

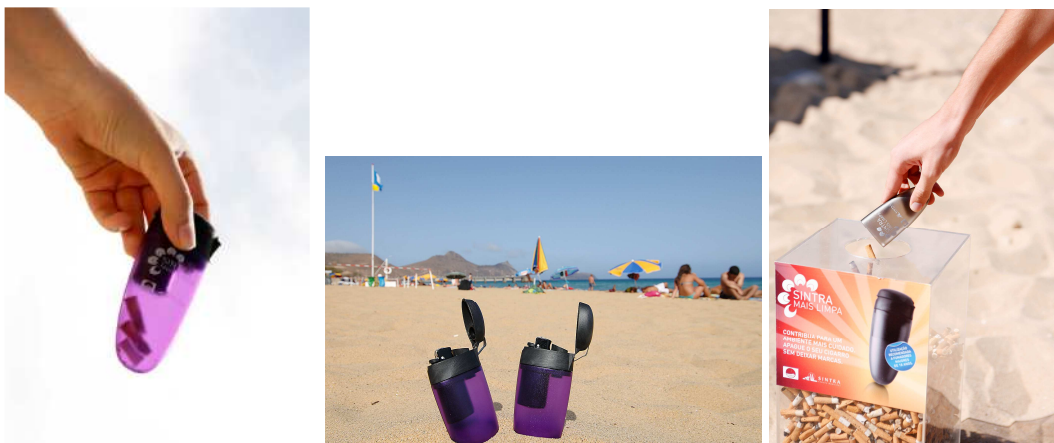
BLUE FLAG BEST PRACTICES PORTUGAL 2013



ECOLOGICAL GUARD- CLEANEST BEACHES: In Portugal the growing trend is to be seen a growing awareness related to environmental protection, particularly in the marine and coastal environment because they are sensitive areas and at the same time experiencing great pressure in summer. With the law concerning the prohibition of smoking in public and indoors many more people is smoking outside buildings and the beach is a chosen place for it.



The Portuguese Blue Flag Association (ABAE), and the Municipality of Sintra implemented an environmental awareness campaign called the Ecological Guard with the support of an international tobacco company (Tabaqueira II SA) and the aim was to aware among adult smokers of their contribution to a more care environment using this hand ashtray with a lighter on.



A team of young adults properly identified distributed these ashtrays with information and asked for the smokers to leave the cigarette butts in the proper equipment (that measured in liters) to show all beach users the amount of cigarette butts that can be collected and not left at the sand!!!!

