

Club of the Most Beautiful Bays in the World



Betterfly
Tourism



Annual Conference of the 10YFP STP
- COP22 - Marrakech

Who we are?

The club aims to promote the exchange of experiences among members to the level of protection policies, conservation and sustainable development of the bays.

The promotion of cultural exchanges, social, Sports, economic and industrial among the inhabitants of the bays is another of the goals sought in events held by the club.

The Club of the Most Beautiful Bays in the World was formed on 10 March 1997 and today have 41 bays from the 5 continents, being an association that is governed according to French law.



- 41 bays
- 20 governments and regional authority
- The UNEP's sponsorship
- NGO beside the United Nations
- An international network with 100 effective members
- A central and local organization



The main principles and objectives followed

- Go along with and arouse preservation's scientific programs;
- « To inspire » the Bay's development with adapted political decisions, and to choose a unite development way;
- To help the promotion on the international level by means of obtaining the quality label of the bay's certification, on the environmental domain;



The Bay's Admission

- The applicant must fill a form and present it to the General Assembly;
- The Bay must be recognized on the national level even international for its attractive and patrimony value, on an environment and cultural point of view. The representatives must show their full admission to the concept;



Why « incorporate » The Most Beautiful Bays in the World?

- A new alternative to the environment;
- A new touristic dimension on the global level;
- A new kind of dynamic : to protect and to increase the value of the bay: a concept understood by everyone;
- A Great international human network: « effective and fraternal »;



Science Scholarship

- Launch in 2017 of a competition to award a merit research scholarship on the ***preservation of the environment and the oceans;***



Green Passport Project – « *I take care of my Bay* »

•Specific guidelines

Step by step, a complete methodology to build strategy, meet stakeholders, elaborate the action plan (new and existing actions), select indicators, elaborate the communication plan and manage the project for several years



•Training program

- ✓ 4 days during the first year of program
- ✓ Follow up after
- ✓ Between each session, local territory work on the Green Passport Project

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- **The Green Passport Online tool**

- ✓ One specific workspace for each local territory
- ✓ Measure and follow up the process
- ✓ Pick up the best indicators and compare with other territories
- ✓ Report



The project team focus on the action's and stakeholder's management



THANK YOU

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