



Together,
we can change the world



Foundation
for
Environmental
Education

ACTION PLAN 2021-2023



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“There is a pressing need to prioritise the Foundation for Environmental Education’s finite resources to focus on the three key environmental issues facing our planet today: Climate Change, Biodiversity Loss and Environmental Pollution - which are intrinsically linked with one another and to the future of our planet. With 40 years of impactful experience in the fields of Education for Sustainable Development and sustainable management, and the established wide-reaching global network of member organisations managing and disseminating our programmes around the world, it is clear to us that the Foundation for Environmental Education has an important role to play in addressing these most critical environmental challenges of our time.

This strategic plan is the result of a long and thorough process involving many different stakeholders, particularly our own members, that examined and identified the aspects of Climate Change, Biodiversity Loss and Environmental Pollution where we can create the most positive impact through our existing programmes and network. Though ambitious, the GAIA 20:30 strategy is our recognition that we are facing real environmental challenges that will require urgency, passion and commitment to solve. This is our pledge and plan for action, and we will be measured against it in the years to come.”



Lesley Jones
President,
Board of Directors



Daniel Schaffer
Chief Executive Officer

GAIA 20:30

Our Pledge for the Planet

*We will address the three burning environmental problems that face us today – **climate change, biodiversity loss, and environmental pollution.***

We will promote understanding of their causes and their devastating environmental, social, and economic impacts. Working with our members, we will educate and empower our audiences to take actions and implement solutions to mitigate effects, locally, nationally, and globally.

Passionate about Progress

In GAIA 20:30, the Foundation for Environmental Education has developed a clear plan to tackle our planet's key environmental issues. We will work as one with our member organisations in every country and connect across every barrier to deliver on our commitment.



GAIA 20:30



Rolling, two-year action plans are in place for each programme. Developing GAIA 20:30 was achieved through a systematic and democratic process that allows us the greatest chance for success and flexibility. All the key goals will be addressed and implemented over the 10-year timeframe using a monitoring and evaluation framework.

EDUCATION - ACTION 1

Identify and/or develop, gather and disseminate educational materials and resources about climate change, biodiversity and pollution for members, NOs and other audiences both within and outside the FEE network.

Overarching Goals: Cross cutting, Biodiversity, Climate Change and Pollution.

Subgoals: Cross cutting all subgoals.

Types of Action: Development.

FEE will search both inside and outside the FEE network to gather and aggregate high-quality educational materials about the three strategic themes. FEE will also develop educational materials related to the three themes that can be used specifically in the context of its programmes. Online training through FEE Academy will build members' capacity to understand and use these educational materials in their work. Through increased public outreach, FEE will work to increase the public's scientific literacy and understanding of Climate Change, Biodiversity Loss and Pollution.

How will FEE and its programmes deliver? Examples of planned actions.

Use existing educational materials gathered from within from the FEE network and from external bodies (institutional partners and others) to develop FEE Academy courses about climate change, biodiversity and key pollution topics.

Aggregate and/or create engaging educational materials for the public, for FEE and members to use as outreach/ PR tools:

- focus on scientific accuracy and on how FEE's work promotes direct climate action.
- focus on the connection between biodiversity and human health, ecosystem services and on how FEE works to promote the protection of global biodiversity.
- focus on the connection between pollution and human health and lesser-known pollution issues.

Arrange a webinar for FEE members to present FEE Academy courses and educational outreach materials and how to use the materials in their work to maximise impact.

Host public webinars connected to International Days related to the strategic themes.

- climate change topics featuring engaging experts in the field (focus on solution-based approach).
- biodiversity topics featuring engaging experts in the field (example: Tiny Forest webinar with rep. from IVN).
- pollution topics featuring engaging experts in the field.

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Examples through the programmes, ...

Blue Flag will prepare the review to add/strengthen criteria regarding education/training of site stakeholders and their guests regarding the protection of natural habitats.

Eco-Schools will collect case studies and examples to show the links between Climate Change and the Energy, Water, Transportation, and Health and Wellbeing themes, to be shared on the Eco-Schools website, in newsletters and through social media.

The Global Forest Fund will ensure that educational materials developed by LEAF and Eco-Schools for its projects include segments on deforestation and the illegal trade of wood, forest products and animals.

