The Clean Coasts Programme (Ireland)

The Clean Coasts programme is about engaging communities in protecting our beaches, seas and marine life. It is comprised of two elements Coastcare and the Green Coast Award. Coastcare facilitates community guardianship of adopted stretches of coastline; to establish and support Coastcare groups who form a network engaged in coastal management, environmental actions, and education activities; and to enhance the value of the coastline by reducing the impact of litter and other environmental damage thus restoring the aesthetic appeal and increasing the amenity and economic value to local communities and tourists. These Coastcare aims are delivered through different types of activities, such as: beach clean-ups; the establishment, support and promotion of voluntary community action groups; and the provision of education opportunities to groups.

The Green Coast Award is a symbol of environmental excellence and is awarded to coastal areas that achieve excellent water quality and are managed according to a 5 year beach management plan. The award puts an emphasis on community involvement and public participating in the management of the coastal area.

Facts

Place / Location	Ireland
Commencement Date	2003
Duration	Ongoing
Theme	Mitigation, Awareness (Cross-cutting)
Type of Initiative	Practice/ Activity/ Action
Initiated by	An Taisce (The National Trust for Ireland)
Involved Stakeholders	Volunteers, local communities, schools, businesses, sports clubs, third level colleges and universities.
Funding/Financial Support	Initially funded under an INTERREG

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	programme (Ireland/Wales) but now receives national funding from the Department of the Environment, Community & Local Government, Fáilte Ireland and sponsorship by Coca-Cola
Success Rate	Very Successful
Case Study prepared by	Annabel FitzGerald, Coastal Programmes Manager, An Taisce - Environmental Education Unit
Submitted by	Tom Doyle, CMRC MARLISCO Partner 9

Available documentation and further information

www.cleancoasts.org

www.facebook.com/CleanCoasts

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back to overview

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