

ENVIRONMENTAL
PROTECTION AGENCY

NATIONAL WATER EVENT 2014

11th-12th
June 2014

Galway Bay Hotel, Salthill, Galway

PROTECTING
& IMPROVING
WATER
QUALITY

Tweet us @EPAIreland #NWE2014



Beach Awards & Clean Coasts

Annabel FitzGerald
Coastal Programmes
Manager
EEU An Taisce
EPA National Water Event

11th June 2014

Presentation Overview

Beach Awards

The Blue Flag

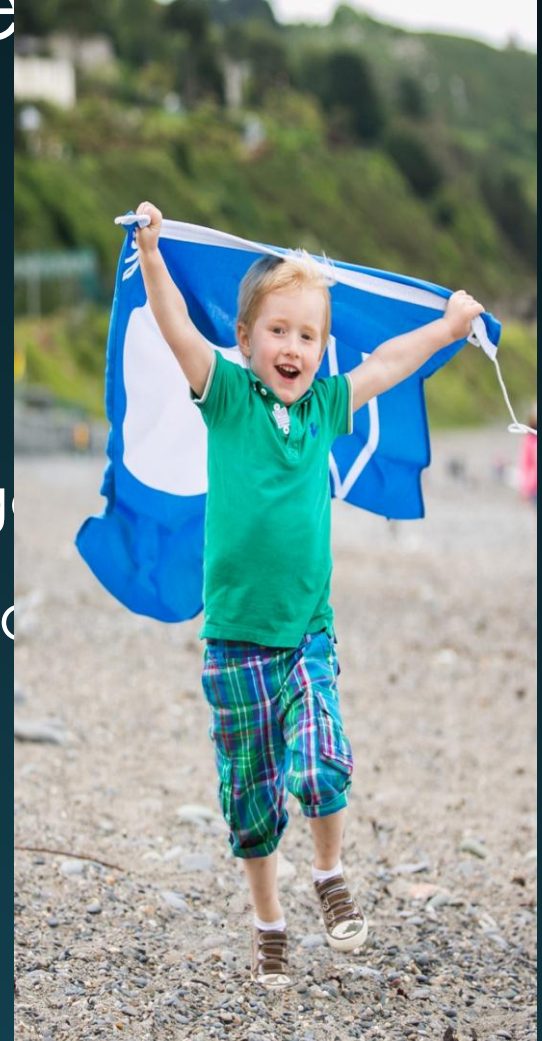
The Green Coast Award

Clean Coasts & Citizen Engagement

Marine Litter surveys & removal

2minutebeachclean

Beat the Microbead



2014 Programme Funders & Sponsors



An Taisce



An Taisce



Comhshaol, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government