Green Key will provide information and training for NOs and establishments on the use of single-use plastic in connection with and after the COVID-19 crisis. It will also use its criteria to combat Biodiversity Loss through purchasing policies, garden planning, etc.

LEAF will develop an annual campaign about waste, especially plastic pollution, and advocate for positive changes through solution-based actions at all levels, with focus on the impact on biodiversity and how students can help reverse loss through their actions and knowledge.

YRE will introduce lesson plans to schools focused on the impact of climate change on humans, wildlife and the health of ecosystems using the YRE methodology. Educational resources will be designed to serve all three school-based FEE programmes.

Expected Outcomes

At least one FEE Academy course about each of the thematic areas developed and disseminated to the members.

At least 30% of members participating in a training webinar about educational materials and FEE Academy course. Increased knowledge about the three thematic areas amongst members and NOs, and at least 20-30% of FEE members using these educational tools in their own work.

Host at least 1 webinar about each of the thematic areas each year, and record it and upload to streaming platforms (ex: Youtube).

Measurements/KPIs

FEE Academy course and educational materials developed/collected/shared,

Number of members using the materials in their work,

Number of members participating in the webinar,

Qualitative feedback from members,

General number of participants in FEE webinars and other educational campaigns through social media.

ADVOCACY - ACTION 2

Gather stories and best practices from members and promote them to FEE's global audiences.

Scale-up communication efforts and strengthen FEE's role in the global dialogue about the strategic focal areas.

Overarching Goals: Cross cutting, Biodiversity, Climate Change and Pollution.

Subgoals: Cross cutting all subgoals.

Types of Action: Development; Campaigns; Positioning.

FEE will continue to develop its global representation and leadership and strengthen its role in the global dialogue on the three Overarching themes. Through the programmes' strengthened or added criteria, FEE will continue to offer cutting-edge award and school-based programmes and projects. Through the FEE Academy, online training will be available to share the knowledge and best practices with all FEE Members and local stakeholders. Global campaigns will complement this action and engage a wider audience beyond the FEE network to scale-up the work being done by the programmes.

How will FEE and its programmes deliver? Examples of planned actions.

FEE will organise communication campaigns around relevant International Days and/or create and promote FEE awareness days/action days.

FEE will organise a working group of communications officers from across the FEE network to brainstorm new ideas to drive the messages and actions developed in this strategy.

FEE will develop a platform where members can share stories and best practices and find new ways to increase the FEE network's participation.

FEE will share stories from members to a wide audience and identify ways to amplify the message (e.g., best practice winners featured in local news, on institutional partner websites, etc.).

FEE will strengthen the outreach of its existing media channels.

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Examples through the programmes, ...

Blue Flag will promote positive practices from the tourism sector supporting the preservation of Biodiversity by using the biodiversity theme for the 2021 best practice competition. All the best practices collected will be promoted through the Blue Flag and FEE media channels and publications.

Eco-Schools will collect case studies and examples from schools to show the links between Climate Change, Energy, Water, Transportation, Health and Wellbeing themes. The results of these will be shared on the Eco-Schools and FEE media channels and publications.

The Global Forest Fund will approach businesses aiming to become carbon neutral and establish partnerships to help businesses compensate for carbon emissions with tree-planting and environmental education.

Green Key will organise a best practice competition focusing on human health and share these best practices on Green Key and FEE's media channels and publications.

To increase exposure of the programme, LEAF will increase collaboration with external partners, e.g., FAO, UNESCO, ENO, IUCN, NAAEE, to advance material development and for participation in stakeholder forums.

YRE will continue to provide opportunities for students to attend climate conferences, continue to push students to share their work with their peers and communities, and share the best stories produced by YRE students and alumni through YRE's and FEE's media channels and publications, as well as through external channels.

Expected Outcomes

15-25 percent increase in exposure of FEE and the FEE's network's local stories and best practices to a global audience through social media and campaigns.

Measurements/KPIs

Number of members submitting stories and best practices,
Number of stories shared by members,
Number of public engagements with FEE on social media through campaigns/competitions (measured with social media reach, website metrics, etc.),
Number of campaigns organised through FEE around International Days/action days,
Adaptation and duplication of best practices within and outside the FEE network,
Outreach of FEE media channels – list serve of newsletters, social media followers, website analytics, etc.

ADVOCACY - ACTION 3

Produce and disseminate an advocacy guide to help members lobby for action at the local and national levels and use FEE's established brand and position to give credibility to members' advocacy efforts.

