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Foundation for Environmental Education (FEE)

FEE is a non-government, 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 2013 related to FEE and its programmes.

In 2013, FEE continued its growth as the world’s largest environmental education organisation, which was confirmed by the Seventh World Environmental Education Congress (WEEC) held in Morocco. FEE was invited to take part by the Mohammed VI Foundation who were co-organisers, along with UNEP, UNESCO, FAO and ISESCO.

In 2014, FEE will continue consolidating our programmes and growing our global image.

The Decade for Education for Sustainable Development (DESD) terminates in the autumn of 2014. We expect to maintain our key position by having our programmes, and especially Eco-Schools, recognised as programmes that will continue to carry out the work and targets set out for DESD.

I hope to see many of you in our new FEE International Head Office during 2014.

Jan Eriksen
President of FEE
Developments in FEE

Main work internally in FEE in 2013 was:

- the finalisation of unifying the FEE International Head Office. The unification process was completed by the end of 2013 with the transfer of the international level of the LEAF programme. All international activities are now in one location.
- appointment of the first CEO for the organisation. Daniel Schaffer started work in December 2013.
- development of the FEE Educational Principles as a basis for all the FEE programmes.

FEE consolidated the work of its five programmes with increased participation in all of them.

The FEE International Head Office also continued to facilitate and support FEE’s international growth in 2013 with new associate and affiliate memberships, which now total 81 member organisations in 68 countries.

The following became full members:

- National Wildlife Federation from USA
- NGO Ecological Initiative from Ukraine

Six organisations became associate members of FEE:

- WWF – Singapore from Singapore
- Green Brunei from Brunei
- Centre for Environment Education from India
- Keep Australia Beautiful National Association from Australia
- Greenrock from Bermuda
- Estonian Society for Nature Conservation from Estonia

One organisation became an affiliate member of FEE:

- Emirates Building Council from United Arab Emirates

During 2013, there were FEE Board of Directors’ meetings held in Milan (Italy) in February; in Copenhagen (Denmark) in April; in Marrakech (Morocco) in June; and in Amman (Jordan) in October. Each FEE programme organised successful National Operator Meetings (NOM) throughout the year: YRE in Mellieha, Malta in February; LEAF in St. Petersburg, Russia in March; Green Key in Nagano, Japan in April; Eco-Schools in Ohrid, FYR Macedonia in October; Blue Flag in Cancun, Mexico in October. The FEE Board of Directors would like to thank the member organisations in Italy, Denmark, Morocco, Jordan, Malta, Russia, Japan, Mexico and FYR Macedonia for their hard work in organising and hosting these meetings.

1. Jan Ericksen, President of FEE and HRH Princess Basma bint Ali, Chairperson of JREDS
2. Daniel Schaffer, CEO of FEE
Our Facebook page has over 12,000 likes and we have continued to develop our YouTube channel, sharing Blue Flag best practices around the world. Furthermore, we have conducted a public survey which received more than 3,000 submissions. Answering the question “Would you recommend a Blue Flag beach to others?” 88% of the people answered “yes”!

Stay tuned in 2014 when new improvements are expected for the criteria related to the whale watching and nature boats, as well as new criteria concerning energy and water consumption at the marinas and beaches.
In 2013, the Green Key programme focused mainly on increasing its impact worldwide. Around 2,400 sites were awarded in 44 countries by December 2013. Important cooperation and communication activities were carried out to promote the brand and spread the quality of environmental management through our two main partners – Rezidor and Starwood hotel groups. We are also rolling out agreements in the Middle East, in Europe and in Africa where we aim to have many more hotels awarded.

These international agreements will sustain a strong network of countries already involved. Nine countries launched the Green Key programme in 2013, and five countries were awarded with their first sites. By the end of the year, 36 national operators are currently leading the programme in their countries, creating both local and international impact.

