

What is Blue Flag Certification?

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Blue Flag Certification

The **Injambakkam-Akkarai stretch development project** has been recommended by the Tamil Nadu Coastal Zone Management Authority (TNSCZMA).

- The project aims to restoration and develop the beach stretch between Injambakkam and Akkarai in Chennai to achieve **Blue Flag certification**.



[Ref: TH]

What is Blue Flag Certification?

- The **Blue Flag Certification** is an esteemed voluntary eco-label awarded globally.
- The certification honours **beaches, marinas, and sustainable boating tourism operators**.
- It is Administered by the **Foundation for Environment Education (FEE)**, based in Denmark.
- It aligns with stringent criteria covering **water quality, environmental management, and safety**.
- It underscores the commitment to **environmental education**.
- It supports the **United Nations' Sustainable Development Goals (SDGs)**, promoting global sustainability.

Criteria for Blue Flag Certification:

- To receive the Blue Flag, applicants must meet **33 specific criteria**.
- These criteria are divided into four main areas:
 - **Environmental education and information**
 - **Bathing water quality**
 - **Environmental management**
 - **Safety and conservation services** at the beaches

Historical Context and Expansion of Blue Flag:

- Launched in **1987**, initially within Europe, the Blue Flag program has expanded globally.
- As of now, it includes over **5,042 beaches, marinas, and sustainable tourist vessels**.
- The program celebrated its **35th anniversary** in 2022, marking over three decades of environmental advocacy.

Award Process for Blue Flag:

- A global jury comprising representatives from **UNEP, UNWTO, IUCN, and FEE** decides the awardees.
- The process emphasizes reconnecting the public with their natural environments through education.