

Annual Report 2014



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The FEE Board of Directors 2014/2016

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 Laura Hickey (Board Member responsible for Eco-Schools Programme)

FEE Staff

The FEE Secretariat (as of 31 December 2014)
 Daniel Schaffer, Chief Executive Officer
 Rikke Dahl, Administrative Director
 Brid Conneely, International Eco-Schools Director
 Finn Bolding Thomsen, International Green Key Director
 Malgorzata "Gosia" Luszczek, International YRE Director
 Rachel Boyle, International LEAF Director
 Sophie Bachet Granados, International Blue Flag Director
 Jan Blach Hansen, Accountant
 Johann Durand, International Blue Flag Assistant/Project Manager
 Yukiko Tsuburaya, International YRE Assistant/Project Manager
 Isabel Lissner, International Blue Flag Intern
 Liesbeth Plovie, Green Key and Eco-Schools Assistant - EVS Student
 Jakob Jensen, Student Worker



From left to right: Daniel Schaffer, Isabel Lissner, Brid Conneely, Liesbeth Plovie, Yukiko Tsuburaya, Finn Bolding Thomsen, Sophie Bachet Granados, Jan Blach Hansen, Rachel Boyle, Gosia Luszczek, Johann Durand, Jakob Jensen, Rikke Dahl, not present: Barry McGonigal. Picture taken April 2015

Foundation for Environmental Education (FEE)

FEE is a non-governmental, non-profit organisation promoting sustainable development through environmental education worldwide.

Its five environmental education programmes are:

- Blue Flag
- Green Key
- Eco-Schools
- Young Reporters for the Environment (YRE)
- Learning about Forests (LEAF)

This Annual Report informs you of the main activities in 2014 related to FEE and its programmes.

Welcome

A rewarding end to 2014 saw the Foundation for Environmental Education receive recognition at the highest level.

I was delighted and honoured to represent FEE at the UNESCO World Conference on Education for Sustainable Development in Nagoya (Japan) in November 2014. The conference marked the end of the UN Decade of Education for Sustainable Development (DESD) and launched the Global Action Programme on ESD.

It was very important for FEE that it was the only NGO invited to address the conference during a main plenary session. The recognition of the success of FEE's Eco-Schools programme was brought to light in UNESCO's final report for the DESD. In addition, FEE jointly facilitated a workshop at the conference with the FEE member for Morocco, the Mohammed VI Foundation. The conference was a great opportunity to raise awareness of FEE,

the important work of our programmes and our reach across the world through our diverse membership base.

70 Education Ministries from across the world were represented and over 1,000 participants attended. The Crown Prince of Japan and the Secretary General of UNESCO opened the conference, and Princess Lalla Hasnaa of Morocco gave a keynote address. Young people played a big part throughout, including three YRE winners, who reported on conference events through the eyes of the younger generation.

Lesley Jones
Lesley Jones
Vice-President of FEE



Developments in FEE

Main work internally in FEE in 2014 was:

- The unification of the FEE International Head Office was finalised and the organisation has now established itself as independent from the Danish Outdoor Council and adjusted itself to the UK accounting system.
- The General Assembly was hosted in Copenhagen by the Head Office with generous support from the Danish Outdoor Council and many other sponsors and supporters. The General Assembly was a definite success.
- The election of a new Board of Directors at the General Assembly in Copenhagen, representing the wide geographical and cultural rainbow that is FEE.
- The development and start of the three-year "Monitoring and Evaluation of the Impact of our Programmes" project in collaboration with An Taisce (FEE Republic of Ireland member)
- The preparation for a new website. A tender was sent out during 2014 and a decision has been made regarding the website provider. The project will start in January and hopefully finish during the summer 2015.
- FEE has been recognised as one of the leading organisations implementing the Decade for Education for Sustainable Development and has been asked to take a leading role in the implementation of the Global Action Programme presented by UNESCO for the coming five years.

