensuing experience.

HRM submitted a Feasibility Study Application for Birch Cove Beach (on Lake Banook) during the week of May 9 (see Attachment 1).

Staff attended a Blue Flag conference in Toronto on May 6 and gained some key insights into the administration, marketability and benefits of the Blue Flag program for environmental sustainability, community engagement and tourism, among others. The agenda, leadoff presentation and selected handouts from this event are provided in Attachment 2.

HRM has learned that the Waterfront Development Corporation Limited (WDCL) has also expressed interest in the Blue Flag certification program for a marina. Staff will be consulting with WDCL to determine how we can mutually support our respective efforts.

ALTERNATIVES AND ASSOCIATED RISKS

None identified

IMPACT/BENEFITS:

The benefit of achieving Blue Flag Beach certification includes:

- Economic Value
- Ecological Value
- Social Value

COMMUNICATION ISSUES/OPPORTUNITIES:

This initiative will provide marketing and positive communication opportunities.

ATTACHMENTS:

Attachment 1 – Blue Flag Feasibility Study Application

Attachment 2 – May 6 Conference Agenda, Environmental Defence presentation & Conference Materials

KEY STAFF CONTACT: Cameron Deacoff, Environmental Performance Officer, 490-1926



Blue Flag Canada
www.BlueFlag.ca

A program of
ENVIRONMENTAL DEFENCE

Blue Flag Feasibility Study Application

Municipality/Community

Name of the Municipality or Private Owner: Halifax Regional Municipality

Mailing Address: PO 1749, Halifax, NS B3J 3A5

Region: Halifax

Community: Dartmouth

Telephone: 902.490.1926 *Fax:* 902.490.5862

Email and Web site: deacofc@halifax.ca www.halifax.ca

No. of permanent inhabitants in the municipality/community: 372,858 (2006 census)

No. of inhabitants in the municipality/community during the peak season: 372,858

Beach(es)

How many beaches are there at the municipality/community or how beaches do you own?
HRM manages 24 beaches each summer.

How many beaches are applying for Blue Flag certification? One

Name of beach(es) applying for Blue Flag certification: Birch Cove Beach

Estimated maximum number of visitors to the beach per day:

Six hundred and forty-six (646) - 2010 maximum

Estimated average number of visitors to the beach per day:

Two hundred and thirty-seven (237) - 2010 average

Contact Information

Contact Person – responsible for beach management:

Name1: Rob Mullan

Title: Superintendent, Municipal Operations

Tel: 902.490.5819

E-mail: mullanr@halifax.ca

Name2: Jennifer Nagle

Title: Aquatic Resource Specialist, Aquatic Services

Tel: 902.490.4515

E-mail: naglej@halifax.ca

Contact Person – responsible during holidays:

Name1:

Tel:

E-mail:

The remainder of the application addresses the criteria used to evaluate the application in question and answer format. Questions are derived from the list of criteria on the Blue Flag Canada web site at: www.BlueFlag.ca

There are a total of 29 criteria under the Blue Flag program of which 23 imperative and 4 guideline criteria are applicable to Canadian beaches. Imperative criteria must be met in order to receive the Blue Flag award. Guideline criteria are recommended, but not mandatory.

Please note that

To select Yes or No, double-click on the . Then click Checked under Default value.

After one of Yes or No has been selected, it is not necessary to provide further information with each question. However, you may wish to use the space to point out, for example, that

- while a particular criteria is not met at this time, implementing the criteria is feasible,
- implementing a particular criteria does not appear feasible,
- it's unclear whether your current arrangement satisfies the criteria. Use this space to describe the current arrangement.

1. Is information relating to coastal zone ecosystems and natural, sensitive areas in the coastal zone displayed? (Imperative Criterion)

Yes
 No

(optional) Further information:

This information will be developed and displayed

2. Is water quality information publicly displayed? (Imperative Criterion)

Yes
 No

(optional) Further information:

This information will be displayed

Note: This imperative criterion takes effect when the Blue Flag is awarded.

3. Is information about the Blue Flag campaign displayed? (Imperative Criterion)

No Information about the Blue Flag campaign will be displayed when the Blue Flag is awarded.

(optional) Further information:

4. Is a beach area code of conduct displayed? (Imperative Criterion)

Yes
 No

(optional) Further information:

Are laws governing beach use easily available to the public upon request? (Imperative Criterion)

Yes
 No

(optional) Further information:

Relevant guidelines and policies will be made available online
and in print on request.

Note: The Municipality/Community must be prepared to describe their plans to offer five environmental activities prior to the Blue Flag being awarded.

5. Are a minimum of five environmental activities offered? (Imperative Criterion)

- Yes See five activities described below
- No But five planned activities are described below
- No Five planned activities to be provided at a later date

(optional) Further information:

Water Quality

6. Are at least 80% of the beach's daily geometric mean of the sample results within the Blue Flag standard of 100 E. coli/100 mL for freshwater beaches and 35 Faecal enterococci per 100mL for marine (salt water) beaches? (Imperative Criterion)

- Yes
- No

(optional) Further information:

HRM to consult with Environmental Defence to determine sampling requirements.

Does the beach comply with all other requirements (i.e. physical chemical parameters) of the national or provincial recreational water quality guidelines, in particular, the Guidelines for Canadian Recreational Water Quality (Imperative Criterion)

- Yes
- No

(optional) Further information:

7. Do industrial or sewage related discharges affect beach area? (Imperative Criterion)

- Yes
- No

(optional) Further information:

There are no industrial or sewage discharges to the lake.

8. Monitoring on the health of coral reefs located in the vicinity of the beach

This criterion is not applicable in Canada

9. Do you comply with requirements for sewage and effluent quality? (Guideline Criterion)

- Yes
 No

(optional) Further information:

Not applicable

10. Is algae or other vegetation left to decay on the beach unless it constitutes a nuisance?
(Imperative Criterion)

- Yes
 No

(optional) Further information:

Environmental Management

11. Is a beach management committee in charge of instituting environmental management systems and conducting regular environmental audits of the beach facility? (Guideline Criterion)

- Yes
 No

(optional) Further information:

An existing committee will be tasked with this role.

12. Does the beach comply with all regulations affecting the location and operation of the beach (coastal zone planning and environmental legislation)? (Imperative Criterion)

- Yes
 No

(optional) Further information:

13. Is the beach cleaned regularly? (Imperative Criterion)

- Yes
 No

(optional) Further information:

14. Are waste disposal bins/receptacles available on/by the beach in adequate numbers and regularly maintained and emptied? (Imperative Criterion)

- Yes
 No

(optional) Further information:

15. Are facilities for receiving recyclable waste materials available on/by the beach? (Imperative Criterion)

- Yes
 No

(optional) Further information:

These facilities will be made available.

16. Are adequate and clean sanitary facilities with controlled sewage disposal available? (Imperative Criterion)

- Yes
 No

(optional) Further information:

17. Is camping, driving and dumping of waste on beach prohibited? (Imperative Criterion)

- Yes
 No

(optional) Further information:

18. Are regulations concerning dogs and other domestic animals on the beach strictly enforced? (Imperative Criterion)

Yes

No

(optional) Further information:

19. Are all buildings and equipment on the beach properly maintained? (Imperative Criterion)

Yes

No

(optional) Further information:

20. Is a sustainable means of transportation promoted in the beach area? (Guideline Criterion)

Yes

No

(optional) Further information:

Promotion will be made part of on-site signage.

Safety and Services

21. Are there an adequate number of lifeguards and/or lifesaving equipment available at the beach? (Imperative Criterion)

Yes

No

(optional) Further information:

22. Is first aid equipment available on the beach? (Imperative Criterion)

Yes

No

(optional) Further information:

Lifeguards have the first aid equipment during service hours.

