









**C** An Taisce

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### Beach Awards & Clean Coasts

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

11<sup>th</sup> June 2014

Presentation Overview

Beach Awards

The Blue Flag

The Green Coast Award

Clean Coasts & Citizen Engage

Marine Litter surveys & remo

2minutebeachclean

Beat the Microbead



# 2014 Programme Funders & Sponsors





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



**C** An Taisce



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# 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 25<sup>th</sup> Anniversary
- 2014, 4000 Blue Flags in 48 countries

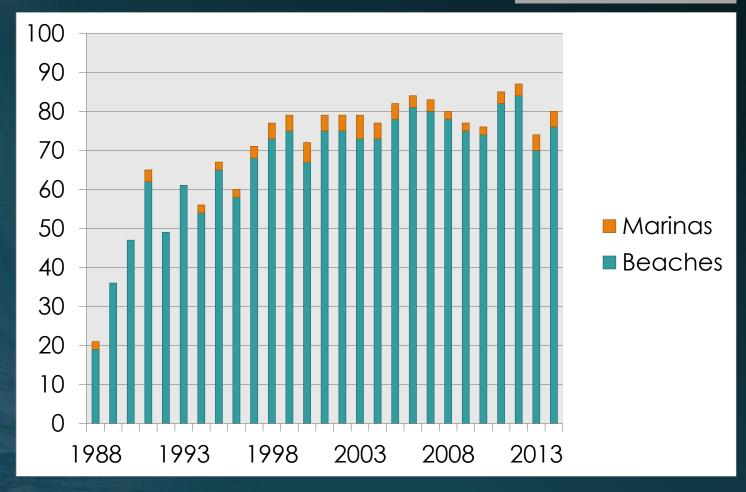






# The Blue Flag in Irelan

89.6% say it's important when picking a beach



## How is a Blue Flag awarded?

- 32 criteria
  - Water quality
  - Information provision
  - Environmental manag
  - Environmental Educat
  - 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



|  |                 |         | 1 1000     |      |        |
|--|-----------------|---------|------------|------|--------|
|  |                 | BF      | Identified |      | Km of  |
|  | Country         | Beaches | BW         | % BF | 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<br>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%  |        |
|  | Northarn        |         |            |      |        |

## Coastline Parradox

# Blue Flag Water Quality Criteria

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

user why

• 3 parameters

| Parameter              | Limit Value                            | Accepted % results higher than limit values |
|------------------------|--|---|
| Total<br>Colibacteria  | 500cfu/100<br>ml<br>10000cfu/1<br>00ml | 20%<br>5%                                   |
| Faecal<br>Colibacteria | 100/100ml<br>2000/100ml                | 20%<br>5%                                   |
| Faecal<br>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





| Tá brat gorm bronnta ar         | don séasúr snámha     |
|---------------------------------|-----------------------|
| A blue floo has been awarded to | for thebuthing season |

| MONAI  | COLIM   | DIEL CHESTON IN  |  |
|--|---|--|--|
| <b>☑</b> BLUE  | FLAG  | A blue flag has been awarded to  | for thebething season  |
| CUR SIOS AR AN TRÁ/I <b>NSA CIR INSTRUME</b>   |   | LÉARSCÁIL TRÁ / BEACH MAP  |  |
|  | CAIGHDEÁN UISCE   | guard patrolled area.  South farraige. Surf board & water craft zone.  South farraige. No Figs = No life guard on duty   | Micros Res Princip   |
| CALL E ANY MANUELLE CONTROLLE CONTRO | Sampláiltear an t-uisce ag an trá sec<br>de réir pharaméadair na Treorach m<br>raige de chuid an Aontais Eorpaigh<br>cháilíochta uisce an Bhrait Ghoirm.  | bathing water season in accordance with EU Bathing Water Directive parameters and in accordance with Blue Flag water quality standards.  | ssive<br>ups   |
| ESLAS AN GARDA TARFIALA FLIPS GRAND SPORE  |   | GHDEÁN UISCE / WATER QUALITY RESULTS   |  |
| timero argineta serbido era est social. Un guerritros en filologos as<br>acresisticos como colores. Acres del<br>Acres (Colores)   | Date 27 5 13  11 6  | 13 25 16 13  |  |
| onat high  | E.Coli / Faecal coliform  |  | GNA  |
| nariosa/se   | CFU O O   |  | TENNIAING -  |
| SHATACHA SAASHACTIAACHTA TAAPETY PLAGE   | Intestinal Enterococci / Faecal s   | treptococci  | ENVIDING - Activity Overpoor on Inical   |
| State   Electric   Child   | CFU 2 13  |  | Giorniachtaí De<br>Tridina<br>Glantachtir Til ag an i  |
| TORTHA! CHAIGHDEÁN UISCE / WAT   |   | What do the results mean? Is the been subject to that sempolitions!  | Section in Chase dia   |
| E.Cel / Facel selbon   | Blue Flag and bathing water qualit  This beach has met the Blue Flag w standards. The bathing water is con  | ater quality    Col  | Consum Southern American Constitution of the C |
|  | monitored for the different types of<br>in the tables. The bathing water is te<br>every 30 days. In the table you can s<br>water has been analysed and how m  | sted at least = Ecellent Bathing Water.  Des   | roups?   |
| Principal Department / Transplant (Street)   | water has been analysed and live<br>were found. A small number of bacts<br>were found. A small number of bacts  | For the most away and the splant model and phases und the splant model and the splan | Coast Photography Companion  |
| Manifest continue many that is a made many transmit in the first continue of the first c | -0 -0   |  | Ar Table - Section of the section of |
| The state of the discrete plant is better stated.  In the state, including least in passed stated and the state of the sta | The control of department of the parameters of the control of the |  | Obstaclable Streetsbook.  Therefore by Technopoutal Television (ii)  In the least tensor the region of the Streetsbook (ii)  In the least tensor the region of the Streetsbook (ii) the streetsbook (iii) the region of the streetsbook (iii) the streetsbook (iiii) the streetsbook (iiiii) the streetsbook (iiiii) the streetsbook (iiiii) the streetsbook (iiiiii) the streetsbook (iiiiiii) the streetsbook (iiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiii   |
| Marie and the second se | Terror to bear with a service of  | WATER QUALITY  |  |







