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TRAINING REPORT

INFORMATION, EDUCATION, COMMUNICATION (IEC) STAFF TRAININGS FOR THE NATIONAL ENVIRONMENTAL PROTECTION AGENCY (NEPA)

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ACRONYMS

ANDS	Afghanistan National Development Strategy
BBC	British Broadcasting Corporation
BSP	Biodiversity Support Program for National Environmental Protection Agency (used interchangeably with BSP/NEPA)
dTS	Development & Training Services, Inc.
FAQ	Frequently Asked Questions
IEC	Information, Education and Communications
IRoA	Islamic Republic of Afghanistan
NEPA	National Environmental Protection Agency (Islamic Republic of Afghanistan)
NGO	Nongovernmental Organization
PLACE	Prosperity, Livelihoods and Conserving Ecosystems
RTA	Radio/Television Afghanistan
UN	United Nations
UNEP	United Nations Environment Programme
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
VOA	Voice of America

1. EXECUTIVE SUMMARY

The Biodiversity Support Program for NEPA (BSP/NEPA) is an activity being implemented under an agreement between the Islamic Republic of Afghanistan and the United States Agency for International Development (USAID). BSP/NEPA's purpose is to strengthen the National Environmental Protection Agency (NEPA) and its ability to implement its mandate under the Environment Law. BSP/NEPA works with personnel of NEPA, relevant ministries, and other partners to improve environmental management capability and effectiveness in Afghanistan, including coordination and monitoring of activities affecting the environment, public awareness of environmental issues as they relate to national development, regulation of activities affecting the environment, financing of NEPA operations, and monitoring of community-based management of natural resources.

Part of strengthening the ability of NEPA to implement its mandate is to train NEPA staff on a range of topics. The capacity building needs assessment conducted between November 2007 and March 2008 identified a number of training topics that could contribute to increasing the knowledge and skills of NEPA personnel – from environmental assessment to government accounting procedures. Following the National Environmental Advisory Council event in early May, 28 NEPA provincial directors attended a workshop on developing the NEPA Information, Education and Communications (IEC) strategy. That strategy (included as Annex A of this report) was modified in summer 2008 and has now been approved by NEPA, translated and disseminated to all provinces.

As part of the May 2008 workshop, NEPA provincial and central office officials identified Public the IEC Training Specialist from BSP/NEPA subcontractor Development & Training Services, Inc. (dTS) was tasked to work with the BSP/NEPA team, NEPA leaders and personnel, other partner organizations supporting NEPA or environmental management in Afghanistan, and others as appropriate to develop and deliver a short-course for NEPA central and provincial staff on the IEC strategy and techniques for effective implementation.

Specific deliverables were as follows:

1. A draft design for a training course on IEC strategy & its implementation customized for NEPA central and provincial personnel.
2. At least three iterations of a 4-day training event delivered on IEC for NEPA personnel at central and provincial levels.
3. Technical report on IEC training, including a final design based on participant feedback and experiences gained through this first round of conducting the training course.

An initial assessment demonstrates that the training participants valued the opportunity for professional development and acquiring the skills to communicate with the public effectively on environmental issues. To build on the momentum created by this initial activity, the IEC Training Specialist recommends follow up activities to gauge training participant comprehension of material, assess status of development of provincial action plans, and media training for NEPA personnel.

2. INTRODUCTION

Between November 2 and November 23, 2008, BSP/NEPA held three iterations of a four-day Information, Education and Communications (IEC) Training for NEPA Provincial Staff. Nearly all of the provinces where NEPA has offices were represented. Trainings for participants working in the Central/Eastern Provinces & Southern/Western Provinces were held in Kabul, while the IEC Training held in Mazar-e-Sharif was attended by NEPA personnel from the Northern Provinces. The purpose of the IEC Trainings was three-fold:

1. To familiarize the participants about the content and purpose of the recently finalized IEC Strategy document;

2. To integrate Environmental Education, Environmental Outreach, Web Training, and Community Radio components into the existing IEC Strategy to produce outlines for practical, individualized IEC Action Plans for each province, and;
3. To produce outlines for Individualized Provincial Action Plans (see Annex B for template).

While the training materials and agenda are standardized, each training took into account the particular needs of the participants’ provinces, with the overall goal of helping them to develop individualized IEC Provincial Action Plans. For example, media resources in major cities, such as Kabul, Mazar and Herat, allow for the quite different Action Plans than do rural areas. Similarly, security restraints in the South and East constrain the ability of NEPA to implement IEC Action Plans and require a different approach.

3. IEC TRAINING AGENDA

The content of the BSP/NEPA Information, Education and Communication Trainings included the following technical assistance to the National Environmental Protection Agency (NEPA) of the Islamic Republic of Afghanistan in developing the agency’s provincial IEC capacity:

- DAY 1: Introduction; Baseline Survey on the Environment and Bio-diversity; Information, Education and Communications (IEC) Strategy
- DAY 2: Information, Education and Communications (IEC) Strategy
- DAY 3: Environmental Education, Environmental Outreach
- DAY 4: Web and Email, Community Radio, Individualized Provincial Action Plans; After-action Review; Final Remarks by facilitators and senior NEPA and ECODIT Staff

Figure 1: IEC Training Agenda

DAY	SUBJECT	INSTRUCTORS/SPEAKERS*
1	Introduction: Introductory remarks by co-facilitators and senior NEPA staff. Overview of each day of the course and goals of producing an output of Provincial Action Plans. Survey of Bio-diversity and the Environment (see Annex D), administered by the ECODIT Organizational Strengthening Specialist. IEC Strategy (See Annex A) (from PowerPoint) 1. Strategic Goals 2. Stakeholders 3. Messages	ECODIT Facilitator, Translator, Senior NEPA Staff, BSP-NEPA Organizational Strengthening Specialist
2	IEC Strategy (From PowerPoint) 1. Messengers 2. Face-to-Face Meetings 3. The Media (News, Commercial Outreach, Writing a Press Release) 4. Website and Email 5. Print 6. Monitoring and Evaluation	ECODIT Facilitator, Translator

	7. Toward and Action Plan	
3	Environmental Education (From PowerPoint) (See Annex E) Environmental Outreach (From PowerPoint) (See Annex F)	ECODIT Facilitator, Translator, NEPA Environmental Education Specialist, Environmental Outreach Specialist
4	Use of Web and Email Community Radio (See Annex H) Individualized Provincial Action Plans (See Annex I) Concluding Remarks	ECODIT Facilitator, Translator, NEPA Web Specialist, NEPA Radio Specialist, Senior NEPA and ECODIT Staff

* Trainers

Peter Bussian, BSP-NEPA IEC Specialist, Facilitator
 Jamil Seddiqi, BSP-NEPA Translator/Interpreter
 Qais Agah, BSP-NEPA Environmental Education Specialist
 Naqibullah Naqib, BSP-NEPA Environmental Outreach Specialist
 Abdul Musawir Ekrami, BSP-NEPA Website Specialist
 Muhammed Surwan Noor, NEPA Community Radio Specialist

* Speakers

Dad Mohammed Baheer, Executive Deputy Director, NEPA
 Sayed Mohammed Rahimi, Head of Policy, Research and Information, NEPA
 Todd Johnson, BSP-NEPA COP

4. AFTER-ACTION REVIEW AND ADJUSTMENTS

The development of the Provincial Action Plans at the end of the workshop essentially performed the dual purpose of testing the participants’ comprehension of the material – while at the same time giving them a guide from which to further develop their Provincial Action Plans. In addition, a verbal after-action review was held with each workshop to further test comprehension and retention (See Annex B). While all of the workshop participants showed an understanding of the materials, it became apparent in the later workshops that verbal discussion among the participants and instructors was the strongest tool in increasing both their comprehension and their motivation.

The feedback for the workshop was almost universally positive. No major changes are recommended to the course format or topics. The success of these workshops (in comparison to other similar workshops, held by the facilitator) can be attributed to the following:

1. A simple, straight-forward agenda
2. Moving forward in the workshops in a steady, slow manor to make sure all of the participants understand the topic before moving on
3. Utilizing Afghan BSP and NEPA staff to do most of the training and in Dari
4. Engaging the participants and listening to their needs.
5. Discussing topics which are relevant and of interest to the participants
6. Focusing on the goal of developing practical Provincial Action Plans
7. Making them realize they must work with existing resources

However, we made several observations and learned lessons during the workshops and these should be incorporated into future trainings:

1. The group dynamics develop over the first couple of days. Therefore, the first part of the workshop should be geared towards opening up discussion among the group. We did this more in the later sessions.
2. BSP-NAPA should have followed the model of its own training and issued a press release about the training.
3. NEPA Provincial Directors of important provinces, such as Kabul, Balkh and Herat tended to believe they were more important than directors from other provinces. We saw the effects of this in strikingly positive and negative terms. While one of the high profile provincial directors showed great initiative and leadership, another of them used his position simply to improve his profile with the local governor and press. As soon as this was accomplished, he did not even participate in the rest of the training.

