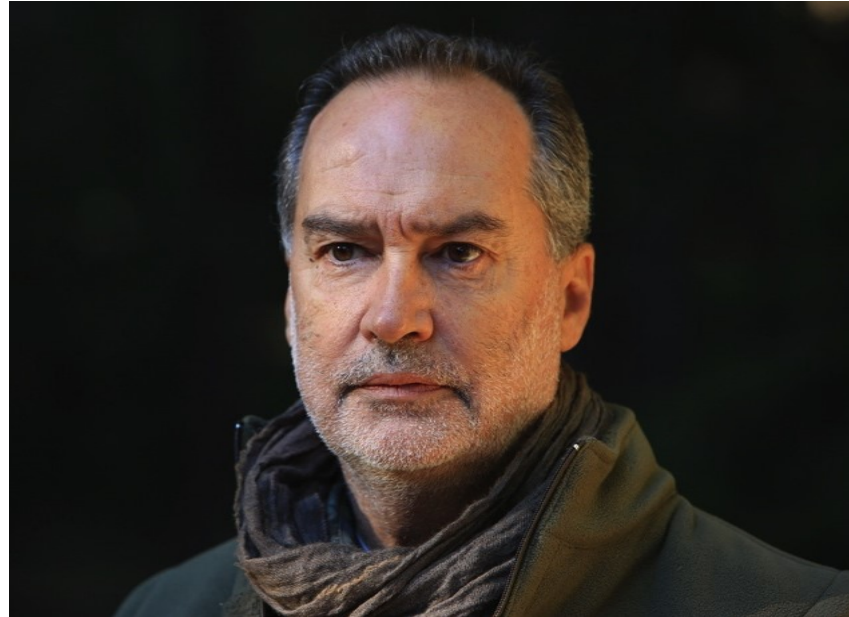




40 years  
of positive  
change on  
a global  
scale

SINCE 1981



**Nikos Petrou**

Vice-President

Foundation for Environmental Education

Blue Flag 35th Anniversary in Portugal





**40 years**  
**of positive**  
**change on**  
**a global**  
**scale**

SINCE 1981

*I am so disappointed that I have not been able to join you for your important Blue Flag 35 ceremony due to health reasons, but I am very pleased that FEE's Vice President, Nikos Petrou is with you today. He will share with you our vision and aims through our GAIA20:30 strategy, but I wanted to pass on my sincere thanks to our member in Portugal, ABAE, for all the wonderful work you do in delivering the FEE programmes. I want to thank all of you for your commitment to the Blue Flag programme and your wider work, to protecting our precious environment.*

*I urge you to continue with this commitment and join with us to tackle the critical environmental challenges facing our world and secure the sustainability of our planet, for our children and future generations.*