Comhshaol, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government





The Blue Flag

Blue Flag 1985 - 2014

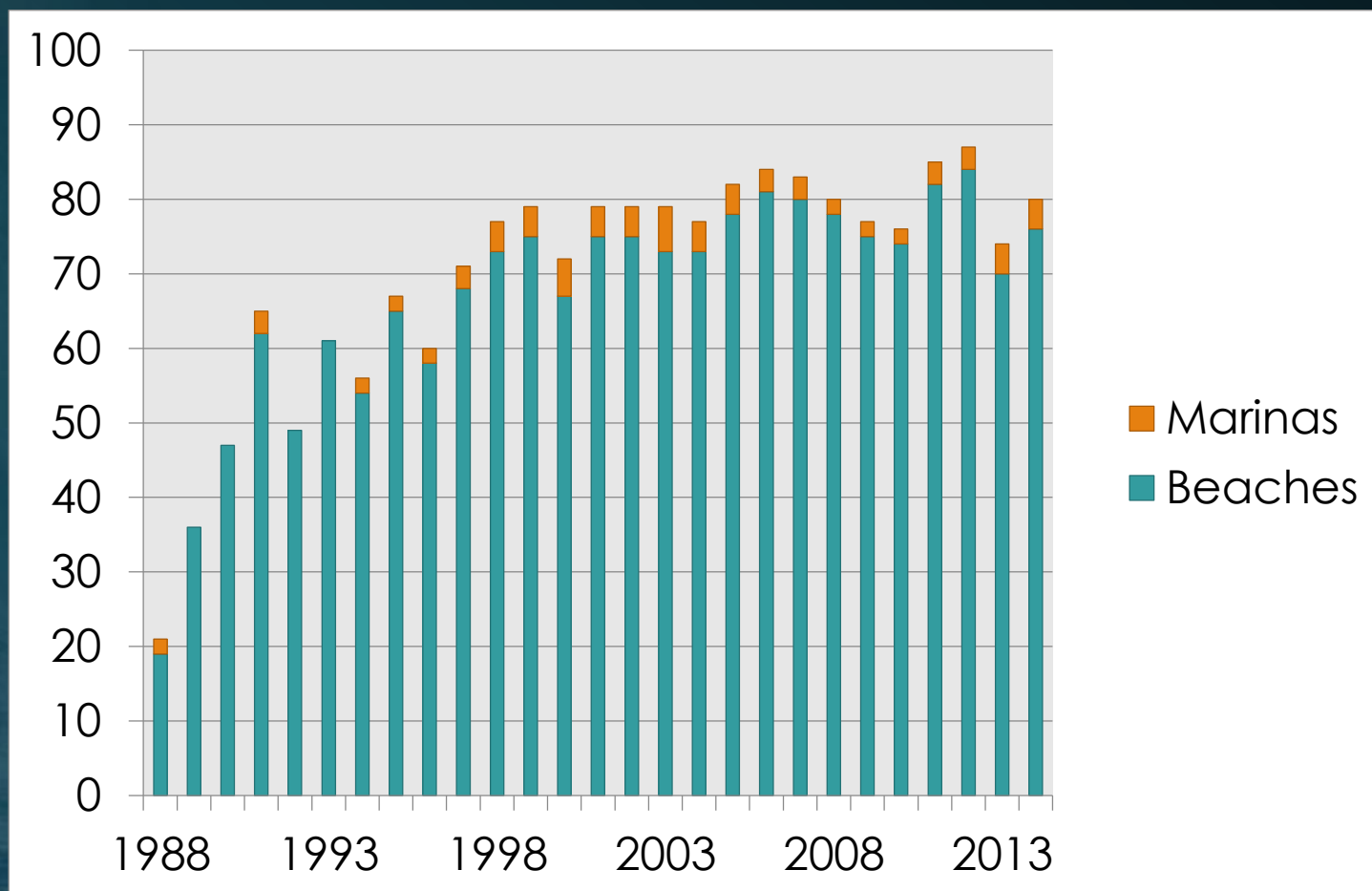
- 1985 the concept of the Blue Flag, France
 - Criteria - bathing water quality & sewage treatment
- 1987, European Year of the Environment - FEEE
 - 244 beaches & 208 marinas in 10 countries
- 1988 Ireland join
 - 19 beaches & 2 marinas
- 2001 FEEE becomes FEE
 - South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean.
- 2006 International set of criteria
- 2009 Brazil agreement to implement standards of the rBWD
- 2012 FEE General Assembly 25th Anniversary
- 2014, 4000 Blue Flags in 48 countries