5. RECOMMENDATIONS

As has already been demonstrated with this IEC Strategy and Workshop, follow-up activities are the key to continued understanding and relevant success regarding Information, Education and Communications within NEPA. Based on both the participants' requests as well as the BSP-NEPA IEC Specialist's experience, further activities are recommended. To build on the momentum created by this training activity, the following two activities should be planned for within the next six (6) months:

1. An ex-post facto review test for the participants to gauge their retention of the material as well as their progress in implementing their IEC Action Plans, and;
2. A media production workshop – or series of workshops, to be held in Kabul and other regional centers, such as Herat and Mazar. It is hoped that the security situation would allow for such an event in Herat as the Herat NEPA office proved to be, by far, the most pro-active office regarding IEC activities and would be a great host and example for such an event.

The planning for both of these activities should begin immediately in order to continue the momentum created by the IEC Trainings. Both the participants and NEPA senior management have expressed the desire for more such trainings.

ANNEX A: IEC STRATEGY

EXECUTIVE SUMMARY

The purpose of the USAID Afghanistan Biodiversity Support Program (BSP) is to provide technical support to Afghanistan's National Environmental Protection Agency (NEPA) in order to help implement its mandate under the new Environmental Law. The BSP is working closely with NEPA, government ministries, NGOs, UN agencies and the private sector in order to improve environmental management and stewardship in Afghanistan. Primary components of BSP technical support of NEPA with regard to relevant environmental issues are institutional strengthening, national coordination and monitoring, communications and public outreach, education, regulation, financing, and monitoring of community-based management of natural resources. Since NEPA is a new government agency - less than three years old - most Afghans have never heard it. Furthermore, environmental issues are not well understood either by the Afghan population or by the various related government ministries. A comprehensive Information, Education and Communications (IEC)

Strategy and action plan is therefore vital in raising the profile of NEPA within the government and to the public at large.

This comprehensive Information, Education and Communications Strategy (IEC) was created at the request and participation of NEPA senior staff and finalized based on the suggestions from 65 NEPA participants of the NEPA IEC Workshop, held May 5- 6 at the Intercontinental Hotel in Kabul. The purpose of the IEC Strategy is to provide a practical guide in order to build a communications action plan to communicate and promote the agenda of NEPA. The IEC Strategy will clarify the agreed-on Communications Strategic Goals of NEPA, establish the Core Theme with regard to communicating its mandate, and set out messages, stakeholders, and messengers – all of which have been agreed upon by senior NEPA staff from Kabul and the provinces. The IEC Strategy will also present next steps to propose a way forward into implementation. This IEC Strategy will contribute to the fulfillment of the BSP 2008 Work Plan, Task 3.1: Assess communications needs. It will also contribute to Task 3.5: Train NEPA and other stakeholders on environmental public education and outreach.

The IEC Strategic Goals of NEPA are:

1. to integrate environmental consciousness into the daily lives of Afghans;
2. to link environmental protection to economic sustainability;
3. to link environmental protection to the health of the Afghan population;
4. to protect the environment from the viewpoint of Islam;
5. to mainstream the Environment Law;
6. to ensure enforcement of the Environment Law;
7. to link environmental protection to sustainable development;
8. to link environmental protection to Afghanistan's natural heritage;
9. and to monitor performance.

The IEC Strategy will focus on communications to the following main audiences:

- NEPA staff
- Afghan Government Ministries
- Office of the Spokesman of the President
- Parliament
- Provincial Government
- District and Local Government
- The Media
- Afghanistan's development partners and consultants
- The General Population, including differences of gender, urban vs. rural, and ethnicity

Strategic Communications is a key component in changing the perceptions within NEPA as well as throughout the broader government and to the population at large. It is critical in achieving each of NEPA's strategic objectives. Communicating the appropriate messages to various audiences using the right tools is the key to effective communications.

The Director General is the most important person to drive communications. In order to facilitate the mandate and messages emanating from NEPA, the Communications Department should be directly linked to the Director General's office. This office will then be better able to work directly with senior management to address the array of communications issues, both internally and externally. Other senior NEPA officials such as the Deputy Director General, the Chief of Staff and Provincial Directors will also be crucial players in communicating NEPA's mandate and messages. They all need to be clear, informed and trained on NEPA's messages and the methods to communicate them.

The communications tools and messengers used to implement the communications strategy internally and externally will consist of:

- Meetings, events and workshops
- News-led coverage through national media
- A nationwide public commercial outreach campaign on the radio, television and in print.
- A website, which will include intranet and an external site
- A regular newsletter and other print materials

Key messages will be targeted to specific audiences and utilizing tools that are most effective for reaching and influencing those audiences.

A capacity building program will support this communications strategy for key officers and staff. The effectiveness of the strategy will also be evaluated over time.

1. INTRODUCTION

The BSP/NEPA Project is being implemented under an agreement between the Government of the Islamic Republic of Afghanistan (IRoA) and the United States Agency for International Development (USAID) under the Prosperity, Livelihoods, and Conserving Ecosystems (PLACE) Indefinite Quantity Contract. BSP/NEPA’s purpose is to strengthen the National Environmental Protection Agency (NEPA) and its ability to implement its mandate under the 2007 Environment Law. BSP/NEPA is working with key staff at NEPA, relevant ministries, and other stakeholders to improve environmental management and stewardship in Afghanistan. Project activities revolve around providing technical support for issues involving the environment – institutional strengthening, coordination of activities, communications and public outreach, education, regulation, financing, and monitoring of community-based management of natural resources.

The NEPA IEC Strategy will:

1. Identify the Strategic Goals of NEPA.
2. Identify the Core Theme of NEPA with regard to communicating the mandate of NEPA
3. Identify key messages to inform and educate key NEPA stakeholders about environmental issues within Afghanistan.
4. Identify linkages between messages and practical benefits of environmental protection, particularly the health of the Afghan economy, its citizens, and observing Islamic tradition.
5. Identify key stakeholder groups and audiences – both internal and external – who will benefit from knowledge of NEPA and environmental issues.
6. Identify messengers and tools, which will deliver the messages to the various stakeholders.

Achieving success from NEPA’s strategic objectives will depend on effective communication with the stakeholder groups including NEPA staff, Government Ministries, Office of the Spokesman of the President, Parliament, Provincial Councils, District and Local Governments, the media, Afghanistan’s development partners and consultants, and the general population. But before any of that can occur it will require effective internal communications within NEPA itself.

In order to achieve these objectives, all stakeholders must understand that communications flows in two directions. While NEPA disseminates its information, it welcomes feedback from the country at large.

2. NEPA MISSION AND OBJECTIVES

The mandate of NEPA is to coordinate and monitor conservation and rehabilitation of the environment in accordance with the Islamic Republic of Afghanistan’s Environment Law. To achieve this mission, NEPA has developed the following Strategic Goals:

TABLE 1: NEPA Strategic Goals

Strategic Goal 1	To integrate environmental consciousness into the daily lives of Afghans
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	<ul style="list-style-type: none"> ▪ Public Awareness ▪ Government Support
Strategic Goal 2	<p>To link environmental protection to economic sustainability:</p> <ul style="list-style-type: none"> ▪ Long-term vs. Short-term economic benefits ▪ Direct vs. Indirect economic benefits
Strategic Goal 3	<p>To link environmental protection to the health of the Afghan population:</p> <ul style="list-style-type: none"> ▪ Air ▪ Water ▪ Sanitation ▪ Land ▪ Biodiversity
Strategic Goal 4	<p>To link environmental protection to Islamic tradition:</p> <ul style="list-style-type: none"> ▪ Cleanliness ▪ Verses of the Q’uran which support environmental protection (more than 500) ▪ Other Afghan cultural traditions
Strategic Goal 5	<p>Mainstreaming the Environment Law</p> <ul style="list-style-type: none"> ▪ Within NEPA ▪ To government ministries and other branches of government
Strategic Goal 6	<p>To ensure enforcement of the Environment Law:</p> <ul style="list-style-type: none"> ▪ Legal mandate ▪ Regulations
Strategic Goal 7	<p>To link environmental protection to sustainable development</p> <ul style="list-style-type: none"> ▪ Community Development
Strategic Goal 8	<p>To link environmental protection to Afghanistan’s natural heritage</p>
Strategic Goal 9	<p>To monitor performance:</p> <ul style="list-style-type: none"> ▪ Internally ▪ Externally