23. Are different users and uses of the beach properly managed so as to prevent conflicts and accidents? (Imperative Criterion)

- Yes
 No

(optional) Further information:

24. Are emergency plans to cope with pollution safety risks in place? (Imperative Criterion)

- Yes
 No

(optional) Further information:

25. Is there safe access to the beach? (Imperative Criterion)

- Yes
 No

(optional) Further information:

26. The beach area must be patrolled

This Criterion is not applicable in Canada

27. Is there a supply of potable drinking water available on the beach? (Guideline Criterion)

- Yes
 No

(optional) Further information:

Note: Access to the beach does not mean access to the water

28. Does at least one beach have handicap facilities, granting barrier-free access to the beach, surrounding buildings, and the toilets?(Imperative Criterion)

- Yes
 No

(optional) Further information:

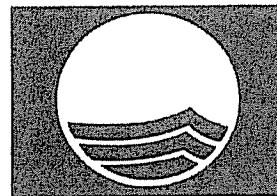
29. Is a map of the beach displayed that indicates different facilities and services?(Imperative Criterion)

- Yes
 No

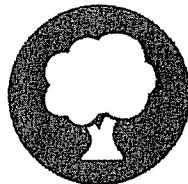
(optional) Further information:

This map will be part of the signage to be designed & installed.

Swimming in Safe Waters
 Room 303, Metro Hall, 55 John St.
 Friday, May 6th, 2011



Time	Topic	Presenter
8:30 - 9:00	Coffee	
9:00 – 10:00	Welcome	
	About Environmental Defence and Blue Flag Canada	Sarah Winterton
	Blue Flag 2011 Initiatives	Aidan Grove-White
	The Newest Blue Flag Beach: Bluffer's Story	Mahesh Patel (Toronto Public Health)
10:00 - 10:15	Break	
10:15 – 12:15	Safety and Safety Assessments	Michael Shane (Lifesaving Society)
	Orientation poles	Bob Huybrechts (Innovation Initiative Co-operative)
	Keynote: Communicating Water Quality	Ian Capstick (Media Style)
	Bayfield's Story	Natan Somer (Huron County Health Unit)
	Workshop and report out	All
12:15 - 1:15	Lunch	

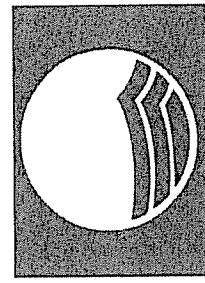


**environmental
defence**
INSPIRING CHANGE

	Time	Topic	Presenter
	1:15 – 3:00	Leverage tourism for community development	Sonya Graci (Ted Rogers School of Hospitality and Tourism Management)
		Linking Blue Flag to tourism	Jacqueline Kuéhnel (JK Consulting)
		Social media strategies	Ian Capstick
		Workshop and report out	All
3:00 - 3:15		Break	
	3:15 – 4:30	Grand Bend's Story: Blue Flag and Community Engagement	Peggy Van Mierlo-West (Lambton Shores)
		Bluewater's Story: Blue Flag and Community Planning	Tyler Hessel (Councillor Bluewater)
		Wrap-Up	Sarah Winterton
	5:00 - 7:00	From Water to Wine Barefoot Wine and Bubbly Networking Event	Rodney's 469 King Street West Toronto, ON M5V 1K4 (416) 363-8105

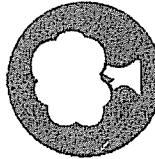
Blue Flag Canada

Swimming in Safe Waters
Expanding Communications
Strategies
On Water Quality and Beach Safety



Friday, May 6th, 2011

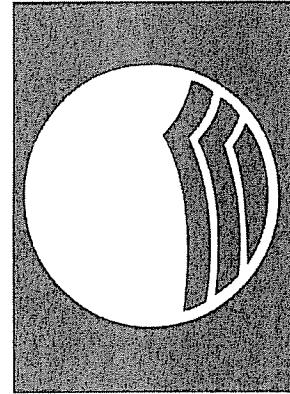
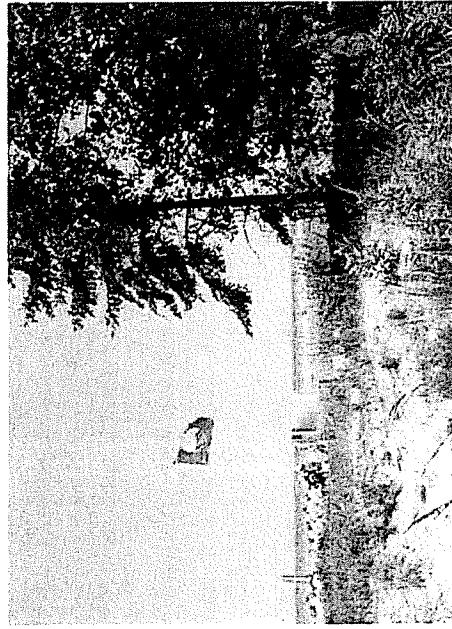
environmental
defence
INSPIRING CHANGE



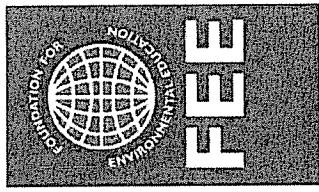
What is Blue Flag?

A highly respected international eco-label awarded annually to beaches and marinas that meet criteria covering:

- water quality
- environmental education
- environmental management
- safety & services



Who is Blue Flag?

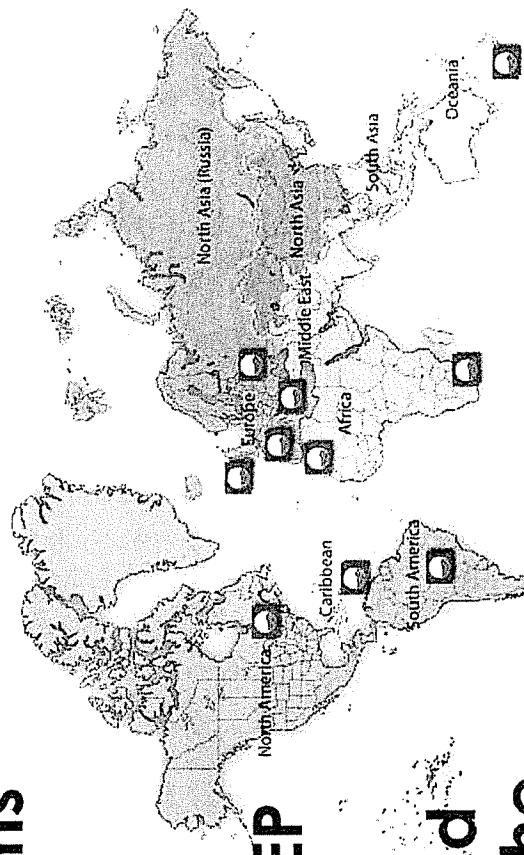


- Owned and run by the Foundation for Environmental Education (FEE).
- Operated in Canada by Environmental Defence
- Communities and local organizations

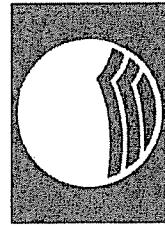


The International Blue Flag Program

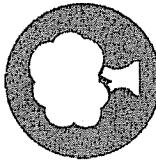
- Blue Flag programs in 41 countries
- Recognized and promoted by UNEP and UNWTO
- 3450 beaches and marinas around the world awarded in 2010