FEE

The Blue Flag in Ireland

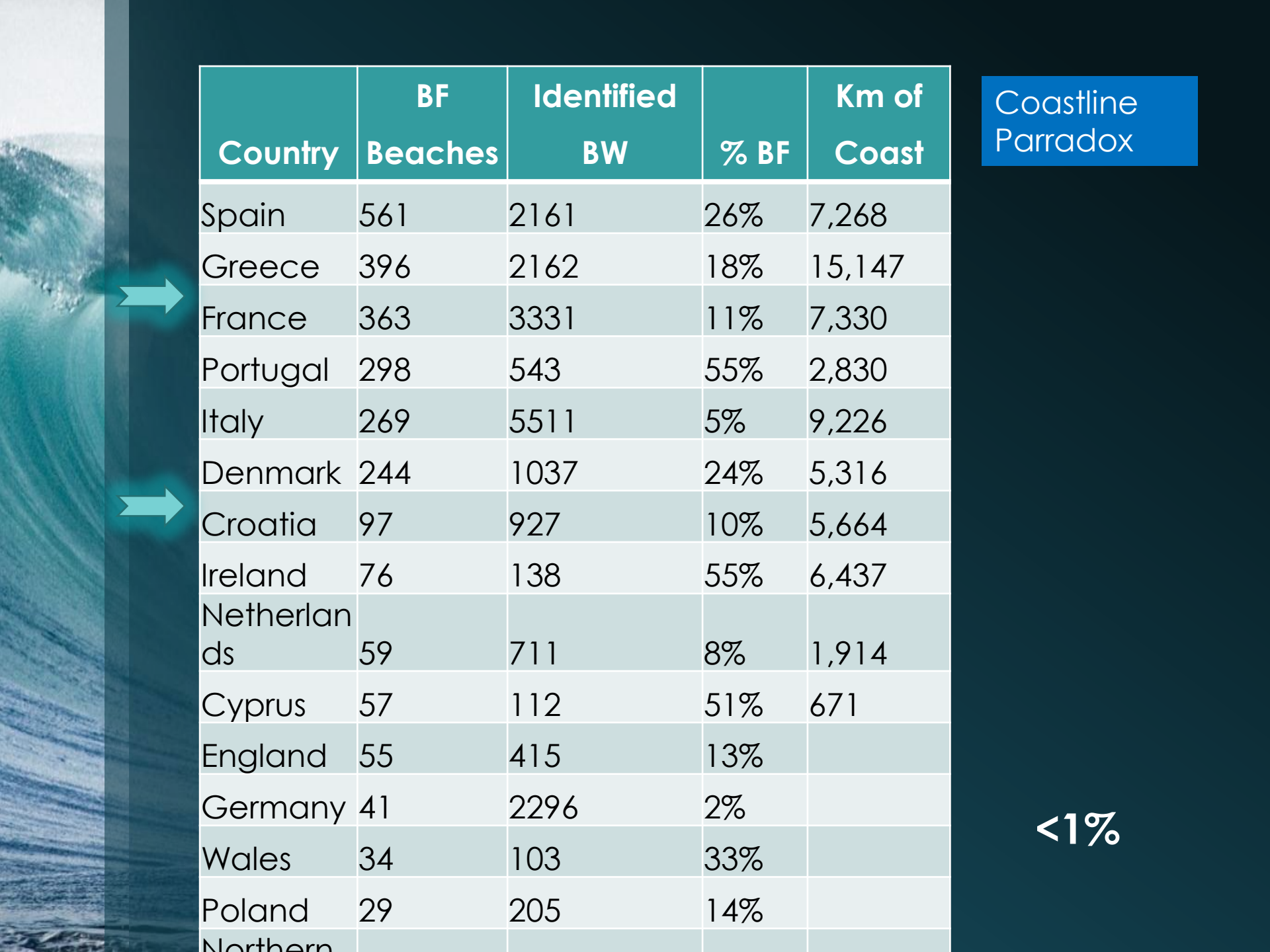
89.6% say it's important when picking a beach



How is a Blue Flag awarded?

- 32 criteria
 - Water quality
 - Information provision
 - Environmental management
 - Environmental Education
 - Safety & Services
- Online application
- National Jury
 - DOECLG, IWS, NPWS, EPA, UCD, TCD, Fáilte Ireland, ICRT, An Taisce
- International Jury
 - UNEP, EEA, UNWTO, ILS, IUCN, EUCC, ICOMIA, FEE
- Control Visits





