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TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
TASK DESCRIPTION.....	3
ACTIVITIES – POLICY MEASURES.....	3
ACTIVITIES - PERSONNEL	5
KEY ACCOMPLISHMENTS.....	7
SUBTASK A – ENERGY EFFICIENCY: Organization for Energy Planning/Nexant.....	7
SUBTASK B – SOLID WASTE MANAGEMENT: Ministry of State for Environmental Affairs/Egyptian Environmental Affairs Agency.....	9
SUBTASK C – RED SEA – Tourist Development Authority/Red Sea Governorate/Egyptian Environmental Affairs Agency/Red Sea Sustainable Tourism Initiative/Program Support Unit.....	12
SUBTASK D – GREEN CORNER/Integrated Care Society.....	14
SUBTASK E – EGYPTIAN ENVIRONMENTAL POLICY PROGRAM.....	15
LESSONS LEARNED/RECOMMENDATIONS.....	18
STAFF AND CONSULTANTS.....	21
APPENDIX A – WORKSHOPS.....	A-1
APPENDIX B – SPECIAL EVENTS.....	A-3
APPENDIX C – ROUNDTABLES.....	A-4
APPENDIX D – PUBLIC AWARENESS PRODUCTS.....	A-5

EXECUTIVE SUMMARY

Task Description

During the period October 2000-December 2001, the Academy for Educational Development was contracted to assist the Egyptian Environmental Policy Program (EEPP) partners – the Egyptian Environmental Affairs Agency (EEAA), the Organization for Energy Planning (OEP), and the Tourism Development Authority (TDA) – by providing technical expertise to design, implement, and evaluate public awareness, training and education activities in support of environmental policy measures. The EEPP is a four-year (1999-2003) program to support policy, regulatory, and institutional reforms that promote environmental quality and protect natural resources. The three primary environmental issues are related to energy efficiency, solid waste management, and Red Sea sustainable tourism. AED's efforts focused on developing and implementing public awareness, education, and outreach based on social marketing research strategies. The outcome of these interventions is the promotion of individual, group and institutional behaviors that better support policies and practices safeguarding environmental quality in Egypt.

At the broadest level, this assistance contributed to USAID/Egypt's Strategic Objective No. 19, Management of the Environment and Natural Resources, in targeted sectors. AED also provided a vehicle for further progress in achieving the purposes of the US-Egyptian Partnership for Economic Growth and Development that includes the Sub-Committee for Sustainable Development and the Environment and the Sub-Committee for Education.

AED's involvement with EEPP began in September 1999 under the GreenCOM I IQC and the work plan was approved in January 2000. AED built on work begun under GreenCOM with a new task order under an Energy and Environment Training IQC that ended in December 2001. Effective January 1, 2002, AED's involvement with EEPP continued via a new task order issued under the GreenCOM II IQC. Despite changes in the IQC mechanism of the project, a seamless transition has occurred, allowing continuous service for education and communication efforts in support of EEPP.

The following executive summary of accomplishments by subtask describes some of the deliverables in support of policy measures. A complete narrative description is presented in the section on Key Accomplishments. The total number of workshops is 15 with 487 teachers from 107 schools; total number of special events is six with 15,600 participants; total number of roundtables is 14 with 1002 participants; total number of products is 32 with 46,013 distributed. A more detailed breakdown of activities and products can be found in the appendices.

Activities – Policy Measures

Subtask A – Energy Efficiency

Policy: Increased energy efficiency supported through policy maker dialogue and public awareness.

Results: Ministerial level advocacy for examination of current policy was achieved.

Products/Events:

- Development and production of seven public awareness and education products, including a video, CD, set of 12 fact sheets, and four publications.
- Sponsorship and collaboration with other EEPP counterparts on one special event and six roundtables and seminars, attended by nearly 350 policy makers, journalists, business leaders, and academics.
- Placement of 24 magazine inserts on energy efficiency tips.
- Broadcast of 15 daily radio competition programs during Ramadan 2000 with an estimated audience of five-six million.

Subtask B – Solid Waste Management

Policy: Adoption of best practices.

Results: SWM privatization in Alexandria successfully implemented.

Products/Events:

- Organization of eight training workshops for secondary technical school teachers on the Solid Waste Management Learning Supplement and supporting media materials, with 316 teachers trained from 107 different schools.
- Sponsorship of a release event and three briefings on the SWM Learning Supplement attended by 305 dignitaries, Ministry of Education officials, journalists, and academics.
- Initial implementation of Awards Programs in Alexandria and the Red Sea Governorate, with orientations attended by 400 environmental educators and 20 top business leaders.
- PACT team skill development in communication to support privatization of SWM in Alexandria Governorate.
- Installation of 12 billboards and 78 lighted pole signs with messages on best practices placed in high traffic areas in Alexandria.
- Support of 16 episodes on Alexandria Channel 5 on the SWM privatization activities in the Governorate.
- Organization of a press conference for the EEPP-sponsored ISO 14001 Implementation Workshop attended by 30 journalists and industry leaders.
- Partial sponsorship of a workshop in Alexandria on plastic recycling attended by 150 industry representatives, legislators, academics, and journalists.
- Production of three publications, including an Environmental Business Directory, a brochure on the ISO 14001 certification process, and a book entitled *Guidelines For Environmentally Friendly Industrial Cities*.

Subtask C – Red Sea

Policy: Conservation and protection.

Results: Increased public awareness on the value and fragility of the Red Sea.

Products/Events:

- Sponsorship of a clean-up campaign in the Red Sea.
- Production of a brochure and a state-of-the art CD-ROM on the EEAA Protectorates in the Red Sea.
- Design and installation of 41 outdoor signs for mangrove areas in the EEAA Protectorates and 67 outdoor signs for best practices on TDA properties in the Red Sea Governorate.
- Organization, in collaboration with TDA and Sheraton Hotels, of a festival as part of the “Teen Defenders” network attended by 3000 students from 40 schools.

Subtask D – Green Corner Libraries

Policy: Increased environmental awareness among youth.

Results: Expansion of Green Corner libraries to every governorate, enhanced skills, and increased material resources.

Products/Events:

- Publication of 1000 Arabic copies and 500 English copies of an environmental education activity book.
- Sponsorship and coordination of two Green Corner environmental education workshops attended by nearly 50 Green Corner librarians in Aswan and Alexandria.
- Sponsorship and coordination of a Children's Poster Contest in support of the Agenda 21/Rio+10 Earth Summit in Johannesburg in Fall 2002, with three orientation workshops held for Green Corner librarians with production of children's kits and five different publicity posters.

Subtask E – Egyptian Environmental Policy Program

Policy: Sustained capacity of Government of Egypt and civil society to address environmental issues.

