We believe in the power of change and that the best gift we can give to future generations, the most valuable legacy we can leave behind us, is a world of educated and environmentally conscious people equipped with the sustainable attitude which is so sorely lacking in today’s society.

The Foundation for Environmental Education (FEE) does not just focus on long-term goals: our programmes help to make a difference every day. Eco-Schools, Young Reporters for the Environment, and Learning about Forests educate, investigate and stimulate in equal measure while Blue Flag champions our coasts, and Green Key works to improve the environmental performance of the hospitality industry.
Welcome

2015 was a year of further development and consolidation for FEE. The CEO and the staff, the programmes and the finances are all moving in the same direction towards a more united organisation.

This year FEE celebrates our 35th anniversary. We continue to welcome a stream of new countries flowing in, which are willingly and whole-heartedly helped and assisted by our members from all over the globe.

Our corporate partners are showing more and more interest and receiving more and more recognition. Our partners also continue to increase in scope, number, and finances.

These are final words from a very proud outgoing president.

Jan Eriksen
President of FEE

FEE is an important partner for UNESCO to implement its Global Action Programme (GAP) on Education for Sustainable Development (ESD). FEE has committed to transforming learning environments and accelerating sustainable solutions at the local level, and to further expanding its ESD activities by 2019, working closely with UNESCO and other partners.

Visible progress has already been achieved towards these goals, with ESD programmes established by FEE in more than 70 countries worldwide.

It is in this spirit that, last year, FEE was invited to become a UNESCO GAP Key Partner and to join GAP Partner Network 2 on the integration of sustainability principles into education and training settings. GAP Partner Networks serve as a global community of practice, with a view to scaling up and multiplying ESD activities worldwide.

I would like to take this opportunity to express my deep appreciation to FEE for its successful and positive change-making approach striving for a sustainable future for all of us. I believe that the continued collaboration between UNESCO and FEE will be a great asset to the implementation of the GAP.

Qian Tang, PhD
Assistant Director-General for Education, UNESCO
Developments in the Foundation for Environmental Education

Sustainable Development Goals
The Sustainable Development Goals (SDGs), as set by the United Nations on 25-27 September 2015, were developed to offer improvements on the Millennium Development Goals, and face contemporary global challenges. They address some of the systemic barriers to sustainable development and offer better coverage of, and balance between, the three dimensions of sustainable development: social, economic and environmental, together with institutional/governance aspects.

The SDGs cannot be achieved without far-reaching change in national policy and action. The Foundation for Environmental Education with its global network thus needs to frame and highlight its role as a stakeholder and trendsetter in the Sustainable Development process, particularly for environmental, educational and eco-tourism matters. The SDGs will define a relevant part of the context within which FEE operates, thus we strive to reflect our work in the Goals.

Partnering with the Global Action Programme
The Global Action Programme (GAP) on Education for Sustainable Development (ESD) seeks to generate and scale-up ESD action. The overall goal of the GAP is to generate and scale up action in all areas and levels of education and learning to accelerate progress towards sustainable development.

As an organisation that is committed to environmental education, and following GAP’s objectives, FEE has pledged its engagement in contributing to a reorientation of education towards sustainable development.

New members
The four following organisations became associate members of the Foundation for Environmental Education:
- Association J’aime ma Planète, from Switzerland
- Environmental Centre for Arab Towns (ECAT), from the United Arab Emirates
- Lifesaving Society Korea (LSK), from South Korea
- Keep New Zealand Beautiful, from New Zealand

FEE has one new affiliate member:
- The Ministry of Trade, Industry and Tourism of Colombia

Meetings
In 2015, FEE Board of Directors’ meetings were held in Port of Spain (Trinidad and Tobago) in February, Copenhagen (Denmark) in April, Washington (USA) in June, and Nicosia (Cyprus) in October. Four of the FEE programmes each held their National Operators’ Meetings (NOM) throughout the year: Young Reporters for the Environment in Bucharest (Romania) in February, Learning about Forests in Brussels (Belgium) in March, Blue Flag in Ouddorp (Netherlands), and Eco-Schools in Belfast (Northern Ireland). Green Key held its most recent NOM in Copenhagen in April 2016.

The Foundation for Environmental Education General Assembly 2016, will be hosted and arranged by Centre for Environment Education (CEE) in Ahmedabad, India, on 15-16 September 2016.

