

BEACH CLEAN-UP MANUAL



Photo credit: Corona International



This Beach Clean-Up Manual has been created by Blue Flag International with the support of Corona International.



Beach Clean-up Manual

As part of the partnership between Blue Flag International and Corona International, many environmental activities have been undertaken to improve the experience of beach users worldwide. This year, the pilot phase of the Sunset-Sunrise, Save the Beach project has focused on several beach clean-ups in five countries: Canada, England, Italy, Mexico and Spain.

Beach clean-ups can be part of a global environmental management policy and also important as an educational process important for all audiences. A beach clean-up allows individuals and communities to come together regardless of different interests, and address the issue of marine litter on our beaches and its impact. The overall aim is a global improvement of our coastline.

This Beach Clean-Up Manual aims to provide an overview of:

- * The different kinds of coastlines
- * The different stakeholders who may be able to help to organise a clean-up
- * Which guidelines to follow and best practices that may inspire newcomers to the project
- * Volunteers as event managers

The aim of this manual is to educate about what is necessary to protect our coastlines all around the world by involving as many people as possible.

How?

- * By raising awareness and educating people about the local environment
- * Informing people about small, unknown, natural biotopes
- * Encouraging local communities and visitors to take care of coastline

Corona is proud to partner with Blue Flag International to facilitate the important initiative of beach clean-ups and education. Corona was born on the pristine beaches of Mexico, and will continue to champion the health and betterment of coastal areas around the world.

Rana Kardestuncer, Global Marketing Director, Anheuser-Busch InBev

Beach Clean-Up Manual

Cleaning beaches and coastal areas is a first trigger for people to start understanding the huge pressure we are putting on our marine environment. However, to change people's habits and ensure they connect to the environment, a long term approach is vital. This is what we strive to do with the Blue Flag programme, and I am very thankful that Corona is embracing this concept with us. What we have developed together is much more than a clean-up, it is the long term adoption of a coastal stretch, a promise to care for the future.

The pilot year in 2014 has shown huge potential and I am very excited about the coming years when the project will fully expand to even more countries around the world.

Beyond our positive partnership, it is a real legacy we wish to leave behind. Not only to the Blue Flag sites, but to all the coastal areas which need caring and loving. This is why this beach cleaning manual is for everyone, everywhere. Take it. Use it. Share it.

Sophie Bachet Granados - Blue Flag International Director - FEE

Marine Litter

Marine litter is any persistent, manufactured or processed solid material discarded, disposed of or abandoned in the marine and coastal environment. Marine litter consists of items that have been made or used by people and deliberately discarded into the sea or rivers or on beaches; brought indirectly to the sea with rivers, sewage, storm water or winds; or accidentally lost, including material lost at sea in bad weather.

Marine litter originates from many sources and causes a wide spectrum of environmental, economic, safety, health and cultural impacts. The very slow rate of degradation of most marine litter items, mainly plastics, together with the continuously growing quantity of the litter and debris disposed, is leading to a gradual increase in marine litter found at sea and on the shores.

Deficiencies in the implementation and enforcement of existing international, regional, national regulations and standards that could improve the situation, combined with a lack of awareness among main stakeholders and the general public, are other major reasons why the marine litter problem not only remains, but continues to increase worldwide. Furthermore, marine litter is part of the broader problem of waste management, which is becoming a major public health and environmental concern in many countries.

Definition UNEP - United Nations Environment Programme

What does Adopting-a-Beach mean?

Deciding to help look after a piece of our coastline as part of a group and finding out more about the area while enjoying it; then using the information gathered to improve and maintain the area.

Why adopt a part of the coast?

The coast is a very active place. Change is happening all the time. Some changes are fine as nature will usually swing back to a normal state sooner or later. But some changes are bad and damaging to us, our way of life and to nature. That is why it is good to observe regularly to make sure the coast near us stays healthy and to identify problems when they first start to happen. By doing a good adoption job you will be helping get the coast recognized as important by more people and attract more interest in your particular part of the coast.

What is adoption about?

It is really about getting to know your beach and the elements that are unique and special about it. You need to find out what is happening, record these findings and use this information to plan how to best look after the area of coast you have adopted. You will need to think about the following questions

- What is happening?
- Why is it happening?
- Is it important?
- What should be done about it?

Source: WESSA, Adopt a beach Coast guide.