3. KEY STAKEHOLDERS

The first step in designing effective communications is to identify the stakeholder groups to which NEPA needs to reach out. These groups are:

TABLE 2: Key Stakeholder Groups

Elected Officials and Civil Servants	<ul style="list-style-type: none"> ▪ Within NEPA ▪ Within Ministries in Kabul ▪ Within the President’s Office ▪ At Provincial, District and Local level
Afghanistan’s Development Partners	<ul style="list-style-type: none"> ▪ UN agencies and other multi-lateral organizations ▪ Bilateral Organizations, such as USAID, DFID, CIDA, etc. ▪ NGOs ▪ Other development actors ▪ Consultants and advisors supporting the reform process ▪ Investors and other private sector entities
Media (Also a messenger)	<ul style="list-style-type: none"> ▪ National ▪ International
General Public	<ul style="list-style-type: none"> ▪ Urban ▪ Rural ▪ Men ▪ Women ▪ Other groups ▪ Students

Local Leaders	<ul style="list-style-type: none"> ▪ Mullahs ▪ Shurahs ▪ Provincial Women’s Councils ▪ Business Leaders ▪ Teachers ▪ Clinics & Hospitals ▪ Agricultural Unions and groups
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4. MESSAGES

The next component of effective communications is to develop the appropriate messages aimed at stakeholder groups. “Messages” refers to the statements or themes that are of greatest importance to these groups, and to which NEPA must pay particular attention. NEPA has developed a list of messages. These messages will be refined over time as the relationship between NEPA and key stakeholders changes and intensifies. Some of the current key communications messages are:

- Deforestation and over-grazing lead to erosion and loss of arable land.
- Hunting of animals and birds is against the government’s decree and leads to the degradation of Afghanistan’s natural heritage.
- Islamic tradition compels Afghans to maintain a healthy environment.
- Cleaning up the air in Kabul will lead to healthier citizens.
- Planting trees will lead to increased income from harvesting of wood.
- Effective grazing policies will lead to sustainability of the land and increased future income.
- Conserving water will lead to increased agricultural production.
- Environmental awareness begins at home.
- A healthy environment represents a healthy country.
- Sustainable development leads to environmental protection.
- Environmental protection does not know national borders.
- Environmental protection is everyone’s business.
- Afghanistan’s forests are part of the natural heritage of the country.
- Preserving the environment will lead to the pride of our children.
- Restoring the forests will lead to improvement of the air quality.

The audiences, tools and packaging of these messages will be discussed in Table 3.

5. LINKING STAKEHOLDERS WITH MESSAGES

NEPA stakeholders have different interests and motivations. These are important factors in helping NEPA develop the most appropriate messages and tools for interacting with each of these groups. For

messages to be successful they must focus on the stakeholders' needs. The art of delivering messages is to keep them clear, precise and consistent. NEPA messages need to be agreed on and coordinated before being communicated to stakeholder groups.

5.1 INTERNAL STAKEHOLDERS

Many NEPA staff are unclear about the role of NEPA. At present one of the most important roles of the Director General in relation to communications is to build up a culture of communications within NEPA itself. This means regularly sharing relevant information with all of NEPA's departments through regular meetings, workshops and other face-to-face interactions. It also requires the development and use of the following communications tools:

- The regular use of NEPA's email system by all officers and staff. Most Kabul NEPA staff need to have access to email, but at present it is not available to many NEPA staff, including the IEC Director and his staff;
- The development of the website, which should have both a general section for external stakeholders and an intranet, which will have information only available to NEPA employees;
- A clearly visible and prominently displayed NEPA mission statement

5.2 EXTERNAL STAKEHOLDERS

Elected Officials and Civil Servants within the Afghan Government Ministries need to become aware of NEPA and its mandate.

NEPA should interact with other relevant Government Ministries (such as Agriculture) in three main ways:

- Create a senior-level communications working group, which will consist of communications representatives from each relevant ministry who will meet on a regular basis to conceptualize and to coordinate communications activities;
- Provide systematic support to each other for information activities and campaigns of Government Ministries, and help share resources and information between the Ministries where possible;
- Develop a spirit and culture of collaboration where information becomes freely available to whoever seeks it, which is ultimately in the best interests of everyone.

The Office of the President is obviously the most important government entity regarding leadership of Afghan Government communications. The NEPA spokesperson or Director of Information needs to be in regular contact with the President's Office to ensure that the communications strategy is in line with the point of view coming from the President. The Spokesperson should have regular meetings with the Office of the Spokesman of the President to liaise on messages that need to go out. In addition, the NEPA Director General or his Chief of Staff should be aware of this activity and should keep up to date on any changes in messages emanating from the President's Office.

The Upper and Lower Houses of Parliament both have active Media Offices. It is important for the NEPA information Department to keep in contact with these two Offices to at least get feedback from Parliament on all developments affecting NEPA issues.

Provincial and District Authorities contain very important stakeholders. Due to physical constraints they are in some cases difficult to reach with ease, but a key task of the NEPA Information Department will be to work out a strategy for building up regular contact with these bodies. NEPA should make its presence known with periodic visits from senior staff to the 28 provincial NEPA offices. Visits by the NEPA Director General and/or other senior staff to the provinces is important to highlight the NEPA mandate and it should be accompanied by senior Afghan journalists from the

national media in Kabul to ensure that the visits are widely reported in the national media, along with messages from the Director General or Chief of Staff. Wide coverage in the Afghan media, especially on key radio stations, should be achieved by ensuring that the media are given interesting stories about the main issues facing NEPA with regard to the population and the Afghan Government. There are communications officers in all the offices of Governors in each Province, who can help facilitate NEPA and other government communications requests.

The media, both national and international, are vital in helping NEPA speak to the country at large regarding environmental issues and compliance. The strategy for using the media should be based on the following:

- Use a variety of media, and play to their respective strengths – All of the different Afghan media have their relative strengths. Radio is the most effective way of reaching the largest audiences all around the country, particularly in the rural areas; television can be effective in urban areas and is increasing in importance; and newspapers and journals are useful for giving detailed information to limited numbers of educated stakeholders in urban areas. Currently NEPA is not using radio or television effectively enough. The Chief of Staff and other senior officials are regularly interviewed on radio in particular. While this is important – it is not enough. Radio and television journalists need to be encouraged to go into more depth about environmental issues and travel into the field to investigate them, speak with local NEPA officials (with clearance and tutoring from the Information department of NEPA) and to interview local Afghans affected by environmental issues.
- Keep the media interested by giving them interesting news – The media must be kept interested in NEPA's activities. One means of doing so is to give them interesting news. That is what the media always want. News should be disseminated through press releases. A database of journalists and contact information should be developed and kept in the Information Department and utilized frequently to reach out to the press and recommend story ideas to them. Press is the best form of public outreach since it is the most widely trusted – and it is free.

It will be important for the Director General to hold press conferences to spell out what the main messages of NEPA are, what NEPA is trying to do, and how the media can keep in touch with him. It is important to build him up as a key figure for the media to contact for reports, interviews and discussion programs.

Donors wield significant influence on economic development and government activity in Afghanistan and, as such, are a key stakeholder group for NEPA. Donors are especially interested in finding out the effectiveness of programs they are funding, and they also like to know whether the activities of Afghan Government are achieving the desired impacts, and whether the process of governance is open, transparent and inclusive. They also have funding available for specific purposes and by establishing relationships with them NEPA will ensure that it will be made aware of such funding opportunities.

The General Public is not homogenous. There are many segments of the General Public, but for the purposes of NEPA messaging they will be narrowed down into two main groups: Urban and Rural. Both of these groups are interested in how NEPA is affecting them. They want to know how environmental issues are impacting their lives. But the interests and expectations of these groups vary considerably. The Urban population is much more concerned with urban issues such as air pollution and water and sanitation issues, while the rural population will be more concerned with agricultural issues such as overgrazing and deforestation, and water and land issues – as well as hunting of animals. As discussed above, the rural population will want to receive their information much more from radio, while the urban population relies ever more frequently on TV and Print. According to the 2005 Altai Media Survey, the most widely accepted media survey to date, men prefer news programs while women prefer dramas and serial programs. Most Programming will need to be in both Dari

and Pashto. Kuchis (nomads) are another group which needs to be reached out to. Other groups might be indentified and methods will need to be developed to reach out to them.