Results: Modeling of research-based approaches to campaign development and increased awareness of EEPP.

Products/Events:

- Organization of a Capacity Building Institute attended by 30 participants representing 20 NGOs from 14 different governorates.
- Participation in the Environment 2001 Conference and Exhibit, attended by 11,000 policy makers, industry leaders, academics, and environmental experts.
- Events planning and implementation for the Egypt-USAID 25th Anniversary Celebration in Hurgada.
- Support of the Environmental Protection Fund through organization of a multi-faceted public awareness campaign on the EPF and its granting program and documentation of EPF's first year of funding.
- Publication of three information products on the EEPP, including a set of fact sheets, a brochure, and a newsletter.
- Evaluation of the effectiveness of environmental education activities learned in AED-sponsored workshops.
- Development of campaigns based on social marketing research on the 10th of Ramadan Industrial City and on revenue enhancement for Red Sea conservation.

Activities - Personnel

Based upon the work plans submitted in October 2000, the field staff, along with technical assistance from local consultants, focused on implementation of all project components. These included research, development of mass communications and public affairs activities, environmental education, and project administration.

Over the duration of the contract, several changes in staff positions and responsibilities took place. Ms. Nathalie Augustin, Procurement Specialist for the AED Cairo office, increased her responsibilities in Spring 2001 to Director of Operations to include office operations, personnel and management as well as procurement and contracts. Ms. Nermine Osman assumed the position

of Communications Assistant in Spring 2001. Her increased responsibilities were to provide technical support for communications activities and to work closely with the communications manager. Ms. Seftab Jabi's responsibilities were extended in Summer 2001 to include coordination of media relations and events. She worked closely with the communications manager in organizing public awareness campaigns, contacting media representatives, and writing press releases.

New additions to AED staff in the Cairo office included Mr. Dan Hallett, an environmental engineer who served as the Deputy Chief of Party from December 2000-May 2001. Ms. Iman Choucri became the new Financial Manager upon the departure of Ms. Nour Hoda Adeel in June 2001. Ms. Dahlia Bahaa Moussa also joined the AED staff in June 2001 as the new Administrative/Financial Assistant, providing support for office and fiscal management.

In addition to the above-mentioned changes in staff personnel, several new Egypt-based consultants joined the AED team. Eng. Hany Farid was hired in Fall 2000 as a consultant with AED for a satellite office in Hurghada, Red Sea Governorate. Eng. Farid acts as a local contact for organizing special events and activities, Red Sea public awareness campaigns, Red Sea teacher workshops, and education materials development. He is also AED's liaison to the Governor's office, the Red Sea Education Directorate, the Hurghada Program Support Unit (PSU), the regional TDA office, the regional EEAA protectorates office, and community leaders. Ms. Mariam Ahmed was employed in March 2001 as a consulting Research Assistant to assist Dr. Sami Omar, AED's Senior Research Consultant, on the design and implementation of specific research projects. Mr. Tarek Abdel Haye was hired in April 2001 as Communications Manager to replace Dr. Mahmoud Youssef, who left this position in January 2001. Ms. Neveen Abushadi joined AED in the capacity of Communications and Education Consultant in September 2001. Her responsibilities included organizing the Agenda 21 national children's poster contest as part of Egypt's preparations for the Rio+10 Earth Summit in Fall 2002, education workshops, and capacity building with the EEPP Egyptian government partners. Mr. Hany El Shahat El Bakry joined AED in September 2001 as a part-time Graphic Design Consultant, and Ms. Marwa Mohsen was also hired in Fall 2001 on a consultant basis as an Editor for Arabic documents.

Overseas consultants included Dr. Orlando Hernandez, senior researcher in AED/Washington, who visited the project office in April 2001 to assist in formulating a research strategy for Tranche II of the EEPP. Dr. Irma Allen conducted several visits throughout the contract to organize environmental awards programs in Alexandria and the Red Sea Governorate. Mr. Richard Bossi, Vice-President and Director of AED/Washington's Center for Environmental Strategies, conducted a management site-visit to Cairo, Hurghada, and Alexandria in April 2001 in order to liaise with USAID and EEPP partners concerning AED's role in the Tranche II phase of the program. Ms. Lourdes Loch-Martinez, Deputy Director for the Center for Environmental Strategies at AED/Washington, spent two weeks in July 2001 at the AED/Egypt office in order to work with the financial management team, conduct training of new personnel, and provide support in the contracts and procurement function. Mr. John Wallace, consultant from the USA, visited in November 2001 to work on interpretative educational programs for the planned TDA international visitor's center in the Red Sea.

Key Accomplishments/Issues

SUBTASK A – ENERGY EFFICIENCY: Organization for Energy Planning (OEP)/Nexant

AED's activities in the field of energy efficiency included fostering dialogue on energy efficiency policy among high-ranking officials, leading to the adoption of a national energy efficiency strategy. AED sponsored and organized issue-oriented roundtables, executive sessions, and special events for decision-makers and policymakers, the technical staff of EEPP counterpart agencies, and influential members of the private and public sectors. In order to foster a cadre of environmental journalists who understand policy issues, AED hosted briefings and workshops with journalists and editors. As part of AED's efforts to promote public awareness and motivate targeted constituencies to change their environmental behavior, AED conducted a media campaign and produced several publications and public awareness products. In addition, AED, in collaboration with Nexant, prepared a strategic communications plan to follow-up on previous efforts and to support the work plan for achieving Objective #10 of the EEPP Tranche II policy matrix.

Public Awareness and Participation

In November 2000, AED, in cooperation with OEP, sponsored a two-day international workshop on energy efficiency codes and standards attended by over 100 industry representatives, government officials, and energy experts. Throughout Fall 2000, AED coordinated three one-day roundtable briefings attended by journalists specialized in environmental, family and women's issues for the purpose of discussing the role of the media in increasing public awareness on basic energy efficiency practices and issues. AED also sponsored a meeting of the Energy Efficiency Council in Sharm el Sheikh in February 2001 to provide council members, industry representatives, decision makers, and energy experts with an opportunity to review the draft National Energy Efficiency Strategy.

Mass-media activities included sponsoring, in coordination with OEP, 15 daily radio competition programs on energy efficiency aired at high-traffic times on the Youth and Sport radio station during Ramadan in December 2000. The estimated audience for these five-minute programs was five-six million people. A print ad campaign in Fall 2000 included 14 weekly half-page ads featuring energy efficiency tips placed in the magazines *Akhbar Al Youm* and *Noss Al Donia*. In the popular children's weekly magazine, *Alaa Al Din*, two color supplements and 10 weekly inserts were produced on the theme "thinking and playing with energy."