Country	BF Beaches	Identified BW	% BF	Km of Coast
Spain	561	2161	26%	7,268
Greece	396	2162	18%	15,147
France	363	3331	11%	7,330
Portugal	298	543	55%	2,830
Italy	269	5511	5%	9,226
Denmark	244	1037	24%	5,316
Croatia	97	927	10%	5,664
Ireland	76	138	55%	6,437
Netherlan ds	59	711	8%	1,914
Cyprus	57	112	51%	671
England	55	415	13%	
Germany	41	2296	2%	
Wales	34	103	33%	
Poland	29	205	14%	
Northern				

Coastline
Parradox

<1%

Blue Flag Water Quality Criteria

Parameter	Coastal & transitional waters limit values	Inland waters limit values
Escherichia Coli Faecal Colibacteria	250 cfu/100ml	500 cfu/100ml
Intestinal Enterococci (Streptococci)	100.cfu/100ml	200 cfu/100ml

user why

- 3 parameters

Parameter	Limit Value	Accepted % results higher than limit values
Total Colibacteria	500cfu/100 ml 10000cfu/100ml	20% 5%
Faecal Colibacteria	100/100ml 2000/100ml	20% 5%
Faecal Enterococci	100/100ml	10%

using the EPA EDEN database

Information Provision - The Old Way

Lifeguard times

BW
Quality
& info
about
the BF

Code of
conduct

Beach
map

Enviro ed.
activities



And now





An Taisce

ABOUT

Learn more about the Blue Flag programme

CRITERIA

Find out more about the Blue Flag Criteria

LOCATIONS

Find a blue flag beach or marina

CONTACT US

Get in touch with the blue flag team

FENIT, CO. KERRY

BACK TO MAP

Beach Description

Beach Map & Facilities

Lifeguard Times

Water Quality Results

Environmental Education Activities

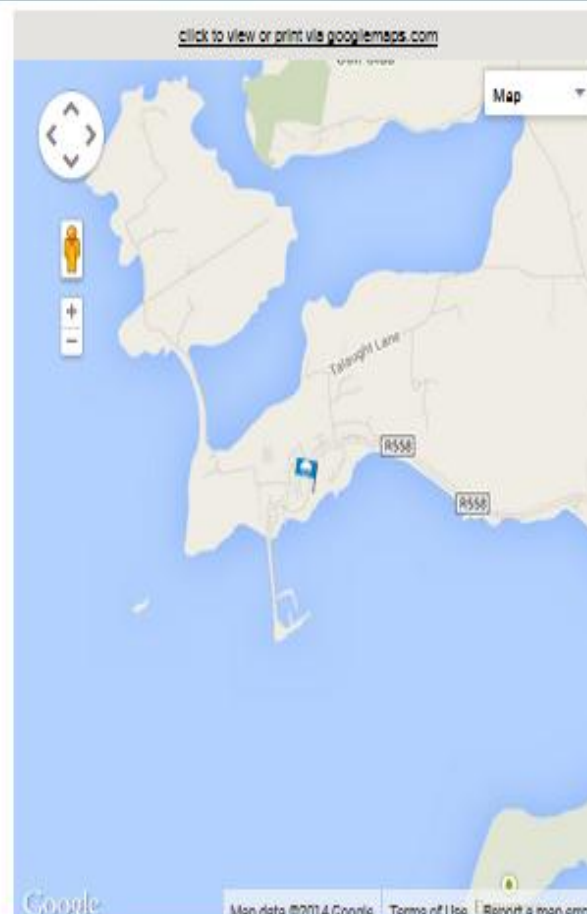
Gallery

Fenit is a sandy beach close to Fenit harbour. The area has a number of environmental designations as it is rich in a diverse range of flora and fauna. The beach lies within the Tralee Bay and Magharees Peninsula, West to Cloghane Special Area of Conservation (SAC) and proposed Natural Heritage Area (pNHA).

The beach itself is located by a little fishing village. Fenit Beach is situated west of Tralee town. In Tralee, take the R558 west to the village of Fenit.

This beach is lifeguarded during the bathing season. Lifeguard times can be viewed by clicking on the tab above or by checking out the information noticeboard at the beach.

IMPORTANT INFORMATION: The Blue Flag has been removed from this beach due to a lack of availability of lifeguards.