Overarching Goals: Cross cutting, Biodiversity, Climate Change and Pollution.

Subgoals: Cross cutting all subgoals.

Types of Action: Development; Positioning.

Advocacy is an important tool for effecting positive change at many levels. FEE will develop an advocacy guide to support its members' work with their own national and local governments and institutions to implement actions that drive progress towards FEE's three key strategic goals. The advocacy guide will also illustrate how these national and local bodies can use the FEE programmes and methodologies to achieve their own environmental goals. Additionally, FEE will use its position as an established and reputable global organisation to lend credibility to our members' advocacy efforts.

How will FEE and its programmes deliver? Examples of planned actions.

Consult with advocacy experts (both internal and external to the FEE network) who have experience in this field and use their knowledge/resources to develop an advocacy guide.

Include in the advocacy guide: how to approach and influence decision-makers, key messaging points, FEE's work related to the topic(s), how to influence governments to comply with Nationally Determined Contributions (NDCs) and how FEE can contribute to achieving the NDCs and similar targets under UNCBD and SDGs (particularly 4.7)

Encourage members to adapt the advocacy guide to local/national contexts and available resources.

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Examples through the programmes, ...

Blue Flag will train NOs and site managers on advocacy techniques and strategies to promote the circular economic model to local, regional, and national governments as well as producers and consumers.

Eco-Schools will develop a course for advocacy on Project Based Learning and the seven steps methodology as an ESD best practice for advancing the FEE programmes on national levels.

The Global Forest Fund will encourage members to use educational materials developed by LEAF and Eco-Schools about climate change effects and mitigation to promote action through tree-planting activities to local and national bodies.

Green Key will collect best practice examples in the Green Key media and toolbox regarding responsible production and consumption from establishments, their guests, as well as external sources.

LEAF will increase the promotion of carbon neutral activities, e.g. outdoor learning, 'green walks', tree planting and other regenerative activities, with attempts for maximum dissemination to local communities and a focus on developing countries.

YRE will emphasize reporting about waste and pollution issues, the dangers of invisible and plastic pollution, and the benefits of responsible consumption to promote awareness on the subject; countries will be invited to introduce youth to the topic and organise school/local media campaigns on improvements of litter and waste behaviour.

Expected Outcomes

Increased involvement of members in local and national advocacy efforts on the related goals and sub goals.

30% of members exposed the advocacy guide.

30% of members have increased their awareness of the NDCs and how FEE and the members can impact the NDCs.

Measurements/KPIs

Advocacy guide developed and disseminated,
Number of members exposed to the advocacy guide,
Member feedback,
Number of members using the guide to build their advocacy capacity,
Number of stories about advocacy actions.

PROJECTS - ACTION 4

Pursue funding opportunities and partnerships for developing new projects about biodiversity and pollution to be implemented by FEE members, aimed at reducing environmental pollution, reversing biodiversity loss, educating about pollution and biodiversity topics and engaging young people with nature.

Overarching Goals: Biodiversity and Pollution.

Subgoals: B1. Preserve Existing and Create New Forests/Natural Areas; B2. Promote Sustainable Management of the Coastal Zone; B3. Combat Pollinator and Insect Loss; B4. Raise Awareness of and Support Actions to Remove Invasive Alien Species; P1. Reduce Litter and Waste; P2. Promote Responsible Production and Consumption; P3. Increase Knowledge and Take Action to Reduce Invisible Pollutants; P4. Promote the Circular Economy Model.

Types of Action: Project.

FEE will continue to seek out new partnerships with businesses and corporations to fund high-impact projects related to biodiversity and pollution. These mutually beneficial partnerships will allow FEE to scale-up its work in these critical areas, while also helping businesses and corporations reach their own internal sustainability and CSR goals. FEE will reach out to potential partners to show how the established FEE programmes and methodologies are powerful tools for delivering effective environmental projects on a large global scale.

How will FEE and its programmes deliver? Examples of planned actions.

Biodiversity

Identify businesses, organisations, institutions, etc. that are supporting biodiversity and nature-based projects and work to establish partnerships with them.

Use these relationships to actively pursue funding opportunities for projects promoting nature and biodiversity around the world.

Connect these efforts and projects with Tiny Forests and increase support for FEE members participating in the EU LIFE programme.

