



# Blue Community UNWTO INSTO



DR. KIRAN C. PATEL COLLEGE OF  
GLOBAL SUSTAINABILITY



Patel School of Global Sustainability

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 Blue Community 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.

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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.

#### 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 12 Blue Community Strategies were developed by the Blue Community with collaboration of the Walt Disney Co. 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