New websites and internal communications platform
The Foundation for Environmental Education is set for an inspirational and productive time ahead. Thanks to the launch of our new websites, online workspaces, and campaign and social media platforms as of September 2015, we are all set to keep making progress in spreading information and disseminating our work in the contemporary online world.

The website www.fee.global features an enhanced, user-friendly design with improved and updated content and better functionality to support FEE’s internal and external communications.

In addition, to support internal communications, and thanks to a new corporate partnership, Podio has furnished the Foundation for Environmental Education with free, unlimited use of their product, including all of the features of their Podio Plus account. Their communications tool is helping FEE and our members to run projects, organise events, and stay coordinated.
GLOBAL FOREST FUND REPORT 2015

For eight years, the Global Forest Fund has been investing in worthy tree planting events and environmental education activities around the world. The Foundation for Environmental Education invests 90% of the Global Forest Fund each year into worthy projects. Over the past eight years, 154 projects have been supported around the world.

In 2015, the Global Forest Fund received almost €7,000 from the Foundation for Environmental Education as CO2 compensation for flights in 2014. A welcome donation was also received from Semaphore Signs, The Netherlands, as CO2 compensation for the worldwide production of the Blue Flags.

During the course of 2015, the Global Forest Fund supported twelve projects in seven countries across Europe, Asia, and Africa. More specifically, the fund supported one project in Bangladesh, five in Bulgaria, one in D.R. Congo, two in Ghana, one in Guinea, one in Kenya and one in Zambia. Check our website Global Forest Fund section to find the full report.

OUR STATEMENT ON THE PARIS AGREEMENT AND COP21

On 12 December 2015, 195 nations reached a new global agreement in Paris to cut greenhouse gas emissions and tackle climate change. The agreement’s main aims are to keep the increase in the global average temperature to well below 2 °C above pre-industrial levels and to pursue efforts to limit the temperature increase to 1.5 °C above pre-industrial levels; to increase the ability to adapt to the adverse impacts of climate change; and to make consistent financial flows with a pathway towards climate-resilient development.

The Paris agreement’s most evident value is to set a regular emissions’ cut review process together with the submission of new targets, thus facilitating the process from the civil society’s side of pushing governments to not only reach their goals, but also to keep aiming for higher ones. The Agreement also takes into account the less developed countries’ financial support for climate change adaptation and mitigation, together with supporting developing countries in their transition to low carbon economies.

This agreement is a very positive step in the right direction and reflects the long needed global acceptance of the problem, its causes, and the urgency in which we need to act if we are to start remedying the situation.

Nevertheless and once again, the agreement seems to lack an enforceable non-compliance mechanism, which would ensure that countries fulfil the obligations they have committed to in this Paris Agreement.

The Foundation for Environmental Education as a representative of its members, who are civil society organisations from around the world, would like to recognise the important role civil society will need to continue to play to encourage governments to fulfil their obligations towards the reduction of greenhouse gas emissions, and also the wellbeing of their citizens and that of humanity in general.

The Foundation for Environmental Education urges governments to recognise the great importance of Climate Change Education (CCE) as a key element to bring about the needed change, as presented in the Paris Agreement. The recognition must come in the form of continuous and increased support for both the formal and non-formal education systems, including all age groups from kindergarten to adulthood.

- Daniel Schaffer, CEO of the Foundation for Environmental Education

ANNUAL REPORT 2015
30 years after the Blue Flag programme’s first implementation in France, not only are we celebrating a significant anniversary, but also a long-lasting commitment to our global programme of sustainability!

Run in 49 countries, Blue Flag is established in more than 4,150 beaches and marinas around the world.

In 2015, Blue Flag finalised its work on two new sets of criteria: one for Sustainable Boating Tourism Operators and one extra set for marinas. Finalising the work is one thing but 2015 has also seen a long phase of pilot-testing for both of the sets in different countries. This should result in new candidates, as Sustainable Boating Tourism Operators will be able to join all the applicants to the Blue Flag International Jury from next year.

With two International Jury Meetings, more than 4,000 national control visits conducted, more than 150 international control visits, and more than 16,500 environmental education activities organised worldwide, a grand total of 4,154 sites around the world have been awarded the Blue Flag this year.