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Pollution

Identify businesses, organisations, institutions, etc. that are supporting pollution education and reduction projects and work to establish partnerships with them.

Use these relationships to actively pursue funding opportunities for projects related to reducing environmental pollution and educating about pollution topics.

Examples through the programmes, ...

Blue Flag will develop a project to fund public campaigns on waste and pollution, especially single-use plastics, and promote actions that site users can take to reduce them.

Eco-Schools will actively seek funding to support capacity building of the network and pilot projects to develop and disseminate materials.

Green Key will add/strengthen criteria encouraging Green Infrastructure (GI) solutions for establishments and their guests and raise resources for promotion of Green Key facilities

LEAF will develop educational materials on deforestation, its causes and impact, and alternative nature-based solutions, along with educational campaigns using schools as hubs for dissemination.

YRE will recruit and train Environmental Ambassadors (ages 18-24) to conduct campaigns at the local, regional, national and global levels.

Expected Outcomes

Established contact with at least 10 relevant organisations potentially able to fund projects in the three thematic areas.

Submit at least 1-2 project proposals per thematic area.

Measurements/KPIs

Number of proposals submitted,
Number of funded projects,
Number of sites participating in projects,
Impact and magnitude of funded projects.

PROJECTS - ACTION 5

Increase promotion of existing pollution-related projects and showcase FEE's extensive experience working with pollution reduction and education.

Overarching Goals: Pollution.

Subgoals: P1. Reduce Litter and Waste.

Types of Action: Positioning; Development.

FEE will use its demonstrated successes with corporate-backed projects to attract more interest in working with FEE to boost global Environmental Education and Education for Sustainable Development. FEE will increase the promotion of its pollution-related projects to show how FEE and its programmes can effectively deliver high-impact projects related to this hot-button issue that is of particular interest to many potential funders.

How will FEE and its programmes deliver? Examples of planned actions.

Increase overall promotion of the existing projects and incorporate them in all relevant FEE communications efforts and campaigns (International days, Annual Reports, presentations, etc.).

Pursue ways to promote the projects on other high-level platforms (UN agency websites, international media agencies, etc.).

Investigate and evaluate how the projects are being publicised by funders and how to create more meaningful promotion through funders.

Publish stories and articles about FEE's successful corporate partnerships.

Publicise examples of how every programme engages with pollution topics, even beyond the projects (e.g. Blue Flag beach cleans and criteria, FEE Environmental Policy, etc.).

Investigate how to aggregate data from across the programmes and network to illustrate FEE's overall impact (e.g. total kg of litter picked per year), and publicise these statistics.

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Examples through the programmes, ...

Blue Flag will update and advertise the Blue Flag Criteria and Clean-up manual that was created in partnership with Corona.

Eco-Schools will strengthen Education for Advancing Circular Economy through development and dissemination of educational materials through the E-SPACE project, a FEE Academy Course and webinars.

The Global Forest Fund will call for proposals that tackle pollution issues and increase the resilience of forest habitats.

Green Key will establish a webinar for NOs and establishments on information/training on good waste/litter management solutions, linkages between local and global waste issues/solutions and linkages between waste/pollution and humans/wildlife.

LEAF will aggregate a set of educational materials about the impact of pollutants on natural ecosystems and the role of ecosystems in combatting pollution.

YRE will increase the outreach of the Litter Less Campaign and stories of its positive impact to attract new funding, and will promote the use of materials developed through the Litter Less Campaign and its project components to member countries that have not been included in the project.

Expected Outcomes

Increased promotion and exposure of funded projects at all stages of the project life cycle (connected with international days)

At least one published story on FEE platforms about established funded projects per month

Continued and new funded projects.

Data collection embedded in each pollution project (when possible).

FEE positioned as a leading organisation working with corporate partners on pollution education and behaviour change.

Measurements/KPIs

Outreach and exposure metrics (social media analytics, website visitor data, etc.),

Functional system in place for aggregating impact data,

Number of members, sites, etc. participating in data collection,

Number of times funders promote the projects and how the partners are using the stories from projects,

Number of times FEE is approached by potential funders for new pollution-related projects.

PARTNERSHIPS - ACTION 6

Bring FEE's methodologies and positive programme influence to new audiences through collaboration and partnerships with institutional and grass-roots organisations/movements. (e.g., youth/sports/conservation/education/tourism).

