

SUSTAINABLE OCEAN ECONOMY SYMPOSIUM

“Harnessing and Transforming of the Oceans Economy for a Resilient Future of the Northern Cape Province”

Sustainable Tourism

With WESSA Eco-Labels



Mike Denison
WESSA
Coastal Programmes



Recognised

Eco-Labels & Awards

Environmental management
and tourism appeal



International award

Criteria / Standards

- Water quality
- Safety & accessibility
- Environmental management
- Infrastructure & services
- Environmental Education

**Reviewed & awarded
annually**



National award

Criteria / Standards

- Environmental management
- Infrastructure & services
- Environmental Education
- Nature based tourism
- Monitoring biodiversity
- Environmental Activities

**Reviewed & awarded
annually**

SUITABILITY

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Blue Flag Programme
Beaches, Marinas, & Boat operators
Stringent water testing
Pre-scribed facilities and services
Seasonal status
33 Criteria based on international frameworks



Green Coast Programme
Coastal or estuarine sites [Habitat, Species, Cultural]
Work with existing facilities and services
All year around status
Community participation & inclusivity in design
13 Criteria [relevant to South African coastal areas]

**Supported by WESSA
to achieve and sustain status**

BENEFITS



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WESSA
PEOPLE CARING FOR THE EARTH



Destination of choice

Recognised brand of quality

Trusted verification of municipal intent

External adjudication on international standards

Recognition of municipal success

Annual high profile Award Ceremony

Sustainable standard & practices

Environmental & Tourism good practice

Leverage Opportunities & Funding

Youth, conservation, development investment

Network

Marketing & Profiling strengthened

Learning & sharing opportunities

Inspires communities

PROCESS & Timeline



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Any questions