



# **Blue Marina Awards: Their relevance to the objectives of the Italian Government's Sea Plan, the European Commission, and the United Nations Sustainable Development Goals (SDGs)**

# Executive Summary

- Raise awareness and accompany nautical tourist ports towards a process of growth and value: a center of excellence, a driving force for the development of wealth.
- Create a common purpose: shine a spotlight on all the nautical tourist port facilities and surroundings; on their commitment. Together, we grow united.
- Align with European Commission themes: innovation, sustainability (also environmental aspects), safety, and tourist hospitality (also accessibility).
- RINA, a leading certification company, is the technical partner that guarantees transparency and objectivity.
- The flag symbolizes achieved commitment to innovation, sustainability, safety, and tourist hospitality.
- Establish the Standard of Quality recognizable by the public.

# Blue Marina Awards DNA

## INCLUSION

No one is excluded

## PEOPLE

Passion, skills, enthusiasm, cooperation are drivers to growth



## INTEGRITY

Transparency and Objectivity

## OPEN COMMUNITY

Super partes approach.  
Open dialogue with all parties

# Blue Marina Awards: a virtuous loop

## MARINA

- Voluntary, paid registration
- Completes online survey and uploads supporting documentation
- Hosts BMA promotional events

## RINA

- Evaluates the survey information
- Certifies the assessment (even with onsite inspections)

Assessment

## RINA

- Releases Assessment Report to Marina
- Award marinas that meet minimum requirements and Best Performers

Gap Report

## BMA

- Facilitates interaction among Marinas, institutions, leaders, partners, sponsors, and local community to drive continuous improvement

## Sponsors

- Listed as BMA Preferred Partner

## Marina

- Enacts improvements based on Assessment results
- Free to select among BMA Preferred Partners or other suppliers

Survey

Continuous Improvement

Awareness

## BMA

- Organizes local events that involve institutions, leaders, partners, sponsors, and local community
- Teams with media to drive visibility and awareness
- Gathers additional areas of interest for survey from sponsors

## RINA

- Identifies and weighs key services for 4 priority areas that generate evaluation points
- Identifies minimum requirements to qualify in BMA assessment
- Integrates survey with other sponsor-sensitive issues to be monitored
- Develops and maintains survey platform

# Evaluation process

- Each theme is analyzed in practical terms with 10/20 questions. For example, Innovation: electric charging stations, photovoltaic and solar panels, anti-waste sensors, waste monitoring systems, booking systems; Hospitality: certified personnel, restaurant, ATM, water supply points, reception service, hauling service, free WIFI; Sustainability: equipment to keep the water clean or to manage spills, tools to separate waste collection, wastewater/bilge management, reduce plastic, reduce water waste, availability of green areas; Safety: cybersecurity, IT cloud services, emergency procedures, tools and kits, Risk Management, personal protection equipment.
- Requirements are updated annually against key customer needs and value drivers. Additional industry-specific questions may be added to trend issues (ie. industry needs by ICOMIA)
- Questions are weighed and measured independently and uniformly for all participants by RINA. If the marina exceeds the minimum threshold, it obtains the Blue Marina Flag and acknowledgment. Best-in-category earns a specific award.

# Evaluation process (cont.)

- The acknowledgment lasts for 12 months.
- Participation is voluntary and free. Marinas complete the online form and upload supporting documents. RINA validations can also require onsite inspection.
- Participants receive a check-up certificate, that can guide improvement priorities.
- Usually, Blue Marina Awards is launched each year-end. Marinas can participate until end of June. The award ceremony is held in October.

# Blue Marina Awards 2023

- The second edition ended in October 2023.
- 100 marina participated, 33 received the awards.
- The Awards ceremony took place in Trieste on 6th October 2023 and was included in the Barcolana official event programme.
- Italian institutional representatives and the European Commission participated with highest ranking officials (see [Youtube](#)). Officials unanimously acclaimed the success of BMA results.
- Media supported the success with rave reviews and visibility (see press coverage from 6-17 October in this link <https://shorturl.at/rCKR8>)
- The European Commission invited BMA to make the 2024 edition open to all European marinas. BMA expansion is supported by the EU WestMed initiative.

# Activities throughout the year

- During the year, BMA organizes local events in the marinas to raise awareness, drive results and involve key players and the local community.
- Themed events aim to position the marina as the catalyst for a dialogue between key players of the blue economy and the local community. The events created the opportunity for local politicians, business community leaders, and innovators to propose new win-win solutions.
- In 2023, events were held throughout Italy. In 2024, the aim is to extend the events across the Mediterranean countries with the support of national partners.



# Key points of alignment of the Italian Government's Marine Plan with the Blue Marina Awards

- Holistic vision of ports. Ports must be the drivers of the development of the local blue economy through the involvement of the business community, political leadership and citizenship.
- Unitary vision of the national port system. Ports work together to foster growth, simplify access, and improve sustainable services.
- Harmonization of regulations relating to ports lead to more efficient services

# Key points of alignment of the Italian government Tourism Plan with Blue Marina Awards

- National strategies of the Ministry of Tourism in the Tourism Strategic Plan 2023 -2027.
- Pillars: governance, innovation, quality, inclusion, training, sustainability.
- Promotion and internationalization of the Italy brand in the beach tourism segment.
- Support sea tourism businesses.
- Creation of tourist itineraries linked to culture, history, sustainability, and inclusiveness.

# Key points of alignment of the Italian government Sea Plan and the Blue Marina Awards

- Sustainability: Promotion of sustainability in line with the Sea Plan and sustainable tourism.
- Innovation: Encourage innovation in ports in response to commercial needs.
- Tourist hospitality: Promotion of integrated tourism and offer of unique experiences to tourists.
- Security: Focus on maritime and port security

# Key points of alignment with the European Commission policy, vision, objectives and actions

- **Supporting Sustainable Coastal Development:** The awards likely encourage marinas to adopt sustainable practices, which is in line with the EU Blue Economy Report's emphasis on sustainable growth within coastal communities.
- **Promoting Green Transition:** The European Commission sees the blue economy as a driver for the green transition, with emerging sectors like ocean energy contributing to a carbon-neutral future, a principle that marinas recognized by the Blue Marina Awards would support.
- **Boosting Economic Performance:** The EU Blue Economy Report highlights the growth and health of the coastal tourism sector, suggesting that high-performing marinas could play a part in this sector's economic contribution.
- **Encouraging Innovation and Research:** With the EU's investment in blue economy research and its expected growth, the Blue Marina Awards promote innovation and sustainability in marina operations and management

# Key points of alignment of the UN ESG goals and the Blue Marina Awards

**3** GOOD HEALTH AND WELL-BEING



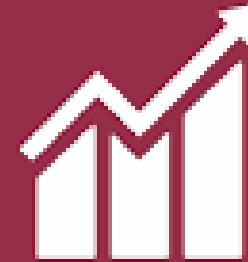
**6** CLEAN WATER AND SANITATION



**7** AFFORDABLE AND CLEAN ENERGY



**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION



**14** LIFE BELOW WATER



**15** LIFE ON LAND



**17** PARTNERSHIPS FOR THE GOALS



# Conclusions

- The Blue Marina Awards (BMA) is aligned with the priorities of the Italian Government Sea Plan and national Tourism strategy, as well as with the European Commission vision, policy and actions and 11 UN ESG Goals.
- BMA has a unique approach to the creation of an inclusive win-win movement centered around the role of marinas in the development of the local blue economy.
- BMA is complementary to other initiatives. BMA is open to the inclusion of all players and initiatives. BMA is open to genuine and constructive dialogue with other initiatives and players.



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