

BLUE FLAG PROGRAMME
ENVIRONMENTAL EDUCATION ACTIVITIES
HANDBOOK 2013



BLUE FLAG

Blue Flag is a voluntary eco-label awarded to 3850 beaches and marinas in 46 countries across Europe, South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean. The Blue Flag works towards sustainable development of beaches and marinas through strict criteria dealing with Water Quality, Environmental Education and Information, Environmental Management, and Safety and Other Services.

The Blue Flag Programme is owned and run by the non-government, non-profit organisation, Foundation for Environmental Education.

FOUNDATION FOR ENVIRONMENTAL EDUCATION

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 more than 60 countries around the world. FEE is active in environmental education mainly through five programmes: Blue Flag (www.blueflag.org), Green Key (www.green-key.org), Eco-Schools (www.eco-schools.org), Learning about Forests (www.leaf-international.org), and Young Reporters for the Environment (www.youngreporters.org).

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

For more information, please visit www.fee-international.org.

INTERNATIONAL BLUE FLAG SPONSORS



www.shipmate.nl



www.beach-tech.com

Welcome to the second edition!

THIS BOOK HAS BEEN CREATED TO...

...help beach and marina managers to organise environmental education activities that 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 understanding, question environmental problems and take action for environmental change in pursuit of 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 items on 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 to use this book

HOW IS THIS BOOK ORGANISED

The activity sheets are organised by theme:

- **Beach** page 5
- **Biodiversity** 21
- **Events** 34
- **Marina** 50
- **Marine Life** 57
- **Waste** 65

The different categories overlap and are not mutually exclusive; hence a learning sequence might actually address all four types of environmental education activities in pursuit of sustainable development. Although a specific “Marina” category has been included, the activities under the other categories may easily be adapted for marinas.

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

ACTIVITIES FOR DISABLED PEOPLE

Some activities are specifically targeted for wheelchair users. Most of the activities throughout this book can and should be adapted for disabled people.

WHERE TO FIND THIS BOOK?

Both editions of the Environmental Education Activities Handbook, 2011 and 2013 are available for free (fully or by theme) on the Blue Flag international website, in the Publications section:

www.blueflag.org

Animals Instead of Garbage!

Target group: Children 3 - 10 year old

Type: Action-oriented

Duration: 1 hour

Country: Brazil

BEACH

- **METHOD:** Children meet the Blue Flag team on the beach and play an interactive drama, which script is based on the ecosystems of the region (Atlantic forest, marsh, swamp, beach, rocky shore and sea). In this play, the trash "appears" on the beach because of human action and it is scattered around the stage. The lecturer explains the problems caused by irresponsible behaviour and garbage in nature. Children are invited to interactively remove the pictures of the trash stuck on the board and replace them by pictures of animals. The animals should be placed in the right location – in the environment where they usually live in real nature.



- **MATERIAL:** Panel with an image of the local environment, pictures of general garbage and animals from the local ecosystem to be stuck on the panel, camera.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired and teachers.
- **COMMUNICATION:** The activity might be posted on the common information board and/or environmental education centres.
- **TIPS:** The activity can also take place indoors. Registration of the participants in advance will help you to organise the school groups by number of children.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Conscious Behaviour on Beaches

Target group: Everybody

Type: Awareness-raising

Duration: Whole season

Country: Brazil

- **METHOD:** Printed materials promote conscious behaviour on the beach in an easily understandable way. They might be distributed in shops, restaurants, beach hotels, environmental education centres, lifeguard stations etc.



- **MATERIAL:** Stickers, posters, totems, calendars, camera.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired.
- **COMMUNICATION:** The material might be posted in several places as posters, leaflets or stickers.
- **TIPS:** The material can be used to support other environmental activities.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Beaches Without Cigarette Butts!

Target group: Beach visitors

Type: Awareness-raising

Duration: 2 - 3 hours

Country: Cyprus

BEACH

- **METHOD:** Cigarette butts are the number one polluting item on Cyprus beaches. Due to their composition, cigarette filters take a long time to disintegrate and remain in the sand or sea for up to 15 years. In this context, an information and awareness-raising campaign on all the Blue Flag beaches was launched in order to motivate smokers to participate in solving the problem instead of causing it. Therefore, a group of students properly trained and dressed looked for smokers among beach visitors, gave them leaflets explaining the problem and a specially designed beach ashtray for their personal use.



- **MATERIAL:** Posters, leaflets, ashtrays, tee-shirts. Camera.
- **PARTNERS:** Tobacco company, local tourism organisation, municipality.
- **COMMUNICATION:** Local media, press conference, touristic centers, kiosks and bars on the beach.
- **TIPS:** Ask tobacco company to be a sponsor and partner of the campaign.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Scanning the Beach for Cleanliness

Target group: School children

Type: Experiential/Action-oriented

Duration: 2 - 3 hours

Country: Cyprus

- **METHOD:** This activity was based on the connection between theoretical knowledge and experiential education. It was divided into two parts: a half-hour introduction with a power point presentation and printed materials in a conference centre close to the beach and two hours of field work which included ice-breaking games and art creations. The main outdoor activity was based on the international NALG protocol which is the scheme developed for assessing the aesthetic quality of coastal and bathing areas. Scanning the area by using ten children per group covering 150 m², about 8,000 cigarette butts were collected – a small item leading to huge pollution! At the end, a discussion about the bad habit of littering the beach took place and children promised to talk to the parents who smoke on the beach about it.



- **MATERIAL:** Educational posters and flyers about sea life and human impact on the coast, shovels, gloves, camera.
- **PARTNERS:** Environmental education centre, schools, youth clubs.
- **COMMUNICATION:** Advertised in schools, tourist offices and local media.
- **TIPS:** As a part of creative activity children can make special mini-bins for their parents or grandparents who smoke - made of photographic film or pill containers.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Fjord Safari

Target group: Families, children, adults

Type: Experiential/Awareness-raising

Duration: 2 hours

Country: Denmark

- **METHOD:** Children are invited to go hunting in the shallow waters and find water eggs, tadpoles, shrimps, small fishes etc. Participants are equipped with fishing nets and buckets so the animals can be seen at close range. The lecturer introduces different species and explains the importance of marine biodiversity.



- **MATERIAL:** Waders, barefoot or boots, towels, fishing nets, buckets and aquariums, water binoculars, cameras.
- **POTENTIAL PARTNERS:** Notice on the beach/harbour and in local stores, municipal website, local schools and youth centres, the local newspaper, the local sailing, diving and kayaking associations.
- **COMMUNICATION:** Notices on the beach/harbour and in local stores, municipal website, local schools and youth centres, the local newspaper, the local sailing, diving and kayaking associations.
- **TIPS:** Divide the participants into smaller groups (max. 10).
- Remember to take a picture and post it on the Blue Flag Facebook page!

