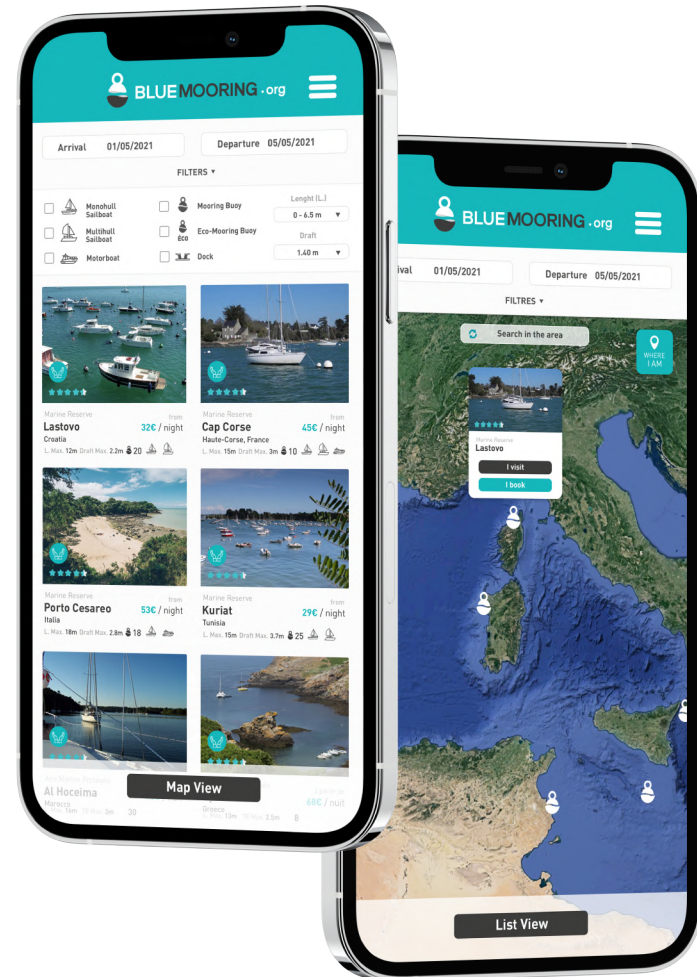




# BLUEMOORING.org

BOOK YOUR MOORING  
IN MARINE RESERVES



# THE PROBLEM

The management of mooring is often complex for MPAs:



**Mobilization of resources on the collection of mooring fees to the detriment of conservation activities**



**Shortfall on uncollected fees (squatting, maintenance...)**



**Difficulty in communicating with visitors on the justification of mooring fees**



**Monitoring & reporting often complicated without tools**



# THE BLUEMOORING.ORG SOLUTION FOR MPAS



Offer a secure and automated payment channel  
→ limitation of HR costs for collection



Optimize mooring occupation  
→ increase in revenue



Offer educational communication support for boaters



Facilitate the management of the MPA moorings in real time



Offer an easy reporting tool



Offer a new communication channel between MPAs & boaters



# THE BLUEMOORING.ORG SOLUTION FOR MPAS



**Facilitate the booking  
& payment of moorings  
on MPAs**



**Justification for the use  
of mooring fees**



**Have visibility on the  
availability of mooring**



**Access educational content  
linked to the MPA  
(conservation measures)**



**Easily find additional and  
specific services:  
Taxi, Waste, water, fresh food,  
local guide, restaurants...**



# YOUR APPLICATION

## Main Datas

Immediately you can see: the occupancy rate of your moorings in live, your revenues, the average rating of boaters.

