



**FEE**

# ANNUAL REPORT 2017

We strive for  
a sustainable world  
in which education  
creates positive  
change for all

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Cover Photo: Landal Rønbjerg Holiday parks is the first holiday park in Denmark to receive the Green Key award.

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## Welcome



This has been another exciting year in the development of FEE's membership, programmes and networks. Our membership continues to grow with new members from Qatar, Mauritius, Zanzibar, Comoros, Madagascar, and Northern Ireland joining the FEE network.

We are delighted that our corporate partners continue to support our work through a variety of initiatives. The opportunity offered through the Wrigley development fund gives us a great opportunity to support the development of the Global Forest Fund, an African member network, and our communications initiatives.

The efforts to establish FEE as a recognised world leader in Environmental Education and Education for Sustainable Development have continued to show progress. We are now recognised by UNESCO as one of 70 key members in the Global Action Programmes and FEE has been accepted as an official observer and partner at the COP23.

We continue to align our work closely with the UN Sustainable Development Goals (SDGs) through all our programmes. At our National Operator Meetings over the past year, our members demonstrated the wide range of activity underway to support the aspirations of the SDGs.

The sense of connection and pride that we witness in those actively participating in the FEE programmes, be it first grade students in Madagascar, hotel managers in Mexico, or a Municipality's beach department employee in Greece, shows we all share a common sense of belonging to something that is positive, important, and larger than just ourselves as individuals.

This sense of belonging is driven by the FEE members from all over the world and by the FEE staff and Board, who are incredible agents of positive change and who continually show commitment to FEE, our vision and values.

The work of FEE across the globe has never been more important or urgent as we face ever-growing challenges such as climate change, the loss of natural habitats and biodiversity, increasing urbanisation pressures, and marine pollution to name but a few.

The positive action and solution-based approach that our programmes offer and the belief that education plays a key role in the process of improving people's lives is being recognised more and more by important partners and funders who share our common aims and values.

We look forward to working with all our members and partners over the coming year, taking a leading role in the global effort to better our world and provide a sustainable future for our children.

Handwritten signature of Lesley Jones in black ink.

Lesley Jones  
President of FEE

Handwritten signature of Daniel Schaffer in black ink.

Daniel Schaffer  
Chief Executive Officer of FEE



We all have a role to play in improving our environment. There are many things we can do individually, but it's always more powerful when we work together.

We're proud to partner with FEE and millions of students around the world through the Litter Less Campaign. The campaign has been implemented in 35 countries since 2011, when the Wrigley Company Foundation began its partnership with FEE. And the programme has grown and evolved over time to ensure students become empowered leaders who can create a positive difference in their communities.

In the coming year, we will reach an important milestone with FEE and surpass the two-million student mark. We're proud of the global reach of our partnership and the impact we've achieved by measuring the positive change in student behaviour and perception of litter through FEE's programming.

Understanding the impact of litter and waste and changing behaviours through the Eco-Schools and Young Reporters for the Environment (YRE) programs bring lasting change with mutual benefits – students learn, communities improve and we all gain from a healthier environment. This Mutuality principle is how we approach our partnerships through the Foundation and it's how we approach our business throughout Mars incorporated.

Mars has committed to being “Sustainable in a Generation” by keeping the planet healthy and improving the working lives of one-million people in our extended value chain. It's a commitment to our future and to future generations.

And to continue to support lasting change, we recognized a few global partners, including FEE, with awards in honour of the Foundation's 30th anniversary in 2017. FEE's \$300,000 USD award will support their communications capacity and two inaugural initiatives – the Emerging Eco-Schools Fund, which aims to provide Sub-Saharan African countries with educational resources, and the Global Forest Fund, a carbon offsetting tool that improves the environment while bringing environmental literacy to communities worldwide.

We believe in FEE's ability to drive programming where education is a catalyst for real transformation. And we encourage everyone to work together to create lasting change for a cleaner world everyone can enjoy.

Martin Radvan  
President, Wrigley Company Foundation  
President, Mars Wrigley Confectionery



# Developments in the Foundation for Environmental Education



## NEW MEMBERS

We were pleased to welcome the following organisations as associate FEE members in 2017:

- Qatar Green Building Council (Qatar)
- Reef Conservation (Mauritius)
- ZAYEDES (Zanzibar)
- Madagascar National Parks (Madagascar)
- MAEECHA (Comoros)

FEE welcomed one new affiliate member in 2017, NIFSA (Northern Ireland).

