



Safety at sea and water sports

Safe Water Sports is a non-profit organization established in June 2015 with the following primary scope:

▶ the information and the awareness of citizens (both Greek and foreign visitors) on all matters relating to both (sports and recreation activities in the water and the sea, with a great emphasis on safety and accident-prevention issues.

▶ the implementation of actions in collaboration with the Private and Public sector aiming at the enhancement of the broader institutional framework related to our country's safety.

▶ the education - information of children at schools, with the aim to shape a new culture regarding the right attitude towards the sea and the activities related to it.

This initiative was established in response to the fatal accident that occurred in the summer of 2014 on the island of Mykonos, in which a 10-year-old child named Michael Paschalakis, lost his life whilst taking

part in water sports together with his friends on the "Kalo Livadi" beach.

The initiative is based purely on volunteering and uses the power of information to promote and empower the role of citizens in the field in which they become active. The Organization does not receive any form of state funding. All of its funds derive exclusively from the private sector. Currently, the Organization does operate with the support and participation of a basic core of active citizens who, in collaboration with the Management Board and the members of the Initiative, they plan and implement its actions. The Organization has received the support of the Central Union of Municipalities of Greece (KEDE) and has signed a memorandum of strategic cooperation with the Ministry of Maritime Affairs. In addition to the safety reinforcement and accident prevention, the movement of Safe Water Sports shows a unique development-oriented nature. For the first time in Europe, it is noticed such an organized and well-developed action that can positively contribute to the improvement of image of Greece abroad.



EDUCATION OF STUDENTS AT SCHOOLS

We created special inspirational videos with the participation of famous Olympic Champions, in order to inform students at schools throughout the country.

● Page 2

MOBILE APP FOR INFORMATION

Read about the new Safe Water Sports app for mobile phones and receive reliable information about your safety relating to all water activities.

● Page 5



AWARENESS PROGRAM “CHECK -LEARN -CARE”

In collaboration with the Hellenic Coast Guard - Directorate of Port Police and the Ministry of Education, Safe Water Sports Organization designed an extended educational program to inform students at schools throughout the country, titled CHECK - LEARN - CARE. This training program, which is based on the consolidation of safety rules at sea and water sports, primarily addresses to Primary and Secondary School students and it is carried out during the spring semester of the school year (March - June) throughout Greece.

Regarding the re-design of the educational program, the Safe Water Sports team of teachers worked on a voluntary basis in order to provide Port Authorities with safety rules at sea and water sports that ought to be taught to



children (depending on their age), educational videos, interactive power point presentations and finally animations and quizzes, in order to provide an effective and targeted form of education.

Part of the educational material is formed by a special series

of inspirational videos that are made with the participation of N. Kaklamanakis, Ch. Afroudakis, S. Papadopoulou, A. Karapataki, N. Plytas, the National Team in Synchronized Swimming (E. Platanioti, S. Malkogeorgou, A. Tsola, E. Papazoglou) and G. Panagiotakis.



In 2017, 37.000 students were trained throughout the country. Specifically: 1.542 primary school students in 8 Primary Schools and 330 Junior High- School students were trained by the Port Authorities - Port Police Directorate in the region of Attica. Furthermore, 3.500 Primary & Junior High- School students were trained by Safe Water Sports. Finally, throughout the rest part of Greece, 28.545 students in 257 Primary Schools and 3.324 students in 30 Junior High-Schools participated to the educational program as well.

INFORMATIVE - INSPIRATIONAL VIDEOS BY OLYMPIC CHAMPIONS

The audiovisual material is already part of the educational material which was used in the context of the current school year's pilot application of the program “CHECK - LEARN - CARE” and achieved exceptional results and positive evaluations from both students who were present and teachers at schools who participated in the program.

The same material with appropriate adaptations was also used in the awareness campaign launched on social media, television, selected cinemas, and ships as well as on screens that were placed at restaurants or public spaces.

The Organization managed to create a special series of educational inspirational videos with the support and the support and kind sponsorship of the Latsis Foundation Neraida Floating Museum and the donation of the Stavros Niarchos Foundation in which top Greek Olympic Champions and Water Sports top-class athletes participate

More specifically, the following athletes participated in the video:





ACTIONS FOR CITIZENS' AWARENESS

Safe Water Sports has participated in many events in order to distribute brochures as well as to inform - raise public awareness in general. The promotion of the Organization's work and mission is performed through special tributes on magazines, newspapers, television, websites, blogs etc. At the same time, the Organization created a series of awareness video spots regarding safety at sea which are presented on TV, cinemas, social media, Greek ships and public spaces. The public response regarding this initiative exceeded every expectation.