Blue Flag Engaging Citizens

- Social Media
 - Control visit updates
 - beach by beach on Twitter
 - LA on FB
 - Active engagement – Beach User Beach Inspections
 - #BlueFlagSelfie
 - Youtube channel to be launched soon
 - Blue Flag Beach Inspections
 - What a Blue Flag Beach Inspection looks like



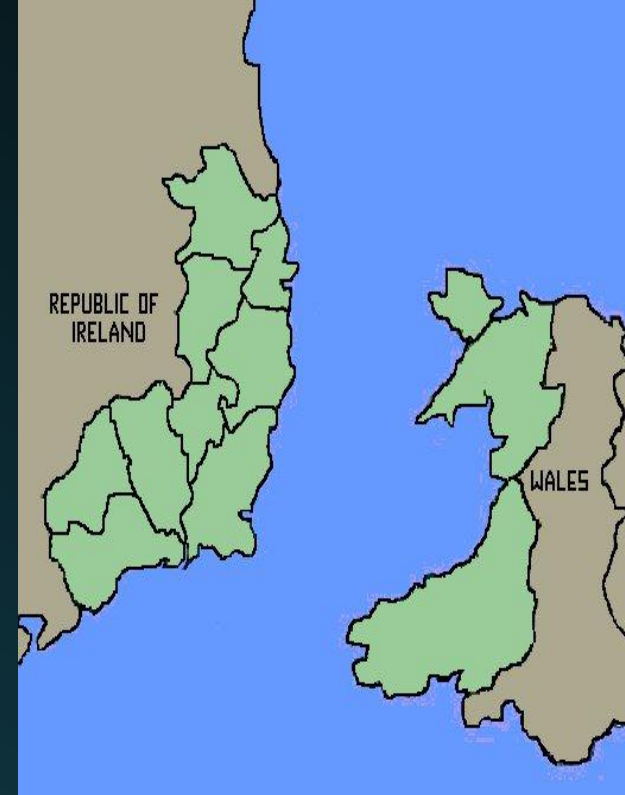
Clean Coasts



Kieran Phelan, Love Your Coast Competition
2011

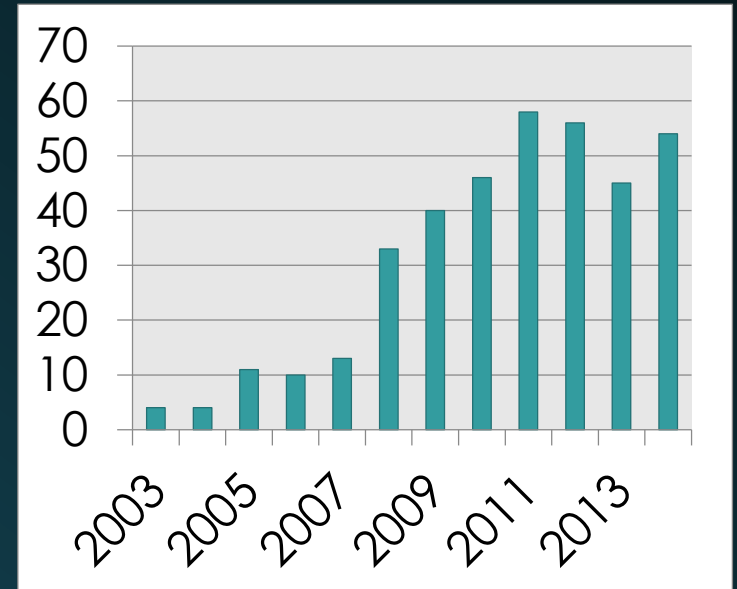
Clean Coasts

- 2001-2003 Wexford CoCo KWT
- 2003-2008 An Taisce – KWT EU Interreg funding
- 2008 DOECLG provide funding for nationwide rollout
 - Keep Northern Ireland Beautiful join
- Coca-Cola & Fáilte Ireland
- 2014 Ireland, Wales and NI
- Need to attract more funding to sustain levels of growth



