



**SARDINIA AND TUSCANY A "9" SEA**  
FAILED: CAMPANIA, CALABRIA, SICILY AND LAZIO

**LEGAMBIENTE'S GOLETTA VERDE CAMPAIGN OF ANALYSIS AND INFORMATION**

**CARRIED OUT IN COLLABORATION WITH OMNITEL VODAFONE**

**The Goletta's findings directly on cell phone via SMS and WAP**

TOUR REPORTING ON THE COASTAL REGIONS OF THE PENINSULA COMPLETE

**WATER QUALITY, "SAILS" AND "BLACK FLAGS",  
UNAUTHORIZED BUILDING AND ILLEGALITY AMONG ASSESSMENT CRITERIA**

TWO MONTHS OF TRAVEL, OVER 8,000 KILOMETRES COVERED,  
OVER 450 BEACHES CHECKED

**BETTER QUALITY OF BATHING WATER  
ALMOST 85% OF SAMPLES CHECKED WERE IN ORDER**

**Where the sea is blue and where cement dominates, where there are more locations awarded a "sail" and where, on the other hand, illegality triumphs.** At the end of its 2001 tour Legambiente's Goletta Verde presents a detailed map of the coastal situation compiled after two months of travel around the coastal regions of our peninsula. **Top scores awarded to Sardinia and Tuscany, where the Goletta Verde found not only crystal clear waters, but also a non critical situation regarding illegality, unauthorized building and overall management of the coastal environment.** At the other extreme, and therefore an undisputed black spot, is Campania, where the water quality is less than excellent (only 61.5% of samples were considered in order) and in addition results on other criteria analysed are alarming. Region by region, the classification continues with Abruzzo and Marche in joint second place, Veneto and Emilia Romagna in third, Molise and Liguria fourth, Friuli Venezia Giulia fifth, Puglia sixth, Basilicata seventh, Lazio and Sicily eighth, Calabria ninth and finally Campania in tenth place.

A clear picture, then, of a redrawn geography of our peninsula where the Southern regions, naturally blessed with coastlines and beaches unique in the world, are those in which over development, poor cleansing, widespread illegality and poor tourist facilities reign.

**"At the end of The Goletta Verde's 2001 journey,"** said Legambiente's general manager, Francesco Ferrante, **"we wanted to provide a picture which showed all the data gathered over the two months. An image not limited to the analysis of bathing waters, which as we have often pointed out is not sufficient to completely define the state of health and quality of the sea, but which has also taken other criteria indicative of the health of the coast into consideration. We believe this is the best way to evaluate our coastal areas, to safeguard our sea environment and to help people choose their holiday destinations with care".**

Let us look in detail at the criteria and parameters utilised in formulating these final results. For each region, four criteria were taken into consideration: **quality of bathing water, "sails" awarded by the Guida Blu 2001** produced by the Legambiente and Touring Club, **illegality levels**

and **cases of unauthorised building in maritime territory** in the previous year. Other terms of assessment which have always been adhered to by the Goletta Verde were added to these criteria. To arrive at a final score for each region, the following were also considered: "**black flags**", the negative recognition assigned to areas which have accepted initiatives damaging to the sea and to the coast in general, **ecomonsters**, extreme cases of coastal over development, and **obstructed access to the sea** by illegal enterprises.

For the quality of bathing waters, the percentage of samples found to be in order was taken as a positive criteria. A more comprehensive evaluation was made by considering "sails", the recognition Legambiente's Guida Blu awards to localities which achieve a balance between tourism, landscape and environment, while retaining their own characteristics: the scale goes from five sails - excellent - on down to a single sail. The information used is presented in 128 indicators regrouped into 13 classes which go from landscape to the quality of construction, to standards of living to the impact of tourism, from waste control to environmental initiatives, to facilities for the disabled. The number of sails awarded to each region in this particular regional classification is the result of the number of sails divided by the number of municipalities. It represents an average score showing the quality of hospitality offered to tourists, and a regional index of the quality, both from a tourist and environmental point of view, of bathing centres, revealing the regions that make the best holiday destinations.

