

# The Big Jump

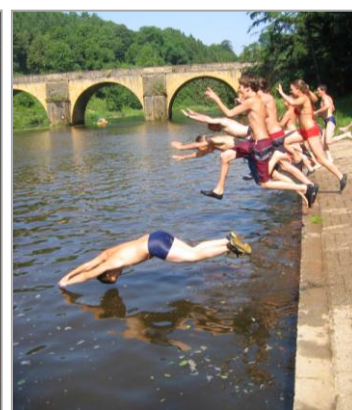
Target group: General public

Type: Experiential/Awareness-raising

Duration: 1 hour

Country: Belgium-Wallonia

- **METHOD:** *The Big Jump is a unique moment to learn about the main pressures on the water environment, such as hydro morphological alterations and pollution. It aims at reconciliation between people and their rivers and gains public support for the European restoration effort for rivers and wetlands – a huge project expressed in the Water Framework Directive of the European Community. This activity motivates people to swim in their local rivers on the same day, in the same hour, in all the European rivers. The organisers invite citizens to join a simultaneous jump in the river or lake, explaining the current status of the water body and the restoration objectives for 2015, 2021 or 2027.*



- **MATERIAL:** *Updated status information of the water body, Big Jump promotion tee-shirts or flags. Microphones or amplifiers will help to explain the background and safety instructions. Camera.*
- **POTENTIAL PARTNERS:** *Water sport clubs (rowing, swimming), tourist office, youth clubs.*
- **COMMUNICATION:** *The activity is announced on a common website, posters, flyers are available to inform the local community. Passers-by are also invited to join.*
- **TIPS:** *Take out one-day insurance and have the list of participants names according to previous online registration.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

# Water Days

Target group: General public

Type: Experiential/Awareness-raising

Duration: 2 hours

Country: Belgium-Wallonia

- **METHOD:** Contact the operator of the nearest waste water treatment plant, and organise with him/her a guided tour with a special focus on the water coming in and its consequences on the river water quality if not treated. It is important for the public to see what is usually hidden (sewage collectors, outfalls to the river, sewage sludge). Learning that pollution not only comes from chemicals or industry is a very important step for people to be aware of water use at home (reducing the quantity of cleaners and detergents, choosing a labelled one that is biodegradable, thinking of dry toilets facilities as a true solution).



- **MATERIAL:** If no lab in the plant, take two or three transparent plastic containers so that the operator can collect and show the water coming in, the water in treatment, and the clean water that flows to the river at the end. Camera.
- **POTENTIAL PARTNERS:** Owner of the plant, operator.
- **COMMUNICATION:** The activity might be posted at the tourist office, in the town hall, on a common website if it is organised as a water day throughout the area/land.
- **TIPS:** The public should not be in direct contact with the water as it is not safe.
- Remember to take a picture and post it on the Blue Flag Facebook page!

# Environmental Education Festival

Target group: Children, teachers and parents

Type: Experiential/Awareness-raising

Duration: 1 day

Country: Bulgaria

- *Challenging the talent of students we organize an outdoor festival together with their teachers and parents, to interpret a certain topic dedicated to biodiversity and nature protection. Children express their ideas with no limit by painting, singing, dancing or acting and soon the festivals turns into an open-air classroom with lessons for young and older students about nature and its conservation. This kind of experiential environmental awareness-raising accomplishes even better results than any theoretical biology lesson.*



- **MATERIAL:** First of all – talent and students, teachers and parents dedication, camera.
- **POTENTIAL PARTNERS:** Municipalities, nature parks managers.
- **COMMUNICATION:** Local media, schools.
- **TIPS:** Getting the local authorities on board helps to get all permissions needed to perform informal environmental education.
- Remember to take a picture and post it on the Blue Flag Facebook page!



# Sea Wheels

Target group: Wheelchair users

Type: Action-oriented

Duration: Half day

Country: Israel

EVENTS

- **METHOD:** Explanations about special pathways and special wheelchairs that can take disabled people into the water are given. This activity is done with and under the guidance of lifeguards, including riding the waves on various search and rescue vehicles.



- **MATERIAL:** Special marine wheelchairs. Lifeguard equipment and life jackets, cameras.
- **POTENTIAL PARTNERS:** Center for disabled people rights, voluntary association, national sports for disabled people association.
- **COMMUNICATION:** Local radio and newspapers, the beach director's website, the beach director's Facebook events page
- **TIPS:** This activity takes place in the middle of the summer holiday when the beach is full of locals that can participate and help disabled people.
- Remember to take a picture and post it on the Blue Flag Facebook page!