Till the present day, more than 60.000 citizens have followed the Organization's social media pages by providing continuous interaction and support on its posts. Moreover, dozens of people from all kinds of sectors

(such as artists, journalists, writers, athletes etc.) participated in the Safe

Water Sports awareness campaign and posed themselves wearing the Organization's t-shirt in order to upload their photos on social media and raise public awareness. (<http://bit.ly/2ewOE5O>)

However, it is quite remarkable the rate of response and participation together with the contribution of a vast majority of people, who, depending on their knowledge and professional background, participate in the action's implementation on a strictly voluntary basis. Through this performance, the initiative gained the opportunity to design and carry out a great number of actions over a period of just 3 years.





PORT AUTHORITY ELECTRONIC SYSTEM

Safe Water Sports has provided the Port Authorities, at absolutely no cost for the Greek State, with an Integrated Pan-Hellenic Control & Inspection Information System regarding a broad range of water activities.

Through this system, which operates in all Port Authorities of the country and the Central Command (Ministry - Port Authority's Headquarters), it is possible for the Authorities to manage online the following activities:

- › All licenses that authorize water sports rental centers in Greece
- › The mandatory availability of lifeguards on beaches by the Municipal Services.
- › The sea (using the port authority's sea vehicles) or shore - side controls and inspections.
- › Any violations and fines imposed.
- › The efficiency of the port authorities and the potential control deficiencies all over the country.

All these activities can be performed in a direct (real-time) and transparent way, without any kind of communication or document exchange between the Central Command and the regional port authorities.

Safe Water Sports mobile app

Safe Water Sports developed an electronic platform for public awareness which is available online via our website <https://safewatersports.gr/> but mainly via mobile phone applications (apps) for free. Through this platform, which is available in both Greek and English languages, citizens - with a single button press - can easily be informed about:

- › STRICTLY ALL the legitimate water sports rental agencies (water ski, scuba diving, tubes, kite surf, etc.) that operate in Greece .
- › The 3.000+ accessible for swimming beaches which the Organization has mapped in cooperation with the Port Authorities by recording all safety features for each beach (i.e. if there is a lifeguard, deep/shallow water, the type of the beach - e.g. sandy, rocky etc., -the length of the beach, if it is organized with sun beds and beach umbrellas, if it provides access to PWD, public health services, parking, etc.) providing an indicative photo pointing out their map location as well as other useful information.
- › All hospitals and health centers with full contact details.

- › The Port Authorities throughout the country with their contact details.
- › The marines and in general all the mooring places and the services provided there.
- › The boat rental center for any type of recreation The applicable safety regulations (legislation) for water sports and water activities
- › The weather at the water sports sites
- › Any other information that is directly or indirectly connected with sea and water activities.

Moreover, through the use of mobile phones and the Safe Water Sports app the public can:

- ✓ Report any kind of misconduct or illegal activity at sea which puts public safety in danger, as well as use the Organization's e-platform to notify the Port Authorities in order to intervene when necessary
- ✓ Rate and Comment a water sports - recreation rental center and, by doing so, to reward the best agencies and help the averagely performing agencies to improve and offer better and safer services to the public.



Safe Water Sports mobile app is available online for free on Apple Store and Google Market. To download the mobile application use the following links:

iPhone / iPad: <http://apple.co/21rYZyx>

Android: <http://bit.ly/1UFT4kl>

Valid and continuous information

Safe Water Sports offers valid and timely information regarding a great range of sea activities mainly taking into account the safety of the participants.

Find what's around you

By activating the Safe Water Sports application citizens can find information regarding water sports, water recreational activities, beaches, hospitals, marines port authorities etc based on their exact location.



Κατέβασε το app στο κινητό σου και βρες ...
Download the mobile app and find ...



Απόλαυσε τη θάλασσα και τα σπορ με ασφάλεια!