*I wish you an enjoyable and successful day.*

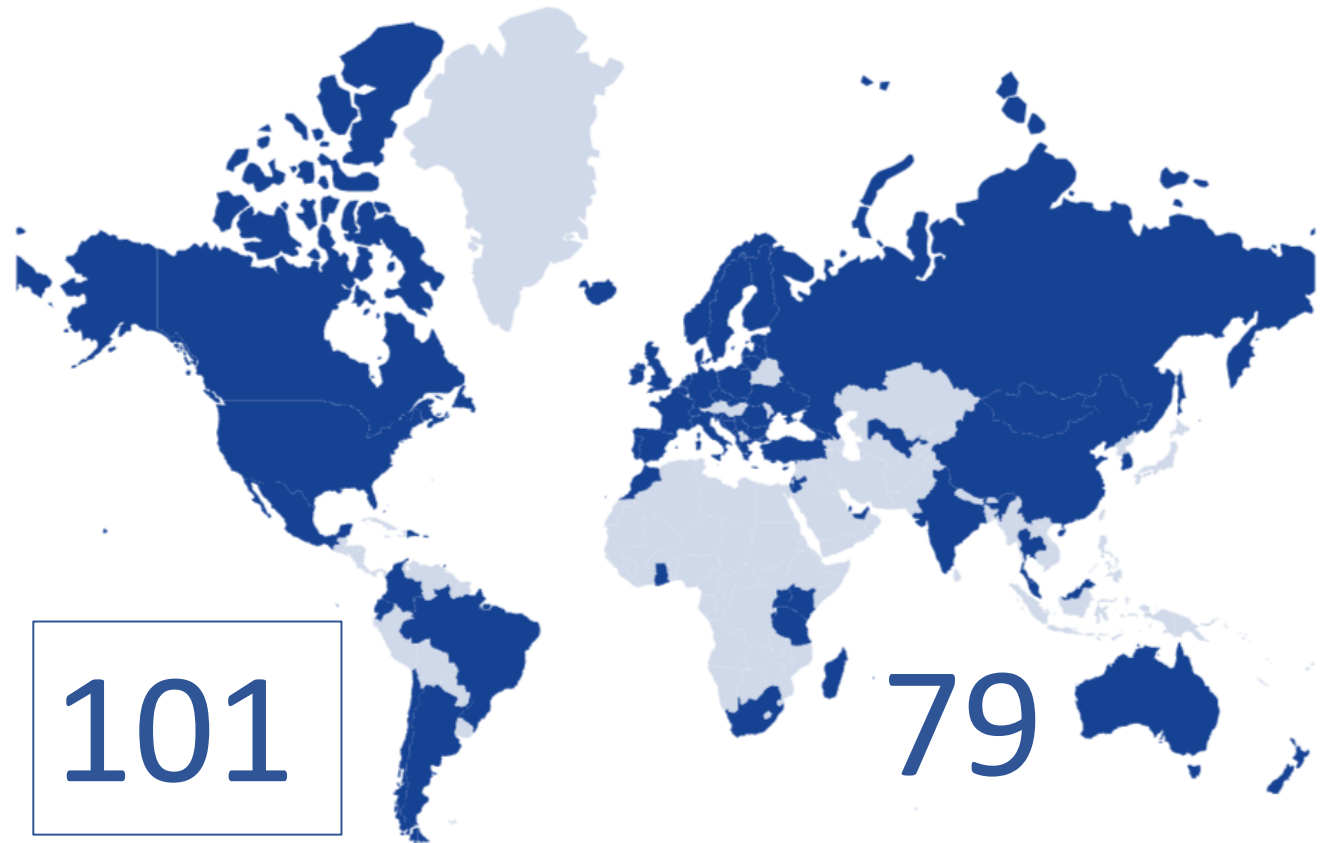


# FEE's Global Network

The world's **largest** environmental education organisation overseeing a **global network** of one or more member organisations in each member country



2018 General Assembly in Riga, Latvia





40 years  
of positive  
change on  
a global  
scale

SINCE 1981

- Focused on **hands-on, action-based, positive** global impact
- Promoting **sustainable development** through global environmental education
- Five **environmental education** programmes and one groundbreaking carbon compensation initiative





Established

# 1981

40 years later = largest environmental organisation in the world

Active in over

# 100 countries

across 6 continents  
& every time zone



Education programmes  
engage over

# 20 million

young people p/a



Litter Less Campaign  
engaged over

# 3M students

since its launch in 10 years



The Global Forest  
Fund carbon  
compensation  
initiative has  
supported over

# 120

youth-led  
projects



# 4,500

Blue Flag sites

hosting 20k activities p/a.  
Over 8M people interact  
with the Blue Flag brand  
every year



# 3,200

Green Keys

awarded to hospitality  
establishments around  
the world





**FEE**

Together, we can  
change the world





## FEE's Strategy 2020-2030

Working together with our global network of members and partners, we will address the most pressing challenges facing our planet today: **climate change**, **biodiversity loss** and **environmental pollution**.

### Overarching Goals:



**EMPOWER  
CLIMATE  
ACTION**



**PROTECT  
GLOBAL  
BIODIVERSITY**



**REDUCE  
ENVIRONMENTAL  
POLLUTION**

# EMPOWER CLIMATE ACTION

- **Educate and raise awareness** of climate change, causes, consequences, and science
- **Develop positive actions** to implement solutions to mitigate, reduce, reverse, or facilitate adaptation.



Reduce travel, better work tools	Use rigorous carbon emission assessment tools	Staff and member training on carbon monitoring
Strengthen the global dialogue on climate change	Enhance climate change knowledge at Blue Flag sites	Engage site entities in local climate issues and actions
Support recovery after extreme events	Strengthen risk preparedness understanding	Strengthen risk preparedness actions
Blue Flag criteria to support climate neutrality	Sites - energy efficiency, renewable energy sources	Reduced natural resource consumption, chemical use

## PROTECT GLOBAL BIODIVERSITY

- **Educate and raise awareness** of the importance of biodiversity, its rapid decline, and consequences to people and ecosystem services
- **Positive actions** to maintain natural populations and increase them over time



**Preserve Existing and create New Forests / Natural Areas**

**Promote Sustainable Management of the Coastal Zone**

**Combat Pollinator and Insect Loss**

**Raise Awareness Of and Support Actions to Remove Invasive Alien Species**



Green Infrastructure (GI) solutions and models

Criteria on planting or replanting native trees, protecting indigenous species, prohibit illegal trade, use of wildlife.