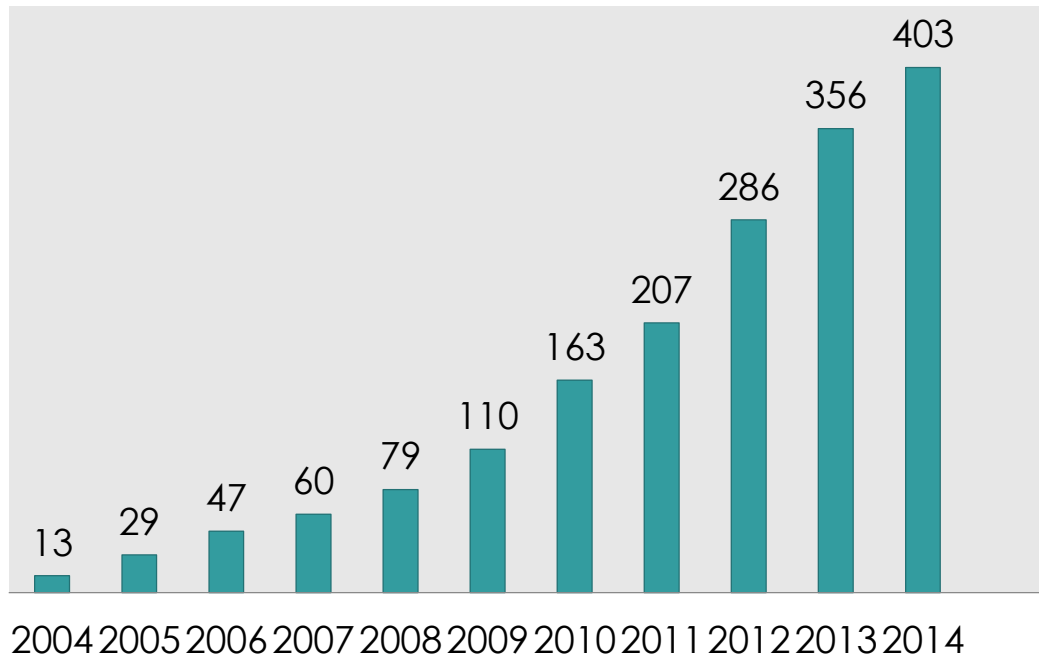
How is the Green Coast awarded?

- High environmental quality
- Excellent WQ
- Public participation
- May not have all the infrastructure required for BF
- **Can be awarded to non-identified BWs**
 - 54 GCAs
 - 16 identified BWs
 - **38 beaches are non-identified but being sampled according to the BWD**



