



LIVING BLUE ZONE INTERNATIONAL CHARTER

PREAMBLE

Living Blue Zone International ASBL is an association that draws on more than twenty years of research led by Prof. Michel Poulain, initiator of the Blue Zones, territories recognized for the exceptional longevity and quality of life of their inhabitants.

This Charter constitutes the official reference framework for all actions, collaborations and commitments related to Living Blue Zone International.

It expresses a shared vision: to promote living environments that foster sustainable health, social cohesion, simple joy and respect for life, drawing on life principles observed among Blue Zone populations and adapted to local realities.

ARTICLE 1 – VISION AND MISSIONS

Our vision: to promote a world where living longer means, above all, living better, healthy, supported, useful, connected, peaceful, fully alive, and in harmony with the Earth. This vision guides all decisions, actions and partnerships initiated by Living Blue Zone International. The principles of a long and healthy life were identified through observation of populations living in the Blue Zones, whose exceptional longevity has been authenticated by Michel Poulain.

Living Blue Zone International pursues this goal through the following missions:

- Disseminate the 7 principles observed in the Blue Zones, derived from scientific research.
- Support organizations, communities and territories in the concrete implementation of these principles.
- Strengthen human connections, social cohesion and intergenerational solidarity.
- Highlight local initiatives that are inclusive, accessible and sustainable.
- Foster cooperation among partners and stakeholders committed to promoting these principles.

ARTICLE 2 – THE SEVEN PRINCIPLES LIVING BLUE ZONE INTERNATIONAL

The following principles constitute the common foundation of all actions carried out within Living Blue Zone International:

1. Move naturally

Encourage a lifestyle in which movement is part of everyday life: reflected in work and life rhythms that keep the body active—without excess, but with consistency—while respecting each person's natural vitality.

2. Eat wisely

Encourage simple, local, moderate and mindful eating that respects natural cycles and the body's real needs.

3. Avoid psychological stress and ensure quality sleep

Promote calm rhythms of life, stress management, quality sleep and respect for natural cycles. This principle calls for creating work and living environments where everyone can preserve inner peace, emotional balance and the quality of their sleep.

4. Maintain strong family ties

Family is an essential foundation of vitality, security and transmission. Placing family at the heart of life means recognizing the strength of lasting human relationships as the basis of individual and collective balance.

5. Stay connected with the community

Community life is an essential source of vitality and longevity. This principle invites us to build and sustain a collective spirit. The community is a place of exchange and encounter, as well as transmission, helping to leave a living legacy for future generations.

6. Respect the planet

Respect for the planet must be at the heart of our ways of living. This principle encourages sustainable, frugal and ecosystem-respectful practices inspired by the wisdom of traditional communities.

7. Have a purpose in life

Live each day fully with a sense of joy, usefulness and gratitude.

This principle supports the search for meaning, contribution to the community, simple joy, and awareness of the useful role each person can play in this world.

ARTICLE 3 – FOUNDING VALUES

Living Blue Zone International ASBL bases its action on human, social and environmental values, serving the common interest. These values guide all its projects, partnerships and representations.

• People at the heart

Living Blue Zone places human beings, at all stages of life, at the center of its actions. The association promotes relationships founded on respect, listening, dignity and solidarity, with particular attention to family and intergenerational ties.

- ***Community engagement***

Living Blue Zone encourages participation, mutual aid and cooperation at the community level. It supports initiatives that strengthen social bonds, the sense of belonging, and recognition of everyone as an actor in society.

- ***Respect for life and the planet***

The association acts with respect for living beings and the environment, prioritizing sustainable, responsible and frugal practices, with a view to preserving and passing on to future generations.

- ***Meaning and the common interest***

Living Blue Zone supports projects that carry meaning and lasting positive impact, in a spirit of service to the common interest and contribution to the common good.

ARTICLE 4 – COMMITMENTS OF LIVING BLUE ZONE INTERNATIONAL

Living Blue Zone International ASBL commits to:

- Ensuring that Living Blue Zone principles are conveyed and used faithfully and respectfully;
- Preserving the integrity of the name, logo and registered Living Blue Zone trademark;
- Supporting and accompanying all our partners in implementing projects aligned with the association's values and principles;
- Encouraging inclusion, cooperation and sharing within an international network.

ARTICLE 5 – ADHERENCE TO THE CHARTER

Adhering to the Living Blue Zone Charter means joining an international movement dedicated to better living, longevity, respect for life, and the building of sustainable and joyful human communities.

Adherence to the Charter implies:

- Recognizing the human and societal value of Living Blue Zone principles;
- Committing to embody and respect them in one's actions;
- Sharing the founding values upheld by Living Blue Zone International ASBL.

This adherence takes place according to the procedure defined by Living Blue Zone International ASBL.

ARTICLE 6 – ETHICS AND CONSISTENCY

Living Blue Zone International ASBL ensures the ethical consistency of actions, projects and partnerships carried out under its name. It reserves the right to suspend or withdraw its support in the event of a clear failure to comply with the values or principles set out in this Charter.