In June 2001, AED supported an executive seminar on energy efficiency in collaboration with Nexant, technical assistants to OEP, and *Al Ahram*, the largest newspaper in Egypt. Three ministers led the discussions – the Minister of Petroleum, the Minister of Electricity, and the Minister of State for Environmental Affairs. Over 100 participants attended the one-day event representing industry, investors, professionals in the energy field, and university professors. Front page coverage of the event was carried in *Al Ahram*, followed by a special four-part feature in Friday editions of *Al Ahram* newspapers throughout August and September 2001. In addition, AED sponsored the publication of 2000 copies of the seminar proceedings in an Arabic/English booklet. This seminar was a milestone event in support of the EEPP policy measure on a national energy efficiency strategy. The event allowed high-level decision makers and influentials to participate in a discussion about the need for a national energy efficiency strategy and to

communicate the process that the Energy Efficiency Council followed in developing a draft strategy.

In cooperation with Nexant and the Journalists' Syndicate, AED sponsored and assisted in organizing a briefing on energy efficiency issues for members of the media. The session, entitled, "Energy Efficiency and Future Challenges," was held on December 26 and attended by approximately 75 print and media journalists and editors. Speakers included Dr. Ibrahim Abdel Gelil, CEO of EEAA, Mr. Salah Hafez, President of the Egyptian Energy Services Business Association (EESBA), Dr. Ahmed Amin, Director of Tabbin Institute for Metallurgical Studies (TIMS), and Eng. Emad Hassan from Nexant. AED assisted in preparing and distributing press kits that included the proceedings of the energy seminar sponsored by AED and hosted by *Al Ahrām* and Nexant in June 2001; publications on the Energy Efficiency Council, EESBA, and the EEPP produced by AED; and a set of eight fact sheets produced by AED. The fact sheets were written by AED consultant Dr. Sherif Kandil with input from eminent experts in the field of energy efficiency: Dr. Hussein Abdullah, Dr. Ahmed Amin, Eng. Nabil Ismail, Dr. Moatez Soliman, Eng. Maamoun El-Sakka, and Dr. Hamdan Nour El-Din. The new EEAA energy efficiency video produced by AED was also screened. In addition, AED sponsored television, radio, and print media coverage of the briefing. Dr. Sherif Kandil coordinated the meeting and AED staff Ms. Magda Gomaa and Ms. Nermin Osman assisted in the implementation of the event.

Over the 15-month period from October 2000 to December 2001, AED produced numerous publications and other public awareness products in support of EEPP policies on energy efficiency. AED provided technical assistance in the design of 2000 Arabic/English booklets on the Egyptian Energy Service Business Association (EESBA), a non-governmental association that represents the business interests of private companies offering products and services to the energy efficiency market in Egypt. Technical assistance was provided by AED to Nexant, OEP, and EEAA on the writing, editing, design, and production of a booklet, entitled "Global Climate Change: Egypt Faces the Challenge," for distribution at the international convention on climate change held at The Hague in November 2000. Five hundred copies were distributed at the convention and another 1500 were printed for local distribution. In addition, AED printed a leaflet presenting a 25-year retrospective on energy efficiency in Egypt, accompanied by 1000 twin CD-ROMs in English on energy efficiency case studies and background information.

Formal and Informal Education

The Organization for Energy Planning organized a celebration to award the winners of a student competition on energy efficiency. AED supported newspaper and magazine announcement ads for the competition in July 2001 and managed media coverage of the event. Press coverage included print and electronic media, interviews with some of the winners by the Youth and Sport national radio station, a one-hour talk show with Dr. Hany Al Nakeeb, CEO of OEP, and daily and weekly newspaper articles.

Development of an Energy Efficiency Learning Supplement for preparatory and secondary schools in Egypt began under the direction of AED consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, and Mr. El Moatez Belah. The learning supplement focuses on three areas - the built environment, transportation, and industry - with emphasis on alternative technology. It combines fact sheets,

background papers, and interactive classroom activities and will be accompanied by the energy efficiency video. The book, after undergoing the EEPP review process, will be published in 2002.

Following up on a special request from the EEAA, AED developed a 15-minute educational video on energy efficiency issues in Egypt. One thousand Arabic copies and one hundred English copies were produced for distribution to schools, NGOs, and business leaders. AED consultant Dr. Sherif Kandil partnered with Mr. Salah Sherif and Ms. Amal Taha from the EEAA Public Awareness Department for review and editing of draft scripts and rough cuts. The video was circulated for EEPP review before production.

SUBTASK B – SOLID WASTE MANAGEMENT: Ministry of State for Environmental Affairs/Egyptian Environmental Affairs Agency

AED carried out public awareness and education campaigns to promote more effective solid waste management practices nation-wide. In support of the solid waste management privatization effort in Alexandria Governorate, the campaign included print and broadcast media activities, installation of signage, publications, development of community awards programs, and implementation of workshops for educators, industry leaders, decision makers, government officials, and other influential members of the public and private sector.

Public Awareness and Participation

AED worked closely with Abt Associates, the technical assistance providers for the solid waste management privatization initiatives. For the Alexandria Governorate, AED developed a strategy for public awareness campaigns to prepare the citizens of Alexandria for the Integrated Solid Waste Management project (a private contract being implemented by the French company Onyx). AED's consultant in Alexandria, Dr. Sherif Kandil actively participated in the intensive training of the 160 Environmental Service Specialists (ESS) chosen to monitor the SWM private contractor and to assist the public in complying with the company's activities. In addition, Dr. Kandil participated in organizing and conducting intensive training sessions for the Public Awareness and Communications Team (PACT), a designated 14-member sub-group of the ESS. With AED support, the Alexandria television station, Channel 5, produced 16 episodes throughout October 2000-October 2001 on the solid waste management privatization effort in the city. One of the programs featured interviews with Dr. Sherif Kandil and Dr. Camelia Hegazy, Head of the Alexandria Education Directorate, focusing on the teacher workshops AED conducted. Also in support of the solid waste management privatization effort, AED produced 78 lighted pole signs and 12 billboards with three different public awareness messages on best practices. Installation of the signs in high traffic areas in Alexandria Governorate began in December 2001.

In July 2001, EEPP sponsored an ISO 14001 Implementation Workshop in Cairo for businesses in the industrial sector. Representatives from 38 companies attended the event, during which the necessary measures for implementing ISO 14001 were discussed and case studies of compliant companies were presented. AED provided extensive media coverage and organized a special press conference after the event with several Egyptian businesses showcased as models. For distribution at the workshop, AED also designed and produced, in collaboration with the EEPP Program Support Unit, informational brochures on the ISO 14001 initiative in the 10th of Ramadan

Industrial City. The English and Arabic versions of the brochure were also disseminated at other roundtables and special events.