FEE International Head Office also continued to facilitate and support FEE's international growth in 2014 with new associate and affiliate memberships, which now total 81 member organisations in 68 countries.

The following became full members at the General Assembly:

- NGO "Ecological Initiative" from Ukraine
- National Wildlife Federation from the USA
- World's Green Star from Iran
- EcoOcean from Israel
- WWF-Malaysia from Malaysia
- Environmental Ambassadors for Sustainable Development from Serbia

Two organisations became associate members of FEE:

- Green Earth Organization from Ghana
- Asclepius Green from Trinidad and Tobago

Two organisations became affiliate members of FEE:

- Indian Ocean Commission from Mauritius
- Blå Flagg Sverige from Sweden

During 2014, there were FEE Board of Directors' meetings held in Paris (France) in February, in Copenhagen (Denmark) in April and June, and in Istanbul (Turkey) in October. The 2014 General Assembly was successfully held in Copenhagen (Denmark) in June. Each FEE programme organised successful National Operator Meetings (NOM) throughout the year: YRE in Marrakech (Morocco) in February, LEAF in Riga (Latvia) in March, Green Key in Rethymno (Greece) in October, Blue Flag in Chania (Greece) in October and Eco-Schools in Cardiff (Wales) in December. The FEE Board of Directors would like to thank the member organisations in France, Denmark, Turkey, Morocco, Latvia, Greece and Wales for their hard work in organising and hosting these meetings.



Blue Flag



2014 was the first year in which more than 4,000 beaches and marinas were awarded the Blue Flag – what an achievement!

Globally, 179 new beaches and marinas were awarded the Blue Flag in 2014. This increased the total number to 4,047. International Blue Flag Director, Sophie Bachet Granados, illustrates this as one of the main highlights for Blue Flag in 2014, a year she describes thus: “2014 has been an exciting year, particularly because we have reached more than 4,000 awarded sites worldwide. This is a huge achievement: more Blue Flag sites available for the public brings more safety and services, and especially more environmental education, information and management. This is crucial, as we need to ensure that the management teams, as well as the public, understand their local environment and what they can do to protect it. In the same way, we are working hard towards developing Blue Flag criteria for eco-tourism boats. There is great potential to bring positive change to the coastal picture, by working with the eco-tourism boats industry, and I look forward to it.”

Throughout 2014, more work has been done on the creation and improvement of this set of criteria for eco-tourism boats. In 2015, the criteria will undergo a phase of pilot testing and consultancy with major partners in this arena. Also, the marina criteria have been updated. A new set of additional criteria regarding energy and water consumption, amongst others, will be pilot tested in 2015 and hopefully then launched in 2016.

In total, Blue Flag is now present in 52 countries. Japan, Russia and Mauritius are all in the process of implementing it, while the remaining 49 countries run the programme fully. Estonia and Trinidad and Tobago both completed their implementation of the Blue Flag programme in 2014, which allowed them to celebrate their first Blue Flags this year! Congratulations!

In 2014, Blue Flag worked on a partnership with Corona to adopt beaches around the world and improve

them through various activities such as clean-ups, dune rehabilitation or pollinator gardens. As a result of this partnership, Blue Flag has produced a beach clean-up manual which is available free of charge to all sites around the world.

Blue Flag’s agreement with Faber Flags as flag producer ended in 2014. Therefore, Blue Flag had a call for tender to find its new flag producing company for the next five years – Semaphore has been chosen, and we look forward to the collaboration. We hope the result will be a new set of flags which will not only last longer, but more importantly be CO₂ neutral both in their production and transportation.

In 2015, we will make a great effort to finalise the criteria for eco-tourism boats, and pilot test them in various



regions of the world. We will also see the advent of a new website for FEE and all its programmes in 2015 – not only a new look, but also new tools for better cooperation and networking will follow.