# Europeans' Green Holiday

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Target group: Adults and children

Type: Awareness-raising

Duration: 5 days

Country: Lithuania

- **METHOD:** The project takes place in open spaces where many locals and visitors spend time (e. g. town square). The environmental theme of the event changes every year. The project consists of different activities for children, adults and families, such as games, presentations, creative workshops, contests, theatre plays and evening concerts. For example in 2012 the topic was “renewable energy sources”. The visitors could test the electrical bicycle, create small wind mills, sun cooker or see the presentation about environmentally friendly sea transportation.



Photo by EU Commission, Lithuania, 2012

- **MATERIAL:** Stands for presentations, equipment for creative workshops, promotion materials, and stage for concerts, cameras.
- **POTENTIAL PARTNERS:** Municipality, national EU Commission, EY information centre, foreign ministry, marine museum.
- **COMMUNICATION:** The activity might be promoted via local media, tourist offices, environmental education centres, and municipality website.
- **TIPS:** Invite local environmental education and conservation NGOs to participate and present their work.
- Remember to take a picture and post it on the Blue Flag Facebook page!

# Turtle Release

Target group: Students and beach users

Type: Experiential/Awareness-raising

Duration: 2 hours

Country: Malta

EVENTS

- **METHOD:** *Turtles that were rescued and fully recovered after a rehabilitation treatment at the San Lucjan centre are released back on the beach at a special public event. This activity raises awareness among the beach users about how litter produced by humans harms the marine animals and can have negative effects on the biodiversity. In addition, environmental games are played and information about turtle protection shared. The highlight of the event is then the turtle release which usually excites all the viewers. The Eco-Schools and the Young Reporters for the Environment participants are also invited which builds a positive link between different programmes of the Foundation for Environmental Education.*



- **MATERIAL:** *Environmental education materials, examples of a usage of recyclable waste, cameras.*
- **POTENTIAL PARTNERS:** *Local environment agency, marine armed forces, schools, local councils .*
- **COMMUNICATION:** *Invitation to all media and schools.*
- **TIPS:** *The participants on the beach must be organised in a way that keeps the turtles safe.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*



# Water Quality Sampling Demonstration

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Target group: Secondary school students

Type: Experiential/Enquiry

Duration: 1 hours

Country: Montenegro

- **METHOD:** The activity involves secondary school students from coastal municipalities and includes field trips to selected Blue Flag beaches, demonstration of the sampling and data collection for the bathing water quality and demonstration of preparing beach profiles. All students have a chance to participate in the demonstration and fill in the survey sheets with beach profile data. The goal is to inform and educate the young generation about the modern ways of bathing water analysis and the importance of the coastal zone protection.



- **MATERIAL:** Survey sheets with beach profile data, posters, brochures, sampling equipment, cameras.
- **POTENTIAL PARTNERS:** Water sampling laboratory, public healthcare institute, schools.
- **COMMUNICATION:** The activity might be promoted via local media and websites, school information boards, invitation emails.
- **TIPS:** Invite also the Young Reporters for Environment programme participants.
- Remember to take a picture and post it on the Blue Flag Facebook page!

# Art Attack: Festival of Flight

Target group: Children

Type: Experiential/Awareness-raising

Duration: 1 day

Country: Northern Ireland

EVENTS

- **METHOD:** Children were invited to look at live moths and butterflies caught in the sand dunes of the beach and create their own art masterpiece of the specimens to educate beach users about local biodiversity. In the morning children and beach users were offered the chance to catch butterflies using butterfly nets and the art attack ran throughout the afternoon (peak time) on Murlough Beach with volunteers from Butterfly Conservation Northern Ireland and the National Trust supervising and assisting with the activities. Children were allowed to handle the moths and butterflies and took their artwork home with them.



- **MATERIAL:** Gazebos, tables, painting paper, paint; arts and crafts materials, butterfly nets and wire mesh cages to store live butterflies and moth, cameras.
- **POTENTIAL PARTNERS:** Local authority, local conservation charity, national butterfly/moth organisation.
- **COMMUNICATION:** Event advertised on Beach Facebook page, printed leaflet on notice board, local newspapers and website
- **TIPS:** Allow children to catch and touch moths.
- Remember to take a picture and post it on the Blue Flag Facebook page!