Beach Paintings Exhibition

Target group: Children

Type: Awareness-raising

Duration: One day

Country: Greece

BEACH

- **METHOD:** Children are divided into groups, each one supervised and guided by a teacher. They are invited to express themselves with respect to the environment which needs to be protected. The theme of the paintings is open. Before the children start, there is a short informative session by their teachers, concerning the importance of clean environment and how our approach affects it. Afterwards all the paintings are installed on the beach and exhibited as long as possible, depending on the weather conditions.



- **MATERIAL:** Painting materials, cardboards, wooden sticks and things to fix the paintings, camera.
- **POTENTIAL PARTNERS:** Environmental educators, municipalities, hotel managers, teachers.
- **COMMUNICATION:** The activity might be posted at tourist offices, environmental education centres, hotels, municipalities websites, and the national operator website.
- **TIPS:** Invite the artists to choose the best painting and give it an award.
- Remember to take a picture and post it on the Blue Flag Facebook page!

“Blue Army” Voluntary Cleaning

Target group: General public

Type: Action-oriented

Duration: Continuous

Country: Iceland

- **METHOD:** The “Blue Army” is an organisation of volunteers sponsored by the Blue Lagoon spa management. It has been in the forefront of various environmental projects, especially regarding the cleaning up of the ocean and coastline. The Blue Army rids harbours and the coast of any kind of rubbish, waste material and anything that pollutes the ocean and poses a threat to the ecosystem.



- **MATERIAL:** Truck, bags, rakes, water and camera.
- **POTENTIAL PARTNERS:** Personnel from the cleaning services and adult associations.
- **COMMUNICATION:** The activity may be promoted via beach information boards, local newspapers, internet, and social media.
- **TIPS:** To attract more participants, organise the tour during bank holiday or weekend.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Guided Geothermal Walks

Target group: Locals, visitors, employees

Type: Contact with nature

Duration: 2 - 3 hours

Country: Iceland

BEACH

- **METHOD:** *The aim of the Blue Lagoon guided tour is to introduce the surrounding environment to the locals, tourists and employees. The tour combines information about history and nature along the way and physical exercise in this unique environment. The participants walk through the moss-covered lava which boiled over this area in 1226. They learn about the specific nature and local fauna, as well as old routes in the area; and explore countless caves and grottos. The tour concludes with a walk through the geothermal park in Svartsengi, leading to the Blue Lagoon, where it ends.*



- **MATERIAL:** *Outdoor equipment (good trekking shoes needed), snacks and camera.*
- **POTENTIAL PARTNERS:** *Environmental educators.*
- **COMMUNICATION:** *The activity may be posted on the beach information boards, published in local newspapers, on the internet, and social media.*
- **TIPS:** *The activity could be linked with special days, such as Earth Day.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Marram Grass Planting

Target group: Students from 14, adults

Type: Action-oriented

Duration: 3 hours

Country: Ireland

- **METHOD:** The participants learn about the importance of sand dunes at their local Blue Flag beach as a coastal habitat and a natural coastal defence; about the different flowers that can be found, and their importance to different creature food chains (butterflies etc). The damage that can be caused to dunes from human interference is then explained, areas affected by erosion shown and the process of replanting explained. The participants are instructed to dig marram grass from plentiful areas and transplant it to the areas that have been affected by erosion. The area is marked to ensure that it is not trampled and checked on an ongoing basis. This is an excellent way of learning about the flora and fauna of a local Blue Flag beach and protecting it at the same time.



- **MATERIAL:** String, signs, wooden stakes to mark the area, shovels, cameras.
- **POTENTIAL PARTNERS:** Environmental educators, secondary schools, local environmental groups, and youth groups.
- **COMMUNICATION:** The activity might be posted at tourist offices, environmental education centres, schools, and local community centres.
- **TIPS:** The head of the marram grass should be curled over thereby tricking the plant into growing stronger and faster as it believes that it is buried in sand. The planting is done in zig zag formations that decreases the effects of the wind on the newly planted area.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Amateur Lifeguards

Target group: Students aged 15 - 17

Type: Experiential/Action-oriented

Duration: 4 hours daily during the season

Country: Israel

BEACH

- **METHOD:** In order to create a future generation of lifeguards, the beach management takes volunteer students to work alongside the lifeguards, while educating them to recognise the dangers and safety procedures necessary to guard the public, wildlife and the marine environment. Through "personal voluntary projects" in high schools, the students are chosen from these projects to join the lifeguards. The lifeguards instruct and educate these volunteers in all the fields related to: search and rescue; first aid; and basic marine training.



- **MATERIAL:** Lifeguard posts, cameras.
- **POTENTIAL PARTNERS:** All the education volunteers from local high schools.
- **COMMUNICATION:** Local radio and newspapers, the beach director's website, the beach director's Facebook events page.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Recycled Art Workshop

Target group: Everybody

Type: Awareness-raising

Duration: Three hours

Country: Mexico

- **METHOD:** *The activity has two parts. The first one consists of: introduction and discussion about recycling – why it is important, how long does it take to decompose different kinds of waste, especially plastic bags and bottles. In the second one are the participants divided into smaller groups. Each group gets different waste material such as PET bottles, paper, plastic lids etc. The aim is to create a sculpture and beach users vote for the winner. The most beautiful, innovative and interesting piece of art gets a prize. The sculpture can remain on the beach for a couple of days.*



- **MATERIAL:** *Recycled material, wires, ecological glue and adhesive bands, tables, prizes, cameras.*
- **POTENTIAL PARTNERS:** *Environmental educators, either voluntary or hired. Artists as jury members. Recycling company to provide the materials.*
- **COMMUNICATION:** *The activity might be promoted via tourist offices and environmental education centres.*
- **TIPS:** *Registration is needed to organise the groups by age.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Environmental Relay Race

Target group: Children and adults

Type: Experiential

Duration: 20- 30 minutes

Country: Portugal

BEACH

- **METHOD:** The participants are invited to take part in a relay race and learn by playing about the local environment, positive and negative aspects of tourism and the Blue Flag programme. They use various objects and overcome obstacles. They are provided with cards to identify these characteristics by guessing the right answer to the questions concerning sustainable tourism. The team which collects the biggest amount of correct cards in the shortest time wins!



- **MATERIAL:** Sand bags, road signs, cards with questions, pail, squares and wooden boards, cameras.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired.
- **COMMUNICATION:** The activity might be posted at tourist offices, environmental education centres and on the information board on the beach.
- **TIPS:** Registration of participants will help to organise groups by age and number of children.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Educational Walk about the Blue Flag Criteria

Target group: School children, adults

Type: Awareness-raising

Duration: Half day

Country: Serbia

- **METHOD:** “Ada Ciganilja – Savsko jezero” is the first beach in Serbia awarded the Blue Flag. School children, their teachers, and parents, were invited to take a half day visit to the beach (any beach visitors welcomed as well) guided by a National Operator. During the first part of the walk, the Nature Trail was introduced and typical local nature and the need for environmental protection discussed. The second part consisted of an informal lecture on the criteria that the Blue Flag beach has to meet to be awarded. The guide also talked with children about how they could help to keep the beach clean.