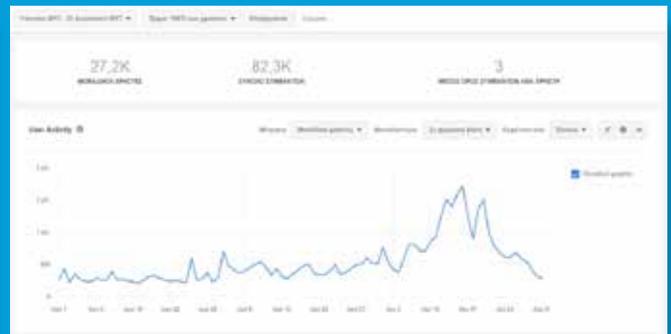
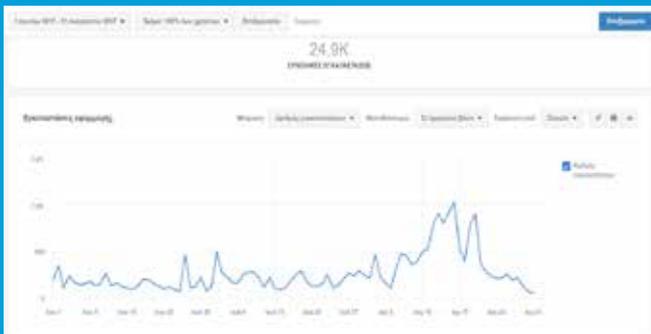
Καλοκαίρι, θάλασσα, παιχνίδια στην παραλία και στο νερό. Θαλάσσια σπορ, tubes, σκι, βόλτες με μηχανοκίνητα σκάφη, extreme sports με flyboards για όσους αναζητούν μοναδικές στιγμές με την αδρεναλίνη να χτυπάει κόκκινο ή χαλαρωτικές περιπλανήσεις με θαλάσσια ποδήλατα, κανό, κλπ.

Ξέρετε όμως αν μια επιχείρηση ή σχολή είναι νόμιμη; Γνωρίζετε τους κανόνες ασφαλείας;

Enjoy the sea and watersports in Greece with safety!

Summer, sea, fun beach games. Water sports , tubes, skiing, rides on speed boats, extreme sports with flyboards for those seeking unique moments with the adrenaline pounding red or a relaxing pastime with pedal sea bikes, canoes , etc.

But do you know if a watersports centre is licensed? Are you aware of safety regulations?



The last version of Safe Water Sports app includes part of the educational material that has been developed through the Stavros Niarchos foundation donation. The application includes a section (in both Greek and English languages) entitled “LEARN / PLAY” that firstly informs children regarding the safety rules at sea, on the beach, while doing water sports, and secondly it offers quizzes based on what they learned. Regarding the use of the app, for the period from 1 to 31 August 2017 the application was installed 24,9K times, while the number of users for this period was 27,2K and the number of reported incidents reached 82,3K corresponding to 3 incidents per user on an average.





STATISTICS

DROWNINGS

Drowning is the second leading cause of injury death accident to children from infancy to 14 years of age with more than 5.000 deaths per year (at European level).

INJURIES

Every year 50.000 European citizens (EE 27) get injured when participating in water sports or vessel activities.



SAFETY CERTIFICATION FOR WATER SPORTS RENTAL CENTERS

In collaboration with the internationally accredited certification organization called TÜV AUSTRIA HELLAS, the Organization created a Compliance Control and Quality Mark Private Protocol for water sports rental centers regarding safety. The establishment of specialized programs applying for the adequate practices regarding public safety issues, as well as the objective and reliable promotion of the implementation of such practices through the control and certification provided by an internationally recognized organization, such as TÜV AUSTRIA HELLAS, intend to constitute a significant differentiation factor for services by certified agencies (water sports rental centers) and at the same time to add value to the services addressed to the user, through safeguarding quality and requirements assurance. The objective of the protocol is to identify

the standards and requirements as key-elements of the Private Protocol in terms of the following points:

- **Requirements of the activity space**
- **Infrastructure**
- **Safety equipment**
- **Equipment and water sports and recreation means**
- **Means and safety infrastructure for users**
- **Education, skills and training of the personnel regarding the use of equipment and the provision of services.**
- **Education, skills and training of the personnel regarding user's safety**
- **Infrastructure and communication requirements for the first aid provision**
- **Emergency and crises management plan**
- **Quality-based customer services**

The objective of the Private Protocol is to constitute the first and fully dedicated "Private Greek Compliance Control Organization" for the Marking and Promotion of water sports rental centers which are certified and comply with the pertinent requirements. The special "Compliance Marking" includes a clear reference to the subject of the Compliance Certification and the Control and Certification Organization -TÜV AUSTRIA HELLAS- logo in order to achieve the greatest possible level of readability and easier understanding of the "message" for the client / user of such services. This certification (similar to ISO) constitutes a Pan-European Innovation whose use started in summer 2017 by water sports rental centers with the support of renowned sponsors (Sea jets & Aegean). The success of this initiative will let our country set the example for the rest of Europe.

