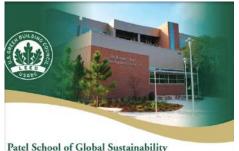


Blue Community UNWTO INSTO









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The Blue Community Observatory, administered by PCGS, is a member of the UN World Tourism International Network for Sustainable Tourism Observatories (UNWTO INSTO) and is the only recognized observatory in North America. Some key features of the Observatory:

- Over 30 organizations have joined as <u>Blue Community</u> Consortium Members, a recognized UNWTO Affiliate
- Geographic boundaries include 9 communities within Pinellas & Manatee Counties
- The program has a special emphasis on coastal habitat and marine environment enhancement, protection, and restoration
- Satellite programs in Florida are being developed in Key West and the New Smyrna Beach area.









Benefits to members include:

- Opportunity to share best practices in a global forum and increased marketing value of the tourism areas within the Observatory and Satellite areas
- Annual Conference with the other 17 Observatories around the world
- Ability to participate in international meetings sponsored by UNWTO and UNWTO Affiliates
- Capacity building and education programs through the USF Patel College of Global Sustainability.

The UNWTO International Network of Sustainable Tourism Observatories (INSTO) is a network of tourism observatories monitoring the economic, environmental and social impact of the tourism at destination level. The initiative is based on UNWTO's long-standing commitment to support sustainable and resilient growth.

The <u>12 Blue Community Strategies</u> were developed by the Blue Community with collaboration of the <u>Walt Disney Co.</u> Animal Science & Environment team. They focus on:

- Improved building design and disaster reduction
- Promoting mass transportation use
- Energy conservation, efficiency, and reduction of GHG emissions
- Water conservation and efficiency
- Waste Management with Zero Waste goals
- Reduction of the use of plastic
- Increased use of local, organic, and hydroponic food
- Promoting sustainable seafood
- Protection, enhancement, and restoration of coastal habitats, marine environments, and preservation of cultural heritage
- Education for Sustainability
- Planning, Policy, and Management with emphasis on the science of planetary boundaries to inform the decision making process