AED also provided partial sponsorship for a workshop entitled "National Codes, Standards, and Legislation for Plastic Recycling." The two-day workshop, which was held in Alexandria in October 2001, focused on the following topics: general principles of solid waste management, plastics as a solid waste issue, methods and kinds of plastic recycling, development of environmental legislation, and the promotion of national goals, standards, and legislation for plastic recycling. Speakers from EEAA (Dr. Nefissa Abou El Seoud and Dr. Fatma Abou Shouk), Egyptian universities, plastic industrial facilities, and private sector businesses contributed to the workshop. In addition, speakers from Europe and the US were invited to share their experiences in this field. Approximately 150 industry representatives, legislators, academics, and journalists were in attendance. Dr. Sherif Kandil coordinated AED's participation in the event.

AED contracted with journalist Abdel Megied Abdel Razik to conduct a series of print and broadcast media activities for the promotion of environmental issues in the Middle Delta and the EEAA Regional Branch Office. Throughout November and December 2001, Abdel Megied wrote 15 articles for publication in different major newspapers on the solid waste management privatization efforts in the region and other environmental issues. In addition, he facilitated meetings with Mr. Mohamed Ahmed Hussein and the staff of the EEAA Middle Delta Regional Branch Office to carry out local television and radio episodes on environmental issues and seminars for local newspapers.

Mr. Tarek Abdel Haye organized a multi-faceted public awareness campaign to generate interest in participating in the next round of the Environmental Protection Fund's project competition. The campaign utilized newspaper articles, radio and television broadcasts, special inserts in magazines, and seminars with NGOs and business groups. Ms. Seftab Jabi also assisted in this effort through coordination of media relations. Also in support of EPF, AED produced 150 large posters promoting the Fund. The posters were used in conferences and meetings and displayed in prominent places to encourage participation in the Fund's grant program.

AED consultant Dr. Irma Allen specializes in the development and implementation of environmental public awareness and communications networks based around annual awards programs. Dr. Allen worked with Dr. Sherif Kandil and with Eng. Hany Farid, AED's Alexandria and Red Sea Governorate consultants, in setting up awards programs in support of privatization of solid waste management and EEPP-sponsored Red Sea environmental activities. Dr. Allen met with key government officials and leaders of NGOs, educators, and business associations to set up an infrastructure for implementing the programs and to create publicity and educational materials describing the awards program process. In Alexandria, Dr. Sherif Kandil organized meetings with key officials in the education and business sectors, as well as appropriate government officials. Eng. Mohamed Kamal of the EEAA Public Awareness Department and Dr. Fatma Abou Shouk of the Alexandria EEAA Regional Branch Office were consulted, involved, and informed during the entire exploration, orientation, and sensitization process conducted in the community. In September 2001, two orientations on the awards programs were held, one attended by 150 environmental education leaders and government officials, and the second by 20 top business leaders. A brochure and other publicity materials describing the awards programs were designed, as well as entry forms and orientation booklets for teachers. Eng. Farid organized committees in the Red Sea communities of Ras Ghareb, Hurghada, Safaga, and Al Quseir. In September 2001,

250 school teachers attended a capacity building seminar, conducted by Eng. Farid and the Red Sea Education Directorate, on implementing the awards program for solid waste management and energy efficiency projects. Project entry forms from schools were submitted and judging of projects will take place in Summer 2002. In Safaga and Al Quseir, NGOs also submitted project entry forms. To investigate the possibility of utilizing this approach in the Middle Delta Governorates, Dr. Allen met with PSU representative Mr. Osama Salem and Eng. Shewekar Mostafa Hamza and Mr. Mohamed Ahmed Hussein from EEAA's Regional Branch Office in Tanta to discuss initiating an awards program in the area with an emphasis on women and children's issues.

Formal and Informal Education

A release event for the AED produced Solid Waste Management Learning Supplement for secondary technical schools was held in October 2000 in Alexandria. Over 60 dignitaries from EEAA, the Ministry of Education, the Education Directorate, Alexandria University, Alexandria City Council, NGOs, international donors, and the private sector were invited to the reception, demonstration, discussion, and dinner. Dr. Sherif Kandil, Dr. Hassan Abou Bakr, Dr. Hala Adel, and Ms. Magda Gomaa organized and carried out the event.

Distribution of the Solid Waste Management Learning Supplement to all secondary technical schools in Egypt numbered 1640 (two sets to each school). Another 200 sets were distributed at teacher workshops in Alexandria and the Red Sea. The workshops, conducted by master trainers Dr. Hassan Abou Bakr and Dr. Hala Adel, with the assistance of AED logistics coordinator Ms. Magda Gomaa, demonstrated effective use of the multi-media materials accompanying the supplement, including a CD-ROM, a video of success stories, overhead transparencies, hands-on classroom activities, and background papers. The schools were also given materials and equipment necessary to conduct the activities. The enthusiastic response from students and teachers indicated how appreciative an underserved population such as technical schools is for quality materials, information, and expertise. In addition to Alexandria and the Red Sea Governorate, workshops were also held in Aswan, Sohag, Qena, Damietta, and Daqahliya Governorates, with a total of 316 teachers from 107 schools attending. The workshops were jointly sponsored by AED, the Ministry of Education's Department of Environmental and Population Education, the Egyptian Environmental Affairs Agency, and the British Support for Environmental Assessment and Management (SEAM) program.

In March 2001, AED also conducted an interagency seminar in Cairo on the Solid Waste Management Learning Supplement for 15 senior officials in EEAA and the Ministry of Education. One of the recommendations resulting from this meeting was to hold roundtable discussions with decision makers, undersecretaries, and top officials to discuss the integration of environmental educational materials in school curricula. In addition, Dr. Sherif Kandil traveled to the United Arab Emirates in May 2001 to conduct a briefing on the supplement attended by senior Ministry of Education officials. Dr. Kandil also gave a presentation on the supplement to an audience of 150 academics, journalists, and environmental officials as part of the Fourth Middle East Conference on the Role of Environmental Awareness in Waste Management held in Kuwait in November 2001.