Our profound commitment extends to both people and the environment. Excellence is our goal and quality is our aim. Because of this vision, Blue Flag International trained a larger group of international auditors this year to provide more and better advice to the people in charge of the growing number of Blue Flag sites.

“...When you see a Blue Flag flying over a marina or a beach, you know immediately that you are in a community where sustainability is not just an excuse, but a proactive approach.”

NEW PARTNERSHIPS
A strong environmentally friendly policy and a high level of customer service convinced Blue Flag International to choose Semaphore as its new partner. All flags are now exclusively produced in the EU and fully comply with the EU directive on eco-textiles. Furthermore, Semaphore is committed to compensate CO₂ emissions produced during the production and transportation of the flags through FEE’s Global Forest Fund.
We are proud to welcome

4
Green Key

With the programme currently operating in 52 countries, 2,350 establishments around the world held Green Key certification in 2015! Five new countries, Sint Maarten, Serbia, Wales, Luxembourg, and Mexico proudly celebrated the first Green Key awarded establishments in the last year.

The corporate partnerships section is growing thanks to new agreements with Starwood Hotel Chain, SGS, and Lucart Group, and new agreements with the online booking and travel companies, GreenHotelWorld, BookGreener and SustainableVisit. Furthermore, four Green Key Ambassadors were featured this year on www.sustainability-leaders.com—a leading website and media brand focusing on sustainability leadership in travel and tourism.

The revision of Green Key criteria and explanatory notes for hotels and hostels, campsites and holiday parks, small accommodations, conference centres, restaurants and attractions have been finalised and the new requirements will be effective as of July 2016. These criteria and notes have received recognition of best labels by the Global Sustainable Tourism Council (GSTC).

Moreover, the results of the Green Key Manager Survey for 2015 showed a high degree of satisfaction with the programme and outlined suggestions for further future development. You can find the full report on our website.

Green Key is currently working on presenting its links to the United Nation’s Sustainable Development Goals for 2015-2030, and will continue contributing towards their achievement.

“Green Key is a practical and understandable environmental programme. The criteria are very down-to-earth and clearly state what you need to do and accomplish. For us Green Key was a natural choice.”

– Minna Malkamäki, Green Key Ambassador at Hotel Lilla Roberts, Kämp Hotel Collection.
Eco-Schools

By giving 15 million students in 58 countries the chance to actively protect their environment, Eco-Schools is coming ever closer to our aim of creating an environmentally conscious generation.

In 2015, we welcomed two new countries into the Eco-Schools programme. J’aime ma Planète Association in Switzerland is running an 18-month pilot to develop and fine-tune the Eco-Schools framework nationally, and Indian Ocean States (incorporating Comoros, Zanzibar, Madagascar and Mauritius) launched Eco-Schools successfully in January.

In another part of the world, Tony Wilcox, Chair of the Board for Keep Northern Ireland Beautiful said: “We were absolutely thrilled to host a celebration of Eco-Schools in March marking the 20th anniversary of the programme, 20 years since Northern Ireland raised the first ever International Green Flag. Now we have the landmark 100% registration of all schools in Northern Ireland. A global first which we are very proud of.”

The Eco-Schools network has also expanded its strategic partnerships. The Goals.org and FEE join forces to promote sustainability awareness and a new educational tool called The Goals.org. This platform, which can be accessed on any phone, tablet or computer, makes the Sustainable Development Goals (SDGs) available as an educational resource for FEE programmes.

The Environmental Association for Universities and Colleges (EAUC) and Eco-Schools International have partnered up to drive sustainability to the heart of universities, colleges and learning and skills sector providers, and we are also part of Global Alliance, the tertiary education sustainability network.

FEE EcoCampus has been growing, with 13 countries now running the programme. To support development, Eco-Schools International has set up an EcoCampus working party, which includes several experts on higher education and environmental education.

Thanks to a change in the Eco-Schools structure, international schools in countries without a national member organisation can now enrol on the Eco-Schools programme and achieve an International Green Flag. Eco-Schools International manages these schools directly. Since the change in September 2015, 19 schools have registered.

Our successful cooperation with Toyota Fund for Europe continues with the launch of a new campaign in November 2015, called The Great Plant Hunt. The campaign focuses on biodiversity with a particular emphasis on plants and their associated species. It runs in 10 countries in Europe with opportunity for expansion. Resources were developed by the Royal Botanic Gardens, Kew with funding from the Wellcome Trust.