# Blue Flag Day

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Target group: Beach users

Type: Awareness-raising

Duration: 1day (7 hours)

Country: Scotland

- **METHOD:** Sessions of activities for children on a Blue Flag beach were organised on an hourly basis. Between them visitors to the marquee were asked to complete a questionnaire about the Blue Flag and the management of the beach, and children were asked to complete an activity sheet (a crossword, a word search, colouring in a nature picture). The most popular activity was the memory game. This involved a group of children sitting down on the ground around a Blue Flag. Natural and manmade items were taken from a bag and discussed, a little bit of an explanation was given about each item, for example the impact that an item of litter might have on marine life, or an interesting fact about the animal that lived in a certain shell. A maximum of 15 items were looked at. These were then covered up with a second flag. Children were asked to remember as many items as they could. Children were then asked if they could find similar items on the beach and bring them back to the marquee.



- **MATERIAL:** A marquee, folding table, chairs, first aid kit, umbrellas, leaflets, questionnaire, clean litter, litter pickers, gloves, bags, activity sheets, pencils, paper, stickers for participants, cameras.
- **POTENTIAL PARTNERS:** Beach managers, local rangers.
- **COMMUNICATION:** Beach notice boards and local press.
- **TIPS:** Children of a younger age liked to shout out what they remembered in a group approach. Older children liked to write down their answers and compete against each other.
- Remember to take a picture and post it on the Blue Flag Facebook page!

# Boat Exhibition & Environmental Day

Target group: General public

Type: Action-oriented

Duration: 4 hours

Country: Slovenia

EVENTS

- **METHOD:** This event supports collaboration between FEE's Blue Flag, Eco-Schools and Young Reporter for the Environment programmes. On the Environmental Day of the International Boat Exhibition the national Blue Flag operator organises the awarding ceremony. As a parallel event, the local Eco-Schools present their work and make an eco-survey among exhibition visitors. They also contribute to a cultural programme for the Blue Flag awards. A guided tour of the exhibition for children is also organised.



- **MATERIAL:** Environmental posters, waste material arts, eco-tattoos, promotional tee-shirts, refreshments, camera.
- **POTENTIAL PARTNERS:** Eco-Schools and Young reporters for the Environment coordinators and participants.
- **COMMUNICATION:** Local media, website, invitation emails, social media.
- **TIPS:** This event requires a good deal of planning and preparation. It is usually held on a Saturday to attract more people.
- Remember to take a picture and post it on the Blue Flag Facebook page!

# Blue Flag Discovery Race

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Target group: Staff of Municipality

Type: Experiential

Duration: 1 day

Country: South Africa

- **METHOD:** In this race the Blue Flag staff from different beaches in the municipality will learn more about the criteria and related environmental issues by participating in a fun discovery race (informal training). It is also a great teambuilding exercise to get them ready for the season. The participants are divided into teams, including lifeguards and law enforcement, and compete against each other. Different activities are offered on each of the Blue Flag beaches and the team that finishes first receives a clue for the next beach. The race starts at a beach where 8 pieces of a wooden puzzle pieces (8 letters of the word BLUE FLAG) have to be dug up and a sea water sample test must be conducted correctly. Other beach activities include a beach clean-up, quiz about different shark spotting flags, a presentation on marine life and a range of life saving activities.



- **MATERIAL:** Each team wears different coloured bandanas, camera.
- **POTENTIAL PARTNERS:** Local conservation alliance, environmental education organisations, municipality.
- **COMMUNICATION:** This is communicated to staff well before the time.
- **TIPS:** A prize for the winning team is recommended, especially if it involves something out of the ordinary (such as a climbing up the Table Mountain in Cape Town). A Blue Flag Marina might be also included in the race.
- Remember to take a picture and post it on the Blue Flag Facebook page!



# Secrets of the Coast Management

Target group: School children

Type: Experiential / Awareness-raising

Duration: 3 hours

Country: Spain

EVENTS

- **METHOD:** The activity is based on role playing. Children represent different stakeholders of the coast management: general population, fishermen, municipality workers, and politicians. They are divided into groups and each of them represents the interests of a different stakeholder. Together they create a puzzle which gives a picture of the coast and the activities developed around it. Good and bad practices are also highlighted and discussed.