- **MATERIAL:** The Blue Flag brochures, camera.
- **POTENTIAL PARTNERS:** Schools, beach staff, volunteers, environmental education centre, municipality.
- **COMMUNICATION:** Invitation letter for schools, information boards at schools and on the beach, local newspaper, printed programmes available at various kiosks on the beach.
- **TIPS:** Invite schools that participate in the Eco-Schools or YRE programmes.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Educators Workshop

Target group: Teachers

Type: Experiential/Awareness-raising

Duration: 4 hours minimum

Country: South Africa

BEACH

- **METHOD:** The workshop educates teachers on how to use the Blue Flag programme as an educational tool and the Blue Flag beaches as an outdoor classroom. The teachers are introduced to the coastal and marine environment, local plant and animal species, and pollution and litter issues. Practical activities and ideas that might be used in school are also discussed.



Photo by: City of Cape Town, 2012.

- **MATERIAL:** Indoor venue; educational materials, examples of animals and plants, camera.
- **POTENTIAL PARTNERS:** Environmental education and marine conservation NGOs, local municipality, schools. .
- **COMMUNICATION:** Invitation emails for schools, municipality website.
- **TIPS:** Ensure that this activity doesn't interfere with normal teaching hours.
- Remember to take a picture and post it on the Blue Flag Facebook page!

"Lenteprikkel" - Spring Feelings

Target group: Children, families

Type: Action-oriented

Duration: One week in spring

Country: The Netherlands

- **METHOD:** The purpose of this activity is to raise awareness among the public about sustainable beach cleaning. "Lenteprikkel" is organised during the holiday weekend in spring. All participants are invited to clean part of the beach. In the meanwhile a professional lecturer explains how waste appears on the beach, how it harms the environment and how it is usually cleaned. This activity highlights the consequences of human behaviour and environmental protection.



- **MATERIAL:** Tee-shirts, beach flags, wheelbarrows, containers for litter, camera
- **POTENTIAL PARTNERS:** Municipality, province, campsites, environmental education organisation.
- **COMMUNICATION:** The activity might be promoted via tourist offices, educational centres, campsite offices and local schools.
- **TIPS:** Registration might help to organise the participants into groups based on age or number of children.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Dune Restoration Programme

Target group: Service groups

Type: Action-oriented

Duration: 2 hours

Country: Canada

BIODIVERSITY

- **METHOD:** *To maintain a sustainable and healthy beach ecosystem, each year Wasaga Beach Provincial Park staff and local community groups work together to restore freshwater dunes. During the summer, shorelines of Wasaga Beach are assessed and areas deemed suitable for dune formations and beach vegetation are identified. Restoration takes place in autumn once the plants have become dormant, ensuring a higher chance of survival during transplantation. Marram Grass plugs are taken from areas of the beach where high densities of it exist and are then transplanted in the designated areas. Once planted, Marram Grass will begin to collect sand blown around its base, this in turn stimulates its growth upward and outward, making it well suited for the ever-changing dunes system to which it has adapted itself.*



- **MATERIAL:** *Shovels, buckets, and gloves. Camera.*
- **POTENTIAL PARTNERS:** *Scout and guide groups, stewardship rangers etc.*
- **COMMUNICATION:** *Call for volunteers advertised in local paper, otherwise groups are contacted individually.*
- **TIPS:** *Provide food and refreshments as a thank-you. Install signage afterwards to prevent trampling.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Junior Naturalist Programme

Target group: Young families

Type: Experiential

Duration: 45 – 60 minutes

Country: Canada

- **METHOD:** Families join park naturalists on Tuesdays during the summer months for a series of Junior Naturalist programmes that explore the unique ecosystems and inhabitants of Wasaga Beach Provincial Park (examples: Species at Risk, Dune Ecology, Invasive Species, etc.). Participants are given a Junior Naturalist Passport at the beginning of the season, in which they must record things they have learned and stick the sticker given to them by the park naturalists at each programme. Once complete, the Junior Naturalist Passport can be submitted for a prize.



- **MATERIAL:** Various props and media, depending on the specific programme being presented; passports, and stickers. Camera.
- **POTENTIAL PARTNERS:** Environmental education and conservation organisations, schools, municipality.
- **COMMUNICATION:** Programme is advertised on the park website, the partner organisations websites, local tabloid, in the activities & events brochure, and on posters distributed through town.
- **TIPS:** Participants are encouraged to dress for the weather, and children must be accompanied by an adult.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Beach Hiking Trip

Target group: Tourists & local community

Type: Exploratory/Awareness-raising

Duration: 4 – 6 hours

Country: Germany

BIODIVERSITY

- **METHOD:** Every Monday, Wednesday and Sunday hiking tours to various nature areas around the beach of Kuehlungsborn (Baltic Sea) are offered to the public. Final destinations vary and distances vary, for example to the “Bastorf” lighthouse or the “Nature meets Art” gallery. While walking, participants discover the local flora and fauna of lakes, dunes, marshlands, and the specific environment of the Baltic coast. As the trips are rather long, there is always a possibility to take breaks at nature spots or restaurants.



- **MATERIAL:** Outdoor equipment, binoculars, camera.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired.
- **COMMUNICATION:** The activity might be posted at tourist offices or environmental education centres, meeting points are also promoted locally.
- **TIPS:** In case the trip is too long for some participants a bus connection back should be available.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Turtle Nests Construction

Target group: All beach users

Type: Experiential/Awareness raising

Duration: One day

Country: Greece

- **METHOD:** *The activity should be announced at least a week in advance. The target group is quite wide - all beach users can participate, especially frequent visitors. First of all, a sea turtle specialist, preferably a specialised scientist, and a member of an environmental education or conservation NGO, explains about the sea turtle habits and typical behaviour of this endangered species to the participants. The importance of their conservation is pointed out also in printed materials (leaflets). Secondly, the beach users become an active part of the sea turtle protection initiative – by constructing the artificial turtle nests.*



- **MATERIAL:** *Leaflets, rope, canes, camera.*
- **POTENTIAL PARTNERS:** *Environmental educators, municipalities, hotel managers, teachers.*
- **COMMUNICATION:** *The activity might be posted at tourist offices, environmental education centres, hotels, municipalities websites, national operator website*
- **TIPS:** *Involve specialised scientists in informing the public and constructing the nests.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Beach Scavenger Hunt

Target group: 7-12 year olds

Type: Awareness-raising

Duration: 1 hour

Country: Ireland

BIODIVERSITY

- **METHOD:** Children are divided into teams, asked to pick a team name and draw a small square section on the beach using a stick or rock to mark out the area. Afterwards the whistle is blown and all children huddle together with the coordinator in the centre. For each clue, five minutes is given to the team to search the beach within a predefined area and place the object in the square. Throughout the game each team uses the objects found to make a sand sculpture. The coordinator allocates points to each team; extra points are given for the most impressive sand sculpture. The activity is preceded by a classroom or beach session where objects, creatures and shells are identified and their habits, composition etc. are explained to the children. The children are introduced to the Blue Flag programme and how this works to protect their local coastal area for everyone's enjoyment.



