

Sustainable Boating For Cleaner, Healthier Waters



A joint environmental programme

Phil Horton, Environment and Sustainability manager, RYA

www.thegreenblue.org.uk

info@thegreenblue.org.uk



Overview

- Introduction to The Green Blue
- The Green Blue's current campaigns
- Helping to Raise Awareness with your Customers
- Promoting Sustainable Products & Services
- Environmental Facilities & Operations



INTRODUCTION TO THE GREEN BLUE

The Green Blue is a joint environmental awareness programme created by the RYA and British Marine.

The programme was developed to support boat users, clubs, centres, associations and marine businesses in minimising their impacts on inland and coastal waters.



James Scott-Anderson

Environment, Health &
Safety Executive



Kate Fortnam

Campaign Manager
The Green Blue



Phil Horton

Environment &
Sustainability Manager



Olivia Wells

Sustainability Officer



Environmental
Facilities & Operations
Marine Businesses
GB Business Directory



Campaigns
Awareness Raising
Partnerships
Boat User Guidance



RYA Sustainability Team
Sustainability Strategy
Marine Planning
The Green Blue



Environmental
Facilities & Operations
Clubs & Centres
Sustainable Events

The Green Blue:

- Raising Awareness of key environmental issues
- Sustainable boating guidance
- Awareness raising resources
- Promoting sustainable products and services
- Educational activities
- Outreach: Workshops, training, presentations + events
- Developing partnerships and projects



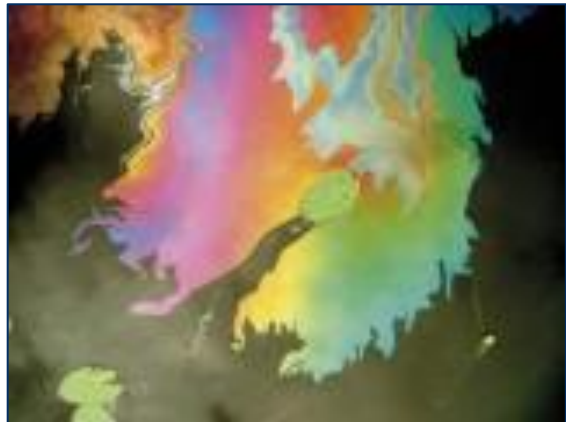


Key Environmental Issues and Guidance



Wildlife and Habitat Protection

- boating around wildlife
- anchoring with care
- invasive species prevention



Water Pollution Prevention

- antifoul paint
- blackwater
- greywater & runoff
- oil and fuel



Waste

- reduce, reuse + recycle
- plastic pollution
- responsible disposal



Resource Use

- Energy & Water
- Engine efficiency

[About](#)[Get Involved](#)[Advice](#)[Resources](#)[Business Directory](#)[News](#)[Contact](#)

You & Your Boat

Info and advice on how to maintain, equip and operate your boat in an environmentally friendly manner.

[LEARN MORE](#)

Clubs, Centres & Associations

Info, advice and resources on how to make your operations and facilities more sustainable and raise awareness of good practice among members.

[LEARN MORE](#)

Marine Businesses

Info, advice and resources on how to make your operations and facilities more sustainable and raise awareness of good practice amongst your customers.

[LEARN MORE](#)

Helping to Raise Awareness with your Customers

Your Website:

- Add a sustainability page to your website – Environmental Policy - Highlight what your business is doing to be more sustainable.
- Add The Green Blue logo, description and link to the website for customers to access e.g. on sustainability page or next to product or service if on the Business Directory

Environment and Sustainability

RYA Environmental Policy, UN Global Compact and environmental awareness campaign The Green Blue

The RYA recognises that the protection of the environment is an integral part of our business. We believe that environmental damage is avoidable so will do everything reasonably practicable to prevent it to ensure that our members can continue to enjoy the experience of boating in a clean environment.

RYA Environmental Policy

The RYA's Environmental Policy highlights the association's commitment to complying with applicable environmental legislation, preventing pollution, identifying and minimising risks to the environment posed by RYA organised events and ensuring its continued improvement in performance.

Read the full policy document here – [RYA Environmental Policy Statement 2019](#)



Helping to Raise Awareness with your Customers

Your Communication Channels

- ***Social media, newsletters & emails:***
 - Follow our campaign weeks and share our news articles and posts:

Twitter + Facebook: @TheGreenBlue
Instagram: @the_green_blue
thegreenblue.org.uk/news
 - Use our free sustainable boating top tip info-graphics, posters and video guides to post out direct from your social media.



Helping to Raise Awareness with your Customers

Awareness Raising Toolkit

More Sustainable boating top-tip graphics



www.thegreenblue.org.uk

Helping to Raise Awareness with your Customers

The Green Guides for Boaters

Display + issue hard copies to customers

- The Green Guide to Inland Boating
- The Green Guide to Coastal Boating
- The Green Wildlife Guide for Boaters

Request hard copies via the web form



www.thegreenblue.org.uk

The Green Blue Business Directory

Find or add sustainable products or services to our online Business Directory.



www.thegreenblue.org.uk

The Green Blue Business Directory – Add My Business



About	Get Involved	Advice	Resources	Business Directory	News	Contact
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Adding a Product or Service to the Business Directory

Please use the form below to apply for your product or service to be added to The Green Blue’s Business Directory.

Guidance and acceptance criteria can be found [here](#).

The Green Blue Business Directory Application Form

Business Name *

Business Address *

Contact Name *

Contact Email *

Environmental Facilities and Operations

British Marine website: Benefits – Business Support - Technical Support - Environment

- Info and advice on environmental facilities and operations
- Environmental Legal Register
- Environmental Checklist for Marine Businesses & Operators

Policy, Training, Compliance, Awareness

Waste Management

Hazardous Waste Management

On Site Pollution Control (land)

On Site Pollution Control Water- Marinas & Harbours

Water Efficiency

Energy Efficiency

Biosecurity – Preventing spread of Non-Native Species

Policy, Training, Compliance, Awareness

SUBJECT	YES/NO	Action / Ref
Does your business comply with all current environmental legislation both national & local?		
Do you have a system to keep up with legislative changes?		
Are you located in an environmentally sensitive area such as an SSI or MPZ?		
Do you have an Environmental Policy which is monitored and reviewed annually?		
Are your staff, contractors, tenants and customers aware of this policy and its requirements?		
Does your Staff training and induction include environmental training & awareness		



- Environmental Checklist for Marinas and Business Operators

Environmental Facilities Survey

The Green Blue is developing an interactive online map to promote and help boat users locate environmental facilities across the UK.

These facilities include:

- Recycling
- Pump Out
- Bunded/Filtered Washdown

If you have these facilities then complete our short survey: tinyurl.com/EMFsurvey

TAKE PART





SURVEY

ENVIRONMENTAL MARINE FACILITIES



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QUESTIONS

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