Europe, Caribbean, Morocco,
South Africa, Canada, South
America, New Zealand



Canada

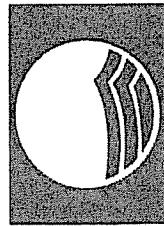


environmental
defence
INSPIRING CHANGE

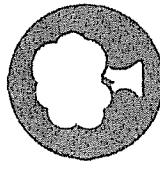
The International Blue Flag Program

Today:

- Milestone: 50,000th Blue Flag awarded
- Families & tour operators increasingly use for vacation planning
- Growing in popularity & recognition
- Worldwide 25th birthday celebration being planned for 2012



Canada

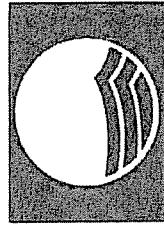


environmental
defence
INSPIRING CHANGE

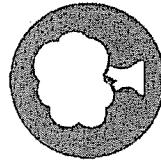
Canada's Blue Flag Program

Goals:

- Identify & celebrate high quality beaches and marinas
- Develop public awareness of the human impact on coastal environment
- Encourage sustainable practices and foster community stewardship
- Monitor improvements in water quality & shoreline habitat
- Link with local community groups to promote outreach activities
- Support eco-tourism



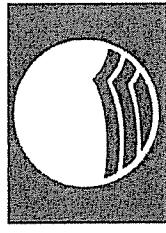
Canada



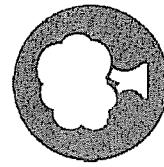
environmental
defence
INSPIRING CHANGE

Canada's Blue Flag Program

Criteria	Beaches	Marinas
Water quality	5 imp	1 imp
Environmental Ed	6 imp	5 imp
Environmental Mgmt	11/3	9/3
Safety & Services	6/1	5/1



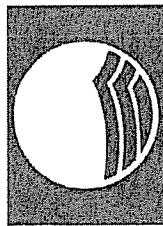
Canada



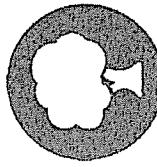
environmental
defence
INSPIRING CHANGE

Canada's Blue Flag Program

- Added in annual Public Health survey
- Linking management & education criteria to local/regional issues, eg.
 - Dune ecosystems
 - Invasive species management



Canada

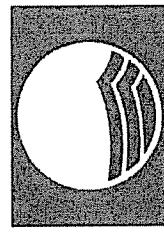


environmental
defence
INSPIRING CHANGE

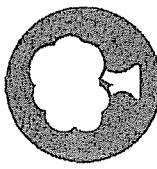
Canada's Blue Flag Program

2010 and beyond:

- 15 beaches, 3 marinas awarded
- 5 beaches in pilot phase
- Increasing interest outside Ontario
- Work continues with many local organizations and governments



Canada



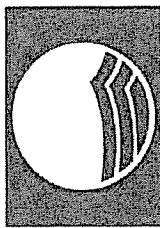
environmental
defence
INSPIRING CHANGE

Cost of Application

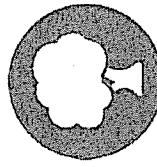
**Upon being awarded your first Blue Flag,
and for each subsequent year's application,
a fee of \$1000 for beaches and \$400 for
marinas is charged.**

This covers:

- Administration of Blue Flag certification and jury process
- Cost of Blue Flag
- FEE levies
- Blue Flag promotional materials
- Site visits by Blue Flag Canada
- Assistance designing beach signs
- Access to the Canadian Blue Flag network of professionals, community groups and organizations caring for Canada's beaches
- Profile on the Canadian and International Blue Flag websites

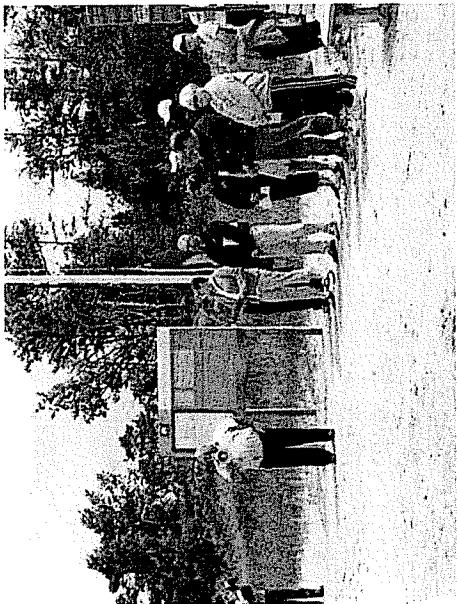


Canada

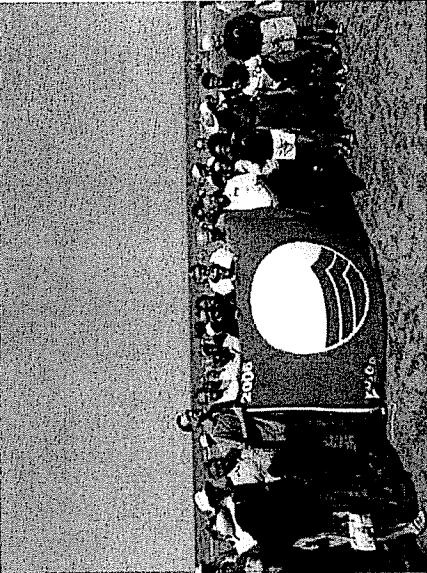


environmental
defence
INSPIRING CHANGE

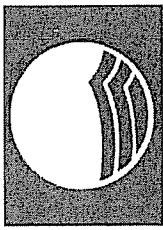
Main Benefits



A celebration of great
beaches and marinas, and
the community's
commitment to achieve
environmental sustainability



Fosters cooperation
among multiple
stakeholders and
sectors



Environment
Canada

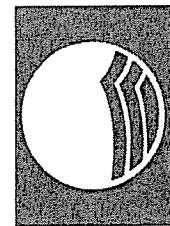


Main Benefits

Greater public awareness of human impacts on coastal environment

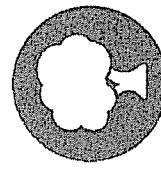


Increased community support for new, sustainable infrastructure



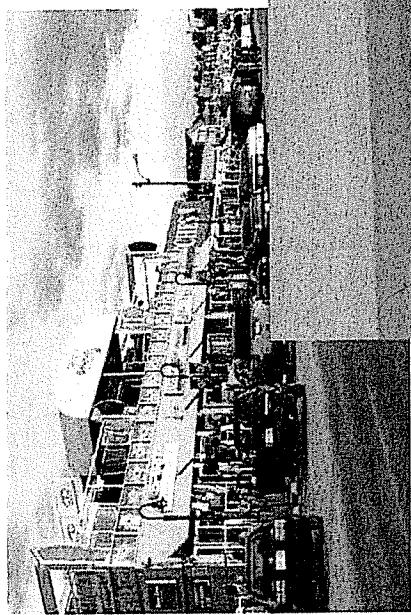
Conocda

environmental
defence
INSPIRING CHANGE

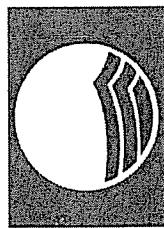


Main Benefits

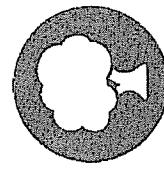
Boosts tourism, builds
local economy



Ensures beaches
and marinas are
there to enjoy for
years to come



Environment
Canada



environmental
defence
INSPIRING CHANGE

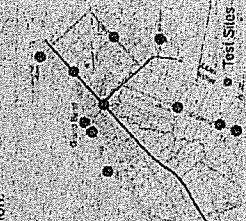
Clean Water Now!