Local Leaders, religious and otherwise – Mullahs, Heads of Shurahs (including Community Development Councils – CDCs), Heads of Women’s Councils, Business Leaders, Teachers, Doctors and Medical Administrators, Heads of Agricultural Unions, and many other local groups. This is perhaps the most important group in Afghanistan because these local leaders have huge influence over the population, especially in rural areas, where the media is less active and less trusted. The primary form of interaction with this group will be face-to face meetings.

The relationship between Audiences, Messages and Tools are shown in the table below.

6. MESSENGERS AND TOOLS

As the senior figure in NEPA, the most important person for delivering the IEC Strategy is the Director General. The stakeholders around the country, especially the media, are most interested in what he says about environmental protection and he is second only to the President in this regard. Stakeholders will all expect the Director General to be present at important meetings. They will also want to see him personally. It is important to bear this in mind when planning events to achieve maximum impact. This is why all-important initial meetings of stakeholder dialogues should be addressed by the Director General, and for successive meetings and working groups to be chaired by the Deputy Director General or Chief of Staff and other senior NEPA officials. For press conferences, the media will always want to see, hear and interview the Director General above all others.

NEPA should communicate with stakeholders using the following main tools:

- Meetings, and other events
- The media: press releases, and press conferences, interviews and discussion programs as the basis for broad credible coverage directly from NEPA, especially over the main radio stations
- A nationwide commercial outreach campaign, which will incorporate radio, television and print
- The website, with intranet and external site In Dari, Pashto and English (some parts)
- A regular newsletter, including job postings - and other print materials

Each tool is discussed below:

6.1 MEETINGS AND EVENTS

Face-to-Face Interactions are a time-honored means of building trust and understanding with stakeholder groups. A number of different types of meetings are suggested as follows for different stakeholder groups:

- NEPA Workshops are intended primarily for NEPA staff. They should be regular and frequent. They should be directed by the Spokesperson/Director of Information and should be attended by the Director General and/or Deputy Director General, and Division Directors. In addition to power-point presentations discussing communications flow, other aids may include films.
- Ministries Communications Working Group will be for the Ministries PR and Communications Departments, as well as the Office of the Spokesman of the President and other government officials and donor communications advisers. This is meant to be the focal point for developing and establishing public outreach campaigns for all of the government ministries. Coordination and information sharing will lead to synthesis of effort and will make

the entire government communicate more directly and clearly to the stakeholder groups around the country.

- Provincial, District and Village-level Workshops will include role-playing by participants, mobile cinema (showing films of NEPA), mobile theatre, local art shows, and other creative tools, which will be used to build up a relationship between the general population and the government. Active participation on the local level is important for learning purposes, especially for those who are illiterate. A key element of local level workshops will be to encourage the national media to attend and report on these activities. They will be interesting stories that the media will be keen to cover. The arithmetic of this approach is quite clear. There are about 30,000 villages around Afghanistan, so it will only be possible to hold workshops in a small percentage of these villages. Radio Free Europe, as an example, has an audience of at least six million Afghans each week in Dari and Pashto all around the country. If the key details of a workshop at one village are reported on just Radio Free Europe, the impact for thousands of other villages around Afghanistan is very clear indeed. And if other workshops, for instance, are reported on other radio stations, the messages of NEPA could get all around the country very quickly.
- Other Meetings: The Director General, Deputy Director General, Spokesman and other senior figures should be very proactive in message delivery, taking every opportunity to promote NEPA and its issues. Meetings should be held with all the stakeholder groups. It is very important that the Director General himself reaches out and meets people, internally and externally -- in the provinces as well as in Kabul. The message the Director General sets cannot be overstated. Whenever he holds an important meeting or visits a province NEPA's Information Department must ensure that a press release is issued in advance and that the key national media are invited to the event. His participation in such meetings should be arranged such that there is a regular flow of information coming out from NEPA in this way. This will make NEPA credible for audiences all around Afghanistan.

6.2 THE MEDIA

The media in Afghanistan is very active and diverse. It is the key means of getting information around the country. As such it is a very important tool for all Afghan Government information campaigns.

Radio is the most important of the media in this regard. It is the best means of getting information all around the country, and fast. This is because virtually all villages in Afghanistan have radios. Villagers have listened to the radio as a lifeline over the past decades. Radio can reach illiterate Afghans with as much ease as those who can read and write. The radio stations vary enormously in credibility and reach. The stations that are most believed and trusted by the audience are (according to the 2005 Altai media study) the BBC, Radio Free Europe and VOA (in Pashto, Dari). The BBC also broadcasts in Uzbek. The state radio (RTA) is also respected. These stations broadcast all around the country on medium and short wave, and they have increasing reach on FM too. As they are the most trusted stations, they are the best for conveying serious messages. Both men and women have wide access to radio, even in rural areas, but they are not listening at the same time of the day and each have different preferences about which types of programs they prefer. Again, according to the Altai Study – men prefer news-type programs and generally listen to the radio in the evenings, while women prefer serials and stories and are more apt to be listening to the radio in the daytime.

Television is increasingly important in urban areas, with most main towns and cities now having television broadcasts on several channels, which include the national television (RTA) and several commercial channels. Rural areas don't tend to have electrical power yet.

Print: There are many newspapers and magazines, mostly published in Kabul, but in other urban centers too – Herat, Kandahar, Jalalabad and Mazar-i-Sharif and other regional cities. They tend to have circulations, however, of only a few thousand copies per week or month. As such, the print

media has much less influence than radio and television. However, it shouldn't be ignored for the purposes of government information campaigns. Detailed information that the government wants to impart can be printed out at length in newspapers and magazines – as well as billboards. Print primarily influences the educated class of Afghans as well as the media. These groups are very influential in Afghanistan and therefore it is important not to ignore this tool – despite the weak distribution network.

6.2.1 USING THE MEDIA

The media can be used for outreach of Afghan Government messages to the country at large in two main ways:

- by news-led coverage
- and by commercial means.

For the latter, companies are employed to produce radio and television spots, films for mobile cinema, radio dramas, printed material, billboards and so forth.

6.2.2 NEWS-LED COVERAGE

This is the main time-honored way that the Director General of NEPA will speak to the Afghan audience, and exert his authority and that of NEPA. The best way of dealing with the media is to issue a press release the day before any event or press conference. The release should include details of the event, comments from the Director General, Chief of Staff, or the Deputy Director General, messages that pertain to that event, and any useful background information, up to a maximum of one page. The press release can be sent to the national and international media via email, along with an invitation to the event. A plan should be put in place by the Information Department such that there are regular events and press conferences, so that there is a continual flow of interesting information for the media, and thus the Afghan audience around the country, from NEPA. In this way NEPA will be able to get its messages across. The point of holding a press conference is that all the media are welcome to participate. Keep the media interested with good stories. Covering Provincial, District or Village-level workshops would certainly, for instance, be an interesting story, especially if there is a senior NEPA figure to be interviewed for the news story. Once the media have become engaged with NEPA, they will expand their activities to include increasing numbers of interviews and also the discussion groups by radio and television stations.

A list of Frequently Asked Questions and Answers (FAQs) needs to be prepared for use by the Director General and senior officials to help them with their interviews and interactions with both the media and other stakeholder groups. The FAQ approach needs to be extended to the Ministries as well. The overall aim for sustainable coverage is to get all the media, especially the main radio stations, interested in all issues concerning NEPA.

The financial cost to NEPA for the news-led information campaign is minimal, compared to the cost and effort of producing commercial radio and television/TV spots, films and printed matter, and delivering these around the country. But, until capacity within the NEPA Information Department is built up, the commercial information campaign will be necessary. The commercial outreach campaign will only be possible, however, so long as foreign aid assistance is available. This is why training on communications within the NEPA Information Department will be so important as soon as possible.

There is also a clear policy of the Afghan Government to build up a free and independent media. This policy is hampered when the government effectively pays radio stations to carry its messages. A free and independent radio station will find it difficult to question the activities of an Afghan government body if that body is paying the station to carry its messages. The BBC, Radio Free Europe and VOA

all refuse, for instance, to carry paid advertisements. However, if the messages are factual, rather than political, in nature this problem is somewhat eased.

6.3 COMMERCIAL OUTREACH CAMPAIGN

Radio Spots and Serials: As already discussed, radio is the most important medium and this is as true for commercially produced radio spots and serials.

Television Spots and Films: Television spots and films can be effective for Afghan audiences in urban areas. NEPA has obtained a grant from the US Department of Agriculture (USDA) for a 30-minute film and several spots as well as 6 advisors on the project. The need for this many consultants should be evaluated for future projects.