THE CERTIFICATION PROCESS STARTED

The first 12 water sports and recreation rental centers have already been certified. Costa Navarino, Kalafatis Water Sports-Mykonos, Kea Water Sports-Kea, Plaka Water Sports-Naxos, Vouliagmeni Sailing Club, Platis Gyalos Water Sports-Mykonos, Kimi Water Sports-Kimi, Santa Maria Water Sports Paros, Umbrellas Pefkohoro Thessaloniki. It is believed that in 2017-2018 this action will be amplified and the number of certified centers in Greece will increase resulting directly in the broader enhancement of safety.



CERTIFICATION LOGO

All water sports and recreational water sports rental agencies shall bear the aforementioned logo as proof of their certification by TÜV AUSTRIA HELLAS.



TÜV AUSTRIA HELLAS

TÜV AUSTRIA Hellas is an independent organization providing integrated control services as well as inspection and certification services for safety, quality, environment and resource management. The Organization is an actor in the broader basin of southeastern Mediterranean and Middle Eastern countries with subsidiaries branches and representatives (<http://www.tuvaustriahellas.gr/>)

EDUCATIONAL PROGRAM SAFE WATER SPORTS

Safe Water Sports formed an educational program, which is approved by the Ministry of Education and concerns the education and awareness of primary school children on issues related to safety at the beach, sea, water sports and generally any activities that take place in the water.

The educational program includes more than 50 activities that combine both learning and amusement.

The Program's implementation is successful when at least 50% + 1 of the program's activities and at least one activity of each thematic topic is performed.

The "Seaguard" badge of the Program will be given to each student who is a member of the group that participates in this Program. Safe Water Sports will award a Special Souvenir Diploma to the children-members of the group teams and the volunteer Teachers who completed the Program.

The educational program will be performed and each region of the country (13 in total). The student leader of the Group, who comes from the region that accomplished most of the program's activities, together with the Representative Teacher, will be chosen to participate in the annual conference of Seaguards that will take place in Athens.

✓ The program is performed on a voluntary basis by a school class with the help of the Leader teacher who will oversee the flow of the program.

✓ It will occur throughout the school year.

✓ It consists of 50+ activities that combine learning and amusement.

✓ It falls into two categories (depending on children's age): children aged 6-8 (1st, 2nd, 3rd class of primary school) and children aged 9-11 (4th, 5th and 6th class of primary school).