FEE Environmental Education Principles:

1. Ensure that participants are engaged in the learning/teaching process

Green Key



In the year of Green Key's 20th anniversary, the focus has been on increasing cooperation with both existing and new partners. At the same time, the programme has once again expanded into new countries and increased the number of awarded establishments.

Intensive cooperation with international hotel chains continued in 2014. The agreement with the Rezidor Hotel Group was renewed and extended until the end of 2018, while the existing agreement with the Starwood Hotel Group continues. Green Key entered into agreements with two new corporate partners: Humble Brush (producing environmentally friendly toothbrushes) and SGS (the world's largest auditing company). The agreement with SGS enables Green Key to now offer the programme to establishments all over the world. Peter Hvidberg, Global Business Manager at SGS Travel & Hospitality Department, expressed the company's satisfaction: *"Sustainability is very important for the hospitality industry and to our hospitality clients, and we're delighted to conduct audits on behalf of Green Key in the coming years."*

New cooperation agreements were also made with online booking companies: bookdifferent.com and HRS (Hotel Reservation Service).

Green Key is now present in 45 countries worldwide. In 33 countries, there are Green Key national operators in charge of running the programme at the national level, while Green Key International administers establishments from international hotel chains in the remaining 12 countries. There are currently 39 countries with national operators, so in six countries the programme is under implementation. Establishments in five countries were awarded the Green Key in 2014: Finland, Iceland, Israel, Kazakhstan and Norway. Adding it all up, the number of awarded sites worldwide increased to above 2,300 in 2014. Well done!

Green Key International has increased its presence on social media in 2014. Already active in posting regular news features on Facebook, Green Key can now also be found on Twitter and LinkedIn. Together with news from international partners, Green Key media has been quick to highlight the many fantastic instances of best practice performance and innovative sustainability issues which Green Key awarded establishments have accomplished.

FEE EE Principles:

2. Empower participants to take informed decisions and actions on real life sustainability issues
3. Encourage participants to work together actively and involve their communities in collaborative solutions





Eco-Schools

Eco-Schools broke records again with over 16,000 Green Flags awarded during the school year, which over 14 million students worked hard to achieve.

Another fantastic year has passed for Eco-Schools. India launched Eco-Schools in February, followed by Australia in May, and Ghana became the 58th country to run the programme in July.

Lots of people are playing GroGarden and learning about composting using our free game, which was part of the celebrations for our 20th Anniversary. We continued celebrating in Cardiff, Wales at our National Operator Meeting where FEE President, Jan Eriksen, praised the great work being done, and delivered a resounding speech at Cardiff Castle to over 70 participants – the largest national operator meeting yet.

We saw an increase in kindergarten upkeep with Russia leading the way with playschools that have renewed their Green Flag 10 times! Turkey held its 14th Eco-Schools Seminar, this time in Bursa. Latvia launched its Responsible Citizens Campaign to all its 203 Eco-Schools. By implementing the Waste, Water, Transport and Biodiversity Themes, the

Al-Bayan School in Amman, Jordan has contributed to saving 78,000 kg of CO2 emissions in 2014. All of these are praiseworthy achievements.

FEE EcoCampus is soaring ever onward: more and more countries with young people who have graduated from Eco-Schools and are now beginning third level education are asking how to join the Eco Committee at their new educational institution. Along with Denmark, Iceland, Portugal and Russia, Spain is active, as are the Netherlands and Serbia, while in Slovenia, the President, Mr Borut Pahur, awarded two Green Flags. FEE Latvia, with five higher education institutions on board, has awarded Vidzeme University of Applied Sciences the first Green Flag in the Baltics.

The very successful Toyota Environment and Innovation project ended in 2014. The project encouraged pupils to design real solutions for today's environmental problems. It was run in four countries over three years with support from

Toyota Fund for Europe. All the great stories the project generated were shared through our website. We look forward to continuing our work with Toyota in the future and we are already developing a new project with more countries involved.