As negative criteria, the number of crimes and incidents of illegal construction on coastal territory, as ascertained by Noe, the harbour master's office and Customs Service, in each region were taken into account.

**In addition to these criteria, the final score was determined according to other factors such as the length of the coast in each region, the opinions of Legambiente groups and the opinions of tourists and local populations gathered at every stop by the Goletta Verde crew.**

### **Where the sea is bluest**

With regard to bathing, the situation is improving a little all over Italy. Samples found to be in order have increased from the **65.7% of last year to 84.8% this year, whereas those found seriously polluted have diminished (2.3% in 2000, 0.6% in 2001)**. Crystalline waters, with more than 90% of samples in order in Liguria, Tuscany, Sardinia, Abruzzo, Molise, Marche and Emilia Romagna. A more critical situation, although improved on last year, in Campania and Lazio where samples in order are 61.5% and 68.2% respectively, and those seriously polluted 7.7% and 4.4%.

**The problem remains with river mouths, which are found to be seriously polluted in 51.3% of cases.**

"The photograph taken by the Goletta Verde is positive in terms of bathing waters and shows that swimming areas are improving slowly everywhere", continues Ferrante. "This is certainly an encouraging statistic, but there is still work to do regarding other serious problems which are damaging the health of our sea: petroleum, construction, erosion, eutrophication and polluted river mouths."

### **The Goletta Verde's 2001 journey**

**The scientific analysis.** As every year, from land, mobile laboratories followed the boats, taking around 450 samples, on each of which analysis were carried out according to the current legislation on bathing waters, plus the new criteria set out by EU legislation, at the approval stage: enterobacterium. The results were announced in real time during the conferences which took place where the Goletta Verde made its stops, in order to provide ready information on pollution in

bathing waters at that precise moment.

**Wanted Alive.** A star fish, a branch of Gorgonia, a sea urchin. How many times have you, as tourists, unknowingly taken these creatures from their natural environment just to take home as a souvenir of your holiday? "Li voglio vivi" or "Wanted Alive" is a campaign carried out by Legambiente and the Servizio Difesa Mare of the Ministry for the Environment to inform the holidaying public of the importance of not indiscriminately taking away all that is beautiful or unusual in the sea world. At each stop made by the Goletta Verde, informative material was distributed to help people recognise endangered species.

### **Goletta Verde's findings directly on cell phone via SMS or WAP**

**Omnitel Vodafone**, which provides strong support for Legambiente, jumped aboard Goletta Verde for the third year running, to investigate the state of our coast and our sea and to communicate it in real time via SMS and WAP to all those interested, confirming Omnitel's sensitivity to the themes of protection and respect for the environment.

This year's novelty is in fact the possibility of receiving, on cell phone via SMS and via WAP, information on the state of the sea and of beaches, interesting facts, a calendar of events in various locations and the daily diary on board the Goletta Verde, provided by Legambiente during the ship's journey.

The service, launched in July and which will last throughout September, is also open to non Omnitel clients, who until now account for 20% of all calls.

Sicily, Emilia Romagna, Liguria and Lazio are the regions with the highest level of requests for information.

Of all Italian seaside resorts Mondello in Palermo holds the record.

The Goletta Verde, in addition, has collection points for dead cell phone batteries, continuing the collection which started last winter.

**Goletta Verde's Lottery: ITL 2 billion first prize.** For the summer of 2001 the Goletta Verde has been coupled with the national lottery for which a first prize of ITL 2 billion and other prizes connected to "5 sail" awarded localities will be extracted on August 26. This is the first time the national lottery has been linked with an environmental campaign.

**Environmentally friendly hotels and ports for quality tourism.** The themes of quality tourism have also been present on board the Goletta Verde in summer 2001. A brochure on environmentally friendly tourism was distributed and two concrete initiatives have been proposed, ecological hotels and ecological port areas. Ecological hotels are those which choose to respect various rules regarding eco-compatibility, including waste sorting, low energy consumption and a healthy menu based on local products. Ports have been equipped with ecological areas, which allow fishermen and holidaymakers to correctly dispose of all kinds of rubbish.