## YOUR DASHBOARD

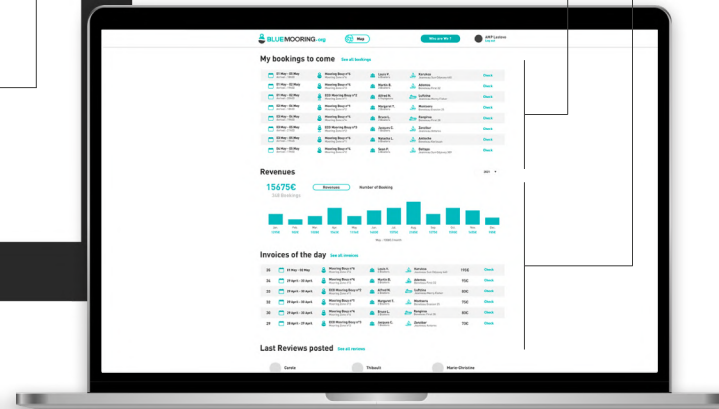


## Management of Occupation

You can also see the state of your different mooring zone. You immediately detect if there is a problem to be addressed on one of the moorings

## Overview of Bookings

You have direct access to upcoming bookings



## Overview of Revenues

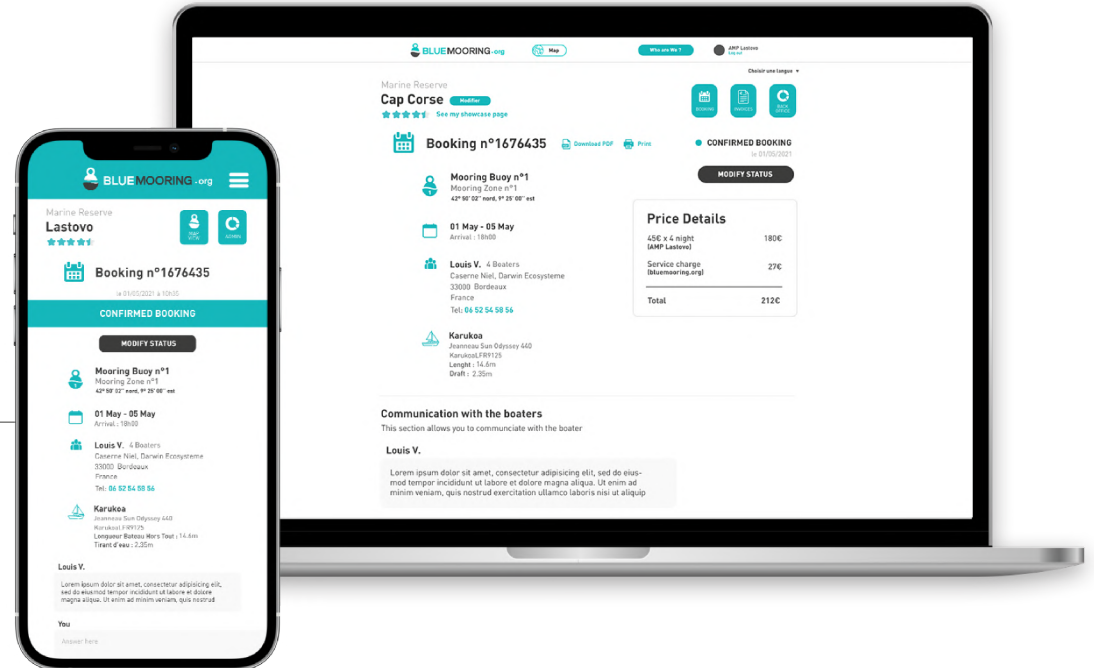
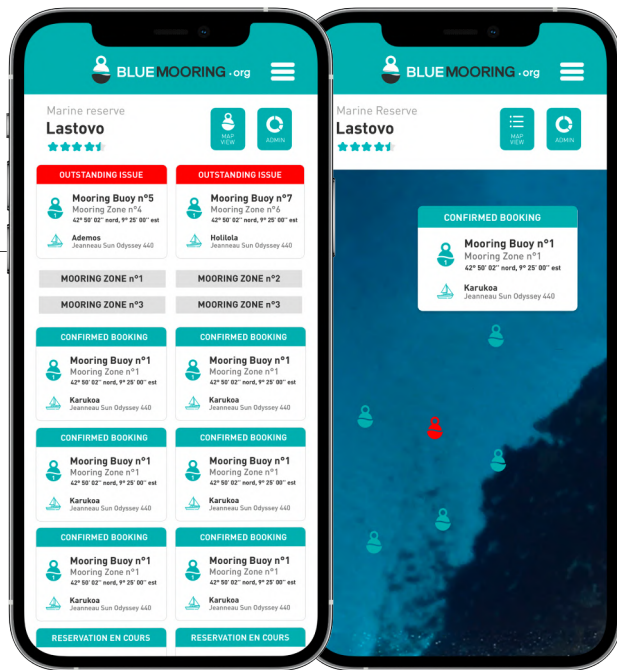
A graphic shows the evolution of revenues over the year and the last edited invoices