Different types of coastal areas

o Sandy shore: Sandy beaches are soft shores that are formed by deposition of particles that have been carried by water currents from other areas. The transported material is in part derived from the erosion of shores, but the major part is derived from the land and transported by rivers to the sea. The two main types of beach material are quartz (=silica) sands of terrestrial origin and carbonate sands of marine origin. The carbonate sand is weathered from mollusk shells and skeletons of other animals. Other material includes heavy minerals, basalt (=volcanic origin) and feldspar.

Source: wikipedia.

o Rocky shore: A rocky shore is an intertidal area of seacoasts where solid rock predominates. Rocky shores are biologically rich environments, and are a useful "natural laboratory" for studying intertidal ecology and other biological processes.

Source: wikipedia.

o Shore: A shore or a shoreline is the fringe of land at the edge of a large body of water, such as an ocean, sea, or lake. In physical oceanography, a shore is the wider fringe that is geologically modified by the action of the body of water past and present, while the beach is at the edge of the shore, representing the intertidal zone where there is one. In contrast to a coast, a shore can border any body of water, while the coast must border an ocean; that is, a coast is a type of shore. The word shore is often substituted for coast where an oceanic shore is meant.

Source: wikipedia.

How to organi

Different types of stakeholders

For Blue Flag, any kind of environmental and educational project needs to be designed and managed by multiple stakeholders that bring together knowledge, skills and materials for a successful project.

ENVIRONMENTAL NON-GOVERNMENTAL ORGANISATIONS (NGOs)

Environmental and educational NGOs are engaged and bring knowledge and expertise to the process. Focusing on how to educate an audience to environmental issues and solutions with a long-term perspective.

FOUNDATION FOR ENVIRONMENTAL EDUCATION (FEE) NATIONAL ORGANISATIONS

The FEE national members are the main point of contact for the FEE programmes with members in more than 65 countries. Throughout a local and national network, they can provide contacts as expertise on education, environment, project management, and national law and policies. If you are in a country with a FEE member organisation, you are welcome to contact them.

OTHER NGOs

Each NGO has its own expertise, therefore, multiple national partners can join the project and bring knowledge to a specific aspect for example safety, or cleanliness.

PUBLIC ORGANISATIONS

A clean-up generally takes place in a public area. The public organisations are the representatives of society in each country. At the national, regional or local level, the policymakers as managers can provide access approval for the areas in need of a clean-up. They can also provide advice and prioritize the actions needed to be taken to improve the local coastline.

ise a clean-up

MUNICIPALITY

The municipality is the main partner for a clean-up event. It is in charge of advising the project managers about the national laws as the local areas in need of care. The municipality is a strong partner, usually committed to a long-term environment policy. In some cases, the beach stretch is managed by a private hotel. Don't forget to involve them in the event.

The municipality may be involved in offering technical help and providing manpower, machines, bins, bags, gloves,...

HARBOUR OFFICE

The harbour office is the representative of the marinas in the area. The harbour manager works closely with the municipality to improve the safety and the services for the marina users but he/she is also involved in the local environment policies and the management of the coastline.

REGION

The Region is not usually involved in a local activity but if you require a bigger picture of the local environment, the impact of a policy at a higher scale or you are in need of knowledge about best practices, this organisation may help. They may also help by providing advice and legal information about what kinds of activities are/are not possible to organise.

SAFETY

The safety of the participants is one of the most important responsibilities to uphold. Different tools and references are collected in this manual, for example, organisations to contact and other manuals to read in order to ensure the safety of everybody during a clean-up event.

NATIONAL LIFESAVING ASSOCIATION

In need of safety and lifesaving advice? Each country has, a national lifesaving association in charge of educating lifesaving professionals. These are usually members of International Lifesaving Federation (ILS), this organisation can provide advice, tools and best practices in order to guarantee the safety of all participants in the planned activity.

ASSOCIATION OF BEACH MANAGERS

At a local level, organisations have been created to manage and share best practices regarding the management of the beach. Most of the time these organisations partner with the municipality and are very involved in the local communities. Such organisations are relevant in order to help and provide knowledge about a specific area.

LOCAL COMMUNITIES

The local communities are the major stakeholders in the activity and are central to the whole process, the hands of the activity and the soul of the natural area. Local communities care deeply for their surrounding areas, if they are involved early enough in the process, they will bring value, manpower and render the project sustainable.

The local communities can be local associations, youth groups, tourist offices, resident groups, local NGOs, etc.

