

Healthy Beach Program | 2005-2021

Healthy Beach Program contributes to Increase Portuguese beaches reputation

Why is important ?

Portugal has over 2500 km of coastal line and over 640 bathing waters.

Portuguese history is strongly connected with Sea. Activities related to the sea represent 5.1% of Portuguese GDP.

What is the program?

Vodafone Portugal Foundation collaborates with entities through the donation of equipment and promote awareness, covering 4 main areas:

SAFETY

Technological solutions and equipment to ensure safety of bathing areas.

ACCESSIBILITY

Improve the use of bathing areas by holidaymakers with special needs.

ENVIRONMENT

Equipment donation that contributes to minimizing negative impacts.

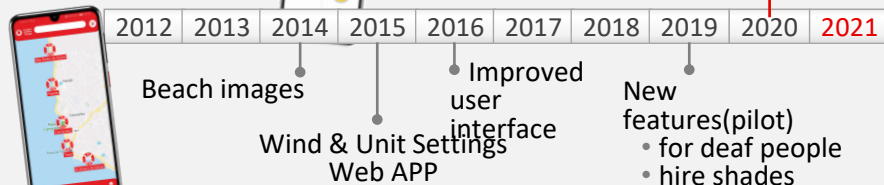
AWARENESS

Public activities to promote environmental preservation and good safety practices.

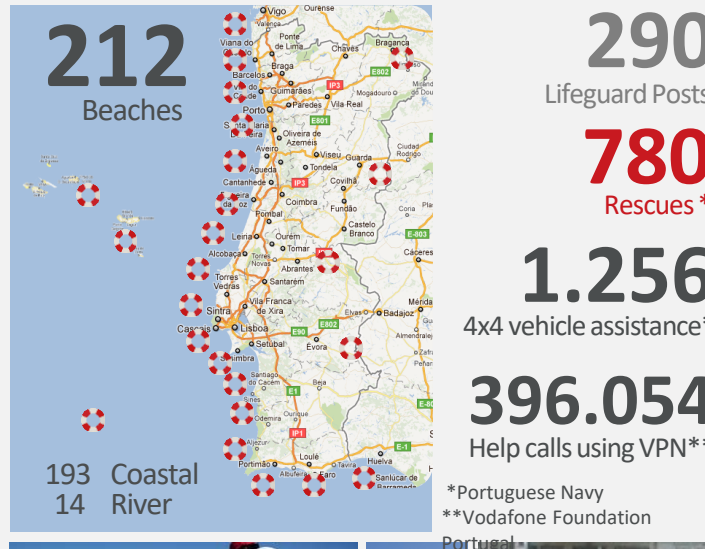
Beaches 25 | 174
Languages 1 | 7

COVID-19 – New features

- Beach occupancy index
- COVID-19 beach measures



How is it being implemented ?



COVID-19 Response

National awareness campaign - new safety beach rules & behaviours and best environmental practices



Provide free, real time remote information for beachgoers on occupancy rate in 80 bathing areas.

Digital system based on machine learning algorithm with images taken at regular intervals (images are then deleted after a few microseconds).

User may choose to be notified if beach occupancy is High