In order to guide visitors and travellers all over the world, a web application is now available on all app platforms to keep us posted about Green Key and to be easily able to find the most sustainable places to stay for business or pleasure.
The programme is flourishing with almost 16,000 Green Flags awarded in 2013. We are delighted to have over 13,000 local authorities and other partners involved, and an unbelievable 14 million students of all ages across all continents. 1.2 million teachers work with our students to help access a better future under the Green Flag.

Congratulations and welcome on board to Singapore and Bermuda who rolled out Eco-Schools in April and November respectively. India, Estonia and Australia joined FEE in 2013 and will launch Eco-Schools in 2014. Schools and institutions in 55 countries now run Eco-Schools!

As part of our World Days of Action, we launched our new CO₂ calculator. This is a handy tool, which gives each school and country an opportunity to measure its impact via one single website – www.Eco-Schools.org. 30 countries took part in the WDA April/November 2013 events – an involvement of almost 500,000 teachers and students. Prizes were awarded to Portugal, Latvia and Romania. In November, FYR Macedonia led the field with most actions, followed by Uganda, South Africa and Greece.

The very successful HSBC Climate Initiative project ended in 2013. Throughout the last four years, 18 countries, more than 2,500 schools, 1,500 HSBC volunteers and more than 1.5 million students were involved in Climate Initiative activities. At the end of our fruitful cooperation, the many stories were told through our photo exhibition. The HSBC Climate Exhibition ran at the HSBC offices in London in June, at the new FEE International Head Office in Copenhagen in September, and at the European Environmental Agency in November/December.

We continue to work with Toyota on our engaging Environment and Innovation project (three countries) and with Wrigley Company Foundation (20 countries) on our extremely effective Litter Less Campaign.

Last but by no means least, we are pleased to see the development of EcoCampus. Green Flags are now flying over many third level institutions in Denmark, Russia, Iceland and Ireland. In Latvia too Vidzeme University of Applied Sciences became the first university in the Baltic States to be awarded the prestigious Green Flag.

Quite a number of other countries are interested in running EcoCampus so the first International Meeting was held in Lisbon, Portugal in November. The meeting, which was streamed live, was an enthusiastic worldwide event for sharing values, best practices, and encouraging the involvement of teacher training colleges in EcoCampus.

Contributors Skyped in from Ireland, Latvia and Wales to give presentations, and 200 participants from Canada, USA, Brazil, Mexico, Ireland, Latvia, Spain, United Kingdom, Singapore, Denmark, Norway, Germany, Lithuania, Belgium, Serbia and the Czech Republic followed the live stream.
The Young Reporters for the Environment programme has further developed in 2013. The programme is now running in 28 countries. 2013 is also another great Litter Less Campaign year with 15 countries working on the project.

This year, we are glad to welcome Serbia, which has finished its pilot phase and is now running the YRE programme in full. A hearty welcome also to Belgium and the United Arab Emirates, as these countries have started to develop the YRE programme. Dragana Grujicic, YRE National Operator in Serbia expresses her thoughts: “YRE’s biggest strength is that it gives actual power to young people to focus attention on environmental issues they have recognised. YRE teaches children to be active citizens with, hopefully, a strong sense of environmental ethics. YRE connects children with similar interests at a national and international level, expanding their horizons, wherever they come from.”

It is a big year for the Litter Less Campaign. With the support of the Wrigley Company Foundation, five additional countries launched the campaign. There are 15 countries involved and working on litter themes throughout the year. The prize for the national winners in the Litter Less Campaign culminates in an International Workshop at which students from these countries have a wonderful opportunity to meet and collaborate.

We are also pleased with the terrific support from Applied Materials, which has boosted programme activity in France, Germany, Italy and the Netherlands.
Learning about Forests
A busy year for the Learning about Forests programme.

During the last year, before the integration of LEAF International into the FEE International Head Office, many important activities took place all over the world.

The fifth year of the Panasonic Tree Planting project was very successful. In this final year, support from our partner, Panasonic, helped to implement environmental education activities in more than 80 countries. The project was a definite success resulting in about 860,000 trees being planted, with participation from over 5,000 school classes and about 110,000 children. A documentary video is available on the LEAF website as a conclusion to this inspirational Panasonic Tree Planting Project.

