



EDUCATION,  
SUSTAINABILITY, AND  
TOURISM

# BEACH MANAGEMENT THROUGH THE BLUE FLAG FRAMEWORK

Presented by the American Shore and Beach Preservation  
Association





We advocate for **healthy**, **sustainable**, and **resilient** coastal systems to sustain four inter-connected core values provided by shores and beaches:  
community protection,  
a strong economy,  
ecologic health  
and recreation.

# Who is ASBPA

## Our Mission

ASBPA is dedicated to preserving, protecting and enhancing our coasts by merging science and public policy.



American Shore & Beach Preservation Association

Advocating for healthy coastlines.









# THE BLUE FLAG STORY





# The Blue Flag Program

*International and  
National Recognition*

*Audit of Practices*

*Provides a Nexus for Departmental  
Information*



# Management

*A Network of Practitioners*

*A framework for sustainability*

*Job Creation*





# Environment

*Increased Understanding and  
Environmental Awareness*

*Improved Environmental Conditions*

*Reinforces Responsible Tourism*





# Engagement

*New Ways to Engage Residents and Tourists*

*Users Value Blue Flag Criteria*

*Opens New Opportunities*





# KEEP IN TOUCH



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