 Grand Bend Community Foundation

 Lambton Shores

Clean Water Now is a project initiated by the Rotary Club of Grand Bend, the Grand Bend Community Foundation in cooperation with The Municipality of Lambton Shores. The project involves a comprehensive public education program to educate area residents, visitors, and school children.

The program also includes an extensive water quality monitoring program of surface water systems (area creeks, drainage ditches etc). This program will help us determine potential sources of pollution.

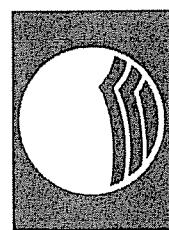
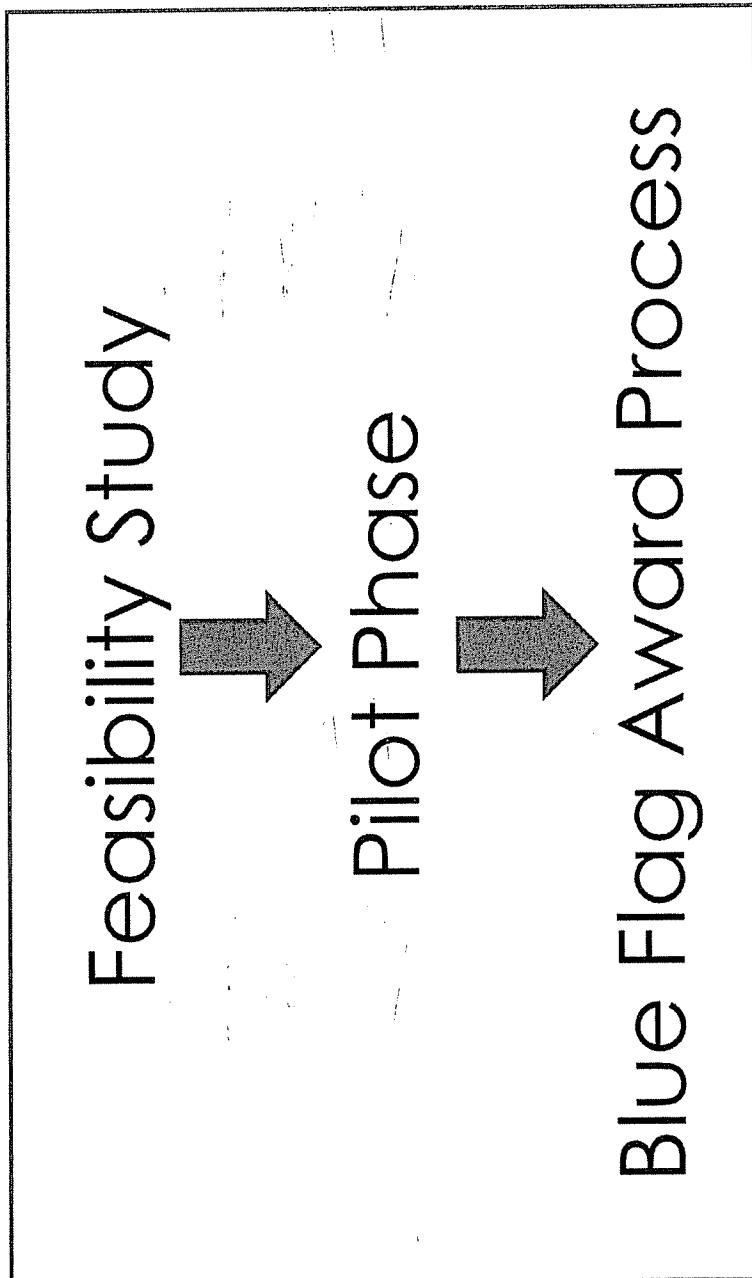




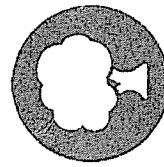
**Blue Flag Candidate Beach**

A Joint Project of the Rotary Club of Grand Bend, the Grand Bend Community Foundation and The Municipality of Lambton Shores

Getting Your First Blue Flag

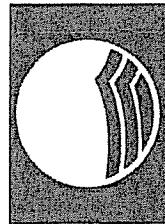
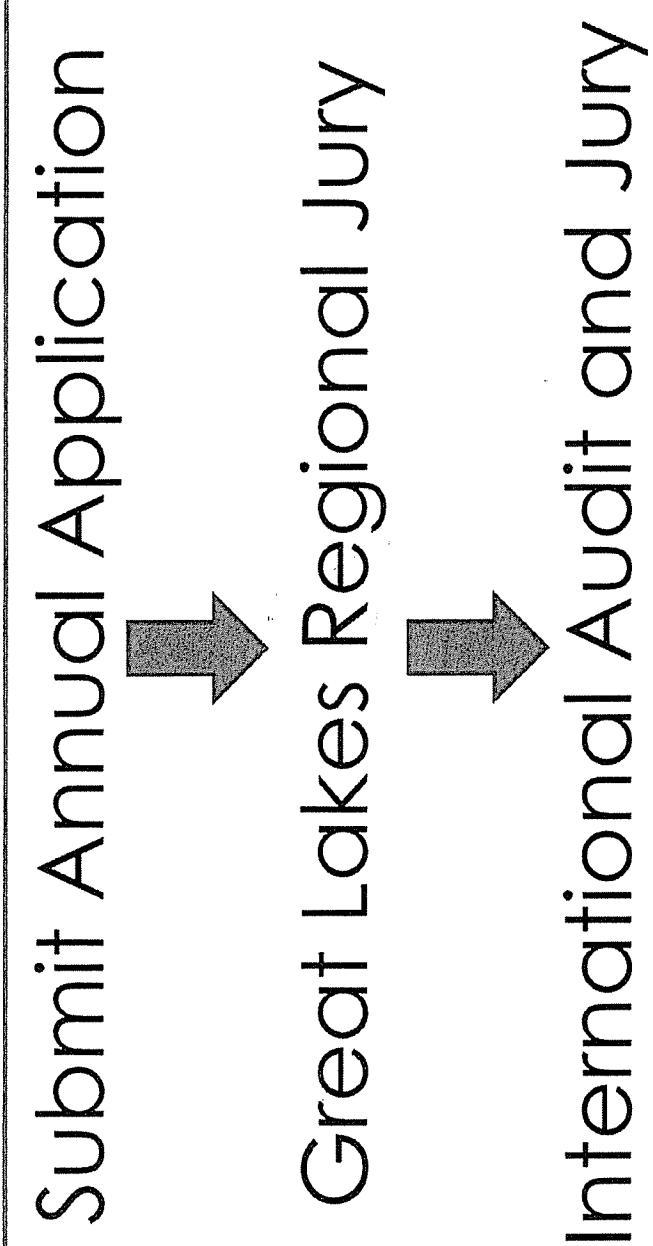


Canada

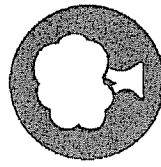


environmental
defence
INSPIRING CHANGE

Blue Flag Award Process



Canada

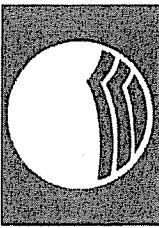


environmental
defence
INSPIRING CHANGE

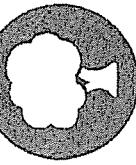
Blue Flag 2011

Fall 2010 Visits

- Safety, water quality consistent themes
- Amazing local stories to promote
- Link Blue Flag into regional tourism initiatives
- Expand and deepen network of communities
- Increase value of participation