Overarching Goals: Cross cutting, Biodiversity, Climate Change and Pollution.

Subgoals: Cross cutting all subgoals.

Types of Action: Development; Campaign; Positioning; Project.

FEE will actively seek out new partnerships with other organisations, networks and institutions that interact with the public, with a particular focus on youth engagement. Through these partnerships, FEE will reach new audiences, scale-up the positive impact of its programmes and increase global public awareness of the three critical environmental issues. At the same time, the partnerships will be beneficial to other parties looking to increase their own contributions to Environmental Education and Education for Sustainable Development using the established FEE methodologies and network.

How will FEE and its programmes deliver? Examples of planned actions.

Form mutually beneficial relationships with institutional and grass-roots organisations/movements, where FEE helps the organisation be more environmentally friendly and promote FEE strategic messaging to their wide audiences. The organisations could also fund projects through FEE as part of their own internal environmental policies/goals.

Using these established relationships, identify ambassadors for FEE to promote key messages about our work and the need for environmental action.

Connect with youth organisations and use the partnerships to promote environmentally responsible youth behaviour.

Collaborate on resource sharing, including educational materials and global campaigns.

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Examples through the programmes, ...

Blue Flag will participate in the EU Beach Clean Up actions (UN worldwide Campaign) and invite as many countries as possible to participate. It will develop actions to be implemented at Blue Flag sites and by site visitors that drive positive behaviour change.

Eco-Schools will encourage FEE EcoCampus engagement with RCE, UN Universities and SDG Academy and create better connections between Eco-Campuses and their surrounding communities.

The Global Forest Fund will be promoted by FEE member organisations on the national level.

Green Key will establish cooperation agreements with hospitality schools on environmental awareness and action. This will also support the FEE EcoCampus programme.

LEAF will pursue strengthening research related to nature connectedness among LEAF programme participants. The survey tools made available by NAAEE will be disseminated and promoted for use by National Operators (NOs).

YRE will maintain and develop collaborations with potential partners such as youth networks and organisations, the Scouts, Young Climate Leaders, etc., on initiatives, conferences and projects, as well as the exchange of knowledge and resources. YRE will establish new educational partners in the non-formal education sector to increase the number of young people participating in the programme.

Expected Outcomes

Increased number of youth (1-2) and other entities (at least 2) collaborating with FEE and benefiting from the

FEE programmes and activities allowing the FEE members new grounds for impact.

Measurements/KPIs

Number of agreements with targeted organisations,

Number of events/joint funding proposals/organised projects with targeted organisations,

Number of potential FEE ambassadors contacted.

PARTNERSHIPS - ACTION 7

Continue building and strengthening relationships with relevant institutional partners who can help FEE scale-up action and education in the strategic areas.

Continue to strengthen FEE's role in the development and implementation of UNFCCC/ UNESCO Action for Climate Empowerment (ACE) and strengthen FEE's involvement with youth organisations participating in ACE and ESD.

Identify institutional partners and other organisations connected to the tourism industry (UNWTO, GSTC, EAA, etc.) and strengthen/develop relationships to ensure that FEE has a voice in relevant forums that connect tourism and climate change.

Use these forums to present FEE's programmes and our members' interests to influential players in the tourism industry and identify outcomes/lessons from these forums that can be beneficial to FEE and members.

Overarching Goals: Cross cutting, Biodiversity, Climate Change and Pollution.

Subgoals: Cross cutting all subgoals.

Types of Action: Positioning.

FEE will actively work to establish new relationships with high-level institutional partners working in all areas related to the three overarching themes of the FEE strategy. FEE will strengthen its existing institutional partnerships to increase engagement in high-impact activities related to the three strategic themes and leverage these existing partnerships to explore new opportunities for cooperation.

How will FEE and its programmes deliver? Examples of planned actions.

Strengthen relationships and working collaborations with UNFCCC, UNESCO, UNEP, UNWTO, IUCN, etc.

Seek new relationships and develop MOUs with other high-level institutional partners (UNICEF, UNDP, DESA, WHO, etc.).

Seek new relationships and develop MoUs with other high-level institutional partners working to promote nature and biodiversity (CIFOR, IUCN, IPBES, etc.).

Seek new partnerships and develop MoUs with other high-level institutional partners working on pollution issues (Climate & Clean Air Coalition, national environment agencies, OCE, etc.).