# YOUR APPLICATION

## A SPECIAL INTERFACE FOR RANGERS

- The dashboard is accessible on smartphone and tablet for rangers.
- It offers a real-time view of current reservations and of the interventions to be carried out.
- A map allows you to geolocate buoys requiring intervention
- The ranger accesses each reservation and can modify its status if necessary.



## Booking Page

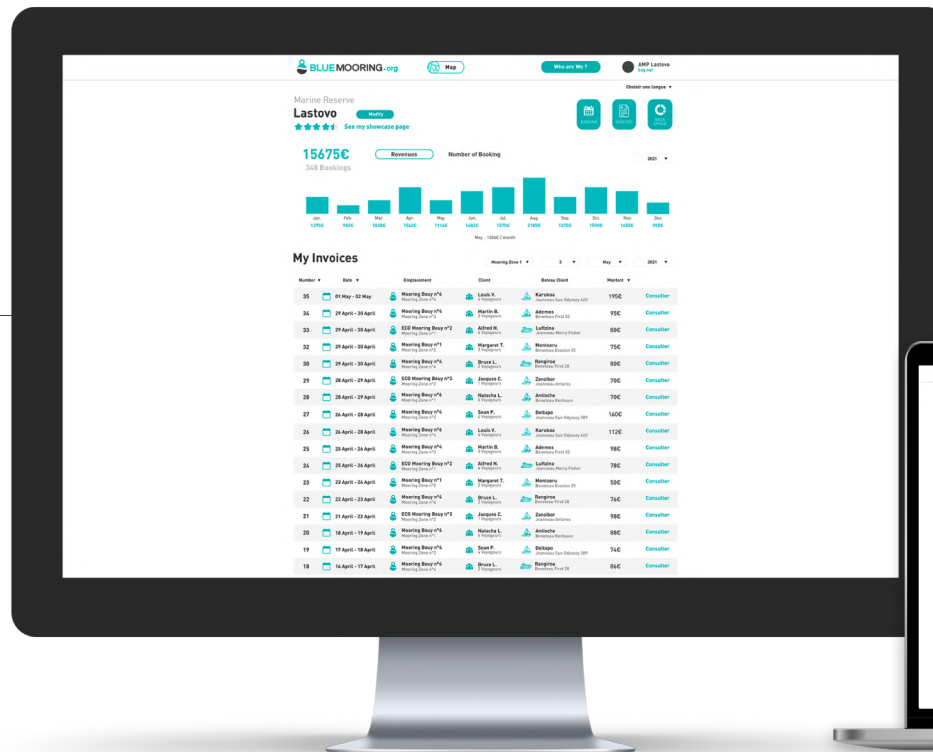
The ranger accesses each reservation and can modify its status if necessary.