## MEETINGS

During 2017, the FEE Board of Directors meetings were held in Belfast (Northern Ireland) in February, in Copenhagen (Denmark) in April, and in Utrecht (the Netherlands) in October. The June Board of Directors meeting was a conference call. Five FEE programmes organised successful National Operators Meeting (NOMs) throughout the year: YRE in Guimarães (Portugal) in February, Green Key in Athens (Greece) in March, LEAF in Amsterdam (the Netherlands) in April, Blue Flag in Netanya (Israel) in October, and Eco-Schools in Paris (France) in November.

The 2018 FEE General Assembly will be held in Riga, Latvia on 13-14 September.

## GETTING INVOLVED

FEE again partnered with UNFCCC in support of the 2017 UN Climate Change Conference (COP23). COP23 was held in Bonn, Germany and focused on addressing climate change and implementing practices to achieve the goals of the Paris Climate Change Agreement. In 2017, FEE continued its partnership with the UNESCO Global Action Programme (GAP) on Education for Sustainable Development (ESD) and participated in international events for ESD and Global Citizenship Education. FEE also began working with The Foundation La main à la pâte's Office for Climate Education, providing input on the creation of an International Centre for Climate Change Education in France.

## NATURAL DISASTERS

Several FEE member organisations were affected by the devastating hurricanes in the Caribbean in 2017, and commendably participated in recovery efforts. Considering that extreme weather events will likely become more common in the face of climate change, The Board of Directors is investigating ways that FEE can support organisations affected by natural disasters and help organisations develop resiliency strategies for future natural disaster events. As we continue to do our parts to slow the progress of climate change, we unfortunately must also consider how we will adapt to its inevitable effects on our planet.



## PARTNERSHIPS AND AWARDS

FEE's partnerships with the Wrigley Company Foundation, the Toyota Fund for Europe, General Motors, and Alcoa Foundation continued in 2017. FEE received a 300,000 USD award from the Wrigley CF to support FEE's communications initiatives, further develop the Global Forest Fund, and to cover membership costs for eight sub-Saharan African members for three years. FEE also received an Outstanding Service to Environmental Education Award from the North American Association of Environmental Education.

## EXPANSION INTO DEVELOPING NATIONS

In 2017, there was a focus on bringing more members from developing nations into the FEE network by working with institutional bodies (as affiliate members) to strengthen civil organisations to the point that they can take over national FEE membership. One result of this effort was FEE's partnership with the Indian Ocean Commission (IOC) to bring four Indian Ocean States (Mauritius, Zanzibar, Madagascar, and Comoros) into the FEE network. This is an ongoing effort, and FEE looks forward to welcoming more members from developing nations in the future.





## LITTER LESS CAMPAIGN PROGRESS

The Litter Less Campaign (LLC) is a joint initiative between FEE and the Wrigley Company Foundation, run through the Eco-Schools and Young Reporters for the Environment programmes. The goal of the project is to reduce litter and affect long-term behaviour change amongst the youth from around the world. It aims to engage and educate children and young people on the issue of litter, and encourage them to make positive choices.

The project entered its seventh year in 2017, and in September 2017 the campaign moved into phase III. Since its start in 2011, the campaign has worked with nearly 2 million students in almost 5,000 schools across 35 countries. As phase II of the project came to a close in 2017, it was time to take a look at the impact the campaign has had.

In an effort to see how the campaign has affected students' perception, behaviour and opinion leadership related to litter, 13,000 participating students from 34 participating countries were surveyed between 2014 and 2017. The overall results show that the campaign has had a positive impact in all three areas. Some of the most impressive statistics include:

- Perception: Over 95% of students surveyed indicated that littering was either a "very big problem" or a "problem." Less than 1% indicated that littering was not a problem.
- Behaviour: 70% of participants say they never litter at school and 65% say they never litter in their neighbourhood. 75% of students recycle at school and at home, and 75% use both sides of the sheet when writing on paper.
- Opinion Leadership: 48% of Eco-Schools LLC participants and 46% of YRE LLC participants encourage others not to litter, compared to 25% and 19%, respectively, of students in the control groups.