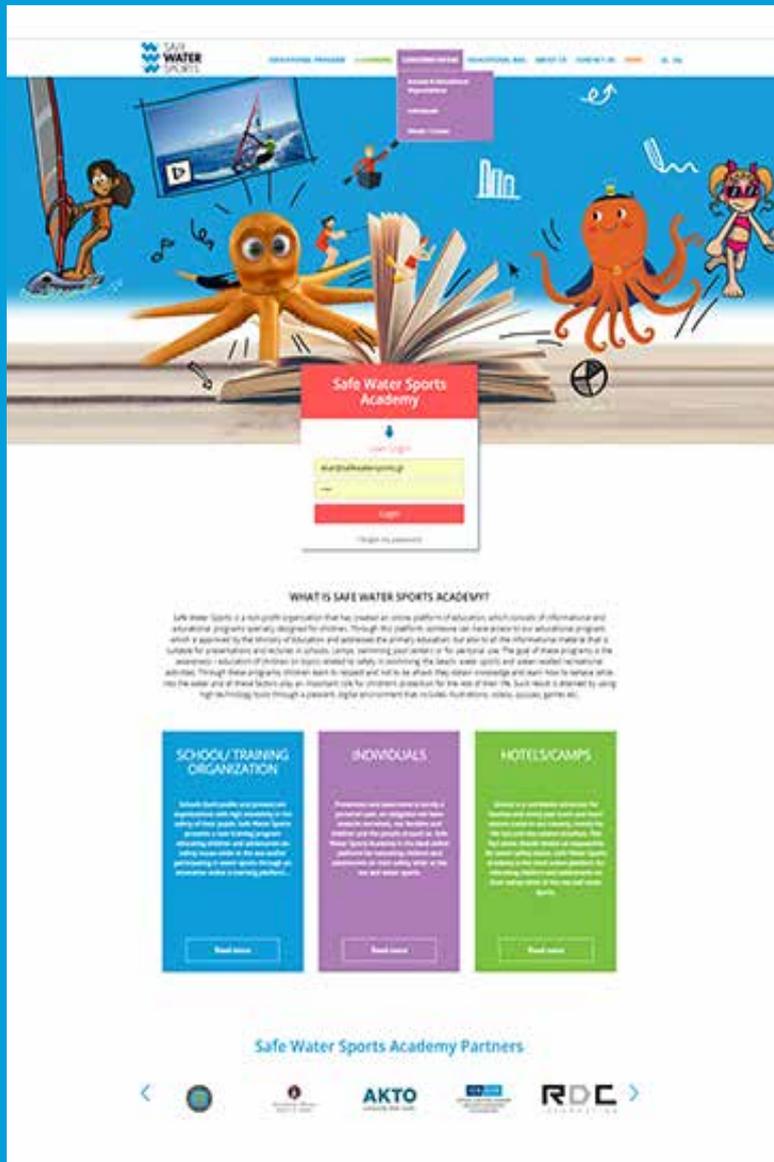
✓ It is based on active learning methods and it is developed on the basis of principles of interdigitation and the empirical and experiential approach to knowledge.

✓ It combines various educational classes (such as Language, Composition, Geography, Art Class, Social Behaviour etc.)

✓ The educational material is structured in a way that allows either the selective development of thematic modules or the implementation of the total material.

✓ All the supporting material, which addresses both teacher and students who participate in the program, is distributed through the online platform of Safe Water Sports Academy that can also be used in order to monitor the progress of each team by the teacher and Safe Water Sports Organization.





Safe Water Sports Academy (e-learning)

Safe Water Sports created an online distance learning platform named “Safe Water Sports Academy” for children and teenagers aged between 5 and 16 years old. The educational material, which is offered through the Safe Water Sports Academy, is also used by the Port Authorities of the Ministry of Maritime Affairs in order to teach public school students throughout the country, within the framework of the approved educational program developed by the Ministry of Education entitled “CHECK - LEARN - CARE”.

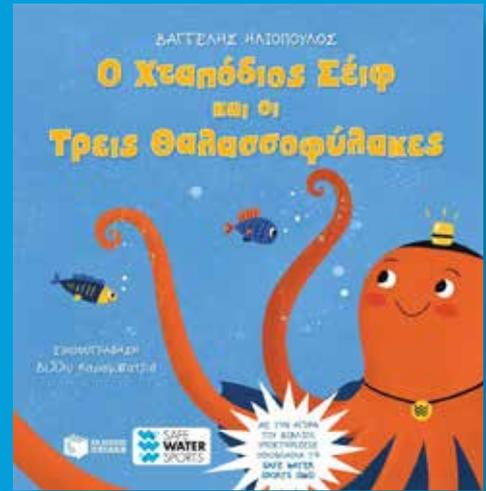
In order to have access to this educational material through Safe Water Sports Academy, you only need a computer with Internet access. The system is organized in such a way so as to provide the appropriate educational material depending on the age group of the participants. At the same time, the system enables instructors to change the structure of the educational scenario and create a new one, adjusted to their particular needs.

