Title of the Story: Evolving Our Bonaire Blue Destination

Destination Name: (include any state, province or region)
Bonaire

Country: Bonaire

Submitter name: Annette Emerenciana

Email address: Annette.emerenciana@tourismbonaire.com

Position: Marketing Assistant

Nomination Category: (Please check the boxes that indicate the focus of your story)

☐ Culture & Communities
☐ Environment & Climate
☐ Nature & Ecotourism
☐ Islands & Seaside
☐ Immediate responses in dealing with the COVID-19
☐ Post COVID-19 recovery
☒ One of the 17 SDGs* (if yes, which one) GOAL 11: Sustainable Cities and Communities

*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? [https://www.unsd.org/sustainabledevelopment/]

For further information on Tourism for SDGs: [http://tourism4sdgs.org/]

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### Issues faced

Bonaire strives to be the first Blue Destination in the world. A Blue Destination where our nature, culture, people and economy synergize and become one with each other, meanwhile keep sustainability and nature preservation in mind. The people are in the center of the synergy, which is why community involvement is significant. There are a number of stakeholders from the public-, private- and non-profit sector, who constantly work together in the collaboration with the community of Bonaire. For the purpose of achieving the ultimate goal, it is important to start from the inside and work our way out.

One of the challenges that Bonaire faces is the lack of awareness from the locals for keeping the neighborhoods unpolluted. This is also one of the challenges mentioned in Bonaire’s Master Plan 2030 and in the Strategic Tourism Master Plan.

There are different types of pollution. The most common is the land pollution and is the type that can be found in most neighborhoods of Bonaire. Land pollution includes but is not limited to paper, cans, glass jars, plastic products, junked cars and appliances.

The waste management company of Bonaire, Selibon, is in charge of collecting residential-, bulky- and industrial waste for a fee. However, Selibon believes that the community of Bonaire can do more regarding keeping their own neighborhoods clean.

Selibon in collaboration with the Public Entity of Bonaire, Blue Destination workgroup and Fundashon Limpi IBunita started a new campaign entitled “Ta Nos Bario: Limpi I Bunita,” which translate to “It’s Our Neighborhood: Clean and Beautiful”. The goal of this campaign is to bring awareness about the importance of having a clean, tidy and neat living environment. In addition, this campaign aims to encourage team work within the community, hygienic and structured quality of living, self-reliance and for inhabitants to be proud of their island and keep-up with the commitment.

### Methods, steps and tools applied

This campaign was launched on June 25th, 2020, in Antriol. Antriol is the largest district of Bonaire. The campaign started in the largest district of Bonaire to serve as an example for other districts. Avanti Foundation (Fundashon Avanti) is a foundation of this district and works together with the stakeholders of the campaign. Each district has their own group of inhabitants that represent the district and that work closely together with the stakeholders of the campaign. The campaign is a 1 year project.

Since Antriol is the largest district of Bonaire, the efforts were divided into two area; Antriol “p’ariba” and Antriol “p’abou”. The campaign is scheduled for four weeks for each of the area of Antriol. During the cleanup of the neighborhoods inside the districts, any bulky waste, junked cars, appliances and any other items that need to be dispose will be removed. In addition, the grasses will be cut and weeding. The workers of Selibon will clean the outskirts during the week and on Saturday the inhabitants of the neighborhood will continue with clean up.

Besides partaken in the campaign “Ta Nos Bario: Limpi I Bunita”, Selibon provides additional services such as: Selibon posts on their social media and other medias, the dates that they will pick up bulky waste in each neighborhood. Furthermore, every Saturday Selibon provides the opportunity for all inhabitants who wants to get rid of their bulky waste at the landfill. The idea behind it is to motivate the inhabitants of the neighborhood to clean their bulky waste from their own home and backyard.
After Antriol, the districts of Tera Cora and Nort Salinja will be on the timeline of the project. In Tera Cora, the main focus will be on junked cars.

### Key success factors

This is a relatively new campaign and it just started. With that being said, one of the key success factors is the fact that the inhabitants of the district feel that they are not alone when it comes to cleaning and keeping their neighborhood clean. They see the support of each other and from different sectors. Each day more and more inhabitants want to participate.

Other key success factors that we expect to see are the awareness and the commitment from the inhabitants on having a neat and tidy district. A neighborhood and district that they can be proud to call theirs and proud to show it to our future visitors. A neighborhood that is safer and where one can raise a healthy family.

These key success factors will bring us a step closer to achieving one of our goals of our Master Plan 2030 and Strategic Tourism Master Plan, including our goal of becoming the first Blue Destination in the world, while improving the quality of life of its people.

### Lessons learned

One of the challenges that we can expect from the campaign is whether or not the campaign will take place in all of the neighborhoods of Bonaire. Bonaire has six traditional districts and a number of several other neighborhoods. The campaign will take place in all of the traditional districts. It is still not clear if the campaign will take place in all of the other several neighborhoods of Bonaire.

Another challenge that can be expected is the capacity of the landfill. Since 1953, Bonaire has been using its landfill. The amount of waste that is produced has increased due to the fact that the population of Bonaire increased and in the early years the inhabitants were not so much into recycling as they are now. After 60 years, the landfill is running out of space. Bonaire is too small to process the amount of waste produced on its own. The companies outside Bonaire who can digest our waste charge per kilo if it is supplied separately. This challenge can be overcome by using alternative waste management resources, such as prevention, re-use, recycling and recovery. Also use environmental friendly products instead of harmful products. Landfill should be considered as the last option. Some establishments that sell consumption are already using environmental friendly products.

An additional challenge that can be expected is whether or not the commitment and engagement will remain after the campaign, to keep maintaining the district, neighborhoods and areas well-kept and clean.

### Results, achievements and recognitions
The first couple of days after the launch of the project, we can already experience the teamwork amongst the inhabitants of the district of Antriol. We also observed that some people came with children to help clean around in the neighborhoods. This is a great initiative from the parents because it serves as a great example to the children. Now that they are young, it is easier to teach them and show them the importance of having a clean and neat neighborhood.

With this new campaign, one of the expected short-term results is less polluted and neater looking neighborhoods. Subsequently, the continuity of maintaining a clean and neat neighborhood is the expected long-term result. In addition, this would be part of the inhabitants’ mindset. To take care of their surroundings and environment. By doing so, the Bonairians can be proud of their island and it will show in their faces.

Up until now, Bonaire has not receive any rewards for this new campaign. In the future, Bonaire envisions continuing doing these types of campaigns where the community and the public-, private- and non-profit sectors work together to achieve the ultimate goal of being the first Blue Destination in the world. In addition, to include voluntourism in these campaigns. Expand our voluntourism is also part of our Master Plan 2030 and Strategic Tourism Master Plan.

### Additional references
Selibon employees cleaning in Kaya Korona (Antriol).
https://www.facebook.com/482700451810005/videos/1526325264212414/
https://imgur.com/8YGgLUA

Other significant initiatives:
- A Renewable Future for Bonaire
  https://www.youtube.com/watch?v=mcYiyE_sRDw
- One-Hour Clean-Up at Rincon Playa Grandi
  https://imgur.com/urKbTLA
  https://imgur.com/D53LLSr

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