FEE is grateful to the Wrigley Company Foundation for their partnership in the Litter Less Campaign, and for their continued support of FEE's Education for Sustainable Development efforts.

# Meet the Board of Directors



**LESLEY JONES  
(WALES)**

CEO, Keep Wales Tidy and FEE President

Lesley Jones was elected as President of the Foundation for Environmental Education (FEE) in September 2016. She has been on the Board of FEE for 5 years, initially as the Board representative for Eco-Schools and then as Vice President. Lesley Jones has been CEO of Keep Wales Tidy, the FEE member for Wales, since 2010. Keep Wales Tidy is a significant environmental charity, delivering practical action, environmental education, business services and environmental solutions across Wales. Lesley has served on a number of Boards and Committees in the UK, including advisory committees to the Welsh Government.



**AMINE AHLAFI  
(MOROCCO)**

Advisor and Consultant, The Mohammed VI Foundation for the Protection of the Environment and FEE Vice President

An architect by profession, Amine Ahlafi has over 17 years of experience in the fields of environmental and sustainable development. He is the founder of two architecture and SD consulting companies and serves on the Boards of national and international NGOs. Since becoming a FEE Board member in 2012, Amine has drawn on his Moroccan multicultural context and its inspiring mix of Mediterranean, Arabic and African cultures to contribute to FEE strategic development.



**NIKOS PETROU  
(GREECE)**

President,  
Hellenic Society for the Protection of Nature

Nikos is a long-time member of the Hellenic Society for the Protection of Nature, continuously elected President of its Board of Directors since 2009. He has been active in nature conservation since the late 1980s, and is a well-known wildlife photographer and author, having published 14 books and more than 70 articles on nature and current environmental issues.



**BORIS ŠUŠMAK  
(SLOVENIA)**

Blue Flag National Operator,  
DOVES-FEE Slovenia

Boris is currently an employee of the company Luka Koper in the area of business management and development. He has a Master of Science degree in Business Information Management Science. Boris has been a member of DOVES-FEE SLOVENIA for more than 15 years. He speaks Slovenian, Italian, English, Croatian and Serbian.



**LOURDES DÍAZ  
COLÓN  
(PUERTO RICO)**

President, Organización Pro Ambiente Sustentable (OPAS)

Lourdes Díaz is a former educator and also a retiree of the Puerto Rico Tourism Company where she served as Director for different areas including Product Development, Tourism Quality & Educational Affairs. She has been a member of the Board of Directors of FEE since 2008 and works with the Blue Flag programme.



**LAURA S. HICKEY  
(USA)**

Associate Vice President, Education Programs, National Wildlife Federation

Laura Hickey has been with NWF since 1986, and a member of the FEE Board of Directors working with the Eco-Schools programme since 2014. Laura was instrumental in the development of the Eco-Schools USA programme launched in November 2009. She has over forty years of project management experience in both for-profit and non-profit organisations.



**JOSÉ HENDRIKSEN  
(THE NETHERLANDS)**

CEO Stimulansz,  
Board Member FEE Netherlands

José Hendriksen has been a member of the FEE Board since 2014, and works with the Green Key programme. She is the CEO of Stimulansz, an independent, not-for-profit organisation strongly inspired by the needs of citizens to improve the whole chain of employment-income-welfare-healthcare-quality of life.



**IAN HUMPHREYS  
(NORTHERN IRELAND)**

CEO, Keep Northern Ireland Beautiful,  
FEE Treasurer

Ian joined Keep Northern Ireland Beautiful as Chief Executive Officer in May 2008 after 14 years with The Conservation Volunteers. He has strong environmental and research credentials including a PhD from The Queen's University of Belfast. He has overseen the involvement of all of Northern Ireland's schools in the Eco-Schools programme.



# Green Key



2017 was another year of growth for Green Key, which has now awarded nearly 2,800 establishments in 57 countries with the Green Key label. Establishments in Montenegro, Hungary, and Ireland were the first in their countries to receive the Green Key in 2017.

The Green Key programme was given a big boost in Mexico in 2017 when Grupo Posadas, the largest Mexican hotel chain, decided to make all of its 140 hotels Green Key compliant. Grupo Posadas manages eight different hotel brands, and their dedication to sustainable tourism has moved Mexico into the top 10 countries with the most Green Key awarded establishments.