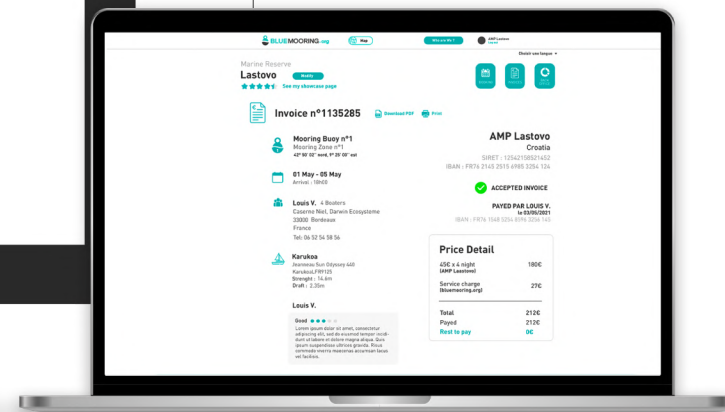
# YOUR APPLICATION

## INVOICE MANAGEMENT

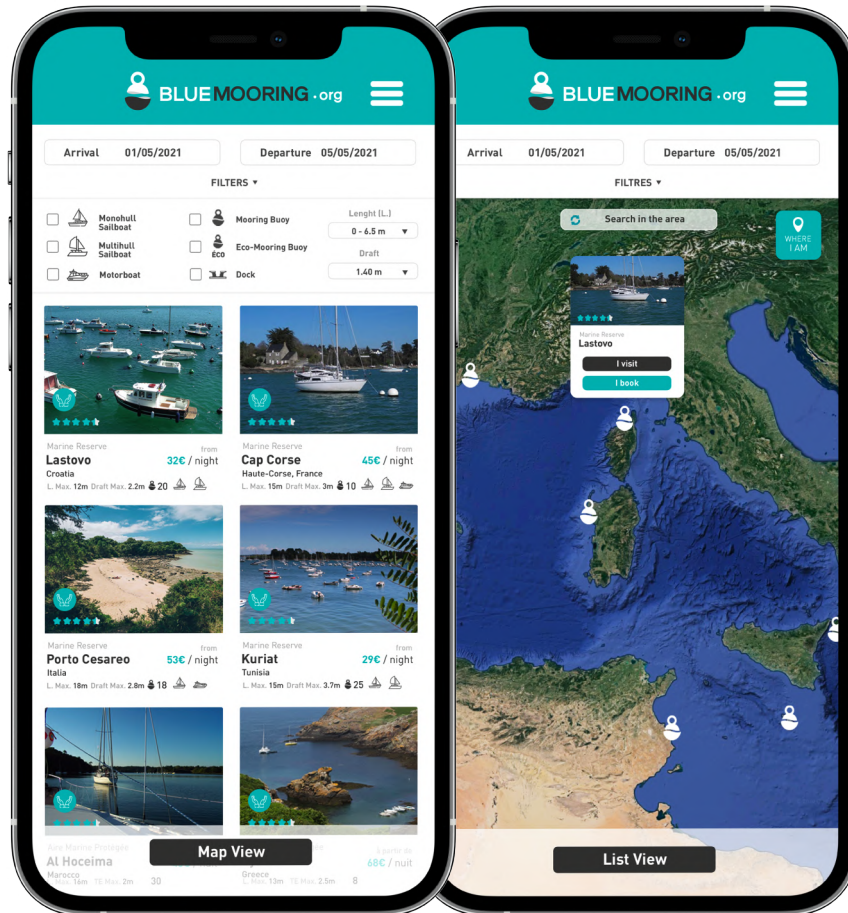
- You access the list of invoices and the details of each of them
- The editing of these invoices is automated



