The FEE Executive Board 2010-2012

The FEE Executive Board
(from left, front row):
Lourdes Diaz (Vice-President of FEE)
Jan Eriksen (President of FEE)
(from left, back row)
Henny Kromhout (Board responsible for the Eco-Schools Programme)
Petr Danis (Board responsible for the YRE Programme)
Michael Ierides (Board responsible for the Green Key Programme)
John Summers (Board responsible for the LEAF Programme)
Malcolm Powell (Treasurer of FEE, Board responsible for the Blue Flag Programme)

FEE Staff

Finn Bolding Thomsen, FEE Director
Joan Arildslund, FEE Secretariat
Sophie Bachet, International Blue Flag Coordination
Bernard Holland and Sarah Pickering, International Eco-Schools Coordination
Sarah Pickering, International YRE Coordination
Bjørn Helge Børnstad, International LEAF Coordination
Erik van Dijk, International Green Key Coordination
Welcome

Unification was the primary focus in 2010 as Eco-Schools Coordination joined the Blue Flag Coordination at the FEE Secretariat in Copenhagen. This and the move of the Young Reporters for the Environment Coordination at the close of the year means three of FEE’s five programmes are now administered and coordinated centrally — a move that is yielding results in terms of increased cohesion and cooperation across FEE.

Despite challenging economic times we also enjoyed considerable growth over the past year, most significantly with the expansion of our Green Key Programme to work with international hotel chains. In addition, FEE’s membership figures increased as World’s Green Star from Iran and WWF-Malaysia joined as associate members, and the US Virgin Islands Hotels & Tourism Association as an affiliate member. Five associate member organisations were also upgraded to become full members at the FEE General Assembly 2010 in Shenzhen, China.

FEE formalised its relationship with the United Nations Educational, Scientific and Cultural Organization (UNESCO) through the “NGO in official relations with UNESCO” partnership.

We are proud of the achievements of FEE and its supporters in 2010, highlighted in these pages. With further unification and growth planned for 2011 we are confident of reaching and empowering even greater numbers of people who are as passionate as we are about creating a more sustainable world. Thank you for your support.

Jan Eriksen
President of FEE

Finn Bolding Thomsen
Director of FEE

Foundation for Environmental Education (FEE)

FEE is an international organisation that has been promoting environmental education for sustainable development since 1981.

We are active through the following programmes:
- Blue Flag
- Eco-Schools
- Young Reporters for the Environment (YRE)
- Learning About Forests (LEAF)
- Green Key

The programmes are administered by member organisations in 59 countries around the world and involve people of all ages and nationalities. This FEE Annual Report informs you of the main activities in 2010 related to FEE and its five programmes.

For more detailed contact information, please visit: www.fee-international.org
Over the past ten years FEE has experienced an impressive growth and its five programmes are now internationally recognised by major UN organisations. Interest in joining FEE as a member more than trebled from 20 to 70 organisations, while major sponsors, such as HSBC and Toyota, continued to support us.

Until now the FEE Secretariat’s five international programme coordinators were hosted by member organisations in different countries. The host provided office facilities and staff which was an important financial source of funding for FEE. However, it also limited FEE’s influence over the employment and management of staff as well as the financial management of the respective programmes. As such, the original structure was no longer deemed optimal for FEE due to multiple administration costs and a lack of synergy between programmes.

With the decision of the FEE General Assembly to unify most international activities under one roof, the current FEE Secretariat now gathers the International Blue Flag Coordination and, since August 2010, the International Eco-Schools Coordination. From January 2011 the International YRE Coordination will also formed part of the FEE Secretariat based in Copenhagen.

This unification of the FEE Secretariat will be piloted until the FEE General Assembly 2012 when a final decision regarding its future will be taken. In July 2011 all FEE member organisations are to be invited to a consultative meeting to discuss the administrative as well as political future of a unification of FEE.

Unification of FEE

In 2010 the FEE General Assembly decided to instigate a test of unifying all international FEE programmes in one central office.
Blue Flag

The 500,000th blue flag was awarded in 2010 and two more countries obtained full Blue Flag status (Ukraine and Turks & Caicos Islands). An additional four countries (Sint Maarten, Trinidad & Tobago, Jordan and the United Arab Emirates) also began a pilot phase and will implement the programme in 2011. There are now more than 3,600 Blue Flag sites in 41 countries worldwide.

A further highlight of 2010 was work to develop a Blue Flag scheme for sail training ships, in partnership with Sail Training International. Participating vessel operators can now sign a code of conduct which ensures everyone on board minimises their impact on the marine environment, both at sea and in port.