- **MATERIAL:** A list of prepared scavenger hunt clues, a whistle, a stopwatch, a book with the images of the items that we are looking for (for younger ages) and a camera.
- **POTENTIAL PARTNERS:** Primary schools, and youth groups.
- **COMMUNICATION:** Schools and environmental education centres.
- **TIPS:** It is good to prepare for the scavenger hunt beforehand by telling the children about the different creatures and giving them little anecdotes about them. This increases recognition and knowledge of the creatures by the children when they are used as clues. Keep safety in mind and survey prior to ensure the area is suitable.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Coastal Art Competition

Target group: Everybody

Type: Exploratory/Awareness-raising

Duration: Approximately 3 weeks

Country: Ireland

- **METHOD:** The activity is introduced, the theme identified (e.g. dune restoration) and prizes announced in an initial classroom session. The competition format might be written, drawing and sculpture. The lecturer introduces the Blue Flag programme and how it is instrumental in protecting local beach. After a beach clean which is a good way to observe seaweeds/molluscs/habitats, there is a creative session. The participants work together on coastal-related idea, the judging and awarding part is done by a local authority or celebrity. Afterwards the artwork is turned into beach murals, booklets or displayed in local public centres.



- **MATERIAL:** Variety of artwork mediums, camera.
- **POTENTIAL PARTNERS:** Environmental educators; local school/group; local authority; local celebrity or dignitary; public centres.
- **COMMUNICATION:** The activity might be promoted through local media; artwork may be used to display at public spaces.
- **TIPS:** Competition entrants will need time to develop artwork, so competition should have dates clearly set out. With winning artwork, use professional designers to turn it into beach posters.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Map of Environmental Miracles

Target group: Beach users

Type: Awareness-raising

Duration: Unlimited

Country: Poland

BIODIVERSITY

- **METHOD:** The maps installed close by the beach encourage the visitors to use sustainable methods of transportation (e.g. bicycles, pathways, canoes) and draw attention to special fauna, flora and activities on the beach in an easily understandable way. For example the pictogram of an eagle means that here is the largest population of white eagles in Europe. The picture of a tree refers to an old tree which is protected by law as a "natural monument". The sign of a photo camera means "photo hunting"- interesting species of plants and animal might be seen there. The map refers also to cycling (red line) and canoeing routes (blue line). The green line means a forest educational path. Three natural reservations are also shown in the map, as well as the area protected by Natura 2000.



- **MATERIAL:** Board, printed map, camera.
- **POTENTIAL PARTNERS:** Municipality, environmental education centre.
- **COMMUNICATION:** Tourist offices and guides, schools, local media.
- **TIPS:** The municipality or a private sponsor can help with printing and distribution of the maps.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Nature Trail

Target group: Everybody

Type: Exploratory/Awareness-raising

Duration: 2 or 7 days

Country: Serbia

- **METHOD:** Course modules include: Assessment and analysis of different Ecological Footprints; Preparation of modules for calculating specific ecological footprint as an introductory approach in Serbia; and Syllabus development for a training course. Project implementation begins with the preparation of different modules for the calculation and evaluation of specific ecological footprints at different levels (country, city, school, individuals) by researching existing and available models of calculating. The syllabus for a training course was developed in Serbia and successfully implemented as the pilot course under the Eco-Schools programme.



- **MATERIAL:** Environmental education materials, camera.
- **POTENTIAL PARTNERS:** Socially responsible companies, schools, local nature protectors, researchers, scientists, decision makers, civil society organisations.
- **COMMUNICATION:** Invitation email to schools, local media, and environmental education centres.
- **TIPS:** As part of the course, students can present the results of their footprint calculations to local community, and suggest different ways how to reduce it.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Windows on the Coast

Target group: Children and adult

Type: Exploratory game

Duration: Variable

Country: South Africa

- **METHOD:** *“Windows on the Coast” is a game that can be used by anyone – a child at school, a family, or municipality employees. Many smaller pictures create a big one. It could be a race or just a challenge to complete the puzzle by analysing each picture. After a face-value assessment, a participant can turn the card over to read one or several discussion topics, and herein lays the magic. One card could keep a group busy for up to an hour. In addition, there is a CD-ROM that contains more in-depth information.*



- **MATERIAL:** *“Windows on the Coast” resource includes large cards; 2 packs of smaller playing cards and a CD-ROM with additional information, camera.*
- **POTENTIAL PARTNERS:** *It can be sold and promoted by municipality, environmental education NGOs or tourist offices.*
- **COMMUNICATION:** *The activity is usually organised for a pre-selected group.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Birds on the Beach

Target group: Everybody

Type: Exploratory/Awareness-raising

Duration: 3 hours

Country: Spain

- **METHOD:** *The municipality of O Vicedo organises a visit around the coast guided by an ornithologist who gives an explanation of different species of birds living there and about the measures taken to preserve them. Afterwards the participants gather in the local town hall and watch a presentation with pictures of the birds which they've seen on the coast to ensure that they remember what they have learnt.*



- **MATERIAL:** *Binoculars, telescopes, camera.*
- **POTENTIAL PARTNERS:** *Bird conservation associations, such as Birdlife.*
- **COMMUNICATION:** *The activity is usually promoted on the municipality website and information board.*
- **TIPS:** *Remember to take a picture and post it on the Blue Flag Facebook page!*

Children's Sea Fair

Target group: Children

Type: Awareness-raising

Duration: Half day

Country: Spain

BIODIVERSITY

- **METHOD:** The municipality of Castell-Platja d'Aro organises a fair for children with activities and games about the sea. The sea is a fragile ecosystem and the local population needs to look after it. The aim is to raise awareness among children about problems in the oceans through games. The activities are developed in a sports centre and led by supervisors.



- **MATERIAL:** Attractive materials such as inflatable or sports games are highly recommended. Also some sea elements to make handcrafts will always be useful. Camera
- **POTENTIAL PARTNERS:** A small fee may be charged for entrance and some children's entertainment companies may donate some of the materials needed.
- **COMMUNICATION:** The activity is held for a week and promoted both locally and regionally.
- **TIPS:** Remember to take a picture and post it on the Blue Flag Facebook page

Sand Sculpture Contest

Target group: Children aged 3–20

Type: Experiential/Awareness-raising

Duration: Unlimited

Country: Ukraine

- **METHOD:** Children are invited to awaken their imagination while using their knowledge of biology and literature to create any possible kind of real or imaginary creature out of sand. They work either in groups or alone, using sand, shells and simple tools. Afterwards they share a story about their sand sculpture. While briefing the children special attention is paid to endangered species. This activity, in addition to environment education, often attracts peoples' attention and makes the public and beach staff more aware of the importance of sand cleanliness – not only on the surface but deeper.