## Invoice Page



# THE APPLICATION FOR BOATERS



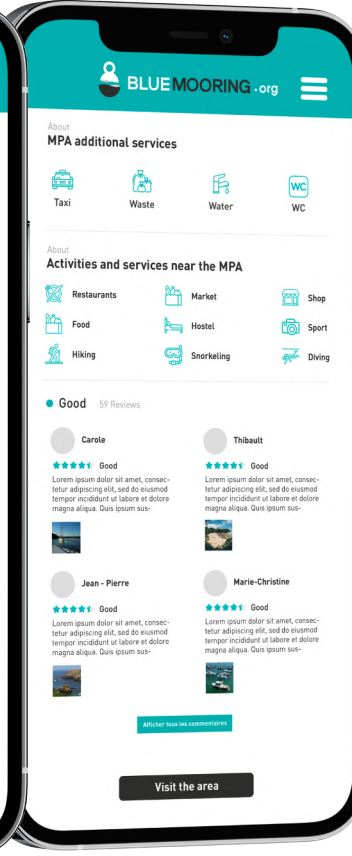
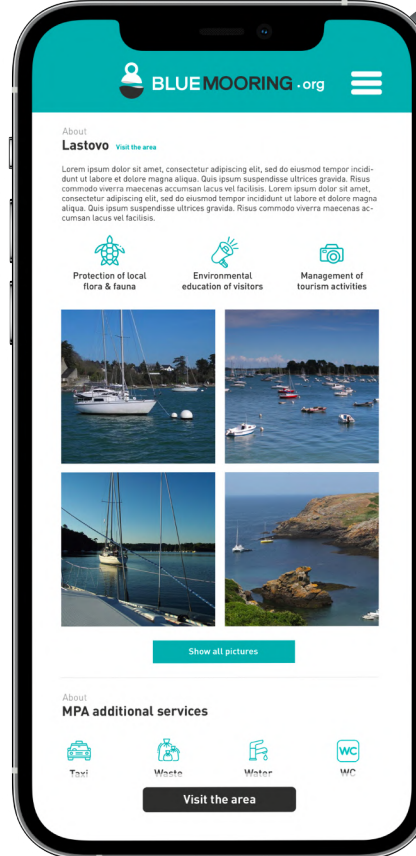
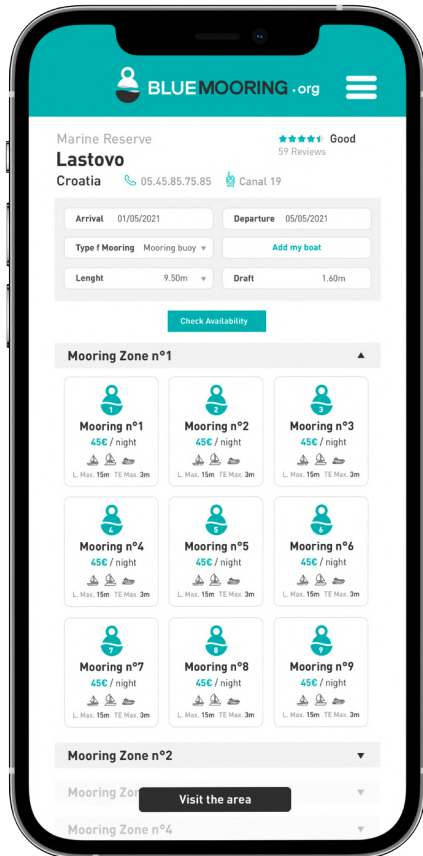
## STEP 1

### IDENTIFY A AMP

- The boater identifies the mooring zone that interests me on an interactive map and he can consult the opinions left by other boaters.
- It indicates its arrival and departure dates and the information of its boat to filter the available moorings



# THE APPLICATION FOR BOATERS



## STEP 2

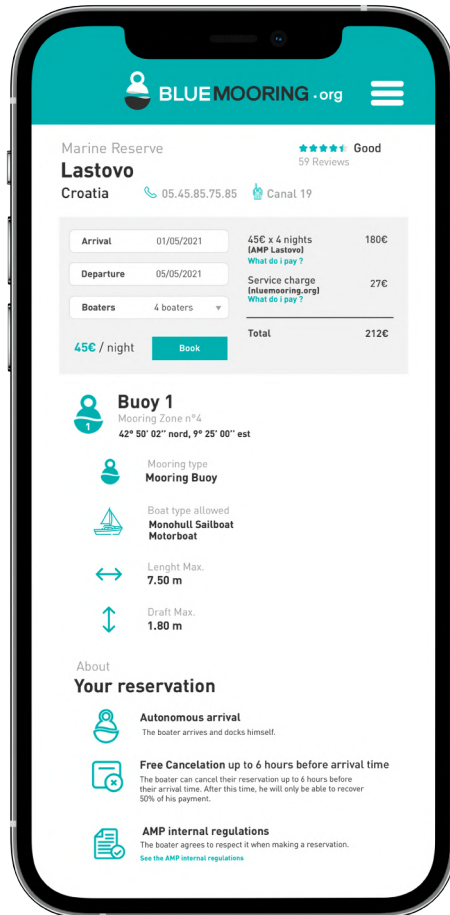
### IDENTIFY A MOORING

- He identifies a mooring that interests him and he makes his reservation directly on bluemoorring.org

- He consults the information that AMP wishes to share with him (the services offered on site, the contacts, the various conservation and educational actions offered, the conservation actions that I finance in part through mooring fees).



