



BLUE FLAG

2011 EDITION

ENVIRONMENTAL EDUCATION ACTIVITIES BOOK

**FOUNDATION FOR
ENVIRONMENTAL EDUCATION**



The Blue Flag is a programme from the Foundation for Environmental Education

The Blue Flag Programme is sponsored internationally by:



Corona Extra
<http://www.coronasavethebeach.org>



Beach-Tech
<http://www.beach-tech.com>



Shipmate
<http://www.shipmate.nl>

Foundation for Environmental Education (FEE) is an international organisation that has been promoting environmental education for sustainable development since 1981. FEE is an umbrella organisation with member organisations in around 60 countries around the world. (www.fee-international.org)

FEE is active in environmental education mainly through five programmes:

- Blue Flag (www.blueflag.org)
- Eco-Schools (www.eco-schools.org)
- Young Reporters for the Environment (www.youngreporters.org)
- Learning about Forests (www.leaf-international.org)
- Green Key (www.green-key.org)

Through formal school education, training of staff, and awareness raising, FEE's programmes involve people of all ages and nationalities.

WELCOME TO THE FIRST BLUE FLAG ENVIRONMENTAL EDUCATION ACTIVITY GUIDE

Why this brochure?

This brochure has been created for two main purposes: to help beach and marina managers to organise environmental education activities which fit with their goals and capacities; and to share good ideas throughout the Blue Flag network.

What kind of Environmental Education?

Environmental Education offers a broad framework that encompasses a number of different ideas and approaches to learning in, for or about the environment, in pursuit of sustainable development. The purpose of this guide is not to debate the different definitions, but to encourage a shared acceptance of the diversity of learning approaches. This introduction, therefore, offers a brief description of environmental education approaches and offers a simple classification to help users to navigate their way through the different activities and worksheets.

One way of understanding environmental education is to see it as education that engages learners with nature, encourages them to ask questions about the environment, and engage with environmental change. This means that environmental education is not just concerned with spreading messages about the environment, but it also provides opportunities to enhance learner understandings, question environmental problems and take action for environmental change in pursuit of a sustainable development.

Therefore, the classification we offer is tentative and open to change.

- Information-seeking or enquiry:

Learners are encouraged to ask questions about the environment and gather information or materials. This might be through surveys, counting, collecting, or measuring different parts of the beach, for example.

- Awareness-raising:

Awareness-raising is an educational activity focused on raising a learner's awareness about environmental problems, in the HOPE that they will do something as a response. An example might be an information campaign.

- Action-oriented:

Action-oriented learning is an approach based on environmental change and improvement. The learners take action on a particular environmental problem and try out one or more solutions with the aim of achieving a better environment for all. A typical example is a litter pick.

- Contact with nature / experiential / exploratory

Experiential approaches to environmental education are often based outside, in the particular environment in question, and seek to inspire learners to care for the environment by encouraging contact with nature and exploration, usually around a particular theme, such as 'the sea shore'.

How is this brochure organised?

As you will see, the different categories overlap and are not mutually-exclusive, hence a learning sequence might actually address all four types of environmental education activity in pursuit of a sustainable development.

The same tagging system is used throughout the document, each activity answering the same questions: target group, theme, method, communication, tips, etc.

The activity sheets are organised by theme: *Biodiversity, Marine World, Marina, Special Events, and Waste*. It must be noted that although a specific "Marina" category has been included, the activities under other categories may easily be adapted for a marina.

Where to find this brochure?

You can download this brochure (fully or by theme) on the Blue Flag international website:
www.blueflag.org

Voluntary cleaning

Target group: Adults and children

Type: Action oriented

Duration: from Half a day

Country: Spain

- **METHOD:** *The municipality of Puerto de la Cruz offers the opportunity to collaborate in a cleaning day by manual means around the beaches of the area. Together with the personnel from the municipal cleaning service adults and children may help on the cleaning of natural areas where cleaning machines do not have access. Volunteers are equipped with bags, rakes, caps and water to fight summer heat. People become more aware of the importance of manual cleaning, the work daily done by the cleaning service and the origin of waste which sometimes comes from inland or the sea, not just from beachgoers.*



- **MATERIAL:** *Bags, rakes, caps and water*
- **POTENTIAL PARTNERS:** *Personnel from the cleaning services and adult associations.*
- **COMMUNICATION:** *The activity may be posted at the beach boards, local newspapers and by any other means.*
- **TIPS:** *For a higher participation it is always better to organise it on a bank day or at weekend.*

Young Beach Savers

Target group: University students

Type: Information seeking

Duration: from Half a day

Country: Turkey

BEACH

METHOD:

- *Youngsters are educated about The Blue Flag beach cleanliness criteria and beach cleanliness level evaluation method*
- *Questionnaires are prepared to check the awareness level of public about beach cleanliness*
- *Kiosk and stands (where needed in long beaches) are prepared for information*
- *After preparations are made, opening ceremony is held to announce projects is starting*
- *During 2 weeks of project, every Friday, Saturday, Sunday, Monday and Wednesday, once in the morning and once in the afternoon beach cleanliness level is evaluated*
- *In every project day, questionnaires are filled in by the public on the beach*
- *In every project day, information is given to public via kiosk and stands*
- *Photos showing dirtiness on the beach are taken during workdays*
- *Before closing ceremony, all data collected and recorded on computer*
- *project result report and a press release is prepared*
- *press document and pictures are shown to media during closing ceremony*



- **MATERIAL:** Full board accommodation for project team of 8 university students, kiosk for environmental information, booklets and brochures, water and cold drinks for project team during for very hot days of summer, opening and closing ceremony needs (sound system, computer and stand etc.)
- **POTENTIAL PARTNERS:** Local municipality, local environment association, local university clubs
- **COMMUNICATION:** Announced in local media and could be repeated in each season, in different public beaches
- **TIPS:** Local volunteers are encouraged to participate

Night at the beach

Target group: Adults (men and women)

Type: Exploratory

Duration: A couple of hours

Country: Denmark

BEACH

• **METHOD:** The participants meet at the local interpretation centre at around 10 pm when the stars can be seen in the sky. The outdoor counsellor will explain the stars, their mythology etc. while everybody is enjoying a hot beverage. From the interpretation centre the group goes to the beach where the outdoor counsellor explains how to navigate at sea by the stars. The excursion ends at the interpretation centre.

