Annual Report 2012
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FEE Board of Directors 2012-2014
The FEE Board of Directors (from left to right)
Lesley Jones (Board responsible for the Eco-Schools programme)
Malcolm Powell (Board responsible for the Blue Flag programme)
Lourdes Diaz (Vice-President of FEE)
Riza Epikmen (Board responsible for the Green Key programme)
Jan Eriksen (President of FEE)
Amine Ahlafi (Board responsible for the YRE programme)
Mariya Zhirkova (Board responsible for the LEAF programme)
Michael Ierides (Treasurer of FEE)

FEE Staff
The International Head Office (from left, back row then front row)
Finn Bolding Thomsen, FEE Managing Director
Rikke Dahl, FEE Assistant
Nicolas Dubrocard, International Green Key Director
Bernard Holland, International Eco-Schools Director
Bjørn Helge Bjørønstad, International LEAF Director
Sophie Bachet, International Blue Flag Director
Anna Normann, International Eco-Schools Project Director
Sarah Pickering, International YRE Director/
FEE Communications Director
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 2012 related to FEE and its programmes.

Welcome

This year FEE celebrated 25 years of ensuring sustainable, safe and responsible achievements through Blue Flag worldwide.

Sandbanks Beach in the UK, which has been awarded Blue Flag status every year since the programme began, celebrated with children by laying a mosaic path as part of its fun, action-orientated, environmental education activities with Eco-Schools.

Synergy between FEE’s programmes and collaborations such as this perfectly illustrate our mission. Updated in 2012, FEE’s mission is to engage and empower people through education in collaboration with its members and partners. It is a mission we are realising every day through our members in 74 countries and one that we believe decisions taken at the General Assembly, described overleaf, will strengthen.

In 2012 FEE and its members and partners supported more than 18 million children worldwide through Eco-Schools, Young Reporters for the Environment and Learning about Forests. Thousands of trees were planted thanks to FEE’s Global Forest Fund and hundreds more beaches, marinas and leisure facilities were awarded the internationally renowned Blue Flag or Green Key eco-labels.

We are proud of these and other achievements outlined in this annual report. There is no question, in our minds, that through continuing our work together, FEE’s vision of “a sustainable world in which education creates positive change for all” will be realised. Thank you.

Jan Eriksen
President of FEE

Finn Bolding Thomsen
Managing Director of FEE
Developments in FEE

In addition to being granted charity status in 2012, FEE’s General Assembly took place 7-10 June 2012 in Dublin, Ireland with more than 80 representatives from 58 countries in attendance.

Jan Eriksen, of Denmark, was re-elected President of FEE for another four-year term.

Significant discussions at the meeting also led to the following being approved:

- the establishment of an independent FEE International Head Office by 1 January 2014

FEE’s Board of Directors were also voted in as follows (their primary political responsibility in brackets): Lourdes Diaz, Puerto Rico (Vice President). Michael Ierides, Cyprus (Treasurer); Malcolm Powell, South Africa (Blue Flag); Riza Epikmen, Turkey (Green Key); Lesley Jones, Wales (Eco-Schools); Amine Ahlafi, Morocco (YRE); and Mariya Zhirkova, Kazakhstan (LEAF).

By the end of 2012 FEE had 75 member organisations in 64 countries. The following became full members:

- Bahamas Reef Environment Educational Foundation from the Bahamas
- Civil Association OXO from FYR Macedonia
- FEE Japan from Japan
- Emirates Wildlife Society in association with WWF from the United Arab Emirates

Pronatura Mexico A.C. from Mexico became an associate member of FEE, and affiliate membership was awarded to:

- BOS+ from Belgium-Flanders
- Latvijas valsts mezi (Latvia’s State Forests) from Latvia
- The Ministry of Tourism and Leisure from Mauritius