CORONA BRAND or other sponsor and its employees

In the case of Sunrise-Save the Beach campaign, this professional task force is the main partner and aims to promote the event, gather volunteers; and also create a link between the coastal areas and those that care for the coast.

FEE member organisations involved in the Adopt a Beach campaign, are in charge of managing relationships and the decisions undertaken with the other stakeholders. The member organisation decides on the location of the activity, the activity itself and the budget. The Corona national office may provide support in term of communication, manpower and finances.

If your clean-up is not part of the Sunrise Save the Beach campaign, you are encouraged to find a sponsor for your event. This could give you more visibility and a potential for a bigger event.

o **Before the clean-up**

PROJECT MANAGEMENT - the case study of the Sunrise - Save the Beach campaign

The FEE member organisation running Blue Flag is in charge of finding a municipality interested in taking part in the Adopt a Beach campaign. The final location of the site is discussed and decided on between the national NGO and the municipality. The site needs to entail a certain improvement, and the activities have to follow the Blue Flag criteria. However, the site does not need to achieve the full criteria or become a Blue Flag site at the end of the adoption.

The FEE member organisation is in charge of guaranteeing the safety of the activity following the safety risk assessment made beforehand.

The municipality is in charge of obtaining the access approvals to the site, and advising the FEE member organisation about the needs of the site. The local communities in the surrounding area may offer help such as manpower, materials and waste recycling opportunities.

The Corona team can provide help regarding the promotion of the event. They can also help to gather volunteers. They should follow the recommendations of the FEE member organisation and the municipality, in order to comply with the national laws and local environment policies.

RISK ASSESSMENT

Read the Health and Safety Briefing and fill in the Health and Safety Risk Assessment, available with this manual.

COMMUNICATION

The FEE member organisation and the Corona national team, as well as Blue Flag International and Corona International ensure communications and promotion surrounding the event. The communication methods involved are within the dedicated budget of the project and the individual resources of the organisations. The number of volunteers involved in the activity depends on the opportunities of communication and will be as big as possible. The Corona team is in charge of the marketing materials (goodies) offered to the volunteers, the goodies have to follow the branding guidelines of the campaign and be validated by Blue Flag International and Corona

o **During the clean-up**

The FEE member organisation is in charge of organising and managing the clean-up event. Participants have to be over 18 years of age to take part in the clean-up event (rule applied only to the Sunrise - Adopt a beach clean-ups).

After checking the age of the participant, the team leader will gather everyone and give a talk regarding safety on the site. The talk will include risk assessment and hazardous litter.

An educational talk regarding the ecology and biology of the site itself will also be given.

Depending on the size of the area, it will be divided into zones where larger groups can be divided into smaller groups to deal with a specific zone. Each group will be led by a volunteer leader.

The groups will be provided with gloves, specific bags to sort the various types of litter and will be informed about the time the activity begins and ends.

Following the activity, there will be a debrief regarding the actions undertaken and an overview of type of litter found. The global issues behind the event and some long term solutions will be discussed.

In some case, a ticket for a concert or a festival will be given to the participant as a prize for his/her involvement. A group picture of all participants will be taken.

o **After the clean-up**

TIME FOR REPORTING

The FEE member organisation is in charge of producing an activity report with pictures according to the objectives planned.

Required information : Country, Date, Project Manager, Activity, Location, summary of the activity, number of participants, educational aspect, environmental aspect, advantages, difficulties, amount of money dedicated to the activity, proposals for improvement, pictures.

Health and Safety Briefing

To ensure a successful and safe event, Health and Safety guidelines should always be adhered to. Use the guidelines below when conducting any Beach Clean-up activity. Further Health and Safety training can be arranged through your Project Officers.

Please take the following precautions:

- 1 Survey the site and determine specific coastline hazards (use the Risk Assessment Form).
- 2 Designate a Safety Officer and ensure that all volunteers are informed of this designation and where First Aid facilities are located. The Safety Officer should ensure that all volunteers are fully briefed on Health and Safety issues prior to commencement of activities.
- 3 A First Aid Kit and Sharps Box should be easily located. As a Guide, the following stock of First Aid items should include:
 - A leaflet giving general guidance on First Aid
 - 20 individually-wrapped sterile adhesive dressings of assorted sizes
 - Two sterile eye pads
 - Four individually-wrapped triangular bandages, preferably sterile
 - Six safety pins
 - Six medium sized (approximately 12cm x 12cm), individually-wrapped, sterile un-medicated wound dressings
 - Two large (approximately 18cm x 18cm) sterile, individually-wrapped, un-medicated wound dressings
 - One pair of disposable gloves
 - Do NOT keep tablets or medicines in the First Aid Kit
- 4 Wear highly visible, protective clothing, strong footwear and heavy-duty waterproof gloves.
In summer, to avoid sunburn, wear long-sleeved shirts and a sun hat and keep sun-block preparations handy.
- 5 Hygiene – always wash hands before eating and drinking. Whilst working, avoid touching the face – particularly the mouth and eyes.
- 6 Report all accidents to the Safety Officer.
- 7 Do not take risks near water; and do not enter the water to collect rubbish.
- 8 Beware of sharp objects such as broken glass and syringes. Any sharp objects should be removed by adults only, and placed inside a Sharps Box – NOT in rubbish bags.

9 Locate the nearest working telephone. Remember that mobile phones may not have a signal at some beaches.

10 Any containers or drums that look suspiciously hazardous should NOT be touched.

11 Children MUST be accompanied by an adult at all times.

Health and Safety Risk Assessment

The risk level of an activity is dependent upon two factors: the probability that harm will occur; and the severity of that harm. The following form should be completed listing each identified risk associated with a planned activity, so that such risks and the precautions to counter them may be understood by all concerned. It would be the responsibility of the Health & Safety Officer to ensure that all volunteers are properly briefed on such risks and precautions prior to any activity in the beach area.

Name	
Group	
Location	

Have all members received a Health and Safety briefing?	<input type="checkbox"/>	Is there clean water on site or are antiseptic wipes available?	<input type="checkbox"/>
Where is the nearest phone?	<input type="checkbox"/>	Is there a throw line on site?	<input type="checkbox"/>
Is there a First Aid kit available?	<input type="checkbox"/>	Is there a Sharps Box available (for syringes, etc)?	<input type="checkbox"/>

What is the potential hazard?	Probability of risk High/ Medium/ Low	Severity of injury High/ Medium/ Low	What precautions could be taken to lessen the risk?	Is the risk acceptable, i.e. should the project/activity go ahead? Yes/No



BLUE FLAG CRITERIA RELAT

Criterion 15. The beach must be clean.

The beach and surrounding areas including paths, parking areas and access paths to the beach must be clean and maintained at all times. Litter should not be allowed to accumulate causing these areas to become unsightly or hazardous.

The beach must comply with national guidelines or legislation concerning litter and waste management. Beach cleaning may be mechanical or manual, depending on the size, appearance, and sensitivity of the beach and its surroundings. In high use areas, where possible, occasional mechanical sieving and deep cleaning of the sand should be done to remove small particles such as cigarette butts, etc.

During storm water flows, the outlets and surrounding areas must be kept clean.

When cleaning the beach, this must be done with consideration for local flora and fauna, e.g. where turtles may have buried eggs in the sand. The use of insecticides or chemicals for cleaning the sand or surrounding environment is not allowed. The cleaning of Marine Protected Areas as well as sensitive areas (sand dunes, etc.), must be done in accordance with the laws and advice from the relevant authority.

For information about the management of algal waste and seaweed, refer to criterion 15.

To determine the cleanliness level of the beach, it is recommended that a Beach Litter Measuring system, or similar system, be used.

Criterion 16. Algae vegetation or natural debris should be left on the beach.

Algal vegetation is generally accepted as referring to seaweed. Seaweed and other vegetation/natural debris are natural components of both freshwater and marine ecosystems. These ecosystems must be considered as living and natural environments and not only as a recreational asset to be kept tidy. Thus, the management of seaweed or other vegetation/natural detritus on

ED TO BEACH CLEANLINESS



the shore should be sensitive to both visitor needs and biodiversity. Natural disposal by tides and waves at the beach is accepted, as long as it does not present a nuisance.

Vegetation should not be allowed to accumulate to the point where it becomes a hazard. Only if it is absolutely necessary should vegetation be removed, and then consideration should be given to disposing of it in an environmentally-friendly way, e.g. through composting or for fertilizer use. Wherever possible, environmental specialists should be consulted regarding the management of algal vegetation on the beach.

In some areas seaweed is dried on the beach for later use as fertilizer or dune stabiliser. While this good practice should not be discouraged it is also necessary to ensure that it does not create a nuisance for beach users.

Criterion 18. Facilities for the separation of recyclable waste materials should be available at the beach.