Mobile Cinema: The television spots and films can also be used by mobile cinemas, which consist of four-wheel drive vehicles that are outfitted with screen and projector, and which travel to rural villages for their shows. These have proved very popular, and local-level workshops can be designed around the mobile cinema. The cinema will only be able, however, to reach a fraction of the country’s 30,000 or so villages. So it will be important that encouraging news coverage of the mobile cinemas on the radio enlarges their effective audience. In other words it is very important to make sure that the media come and see the mobile cinema shows in the villages.

6.4 WEBSITE

NEPA’s website is not yet functioning. It is important to make it functional as soon as possible:

- For communications within NEPA, the website should have an internal section, called the intranet. As a most important tool for internal communications, it should be updated regularly and accessible only to NEPA staff, who will retrieve their emails on the intranet. The intranet will have various headings, including for instance job advertisements. The content should be in Dari and Pashto.
- In addition, the website will also have a standard external section with more general information about NEPA. Job advertisements will also be available on this external site. This section should also present relevant information for the international community in English.
- All press releases and printed matter issued by NEPA should clearly contain the NEPA’s website address.

6.5 PRINTED MATERIAL

Newsletter and other printed materials: Printed material currently includes a newsletter and magazine. While these publications can be important they are currently only reaching about a thousand people – far less than is necessary. It is recommended that NEPA continue with its printed material, however it is far more important to utilize radio in particular to spread messages. Given the difficulty in transporting materials in Afghanistan in a timely way the development of the internet and website should help the print distribution considerably as publications can be sent electronically and printed locally.

Branding: The brand for the NEPA, which is such a central body within the Afghan Government, is primarily the Afghan government crest. It is recommended that this Government crest be used for all NEPA branding.

TABLE 3: Audience, Messages and Communication Tools

Audience	Key Messages	Packaging of Messages
NEPA staff	All	Website (Intranet), Magazine, Newsletter, Face-to-Face Meetings

Audience	Key Messages	Packaging of Messages and Workshops
GoA Ministries, Office of the President, and Parliament	All	Communications Working Groups and Meetings, Magazine, TV and Radio Programs and Spots, Website (external)
Development Partners	All	Face-to-Face Meetings, Website (external)
Media	All	Face-to-Face Meetings, Website (external), Radio and TV Programs, Magazines and Newspapers
General Public – Urban Women	<p>Islamic tradition compels Afghans to maintain a healthy environment.</p> <p>Cleaning up the air in Kabul will lead to healthier citizens.</p> <p>Environmental awareness begins at home.</p> <p>A healthy environment represents a healthy country.</p> <p>Sustainable development leads to environmental protection.</p> <p>Environmental protection does not know national borders.</p> <p>Environmental protection is everyone’s business.</p> <p>Afghanistan’s forests are part of the natural heritage of the country.</p> <p>Preserving the environment will lead to the pride of our children.</p> <p>Restoring the forests will lead to improvement of the air quality.</p>	Radio Serials, TV Serials, Billboard Campaign, Radio and TV Spots, Newspapers, Heads of Women’s Councils
General Public – Urban Men	<p>Islamic tradition compels Afghans to maintain a healthy environment.</p> <p>Hunting of animals and birds is against the government’s decree and leads to the degradation of Afghanistan’s natural heritage.</p> <p>Cleaning up the air in Kabul will lead to healthier citizens.</p> <p>Environmental awareness begins at home.</p> <p>A healthy environment represents a healthy country.</p>	Radio News-style Programs, TV News-style Programs, Billboard Campaign, Newspapers, Radio and TV Spots

Audience	Key Messages	Packaging of Messages
	<p>Sustainable development leads to environmental protection.</p> <p>Environmental protection does not know national borders.</p> <p>Environmental protection is everyone’s business.</p> <p>Afghanistan’s forests are part of the natural heritage of the country.</p> <p>Preserving the environment will lead to the pride of our children.</p> <p>Restoring the forests will lead to improvement of the air quality.</p>	
<p>General Public - Rural Women</p>	<p>Islamic tradition compels Afghans to maintain a healthy environment.</p> <p>Deforestation and Overgrazing Leads to loss of arable land</p> <p>Effective grazing policies will lead to sustainability of the land and increased future income.</p> <p>Planting trees will lead to increased income from harvesting of wood.</p> <p>Environmental awareness begins at home.</p> <p>A healthy environment represents a healthy country.</p> <p>Sustainable development leads to environmental protection.</p> <p>Environmental protection does not know national borders.</p> <p>Environmental protection is everyone’s business.</p> <p>Afghanistan’s forests are part of the natural heritage of the country.</p> <p>Preserving the environment will lead to the pride of our children.</p> <p>Restoring the forests will lead to improvement of the air quality.</p>	<p>Radio Serials, Billboard Campaign, Face-to face Meetings, Mullahs, Radio Spots, Heads of Women’s Councils, Provincial, District and Village-level Workshops, Mobile Cinemas</p>

Audience	Key Messages	Packaging of Messages
	<p>Conserving water will lead to increased agricultural production.</p>	
<p>General Public – Rural Men</p>	<p>Islamic tradition compels Afghans to maintain a healthy environment.</p> <p>Deforestation and Overgrazing Leads to loss of arable land</p> <p>Effective grazing policies will lead to sustainability of the land and increased future income.</p> <p>Hunting of animals and birds is against the government’s decree and leads to the degradation of Afghanistan’s natural heritage.</p> <p>Planting trees will lead to increased income from harvesting of wood.</p> <p>Conserving water will lead to increased agricultural production.</p> <p>Environmental awareness begins at home.</p> <p>A healthy environment represents a healthy country.</p> <p>Sustainable development leads to environmental protection.</p> <p>Environmental protection does not know national borders.</p> <p>Environmental protection is everyone’s business.</p> <p>Afghanistan’s forests are part of the natural heritage of the country.</p> <p>Preserving the environment will lead to the pride of our children.</p> <p>Restoring the forests will lead to improvement of the air quality.</p>	<p>Radio news-style Programs, Billboard Campaign, Face-to-face meetings, Mullahs, Radio Spots, Provincial, District and Village-level Workshops, Mobile Cinemas</p>
<p>Local Leaders</p>	<p>Targeted – General Messages and local specific</p>	<p>Face-to face Meetings</p>

7. IMPLEMENTATION STRATEGY

Implementing this IEC Strategy will require some transformation in NEPA's approach to interacting with groups around Afghanistan. To achieve this, a concerted capacity building effort for key NEPA officers and staff in the Communications Department should be undertaken as a first step. Other important preparatory steps will be the establishment of a stakeholder database, including a media database, and an effective format to carry forward the communications strategy.

7.1 PRINTED MATERIAL

The implementation of this IEC Strategy has already begun. In addition to a very fine quarterly Magazine and monthly Newsletter already being produced, NEPA has received a grant from USDA for \$205,000 to produce a 30 minute documentary film and three television spots. Included in this budget are six consultants (three media specialists and three agricultural specialists) who will work with the production company to ensure the programs focus on NEPA's messages. Since the creation of these products will not be a full-time job for the consultants they should also be tasked with helping to develop other programs, particularly radio serials.

7.1.1 CAPACITY BUILDING IN COMMUNICATIONS

Senior NEPA Leadership: Since the Director General is so vitally important for communications in general he must be helped with this at every stage. The Director General – and Deputy Director General – as well as the Chief of Staff and other senior NEPA staff can benefit from a professional consultant to mentor them individually or as part of a group on effective speech writing and delivery, chairing of meetings, conducting interviews and generally dealing with the media.

NEPA Provincial Staff: Training in communications for Provincial Directors and their staffs is also most important. Subjects covered should include key elements of effective communications, how to work with the media and key stakeholder groups, and the best means of using other communications tools. Key skills will include how to organize face-to-face meetings for public outreach with local groups such as shuras, mullahs, agricultural unions, women's groups - as well as how to conduct events such as press conferences, and how to write and disseminate press releases and other material for the media and main stakeholder groups. Website and email training and procedures should also be most beneficial when the website is launched.

Mentoring: Ongoing mentoring of all staff involved in communications will be a vital part of the NEPA's training and capacity building process.

7.2 DEVELOPING AN EFFECTIVE FORMAT FOR NEPA'S COMMUNICATIONS WORKING GROUP

An Action Plan also needs to be drawn up and regularly updated to plan and track all ongoing communications activities. This plan should be regularly circulated by email to key stakeholders. Feedback and input from key stakeholders, especially senior government officials and donors, will be important.