Blue
Flag
Canada

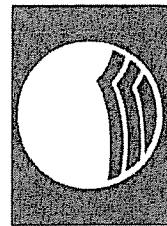


environmental
defence
INSPIRING CHANGE

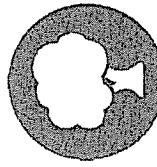
Blue Flag 2011

Great Lakes Regional Jury

- February meeting
- General comments:
 - safety, invasives, adaptation
- Thank you Toronto and Bluelwater for
Audit response time



Canada

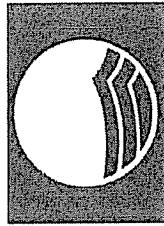


environmental
defence
INSPIRING CHANGE

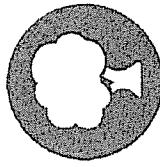
Blue Flag 2011

International Programme

- Int'l Jury: Canada continues to do well
- Compliance visits to Canada this summer
- Greater scrutiny on environmental education and safety for 2012



Canada

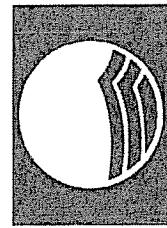


environmental
defence
INSPIRING CHANGE

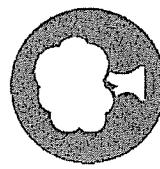
Blue Flag 2011

Promotions

- Council visits
- Trade shows, conventions
- Push restoration and recreation agenda at all opportunities



Concord

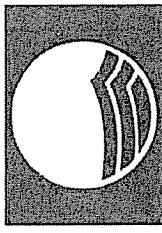


environmental
defence
INSPIRING CHANGE

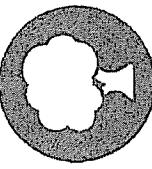
Blue Flag 2011

Pilot-project: Curriculum for Kincardine

- Connected volunteer to local government
- Created curriculum for Kincardine's Summer Camp
- Trial implementation this summer
- Revisions and "user testing"
- Final expected to be delivered late Fall



Canada

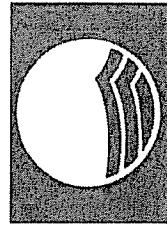


environmental
defence
INSPIRING CHANGE

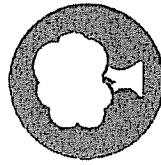
Blue Flag 2011

Grant proposals

- Partner with local NGOs & municipalities to match resources
- Focus on restoration and education
- Volunteers?
- Requires quick turn-around
- Establish priorities with participating communities



Blue Flag
Canada

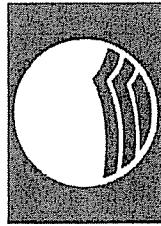


environmental
defence
INSPIRING CHANGE

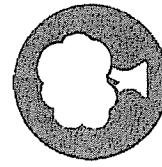
Planned for 2011-2012

Brand Building

- Closer than you think campaign
- Increased online advertising
- Website enhancements (more to come)
- More pictures, videos for advertising
- Newsletter
- Tradeshows, conventions



Environmental
defence
INSPIRING CHANGE

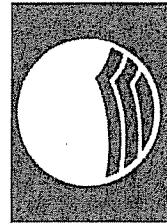


environmental
defence
INSPIRING CHANGE

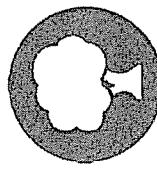
Planned for 2011-2012

Expansion

- British Columbia – Two applications
- Manitoba – One application
- Nova Scotia
- More in Ontario
- Co-promotion with participant communities



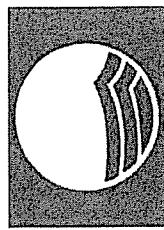
Canada



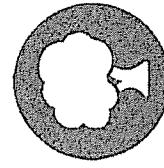
environmental
defence
INSPIRING CHANGE

Closer than you think

- Increase brand recognition in key markets
- Direct traffic to BlueFlag.ca
- Promote four criteria categories
- Relies on in-kind support from municipalities
- Generous rate provided by local video producer



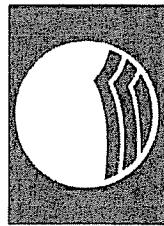
Blue Flag
Canada



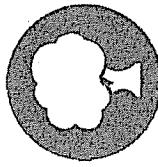
environmental
defence
INSPIRING CHANGE

BlueFlag.ca

- More community specific functionality
- Twitter enabled
- Local weather and conditions
- Post local events
- www.BlueFlag.ca/BeachNameMuni
- Image-rich environment
- 2011 Flickr Photo contest



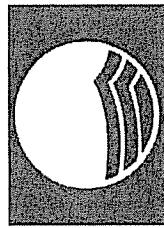
Canada



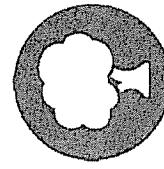
environmental
defence
INSPIRING CHANGE

When and How to Start?

- Anytime!
- First Step: Contact the Blue Flag Coordinator to set up a feasibility study.
- Begin pilot phase as early as the summer of 2011



Canada



environmental
defence
INSPIRING CHANGE

Canadian Blue Flag Coordinator

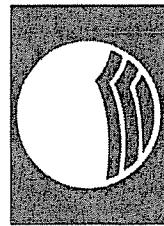
Aidan Grove-White

Environmental Defence
300-116 Spadina Avenue
Toronto ON M5V 2K6

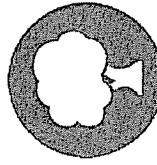
Phone: 416-323-9521 x257

Email: agrovewhite@environmentaldefence.ca

www.BlueFlag.ca



Concord



environmental
defence
INSPIRING CHANGE

Join Canada's oldest class of blues founders & ride the wave.

Fly the
Blue Flag





What is Blue Flag?

Blue Flag is a prestigious, international award that recognizes those beaches and marinas that have achieved high standards in water quality, environmental management, environmental education, and safety and services.

The award is administered in Canada by Environmental Defence and is managed internationally by the Foundation for Environmental Education (FEE). In Canada, Blue Flags have been flying since 2005. The number of Blue Flag beaches and marinas continues to grow and significant progress has been made in protecting our coastal environment. Worldwide, over 3,000 beaches and marinas have achieved the Blue Flag award.

Why fly the Blue Flag?

The benefits of flying the **Blue Flag** are numerous. Most importantly, it gives you national recognition for YOUR hard work in raising the standards of your beach or marina to the very highest level. Here are some other reasons why you should consider applying for a **Blue Flag** in Canada.

- Achieving a **Blue Flag** is cause for community celebration and pride. It provides excellent PR opportunities to raise the profile of your organization, beach or marina, and the surrounding area.
- People seek out a **Blue Flag** beach and marina because they are looking for a quality experience. A **Blue Flag** boosts tourism.
- **Blue Flag** can be used as a practical management tool to address key local environmental quality issues, especially water quality related.
- **Blue Flag** beaches and marinas have a featured web-site in Canada. (www.BlueFlag.ca)
- **Blue Flag** criteria such as access for people with disabilities, promotes social inclusion which in turn can increase visitor numbers to the area.
- **Blue Flag** beach and marina operators have access to an international and national network of experts and are invited to attend regular workshops and information sessions.

Getting the Blue Flag?

The **Blue Flag** is a guarantee to tourists, tour operators and local people that your beach and/or marina is one of the very best in the world. It tells them that you have excellent water quality, manage your beach/marina in an environmentally sustainable way, and offer environmental education related to the beach, marina, and coastal environment. A **Blue Flag** beach/marina also meets standards of safety and service that includes access for people with disabilities.

If you can answer yes to the following questions then you could be well on your way to achieving a **Blue Flag** for your beach and/or marina.