A pioneer of environmental education, safety and services on its sites, Blue Flag constantly improves its criteria. Discussions with technical and scientific experts since 2007 led to a new international standard for bathing water being implemented in 2010. Now tested and adopted by several countries, the criteria is in a transition phase until 2012, with other countries able to adhere to the new or old standard. The International Blue Flag Jury is delighted with the first year’s use of, and compliance to, new bathing water quality criteria.

“The sail training world, both owners and trainee crew members, will want to do all they can to minimise pollution at sea. We plan to give this our full support.”

Nigel Rowe, President and Chairman of Sail Training International.
In Russia (St Petersburg) the first 14 hotels have been audited and certified with the Green Key. To celebrate this, school children engaged in Eco-Schools and managers planted trees together.

Green Key

In 2010, Green Key continued to expand its outreach to implement higher environmental standards for hotel, motel and resort accommodations.

In the past year more than 400 new accommodations have been certified, including the first Green Key accommodations in Russia, Poland and Jamaica. The programme now has partners in 21 countries with more than 1300 accommodations; illustrating entrepreneurs in the hospitality industry are increasingly focused on improving environmental standards for their guests.

The FEE General Assembly also gave the go ahead for international hotel chains to apply for Green Key accreditation last year. The International Green Key Coordination attended the International Hotel Conference in Venice in October 2010, making many new contacts which could lead to exciting new partnerships in 2011.

Green Key was hosted by FEE Netherlands and sponsored by the Dutch Ministry of Economic Affairs, Agriculture and Innovation in 2009/10.

“We believe it’s important to have a third party assess and recognize our efforts in Responsible Business and in Green Key; we found an organisation that shares a number of our key values and that has been set up purely to preserve the environment – we look forward to taking our partnership with FEE much further.”

Sarah Rooney, Manager, Responsible Business, Rezidor Hotel Group
Eco-Schools

New Zealand, the United Arab Emirates and Malaysia joined Eco-Schools with the UAE and New Zealand using the HSBC Climate Change Initiative as a programme accelerator in 2010.

Eco-Schools now involves over 10 million students, supported by over 60,000 teachers in 35,000 schools in 5000 local government areas worldwide. Over 10,000 Green Flags have now been awarded.

In 2010, the International Eco-Schools Coordination moved from Portugal to Copenhagen and a new Coordinator and Programme Manager were appointed.

Corporate sponsors HSBC and Toyota also continued to enhance the outreach and capacity of the International Eco-Schools programme with five additional countries joining the HSBC Climate Initiative (bringing the total number of countries participating to 17) and two joining the fourth cycle of Toyota’s Environment and Innovation International Competition which runs from 2010 to 2012.

The strength of Eco-Schools continues to come from the simplicity of its seven-step framework for change which ensures quality and continuous improvement within the integrity of each national programme and its particular cultural needs.
The jury was impressed by the quality of the contributions, serious articles, good documentation and illustration being submitted that respected the YRE methodology.

The Flick the Switch Project, created by the European Commission, and featuring three virtual meetings online between students and energy experts, was also a highlight of 2010.

At the close of 2010 the International Coordination of the Young Reporters for the Environment moved from Paris to Copenhagen, where it will enjoy closer collaboration with, in particular, the International Eco-Schools Programme.

In 2011, Young Reporters for the Environment will continue to promote education for sustainable development by encouraging young people to question their environment and act on their findings through multidisciplinary projects and team work.
Learning about Forests

Over the past year LEAF has continued to roll out a robust programme with a wide range of activities, including the planting of more than 625,000 trees in 42 countries. Of these 16 are full LEAF members, with several more expected to join in 2011.

Increased development in LEAF activities has seen the programme contribute in the national and international arenas to the debate on climate change, biodiversity and energy from wood. Understanding conflict of interests and the balance between cultural, ecological, economic and social issues is crucial to LEAF’s development. As is helping children participating in the scheme to understand and question these issues.

Throughout 2010, LEAF’s vision continued to be one of delivering activities and projects that increased awareness of the critical role forests play in sustaining our planet. Activities help students reach a higher degree of environmental maturity, irrespective of age and previous experience. The programme also reflects the cultural, ecological, economic and social functions forests fulfil for people. Understanding the balance between these different uses is crucial when humans interact with forests and learn how to support sustainable development.
Institutional partners

The United Nations Environment Program (UNEP), World Tourism Organization (UNWTO) and United Nations Educational, Scientific and Cultural Organization (UNESCO) are important partners to FEE in the promotion of sustainable development through environmental education.

UNEP and FEE joined forces in 1996 to inform the public about eco-tourism through Blue Flag as well as extend the programme to non-European regions. With the support of UNEP and UNWTO, FEE also implemented the Blue Flag Programme in the Caribbean and South East Asia. Representatives from UNEP and UNTWO participate in the International Blue Flag Jury and a representative of UNESCO sits on the International YRE Jury.