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Strengthen existing/seek new partnerships with top institutions and organisations working with tourism and the environment.

Participate in and contribute to relevant conferences and meetings with these institutions (taking travel policy into account).

Develop an internal process for discussion and decision making related to forum outcomes – determine if the outcomes have value that could be applied to FEE.

Examples through the programmes, ...

Blue Flag will ensure appropriate and successful cooperation with other Blue Flag partners/ Members of the International Jury, such as UN organisations, universities, interest organisations, experts, tour operators, etc.

Eco-Schools will develop a curricular framework to present what learning in the priority areas looks like and seek collaboration with institutes that could contribute and benefit from such a framework.

The Global Forest Fund will explore partnerships with institutions to finance tree-planting and education projects with a climate-change education component.

Green Key will continue its ongoing participation in the UNWTO Working Group on creating guidelines and providing support to the hospitality industry to work with SDGs. It will continue to seek new partnerships with Hotel Chains and other relevant partners.

Green Key will collect best practice examples in the Green Key media and toolbox, highlighting establishments using a high percentage of renewable energy or having achieved/working towards carbon neutrality.

LEAF will participate in stakeholder discussions on the importance of forests in combatting climate change, and how LEAF's educational approach and activities can contribute to this. It will seek collaboration with institutions that could contribute and benefit from such a framework.

YRE will continue to provide the opportunity for students to attend climate conferences, for example, the Virtual Conference for Youth (Earth Action Hub) as a pre-COP event will be organised to increase knowledge and awareness.

YRE will increase collaboration with partners and experts to increase programme quality and impact - experts for webinars, conferences, educations etc.

Expected Outcomes

Over the first two years, create new MoUs with 1-2 new institutional partners (for example: UNICEF, UNDP, WHO) and, organise/participate in at least one project per thematic area externally funded in partnership with at least one institutional partner (existing or new) increasing the FEE impact in new areas.

Measurements/KPIs

Continued beneficial relationships with existing institutional partners and renewed MoUs, Number of new MoUs with institutional partners, Number of practical collaborations/projects with these institutions, Amount of funds raised for the projects from these partners or with their support, Number of forums that FEE participates in and results including number of programme developments influenced by outcomes of forums.

SUPPORT - ACTION 8

Adapt the FEE financial strategy to make contingency funds available to members and NOs who are impacted by natural disasters caused by climate change, to ensure continuity of the FEE membership and programmes in affected areas.

Develop additional strategies to support members and sites affected by disasters.

Pursue funding opportunities and partnerships for developing projects focused on climate change resiliency and adaptation, to be implemented by FEE members affected by climate change.

Overarching Goals: Climate Change.

Subgoals: C3. Support Actions for Climate Resiliency.

Types of Action: Development; Campaign.

FEE will identify funding opportunities, both internal and external, to support members who are affected by natural disasters. FEE's policies will be adapted to ensure that members affected by these disasters are able to continue delivering the FEE programmes on national and local levels. FEE will also use its global reach and programme actions to draw attention to affected areas with the aim of raising awareness on the impacts of Climate Change and attracting more external support for recovery efforts. FEE's tourism programmes will add or strengthen criteria that support climate resiliency, particularly in vulnerable coastal areas.

How will FEE and its programmes deliver? Examples of planned actions.

Develop a clear set of criteria for FEE and programmes to implement a financial policy helping members affected by climate change disasters.

Look for ways to support the affected members/international sites through promotion/communications/collaborations/funding opportunities.

Identify businesses, organisations, institutions, etc. that are supporting climate change resiliency projects and work to establish partnerships with them.

Use these relationships to actively pursue funding opportunities for climate change resiliency and adaptation projects.

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Share member's best practices and experiences through the FEE network to support resiliency.

Examples through the programmes, ...

Blue Flag will add or strengthen criteria to increase support from participating enterprises for site protections and rehabilitation of community resources, such as local schools and resources that affect livelihoods.

Eco-Schools will aggregate and develop a resource library of educational materials on climate resiliency, adaptation, and disaster recovery for schools and local communities.

The Global Forest Fund will call for proposals that increase the resilience of coastal forest habitats (e.g., mangrove forests).

Green Key will develop an internal policy for Green Key International and NOs to support establishments affected by extreme climate events.

LEAF will develop and disseminate a guide and scientific presentations on climate resiliency and adaptation, healthy ecosystems and disaster recovery. This guide will be relevant to all FEE programmes.