The UN named 2017 the International Year of Sustainable Tourism for Development (IY2017) and Green Key was named a "Friend of IY2017." Green Key organised and participated in several events related to IY2017, including its official launch at the FITUR International Tourism Fair in Madrid. In addition to FITUR, Green Key was active at the travel trade shows ITB Berlin and WTM in London, and attended a sustainable travel conference in Lanzarote, Spain titled "Sustainability: A Key Factor of Competitiveness in the Tourism Industry."

Green Key organised its second Best Practice competition in 2017, focusing on partnership and local engagement for sustainable development. 28 Green Key establishments from 12 different countries participated in the competition, and the

winners were announced on World Tourism Day (27 September). Kasteelhoeve Wange in Belgium took first place, with Hôtel Métropole Monte-Carlo in France and Anderssons Guest House & Bakery in Finland finishing second and third, respectively.

Green Key started a new corporate partnership with Orbital Systems, a company that develops innovative water saving solutions using closed-loop shower systems. Green Key also entered into cooperation with the online event planning platform Eventplanner and the sustainable accommodation search website Ecobnb. The cooperation agreements with Rezidor Hotel Group (now called Radisson Hotel Group) and Starwood Hotel Group (now part of Marriott Hotel Group) continued in 2017. Green Key was also proud to be featured in the in-flight magazines for Brussels Airlines and Scandinavian Airlines (SAS).

Internally, Green Key produced its first informative video about the programme in 2017, and published 17 news articles outlining Green Key's contribution to each of the UN Sustainable Development Goals.

## SUSTAINABILITY IS GOOD FOR BUSINESS

A 2017 study by Booking.com, one of the largest and most popular travel arrangement websites, revealed that travellers are becoming increasingly conscious of how their travels impact the environment. As tourists begin to orient their travels towards sustainability, tourism establishments need to adapt in order to attract this more environmentally conscious type of traveller. Travellers rely on eco-labels like Green Key to help them identify environmentally responsible establishments, making them a powerful tool for tourism businesses to tap into the eco-tourism market. Studies like the one from Booking.com prove that sustainability is not only the right thing to do for the planet, it's also good for business.

**OUR MAIN CORPORATE PARTNERS**



# Blue Flag

## SUSTAINABILITY MEETS ACCESSIBILITY

One of Blue Flag's corporate partners is AccessRec, a company that produces a range of innovative products designed to make beaches more accessible to people with disabilities. Many Blue Flag sites around the world have enthusiastically embraced the partnership, and are using AccessRec's products to ensure that everyone is given the opportunity to enjoy a full and rewarding day at the beach. One of the things that makes Blue Flag unique in the world of eco-labels is its emphasis on accessibility. Blue Flag beaches are not only clean, safe, sustainable, and educational, but also accessible. Blue Flag is grateful for its members' dedication to universal accessibility, and to AccessRec for providing the amenities that make it possible.



Photo: Blue Flag Norway



Blue Flag celebrated its 30th anniversary in 2017, and it was another year of new growth, developments, and partnerships.

By the end of 2017, there were 4,423 Blue Flag awarded sites in 45 countries across the globe. These included 3,368 beaches, 683 marinas, and 72 boats. Pilot programmes and feasibility studies were being conducted in several new countries in 2017, so there is no doubt that Blue Flag will continue to grow in the years to come.

It was truly a year of celebration for Blue Flag. In addition to turning 30, Blue Flag was also able to participate in the United Nations Ocean Conference and in the UN International Year of Sustainable Development for Tourism (IY2017). IY2017 was an opportunity for Blue Flag and other eco-tourism organisations to showcase how tourism can play a role in building a more sustainable world. Blue Flag also participated in multiple conferences and tourism trade show events throughout the year, and was honoured to be a part of the review committee to award the Whale Heritage Sites.