Each programme held a successful National Operator Meeting (NOM) in 2012: YRE in Izmir, Turkey in February; LEAF in Tokyo, Japan in March; and Green Key in Tavira, Portugal in April. The Blue Flag NOM in Tenby, Wales in October was addressed by Hollywood actor and Keep Wales Tidy ambassador Michael Sheen. At the Eco-Schools National Operator meeting in Mellieha, Malta in November new Eco-Schools Director Bríd Conneely was introduced. Malgorzata Luszczek was appointed Eco-Schools Project Manager in 2012 to cover Anna Normann’s maternity leave. Zuzana Limova also joined FEE to assist Blue Flag and YRE.
Blue Flag

Blue Flag celebrated 25 years of ensuring safe, sustainable, beaches worldwide in 2012. Blue Flag also welcomes Serbia as the latest country to begin running the programme.

Blue Flag, the largest eco-label in the world for beaches and marinas, now accredits sites in 47 countries and began supporting pilots in Aruba, Mexico, Mauritius and Israel in 2012.

Explaining Mexico’s interest in Blue Flag, National Operator Joaquin Diaz, from FEE member organisation Pronatura, said: “Our organisation sees the programme as an opportunity for Mexican beaches to open their doors to European tourism and thereby improve environmental conditions and opportunities for community development.”

There are now 2,850 individual beaches and marinas around the world that have attained Blue Flag status, 200 of these being awarded, for the first time, in 2012. Blue Flag will continue to build on this success with its partners.

With the International Union for the Conservation of Nature (IUCN), Blue Flag will work specifically on deepening its focus on issues related to biodiversity. In 2012 Blue Flag worked with IUCN and other international experts and partners towards improved management tools for Marine Protected Areas.

In addition, a Blue Flag smart phone application was launched, enabling users to identify the nearest accredited Blue Flag beach or marina and find out key information about the sites.

In 2013 the Blue Flag website will feature information about access for wheelchair users and the visually impaired, as we continue our dedication to making beaches safe and accessible to all.

His Royal Highness Crown Prince Willem Alexander of the Netherlands and Derk-Jan Verstand, President of the foundation KMVK, in charge of the Blue Flag programme nationally.
The agreement with Starwood engages hotels across Africa, Europe and the Middle East.

One of the biggest and fastest growing eco-labels for tourism leisure in the world in 2012, the label has also gained recognition with international media for supporting sustainable development and enabling travellers to make discerning choices about where they will stay.

In 2012 Green Key also expanded into Turkey, Spain, Malta, Bulgaria, Romania, Croatia, Czech Republic, Egypt, the United Kingdom and Georgia. There are now more than 2,000 Green Key awarded sites worldwide.

In 2013 the programme will continue to build on this growth, supported by corporate sponsor Ecover and productive partnerships with international hotel chains such as Rezidor.

“Today over 20% of our owned and managed hotels in Europe, Africa and the Middle East are Green Key certified and this percentage is growing fast. The work that the Green Key organisation does to raise awareness of environmental issues within the hospitality industry is essential in ensuring long-term sustainability in this sector.”

Alexandra Leclerc, Associate Director of Global Citizenship & Intranet Services for Starwood EAME
The activity, one of hundreds carried out by Eco-Schools students in the northern hemisphere, will be followed by southern hemisphere activities in 2013.

Eco-Schools now engages 18 million students in 53 countries, Mexico being the latest country to begin running the programme through the prominent non-profit Pronatura.

Litter Less Campaign activities, supported by the Wrigley Company Foundation, took place in 15 countries, engaging Eco-Schools students in actions to reduce waste.

Preparations are also underway for a photographic exhibition in 2013 that will showcase the success of HSBC’s Eco-Schools Climate Initiative.

Slovenia won the Environment and Innovation Competition in 2012. This competition, sponsored by Toyota Motor Europe, will continue to drive positive change in 2013 by encouraging students to design sustainable mobility solutions.