In the event that the community has a local recycling facility then containers must be made available at the beach for these materials, e.g. glass, cans, plastic, paper, etc. The receptacles should be properly designed and managed for the type of waste received, should be emptied regularly, and be well placed for accessibility.

The recycling facilities should accommodate the collection and separation of as many different types of materials as possible.

On application, the local authority/beach operator must indicate whether the local authority has facilities for the recycling of waste. In the event that no such facilities exist, the applicant must apply for a dispensation from this criterion.

Blue Flag encourages all local authorities/beach operators to promote recycling and waste separation at the beach, even if the community does not have a local recycling facility.

Beach clean-ups organised during the campaign Sunrise Save the Beach 2014 with the support of Blue Flag and Corona International

ITALY

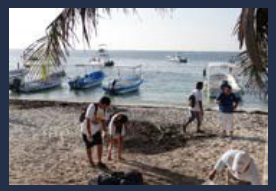
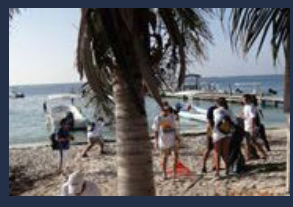


Photos credit:
Blue Flag International

ENG

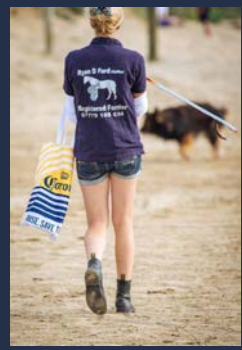
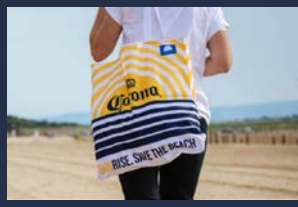


MEXICO



Photos credit:
Pronatura Mexico A.C.

LAND



Photos credit:
Keep Britain Tidy

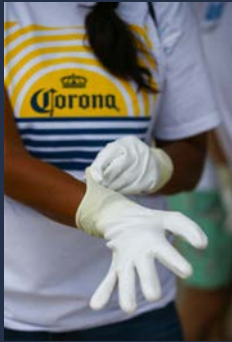
Beach clean-ups organised during the campaign Sunrise Save the Beach 2014 with the support of Blue Flag and Corona International

CANADA



Photos credit: Mississauga Photography Gallery & Studio

THE BEACH **SUNRISE.** SAVE THE BEACH **SUNRISE.** SAVE THE BEACH **SUNRISE.** SAVE THE BEACH **SUNRISE.** SAVE THE BEACH **SUNRISE.** SAVE THE BEACH



SPAIN

Photos credit: Corona International

Best Practice - Ireland

CLEAN COASTS OPERATED BY AN TAISCE WWW.CLEANCOASTS.ORG

Clean Coasts is made up of two elements; Clean Coasts volunteering and the Green Coast Award. The Green Coast Award is an award for beaches that meet the excellent standard for water quality as set out in the revised Bathing Water Directive (EC 2006/7/EC) but may not have the necessary built infrastructure to achieve Blue Flag status.

An important element of this award is that these beaches have a beach management plan in place and that the local community are engaged in this process.

The Clean Coasts volunteering effort engages communities in protecting our beaches, seas and marine life. Every year Clean Coasts organises hundreds of cleanups and surveys mobilising thousands of volunteers to remove considerable quantities of marine litter from our environment.

Photo credit: An Taisce

Clean Coasts has developed a suite of community engagement initiatives that has lent to the expansion of the Clean Coasts programme in the past number of years, including; Clean Coasts Week, the Big Beach Clean weekend, Love Your Coast Photography Competition, Clean Coasts Ocean Hero Awards, Clean Coasts Road Show, #2MinuteStreetClean, the Clean Coasts Corporate Volunteering Programme and the Clean Coasts Ambassador Programme. Clean Coasts also operates a number of international campaigns such as Beat the Microbead and #2MinuteBeachClean.



OF OUR NETWORK

led by Corona International.

Best Practice - Latvia



Photo credit: FEE Latvia

«MY SEA» GREEN EXPEDITION OPERATED BY FEE LATVIA WWW.VIDESFONDS.LV/LV/

To communicate Baltic Sea and coastal issues so that we inspire to reflect, value and protect environment.