In response to a special request from Dr. Ahmed Hamza, Senior Advisor to the Minister of State for Environmental Affairs, AED contracted an Arabic translation of a World Bank technical book

on sanitary landfills for solid waste management. The book's text and graphics were translated from English to Arabic by Dr. Sameh Abdel Gawad, then revised and edited by AED consultants Dr. Sherif Kandil, Mr. Tarek Abdel Haye, and Ms. Marwa Mohsen. AED received copyright permission from the World Bank for the publication of the Arabic version. Another publication produced by AED included *Guidelines for Environmentally Friendly Industrial Cities*, authored by Dr. Ahmed Hamza. The book was approved by Eng. Dahlia Lotayef as an official EEAA publication and includes an introductory letter from the Minister of State for Environmental Affairs. AED designed and printed 1000 copies of the book for distribution to policy makers and industry leaders in Cairo and Alexandria. AED also designed and printed 3000 copies of an Arabic/English Environmental Business Directory, compiled by the EEPP Policy Support Unit, for distribution to government agencies, NGOs, and businesses and at conferences, roundtables, and workshops.

SUBTASK C – RED SEA: Tourist Development Authority/Red Sea Governorate/Egyptian Environmental Affairs Agency/Red Sea Sustainable Tourism Initiative/Program Support Unit

AED provided public awareness, education, and communications technical assistance in support of measures to protect coastal natural resources and conserve marine biodiversity in the Red Sea. The campaigns were consistent with the Tourism Development Authority's (TDA) policies on coastal development zoning and best practices and EEAA policies on conservation. AED's activities included installation of signage, production of state-of-the-art public awareness and education materials, development of a learning supplement for schools, sponsorship of a clean-up campaign, media coverage of special events, and design of interpretive programs for the new TDA visitor's center.

Public Awareness and Participation

Dr. Adel Rady, CEO of TDA, unveiled a series of four Red Sea outdoor signs designed and produced by AED at a special ceremony held during the Egypt-USAID 25th Anniversary Celebration at El Gouna resort in Hurghada. The ceremony was attended by numerous dignitaries from USAID, the US Embassy, and the Egyptian government. After undergoing revisions and approval through the EEPP review process, approximately seventy of these outdoor signs, bearing the message, "Let's Keep It This Way," were installed on TDA properties in the Red Sea Governorate. Also as part of the 25th Anniversary Celebration, AED designed, developed, and delivered a series of posters for the Red Sea Rangers to present their activities at public venues. In addition, AED designed one large Wadi El Gemal entrance sign and 40 mangrove outdoor signs displaying EEAA protectorate regulations and environmentally friendly visitor behaviors. The new signs, which were produced for the EEAA Protectorates office in Hurghada, were approved through the EEPP review process and by Dr. Moustafa Fouda, Director of the EEAA Nature Conservation Sector, and the Red Sea Governor. The signs were installed in the Red Sea Governorate in Fall 2001.

The Tourism Development Authority and Sheraton Hotels organized a three-day festival in November 2000 attended by 3000 students from 40 schools as part of the "Teen Defenders" network. Dr. Mahmoud Youssef from AED arranged for media coverage of the event, which included a booth for each school to exhibit wall magazines, paintings, articles, posters, recycled

products, and laboratory experiments. Mr. Wagdy Riad, AED Media Relations specialist, arranged for the publication of four articles in major dailies and a weekly newspaper.

EEAA, the World Bank, and AED collaborated on a Red Sea Clean-up Campaign that took place in July 2001. AED's Red Sea consultant Eng. Hany Farid and EEAA's Mr. Fouad Megahed coordinated the effort with schools, diving centers, and the EEAA protectorates office in Hurghada. AED provided logistical support, publicity, transportation, and tools for participants in the five-day clean-up effort. Before the clean-up, 55 preparatory school students attended a Project AWARE environmental training course conducted by Eng. Farid. The course and clean-up took place around the students' school and in Fishermen Village, a town near Hurghada, with the participation of the local community. Simultaneously, an underwater cleaning campaign took place in cooperation with volunteers from local diving centers. A boat trip for underwater waste collection was organized by Eng. Farid, and diving centers encouraged their customers to take part in the clean-up over the five-day period. Media coverage of the event included articles in all major newspapers, in addition to television programming.

AED contracted with a local media production firm, Image House, to develop a state-of-the-art brochure on the Red Sea Protectorates and a CD-ROM on Red Sea ecosystems. Five thousand copies of the English brochure were published and are being distributed throughout the Red Sea Governorates to hotels, resorts, NGOs, schools, and protectorate offices. The production of 1000 English copies of the CD was completed in Fall 2001 and the CD was distributed to government agencies, protectorates offices, and educators, as well as displayed at conferences and other events. AED worked closely with Dr. Moustafa Fouda and the EEAA National Conservation Sector and EEAA Public Awareness Department for technical review and revision of these products.

Mr. John Wallace, USA consultant, made his first visit in November 2001 to conduct research related to interpretive landscape and program design for the Port Ghalib Visitor's Center that is being developed on the Red Sea coast. Mr. Wallace met with TDA Chairman Dr. Adel Rady, TDA Regional Director Mr. Ayman Morsi, and TDA consultant Dr. Magda Samy to discuss draft plans. Mr. Wallace also visited the center to conduct on-site research tests as well as to collaborate with architects and engineers working on the project's design. He also consulted with Dr. Shaker Helmi, AED consultant and specialist in geology and indigenous plants. AED consultant Mr. Gabriel Mikhail provided background and concept sketches on indigenous people and architectural features. The result of this and future consultancies will be a comprehensive conceptual design for interpretive programs.

Formal and Informal Education

The writing, design and layout for the Red Sea Learning Supplement, developed by AED consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, Ms. Rasha Mustafa, and Mr. Moatez El Belah, was completed. Mr. Hany El Shahat and Mr. Tarek Abdel Haye managed the design and layout of the book, which will undergo a final review by the EEPP counterparts in early 2002 before going to press. The learning supplement underwent a rigorous technical review by EEAA Nature Conservation Sector Director Dr. Moustafa Fouda and his designees; Dr. Mohamed Abdel Fattah El Kassas, noted professor and expert on the environment; Dr. Mahmoud Khamis, member of the marine biology faculty at Alexandria University; Eng. Mohamed Kamal, EEAA public awareness department, and his designees; Dr. Mahmoud Hanafy, EEAA Protectorates office in Hurghada; Dr. Magda Samy, TDA, and her designees; and Dr. Chris Howell, Red Sea Sustainable Tourism

Initiative (RSSTI) program, and his designees. The learning supplement includes four chapters, each with background papers, fact sheets, photographs, and age-appropriate classroom activities. It will be accompanied by various learning tools including a CD, video, and brochure.

A two-part video on the Red Sea desert and marine environments was developed under contract with local production firm Image House. Mr. Fouad Megahed of EEAA participated in the development and editing of the script and rough cuts. The video underwent technical review by Dr. Moustafa Fouda, Dr. Mohamed Abd El-Fattah Kassas, the EEAA Public Awareness Department, and the EEPF final review and approval process. Arabic and English versions of the video will be produced and distributed to government agencies, protectorate offices, and schools.

