

# Success Stories from the Atlantic

SUPPORT TEAM for the  
ATLANTIC ACTION PLAN



## Blue Board for sustainable tourism



Protect, secure and enhance the marine and coastal environment



Create a socially inclusive and sustainable model of regional development

This project proposal seeks to define a tool that will allow project partners to characterize coastal zones as “water board sport zones” while taking into account socio-economic and environmental aspects as well as safety and services aspects. Based on this characterization, the project partnership will standardize, by means of a establishing a common label, issues relating to sustainable management, tourism promotion and environmental conservation while additionally seeking to reduce conflicts between recreational use and social recognition of sport activities. The proposed tool will become an instrument for integrated coastal zone management, environmental conservation and user safety.

It is well known that the Atlantic coast has one of the best marine ecosystems for aquatic sports, such as surfing, worldwide, and aquatic sports could contribute to mitigate tourism seasonality that affects all Atlantic regions. However, usage of coastal areas for aquatic sports may conflict with other recreational activities and it may be considered to have a negative impact as regards to coastal management. This project will seek to address all these issues in a comprehensive and in cooperation with all relevant stakeholders so as to allow for the further development of aquatic sports’ zone within the boundaries of integrated coastal zone management and environmental conservation.

### Outcomes of the project

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The project is not yet financed and will apply for funding under the INTERREG Atlantic Area programme  
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### Interact with the project

*Website* →

*Social media* →