Same
application
procedure as
BF

Clean Coasts – Engaging Citizens



Opportunity to develop into a catchment wide programme

Marine Litter

1. Clean Coasts Week –

- 120 coastal clean ups
- European MLW app



2. The Big Beach Clean

- 3rd weekend September
- World's largest marine litter



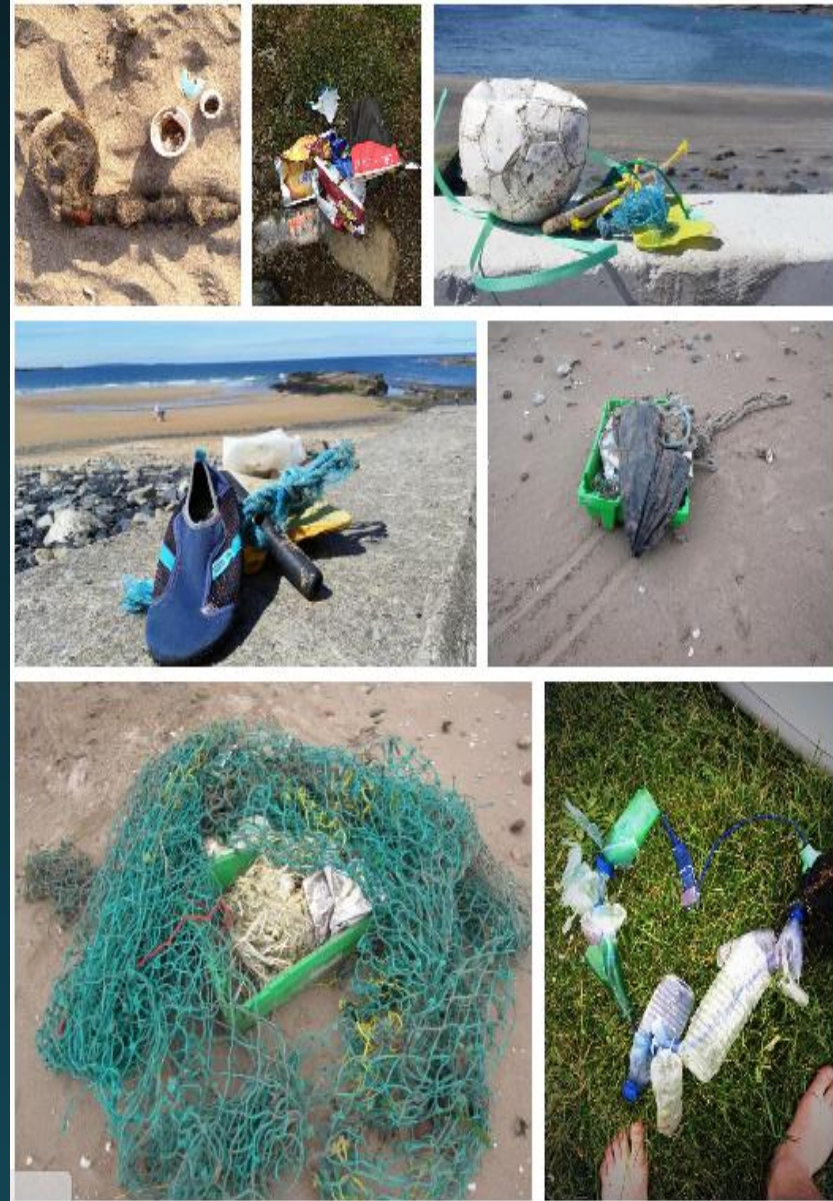
#2minutebeachclean



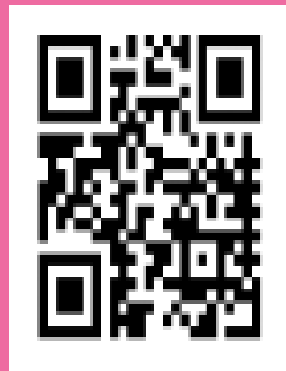
@CleanCoasts
#2minutebeachclean

Next time & every
time

Snap – Tag – Share



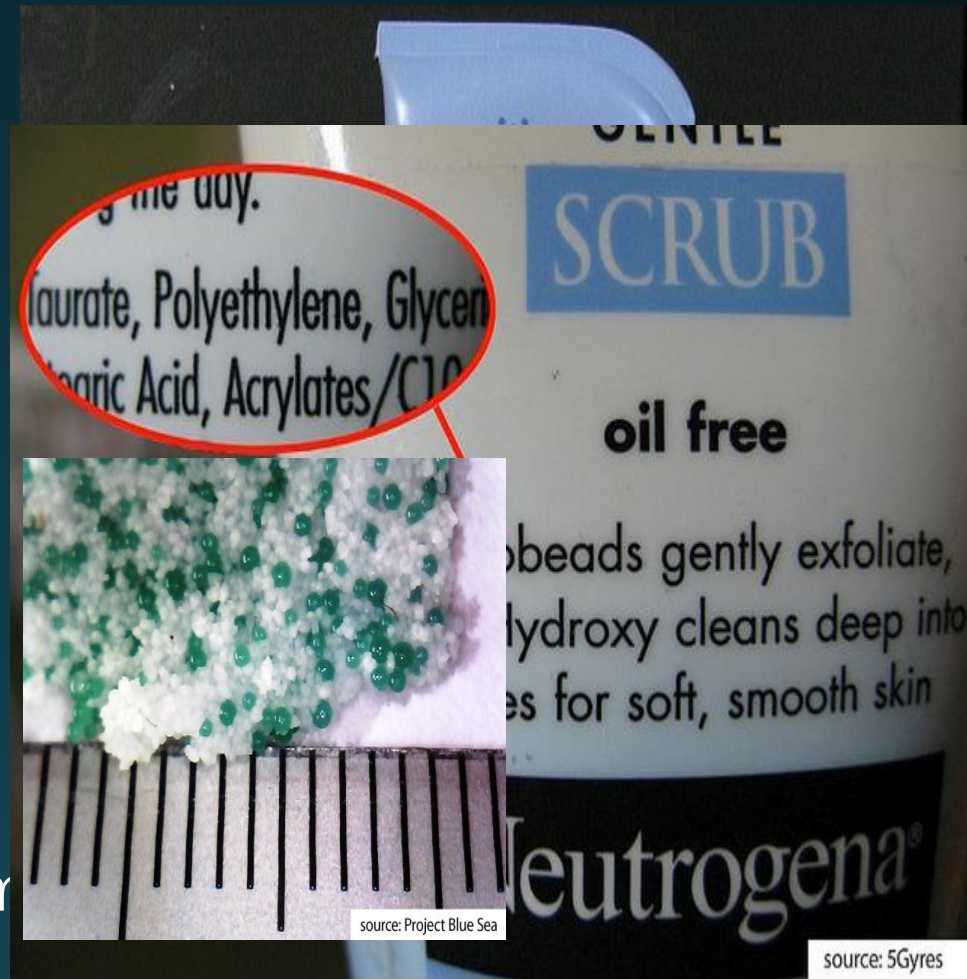
Beat the Microbead



www.beatthemicrobead.org

What are Microbeads?

- Personal care products contain thousands tiny plastic particles – microbeads
- Polyethylene (PE)
- Washed down the drain
- Microplastics <5 mm
- Microbeads <1 mm



source: Project Blue Sea

source: 5 Gyres

Beat the Microbe

BEAT THE
MICRO
BEAD



source: 5Gyres



Clean Coasts
An Taisce

BEAT THE MICRO BEAD

There's something on your **Face....**
and it's washing down the drain

a microbead

is a bit of plastic, no bigger than a grain of sand, which absorbs toxins like motor oil and insecticide.



www.cleancoasts.org • www.beatthemicrobead.org

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Fáilte Ireland