The format of the Working Plan needs to incorporate the following:

- All upcoming communications activities, both internal and external
 - Media events
 - Internal NEPA meetings
 - Development of written information including Frequently Asked Questions (FAQs), bulletins, activity reports and updates;
 - Participation in external stakeholder events
 - Organization of dialogue forums involving external stakeholders
 - Website
- Which stakeholders will be involved

- What issues will be addressed
- Dates of delivery
- Location
- The persons responsible, both within and outside the NEPA.
- Desired outcomes of events and decisions from the meetings.

7.3 Development of a Database of Stakeholders

The IEC Department must develop and regularly update a database of stakeholder contacts, including all the national and international media. The database will include the following information for all stakeholders:

- Name of individual and position, name of organization, telephone numbers, email address, website address, physical address;
- Brief background about the organization; and
- Detailed notes should be filed on correspondence, and email messages should be saved on file too.

8. MONITORING & EVALUATION

NEPA's communications activities need to be regularly monitored. This is important to evaluate the success or failure of different strands of the plan and, from this, to help plan ongoing strategy. A variety of approaches can be used to carry out this evaluation, from formal surveys to attitude tracking studies, to focus groups. It must be agreed between government and donors how this evaluation will be done, and the sources of its support. Key questions to be addressed, as part of this evaluation will include:

- Has NEPA identified its most important stakeholder groups?
- Is NEPA using the most appropriate messages in communicating with these groups?
- Is NEPA using the most appropriate tools to communicate with these stakeholders?
- How effective have been the Director General, Deputy Director General, Chief of Staff and other communications staff as part of the IEC Strategy?
- What have been the most and least effective communications tools used? Why?
- What behavior patterns among key stakeholders have changed, as a result of communications efforts?
- How consistent has NEPA been in delivering its key messages?
- Is NEPA communicating with stakeholders frequently enough?
- With which stakeholder groups has communication been most and least successful? Why?
- What recommendations can be suggested to increase the effectiveness of the NEPA's IEC Strategy?

9. BSP/NEPA SUPPORT

It is important that BSP/NEPA continue its support for NEPA's IEC Strategy throughout the duration of the BSP/NEPA project. Without implementation, the IEC Strategy is useless. The immediate goal for BSP/NEPA should be to push for the buy-in of the Strategy. Given that the idea for the IEC Strategy came directly from NEPA, rather than from an outside organization – and furthermore given that the Strategy was created with NEPA's very strong participation – this should not be difficult. At the IEC Workshop Communications was listed as the top request for training.

After the IEC Strategy is agreed to an implementation plan should soon be developed. By Summer 2008 the Action Plan should begin implementation. To help facilitate the Action Plan, including trainings, BSP/NEPA should continue to provide short-term technical support and this should

continue until the end of the project. The next short-term IEC technical support should commence within several months for 6 – 8 weeks. The focus of this support should be:

- Finalization and implementation of an IEC Action Plan
- IEC Trainings for Provincial Directors and others in the provinces
- Media Relations and Interview Trainings for NEPA senior staff, including the Director General, the Deputy Director General and the Chief of Staff.
- Facilitation of public outreach products, such as radio and TV serials, films, and print publications.
- Building capacity within NEPA's IEC Department assist them in creating a dynamic, effective IEC Department.

ANNEX B: TEMPLATE FOR INDIVIDUALIZED PROVINCIAL ACTION PLAN

1. Identify Main Tools and Messengers in your Province: Specific Radio, TV, and Print Outlets, NEPA, Provincial, Ministries, etc. Who do you already have contact with? Who can you make contact with?
2. Prioritize Main Tools and Messengers in your Province: Which tools and messengers have the best chance to reach the largest number and most important target audiences? Who do you see as the most important target audiences?
3. Come up with a list of specific projects (ie. radio dramas, specific face-to-face meetings, workshops and seminars that you would like to see produced. What are the funding sources for these, internally within NEPA and externally?
4. Come up with a timeline for projects. Which projects and events would you like to hold soon? Which would you like to hold further in the future?

ANNEX C: NEPA SAMPLE PRESS RELEASE



Islamic Republic of Afghanistan
National Environmental Protection Agency

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Afghanistan Ozone Programme
Cooperation agreement with the Ministry of Work, Social Affairs,
Martyred and Disabled

PRESS RELEASE
9 March 2007

A Cooperation agreement was signed between the Afghanistan Ozone Programme – National Environmental Protection Agency (NEPA) and the Ministry of Work, Social Affairs, Martyred and Disabled on 22 February 2007.

Under the agreement, the Ministry of Works, Social Affairs, Martyred and Disabled will provide office space for the establishment of refrigerant technician training centers within its existing vocational training centers in Kabul, Herat, Mazar – e- Sharif and Kandahar.

The Afghanistan Ozone Programme is funded by the Multilateral Fund Secretariat for the implementation of Montreal Protocol in Afghanistan. The United Nations Environment Programme (UNEP) and the Government of Germany (GTZ – Proklima) will provide the necessary training material and equipment for the four training centers.

Professional Afghan refrigerant technicians will receive technical training with regard to good practices in refrigeration services, use of recycling and recovery machines for refrigerants and retrofit technology for switching over from R-12 refrigerants, which are famous Ozone Depleting Substances (ODS) to R-134a (alternative to R-12 and a non-ODS).

The project has been approved under the National ODS Phase out Plan for Afghanistan, under which Afghanistan has to reduce its reported ODS consumption of 179 metric tonnes in 2004 by 100 % until 2010.

The Afghanistan Ozone Programme with technical assistance from UNEP and GTZ-Proklima will train about 300 refrigerant technicians until 2010 and will – after agreement on use and maintenance - provide around 145 recovery and recycling machines to refrigerants service workshops around the country.

The cooperation between NEPA and the Ministry of Works, Social Affairs, Martyred and Disabled enhances the goal of mainstreaming environmental considerations and a sustainable approach into the curricula of governmental vocational training centers. Post 2010, the refrigerant technician training centers will be officially handed over to the Ministry of Works, Social Affairs, Martyred and Disabled for future refrigerant trainings.

For further information and interviews, please contact:

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ANNEX D: Survey on Biodiversity and the Environment

Simplified Survey on Biodiversity and the Environment

Hello, my name is _____ and I am an interviewer with NEPA. We are conducting a public opinion survey on biodiversity and the environment. Your name has been selected at random. We would like to request a few minutes of your time to answer the questions below. Your answers to this survey will be kept confidential. Thank you.

Profile of respondent:

Age: _____ Male or female: _____

Language: _____

Occupation (if any): _____ Monthly salary (if any): _____

Highest educational attainment:

- | | | |
|---|----------------------------------|---|
| <input type="checkbox"/> Primary School | <input type="checkbox"/> Diploma | <input type="checkbox"/> Others (specify) |
| <input type="checkbox"/> High School | <input type="checkbox"/> BS/BA | |
| <input type="checkbox"/> Vocational courses | <input type="checkbox"/> Masters | |
| <input type="checkbox"/> Certificate | <input type="checkbox"/> PhD | |

Street Address: _____

City/Province: _____

Questions:

- Thinking about the environmental issues, please tell me how serious a problem you think each of the following is in Afghanistan. Use a scale of 1 to 6 where 1 means something is not a problem and 6 means it is an extremely serious problem. Encircle the number of your choice:

	Scale					
	1	2	3	4	5	6
a. Air pollution	1	2	3	4	5	6
b. Water pollution	1	2	3	4	5	6
c. Solid and waste water management	1	2	3	4	5	6
d. Toxic waste management	1	2	3	4	5	6
e. Melting of ice caps	1	2	3	4	5	6
f. Loss of forests	1	2	3	4	5	6
g. Hunting of endangered species	1	2	3	4	5	6
h. Native plant species not preserved	1	2	3	4	5	6
i. Wetlands not managed well	1	2	3	4	5	6
j. Actual land use not based on suitable land use	1	2	3	4	5	6

2. Which of the following are the major causes of air pollution in your district? In a scale of 1 to 6 where 1 means it is the least cause and 6 is the major cause, encircle the number of your choice:

	Scale					
a. gas emission from cars	1	2	3	4	5	6
b. fuel used by households	1	2	3	4	5	6
c. absence of trees	1	2	3	4	5	6
d. road construction	1	2	3	4	5	6
e. dirt roads	1	2	3	4	5	6
f. others (specify _____)	1	2	3	4	5	6

3. Which of the following are the major causes of water pollution in your district? In a scale of 1 to 6 where 1 means it is the least cause and 10 is the major cause, encircle the number of your choice:

	Scale					
a. Toilets are built near deep wells and springs	1	2	3	4	5	6
b. Wastes are dumped into lakes or rivers	1	2	3	4	5	6
c. Water from canals drain directly to rivers or lakes	1	2	3	4	5	6
d. Water bodies not categorized according to use	1	2	3	4	5	6
e. Pesticides used for agricultural production	1	2	3	4	5	6
f. contaminate water sources	1	2	3	4	5	6
g. others (specify _____)	1	2	3	4	5	6

4. Have you ever heard about the loss of biological diversity or biodiversity?
 ___ Yes ___ No ___ Don't know

5. Please tell me if you agree or disagree with each of the following statements:

a. Watersheds, rangelands, wetlands, forests, and protected areas give life to plants and animals. Thus, it is important to manage these ecosystems well such that the environmental services that they provide to plants and animals are not disrupted.

