



Case study 1

BLUE FLAG INITIATIVE

The case

The Blue Flag is eco-label given to beaches and marinas. This initiative was born in France in 1985 and since that time about 4000 beaches awarded the Blue Flag. There are four areas of criteria of the Blue Flag Certificate: environmental education and information, environmental management, water quality, safety and services.

The Program Measures for maintenance sufficient of ecological compatibility level of the City Beach is developed:

1. Improvement of the Beach Area:

- Reconstruction of the road on the lower level (with construction of pavement («safety road») with storm discharge and hard coverage for devises for garbage removal);
 - Capital renovation of lightening of the road on the lower level, external lightening of the «health road» and stairway;
 - Decoration and renovation of the facades of the buildings on the lower level of the City Beach;
 - Installation of handrails on the stairways;
 - Beach nourishment (extension of sandy area);
 - Planting on the slopes;
 - Restoration of the restaurants, cafes on the lower level (planting, bins, coverage);
 - New toilet and restroom facilities, toilet for disabled people, offices for beach administration and medical services;
 - New desk chairs, catamarans, boats for rent;
 - Foot-washing facilities;
 - Additional disposal bins, containers for garbage after sand sifting, beach cabins, tents, automatic road bars;
 - Offices for parking service people and security service
 - Construction of pier;
 - Smoking places with ashtrays;
- #### 2. Beach maintenance:
- Everyday sand cleaning and sifting, waste removal, algae vegetation or natural debris removal;
 - Cleaning of territories adjacent to beach zone;
 - Cleaning of drainages systems and storm run-offs;
 - Regular maintenance of disposal bins and containers;



- Maintenance in proper condition of adjacent to the City Beach green zone (haymaking, cleaning, watering);
- Renovation and maintenance of water supply system, shower cabins, etc.;
- Flagsticks;
- Open fire place for grills;
- 3. Saving facilities:
 - Beach Life-Saving Service maintenance;
 - Purchase of vast saving boat;
 - Devices for lowering on water with mechanical and electrical drives;
 - Two life saving towers;
 - Diving and other equipment for the Beach Life-Saving Service;
 - Training of divers, salesmen (certificates, diplomas);
 - Reconstruction of loudspeaker connection;
- 4. Ecological education and information:
 - Development of Land Use and Coastal Zone Development Plan in accordance with rules and regulation on coastal zone protection and planning;
 - Elaboration of 5 ecological educational programmes;
 - Development of rules governing the City Beach use to prevent conflicts and accidents;
 - Define parking area, no parking zones, special permission area for vehicles;
 - Elaboration of Emergency Action Plan (prevention strategies, early warning system).

The change process

Ukraine is currently in pilot stage of the project under national coordination of the NGO «Ecological Initiatives» (Sevastopol, Ukraine).

According to the City Council Decision (54-V from 20/07/2006) camping, fires and pets are not allowed on the beach. Stray animals are caught by special service.



For garbage collection at the City Beach are available more than 100 waste disposal bins (garbage removal is provided by 18 cleaning service people two-times per day). The sand cleaning is provided mechanically by 3 special machines. Garbage from the sandy area and disposal bins is collected to 20 covered containers. According to the agreement with «Triplet-tron» it is being removed from beach area one time per day during workweek and two times on the weekend. Facilities for the separate garbage collection are not available at the beach because there are no facilities for the separate garbage disposal.

For the safety purposes on the City Beach is provided restricted movement of vehicles. Only emergency transportation, transportation of disables people and trade and control services are allowed to the beach area.



For controlling epidemiological situation the sampling of water and sand is made 2 times per week by Central Sanitary and Epidemiological Station.

To increase attractiveness of beach recreation, provide sustainable development of the City Beach and improve quality of marine and costal environment it was decided to join the International Program of beaches certification on the Blue Flag system.

The outcome

4 beaches in Ukraine: 2 beaches in Yevpatoria City – beach of the Inter-Regional Centre for rehabilitation of disabled people (IRCRD) and beach of the SPA hotel “Severny” (“Northern”) and 2 beaches in Yalta City – Massandra Beach and Yalta-Intourist Hotel Beach have already passed the stage of candidates and have received the Blue Flag Certificates in May 2010.



Illichivsk is a port city in the Odessa Oblast of south-western Ukraine. It is situated on the coast of the Black Sea, just 12 miles west from Odessa. In 2009 the City Council of Ilyichivsk (Ukraine) has adopted the system of measures to meet all the formalities and the Blue Flag criteria. The Certificate is expected to be given in 2011. Illichivsk as a city was built around the port. Its local economy is largely oriented to the sea. The biggest employer is a State Enterprise: "Illichivsk Maritime Trade Port". In the same time one of the vectors of the city development is tourism and beach recreation.

The Central City beach is structural part of the Housing and Communal Sector. The length of the City Beach is about 1500 m. The total area is 114455 m², green zone – 55089 m², sandy area – 40524 m² (data from the Beach Passport).

The beach can be an example for other cities. It is main sea destination for tourists in Illichivsk. For this purpose also ecological certification is necessary.

Lessons learned

The Blue Flag voluntary eco-label awarded to the City Beach of Illichivsk through the system of strict criteria works towards sustainable development of beach environment, improvement of water quality, development of the system of environmental education and information, improvement of environmental management, safety and other services. The city's healthy economy and friendly environment continues to attract new tourists.

Odessa-city has more than 42.54 ha of beaches of different beach material composition. But the main problems of Odessa beaches are water pollution by suspended solids, oil products, phenols, nitrates; lack of centralized wastewater of household waste in the beach areas; landslides. Under conditions of solving these problems Odessa has great perspectives for joining the Blue Flag Program.

The Blue flag Initiative could be a tool in the Integral Coastal Zone Management and used during the forming of Environmental Certification policy in Ukraine.