Dundalk Institute of Technology and Ballsbridge College of Further Education followed University College Cork, Coláiste Dhúlaigh, Coolock Campus, and Galway Mayo Institute of Technology, Castlebar, in securing Green Flag status for its engagement in the Green-Campus programme.

Green-Campus is an evolution of Eco-Schools, (known as Green-Schools in Ireland), which empowers higher education institutions to become exemplars in environmental stewardship.

Trinity College, Dublin, is likely to be the next of the 24 campuses registered to receive the prestigious Green Flag for its achievements in inspiring others, including garnering interest from other universities and colleges globally.

**Eco-Schools**

An Eco-Schools World Days of Action postcard campaign caught the attention of HRH Queen Elizabeth II of Great Britain and President of Ireland, Michael D. Higgins in 2012.
Young Reporters for the Environment

An international Litter Less Campaign winners’ workshop in Copenhagen, Denmark, for young people from five countries was one of several highlights of Young Reporters for the Environment (YRE) in 2012.

The workshop, supported by the Wrigley Company foundation, was for national operators, supervisors and students, several of whom went on to receive awards from the YRE International Jury, made up of representatives from the United National Environment Programme (UNEP); United Nations Educational, Scientific and Cultural Organisation (UNESCO); European Environment Agency (EEA); the Institute for Industrial Innovation and Environmental Education (IIIEE); and UK newspaper, The Times.

Five additional countries also launched the Litter Less Campaign in 2012. Additionally, support from Applied Materials boosted programme activity in France, Italy and the Netherlands.

Israel, Scotland and the USA also began running the YRE programme, which means FEE member organisations in 27 countries are now supporting student-led environmental journalism with a focus on sustainable solutions.

Also in 2012, as a contribution to Rio+20 and to celebrate 10 years of the YRE programme in Morocco, FEE’s member Foundation Mohammed VI Pour La Protection de L’Environnement held a symposium that was presided over by Her Royal Highness Princess Lalla Hasna.

Addressing the symposium, UN Under-Secretary General and UNEP Executive Director, Achim Steiner, said: “Innovation and the spirit of experimenting with new approaches begins with young people. They have the energy, they have the vision and they have the interest to try to find better answers because it is their future that is at stake.”

He added: “Our partnership with the foundation and the work that so many of you have already done, including through Young Reporters for the Environment – that are part of this community of awareness raising – can become part of an ever growing movement that will lead us to answers.”
Learning about Forests

On United Nations World Peace Day, in September 2012, 650,000 trees were planted in 115 countries through LEAF’s Plant a Tree for Peace campaign.

The campaign, now in its third year, plus LEAF’s tree planting project supported by Panasonic across 70 countries, saw nearly a million trees planted in 2012. These and other LEAF activities increase cultural, ecological, economic and social understanding of forests globally by helping participants:

- learn to enjoy the outdoors and develop a positive attitude to the environment
- experience and observe nature, becoming familiar with its systems and species
- understand the ecological web and its importance
- appreciate the interplay of man and nature and potential conflict of interests
- start to make different decisions based on critical questioning skills
- become responsible for the future.

“Learning about Forests helps people ask the right questions so that together we can find answers and solutions that will enable us to live in harmony with our environment, rather than in conflict with it,” said Bjørn Helge Bjørnstad, LEAF Programme Director.

He added that in 2013 the programme will launch a LEAF award to support educational quality and further recognise the achievements of schools.