<http://e-learning.safewater-sports.gr/el/normal/academy>

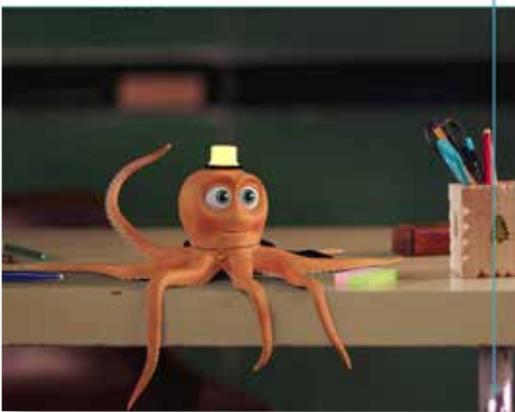


CHILDREN'S BOOK

With a view to approach young children who do not have online access to information and consequently to Social media, the Organization created a children's book character and a fairy-tale that aims to "speak the language of young children" and to convey the right messages regarding the sea and the respect that each person should show. In order to make this concept, the writer Vaggelis Iliopoulos and the illustrator Villy Karampazia, in collaboration with PATAKIS publishing house, created a children's book, that was recently release entitled "Ο χταπόδιος Σείφ και οι Τρεις θαλασσοφύλακες" (Octopus Safe and the three guardians of the sea)". This book can be characterized as both appealing and at the same time highly educational book for very young children.



Introduction video



**SAFETY RULES
FOR WATER SPORTS**

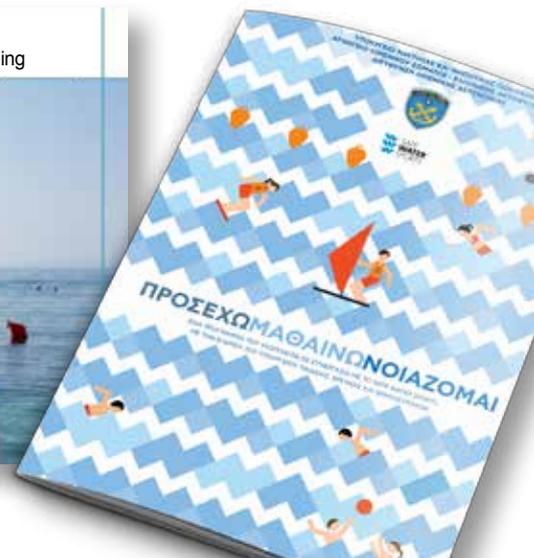
EDUCATIONAL MATERIAL

The Safe Water Sports educational program aims at a deeper understanding of the safety rules on the beach, at sea and while doing water sports. The content of the educational program varies depending on the age of the students, both in terms of the rules that are presented and the presentation style. The age-groups, based upon the age of the children, that have been taken under consideration throughout the design of the educational content are three: Children from 4-8, 9-11 and 12+. To begin with, the educational subject for the students of the first age-group focuses on swimming, the stay on the beach and the environmental care, then the material for the 2nd age-group emphasizes on swimming, water sports and environmental care, while the material for the 3rd age-group is focused on water sports and water recreational activities. The educational material that is developed includes:

- ▶ Illustrated safety rules in a comics format
 - ▶ Quizzes
 - ▶ Brochures especially designed for children
 - ▶ Inspirational videos with the participation of famous Greek athletes and Water Sports Olympic Winners (such as Kaklamanakis, Gianniotis, Papadopoulou etc.)
 - ▶ 3D animation video for very young children
 - ▶ Fairy-tales, Songs
 - ▶ Educational backpack for experiential learning
 - ▶ Board games
- and many other activities with a constant primary focus on the education and children's awareness regarding safety at sea..



SPYROS GIANNIOTIS
Bronze Olympic Winner 10 km open sea swimming





EDUCATIONAL BACKPACK

Interactive games, particularly for young ages, are considered to be the most efficient learning method. For this reason, the Organization created an “educational backpack” that consists of: Playmobil games (a representation of beach and sea activities), activity cards, color books, story cubes (cubes with images stimulating the imagination of children) and many others, in order to inform and educate children while they are playing and amusing themselves. The educational backpack is suitable for children’s holiday camps, hotels, public swimming pools etc.





INFORMATION & RECREATIONAL CENTER ON THE BEACH

The model information and recreational center has set as its main goal the education of children of all ages, regarding all issues concerning safety on the beach, at sea, water sports and sea activities through playing and recreational activities. The recreational program was designed by the Safe Water Sports volunteer teachers and psychologists and includes activities such as: use of the Safe Water Sports app for tablets so that children can learn the safety rules while playing, painting with our fairy-tale character "Octopus Safe", creation of bracelets and other handicraft bearing our logo, darts, balance games, speed games, board games, memory cards, story-cubes, Playmobil, "music pillows" game and many others. The center is staffed with volunteer teachers and water sports athletes. The first center operated in 2017 on the beach Kalo Livadi on the island of Mykonos. This action is supported by a donation of the Stavros Niarchos Foundation.



