



The Blue Flag is an International symbol of high standards of water quality, environmental education and information environmental management and safety and health for beaches and marinas.

The Blue Flag Eco-Label promotes sustainable development in freshwater and marine areas.

The demand for having a good environment, and protecting and conserving limited recreational beaches is rising with the increase of investments and development in tourism and the manufacturing industry.

The Royal Marine Conservation Society of Jordan (JREDS) is the National Representative for the Foundation for Environmental Education (FEE). JREDS is implementing FEE programs; Blue Flag, Green Key, Eco Schools and Young Reporters.



FEE National Representative



الجمعية الملكية لحماية البيئة البحرية
THE ROYAL MARINE CONSERVATION SOCIETY OF JORDAN
JREDS

Amman Office
Shmeisani
Tel: 5676 173
Fax: 5676 183

Aqaba Office
Al-Farabi Str, 5th
Tel: 03-20 22 995
Fax: 03-20 22 995

Today,

Blue Flag has become a truly global program with an ever-increasing number of countries participating in the program.

In 2010 Blue Flag celebrated **50,000 flags.**

The eco-label was awarded to **over 3500 beaches and marinas.**



Blue flag was created in France in 1985.

Blue Flag Works to bring together the tourism and environmental sectors at local, national and regional levels.

WHY BLUE FLAG IN JORDAN

- Excellent environmental education tool.
- Excellent sustainable management tool.
- International exposure and support.
- Better marketing image for Jordan worldwide.
- On-going, institutional, beach and dive clean-up campaigns with more focused, structured and effectively monitored framework.
- Provides basis and sets tangible measures for strategic and long-term land and sea planning along targeted coasts.
- Incorporates principles of sustainable tourism where economic development goes hand-in-hand with conservation.
- The integration of conservation and development.
- Healthy and safe environments.
- Sound environmental values and sustainable lifestyles.
- Appropriate policies and decisions.