1. Did you record water quality at your beach this year?
2. Did you provide and maintain garbage and recycling containers at your marina?
3. Is there safe access for all ages, and for people with disabilities, to the beach or marina?
4. Do you have, at a minimum, life saving equipment at the beach or marina?
5. Are public washrooms located near the marina?
6. Do you have restrictions on dogs on all or any part of your beach during the swimming season?

Check out the **Blue Flag** web sites at:

Canada: www.BlueFlag.ca

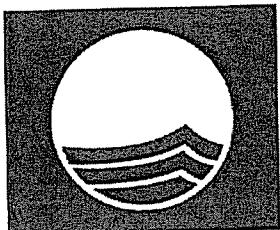
International: www.BlueFlag.org





How easy is it to apply for a BLUE FLAG in Canada?

1. Environmental Defence will work with you to complete the Feasibility Study. You can access this online at www.BlueFlag.ca. A member of the Environmental Defence Blue Flag team will visit you to see how close you come to meeting the required criteria.
2. The Feasibility Study will tell you what you need to do to meet the Blue Flag standards. Your commitment to meeting these standards means you can move to the pilot phase. Your beach/marina can be in the pilot phase for up to three years.
3. In the pilot phase, your beach/marina will be monitored for compliance with the Blue Flag standards. Applications for the Blue Flag award are accepted by Environmental Defence annually in January.



Blue Flag Canada

www.BlueFlag.ca

Environmental Defence
317 Adelaide Street West Suite 705
Toronto, Ontario Canada M5V 1P9
Tel: 416-323-9521 or toll-free 1-877-399-2333
Fax: 416-323-9301
email: info@blueflag.ca



environmental
defence
INSPIRING CHANGE

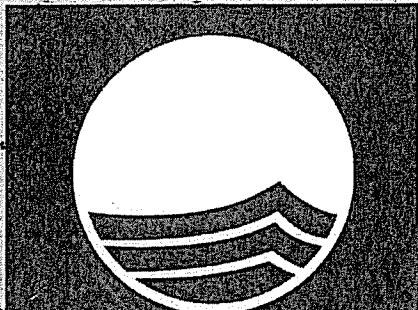
CALL FOR BLUE FLAG CANDIDATES

BLUE FLAG 2011

BLUE FLAG is a prestigious award for beaches and marinas. A BLUE FLAG assures tourists and residents that a beach is clean, sustainably managed, and great for swimming. There are over 2,900 BLUE FLAG beaches in 41 countries. ENVIRONMENTAL DEFENCE operates the program in Canada. BLUE FLAG beaches can be run by municipalities, parks or conservation authorities, or private operators.

For more information, visit the **BLUE FLAG** website,

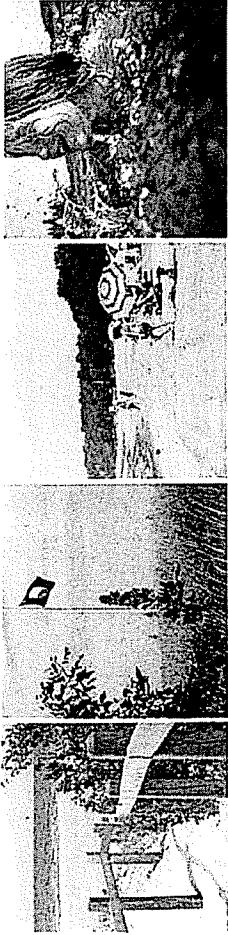
www.blueflag.ca



WHAT A BLUE FLAG BEACH NEEDS TO HAVE

There are four sets of criteria for BLUE FLAG beaches—water quality, environmental management, environmental education, and safety and services. BLUE FLAG beaches must have:

- Excellent water quality and regular water quality sampling.
- Five environmental education activities, ranging from educational signage to workshops for municipal staff.
- Lifesaving equipment or lifeguards available at the beach.
- A minimum of one BLUE FLAG beach per beach operator with toilet facilities accessible to disabled persons (generally, we will also accept washrooms that are a reasonable distance from the beach, rather than directly at it). Click here to see a full list of the Blue Flag criteria.



"BLUE FLAG has helped us tremendously to promote our waterfront as an attractive destination for residents and visitors."

MAYOR GORD MINIELLY, Municipality of Lambton Shores

"Through the BLUE FLAG Program, Torontonians are better able to reconnect to their waterfront. The BLUE FLAG offers beachgoers confidence that our beaches are among the finest in the world."

FORMER MAYOR DAVID MILLER, City of Toronto



APPLYING FOR A BLUE FLAG

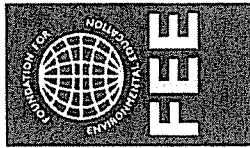
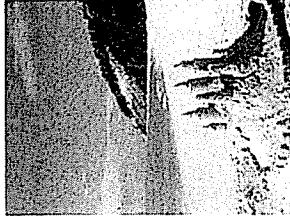
BLUE FLAG works in three stages:

1. You contact us to request a free feasibility study. ENVIRONMENTAL DEFENCE visits your beach to determine what actions would need to be taken for it to receive the BLUE FLAG.
2. If you commit to taking the recommended actions, your beach becomes a BLUE FLAG candidate.
3. After one year, candidates that have met all of the BLUE FLAG criteria can apply for the BLUE FLAG award. For beaches that are awarded the BLUE FLAG, ENVIRONMENTAL DEFENCE charges a certification fee of \$1,000 per year, or \$1,500 for municipalities with over 200,000 permanent residents.

WHY BECOME A BLUE FLAG BEACH?

- To promote your beach as a safe, swimmable, and sustainable choice for tourists and residents.
- To encourage community pride and engagement with the waterfront and the environment.
- To be recognized for your commitment to the environment. BLUE FLAG is an environmental "good news" story.
- To be part of a global network of over 2,900 BLUE FLAG beaches in 41 countries.

For more information, email coordinator@blueflag.ca, or phone us at 416-323-9521 ext. 227



FEE



**environmental
defence
INSPIRING CHANGE**



Suppliers responsible for
Sustainable Forest Management
and/or Paper Recovery



To request a free feasibility study, please fill out this form
and fax or email it back to (fax) 416-323-9301 attn. BLUE FLAG coordinator,
or (email) coordinator@blueflag.ca

NAME OF ORGANIZATION.....

NAME OF BEACH(ES)

