

Blue Economy Corridor (BEC) Certification Standards Overview



The BEC Trademark Certification provides blueway communities with a structured pathway to become recognized as Blue Economy Corridor Certified Community. This certification promotes sustainable economic development, environmental stewardship, and community engagement across waterway-connected regions.



Community Engagement Standards

- Establish an advisory board with at least 5 stakeholders from local government, conservation groups, and businesses
- Inventory community development organizations capable of mobilizing local input
- Submit a 1-year plan for at least 2 asset mapping strategies
- Host an annual strategic summit with planning documentation



Environmental Standards

- Map community's waterway connection across at least two counties
- Document 3 conservation activities or organizations with detailed water conservation efforts
- Provide documentation for resolving land access disputes
- Submit annual water quality reports



Economic Standards

- List current and projected funding sources for certification and growth
- Provide inventory of at least 5 aligned organizations contributing to local economic development
- Submit a 1-year marketing plan to promote the BEC initiative



Ongoing Compliance & Growth

Communities must maintain documentation templates and community engagement records to ensure continued certification. Optional implementation of a membership model for eligible local organizations can further strengthen the BEC network and provide additional resources for growth.