#### **ABOUT**

Learn more about the Blue Flag programme

#### **CRITERIA**

Find out more about the Blue Flag Orteria

#### LOCATIONS

Find a blue flag beach or marina

#### CONTACTUS

Get in touch with the blue flag team

### FENIT, CO. KERRY

Beach Description

Beach Map & Facilities Lifeguard Times

Water Quality Results Environmental Education Activites Gallery

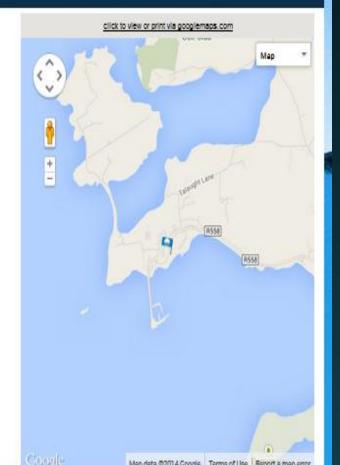
BACK TO MAP

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 Trainee 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 Traiee town. In Traiee, 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

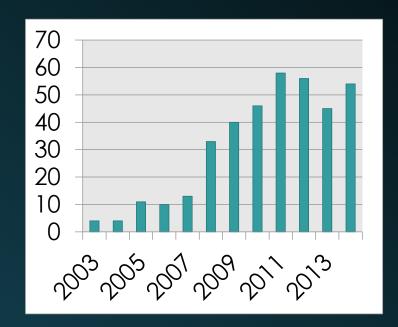
- 2001-2003 Wexford CoCo KWT
- 2003-2008 An Taisce KWT EU Interreg funding
- 2008 DOECLG provide funding for nationwide rollout
  - Keep Northern Ireland Beautiful join
- Coca-Cola & Fáilte Ireland
- 2014 Ireland, Wales and NI
- Need to attract more funding to sustain levels of growth





# 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 nonidentified BWs
  - 54 GCAs
  - 16 identified BWs
  - 38 beaches are nonidentified but being sampled according to the BWD



Same application procedure as BF

# Clean Coasts – Engaging Citizens



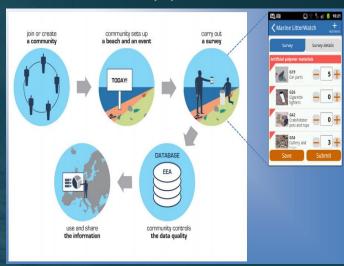




Opportunity to develop into a catchment wide programme

## Marine Litter

- Clean Coasts
   Week
  - 120 coastal clean ups
  - European MLW app



- 2. The Big Beach Clean
  - 3<sup>rd</sup> weekend September
  - World's largest marine litter