WELCOME TO IRELAND

Do **COMING SOON** ↓

Download 

**BEAT THE
MICRO
BEAD**



BEAT THE MICRO BEAD

INTERNATIONAL CAMPAIGN AGAINST MICROBEADS IN COSMETICS

At this time these products still contain microplastic



BEAT THE MICRO BEAD
INTERNATIONAL CAMPAIGN AGAINST MICROBEADS IN COSMETICS

These products do not contain plastics
Random sample

April 2014

For updates check your healthplan's website or

Initiated by Plastic Soup Foundation and North Sea Foundation (the Netherlands)

Product name	Ingredient
Facial Exfoliators	
Natural Care Exfoliating Facial Scrub	
Jojo & corn gentle exfoliating facial scrub	
Hawaiian Facial Scrub	
Chamomile Face Polish	
Natural Rose & Camellia Face Polish	
Gentle goat's milk exfoliator	
Oatmeal soother	
Seaweed spa exfoliator	
Gentle Daily exfoliant	
Reincarnation Pure Facial exfoliator	
Renewing Exfoliator (age maintain)	
Skin refining Exfoliator (age prepare)	
Smoothing Exfoliator (age repair)	
Lavender Luminosity Exfoliating enzyme scrub	
Botanical kinetics exfoliant	
Tourmaline charged exfoliating cleanser	
Tourmaline charged radiant skin refiner	
Refined Exfoliating Cleanser	
Cleanse & Smooth	



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