SUBTASK D – GREEN CORNER/Integrated Care Society

The Green Corner library network is an environmental literacy initiative that is part of the US-Egyptian Partnership for Economic Growth and Development, which includes the Subcommittee for Sustainable Development and Environment. As part of AED's campaign to strengthen public awareness on targeted environmental issues, AED assisted the Green Corner network through publication of materials, implementation of environmental education workshops for librarians, and organization of a children's poster contest in anticipation of the Rio+10 Earth Summit.

Formal and Informal Education

Dr. Hassan Abou Bakr and Dr. Hala Adel, AED environmental education master trainers, developed a Green Corner Activity Manual for school teachers and librarians. One thousand Arabic and 500 English copies were distributed to 60 Green Corner libraries as well as schools throughout Egypt's 27 governorates. The guide includes fact sheets and hands-on environmental education activities.

AED collaborated with EEAA to organize and sponsor two workshops in May 2001 for Green Corner librarians. EEAA consultant Eng. Nahed Hassan, the EEAA Public Awareness Department, and AED consultants Dr. Hassan Abou Bakr, Dr. Hala Adel, Mr. El Moatez Belah, and Mr. Ashraf Saad conducted the workshops. AED Logistics Coordinator Ms. Magda Gomaa managed all aspects of the workshop organization. The Aswan workshop covered the governorates in Upper Egypt and the Alexandria workshop covered Cairo and the Delta. Approximately 25 participants attended each workshop, along with EEAA officials.

The Ministry of State for Environmental Affairs and the Chief Executive Officer of EEAA requested AED to organize the Agenda 21 Children's National Poster Contest in anticipation of the Rio+10 Earth Summit in Johannesburg in September 2002. EEAA, the Integrated Care Society (ICS), and the Green Corner library network managed the national contest. AED consultants Ms. Neveen Abushadi, Dr. Hala Adel, and graphic designer Mr. Hany El Shahat created posters and children's kits to promote the contest. These materials, which included a flyer, four drawing idea sheets, and a sticker registration form, were reviewed and edited by Eng. Nahed Hassan of EEAA and Madame Farida Reedy and Ms. Zeinab Tanahy of ICS. AED also provided high quality drawing supplies to the Green Corner libraries. These materials were distributed to Green Corner librarians at orientation days held in Alexandria, Cairo, and Aswan during the last week of December 2001. Eighty-three librarians from all over Egypt attended these workshops,

and the participants were briefed on how to carry out the contest in their areas. AED consultants Ms. Neveen Abushadi, Dr. Hala Adel, and EEAA consultant Eng. Nahed Hassan conducted these three orientation days, with assistance from AED staff Ms. Magda Gomaa, Ms. Seftab Jabi, and Ms. Dalia Bahaa. In response to a request made by the EEAA Regional Branch Office (RBO) in Tanta, AED also organized a briefing on the competition attended by 25 participants, including Green Corner librarians, EEAA RBO Tanta staff, Middle Delta environmental affairs officials and members of the Delta Channel 6 television crew. The meeting received coverage on a Channel 6 environmental program. AED also promoted the contest by placing a page-long description of the competition in January and February 2002 editions of the children's magazine, *El Helal*.

The contest took place throughout Egypt's 27 governorates during the school mid-year recess (January 26-February 10, 2002). AED collected the submitted posters from the Green Corner libraries. A national judging committee comprised of artists, educators, publishers, and environmental professionals met three times in early March 2002 to evaluate the 1308 entries submitted from children throughout Egypt. Pasainte Aly Nour El Dine, a twelve-year-old from Alexandria, was selected as the contest winner. The original copy of her poster was sent to the United Nations in New York to be included in the book of winning children's posters from around the world. The top ten national winners and fifty regional winners will be honored at a celebration AED will co-sponsor in June 2002. AED is also framing the winning posters to be exhibited at the awards celebration and other venues.

SUBTASK E – EGYPTIAN ENVIRONMENTAL POLICY PROGRAM

For public awareness support of EEPP, AED designed and produced publications on the program, participated in the sponsorship and organization of special events, and engaged in capacity building activities with the technical staff in EEPP counterpart agencies and NGOs. In addition, AED employed social marketing concepts, methods, and tools, to gauge the environmental knowledge, attitudes, and behaviors of the stakeholder audiences targeted by EEPP. AED also produced and submitted an analysis of data to evaluate the extent to which desired results in public awareness and environmentally responsible behavior were achieved under EEPP.

Public Awareness and Participation

USAID/GOE 25th Anniversary Celebration

A significant proportion of AED's efforts in early 2001 were expended on planning, logistical preparations, procurement, and implementation needs for the 25th Anniversary Celebration of the USAID/Government of Egypt partnership. The event was held in Hurghada from February 27 to March 1, 2001. Approximately 250 dignitaries and 1000 students attended the event, which focused on environmental efforts. Specific events planning and implementation were delegated to appropriate EEPP partners, including AED, PA Consulting, and Nexant. AED had primary responsibility for the following activities: The Governor's welcome reception, a Red Sea signage unveiling event at El Gouna resort, a student/Red Sea Rangers event at the Magawish hotel, the Master of Ceremonies for the main reception on the final evening, design and production of eight EEPP contractor exhibit booths, the national Environmental Champion Awards ceremony to honor five individuals for their work to improve Egypt's environment, a Red Sea Governorate student poster competition, and support materials for EEPP and energy efficiency.

NGO Capacity Building Institute

From July 27 to August 15, 2001, AED sponsored a capacity building institute attended by 30 participants involved in the field of environmental education. Representatives came from 20 NGOs in 14 different governorates. Dr. Hassan Abou Bakr, Dr. Hala Adel, Mr. El Moatez Belah, and Mr. Ashraf Maher conducted the workshop, with logistical support from AED's Ms. Magda Gomaa. The intensive three-week program, which took place in Cairo and Ras Sadr, included practicum experience on organizing environmental workshops, developing communication skills, sharing success stories, learning new environmental education activities, and exchanging ideas for activities. Special guest speakers included Eng. Mohamed Kamal and Mr. Salah Madkour of EEAA, Eng. Emad Hassan of Nexant, environmental expert Mr. Mohamed Abdel Fattah El Kassas, and Dr. Adel Abou Zahra of the Friends of the Environment Society.