___ Strongly agree ___ Somewhat agree
 ___ Strongly disagree ___ Somewhat disagree
 ___ Don't know

b. What I do in my life does not impact on the health of natural habitats, those places in nature that are home to animals and plants.

___ Strongly agree ___ Somewhat agree
 ___ Strongly disagree ___ Somewhat disagree
 ___ Don't know

c. Afghanistan’s natural resources are limitless. Thus, it is alright to take beyond what I need because the supply will never be depleted.

- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don’t know

d. Afghanistan has animal species that are endangered. All efforts must be made to protect such animals from becoming extinct. Thus, I will support moves to ban hunting of such animals.

- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don’t know

e. Afghanistan, and the world in general, will not suffer if some species like the Marco Polo sheep and the snow leopard were eliminated.

- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don’t know

f. We do not need to worry so much about environmental problems because new technologies will help us solve most of them.

- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don’t know

g. We have a personal responsibility to protect all plant and animal life.

- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don’t know

h. The Q’uran states that all plants, animals and other resources on earth are Allah’s creations and Allah is entrusting all of his creations to us for stewardship. Thus, the manner by which we take care of Allah’s creations is a reflection of how we value our relationship with Allah.

- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don’t know

i. Trees clear the air of pollutants like carbon dioxide and dust. They also make the environment cooler and cleaner.

- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don't know

j. Cholera and diarrhea is caused by contaminated water or food. It can be prevented by boiling drinking water or by observing sanitary practices in preparing food.

- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don't know

4. The term biodiversity refers to the variety of living plants and animals in the world. Maintaining biodiversity means preventing the extinction of plants and animals. How important is maintaining biodiversity to you personally?

- Very Important
- Somewhat important
- Not very important
- Not at all important
- Don't know

5. Which of the following do you practice:

- a. Burning of thrash Yes No
- b. Hunting of or buying of products from endangered species Yes No
- c. Dumping of waste into canals, rivers and empty lots Yes No
- d. Building of toilets near sources of drinking water Yes No
- e. Burning of tires for fuel and heat Yes No
- f. Cutting of trees for fuel and lumber Yes No
- g. Planting of forest and fruit trees Yes No
- h. Storing of waste in closed bins Yes No
- i. Using products made from materials that can be recycled Yes No

6. Which of the following have you ever done in the last 12 months:

- a. Discussed the environmental issue during meetings organized by the NGO or media groups Yes No
- b. Written, telephoned or visited an elected public official about an environmental issue Yes No
- c. Performed volunteer work for an environmental or conservation project in your community Yes No

7. Have you ever heard about the Environment Law of Afghanistan?
 Yes No
8. Where did you get your information about the Environment Law? Please check the sources of your information on the Environment Law.
- government agency (specify name of agency: _____)
- donor agencies or NGO (specify name of donor agency/NGO: _____)
- magazine or newspaper (specify name of newspaper or magazine: _____)
- internet (specify website: _____)
- TV (specify TV station and program: _____)
- radio (specify radio station and program: _____)
- Mosque
- shura council meetings
9. What types of printed materials on the environment law have you read?
- copy of the full text of the law
- brochure, flyer, primer
- newspaper article
- none
10. The Environment Law of Afghanistan protects the land and water where endangered plants and animals live. Which of these comes closer to your viewpoint:
- a. We should reduce the number of plants and animals in the endangered species list because protecting too many hurts the economy.
- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don't know
- b. We should enact a strong Endangered Species Act because protecting many different kinds of plants and animals is important to the environment and the economy.
- Strongly agree Somewhat agree
- Strongly disagree Somewhat disagree
- Don't know
11. Have you heard of NEPA? A
- Yes No Not sure
12. What does NEPA stand for? Encircle the letter of your choice.
- a. National Economic Promotion Agency
- b. National Environmental Protection Agency
- c. National Environmental Partners Association

d. National Energy Policy Agency

13. Which of the following are NEPA's mandates: (Encircle the letter(s) of your choice.)

- a. Implement community-based resource management activities.
- b. Monitor community-based resource management activities.
- c. Cooperate with relevant ministries, provincial councils and district and village councils and local communities to develop a management plan for each protected area.
- d. Develop a management plan for each protected area and coordinate with relevant ministries, provincial councils and district and village councils and local communities in implementing the plan.
- e. Restoration of indigenous vegetation outside of protected areas.
- f. Manage and control grazing of livestock.
- g. Provide policy direction for activities within protected areas.

14. Have you discussed any environmental issue to a NEPA staff in your area?

___ Yes ___ No ___ Don't know

15. Do you read the newspaper? ___ Yes ___ No

If yes, what paper? _____ How often? _____

16. Do you listen to the radio? ___ Yes ___ No

If yes, please list the top 3 programs and stations that you listen to:

Title of Program	Radio Station	Days	Time

17. Do you watch TV? ___ Yes ___ No

If yes, please list the top 3 programs and TV channels that you watch:

Title of Program	TV Channel	Days	Time

18. If you were to advise the government, what solutions will you offer to solve Afghanistan's environmental problems?

ANNEX E: Environmental Outreach*

*** The full Environmental Outreach Program is in Dari and is available as a reference document. The following is a summation in English.**

Naqibullah Naqib's presentation on Environmental Outreach – religious and cultural aspects focused mainly on environmental public outreach from view point of verses of The Holy Quran and The Prophet's Sayings regarding protection of the environment and natural resources:

1. Overview of Environmental Outreach and its importance in after two decades of war.
2. Necessity of Environmental Outreach
3. Types of Environmental Outreach
4. Tools and Messengers
5. Messages – mainly from The Holy Quran
6. Stakeholders – Mullahs and other Religious Leaders as trusted sources for conveying information

Handouts:

1. Verses of Holy Quran as related to environmental messages
2. Environmental Outreach – Religious and Cultural aspects

An example of Islam Point of view about environmental protection

The Islamic attitude towards the environment that surrounds humanity is not merely restricted to the presence of Allah everywhere but also to the following dimensions:

By submitting to Allah, Islam establishes the bedrock of the relationship between finite, mortal human beings and the infinite Divine, the secular and the sacred. This relationship cannot be understood without first realizing the meaning of the “submission” that the “created” should concede in his relationship with the Creator.

Humans have to accept that they are created beings who act as the “agents” of Allah on earth. These agents are creative in their own way but they are not Allah. Humans, however, will become closer to the sacred by operating according to Allah's instructions.

Islam, as a way of life, expects human beings to conserve the environment for several reasons which may be summarized as follows:

- 1-** The environment is Allah's creation. The creation of this earth and all its natural resources is a sign of His wisdom, mercy, power and His other attributes and therefore serves to develop human awareness and understanding of this creator. (Ar-Ra`d, 13: 2-4; 21:79)

2- Muslims should seek to protect and preserve the environment because by so doing they protect Allah's creatures which pray to Him and praise Him. Humankind might not be able to understand how these creatures praise Allah but this does not mean that they do not do so. (Al-Israa' 17: 44)

3- The environment contains Allah's creatures, which deserve protection.