Make linkages between forested/natural areas and human, wildlife, and ecosystem health

Blue Flag sites to protect, restore marine, terrestrial coastal resources

Ensure sustainable use in criteria, educational activities

Criteria to protect pollinators, create pollinator gardens

Educational activities with users, local communities

Criteria on removing alien invasives

Guidance on invasives and indigenous species

“Rewilding”



## REDUCE ENVIRONMENTAL POLLUTION

- **Educate and raise awareness** on different visible, invisible pollutants
- **Specific local actions** to address, mitigate, or eliminate them



Reduce Litter and Waste

Promote Responsible Production and Consumption

Increase Knowledge and Take Action to Reduce Invisible Pollutants

Promote the Circular Economy Model



At Blue Flag sites, increase awareness & action for resource recovery, waste minimization, litter prevention

Address single use plastics

New criteria on sustainable production, consumption

Knowledge and engagement at Blue Flag sites

Guidance and criteria on visible, invisible pollutants

Increase knowledge about circular economy

Criteria on CE solutions

Train site managers to advocate for CE

Address single use plastics



**A minimal carbon footprint for FEE**

**Climate literate citizens taking action**

**Resilient and knowledgeable communities**

**Many achieving net zero CO<sub>2</sub> emissions**



**Healthy ecosystems with flourishing native flora and fauna**

**Thriving and balanced coastal zones**

**Robust and growing pollinator populations**

**Improved global Green Infrastructure**





**People doing more and better with less**

**Restorative and regenerative economies**

**Cleaner land, air and water resources**

**Responsible actions and sustainable lifestyles**



● BEACHES ● MARINAS ● BOATS



Blue Flag idea  
developed  
in France

BF introduced in  
Europe with EU  
support

BF goes  
international

First Blue Flag  
awarded boating  
operators

Over 4800  
awarded sites



1985

1987

2001

2016

2021



## Achievements in Clean Waters

- Implementation of the EU Bathing Water Directive with effective criteria in the EU Member States (4045 awarded beaches) and beyond
- Strict auditing and action plan for potential industrial, waste-water or sewage-related discharges within Blue Flag municipalities



## Achievements in Clean Waters

- **Blue Flag in Asia**
- **India:** Integrated Beach Pollution Control Facilities on designated beaches in India. All Blue Flag sites developed following a Zero Waste and Zero Pollution concept.





## Achievements in Restoration of Coastal Areas

- **Blue Flag in Europe**
- **Denmark:** Stone reef by Blue Flag beach for better biodiversity and education

The educational stone reef is established by the Blue Flag Beach “Fluepapiret” and is built of 800 m<sup>3</sup> granite stones. In 2017 information boards and a snorkeling trail with underwater boards were established at the reef. The reef stimulates the biodiversity and tells the story of the nature restoration projects



## Achievements of regeneration of ecosystems

- **Blue Flag in North America**
- **Canada: Piping Plover Recovery Program**

The Piping Plover recovery program is an exemplary project, showing how a community can come together to protect and bring back a highly endangered species. In 1986, the Great Lakes population had reached an all-time low of 16 +/- nesting pairs, but due to the recovery program, in 2017, 76 nesting pairs were identified.





- First Blue Flag awarded in **1987**,
- ABAE joined the Foundation for Environmental Education in **1990**,

In **2021**:



- **372** beaches, **16** marinas and **11** Tourism Boats awarded the Blue Flag,
- **1,617** Eco-Schools certified, **393,600** students enrolled, **95,300** teachers,
- **75** schools involved in the YRE programme, **2,550** students directly involved, **255** teachers, **55,500** indirectly involved students,
- **144** Green Key certified establishments





## Best practice towards Clean Waters

- River Ribeira do Espírito Santo, leading to one of Portugal's most **iconic** seashore attractions
- Threatened by **increasing pollution**, bad water quality, flash floods
- Affecting local fauna/flora communities, beach **ecosystems and biodiversity**, tidal and immediate marine life as well as **visitor's experience**
- Rehabilitation program included **tree planting** using native species and **natural engineering techniques**, litter collection activities (volunteer help)
- Creation of 1km-long **greenway** to connect visitors to ecosystem
- <https://podio.com/feeinternationalorg/4-blue-flag/apps/best-practices/items/292>





- **Best practice towards the restoration of coastal areas**
- Educational establishments at Municipality of Vagos
- Active field work where groups of students either **replant marram grass** or rip out ice plants
- Followed by **awareness session on dune systems, biodiversity and invasive plant species**
- <https://podio.com/feeinternationalorg/4-blue-flag/apps/best-practices/items/264>



## Best practice towards the regeneration of ecosystems



- Praia da Vitória's bay, with three rare **wetlands**, rich in geology and **biodiversity**
- Supporting **wildlife in urban context** with easy access
- **Restoration, revitalization, management** of network of wetlands
- Providing sheltered areas and **conservation** for migratory birds
- Installation of environmental interpretation center
- Increased socio-economic sustainability
- Demonstration of **possible synergy** in the co-existence of highly humanized areas and ecosystems
- <https://podio.com/feeinternationalorg/4-blue-flag/apps/best-practices/items/289>







Thank you

Nikos Petrou  
Vice-President of FEE

[www.fee.global](http://www.fee.global)  
[www.blueflag.global](http://www.blueflag.global)

Together, we can  
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