In 2014, Phase I of the Litter Less Campaign was completed. During the three-year period, 20 countries, over 1,200 schools and just under 855,000 students were involved. The success of the Litter Less Campaign ensured continuing cooperation with the Wrigley Company Foundation, and we have signed a new agreement for Phase II lasting up until 2017. Currently 22 Eco-Schools and five YRE countries are involved.

FEE EE Principles:

4. Support participants to examine their assumptions, knowledge, and experiences, in order to develop critical thinking, and to be open to change



Young Reporters for the Environment

With Sweden, Finland and India (as a pilot) joining the programme in 2014, YRE is now running in 30 countries worldwide with a total of 30,000 students and 7,500 teachers – what an amazing way to celebrate 20 years of YRE! 2014 will be remembered as a year of great activity.



The international YRE competition just keeps growing in activity and participation. This year, a total of 5,000 photos and 2,700 articles were submitted nationally, of which a total of 156 were submitted to the International YRE Competition and the Wrigley Litter Less Campaign. 20 submissions were awarded in the International YRE Competition across the age and media categories. For Wrigley's Litter Less Campaign, the number of awarded submissions was 25.

The Wrigley Litter Less Campaign entered Phase II in 2014. This meant that the participating countries set out to reach and involve more students in the Campaign through the programme. The phase II activities also included the introduction of the Community Action Day!

As part of the Wrigley Litter Less Campaign, three YRE Missions were held in Stockholm (Sweden), Nicosia (Cyprus) and Cascais (Portugal). More than 220 students from 15 countries participated, making them

a great success! Apart from this, three YRE students were invited as youth journalists to the UNESCO conference on Education for Sustainable Development in Japan – a historic achievement for the YRE programme!

In 2015, YRE is planning to prepare international guidelines for students and teachers in order to strengthen the programme. Another aim is to increase international recognition of YRE and find more partners for collaboration.

FEE EE Principles:

5. Encourage participants to be aware of cultural practices as an integral part of sustainability issues
6. Encourage participants to share inspirational stories of their achievements, failures, and values, to learn from them, and to support each other

Learning about Forests



2014 a year of development and strengthening of the programme.

The Learning about Forests programme saw many changes in 2014. A new International LEAF Director was appointed, and a detailed survey was carried out to understand better how countries are running the programme. Although no new countries joined the programme in 2014, interest from other countries has grown.

During 2014, Learning about Forests increased its presence on social media sites and continued to share stories and best practices from around the world. The programme increased its activity on Facebook, and it can now be followed on Twitter and Flickr, too. The results from the survey were used to publish a full report about the LEAF programme, which is available online. A new LEAF Handbook was created to help countries which were already participating in the programme and to provide advice and a more structured approach to new countries.

There are 21 countries working on the LEAF programme around the globe, and a total of 3,428 educational facilities participating in it. Over 13,000 teachers are working to increase the level of awareness of – and knowledge about – the key role that forests play in sustaining life on our planet. Over half a million students from pre-school right up to university level are actively engaged in the programme.

In 2014, over 700 tree planting events took place, and approximately 361,000 trees were planted by LEAF schools around the world. Seven LEAF countries participated in the Plant a Tree for Peace Campaign 2014.

We look forward to the year ahead, in which we will be focusing on creating new partnerships, exploring new projects, strengthening the programme and improving tools for measuring the success and benefits of the LEAF

programme. Finally, we look forward to celebrating 15 years of the programme in 2015!