CODE OF CONDUCT AT SEA

In collaboration with the students of AKTO school, the Organization created the “Code of Conduct at Sea”, which resembles to the well-known Highway Code (for highway circulation) in order for the main safety rules at sea and during sea activities to be illustrated and easily recognizable. The “Code of Conduct at Sea” is part of the Safe Water Sports app as well as part of the educational program that the Organization is running together with the Ministry of Education and the Port Authorities at schools throughout the country and it is included in a number of other applications too. This action is aimed at creating a series of pictograms that present the main safety rules regarding swimming, the stay on the beach and water sports. Through this code the Organization aspires to shape a new culture for both children and adults.



When swimming i'm always with my buddy and i stay near the beach



When swimming i never swim beyond the buoys.



I go in the sea/water at least 2-3 hours after a meal.



When swimming i wear arm bands, a tube trainer or a swim belt if i am a beginner



I wear a life jacket when i take part in any sea-related activity



Do you feel you are in danger? Call for help



I don't dive in rocky areas or when i don't know how deep the water is or what the seabed is like



It is compulsory for a 2nd person, the spotter, to be on board in all towable sports (water-skiing, tubes, etc.)



STRATEGIC COOPERATION WITH THE MUNICIPALITIES

This initiative runs under the auspices of KEDE, after the unanimous decision of its Board, and as everyone has acknowledged, it has as a main objective the strengthening of the citizens' safety feeling on the Greek beaches. At the same time, the e-platform not only does it provide specialized information regarding the services provided at public hospitals and health centers throughout the country but also it does contribute to the greater attraction of tourists and investments.



PLACEMENT OF WATER SAFETY SIGNS ON THE BEACHES

Marking our country's beaches becomes a means of informing the public regarding safety at sea and water activities. With the support of the Mayors Mr. George Sofronis and Mr. Konstantinos Koukas, the first Municipalities of our country, Saronikos and Mykonos Municipality respectively, cooperated with our Organization by marking their beaches by using the Safe Water Sports information marking that presents among others the primary safety rules at sea, sports, and water recreational activities, based on the "Sea Code of Conduct" which is explained in both Greek and English languages. Safe Water Sports marking signs are currently placed on 7 beaches of the Saronikos Municipality in the area of Attica and on 16 beaches of the Municipality of Mykonos with the involvement of the following sponsors: Korres, Hygeia Group, ARENA, National Bank of Greece, Goody's Burger House, Everest, Flora Super Markets, Ioannis Revithis, Anamnesia, Soho-Soho.



SAFE WATER SPORTS PRODUCTS

With the objective of increasing public awareness and receiving financial support for its actions, the Organization created an e-shop <http://eshop.safewatersports.com/> and launched various products bearing its logo which are available for purchase at the e-shop or at branches of popular brands supporting the initiative.

SOCIAL MEDIA

Visit our social media pages to be fully informed regarding Safe Water Sports and start following its actions.



SAFETY AT SEA AND WATER SPORTS



www.safewatersports.gr

Konitsis 11B,
Marousi 15125, Athens



INCLUSIVE PARTICIPATION - VOLUNTEERS

Safe Water Sports is engaged with the systematic and continuous mobilization of all social forces with the aim of being a point of reference and a key information tool in our country regarding water activities and safety. Throughout our constant effort, we need the support from all people. The main ways for someone to support our work are the following:

- Join our volunteer's team and support our actions in an active way.
- Download and use the Safe Water Sports app on your mobile phone.
- Rate and Comment on the services and safety features provided by rental centers of water sports and recreational equipment. Through your rating and comments not only you can help the rental agency

owners upgrade the quality and safety of their services provided but also to enable other users select the rental agency that best satisfies their needs. Public opinion can contribute to the improvement of the safety features and the quality of the services provided.

- Like the Safe Water Sports Facebook Page and Follow our Twitter & Instagram account and subscribe to our YouTube channel.
- Share the links of the Organization on your personal profiles and pages in order to make them visible to your friends by using #safewatersports, @safewatersport, @safe_water_sport Ask your friends to support our effort.
- Subscribe to our newsletter to receive our regular updates.

SPONSORS-SUPPORTERS



MAJOR SPONSORS



EST. KORRES 1996



Δήμος Βόυλας Βουλιαγμένης



ΔΗΜΟΣ ΜΥΚΟΝΟΥ



ALPHA BANK