Awareness campaigns on impacts of extreme events and foster empathy.

Expected Outcomes

Better prepared programme sites (beaches, schools, hotels and communities) to dealing with the outcomes of Climate Change.

FEE members better able to continue operating FEE programmes in the face of ever growing Climate related difficulties.

Measurements/KPIs

Updated financial policy and designated funds,
Number of times the policy and contingency fund has been implemented and long-term effectiveness in terms of continuity of membership and programmes,
Feedback from members through membership evaluation about impression of FEE support,
Number of funded projects,
Number of sites participating in projects,
Impact and magnitude of funded projects,
Number of educational materials and campaigns.

ACCOUNTABILITY - ACTION 9

Ensure that organisational policies and events organised by FEE (General Assemblies, National Operators Meetings (NOMs), Board of Directors (BoD) meetings, etc.) adhere to the FEE Environmental Policy, and encourage Member Organisations to apply the policy to their operations and other events they host.

Overarching Goals: Climate Change and cross cutting in terms of organisation of events.

Subgoals: C1. Ensure FEE's Policies and Programmes Meet Its Environmental Goals.

Types of Action: Development.

FEE is committed to “walking the talk” by holding itself to the highest possible environmental standards in terms of its own operations. Towards that end, FEE will adhere to its internal environmental policy with criteria for energy, water, waste, travel, food and beverage, cleaning products and overall administration, and ensure that all events organised by the FEE Head Office or FEE Board of Directors will do the same. FEE will also distribute the policy to the FEE network and encourage them to use it as a guide to make their own conduct and events as sustainable as possible.

In order to reduce the significant carbon emissions associated with many forms of travel, FEE will identify ways to optimise virtual meetings and minimise travel to physical meetings. While in-person meetings will continue to play an important role in the FEE network, FEE will also build its own capacity and that of its members to host effective virtual meetings without sacrificing the quality and positive impact of the work. FEE will also distribute its environmental policy to its members to use as a tool for reducing their own carbon emissions and overall environmental impact.

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How will FEE and its programmes deliver? Examples of planned actions.

Finalise the FEE Environmental Policy and disseminate it to members.

Ensure compliance with the environmental policy in all FEE events.

Event agreements with members will include relevant aspects of the FEE environmental policy.

More environmentally friendly events that are in line with FEE's values and goals.

Implement the Environmental policy as part of the FEE Head Office daily operations.

Encourage personnel to adopt the principles of the FEE policy in their personal lifestyles.

Develop, disseminate and implement a travel policy aimed at reducing CO2 emissions/environmental impact while acknowledging the importance and value of physical meetings to FEE and our members.

Encourage members that do not have an existing internal environmental policy to adopt the FEE environmental policy in all aspects of their operations to help them take action to reduce their organisations' overall carbon footprint and environmental impact.

Continue to investigate, develop and implement options for virtual meetings and build the capacity of our members to use virtual meeting platforms.

Develop a plan, to be approved by the BoD, regarding the ideal ratio between virtual and physical meetings.

FEE HO will revisit the mentor visit guidelines to incorporate environmental impact factors.

Disseminate the travel policy to members and encourage them to follow it. Include carbon footprint/environmental management criteria in membership evaluations.

Ensure that FEE IT solutions allow for advanced virtual interactions.

Create and fund a Zoom account (up to 500 people) for low-GDP members so that they have a platform to host their own large-scale meetings, webinars, etc.

Share resources and best practices from FEE and others about how to most effectively use virtual meeting platforms (possibly using FEE Academy).

Examples through the programmes, ...

Blue Flag will organise thematic virtual meetings between Blue Flag International and National Operators (“Virtual NOMs”) in 2021 (and 2022 if no physical meeting that year).

Blue Flag will identify opportunities for Blue Flag International control visits to be conducted by regional auditors when possible, depending on availability and the needs of the control visits. Blue Flag International will work on enlarging its network of volunteer Blue Flag controllers to include more regions.

Eco-Schools will disseminate available tools and techniques for assessing emissions as part of Green Flag Assessments.

Eco-Schools will organise virtual NOMs every second year, as well as more online meetings for National Operators.

The Global Forest Fund will implement carbon-reducing initiatives in FEE Head Office operations, in order to make the Head Office carbon neutral by 2030.