- **MATERIAL:** A member of the interpretation centre staff, transportable telescope, hot beverages and cups.
- **POTENTIAL PARTNERS:** None.
- **COMMUNICATION:** Advertisement in the local newspaper. The activity is announced in the municipality website. Printed programmes are placed in camping grounds, local tourist offices, hotels, summer house rental spots, on the local library.
- **TIPS:** When advertising, remember to specify that the arrangement will be cancelled in case of bad weather. Also state that warm clothes might be necessary.

Community Beach Litter Picking Event

Target group: All members of the public

Type: Action Oriented

Duration: A couple of hours

Country: England

BEACH

- **METHOD:** *The aim of the initiative was to encourage members of the local community to get actively involved in the cleaning of their local beaches and educate on the dangers of litter drops to the general public as on the surrounding wildlife.*

The 'Community Beach Litter Pick' takes place every year to promote a sense of pride, ownership and responsibility. Previous experience shows that if a group take responsibility for a particular section of beach then the overall standard of cleanliness increases for a long period of time, which in turn enhances the area in which people work and play.

After the 'Litter Pick' has finished a report is put together by the Marine Conservation Society, highlighting areas where litter has either increased/decreased over the year, as well as the type of litter found. The report is then used by the Local Authority to plan to next 'Community Beach Litter Pick' campaign targeting specific areas.

The Community Litter Pick has been taking place for the last 18 years.

- **MATERIAL:** *Gloves and bags.*
- **POTENTIAL PARTNERS:** *Local Authority and Marine Conservation Society.*
- **COMMUNICATION:** *Information can be found at the Tourist Information Centre, in the local press and at council offices.*
- **TIPS:** *Provide volunteers with hand gel.*

Campaigns

Target group: Adults

Type: Awareness Raising

Duration:

Country: Greece

BEACH

- **METHOD:** As beach management aligned to the Blue Flag criteria is a crucial factor to be taken into consideration for the Blue Flag award, this cannot be maintained at a high standard without the help of the beach visitors. So, inventive ways should be used for spreading the message that the Blue Flag Criteria aiming at the protection of the environment should be respected. Any Eco-Code version would meet this need and could be addressed to the visitors of the beach, with the hope that the expected results will be really fruitful.

So attractive, handy items that might serve as fans (pictures 1, 2) or ash trays (picture 3) might be good instruments serving our goal.



Picture 1



Picture 2



Picture 3

- **MATERIAL:** Carbon paper, paints.
- **POTENTIAL PARTNERS:** Printing Office can produce the items for free or with a discount.
- **COMMUNICATION:** Give the items to the visitors of the beach.
- **TIPS:** Remember to use coloured pictures to make the items as attractive as possible.

Sculpture making on the sand

Target group: Youngsters and adults

Type: Action oriented

Duration: 5 hours

Country: Greece

METHOD: The sea has always been a precious life-giving source for people, insuring food for them and constituting a connecting route between peoples and cultures. Moreover, it has always been a “radiating” source of relaxation and inspiration.

Youngsters are invited for a one day project on a sandy beach, where they are split into groups with a secretary/spokesperson in each, and investigate the beneficial impact the sea has always had, over the ages, to the people living by it. Youngsters list these benefits and spot the differences the sea has brought to those peoples’ lives and character. Bring pictures, drawings, articles, historical references, and any other source providing relevant information on your theme and help the youngsters realize in depth the role the sea has played over the ages to people living by the sea.

During the “discussion in a circle” that will follow the group work, the secretary/spokesperson of each group will put forward his/her group’s viewpoints.

Afterwards, the participants will experience the relaxation the sea offers by “playing” with the sand. They will be invited to participate in a “sand sculpture” Competition in which the three best sculptures will be awarded a prize



- **MATERIAL:** Sand, tools if wanted
- **POTENTIAL PARTNERS:** Sculptors
- **COMMUNICATION:** Advertise on the information board, to schools, environmental clubs, the public.
- **TIPS:** Remember to invite Art teachers as members of the Jury. This will add prestige to the activity and the Competition.

Environmental information port

Target group: Adults

Type: Awareness Raising

Duration: Half day to whole day

Country: Spain

BEACH

• **METHOD:** Every summer the municipality of Ametlla de Mar organises an environmental information service at one of its Blue Flag beaches. Two people offer environmental information on local natural areas, natural paths, protected species, and environmental puzzles for children and also some gastronomy information based on recipes with local marine species. They also offer beach ashtrays and the opportunity to ask anything related to the environment or to communicate citizen's concerns to the municipality.

(People working there are always women over 30 years old with difficulties to access to labour market. They are previously trained by the local vocational training school on environmental issues and communication so this way they improve their training for other future jobs.)



- **MATERIAL:** A tent, plastic table and chairs; beach ashtrays, leaflets for adults and puzzles for children.
- **POTENTIAL PARTNERS:** Vocational training schools, department of environment from the town hall.
- **COMMUNICATION:** Their presence at the beach is the most effective communication tool.

The first version of this brochure has been produced by a Blue Flag working group composed of Blue Flag National Operators, Environmental Education experts and the International Blue Flag Coordination.

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