Blue Flag was pleased to enter a new partnership with the World Cetacean Alliance in 2017. The two organisations signed a Memorandum of Understanding recognising their mutual goals for a sustainable approach to coastal and marine tourism that protects marine wildlife. Over the last several years, Blue Flag has been working on the expansion of the Blue Flag award to include more sustainable boating tourism operators (SBTOs) who offer tourism services such as diving, fishing, wildlife watching, etc. Blue Flag recognises that marine wildlife must be protected from the poten-

tial dangers of tourism activities, and Blue Flag certified SBTOs must adhere to strict standards that ensure the animals' safety and minimise disruption to their natural behaviours. The partnership with the World Cetacean Alliance is an opportunity for each organisation to benefit from the other's expertise about tourism and marine wildlife preservation. This is just the latest addition to Blue Flag's many productive institutional partnerships that the programme enjoys with organisations around the world.

Several Blue Flag sites in the Caribbean were particularly hard hit by the devastating 2017 hurricane season, but refused to stay knocked down. Blue Flag organisations throughout the region participated in recovery efforts like organising donation collection centers, ferrying refugees to safety, and cleaning up debris. Blue Flag would like to thank them for their dedication and inspiring actions in the face of disaster.

Blue Flag would like to extend a particular thank you to its corporate partner Semaphore Signs BV, which manufactures all of the flags that fly at Blue Flag sites around the world. All of the flags are produced in the EU and fully comply with the EU directives on eco-textiles. Semaphore compensates for the CO2 emissions associated with the production and transportation of the flags through FEE's Global Forest Fund.





All of the thousands of students involved in the Eco-Schools programme have been very busy in 2017. They have worked hard to improve their schools, communities, lifestyles, and environmental impact.

Students and schools around the world are more committed than ever to the programme and more invested in its campaigns. The Eco-Schools programme has now grown to serve more than 19 million students in more than 51,000 schools worldwide. Along with the dedication of the 1.3 million Eco-Schools teachers, the programme has managed to inspire more students than ever before to engage in the protection and preservation of their environment.

The 2017 Eco-Schools National Operators Meeting (NOM) in Paris was the programme's largest yet, with delegates from over 60 participating countries in attendance. The success of the NOM was illustrative of the Eco-Schools programme's broad international network and the members' dedication to global collaboration.

Eco-Schools introduced a new theme in 2017 called Food, which encourages young people, their parents, and their communities to make responsible food-related choices every day. Making responsible food choices protects the environment, promotes human rights, and improves the wellbeing of society. The new theme is the result of the "We Eat Responsibly" project run in nine countries with the participation of 513 schools, 539,000 students, and 76,000 parents. The excellent materials produced by those who worked on

the theme are available to everyone who would like to learn more about the environmental impact of their food choices.

The International Schools project continues to grow. At the end of 2017, 31 International Schools were operating in 18 countries, allowing students in countries without an Eco-Schools National Operator to experience the Eco-Schools programme. Thanks to the hard work of Lee Wray-Jones at Keep Britain Tidy, the Twinning project was launched in March 2017, involving 440 schools across 41 countries. The Twinning project pairs up Eco-Schools from different parts of the globe, providing students with the opportunity to learn about collaboration and global citizenship.

The Great Plant Hunt project, a collaboration between Eco-Schools and Toyota Motor Europe, continued to teach students about flora biodiversity in 2017. With the support of Alcoa Foundation, Eco-Schools continued to educate children about environmental issues through the lens of Science, Technology, Engineering and Math through the Warming-Waste-Water-Watts-Wildlife (Alcoa W<sup>5</sup>) project. Eco-Schools, along with YRE and in collaboration with the Wrigley Company Foundation, continued its participation in the Litter Less Campaign in 2017. Turn to page 5 to read more about the campaign.

## Eco-Schools

### FIGHTING PLASTIC WASTE IN THE BAHAMAS

The Bahamas Reef Environment Education Foundation (BREEF) and students in the Eco-Schools Bahamas programme are trying to tackle a major problem affecting their oceans: single-use plastic bags. 214 students from six schools tracked their families' shopping habits over the course of four weeks, and collected over 12,000 single-use plastic bags! Now, the students are trying to convince shoppers in the Bahamas to switch from single-use plastic bags to reusable shopping bags. Two students from the schools created a bag design and slogan that BREEF has begun to print on its reusable shopping bags. The Eco-Schools students in the Bahamas know that the health of the ocean is vital to the health of their country, and are doing what they can to protect it for the future.