Our lead campaign, The Litter Less Campaign, continues to educate students and teachers about the importance of reducing litter while at the same time increasing positive behavioural change. It is run jointly through the Eco-Schools and Young Reporters for the Environment programmes, successfully reaching 444,000 students and 13,804 teachers across the world in 2015. A total of 775 Community Action Days were held, and 282 schools introduced recycling. Cycle 1 proves that there is undoubtedly an impact on participants’ perception, behaviour and opinion leadership! The Litter Less Campaign is sponsored by the Wrigley Company Foundation.
2015 was an exciting year for the Learning about Forests programme. The programme celebrated 15 years of growth and welcomed two new countries on board. These are Slovenia, and Trinidad and Tobago bringing the total number of participating countries up to 23. Furthermore, LEAF International saw an increase in the number of countries expressing an interest in joining us.

Almost 10,000 schools are actively engaged in LEAF and this number continues to grow each year. Over 17,000 teachers across the globe are working hard to increase levels of awareness about the importance of our forests, and stimulate activities that will help students achieve an increased level of environmental maturity.

Networking was a key factor throughout the year. LEAF International attended the final of the Forest Olympics in Tervete Nature Park, Latvia; participated in the Environment Online Treelympics Awards Ceremony in Turkey; and attended the launch of the Replant the Planet campaign in Denmark alongside the Danish Crown Princess Mary.

In September 2015, eight LEAF countries participated in the Plant a Tree for Peace campaign, an initiative of ENO Environment Online, and encouraged their LEAF schools to plant trees. As a result, over 86,000 trees were planted in Belgium, Bulgaria, Czech Republic, Malta, Romania, Russia, Trinidad and Tobago, and Turkey.

Following a successful proposal submission, LEAF International held a workshop at the 10th European Forestpedagogy Congress in Slovakia on how the LEAF programme helps increase levels of awareness about the key role forests play for a sustainable life on our planet. LEAF member organisation, Latvia’s State Forests, also presented a much-appreciated best practice activity.

Moving forward, LEAF International will focus on securing funding to develop the International programme and to support the LEAF National Operators. LEAF International will continue to promote the programme and ensure a strong presence on social media. Finally, LEAF International will investigate the links with the United Nation’s Sustainable Development Goals for 2015-2030 and will ensure the programme contributes to addressing them.

The Foundation for Environmental Education is working together with General Motors to build a strong Global Environmental Educational Project in a number of countries around the world. The emphasis will be on General Motors’ sustainability topics and FEE’s Environmental Education programmes, and will include topics such as water, biodiversity, forests, healthy living and eco-system services.

HALF A MILLION TREES

In 2015, approximately 1,000 tree planting events took place with over half a million trees planted by LEAF students and teachers around the world. Though the value of planting trees is undeniable, the programme is much more than just this one undertaking. Throughout 2015, 556,000 students participated in approximately 900 theme activities and in 1,148 student workshops.
Great and growing, YRE is now running in 29 countries and is implemented on a pilot basis in India and Puerto Rico. Germany, Portugal and Kazakhstan run the Litter Less Campaign through YRE as of 2015, along with the other five countries from the previous year of the campaign.

With 77,000 students and 7,500 teachers directly involved in the programme, YRE is becoming a giant force in the area of environmental education among young journalists across the globe.

A total of 10,158 submissions made it to the International YRE Competition, in the categories of articles, photos and videos, proving the real use of the programme and its impact on documentation of environment-related stories, and that it has become a tool for awareness raising globally. In 2015, students participating in the Litter Less Campaign through YRE organised over 330 presentations for local audiences and reached over 26 million viewers and readers in their communities.

YRE International produced a handbook for teachers and educators, video tutorials on the implementation of the programme’s methodology, as well as a platform with lots of examples of best practice and ideas worth sharing.

Looking ahead
The programme aims to develop the network and actively encourages more countries to join and participate in international conferences through students’ involvement. YRE is to be evaluated to ensure its quality, as well as strengthen its collaboration with partners, both at the international and network level.

WORLD ENVIRONMENTAL EDUCATION CONGRESS
Young reporters participated in the World Environmental Education Congress in Gothenburg, Sweden to report on sessions and plenaries. They produced articles and images that are displayed on our new communication platform – Exposure. You can find more on our website.