At the end of 2013, we are happy to have 21 countries involved in the programme. It means a lot to us – almost 6,000 primary schools and about 480,000 children worldwide are involved in the programme now. To provide assistance for all activities and themes implemented, the national operators and LEAF International has been developing educational materials throughout the year. These materials can be found on the LEAF website.

Finally, we want to thank Nina Ree-Lindstad and Bjørn Helge Bjørnstad for all the great work they have done over the years. They planted the seed, which has become a fantastic programme. In 2014, we welcome Małgorzata Luszczek as the new International Director, who will nurture and cultivate it to spread the fruit of the work previously done.
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. FEE International is also grateful to receive corporate sponsorship from:

- Toyota Fund for Europe
  www.toyotafund.eu

- Ecover Professional
  www.ecover-professional.com

- Wrigley Company Foundation
  www.wrigley.com

- Panasonic Corporation
  www.panasonic.net

- Applied Materials
  www.appliedmaterials.com

- Staples
  www.staples.com

- Faber Flags
  www.faberflags.com

- Beach Tech
  www.beach-tech.com

- Skogbrukets Kursinstitutt (Forestry Extension Institute)
  www.skogkurs.no

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  www.faberflags.com

- Beach Tech
  www.beach-tech.com

- Skogbrukets Kursinstitutt (Forestry Extension Institute)
  www.skogkurs.no
**Member organisations** (as of 31 December 2013):

**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 Ratones
- Brunei: Green Brunei
- 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: Estonian Society for Nature Conservation
- Finland: Syks - Suomen Ympäristökasvatuksen Seura (Finnish Association for Environmental Education)
- France: Fondation pour l’Education à l’Environnement en Europe (FEE France)
- Germany: Deutsche Gesellschaft für Umwelterziehung (FEE Germany)
- 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’s 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
- Kenya: Kenya Organization for Environmental Education
- Latvia: Vides izglītības fonds (FEE Latvia)
- Lithuania: Lietuvos Zaliiju Judėjimas (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 Environment and Nature
- Montenegro: EKOM - Udržuženje za ekološki konsalting (ECOM - Environmental Consultancy of Montenegro)
- Morocco: Fondation Mohammed VI pour la Protection de l’Environnement
- Netherlands: FEE-Netherland (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
- Romania: Centrul Carpato-Danubian de Geocologie (CCDG Romania)
- Russia: Keep Saint-Petersburg Tidy
- Scotland: Keep Scotland Beautiful
- Serbia: Ambasadori održivog razvoja životne sredine (Environmental Ambassadors for Sustainable Development)
- Singapore: WWF-Singapore
- Sint Maarten: Environmental Protection in the Caribbean – Sint Maarten
- Slovakia: Spirala
- Slovenia: Drustvo DOVES (FEE Slovenia)
- South Africa: Wildlife and Environment Society of South Africa
- Spain: Asociación de Educación Ambiental y del Consumidor
- Sweden: Håll Sverige Rent (The Keep Sweden Tidy Foundation)
- Tunisia: Association Tunisienne pour la Protection de la Nature et de l’Environnement (The Tunisian Association for the Protection Nature and Environment)
- Turkey: Türkiye Cevre Eğitim Vakfı (Foundation for Environmental Education in Turkey)
- Uganda: Conservation Efforts for Community Development
- Ukraine: Ekologitscheskaja initiativa (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:**
- BOS+, Belgium-Flanders
- Dansk Skovforening (Danish Forestry Association), Denmark
- Departement Leefmilieu, Natuur en Energie (Environment, Nature and Energy Department), Belgium-Flanders

**HONORARY MEMBERS:**
- Graham Ashworth
- Helko Crost
- Günter Eulefeld
- Hans Ole Hansen
- Lauge Prip
- Ole Lovig 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.