# Learning about Forests

## THE GLOBAL FOREST FUND

While the FEE Global Forest Fund (GFF) continues to be an effective tool for offsetting carbon emissions from travel, it is finally getting an upgrade to make it a cutting-edge solution for the issue of carbon offsetting for businesses, conferences, industrial areas and even cities! The fund, which is overseen by International LEAF Director Barry McGonigal, continues to invest 90% of its income directly into tree planting and other CO2 compensation efforts in conjunction with community-based environmental education activities. In 2017, FEE funded 7 projects around the world, from Bangladesh to Ghana, which planted thousands of native trees and educated hundreds of local schoolchildren and community members. Under redevelopment in 2018, the GFF will be relaunched in the near future in a format that will allow all FEE NOs, non-FEE organisations, private travellers and businesses worldwide to offset their carbon and enact ESD instruction across the globe.



Photo: LEAF Kenya



The Learning About Forests (LEAF) programme continued to thrive in 2017, reaching over 600,000 students in 26 countries around the world.

South Africa was the newest nation to start running the LEAF programme in 2017. In South Africa, the programme will be run by FEE member organisation Wildlife and Environment Society of South Africa (WESSA). LEAF is pleased to welcome its newest member, and looks forward to expanding into new countries in the future so that more students around the world can experience the LEAF programme.

LEAF was involved in several exciting projects throughout 2017. The collaboration with General Motors (GM) on the Eco-Green Project continued this year. The project was launched in Brazil in February and expanded to Mexico in September. This year the campaign focused on the relationship between forests and water resources. LEAF Global Action Day, which coincides with the International Day of Forests on 21 March, was a great success again this year. The 2017 theme was Forests and Energy, and many LEAF schools around the world contributed with innovative actions to raise awareness, create positive change, help the environment, and shape a more sustainable future. As part of World Peace Day (September 21), LEAF promoted the Plant a Tree for Peace event around the world and registered some 164 tree planting activities involving nearly 7,000 participants.

LEAF held its annual National Operators Meeting (NOM) in Amsterdam, the Netherlands, hosted by Dutch member IVN. The NOM focused on two main themes: LEAF and the UN Sustainable Development Goals (SDGs) and Tiny Forests. LEAF published a document this year outlining how the programme contributes to each of the SDGs, and these findings were presented at the NOM. The other theme, Tiny Forests, explored the importance of urban forests and trees to battle climate change and stimulate biodiversity. Engaging children with nature in urban settings will be a key focus of the LEAF programme going forward.

The coming year will see advances into the idea of twinning LEAF schools around the world, a focus on expansion into North and South America where Mexico and Brazil are trialling the programmes and continued efforts to secure funding for projects that will benefit all of the LEAF network.



# Young Reporters for the Environment



YRE continues to have an impressive impact worldwide. The programme has mobilised 310,000 Young Reporters in 34 countries to research and report on environmental issues in 2017.

4,232 schools participated in YRE in 2017. Students in two countries, Mongolia and South Africa, participated in the programme for the very first time. The 2017 YRE competition was another great success, with 27 nations taking part. 13,320 submissions were made on the national level, of which 114 were submitted for the international competition. Overall, the international YRE jury evaluated 40 article submissions, 40 pictures, 31 videos, and 3 submissions in the International Collaboration category. The winners of the competition were again featured in Huffington Post Kids. When all was said and done, 8,454,806 people were reached by YRE and its participants in 2017!

YRE sent student reporters to conferences around the world this year, including the World Environmental Education Congress (WEEC) in Canada, the 2017 Climate Change Conference (COP23) in Germany, and the National Operator Meetings for the Blue Flag, Eco-Schools, and YRE programmes in Israel, France, and Portugal respectively.

Along with Eco-Schools, YRE continued to run the Litter Less Campaign in partnership with the Wrigley Company Foundation. Schools participating in the Litter Less Campaign contributed 46 submissions to the YRE International Competition, including 16 articles, 15 pictures, and 15 videos. You can read more about the Litter Less Campaign on page 5 of this report.

YRE is making plans for continued growth in 2018. The UNESCO Youth Training Programme/YRE Mission to train young leaders in Education for Sustainable Development will take place in Portugal in March. YRE looks forward to extending its international reach by sending student reporters to more international conferences, and hopes to welcome participants from new nations to the programme in 2018.