- **MATERIAL:** Plastic tools (shovels, rakes, bins, etc.) and clean sand. Camera.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired.
- **COMMUNICATION:** The activity might be promoted by tourist offices, environmental education centers, and the local media.
- **TIPS:** The area of beach where the sculptures are created should be protected by a fence for the duration of the contest (1-3 days).
- Remember to take a picture and post it on the Blue Flag Facebook page!

Sand Dune Restoration

Target group: Volunteer Groups

Type: Action-oriented

Duration: Half day

Country: Wales

BIODIVERSITY

- **METHOD:** *Volunteers take part in an education and training day learning about the biodiversity and importance of maintaining this habitat. A classroom session is held and followed by a practical event.*



- **MATERIAL:** *Tools, Marram grass plants, camera.*
- **POTENTIAL PARTNERS:** *Environmental educators.*
- **COMMUNICATION:** *The activity was promoted through a volunteer coordination centre.*
- **TIPS:** *This practical event is good for younger participants and the classroom information can be easily adapted for all age groups.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

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

EVENTS

- **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

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

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

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

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

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 (5th 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

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!*

Geological Heritage Exhibition

Target group: Marina visitors

Type: Awareness-raising

Duration: Anytime

Country: France

- **METHOD:** The poster exhibition took place right in the marina and it was organised in cooperation with Brittany's Geological and Mineralogical Society. The aim was to introduce the mineralogical and geological richness of "Presqu'île de Crozon" region and raise awareness to protect it, as it is one of the specific areas where the traces of the Palaeozoic Era might still be seen. The exhibition also promoted the need for biodiversity conservation and environmental heritage.



- **MATERIAL:** Large format posters to display the information and pictures, camera.
- **POTENTIAL PARTNERS:** Geological and mineralogical associations, researchers, museums, and environmental protection associations.
- **COMMUNICATION:** The activity might be promoted via tourist offices, environmental education centres, museums, and the media.
- **TIPS:** Don't forget to post the opening hours. A specialist present to give further information about the exhibition is recommended.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Environmentally Friendly Marina Tour

Target group: Marina managers, public

Type: Exploratory

Duration: 1 – 2 hours

Country: Germany

MARINA

- **METHOD:** *The first environmentally friendly German marina offers guided tours every two weeks around the facility, which was specially designed and rebuilt for environmental purposes. The old stone shoreline was changed to a natural one, environmentally friendly building materials were used and furthermore, only solar-powered boats are allowed in the marina. Children and adults learn about the reconstruction process of changing a traditional marina into a facility that is incorporated into the natural shoreline of the area.*



- **MATERIAL:** *Outdoor equipment, camera.*
- **POTENTIAL PARTNERS:** *Environmental educators, either voluntary or hired.*
- **COMMUNICATION:** *Activity might be promoted on the marina information board and website, via touristic offices and environmental education centres.*
- **TIPS:** *Media can be regularly invited to be present on the tours. The marina might be also promoted in environmental brochures.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Children's Boating Trip

Target group: Children

Type: Experiential/Awareness-raising

Duration: One day

Country: Russia

- **METHOD:** Students from Eco-Schools and children of marina club members are invited to visit the marina and learn more about environmentally friendly boating and local environment. The lecturers - an environmental educator and a marina manager - discuss with them environmental problems and explain why it is important to behave responsibly when they use the marina or sail. Afterwards they all go for a short boating trip. At the end of the day, children create paintings about the activity and what they've learnt about environmentally friendly boating.



- **MATERIAL:** Video materials, presentation, brochures, materials for drawing, boat, lifesaving vests, cameras.
- **POTENTIAL PARTNERS:** Environmental educator and marina manager.
- **COMMUNICATION:** Invitation letter to schools.
- **TIPS:** Registration is needed to organise smaller groups by age and number of children.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Marina Club Members Seminar

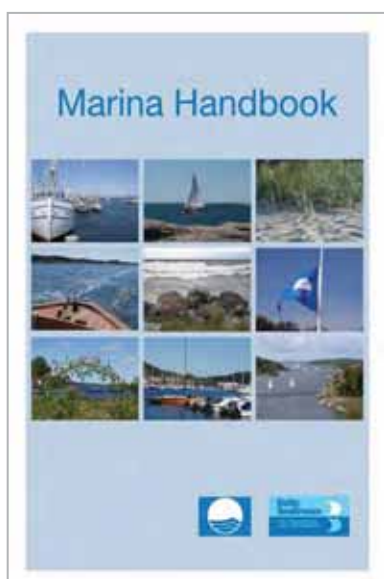
Target group: Marina club members & staff

Type: Awareness-raising

Duration: Half day

Country: Russia

- **METHOD:** A seminar on the marina handbook that was created as a part of the international Baltic SeaBreeze project is designed for marina managers and marina personnel. It provides practical information about safety standards including the Blue Flag marina criteria and also how to provide excellent services without harming the environment. Apart from this, the handbook contains examples of marina members and boaters, educational activities, and responsible behavior. The aim is to encourage the boat owners to be more aware of the environmental problems in the Baltic Sea region, promote the Blue Flag programme, and share good practises.



- **MATERIAL:** Video materials, presentations, Marina Handbook, cameras.
- **POTENTIAL PARTNERS:** Environmental educators and education centre.
- **COMMUNICATION:** Invitation letter to marina staff and marina club members, information about the seminar displayed on marina information board and website.
- **TIPS:** The seminar can be organised right after the Blue Flag is raised at the beginning of the season.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Environmental Education for Kindergartens

Target group: Children

Type: Awareness-raising

Duration: 1 hour

Country: Slovenia

- **METHOD** Children from local kindergartens and schools are invited to visit a Blue Flag marina. Marina employees prepare a presentation about the environment and what we can do to protect it. The garbage collected from the marina and the sea (paper, glass, plastic) are shown and special attention is given to dangerous waste and its treatment. The aim is to make children more aware of the importance of separating waste.



- **MATERIAL:** Presentation, camera.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired.
- **COMMUNICATION:** Invitation letter to schools and kindergartens.
- **TIPS:** Synergy between the Eco-Schools, YRE and Blue Flag programmes as a first step to engage new promoters of Blue Flag.
- Remember to take a picture and post it on the Blue Flag Facebook page

Nature Discovery Tour

Target group: Children

Type: Awareness-raising

Duration: Half day

Country: The Netherlands

MARINA

- **METHOD:** Twice a week the marina organises a guided nature discovery tour for children who are visiting the marina with their parents by boat. A professional guide takes the children across the borders of the Grevelingenmeer Lake and provides them with tools to discover the biodiversity of this salt water lake and its mud.