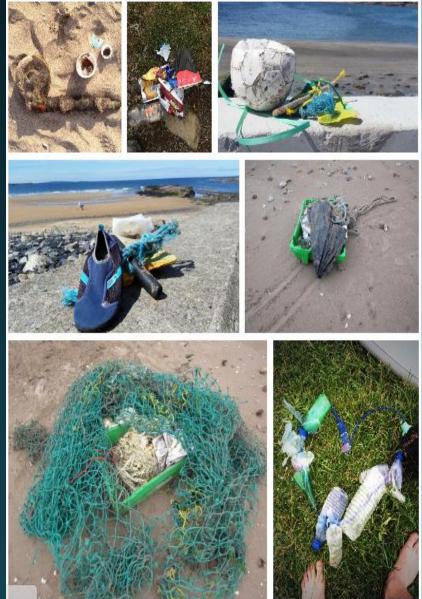




@CleanCoasts#2minutebeachclean

Next time & every time

Snap – Tag – Share



## Beat the Microbead











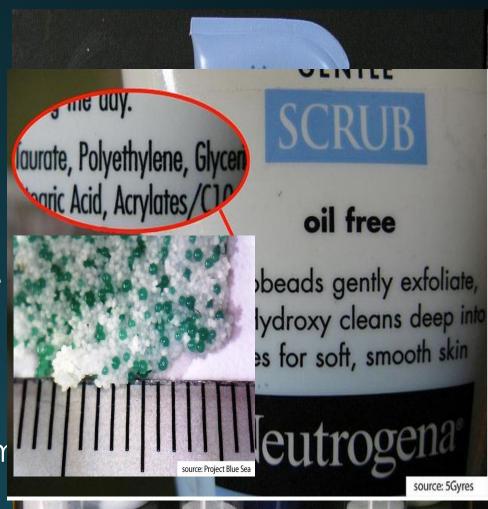


www.beatthemicrobead.org

## What are Microbeads?

© 5 Gyres Institute

- Personal care products contain thousands tiny plastic particles – microbeads
- Polyethylene (PE)
- Washed down the drain
- Microplastics <5 mm</li>
- Micr BEAT THE I'ds <1 mm



## **BEAT THE** MICRO BEAD Beat the Microbe

































































































### Ireland









Along came Betty

Boots own brand

Boots own brand

Boots own brand

Alpha-H Amle

Amle

Clarins

ClearasII

ClearasII

ClearasII

ClearasII

Clearasii

Clearasii

Clinique

Clinique

Clinique

Dirty Works

Eau Thermal Avêne

Elizabeth Arden

Elizabeth Arden

Elizabeth Arden

brand)

Gillette

Freederm

### INTERNATIONAL CAMPAIGN AG **MICROBEADS** IN COSMETICS

These products contain microplastic



INTERNATIONAL **CAMPAIGN AGA MICROBEADS** IN COSMETICS

At this time these products still contain microplastic



INTERNATIONAL CAMPAIGN AGAINST **MICROBEADS** IN COSMETICS

#### These products do not contain plastics

Random sample

**April 2014** 

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

Brand/Concern Producer

Beauty Buddy Ltd

Kao Corporation

Clarins Ltd

Reckitt Benckiser

Reckitt Benckiser

Reckitt Benckiser

Reckitt Benckiser

Reckitt Benckiser

Reckitt Benckiser

Estée Lauder Companies

Estée Lauder Companies

Estée Lauder Companies

The Brand Architekts Ltd

Plerre Fabre Ltd

Elizabeth Arden Inc.

Elizabeth Arden Inc.

The Boots Company PIC

The Boots Company PIC

The Boots Company PIC

Brand/Concern Tesco Alpha-H Beauty Buddy Ltd

Johnson & Johnson Aveeno Blotherm L'Oréal

L'Oréal Body Shop L'Oréal Body Shop L'Oréal Body Shop Clean & Clear Johnson & Johnson

Clean & Clear Johnson & Johnson Clean & Clear Johnson & Johnson Clean & Clear Johnson & Johnson Johnson & Johnson

Clean & Clear Clean & Clear Johnson & Johnson Dove Unllever Dove Unllever Eucérin Beleradori

L'Oréal

L'Oréal

L'Oréal

Gamler L'Oréal Gamler L'Oréal Gamler L'Oréal Gamler L'Oréal

Elizabeth Arden Inc. Johnson's Johnson & Johnson Marks and Spencer Pic Klehi's L'Oréal Diomed Developments Ltd L'Oréal L'Oréal Proctor & Gamble

Gamler

Gamler

Gamler

Producer

Асса Карра A'Kin Alba Botanics Ali Mac

Ark

Aveda

Aveda

Aveda

superdrug)

Balance Me

Avalon Organic

Brand/Concern

Alison Macintosh Ali Mac Alison Macintosh Company Company Company Alpha-H Alpha-H Antipodes Antipodes Ark Ark Skincare Ark Ark Skincare

Producer

H Krull & Co. S.p.A The Purist Company The Hain Celestial Group All Natural Soap Company All Natural Soap Company All Natural Soap Company Ark Skincare The Hain Celestial Group Estée Lauder Companies Estée Lauder Companies

Estée Lauder Companies

Superdrug Stores Plo

Balance Me

Product name

**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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