*"Since winning the Young Reporters for the Environment competition in Canada in 2015, I have had the opportunity to report locally, nationally, and internationally for several news outlets. I began with an article on my school's waste management solutions and continued on to attend the United Nations Climate Change Conference in Bonn, Germany. I blogged for Environmental Defence, wrote for my university's newspaper, and Canada's national environmental magazine, Alternatives Journal. Through YRE, I have been able to share my writing as a journalist through every network possible."*

Allison Gacad, Canada

## YRE AT INTERNATIONAL CONFERENCES

In 2017, 23 Young Reporters from around the world were selected to report from five different international conferences. Young Reporters at international conferences attend conference sessions, conduct interviews with other participants, and upload their reports directly to the YRE Exposure website. It is a unique opportunity for students to apply what they have learned through the YRE programme to a real environmental reporting experience. The students leave the conferences inspired to continue investigating the environment and sharing their experiences as Young Reporters for the Environment.

# FEE at a Glance

76 Nations, 1 Global Network

## BLUE FLAG

Number of  
Beaches, Marinas, and Boats

4,423

Number of  
countries

45

## ECO-SCHOOLS

Number of  
Schools

51,000

Number of  
countries

67

## GREEN KEY

Number of  
Establishments

2,800

Number of  
countries

57

## LEARNING ABOUT FORESTS

Number of  
Students

600,000

Number of  
countries

26

## YOUNG REPORTERS FOR THE ENVIRONMENT

Number of  
Young Reporters

310,000

Number of  
countries

34

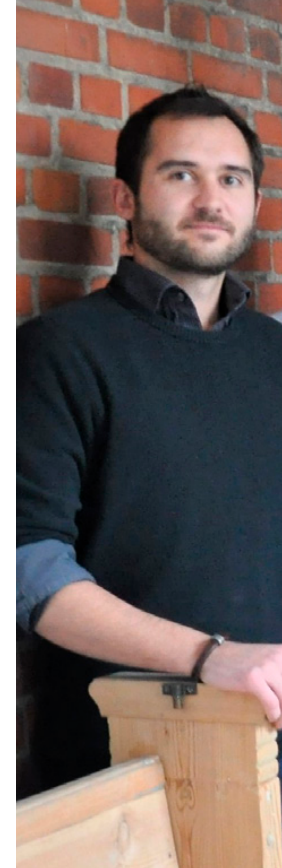
# FEE Head Office Staff

(From left to right)

**Johann Durand**, International Blue Flag Acting Director  
**Daniel Schaffer**, Chief Executive Officer  
**Shimon Ginzburg**, Project Evaluation Officer  
**Malgorzata "Gosia" Luszczyk**, International YRE Director  
**Nora Schuh**, Administrative and Communications Assistant  
**Barry McGonigal**, International LEAF Director  
**Merete Larsen**, Accounts Director  
**Nora Hartel**, International Green Key and Blue Flag Assistant  
**Kristina Madsen**, International YRE Coordinator  
**Isabel Lissner**, International Green Key and Blue Flag Coordinator  
**Finn Bolding Thomsen**, International Green Key Director  
**Nicole Andreou**, International Eco-Schools Coordinator  
**Rikke Florager**, Administrative Director  
**Irene Miguez Valero**, International LEAF Assistant

Not Pictured:

**Brid Conneely**, International Eco-Schools Director  
**Serena Vanotti**, Programme Assistant  
**Sophie Bachet Granados**, International Blue Flag Director  
**Yukiko Tsuburaya**, International YRE Coordinator



# A Brief History of FEE

1987- Blue Flag is founded in France and FEE adopts it as its first programme later the same year



1981- FEE (Foundation for Environmental Education in Europe) is founded in the Netherlands

1994- Young Reporters for the Environment and Eco-Schools become FEE's first school-based environmental education programmes



**2000-** Learning about Forests is implemented as the fourth FEEE programme

**2003-** Green Key becomes the fifth FEE programme

**2012-** Copenhagen, Denmark is chosen as the headquarters of the new FEE head office

**2001-** FEEE goes global and becomes FEE. South Africa becomes the first member nation outside of Europe

**2010-** At the general assembly in Shenzhen, China, the decision is made to start a two year pilot project towards the unification of FEE

**2014-** FEE officially becomes a single unified organisation composed of a global network of member organisations

# Member Organisations

(As of 31 December 2017)