“If sustainable development is to be a reality, youth will be at the centre of the necessary transition. Today’s consumers, tomorrow’s decision makers – youth will define our success. The YRE winners represent some of these potential change makers.”
— Garrette Clark, Sustainable Lifestyles Cities and Industry Branch, UNEP
The member organisations of the Foundation for Environmental Education have agreed upon these Principles to guide our work towards excellence in Environmental Education/Education for Sustainable Development.

1. Ensure that participants are engaged in the learning/teaching process.
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.
4. Support participants to examine their assumptions, knowledge, and experiences, in order to develop critical thinking, and to be open to change.
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.
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.
The FEE Board of Directors and Head Office Staff

**THE FEE BOARD OF DIRECTORS 2014/2016**
(from left to right)
- Laura Hickey, Board Member responsible for the Eco-Schools Programme
- Thiagarajan Nadeson, Board Member responsible for the LEAF Programme
- Jan Eriksen, President of FEE
- Lourdes Diaz, Board Member responsible for the Blue Flag Programme
- Amine Ahlafi, Board Member responsible for the YRE Programme
- Michael Ierides, Treasurer of FEE
- Lesley Jones, Vice-President of FEE
- José Hendriksen, Board Member responsible for the Green Key Programme

**FEE HEAD OFFICE STAFF**
(from left to right)
- Anna Tramarin, Programme Assistant
- Isabel Lissner, International Blue Flag Intern
- Liesbeth Plovie, Green Key and Eco-Schools Assistant
- Sophie Bachet Granados, International Blue Flag Director
- Yukiko Tsuburaya, International YRE Assistant/Project Manager
- Bríd Conneely, International Eco-Schools Director

**First row**
- Finn Bolding Thomsen, International Green Key Director
- Johann Durand, International Blue Flag Assistant/Project Manager

**Second row**
- Jan Blach Hansen, Accountant
- Rikke Florager, Administrative Director
- Malgorzata “Gosia” Luszczek, International YRE Director
- Elisabetta De Angelis, Administrative Assistant
- Nicole Andreou, Communications Assistant
- Daniel Schaffer, Chief Executive Officer
- Barry McGonigal, Communications Assistant
- Rachel Boyle, International LEAF Director [absent from photograph]
Institutional and Corporate Partners

The Foundation for Environmental Education is partnered by some of the world’s foremost organisations in the fields of education and the environment. These illustrious partners include UNESCO, the GAP, UNEP, UNWTO, TheGoals.org, Earth Charter, and EAUC.

Corporate partners are crucial to the global success enjoyed by the Foundation for Environmental Education and its programmes. Working closely with environmentally conscientious organisations is a mutually beneficial arrangement that helps us to broaden our reach while affording our partners the chance to highlight on the world stage their dedication to environmental concerns.

Our global network includes some 2,300 hotels, 4,000 beaches and Marinas, 46,000 schools and a total of 73 member nations around the world. We are lauded by UNESCO as the primary driver for Education for Sustainable Development (ESD), a role we aim to consolidate in the future, and every day our profile, reputation and expertise grows.
Member Organisations (as of December 2015)

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: 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: Sykse – Suomen Ympäristökasvatuksen Seura (Finnish Association for Environmental Education)
France: Fondation pour l’Education 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: Lietu vos Zal i u ju 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 – Udruženje za ekološki 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 Środowiska (Environmental Partnership Foundation)
Portugal: Associacao Bandeira Azul da Europa (FEE Portugal)
Puerto Rico: Organización Pro Ambiente Sustentable (OPAS)
Romania: Centrul Carpato-Danubian de Geocologie (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: Spiralá
Slovenia: Drustvo DOVES (FEE Slovenia)
South Africa: Wildlife and Environment Society of South Africa
A true loss to FEE occurred in 2015 with the sudden death of Professor Graham Ashworth. Graham served as the president of the Foundation for Environmental Education from 1997 – 2004 which was a period of sustained growth. He was instrumental in creating the modern and professional organisation we have become. He will long be missed. Requiescat in pace.

FOR MORE DETAILED CONTACT INFORMATION, PLEASE VISIT: WWW.FEE.GLOBAL
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