FEE EE Principles:

7. Continuously explore, test, and share innovative approaches, methodologies, and techniques
8. Ensure that continuous improvements through monitoring and evaluation are central to our programmes)



Who we work with

In addition to our members and institutional partners listed in the next pages, FEE International enjoys positive cooperation with World Health Organization (WHO); International Union for Conservation of Nature (IUCN); Sail Training International; International Lifesaving Federation; International Council of Marine Industry Associations; EUCC – The Coastal Union; European Environmental Agency (EEA); Young Masters Programme (YMP); Rezidor and Starwood hotels group; HumbleBrush; SGS; Hotel Reservation Service (HRS) and Bookdifferent.com. FEE International is also grateful to receive corporate sponsorship from:

WRIGLEY
Company Foundation
Wrigley Company Foundation
www.wrigley.com


Faber Flags
Faber Flags
www.faberflags.com


Corona
Extra
Corona Extra
www.corona.com


TOYOTA FUND FOR EUROPE
Toyota Fund for Europe
www.toyotafund.eu

ECOVER
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www.ecover-professional.com



Global Forest Fund

Fifteen projects were carried out in Europe, Asia, Oceania and Africa during 2014.

For seven years, the Global Forest Fund has been investing in worthy tree-planting events and environmental education activities around the world. FEE invests 90% of the Global Forest Fund into deserving projects every year. In 2014, the Global Forest Fund received €7,016 from FEE raised from CO₂ compensation for flights in 2013.

Over the course of 2014, the Global Forest Fund supported fifteen projects in Europe, Asia, Oceania and Africa. The fund supported five projects in Sumatra, four in Bulgaria, one in Sierra Leone, one in Tanzania, one in Bangladesh, one in Zambia, one in Ghana and one in Papua New Guinea. In total, more than 12,725 trees were planted.

To read the inspiring stories from 2014, go to: www.fee-international.org.

Over €7,000 has been made available for the Global Forest Fund to use in 2015. The Global Forest Fund will be investigating new lines of funding throughout 2015. A full report will be written up at the end of 2015 and made available on the website.

Member organisations (as of 31 December 2014):

FULL AND ASSOCIATE MEMBERS:

Australia: Keep Australia Beautiful National Association Inc

Bahamas: Bahamas Reef Environment Educational Foundation

Belgium-Flanders: Bond Beter Leefmilieu

Belgium-Wallonia: Fédération Inter-Environnement Wallonie

Bermuda: Greenrock

Brazil: Instituto Ambiental em Rede

Bulgaria: Bulgarian Blue Flag Movement

Canada: Environmental Defence Canada

China: Center for Environmental Education and Communications

Croatia: Association "Lijepa Nasa"

Cyprus: Cyprus Marine Environment Protection Association

Czech Republic: Sdružení Tereza (Tereza Association)

Denmark: Friluftsrådet (Danish Outdoor Council)

Dominican Republic: Instituto de Derecho Ambiental de la Republica Dominicana

England: Keep Britain Tidy

Estonia: Eesti Looduskaitse Selts (Estonian Society for Nature Conservation)

Finland: Sykke - Suomen Ympäristökasvatuksen Seura (Finnish Association for Environmental Education)

France: Fondation pour l'Éducation à l'Environnement en Europe (FEEE France)

Germany: Deutsche Gesellschaft für Umwelterziehung (FEE Germany)

Ghana: Green Earth Organization

Greece: Hellenic Society for the Protection of Nature

Iceland: Landvernd (Icelandic Environment Association)

India: Centre for Environment Education

Iran: Setar-e Sabz-e Jahan (World Green Star)

Ireland: An Taisce – The National Trust for Ireland

Israel: EcoOcean

Italy: FEE Italia (FEE Italy)

Japan: FEE Japan

Jordan: The Royal Marine Conservation Society of Jordan

Kazakhstan: EcoObraz NGO

Kenya: Kenya Organization for Environmental Education

Latvia: Vides izglītības fonds (FEE Latvia)

Lithuania: Lietuvos Zaliuju Judejimas (Lithuanian Green Movement)

FYR Macedonia: Civil Association OXO

Malaysia: Tabung Alam Malaysia (WWF-Malaysia)

Malta: Nature Trust Malta

Mexico: Pronatura Mexico A.C.