# THE APPLICATION FOR BOATERS



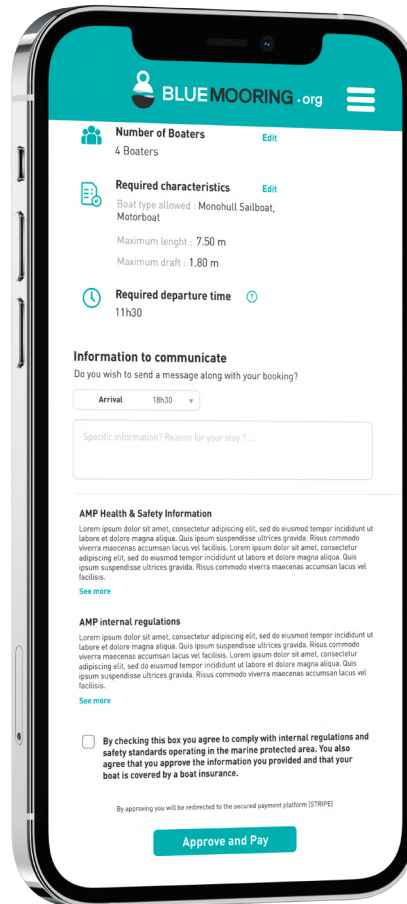
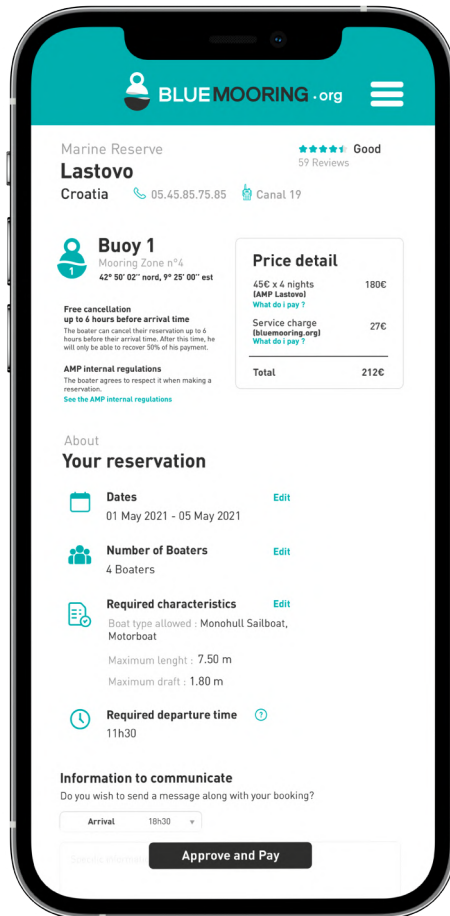
## STEP 3

### FOCUS ON A MOORING

- Finally, he visualizes precisely the practical information for his stopover in the AMP.
- He obtains a precise summary of the booking conditions for the chosen mooring.



# THE APPLICATION FOR BOATERS



## STEP 4 BOOK A MOORING

- He then receives a confirmation of his booking and all the information that AMP wishes to share with him
- He also has the possibility of communicating with the AMP



# COMMUNICATION ELEMENTS FOR MPAS

We offer you the supports to communicate with boaters on the BLUEMOORING.org application



Stickers to stick on each buoy



An educational panel on the use of the application to be displayed on the MPA



## **SUPPORT - Contact & Training**

**As part of this call for partnerships, we are looking for 5 MPAs that we will personally support in setting up the Bluemooring.org tool**

This will take the form of a day of training and setting up the AMP profile. We will help you, if necessary, to enter the information concerning the mooring areas and buoys so that your profile is as complete as possible.

**It remains completely free for you as part of this call for partnership.**

**For more information on  
bluemooring.org contact Louis  
Vercauteren directly:**

**louisvercauteren@blueseeds.org  
+33 6 87 24 29 75**

**To register, you can directly answer  
the following form:**

**Contact now !**