Tales of My Sea – everyday lectures/meetings on sites with people as diverse as Sea itself. From environmental scientists to local fishermen. From handicrafts to celebrity journalists

Sounds of My Sea – telling the story of My Sea through language of art and music. Unique series of concerts in landmark places of the coast.

Surprised by My Sea – diverse, attractive, positive presence by information and workshops for public. Starting from largest beach parties and city festivals to our own beach volley championship.

Little Clean-up – tidiness is not about huge, pompous and rare campaigns. It is about everyday attitude that does not tolerate littering.

Coastal Award – internet vote about seasons most beloved beach.



“My Sea” is a walk of 500 km along the Latvian coastline during 30 days, including:

- *39 marine litter monitoring sites
- * 5 seasonal monitoring sites
- *UNEP IOI Marine litter protocol
- *3 year most comprehensive data
- *Monitoring + clean-up

Blue Flag Criteria - APPENDIX A: Beach Litter Measuring System – a method of mapping the status of litter on a beach

[Criterion 15]

In order to determine the cleanliness on the beach, the Beach Litter Measuring System could be used by the beach manager or the national coordinator when doing beach monitoring visits.

The system differentiates between bulky litter (>10cm) and fine litter (<10 cm). It takes a closer look at the amount of litter in defined representative areas on the beach. According to the amount of litter, beaches are classified into different cleanliness levels (A+ to D). The method combines taking pictures and making counts.

At a Blue Flag Beach, the cleanliness level should be A+ or A.

Step by step guidance how to define your beach's cleanliness level:

Bulky Litter

- 1. Define an area of 100m² (10m x 10m) for your bulky litter count and photo (Choose the dirtiest 100m² that you can find on the beach)**
- 2. Count the units of bulky litter (>10cm) within the area**
- 3. Take a picture of the area (to keep as proof)**
- 4. Determine the cleanliness level with help of the beach litter indicator (see below)**

Fine Litter

- 1. Define an area of 1m² for your fine litter count and photo (choose the dirtiest area within the 100m²)**
- 2. Count units of fine litter (<10cm) within the area**
- 3. Take a picture of the area (to keep as proof)**
- 4. Determine the cleanliness level with help of the beach litter indicator**

Beach Litter Indicator

General

1. Keep a record of your measurements (date, time, location, circumstances, weather conditions, cleanliness level(s) bulky litter, cleanliness level(s) fine litter, other comments)

2. Repeat these steps at different locations along the beach if possible

3. Repeat the measurement at different times during a season and different times of the day if possible

It is important to keep in mind that starting to use this system might require a bit of time in the beginning.

Once you get some exercise or training, it will be a quick, easy and helpful tool.

For a more detailed version of the beach litter indicator, a description of the system, a training CD or for taking part in a training session, please visit the Blue Flag website or contact the Blue Flag Coordination.

1 The Beach Litter Measuring System was developed by the Keep Holland Tidy Foundation and the Royal Dutch Touring Club.

Number of litter units per area	Cleanliness level
0	A+ Very clean
1-3	A Clean
4-10	B Moderately Clean
11-25	C Dirty
> 25	D Very Dirty

Source: Blue Flag Criteria and Stichting Nederlands schoon & the Royal Dutch Touring Club ANWB, Beach Litter Measuring System.

Blue Flag Criteria - APPENDIX B: Guidelines for events on Blue Flag beaches

[Criterion 30]

Should events be planned for Blue Flag beaches, it is recommended that the local authority/beach operator attempt to find a win-win situation in both hosting the event and maintaining Blue Flag status. Events on Blue Flag beaches are not incompatible with the management of the Blue Flag programme. However, the event should not compromise Blue Flag standards. The Blue Flag should not be dropped simply because an event is planned on the beach.

The decision to allow events to take place on beaches is ultimately the decision of the local authority/beach operator managing that facility and would, as such, be guided by local by-laws and other legislation. Should the local authority be concerned as to potential impacts on Blue Flag standards, early contact and discussion with the National Operator is recommended. It is reiterated that it is the responsibility of the local authority to ensure that Blue Flag standards are met.

If necessary, additional resources, e.g. cleaning staff, portable toilets, etc should be brought in to ensure that the standards do not drop.

Wherever possible, the Blue Flag area should be zoned (this to include the use of buoys – where appropriate – in the water) so that a designated Blue Flag swimming area is still retained and the beach can still fly the flag. It is not recommended that the whole beach be designated to the event.

Wherever possible, every attempt should be made to ensure that all the Blue Flag standards are still met on the beach during the event.