- **MATERIAL:** A poster in puzzle format, camera
- **POTENTIAL PARTNERS:** Local schools and the environmental education centre.
- **COMMUNICATION:** Schools and youth clubs can be invited via email.
- **TIPS:** This activity can take place outdoors as well as indoors.
- Remember to take a picture and post it on the Blue Flag Facebook page!

# Plant for the Planet

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Target group: Children and hotel staff

Type: Action-oriented

Duration: 1 hour

Country: Tunisia

- **METHOD:** A children's entertainer invites 'little guests' to participate in a tree planting session at a hotel garden. The hotel staff and members of the "hotel green team" also participate. The holes for trees must be prepared in advance and photographs for later promotion be taken throughout the activity. This activity links the Blue Flag programme with another of FEE's programmes – Green Key.



- **MATERIAL:** Tee-shirts for participants, and posters. .
- **POTENTIAL PARTNERS:** Environmental educators, tourist offices, and local NGOs.
- **COMMUNICATION:** The activity might be promoted on the hotel environment information board and website, the Blue Flag information board and in the local media.
- **TIPS:** To place more emphasis on this activity on a local and regional level it is important to promote it outside the hotel.

# Paintings for World Environmental Day

Target group: School children

Type: Awareness-raising

Duration: 1 month

Country: Turkey

EVENTS

- **METHOD:** A painting contest for school children is organised by the municipality and announced via the distribution of posters to local schools and public places. The paintings on an environmental topic are evaluated by a jury and an awards ceremony held on a public beach on World Environmental Day (5<sup>th</sup> of June).



- **MATERIAL:** Posters, prizes for winners, cameras.
- **POTENTIAL PARTNERS:** Schools, environmental education centres, and artists.
- **COMMUNICATION:** The activity might be promoted via the municipality's website, local media, at schools, and via posters put in public places.
- **TIPS:** After the awards ceremony the paintings could be exhibited in the town hall or municipality offices.
- Remember to take a picture and post it on the Blue Flag Facebook page!



# Reef Festival

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Target group: Local community and tourists

Type: Awareness-raising

Duration: 1 day

Country: US Virgin Islands

- **METHOD:** Reef Festival celebrates the coral reef and empowers the local community to protect them. Several activities take place. Participants demonstrate what they know about the reef via a Reef Rap contest, show off their sculpturing skills and sand knowledge in a Sand Sculpture competition, learn about how to kayak, paddle board, snorkel appropriately around coral reefs, take a reef or coastal tour guided by local naturalists, and engage in family-friendly educational games, etc. The local businesses, agencies, and individuals are invited to support the festival by donating funds, equipment, education, or food.



- **MATERIAL:** Equipment for exhibitors, presenters, entertainment, donated gifts for contests, cameras.
- **POTENTIAL PARTNERS:** Environmental educators, local environmental agencies, schools, recreational businesses focusing on water activities.
- **COMMUNICATION:** Media donations, trade, sponsorship advertising, live simulcast (simultaneous broadcast) with local radio station. Email blasts to all environmental agencies, tourism related businesses, and schools.
- **TIPS:** Partner with local green venue (or beach) for event location.
- Remember to take a picture and post it on the Blue Flag Facebook page!

# Mobile Information Unit

Target group: General public

Type: Awareness-raising

Duration: 1 day

Country: Wales

EVENTS

- **METHOD:** *The Coastal Education Unit is an initiative by Pembrokeshire County Council. It is a mobile trailer that visits beaches throughout the county during the bathing season; it is also used at events. The trailer has information regarding many aspects of the coast and activities which are carried out along its shores. There is a solar powered DVD player running a film which showcases the biodiversity in the area, and many leaflets from maps to codes of conduct. The unit is also manned by volunteers from other partners such as The Pembrokeshire Coastal National Park who are able to give additional information and engage the public with more success rather than just a static display would. Beach ashtrays and dog poop bags are also available from the unit.*



- **MATERIAL:** *Leaflets, beach ashtrays and DVD, camera.*
- **POTENTIAL PARTNERS:** *Environmental educators, either voluntary or hired.*
- **COMMUNICATION:** *The unit can be requested for events and a timetable is available from Pembrokeshire County Council.*
- **TIPS:** *The unit is designed to be both manned and unmanned. It also has a footfall counter to measure visitor numbers.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*