- **MATERIAL:** Discovery tool box, camera.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired.
- **COMMUNICATION:** Information about the activity is usually posted at the marina office and announced in its newsletter which every visitor gets when staying overnight.
- **TIPS:** The guide should be professional and used to working with children.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Art for the Environment

Target group: Children

Type: Awareness-raising

Duration: 1-3 hours

Country: Tunisia

- **METHOD:** *This event is organised every Saturday afternoon in August at the exposition hall of the Marina Monastir. The children are invited to express how we can protect the marine environment and keep it clean through paintings. The educators from a local association for fine arts assist them and any adult is also welcome to participate. At the end of the session all paintings are exhibited in the hall and marina users enjoy and learn from them.*



- **MATERIAL:** *Painting materials, tables, camera.*
- **POTENTIAL PARTNERS:** *Lecturers from associations of fine arts, either voluntary or hired.*
- **COMMUNICATION:** *The event is promoted on the exposition hall.*
- **TIPS:** *This event can take place during the whole Blue Flag season. Small gifts for best paintings can motivate the children to participate.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Molluscs Exploration

Target group: Everybody

Type: Exploratory/Awareness-raising

Duration: 3 hours

Country: Ireland

MARINE LIFE

- **METHOD:** The activity is divided into a classroom session and a beach session. The first part contains: explaining and presentation about Molluscs: the ancient age of them; the hundreds of different types; the make-up and substrate of their shells; the areas of the coast where they are found; terminology of study of shells; modern uses of shells. The second part is organised on the Blue Flag beach. After giving risk assessment with the group, a beach clean is a good way to observe molluscs and collect items on the beach whilst taking away rubbish. Afterwards there can be a presentation for collected items for the group to collectively see and a sand-sculpting competition. These activities teach the students about their local Blue Flag beach. They learn about the programme and the creatures that live on their beach. It also reinforces the need to protect this local coastal area.



- **MATERIAL:** Variety of Mollusc shells; beach clean-up kit; prizes for competitions, cameras.
- **POTENTIAL PARTNERS:** Environmental educators; local school/group; local authority.
- **COMMUNICATION:** The activity might be promoted through local media; reports of day made for parents.
- **TIPS:** The classroom is a good focused place to learn about shells, the beach is a good follow up to find what the students have learned.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Seaweed Exploration

Target group: Everybody

Type: Exploratory/Awareness-raising

Duration: 3 hours

Country: Ireland

- **METHOD:** This activity is divided into a classroom session and a beach session. In the classroom the lecturer gives an explanation about seaweeds: an algae rather than weeds; the make-up of seaweeds with diagram; protection for marine life; human uses of seaweeds. Different types of seaweeds are shown to the students with examples: edible ones; soak dried bought ones showing expansion; bought health foods containing seaweeds. Afterwards the participants learn about the local Blue Flag beach, and the importance of the Blue Flag programme in protecting our local beaches. On the beach, a beach clean is a good way to observe seaweeds whilst taking away rubbish and helping to maintain and protect it. A sand-sculpting competition motivates the group to use washed-up seaweeds into an art-based game.



- **MATERIAL:** Variety of seaweeds bought and found; beach clean-up kit; prizes for competitions, cameras.
- **POTENTIAL PARTNERS:** Environmental educators; local school/group; local authority; health spas using the lasso therapy; farmers using seaweeds; restaurants with seaweed dishes.
- **COMMUNICATION:** The activity might be promoted through local media; reports of day made for parents.
- **TIPS:** The classroom is a good focused place to learn about seaweeds, the beach is a good follow up to find what the students have learned. Showing edible seaweeds in the classroom can be messy and wet and can cause reactions from the class – be prepared.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Home of Marine Mammals

Target group: Children

Type: Awareness-raising

Duration: 2 hours

Country: Mexico

MARINE LIFE

- **METHOD:** *The activity has two parts. First, during the workshop the children learn what kind of marine mammals live on the beach and why it is important to protect them. They speak about marine conservation and also discuss why it is needed to keep the beach clean. How can each of us help to protect marine mammals? In second part, children are divided into groups and walk around the beach, wearing a tee-shirt that identifies them. They ask beach users if they know the different kinds of marine mammals showing them photos and drawings, and explain why is it important to protect them and keep the beach clean. Afterwards children give them paper bags to collect their trash.*



- **MATERIAL:** *Tee-shirts, paper cards, colour pencils, marine mammals photos, paper bags for trash, cameras.*
- **POTENTIAL PARTNERS:** *Environmental educators, either voluntary or hired. Local schools, and youth clubs.*
- **COMMUNICATION:** *The activity might be promoted by local media, tourist offices, and environmental education centres.*
- **TIPS:** *Registration is needed to create smaller groups based on age and number of children.*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Minifish Boat

Target group: Children and adults

Type: Awareness-raising

Duration: 1 day

Country: New Zealand

- **METHOD:** This activity was part of the Seaweek with the Coast Care Day at Fitzroy and East End Beaches. Many activities and interactive events occurred during the day with various stalls and displays. The day included a minifish boat and displaying of big fishes on ice. Children and adults were given talks about different species of fish that live in the marine world and sustainable approaches to manage fishing resources.



- **MATERIAL:** Minifish boat, tanks with ice, different kinds of fish, environmental education materials, cameras.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired, regional conservation council.
- **COMMUNICATION:** Invitation letter to schools, touristic offices, environmental education centres, local media.
- **TIPS:** This activity might take place also in marinas.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Rocky Shore Studies

Target group: School children

Type: Exploratory/Awareness-raising

Duration: 45 – 60 minutes

Country: New Zealand

MARINE LIFE

- **METHOD:** Students are invited to join a field trip to Kawaroa rocky area. It is preceded by classroom lessons bringing the attention of the students to the need to respect the fragility of this area and protect it as young environmentalists also themselves. The children learn about plants and animals living in the rocky pools, conditions that they must adapt to at different rock pool areas and how to protect them. During the field trip the students study the area and in the meanwhile pick up the litter from there.



- **MATERIAL:** Outdoor shoes, hats, materials about local environment, bags and gloves to pick litter, cameras.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired, regional conservation council.
- **COMMUNICATION:** Invitation letter to schools.
- **TIPS:** Don't forget to stress the safety.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Dark Secrets of Marine World

Target group: Everybody

Type: Awareness-raising

Duration: Unlimited

Country: Poland

- **METHOD:** Transparent boxes made of plexiglass are installed on the beach during the season or special environmental education event. The bottom of one of them looks similar to the seabed – it is covered by sand, shells, pieces of wood, stones, feathers and seaweed. It is natural “waste” and there’s no need to be afraid of it. The quote says: “A treasure of Gdansk beaches”. Another box contains the most common kinds of waste produced by humans that one can find on the beach or in the sea – clothes, plastic and glass bottles, cans, etc. There is also a description of materials they are made of and how long it takes for them to decompose. The quote “Think before you throw it away” should encourage the beach users to behave responsibly.



