

BLUE FLAG ENVIRONMENTAL EDUCATION ACTIVITIES

Criteria 2 (for beaches) and Criteria 4 (for Marinas):

Blue Flag participants are required to undertake environmental education activities. The criteria requires Existing Blue Flag operators to share their previous activities, and planned environment education activities for the upcoming season (in accordance with The Blue Flag Criteria (**Criteria 2** for the beaches and **Criteria 4** for the marinas).

New Blue Flag operators are only required to provide planned environmental education activities for the applied season.

Blue Flag operators can download the latest version of the Environmental Education Activities Handbook 2013 which provides ideas on relevant and effective environmental education activities; please find this on the Blue Flag International website and from the below link:

<http://www.blueflag.org/materiale/publication-downloads/eea-handbook-2013-final-book>

The following provides a brief overview of what is required from Blue Flag operators.

For Beach operators:

- There must be at **least five different activities** offered in the community - preferably during the Blue Flag season.
- The activities should focus on the environment, environmental issues, Blue Flag issues or sustainability issues.
- At least some of the activities should be carried out at the beach and have a direct focus on the beach environment.
- Blue Flag operators must provide a brief description of each planned educational activities for the upcoming season. The description should be no more than half a page (please look into the attached document) and must include:
 - Name of the Activity
 - Target group
 - The goal of the activity.
 - The venue.
 - The contents/message of the activity.
 - The method that will be used to get the message across (eg: Verbal communication and demonstration)

For Example of how to write a Planned Environmental Education Activity please see Example One below.

- Existing beach operators are required to also share a summary of all the environmental education activities carried out in the previous season. The Summary should be no more than half a page (please look into the attached document) and must include:
 - Name of the Activity
 - Target group
 - The goal of the activity
 - The Venue

- What was the outreach? (eg. Number of Participants, news on websites, online media or local media)
 - A brief description of what the activity entailed. The contents and message of the activity.
 - The methods that were used to get the message across.
 - Assessment of the activity and suggestions for improvements
 - Photographs
- Please review **Criteria 2 and Appendix C (Guidelines for Environmental Education Activities)** for more details: <http://www.blueflag.org/materiale/publication-downloads/beach-criteria-and-explanatory-notes-2015.pdf-3>

For Example of how to write summary of previous environmental education activity please see example two.

For Marina operators:

- There must be at **least three different activities** to the users and staff of the Marina.
- The activities should focus on the environment, environmental issues, Blue Flag issues or sustainability issues. If specific environmental areas (including Marine Protected Areas) exist near a Blue Flag marina (e.g. mangroves, sea grass beds), it is strongly recommended that 1 or 2 environmental activities deal with these sensitive, natural areas.
- Please provide a brief description of each planned environmental educational activities for the coming season (year 2015-16). The description should include:
 - Name of the Activity
 - Target group
 - The goal of the activity.
 - The venue.
 - The contents/message of the activity.
 - The method that will be used to get the message across (eg: Verbal communication and demonstration).
- Existing marina operators are required to also share a summary of all the environmental education activities carried out in the previous season (year 2014/15). The summary should include:
 - Name of the Activity
 - Target group
 - The goal of the activity
 - The Venue
 - What was the outreach? (eg. Number of Participants, news on websites, online media or local media)
 - A brief description of what the activity entailed. The contents and message of the activity.
 - The methods that were used to get the message across.
 - Assessment of the activity and suggestions for improvements
 - Photographs
- Please review **Criteria 4** for more details: <http://www.blueflag.org/materiale/publication-downloads/marina-criteria-and-explanatory-notes-2015.pdf-3>

Please note: The environmental activities must be clearly disseminated to the public. Preferably, the activities should be posted on common information board. However, you are encouraged to try other modes of dissemination. (Please review **Criteria 2**)

Deadlines:

Deadline to provide summary of previous Environmental Education Activities is no later than **1st of March**.

Deadline to provide planned Environmental Education Activities is no later than **1st of April**.

HOW TO PRESENT ENVIRONMENTAL EDUCATION ACTIVITIES FOR THE BLUE FLAG PROGRAMME APPLICATION PROCESS?

Example 1: Description of planned Environmental Educational Activity for the coming season:

- ***Name of the Activity:*** Beach Bird Watching
- ***Target group:*** Every body
- ***The goal of the activity:*** create awareness of different bird species in the beach and their importance to the environment. (Direct focus on beach environment).
- ***The venue:*** Seaview Beach
- ***The contents/message of the activity:*** To encourage beach users to hone their knowledge on various bird species that are dependent on the coastal areas and its importance to the environment. The beach users will be encouraged to bring their binoculars and bird guides to conduct a 20 minutes' walk along the coast. The beach users will try to identify the birds and list them down in their notebooks.
- ***The method that will be used to get the message across:*** Experiential learning. Leaflets will be distributed to promote the event.

Example 2: Summary of Environmental Education activity carried out in the previous season:

- ***Name of the Activity:*** Beach Bird Watching
- ***Target group:*** Every body
- ***The goal of the activity:*** create awareness of different bird species in the beach and their importance to the environment. (Direct focus on beach environment).
- ***The Venue:*** Seaview Beach
- ***What was the outreach?*** Total of 100 participants participated in the Bird Watching walk. The event was aired on 'Channel 8' and also covered in the 'Harbinger' newspaper.

- **A brief description of what the activity entailed. The contents and message of the activity:**

Participants of all ages were gathered together at one assembly point. A distance of 200 m was marked along the coastline of the beach where the walk was conducted. Participants carried bird guides and binoculars. An ornithologist (who gives an explanation of different species of bird) was also invited to lead the walk and guide the beach users on how to identify different bird species. Participants observed, identified and noted down any bird they spotted.

- **The methods that were used to get the message across:** Promoted on local newspaper, media channel and the information board.
- **Assessment of the activity and suggestions for improvement:** The activity was very successful with a total of 100 participants and one media partner for the coverage of the event. The families who participated were invited to like the social media page of the event to share pictures, messages and lessons learned. 80% of the participants, shared messages on the Facebook page and mentioned how the activity improved their knowledge about the coastal birds and their importance to the coastal environment. For the next season, the same activity will target children of ages 7-12 and promote kids working groups.