NAME OF PERSON RESPONSIBLE FOR APPLICATION

TITLE

ADDRESS

POSTAL CODE

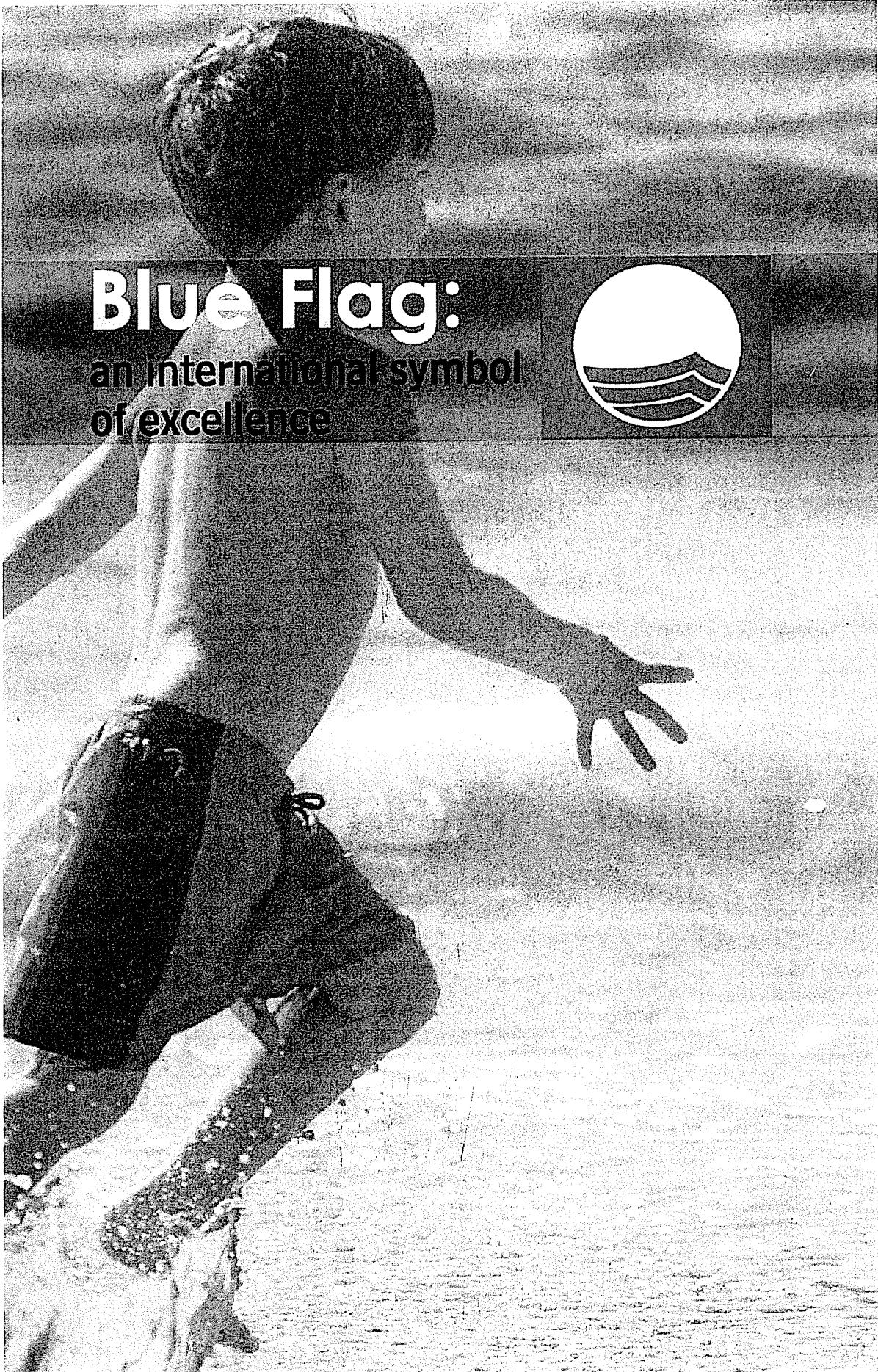
TELEPHONE

EMAIL

Our contact information:

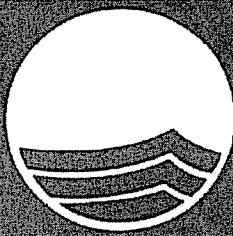
ENVIRONMENTAL DEFENCE 317 Adelaide St. West, Suite 705, Toronto ON M5V 1P9
Tel: 416-323-9521 ext. 227 Fax: 416-323-9301





Blue Flag:

an international symbol
of excellence



WHEN YOU GO TO THE BEACH OR USE A MARINA, IT'S IMPORTANT TO KNOW THAT ENVIRONMENTAL SUSTAINABILITY IS A TOP PRIORITY

The **Blue Flag** is a well known, prestigious award that recognizes those beaches and marinas that have achieved international standards in water quality, environmental management, environmental education, and safety and services.

WHAT THE BLUE FLAG MEANS TO YOU

- * Clean water for swimming.
- * A sustainably managed beach and marina.
- * Safe access for all ages and for people with disabilities.

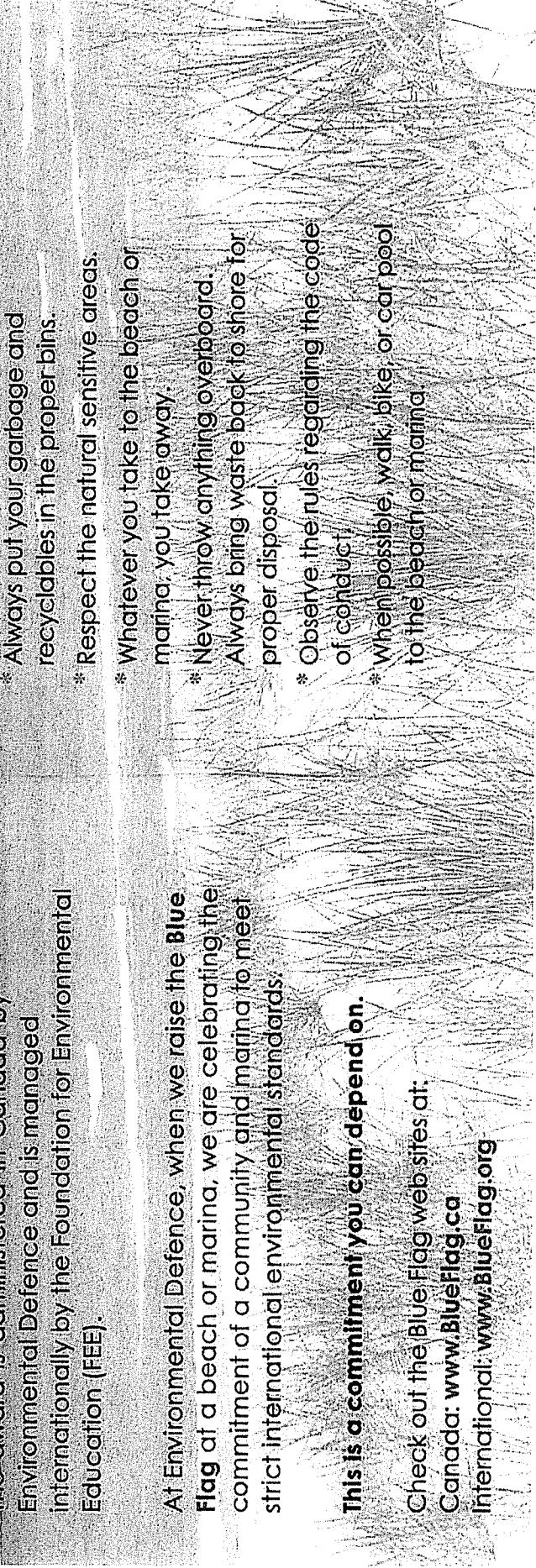
YOU CAN DO YOUR PART TO PROTECT THESE VALUABLE PLACES

The award is administered in Canada by Environmental Defence and is managed internationally by the Foundation for Environmental Education (FEE).

At Environmental Defence, when we raise the **Blue Flag** at a beach or marina, we are celebrating the commitment of a community and marina to meet strict international environmental standards.

This is a commitment you can depend on.

Check out the Blue Flag websites at:
Canada: www.BlueFlag.ca
International: www.BlueFlag.org



MESSAGE FROM ENVIRONMENTAL DEFENCE

www.EnvironmentalDefence.ca

The **Blue Flag** program has been certifying beaches and marinas around the world for more than 20 years.

Worldwide, over 3,000 beaches and marinas have achieved the **Blue Flag** award.