- **MATERIAL:** Plexiglass boxes installed 1 meter high, different kinds of waste, sand, information flyers.
- **POTENTIAL PARTNERS:** Local waste recycling company, municipality, environmental education centres.
- **COMMUNICATION:** Local media; posters and leaflets about the “exhibition” might be posted at tourist offices, environmental education centres, municipality website and information boards. .
- **TIPS:** It is very difficult to find these kinds of waste on the Blue Flag beaches. :)
- Remember to take a picture and post it on the Blue Flag Facebook page!

Shark Conservation

Target group: Children

Type: Exploratory/Awareness-raising

Duration: 1–4 hours, depending on age

Country: South Africa

MARINE LIFE

- **METHOD:** *The City of Cape Town is home to South Africa's largest White Shark population. As a result, there is a need to manage this population of apex predators. This environmental education activity raises awareness about protected species and also about the "Shark Spotters Programme" of the municipality.*



- **MATERIAL:** *Shark spotting flags, posters, films, shark egg cases, camera.*
- **POTENTIAL PARTNERS:** *Oceans conservation alliance, environmental education organisations.*
- **COMMUNICATION:** *Local schools might be invited via email, posters or the local media.*
- **TIPS:** *Always keep in mind that sensationalism and scaring the audience is not the point of this activity!*
- *Remember to take a picture and post it on the Blue Flag Facebook page!*

Handcrafts Workshop for Disabled People

Target group: Disabled people

Type: Experiential / Awareness-raising

Duration: 1 day

Country: Ukraine

- **METHOD:** Adults and/or children with various disabilities are invited to learn basic techniques to produce souvenirs from local marine fauna exoskeletons, such as shells, both to be able to create individual design pieces and to gain environmental knowledge about marine creatures and their importance in conserving the marine environment.



- **MATERIAL:** Sea shells, ecological glue and paints, paper, frames, brushes, accessories (beads, hooks, etc.) and camera.
- **POTENTIAL PARTNERS:** Environmental and art educators, either voluntary or hired, disabled people organisations.
- **COMMUNICATION:** The activity might be promoted by tourist offices, environmental education centres, local media, and rehabilitation organisation for disabled people.
- **TIPS:** This activity could be organised on the beach or indoors. An exhibition of the products created could also be arranged.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Keep the Beaches Clean!

Target group: Everybody

Type: Action-oriented

Duration: Different days during the year

Country: Bulgaria

WASTE

- **METHOD:** During a mass clean up event (picture on the left) the children are engaged in cleaning up the beaches before the Blue Flag season starts. Besides the cleaning activities, they have to invent a way to promote responsible behaviour and encourage the beach visitors to keep the beach tidy by creating posters, acting or campaigning. On the picture on the right, students are asking the beach visitors what they prefer to find on the beach – if it is a natural seaweed and shells or human produced waste.



- **MATERIAL:** Gloves and bags. Creativity. Camera.
- **POTENTIAL PARTNERS:** Teachers, beach managers, environmental educators.
- **COMMUNICATION:** Local media, municipality and school information boards.
- **TIPS:** It is very motivating if beach managers or local authorities announce some prizes.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Waste Recycling Relay Race

Target group: Everybody

Type: Action-oriented

Duration: Anytime

Country: France

- **METHOD:** Children are divided in two groups; each of them is identified by the different colour of their tee-shirts. The groups compete in the “waste recycling relay race”. Each team player has to pick up different kinds of waste, using a hand truck. Then he runs to a “waste reception centre” where he will choose the right waste recycling disposal, for example “paper” for a book. After the first player returns to his team, the second one follows. The team who has correctly recycled all the waste wins!



- **MATERIAL:** Tee-shirts in two different colours, different types of recyclable waste (paper, wood, electronic devices, metal, food), two hand trucks and waste disposals, camera.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired.
- **COMMUNICATION:** The activity might be promoted via tourist offices, environmental education centres or local media.
- **TIPS:** Registration will help to organise the children by age and number of participants.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Recycled Raft Race

Target group: Everybody

Type: Experiential/Awareness-raising

Duration: One day

Country: Northern Ireland

WASTE

- **METHOD:** In aid of Royal National Lifeboat Institution a Rag tag team of National Trust volunteers made sustainable rafts from willow sticks and plastic bottles! Registrations of teams were required before the event as well as construction of the rafts. Planning had to go into the moving of rafts onto the beach, allocation of raft spaces as well as the race route. This was a good opportunity to also highlight lifesaving provision on this Blue Flag beach. This was its 8th or 9th year in action and attracted over 300 people.... Slow going but solid as a rock!



- **MATERIAL:** Willow, string, used empty plastic bottles, paddles, buoyancy jackets.
- **POTENTIAL PARTNERS:** Local authority/beach owner, environmental NGO, Ministry for Environment, National Lifesaving Organisation.
- **COMMUNICATION:** Social Network Sites, notice boards and website events and shop windows.
- **TIPS:** Registration required for teams to enter the raft race. Allocate time for preparation and zoning of beach for non-participants.

Waste Eco Quiz

Target group: Beach users, mainly children

Type: Awareness-raising

Duration: Half day

Country: Norway

- **METHOD:** A local waste recycling company visits the beach, brings a stand with information about different kinds of litter and organises a recycling competition amongst the beach visitors. The activity is divided into two parts: a quiz with questions concerning plastic waste and questions about glass and metal waste. All participants receive nice prizes, such as pencil sharpeners formed as litter bins.



- **MATERIAL:** Stand with information, waste quiz and prizes, cameras.
- **POTENTIAL PARTNERS:** The local recycling company, municipality, schools, youth clubs.
- **COMMUNICATION:** The activity might be promoted by tourist offices, environmental education centres, local media, as well as on the websites and information boards of the waste recycling company and municipality.
- **TIPS:** Invite the local schools participating in the Eco-Schools and YRE programme and summer camp visitors.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Waste Pick up Campaign

Target group: Beach visitors

Type: Awareness-raising

Duration: A couple of hours every day

Country: Norway

WASTE

- **METHOD:** Four young people were employed by the municipality to patrol the beaches in the area, in the period from 1 July to 4 August. They walked around the beach and offered the beach users a custom-made paper bag to put their waste in, in order to recycle it when leaving the beach. The bags were also distributed by the parking wardens and in the kiosks. They were particularly nicely designed, with a special greeting from the mayor and a quote "Please fill me with waste – to make 'Asker' nicer". On the other side there was a small quiz consisting of three environmental questions (with answers below) about the amounts of waste the municipality must handle every year.