In 2003, UNEP and FEE signed an official “Memorandum of Understanding” (MoU) stating UNEP and FEE will collaborate on all relevant areas of common interest related to environmental education on prioritized issues and programmes. As part of this understanding, Eco-Schools became recognised as one of UNEP’s preferred global programmes for environmental education, management, sustainability, and certification at the international level.

FEE is also an affiliate member of UNWTO. In 2007, this membership enlarged with the signing of an MoU which recognises the value of FEE’s tourism related programmes: Blue Flag and Green Key.

UNESCO is currently focusing on the UN Decade on Education for Sustainable Development (2005-2014), with FEE an active player through the delivery of our five environmental education programmes. In 2010, FEE formalised its connection with UNESCO through the “NGO in official relations with UNESCO” partnership.

The Islamic Educational, Scientific and Cultural Organization (ISESCO) and FEE organised a successful joint environmental education conference in 2008 for authorities and NGOs from various countries in the Islamic World.

FEE also enjoys positive cooperation with a number of other international partners, such as the International Conservation Union (IUCN), International Lifesaving Federation, International Council of Marine Industry Associations, EUCC – The Coastal Union, European Environmental Agency, Hotels, Restaurants, and Cafes in Europe (HOTREC).

FEE would like thank all institutional and corporate partners (highlighted throughout and on the back page of this report) for their significant support to FEE in 2010.
FEE member organisations

(as of 31 December 2010):

FULL AND ASSOCIATE MEMBERS:
Bahamas: Bahamas Reef Environment Educational Foundation
Belgium-Flanders: Bond Beter Leefmilieu
Belgium-Wallonia: 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 (CYMEPA)
Czech Republic: Tereza Association
Denmark: Friluftsrådet (Danish Outdoor Council)
Dominican Republic: Instituto de Derecho Ambiental de la Republica Dominicana
England: Keep Britain Tidy
France: FEE France
Germany: Deutsche Gesellschaft für Umweltzuschuss e.V.
Greece: Hellenic Society for the Protection of Nature
Iceland: Landvernd
Iran: World’s Green Star
Ireland: An Taisce
Italy: FEE Italia
Jamaica: Negril area Environmental Protection Trust
Japan: FEE Japan
Jordan: The Royal Marine Conservation Society of Jordan
Kazakhstan: EcObraz
Kenya: Kenyan Organization for Environmental Education
Latvia: Vides izglītības fonds / FEE Latvia
Lithuania: Lietuvos Zaliuju Judejimas (Lithuanian Green Movement)
FYR Macedonia: OXO
Malaysia: WWF-Malaysia
Malta: Nature Trust Malta
Montenegro: Environmental Consultancy of Montenegro
Morocco: Fondation Mohammed VI pour la Protection de l’Environnement
Netherlands: FEE Netherlands
New Zealand: FEE-NZ
Northern Ireland: Tidy Northern Ireland
Norway: Stiftelsen FEE Norway
Poland: Fundacja Partnerstwo dla Środowiska (Polish Environmental Partnership Foundation)
Portugal: ABAB / FEE Portugal
Puerto Rico: Organización Pro Ambiente Sustentable
Romania: Centrul Carpato-Danubian de Geocologie
Russia: Keep St Petersburg Tidy
Scotland: Keep Scotland Beautiful
Sint Maarten: Environmental Protection in the Caribbean – Sint Maarten
Slovakia: Spirala
Slovenia: DOVES / FEE Slovenia
South Africa: Wildlife and Environment Society of South Africa
Spain: Asociación de Educación Ambiental y del Consumidor
Sweden: Håll Sverige Rent (Keep Sweden Tidy Foundation)
Tunisia: Association Tunisienne pour la Protection de la Nature et de l’Environnement
Turkey: Türkiye Cevre Eğitim Vakfı
Uganda: Conservation Efforts for Community Development (CECOD)
Ukraine: NGO “Ecological Initiative”
United Arab Emirates: Emirates Wildlife Society
United States of America: National Wildlife Federation
Wales: Keep Wales Tidy

AFFILIATE MEMBERS:
Aruba Hotel and Tourism Association, Aruba
Dansk Skovforening (Danish Forestry Association)
Department of Environment and Coastal Resources, Turks & Caicos Islands
Dienst Doel Groepenbeleid, Natuur- en Milieueducatie
Enterprise Estonia
HORESTA
Rainforest Alliance

HONORARY MEMBERS:
Graham Ashworth
Heiko Crost
Günter Eulefeld
Hans Ole Hansen
Laute Prip
Ole Leivig Simonsen
Jean Baptiste de Vilmorin

For more detailed contact information please visit: www.fee-international.org
FEE programme sponsors

FEE would like to thank the sponsors of its programmes. Your financial support is crucial to us continuing to create high quality activities and levels of awareness through our environmental education programmes worldwide.