Mongolia: Information and Training Center for Nature and Environment

Montenegro: EKOM – Udruzenje za ekoloski konsalting (ECOM - Environmental Consultancy of Montenegro)

Morocco: Fondation Mohammed VI pour la Protection de l'Environnement

Netherlands: FEE-Nederland (FEE Netherlands)

New Zealand: FEE-NZ

Northern Ireland: Keep Northern Ireland Beautiful

Norway: Stiftelsen FEE Norway (Foundation FEE Norway)

Poland: Fundacja Partnerstwo dla Srodowiska (Environmental Partnership Foundation)

Portugal: Associacao Bandeira Azul da Europa (FEE Portugal)

Puerto Rico: Organización Pro Ambiente Sustentable (OPAS)

Romania: Centrul Carpato-Danubian de Geoecologie (CCDG Romania)

Russia: Keep Saint-Petersburg Tidy

Scotland: Keep Scotland Beautiful

Serbia: Ambasadori održivog razvoja i životne sredine (Environmental Ambassadors for Sustainable Development)

Singapore: WWF-Singapore

Sint Maarten: Environmental Protection in the Caribbean – Sint Maarten

Slovakia: Spirala

Slovenia: Društvo DOVES (FEE Slovenia)

South Africa: Wildlife and Environment Society of South Africa

Spain: Asociación de Educación Ambiental y del Consumidor

Sweden: Häll Sverige Rent (The Keep Sweden Tidy Foundation)

Trinidad and Tobago: Asclepius Green

Tunisia: Association Tunisienne pour la Protection de la Nature et de l'Environnement (The Tunisian Association for the Protection Nature and Environment)

Turkey: Türkiye Çevre Eğitim Vakfı (Foundation for Environmental Education in Turkey)

Uganda: Conservation Efforts for Community Development

Ukraine: Ekologitschna Initsiativa (Ecological Initiative NGO)

United Arab Emirates: Emirates Wildlife Society in association with WWF

United States of America: National Wildlife Federation

US Virgin Islands: Virgin Islands Conservation Society

Wales: Keep Wales Tidy/Cadwch Gymru'n Daclus

AFFILIATE MEMBERS:

Blå Flagg Sverige, Sweden

BOS+ Vlaanderen vzw, Belgium-Flanders

Dansk Skovforening (Danish Forestry Association), Denmark

Departement Leefmilieu, Natuur en Energie (Environment, Nature and Energy Department), Belgium-Flanders
Emirates Green Building Council, United Arab Emirates

Ettevõtluse Arendamise Sihtasutus (Enterprise Estonia), Estonia

Fédération Internationale de Camping et de Caravanning, Belgium

HORESTA (Association for the hotel, restaurant and tourism industry in Denmark), Denmark

Indian Ocean Commision, Mauritius

Latvijas valsts meži (Latvia's State Forests), Latvia

Ministry of Tourism and Leisure, Mauritius
Skogbrukets Kursinstitutt

(Forestry Extension Institute), Norway

Skogen i Skolan (Forest in School), Sweden

Suomen Metsäyhdistys (Finnish Forest Association), Finland

Tourism Development Company Ltd, Trinidad & Tobago

Unabhängiges Institut für Umweltfragen (Independent Institute for Environmental Issues), Germany

US Virgin Islands Hotel & Tourism Association, US Virgin Islands

HONORARY MEMBERS:

Graham Ashworth

Heiko Crost

Günter Eulefeld

Hans Ole Hansen

Malcolm Powell

Lauge Prip

Ole Løvig Simonsen

Jean Baptiste de Vilmorin

For more detailed contact information, please visit: www.fee-international.org

Institutional partners

FEE continues to collaborate with its institutional partners: United Nations Environment Programme (UNEP); United Nations Education, Scientific and Cultural Organization (UNESCO); Islamic Educational, Scientific, Cultural Organization (ISESCO); United Nations World Tourism Organization (UNWTO); and Earth Charter.



UNWTO – www.unwto.org



Earth Charter – www.earthcharterinaction.org



UNEP – www.unep.org



UNESCO – www.unesco.org



ISESCO – www.isesco.org.ma