In terms of the criteria of Blue Flag, compliance with all environmental and building legislation also applies to any events and/or the construction of facilities on the beach. This includes the possibility of undertaking Environmental Impact Assessments or producing environmental reports on the impact of the event on the natural surroundings. In this case, permission from the relevant environmental authorities in the region would be necessary.

The public must be given advance warning of any events planned for Blue Flag beaches. This could be in the form of posters or other information at the beach, through announcements in the local media, or on local authority/beach operator websites if appropriate. A notice indicating details of the event, duration of the event, where more information can be obtained, where complaints can be made, etc. must be posted at the beach.

In the event of an activity that takes place on the beach after hours, i.e. for those beaches that withdraw the flag at the end of the day when criterion are no longer being met, the beach operator/local authority must ensure that the beach and the facilities be cleaned and returned to order, before the flag is due to be raised the next morning, even if this means the cleansing teams must work through the night to ensure that the beach is clean once the flag goes up. So, if the flag is normally raised at 08h00 in the morning, the facilities must meet Blue Flag standards by 08h00 in the morning.

It is recommended that the local authority/beach operator consider a fee to be levied on the organisers of events hosted on Blue Flag beaches and that this income be used to make improvements to the beach or within the local area.

Blue Flag Criteria - APPENDIX C: Guidance on ILS Safety Risk Assessment for Beaches [Criterion 27]

INTRODUCTION

The International Lifesaving Federation (ILS) is the world authority in the global effort to prevent drowning and works with national life saving organisations to improve drowning prevention, water safety, water rescue, lifesaving, lifeguarding and lifesaving sport. FEE and ILS have therefore entered a Memorandum of Understanding where FEE recognises ILS as being the world authority in the global effort to prevent drowning.

FEE encourages national organisations and local authorities to work with ILS national organisations when possible.

ILS will undertake risk assessments all over the world and take care that the information boards according to ISO 20712 are placed at as many beaches as possible. When this is not possible, an independent risk assessment may be conducted. Below are guidelines produced by ILS.

BACKGROUND

Risk management can be defined as a logical and systematic approach of identifying, analysing, assessing, treating, monitoring and communicating risks associated with any activity or process.

In its Guidelines for safe recreational water environments (Vol.1) the World Health Organization states: 'Assessment of hazard and risk inform the development of policies for controlling and managing risks to health and well-being in water recreation. ... The assessment of a beach or water should take into account several key considerations including:

- the presence and nature of natural or artificial hazards
- the severity of the hazard as related to health outcomes
- the availability and applicability of remedial actions
- the frequency and density of use
- the level of development.

PRINCIPLES

The purpose of hazard and risk assessment is to assess the probability that certain events will take place and assess the potential adverse impact these events may have on people, property or the environment or other adverse outcomes.

ILS sees the implementation of risk assessments for all aquatic locations as a key element of the strategies to reduce injury and loss of life or other adverse impact in the aquatic environment.

A generic framework and the main elements of the risk management process identified are:

- Communication and consultation
- Establish the context
- Risk identification
- Risk analysis
- Risk evaluation
- Development of a risk control measures plan
- Monitor and review

This framework is consistent with the international standard ISO 31000 – Risk Management – Guidelines on principles and implementation of risk management.

The basic rationale for conducting a risk assessment is:

1. Identify the hazards of a particular location and assess the risks of possible human interaction with the hazard.
2. Provide the basis for a risk management plan
3. Improve safety and reduce the risk of death or injury at the location
4. Ensure the best use of resources and encourage effective management and cost effective operations
5. Reduce the potential for litigation stemming from accident and management practices
6. Provide guidance for the development of policy, procedure and practices.

A hazard is a source of potential harm or a situation with a potential to cause a loss.

A risk is used to describe the probability that a given exposure to a hazard will lead to an adverse outcome.

o Literature

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- Page name: Rocky shore

Author: Wikipedia contributors

Publisher: Wikipedia, The Free Encyclopedia.

Date of last revision: 4 November 2014 20:39 UTC

Date retrieved: 20 November 2014 12:29 UTC

Permanent link: http://en.wikipedia.org/w/index.php?title=Rocky_shore&oldid=632465402

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Page Version ID: 632465402

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Date of last revision: 14 October 2014 00:22 UTC

Date retrieved: 20 November 2014 12:30 UTC

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Page Version ID: 629510668

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Publisher: Marine Biodiversity Wiki

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