LEAF also administrates FEE’s Global Forest Fund and in 2012 income from offsetting CO₂ emissions supported 29 projects in Europe, Asia and Africa. Chelatah Primary School students in Kenya, for example, planted more than 5,000 indigenous and exotic trees, contributing to the United Nations Billion Tree Campaign.
Who we work with

In addition to our members and institutional partners listed in the next pages, FEE enjoys positive cooperation with the 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); U4 Energy; and Hotels Restaurants and Cafes in Europe (HOTREC). FEE is also grateful to receive corporate sponsorship from:

- Toyota Fund for Europe
  www.toyotafund.eu
- Ecover Professional
  www.ecover-professional.com
- Skogbrukets Kursinstitutt
  (Forestry Extension Institute)
  www.skogkurs.no
- Toyota Fund for Europe
  www.toyotafund.eu
- Ecover Professional
  www.ecover-professional.com
- Skogbrukets Kursinstitutt
  (Forestry Extension Institute)
  www.skogkurs.no
- HSBC
  Global Education Programme
  HSBC
  www.hsbc.com
- Wrigley Company Foundation
  Wrigley Company Foundation
  www.wrigley.com
- Panasonic Corporation
  Panasonic Corporation
  www.panasonic.net
- Applied Materials
  Applied Materials
  www.appliedmaterials.com
- Ministry of Economic Affairs, Agriculture and Innovation
  Ministry of Economic Affairs, Agriculture and Innovation
  (The Netherlands)
- shipmate
  flags | indoor & outdoor dressing
  Shipmate
  www.shipmate.nl
- Beach Tech
  Beach Tech
  www.beach-tech.com
- Corona Extra
  www.coronasavethebeach.org
Member organisations (as of 31 December 2012):

FULL AND ASSOCIATE MEMBERS:
- Aruba: Aruba Marine Park Foundation
- Bahamas: Bahamas Reef Environment Educational Foundation
- Belgium-Flanders: Bond Beter Leefmilieu
- Belgium-Wallonia: Fédération Inter-Environnement Wallonie
- Brazil: Instituto Ambiental Ratones
- 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: Fri上市radet (Danish Outdoor Council)
- Dominican Republic: Instituto de Derecho Ambiental de la Republica Dominicana
- England: Keep Britain Tidy
- Finland: Syke - Suomen Ympäristökeskuksen Seura (Finnish Association for Environmental Education)
- France: Fondation pour l’Éducation à l’Environnement in Europe (FEE France)
- Germany: Deutsche Gesellschaft für Umwelterziehung (FEE Germany)
- Greece: Hellenic Society for the Protection of Nature
- Iceland: Landvernd (Icelandic Environment Association)
- 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: EcoObráz
- Kenya: Kenya Organization for Environmental Education
- Latvia: Vides iezīmēbas fonds (FEE Latvia)
- Lithuania: Lietuvos Žaliųjų Jūdėjimas (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 konsulting (ECOM – Environmental Consultancy of Montenegro)
- Morocco: Fondation Mohammed VI pour la Protection de l’Environnement
- Netherlands: FEE-Netherlands (FEE Netherlands)
- New Zealand: FEE-NZ
- Northern Ireland: Tidy Northern Ireland
- Norway: Stiftelsen FEE Norway (Foundation FEE Norway)
- Poland: Fundacja Partnerstwo dla Środowiska (Environmental Partnership Foundation)
- Portugal: Associacão Bandeira Azul da Portugal
- Puerto Rico: Organización Pro Ambiente Sustentable
- Romania: Centrul Carpațio-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)
- 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: Hall 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 Çevre Eğitim Vakfı (Foundation for Environmental Education in Turkey)
- Uganda: Conservation Efforts for Community Development
- Ukraine: Ekologitscheskaia initsiativa (Ecological Initiative NGO)
- The 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
- Ettevõtluse Arendamise Sihtasutus (Enterprise Estonia), Estonia
- Fédération Internationale de Camping et de Caravanning
- HORESTA (Association for the hotel, restaurant and tourism industry in Denmark), Denmark
- Latvijas valsts mezi (Latvia’s State Forests), Latvia
- Ministry of Tourism and Leisure, Mauritius
- Skogbrukets Kurser (Forestry Extension Institute), Norway
- Skogen i Skolan (Forest in School), Sweden
- Suomen Metsäyhdistys (Finnish Forest Association), Finland
- 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
- 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.