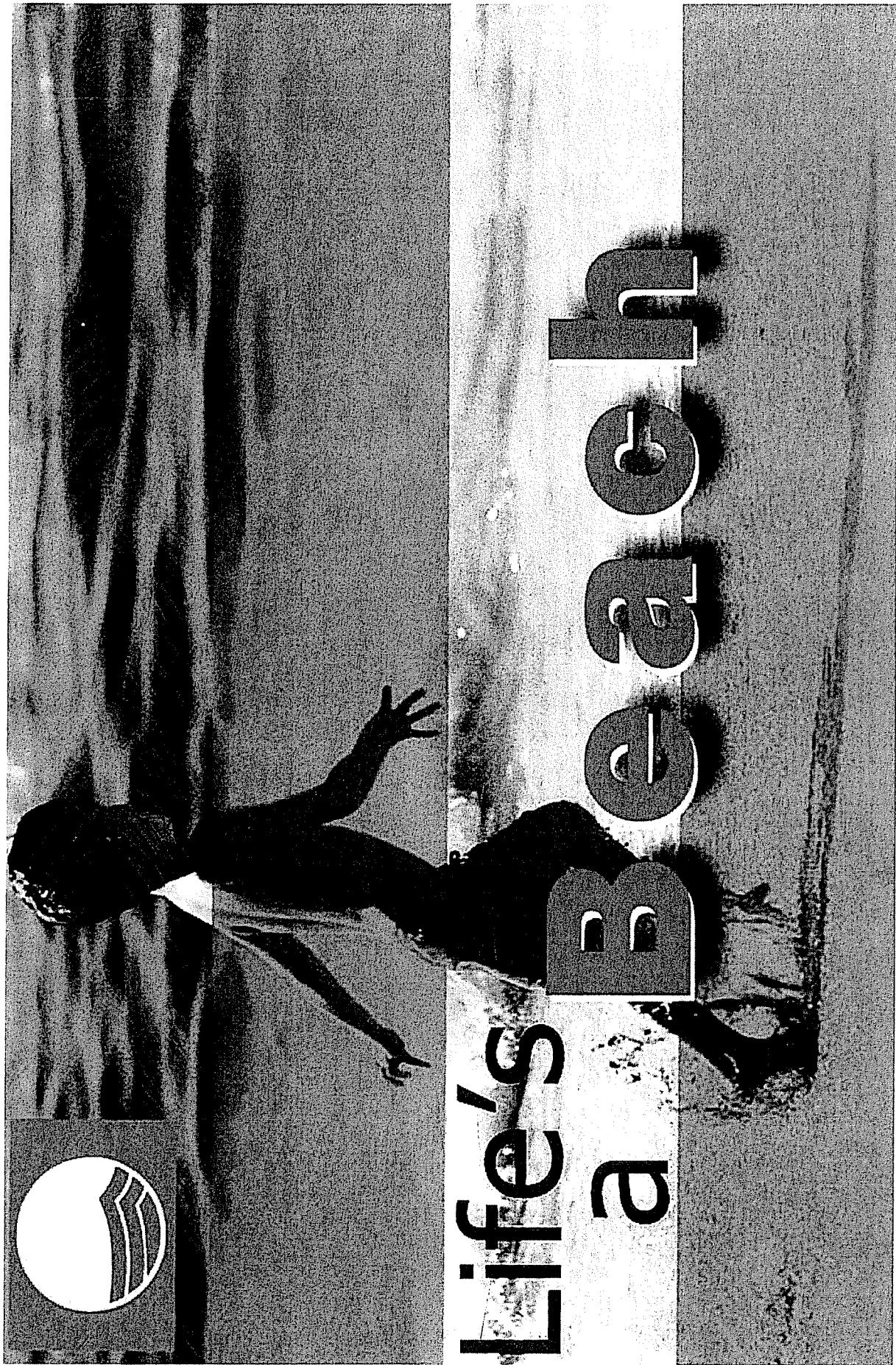
Environmental Defence is proud to be the operator of the **Blue Flag** program in Canada.

Through building the program, we are, with the support and commitment from our **Blue Flag** community partners, fostering the values, standards, and awareness needed to permanently protect our remarkable coastal ecosystems.



environmental
defence
INSPIRING CHANGE





Enjoy our Blue Flag Beaches

www.BlueFlag.ca

When you go to the beach, it's important to know that the water is clean for swimming and that environmental sustainability is a top priority.

The Blue Flag is a well known international eco-certification program for beaches.

At Environmental Defence, when we raise the Blue Flag at a beach, we are celebrating the commitment of a community to meet strict international environmental standards.

This is a commitment you can depend on. The Blue Flag program has been certifying beaches around the world for more than 20 years.

You can do your part to protect these valuable places. Learn how, and find a Blue Flag beach near you, at www.BlueFlag.ca



environmental
defence
INSPIRING CHANGE



Supported by:

Blue Flag Beach Criteria 2011

(I) Imperative Criteria- beach must comply
(G) Guideline Criteria- encouraged to increase the standards at the beach but not mandatory

ENVIRONMENTAL EDUCATION AND INFORMATION

1. Information about the Blue Flag program must be displayed (I)
2. A minimum of 5 environmental education activities must be offered and displayed (I)
3. Information about bathing water quality must be displayed (I)
4. Information relating to local ecosystems and environmental phenomena must be displayed (I)
5. A map of the beach must be displayed (I)
6. Code of conduct for the beach area must be displayed and the laws governing beach use must be easily available to the public upon request (I)

WATER QUALITY

7. The beach must fully comply with water quality sampling and frequency guidelines (I)
8. The beach must fully comply with standards and requirements for water quality analysis (I)
9. No industrial or sewage related discharges may affect the beach area (I)
10. The beach must comply with the Blue Flag requirements for microbiological parameter faecal coli bacteria (E.coli) and intestinal enterococci/streptococci (I)
11. The beach must comply with the Blue Flag standards for the following physical and chemical parameters (I):
 - The pH value range is normally 6 to 9.
 - There must be no oil film visible on the surface of the water and no odour detected. On land the beach must be monitored for oil and emergency plans should include the required action to take in case of such pollution.
 - There has to be an absence of floatables such as tarry residues, wood, plastic articles, bottles, containers, glass or any other substance.

ENVIRONMENTAL MANAGEMENT

12. The local authorities shall establish a beach management committee (G)
13. The local authorities must comply with all regulations affecting the location and operation of the beach (I)
14. The beach must be clean (I)
15. Algae vegetation or natural debris should be left on the beach unless it becomes a hazard (I)
16. Waste disposal bins/receptacles must be available on/by the beach in adequate numbers, regularly maintained and emptied (I)
17. Facilities for receiving recyclable waste materials must be available on/by the beach(I)
18. An adequate number of toilet or restroom facilities must be provided (I)
19. The toilet or restroom facilities must be kept clean(I)
20. The toilet or restroom facilities must have controlled sewage disposal (I)
21. On the beach there will be no unauthorized camping or driving and no dumping (I)
22. Access to the beach by dogs or other domestic animals must be strictly enforced (I)
23. All buildings and equipment of the beach must be properly maintained (I)
24. Coral reefs in the vicinity of the beach must be monitored (G)
25. A sustainable means of transportation should be promoted in the beach area (G)

SAFETY AND SERVICES

26. An adequate number of lifeguards and/or lifesaving equipment must be available at the beach (I)
27. First aid equipment must be available on the beach (I)
28. Emergency plans to cope with pollution must be in place (I)
29. There must be management of different users and uses of the beach so as to prevent conflicts and accidents (I)
30. There must be safe access to the beach (I)
31. The beach area must be patrolled
(G - South & East Africa, Brazil, Chile, South Pacific, Morocco; Not applicable – Europe, Canada, Oceania)
32. A supply of drinking water must be available on the beach (G)
33. A minimum of one Blue Flag beach in each municipality must have access and toilet facilities provided for disabled persons (I)