- **MATERIAL:** Litter machines and people distributing the bags.
- **POTENTIAL PARTNERS:** Environmental educators, either voluntary or hired.
- **COMMUNICATION:** The activity might be posted at tourist office and environmental education centres.
- **TIP:** Remember to take a picture and post it on the Blue Flag Facebook page!

Litter Recycling Game

Target group: Beach visitors (children)

Type: Action-oriented

Duration: 30 minutes

Country: Scotland

- **METHOD:** Between a start and finish line drawn in the sand clean litter is strategically placed, light items such as empty crisp bags can be filled with sand to stop them blowing away. Bags or bins clearly labelled with the type of waste it receives (plastic, paper, cans or general waste) are placed at the finish line. The aim of the game is to encourage children to put their waste in the right place, to recycle where possible or to place unwanted items in bins at the beach. Children in teams of up to five are lined up at the start line. A litter picker (this acts as a relay baton) is placed a few metres in front of each team. After the shout to 'Go' is given, the participants run to the litter picker, pick it up, and then find a piece of litter to grab, carry it carefully to the finish line and place it in the correct bin or bag. They then run to the start line and hand the litter picker baton over to the next team member. This continues until all the litter is in the correct bin or bag.



- **MATERIAL:** Clean litter, black bags or bins, litter pickers, stickers for prizes, bright yellow vests to identify participants (optional), and cameras.
- **POTENTIAL PARTNERS:** Eco-Schools, waste departments of local councils, hotel kid clubs.
- **COMMUNICATION:** Schools and information boards.
- **TIPS:** Younger children often need help learning to work the litter pickers. If playing with a large number of people, make the children run back to the start line round the edge of the littered area so that they don't bump into each other.
- Remember to take a picture and post it on the Blue Flag Facebook page!

InWASTEgate

Target group: 10-20-year-olds (adaptable)

Type: Experiential

Duration: 2 hours to one day

Country: Serbia

WASTE

- **METHOD:** The activity consists of a theoretical lecture on waste management (basic for younger, advanced for older students) and practical “learning by doing” when the participants are divided into three groups: “in charge”, “investigators”, and “interested public”. The “in charge” group collects all garbage produced that day in the classrooms, school kitchen or canteen (and everywhere else, if it is a summer camp) and then puts it on a huge paper mat in the yard. They sort the waste into different groups and loudly announce different categories. Afterwards the “investigators” examine the types of waste produced, determine the behaviour of the group according to the waste generated and investigate how they can improve their waste management. In the meanwhile, the “interested public” is watching the process and taking notes. Later on, they discuss their observations and share their observations about student’s behaviour regarding the waste they produce (e.g. “Do we behave responsibly?”). It is important that a teacher or camp supervisor posts the findings on the board so they can be followed or/and discussed later.



- **MATERIAL:** Gloves, paper mats; different coloured tee-shirts/badges for each group, camera.
- **POTENTIAL PARTNERS:** Waste management companies, researchers, schools, youth clubs.
- **COMMUNICATION:** The activity might be promoted by schools or local media.
- **TIPS:** A group of “journalists” can be created to report on the topic. The workshop can be adapted as thematic activity for existing summer camp.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Fishing Line Bins

Target group: Beach users

Type: Action-oriented

Duration: All year round

Country: South Africa

- **METHOD:** Fishing is not allowed on Blue Flag Beaches. However, a lot of fishing occurs near these beaches. Discarded fishing line is very detrimental to the environment, particularly for marine and coastal animals, especially birds. These bins – originally designed in Florida, USA – are placed adjacent to or near the Blue Flag sites to encourage firstly anglers to dispose of their used fishing lines properly; and secondly to assist other beach-users dispose of this material. An informational poster accompanies these bins.



- **MATERIAL:** Fishing Line Bin; accompanying poster; discarded fishing line, camera.
- **POTENTIAL PARTNERS:** Conservation trust, plastic producing company (to make and donate the bins), local national operator.
- **COMMUNICATION:** Local media, tourism offices, fishing clubs, marinas.
- **TIPS:** It is important to monitor these bins, as you don't want them overflowing. The end product can be gathered and turned into art, a big recycled ball for instance.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Youth Beach Guard

Target group: Beach users

Type: Awareness-raising

Duration: 7 days – throughout the season

Country: Turkey

WASTE

- **METHOD:** An attractive information stand is built in the middle of the beach. Volunteers wearing uniforms which identify them (tee-shirts, hats) walk in groups and encourage positive behaviour on the beach, such as using recycling bins and ashtrays. One group asks the beach users to fill in questionnaires; another evaluates the cleanliness of the beach twice per day for one week or a whole season, including everyday use of the beach. Games for children and voluntary beach cleaning are also organised. Children are given red and green cardboards and asked to raise the red ones when they see someone littering and the green when seeing somebody picking up litter. Participants of these activities might be given a small gift.



- **MATERIAL:** Tee-shirts, hats, beach ashtrays, gloves, beach stand, project brochures, red and green cardboard, questionnaires, banners, gifts for volunteers (ice cream, balloons etc.), camera.
- **POTENTIAL PARTNERS:** Municipality, environmental educators, local volunteers.
- **COMMUNICATION:** The activity is announced on the municipality and national organisation's websites. A press conference could also be organised at the end of the project.
- **TIPS:** Engage university students as volunteers. Ask the local municipality or organiser to cover your volunteer and project costs.
- Remember to take a picture and post it on the Blue Flag Facebook page!

Notes

ENVIRONMENTAL EDUCATION ACTIVITIES HANDBOOK 2013

The second edition (2013) of this book includes activities from most countries in the Blue Flag network from different parts of the world - Europe, Northern and Southern America, Asia, Africa and southwest Pacific.

The International Coordination of the Blue Flag programme thanks all the National Operators who presented environmental education activities from their countries and are the co-authors of this book: Belgium-Wallonia, Brazil, Bulgaria, Canada, Cyprus, Denmark, France, Germany, Greece, Iceland, Ireland, Israel, Lithuania, Malta, Mexico, Montenegro, The Netherlands, New Zealand, Northern Ireland, Norway, Poland, Portugal, Russia, Scotland, Serbia, Slovenia, South Africa, Spain, Tunisia, Turkey, Ukraine, US Virgin Island and Wales.

The Environmental Education Activities Handbook 2013 has been edited by Zuzana Límová, from the International Blue Flag Coordination. Proofread by Sarah Pickering and Bríd Conneely from the FEE.

Cover photos: FEE / Zuzana Límová, National Operators / Fédération Inter-Environnement in Belgium - Wallonia, Foundation for Environmental Education in Turkey and Keep Scotland Beautiful.

BLUE FLAG INTERNATIONAL COORDINATION

Blue Flag International Director: Sophie Bachet

Foundation for Environmental Education

c/o Danish Outdoor Council

Scandiagade 13

2450 Copenhagen SV

Denmark

Tel +45 33 28 04 10

Fax +45 33 79 01 79

Skype: blue.flag.coordination

E-mail: coordination@blueflag.org