4- Also among the reasons why Islam seeks to protect and preserve the environment is that Islam, as a way of life, is established on the concept of good (*khayr*). Therefore it is expected that Islam will protect the environment once it is understood that such protection is good by itself. (Az-Zalzalah 99: 7-8)

5- In Islam, humans are expected to protect the environment since no other creature is able to perform this task. Humans are the only being that Allah has "entrusted" with the responsibility of looking after the earth. This trusteeship is seen by Islam to be so onerous and burdensome that no other creature would 'accept' it. (Al-Ahzab 33: 72)

ANNEX F: Environmental Education Presentation

<p>Basic Components of the Environment</p> <ul style="list-style-type: none"> • Biological Environment • Physical Environment • Social Environment <p>1</p>
<p>Biological Component</p> <ul style="list-style-type: none"> • Includes fauna, flora, biodiversity and ecosystem • Fauna: that includes animals, birds, reptiles, insects and etc..... • Flora: that includes forests, shrubs and all vegetations • Biodiversity • Ecosystem <p>2</p>
<p>Physical & Social Components</p> <ul style="list-style-type: none"> • Including the geology, topography, soil, water resources, and air quality. • Including culture, religion, and local values <p>3</p>
<p>Eco-system, Natural Resources and Vegetation Covers</p> <ul style="list-style-type: none"> • Natural resources • Forest and environment • Negative impacts of deforestation • Sustainable forest utilization • Rangelands and the importance • Negative impacts of graze destruction • Sustainable rangeland utilization • Migration, displacement and the impacts on the Natural resources • Values of urban and community forestry • Sustainable resource utilization and securing natural resources • Desertification <p>4</p>
<p>Social Environment relationship to biological aspect</p> <ul style="list-style-type: none"> • Traditional conservancy knowledge • Qur'an and nature conservation • The importance of linkage between religious and traditional behaviors in environment • Revive the environmental protection culture in publics <p>5</p>

<p>Natural Heritage</p> <ul style="list-style-type: none"> • National parks, protected areas and nature reserves) • Protected areas • National park • Wildlife • Wildlife importance • Endangered species • Habitat • Trophy hunting • Hunting regulation • Eco-tourism <p style="text-align: center;">6</p>
<p>Food Chain</p> <ul style="list-style-type: none"> • Direct relationship of biodiversity and its role in physical, biological and social environment • The impact of food chain degradation • Food chain and the extinction of biodiversity <p style="text-align: center;">7</p>
<p>Population Explosion and Environment</p> <ul style="list-style-type: none"> • Population movement and the impacts on the rural and urban environment • Causes of movement and displacement • Shelter problems and environment degradation • Problems of shelter and environment degradation • Ecology and conservation refugee • Traditional protected areas protection and integration into religious values • Why and how to prevent ecological refugees <p style="text-align: center;">8</p>
<p>Pollution and Quality</p> <ul style="list-style-type: none"> • Water pollution and the effect on the environment • Air pollution and health hazardous to human beings • Noise pollution and health and mental development • Soil pollution and the linkage to human health and physical environment • Physical pollution including liquid and solid waste • Industrial pollution and waste • Waste management (urban, industrial areas and rural areas) <p style="text-align: center;">9</p>

<p>Energy</p> <ul style="list-style-type: none"> • Energy and its impact on the fragility of environment • Energy saving • Solar, wind and micro-hydel and environment protection • Energy critic • Alternative energy and the impacts on public livelihood • Renewable energy and poverty alleviation • Compare the RE with local energy and mitigation of pressure on natural resources • Use of bio-fuels in rural areas • Procedures of increasing RE use <p style="text-align: center;">10</p>
<p>Climate Changes and Greenhouse Effects</p> <ul style="list-style-type: none"> • What is climate change • What is the greenhouse effect? • Human activities and increased greenhouse gases • Harmful gases and depletion of ozone layer • National, local and global effects of climate changes • Modern and local campaign system to mitigate climate changes <p style="text-align: center;">11</p>
<p>Multilateral Environmental Agreement</p> <ul style="list-style-type: none"> • The values of multilateral environmental agreement in national and local environmental protection • The impact of trans-boundary environmental degradation on local environment • Integrate the modern MEA into local and traditional agreements • Role of public in implementation of the MEA <p style="text-align: center;">12</p>
<p>War and Environmental Degradation</p> <ul style="list-style-type: none"> • Religious, social and cultural affects of war • Damages to traditional conservancy knowledge • Damage to physical environment <p style="text-align: center;">13</p>
<p>Environmental Education and Peace Building</p> <ul style="list-style-type: none"> • Comparative war and peace • Green and eroded areas • Islam and peace prospective • Traditional knowledge of peace, prosperity and environmental panorama • Children rights for better environment <p style="text-align: center;">14</p>

Environment Regulations

- Traditional systems for implementation of regulations
- Environmentally friendly activities
- Environmental offences, punishment, reward and concessions to environmentally friendly activities
- Integrate the modern and traditional regulations

ANNEX G: LISTS OF PARTICIPANTS

Table 1: Participant List – IEC Training #1 (November 2 – 5, 2008) Central/Eastern Provinces

#	Participant	Title	Province
1	Eng. Ghulan Hazrat	Provincial Director	Kabul
2	Eng. Tofan		Kabul
3	Sartajuddin	Acting Provincial Director	Nuristan
4	Mir Azam	Admin and Finance Coordinator	Nuristan
5	Mohammed Abraham	Head of Information	Bamyan
6	Beryalai	Accounting Coordinator	Bamyan
7	Mohammed Mahfoz	Provincial Director	Parwan
8	Mohammed Homayon	District Relations Coordinator	Parwan
9	Noor Habib	Skills Development Coordinator	Kapisa
10	Abdul Manan	Provincial Director	Panjshir
11	Mohammed Alam	Admin Coordinator	Panjshir
12	Abdul Wali	Provincial Director	Maydan Wardak
13	Saheed Mohammed	District Relations Coordinator	Mayden Wardak
14	Khan Wali Kamran	Communications Staff	Nangarhar
15	Soltan Mohammed	District Relations Coordinator	Nangarhar
16	Anjeener Bahar	Head of Policy	Laghman
17	Eng. Noor Rahman	Protected Areas Staff	Laghman
18	Najeebullah	Provincial Director	Kunar
19	Momtaaz	District Relations Coordinator	Kunar
20	Abdul Aziz		Kabul
21	Ghulan Qadir		Kabul
22	Abdul Bashir		Kabul
23	Zakiya		Kabul
24	Hosaiy		Kabul

Table 2: Participant List – IEC Training #1 (November 9 – 12, 2008) Northern Provinces

#	Participant	Title	Province
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1	Abdul Hadi	Provincial Director	Samangan
2	Ahmad Jawid	Head of Protected Areas	Samangan
3	Ghulam Nabi		Faryab
4	Khair Mohammed	Admin Coordinator	Faryab
5	Abdul Khalil	Provincial Director	Sare Pul
6	Mohammed Asif	District Relations Coordinator	Sare Pul
7	Abdul Qaher	Provincial Director	Jawzjan
8	Najeebullah	Computer Operator	Jawzjan
11	Saheed Mohammad	District Relations Coordinator	Takhar
12	Mohammadullah	Head of Protected Areas	Takhar
13	Ghulam Farooq	Provincial Director	Baghlan
14	Abdul Ahmad Khan	Admin & Finance Coordinator	Baghlan
15	Tazah Gul	Head of Law Enforcement	Kunduz
14	Ghulam Mohammad Daqiq	Provincial Director	Kunduz
15	Naseer Ahmad	District Relations Coordinator	Balkh
16	Soriaya Sorat		Balkh

Table 3: Participant List – IEC Training #1 (November 20 – 24, 2008) Southern/Western Provinces

#	Participant	Title	Province
1	Abdul Rashid	Head of Law Enforcement	Khost
2	Suliman		Khost
3	Alif Khan	Provincial Director	Logar
4	Jan Agha	Protected Areas Staff	Logar
5	Akhtar Mohammed	Acting Provincial Director	Paktiya
6	Najeebullah	Head of Protected Areas	Paktiya
7	Mohammed Ghulam	Provincial Director	Kandahar
8	Wahidullah	Head of Env. Law Enforcement	Kandahar
9	Mohammed Asif	Protected Areas Staff	Ghazni
10	Said Ghul	District Relations Coordinator	Farah
11	Barakatullah	Head of Policy	Farah
12	Mohammed Jafar	Provincial Director	Nimroz

13	Haji Laludin	Admin Coordinator	Helmand
14	Fazal Ahmad Barak	Provincial Director	Herat
15	Sultan Ahmad	District Relations Coordinator	Herat
16	Abdul Qayom	Head of Information	Herat

ANNEX H: SUMMARY OF WEBSITE & EMAIL USE PRESENTATION

1. Website as an electronic communication
2. Website as a messenger for national environmental protection agency.
3. History of the internet
4. Government use of the internet
5. Application of the website for NEPA, including the types of information that NEPA should post on the website to help NEPA communicate with internal and external stakeholders
6. Using the website for the purpose of communicating with public, government and nongovernment agencies at the local, national and international levels

*(Full Program in Dari)

ANNEX I: SUMMARY OF COMMUNITY RADIO PRESENTATION

Radio Presentation Contents:

- Background Information about media, especially radio stations
- Various applications of radio
- Applications of local radios for the purpose of environmental public outreach
- News-led coverage by Radio
- Commercial use of radio
- How to use radio
- Different ways and methods for using local radio stations
- Examples
- Example of a radio dialogue about protection of the environment
- Experience of using radio at the local level (Sharing experience)

*(Full Program in Dari)