## FULL AND ASSOCIATE MEMBERS:

**Australia:** Keep Australia Beautiful National Association Inc

**Bahamas:** Bahamas Reef Environment Educational Foundation

**Belgium:** FEE Belgium

**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"

**Comoros:** Mouvement Associatif pour l'Education et l'Egalité de Chances (MAEECHA)

**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:** Teragir

**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 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 izglitības fonds (FEE Latvia)

**Lithuania:** Lietuvos Zaliuju Judejimas (Lithuanian Green Movement)

**FYR Macedonia:** Civil Association OXO

**Madagascar:** Madagascar National Parks

**Malaysia:** Tabung Alam Malaysia (WWF-Malaysia)

**Malta:** Nature Trust Malta

**Mauritius:** Reef Conservation

**Mongolia:** Information and Training Centre 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:** Stichting IVN

**New Zealand:** Keep New Zealand Beautiful

**Northern Ireland:** Keep Northern Ireland Beautiful

**Norway:** Stiftelsen FEE Norway

(Foundation FEE Norway)

**Portugal:** Associacao Bandeira Azul da Europa (FEE Portugal)

**Puerto Rico:** Organización Pro Ambiente Sustentable (OPAS)

**Qatar:** Qatar Green Building Council

**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

**South Korea:** Lifesaving Society Korea (LSK)

**Spain:** Asociación de Educación Ambiental y del Consumidor

**Sweden:** Håll Sverige Rent (The Keep Sweden Tidy Foundation)

**Switzerland:** Association J'aime ma Planète

**Tanzania:** Tanzania Forest Conservation Group

**Thailand:** WWF Thailand

**Trinidad and Tobago:** Asclepius Green

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

**Uganda:** Conservation Efforts for Community Development

**Ukraine:** Ekologitschna Initsiativa (Ecological Initiative NGO)

**United Arab Emirates:** Environmental Centre for Arab Towns (ECAT)

**United States of America:** National Wildlife Federation

**US Virgin Islands:** Virgin Islands Conservation Society

**Wales:** Keep Wales Tidy/Cadwch Gymru'n Daclus

**Zanzibar:** Jumuiya isiyo ya Kiserikali inayohusisha Maendeleo ya Vijana katika Elimu, Ujasiriamali na Uhifadhi wa Mazingira Zanzibar (Zanzibar Youth, Education, Environment, Development Support Association)

## AFFILIATE MEMBERS:

**Belgium:** Fédération Internationale de Camping et de Caravanning

**Belgium:** BOS+ Vlaanderen vzw

**Belgium:** Departement Leefmilieu, Natuur en Energie (Environment, Nature and Energy Department)

**Colombia:** Ministry of Trade, Industry, and Tourism

**Denmark:** Dansk Skovforening (Danish Forestry Association)

**Denmark:** HORESTA (Association for the Hotel, Restaurant and Tourism Industry in Denmark)

**Estonia:** Ettevõtluse Arendamise Sihtasutus (Enterprise Estonia)

**Finland:** Suomen Metsäyhdistys (Finnish Forest Association)

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

**Indian Ocean States:** Indian Ocean Commission (IOC)

**Latvia:** Latvijas valsts meži (Latvia's State Forests)

**Montenegro:** Bureau for Education Services of Montenegro

**Netherlands:** Foundation KMKV

**Netherlands:** SME Advies

**Northern Ireland:** Northern Ireland Forest School Association (NIFSA)

**Norway:** Skogbrukets Kursinstitutt (Forestry Extension Institute)

**Sweden:** Green Key Sweden

**Sweden:** Skogen i Skolan (Forest in School)

**Trinidad and Tobago:** Tourism Development Company Ltd

**United Arab Emirates:** Emirates Green Building Council

**US Virgin Islands:** US Virgin Islands Hotel and Tourism Association

## HONORARY MEMBERS:

Heiko Crost

Jan Eriksen

Ole Løvig Simonsen

Malcolm Powell

# Institutional and Corporate Partners

The Foundations for Environmental Education (FEE) is partnered with some of the world's foremost institutions in the fields of education and the environment. Our corporate partners are crucial to the global success of FEE and its programmes.

## INSTITUTIONAL PARTNERS



## CORPORATE PARTNERS