The Global Forest Fund will encourage carbon offset for any travel related to both FEE and non-FEE activities by the members.

Green Key will ensure that all Green Key International audits are done by local third-party auditors.

Green Key will assess Green Key International’s travels to determine which travels are essential and cannot be replaced by virtual representation and which travels can be replaced by virtual representation.

LEAF will develop a LEAF Award online assessment for international schools, or in conjunction with other FEE visits.

LEAF will organise virtual LEAF meetings, as well as online learning opportunities throughout academic years.

YRE will provide educational information and training on carbon emission monitoring and reporting.

YRE will organise online webinars and debates with youth on carbon emission topic for National Operators, teachers and students.

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Expected Outcomes

80% of events organised by the FEE HO will adhere to the environmental policy.

50% of FEE events organised by members adhere to the environmental policy.

15% of FEE members adopt the FEE environmental policy in organising their own FEE related or non-FEE events (or adhere to a similar internal policy).

Measurements/KPIs

Number of FEE events that are confirmed, through an annual report, to comply with the FEE environmental policy,

Number of members that use the environmental policy to organise their own events,

Amount of travel (number of trips, total km),

Amount of CO2 emissions reported,

Number of members implementing a travel policy,

Amount of travel/CO2 emissions reduction,

Number of members using training tools,

Number of members using virtual meeting platforms,

Qualitative feedback from members.

ACCOUNTABILITY - ACTION 11

Ensure that all of FEE's suppliers and providers adhere to the principles of responsible production, and that FEE itself engages in responsible consumption.

Overarching Goals: Cross cutting, Biodiversity, Climate Change and Pollution.

Subgoals: P2. Promote Responsible Production and Consumption.

Types of Action: Development; Positioning.

Related to its internal environmental policy, FEE will take steps to ensure that it chooses to work with suppliers and providers that align with FEE's own standards of responsible production and consumption whenever possible. FEE will seek out suppliers and providers that have an active internal environmental policy in place, and select suppliers and providers based on the thoroughness and rigor of these policies. Additionally, FEE will take every possible step to reduce consumption associated with its operations by pledging to repair, refurbish, repurpose or reuse supplies rather than purchase new products whenever possible, and to and properly recycle all waste.

How will FEE and its programmes deliver? Examples of planned actions.

As part of the FEE environmental policy, establish guidelines for choosing suppliers and providers based on responsible production criteria and ensure that FEE complies with these guidelines.

Share the policy with FEE members and encourage them to use it in their own operations.

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Examples through the programmes, ...

Blue Flag will continue to source sustainably produced flags for the network, while also offering other PR products linked to Blue Flag where Co2 is compensated. Quality flags are offered at the same price to the whole network and according to the rules defined in the call for tender.

Eco-Schools will strengthen the Eco-Schools Green Flag Assessment to include an Increased Circularity Assessment by impacting procurement policies, materials flow, etc.

The Global Forest Fund will ensure that educational materials developed by LEAF and Eco-Schools include the issues of responsible consumption, agroforestry and circular economy of forest products and services.

Green Key will collect best practice examples in the Green Key media and toolbox regarding responsible production and consumption from establishments, their guests and external sources.

Through lesson plans and the introduction of procurement criteria through the LEAF Award, LEAF will encourage sustainable school procurement and practices, such as composting at school and at home and raising awareness on sustainable labels (e.g. FSC, Fairtrade, etc.) on school products

YRE will emphasise reporting on the benefits of responsible production and consumption and the dangers of over-consumption, the need for reduction in food waste and alternative reuses, sustainable procurement practices, responsible management and use of natural resources and the linkages between responsible production and consumption and healthy choices and healthy lifestyles.

Expected Outcomes

Increase FEE's impact on other organisations it does business within terms of values and environmental behaviour.

Less waste and pollution associated with FEE operations.

At least 15% of members adapting the policy to their own operations.

Measurements/KPIs

Policy is established and being followed,
Number of suppliers/providers that meet responsible production criteria,
Number of members using policy.



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FEE Board of Directors

(left to right)

Amine Ahlafi - Vice President
Lesley Jones - President
Lourdes Díaz Colón - responsible for Blue Flag
Sasha Karajovic - responsible for YRE
José Hendriksen - responsible for Green Key
Nikos Petrou - responsible for LEAF
Laura Hickey - responsible for Eco-Schools
Ian Humphreys - Treasurer

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