Environment 2001

AED participated in the Third International Conference and Trade Fair for Environmental Management and Technologies: Environment 2001, held October 29-31 under the auspices of First Lady Suzanne Mubarak, the Ministry of State for Environmental Affairs, and the Egyptian Environmental Affairs Agency. AED hosted the Public Awareness and Energy Efficiency booths and sponsored an energy efficiency workshop. In addition, AED consultant Mr. El Moatez Belah assisted Eng. Nahed Hassan from EEAA in the organization of a conference visit for school children. For distribution at the conference, AED published folders with EEPP program fact sheets; the EEAA Red Sea Protectorates brochure; a demonstration CD on the Red Sea; demonstration videotapes on educational workshops, solid waste management, and Red Sea public awareness ads; and the PSU-produced Environmental Business Directory.

EEPP Brochure

AED developed and printed 6000 Arabic/English brochures providing information on EEPP and its counterparts. The brochure was distributed at conferences, workshops, and the USAID-Egypt 25th Anniversary Celebration in Hurghada.

EEPP Newsletter

Three thousand copies of an Arabic/English EEPP newsletter were published and distributed to stakeholders interested in environmental issues. The newsletter featured each of the agencies and counterparts in the EEPP program as well as technical assistance activity. AED staff Mr. Tarek Abdel Haye, Ms. Nermine Osman, and Ms. Patricia Kubala managed the publication of the newsletter; Dr. Sherif Kandil edited the Arabic version; and Ms. Seftab Jabi organized its distribution.

News Bulletins

Weekly bulletins of newspaper clippings were distributed to influential policy leaders in the government and the private sector associated with EEPP. This practice began under the previous contract and was very well received and appreciated. Nine newspapers were reviewed and relevant articles were cut, pasted, summarized in English, compiled, and distributed. The daily newspapers included *Al Ahram*, *Al Akhbar*, *Al Gomhouria*, *Al Wafd*, *Al Alam Al Youm*, and *Egyptian Gazette* and the weekly papers included *Al Massa*, *Al Ahram*, and *Al Osbou*. The issues selected were waste management, energy, air, the Red Sea, tourism, the EPF, AED and EEPP related activities, and general topics such as government policies or special events. AED staff Ms. Nermine Osman prepared and distributed this bulletin and maintained a database of the number

and content of the articles published. Ms. Osman also contributed AED and EEPP news to the bi-weekly electronic bulletin E-news managed by PSU.

EEPP Work Plans

AED participated with agency and contractor working groups in the Tranche II planning process for each EEPP policy measure. The goal, which was achieved, was to integrate public awareness, communication, and education in support of the policy program into every work plan.

Social Marketing

10R Survey

Dr. Sami Omar, AED/Egypt's senior researcher, provided research service to the EEPP's Program Support Unit to determine the extent of knowledge, attitudes, and practices of industries in the 10th of Ramadan Industrial City. This was conducted prior to PSU's initial workshop promoting the development and adoption of environmental management systems, with the ultimate goal of ISO 14001 certification. Dr. Omar carried out this survey in January 2001 using a questionnaire developed cooperatively by AED and PSU in concurrence with EEAA and USAID. Dr. Omar trained the staff of the 10th of Ramadan Higher Institute of Technology in the implementation of this activity, thus adding an important local capacity building element to the research. Dr. Omar then analyzed the results and produced a report on the findings.

EPF Revenue Enhancement Studies

AED contracted Dr. Ibrahim Hegazy and Associates to research and identify mechanisms for revenue generation to support conservation efforts in the Red Sea. The qualitative and quantitative surveys were designed to determine the willingness of Red Sea tourists to pay fees and buy products in support of conservation efforts. Dr. Hegazy worked with AED, Dr. Hoda Sabry of EPF, and Mr. Abada Kafafi and Mr. Michael Colby of PSU for review and feedback.

Monitoring and Evaluation

EPF Baseline Evaluation

EEAA's Environmental Protection Fund director, Dr. Hoda Sabry, requested AED's assistance in documenting the Fund's pilot year of implementation. The aim of the first year of the EPF was to support six projects with three grants and three subsidized loans for capital improvements in the area of waste management. AED supported baseline documentation of the first grantees by conducting site-visits and providing broadcast quality digital videographic records that can later be transferred as case studies to CD-ROM.

Teacher Pre-Post Tests

A pre-test for content knowledge on solid waste management was administered to secondary technical school teachers from three pilot schools in Alexandria and all secondary technical schools in the Red Sea Governorate. Results from this pre-test were compared with a post-test administered three-six months later. As part of a monitoring and evaluation plan, the teachers were also asked to complete forms whenever they used activities demonstrated in the AED practicum workshops conducted in Summer 2000. The forms asked teachers to describe what activities were used, how effective they were, and to suggest recommendations for improvement. These reports were analyzed by Dr. Sherif Kandil, whose summary report indicated extensive use of the activities from the teacher's guide manual and materials provided by AED.

Lessons Learned

1. Multiple partners representing multiple interests require multiple strategies based on a deep understanding of the political, social/cultural, and contextual framework within which these partners work. In the Egyptian Environmental Policy Program, for example, the missions of the Environmental Affairs Agency and the Tourism Development Authority are divergent. One is interested in regulating for conservation and the other is interested in development in the context of conservation. While they agree on the necessity of conservation, the approaches and the target audiences differ significantly, requiring sensitive and strategic planning and collaboration.

2. Involvement of partners and networks, early and often, is essential in accomplishing goals. While the process is slower by involving more people, the end result is more likely to be owned and adopted with less resistance. Such a grassroots approach to an innovation combined with public awareness efforts helps to engage people in policy. For example, in Alexandria, the solid waste management privatization effort was combined with public awareness strategic planning with the Education Directorate and the Alexandria Business Association. The result was increased programming on TV talk shows, increased press coverage, and involvement in the environmental awards program. The privatization effort is going well and a visible difference in the cleanliness of the city is apparent, due in part to the cooperation of local residents willing to adopt different behaviors.

3. To adhere to standards of quality, it is necessary to closely monitor progress and to sometimes reconsider deadlines. Vendors in Egypt are interested in producing products with international standards of quality. However, it sometimes takes two or three attempts before products reach that standard. This delay in production often requires altering expected publication dates.

4. Capacity building efforts need to account for staff turnover. In addition to regular turnover and attrition in staffing, changes have also occurred at middle management levels in the EEPP government organizations. Anticipating staff turnover when developing plans for capacity building prompts attention to the need to build in mechanisms for sustaining the level of skill and expertise and transferring these to new staff. Strategies such as teaming, mentoring, and developing master trainers help to address this issue.

5. Changes in host government leadership influence program direction proportionally to the relevance of the program in accomplishing newly established goals. In the EEPP program, the CEOs of each of the three primary agencies and the Minister of the environmental agency have changed in the last year. Thus, program priorities have changed as well. Since government agencies have a keen interest in maintaining donor funding, some program integrity remains intact simply because it is a USAID funded program. At the same time, new leadership sets new priorities and technical assistance providers are faced with advocating the ongoing programs as well as responding with some flexibility to new interests and demands.

6. Reaching consensus among all partners on public awareness strategies and products prior to publication reduces the probability of dissatisfaction. Particularly when the technical assistance provided results in highly visible products, such as publications, press materials or videos, the governmental personnel in Egypt are highly sensitive to reviewing and approving such products. To more adequately address these concerns, USAID instituted a review process for all publications and products that would be made public. Each of the EEPP government partners and technical

assistance providers has at least one chance to review materials before publication, and many are involved extensively. This process is cumbersome and impacts the ability to meet deadlines, but it helps to ensure that products are well received and are disseminated to the intended users.

7. Policy change that is closer to local action, e.g., at the governorate and municipal levels, has a higher adoption rate than at the national level. The Governor of the Red Sea and the mayors of Hurghada, Safaga and Quseir on the Red Sea coast, are all advocates of the social mobilization effort through an environmental awards program. By involving these leaders and capitalizing on their enthusiasm, these communities are adopting changes in practice concerning solid waste management.

Recommendations

1. Increase the number, timeliness and recipients of informational memos, updates, and meeting notes. It is unrealistic to expect personnel within government agencies to communicate adequately and accurately to senior managers and CEOs the level of activity and involvement of technical assistance providers. Further, it is a consistent complaint from government agencies about all of the technical assistance providers that they do not receive enough information about ongoing activity. To address this, USAID instituted a practice to compile all progress reports and submit them to the CEOs of the agencies on a quarterly basis. In addition, AED has a new policy to document every meeting and copy all relevant government and USAID personnel, including the CEO of EEAA. No verbal communication or verbal agreements are left to stand without written confirmation.

2. Focus on local levels for policy implementation. Having learned from the Alexandria and Red Sea community's experience, more intense focus on local communities has high payoff. The upcoming solid waste management privatization efforts in Cairo and Qalyoubia need to incorporate a strategy for local involvement.

3. Utilize existing networks as advocates of policy reform. The new Minister of State for Environmental Affairs has declared this the year of the NGO in Egypt. As well, USAID has an initiative to strengthen the role of NGOs in Egypt. These networks can assist in gathering and sharing information and providing local support to initiatives. In the Middle Delta Governorates, the EEAA Regional Branch Office wants to focus on women and children and their role in environmental conservation and protection. Women's associations and schools will broaden the base of support and advocacy in local communities. For the solid waste management privatization effort in Cairo, business associations, community clubs, and Public Voluntary Organizations (PVOs) are viable networks for spreading information and providing cost/benefit analysis for their constituents.

4. Create mechanisms for sustained approaches to building capacity and maintaining continuity while accounting for personnel changes. Ensuring that more than one person in a department or division of a government agency has the skill and expertise to continue quality communications and public awareness efforts is critical. Further, setting up teams who can support each other as well as mentor new people will help to address turnover in personnel. A written manual on effective communications strategies, social marketing, quality standards, client-driven approaches, and internal/external relationships will provide standard guidelines.

5. Involve stakeholders in strategic planning to encourage ownership of the process. Developing a strategy for enhancing the image of the Red Sea Rangers, for example, will be greatly improved by talking with the Rangers to ensure that the image presented is consistent with their roles and responsibilities.

6. Consider cost-effective approaches to outreach and communications to maximize creativity. When developing a strategic plan for outreach and communications, thinking first about approaches that require little or no money to implement will do two things: first, force people to create innovative approaches with existing resources, and second, reduce the reliance on donor or other external funding to accomplish goals.

Staff And Consultants

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APPENDIX A - Workshops

Type	Location	Date	# Of Participants	Male	Female	# Of Schools	Constituency
SWM follow-up meeting	Alexandria	October 2000	33	20	13	3	Teachers and administrators
Environmental education follow-up meeting	Hurghada	November 2000	36	28	8	16	Technical school teachers
SWM	Aswan	March 2001	38	27	11	17	Technical school teachers
SWM	Aswan	March 2001	38	29	9	17	Technical school teachers
SWM	Qena	March 2001	56	34	22	5	Technical school teachers
SWM	Sohag	April 2001	40	33	7	17	Technical school teachers
PACT training	Alexandria	May 2001	11	3	8		SWM Public Awareness and Communications Team (Recent graduates)
Green Corner	Aswan	May 2001	24	5	19		Green Corner Librarians
Green Corner	Alexandria	May 2001	23	7	16		Green Corner Librarians
SWM	Daqahleya	July 2001	47	32	15	15	Technical school teachers
SWM	Damietta	July 2001	28	19	9	17	Technical school teachers

Type	Location	Date	# Of Participants	Male	Female	# Of Schools	Constituency
Capacity Building Institute	Cairo, Ras Sadr	July-August 2001	30	17	13		NGO professionals in the field of environmental education
Agenda 21 poster contest orientation	Alexandria	December 2001	14	4	10		Green Corner librarians
Agenda 21 poster contest Orientation	Aswan	December 2001	17	11	6		Green Corner librarians
Agenda 21 poster contest Orientation	Cairo	December 2001	52	4	48		Green Corner librarians
TOTAL		15 workshops	487	273	214	107	

APPENDIX B – Special Events

Name	Location	Date	# Of Participants	Constituency
Energy Efficiency Codes and Standards International Workshop	Cairo	November 2000	100	Industry representatives, government officials, energy experts
Teen Defenders Network Festival	Cairo	November 2000	3000 from 40 schools	Students
Egypt-USAID 25 th Anniversary Celebration	Hurghada	February-March 2001	1250	Dignitaries and students
Red Sea Clean-Up Campaign	Hurghada	July-August 2001	100	Students, tourists, dive shop volunteers
Plastic Recycling Conference	Alexandria	October 2001	150	Industry representatives, legislators, decision-makers
Environment 2001 Conference and Exhibit	Cairo	October 2001	11,000	Investors, policy makers, government officials, industrialists, academics, NGOs, professionals in environmental fields
	TOTAL	6 Events	15,600	

24

APPENDIX C – Roundtables

Name	Place	Date	# Of Participants	Constituency
SWM Learning Supplement release event	Alexandria	October 2000	60	Dignitaries, NGOs, international donors, academics, industry representatives
Journalists' briefing	Cairo	October 2000	10	Environmental journalists
Journalists' briefing	Cairo	October 2000	10	Environmental journalists
Journalists' briefing	Cairo	November 2000	10	Journalists specialized in women's and family issues
Energy Efficiency Council meeting	Sharm Al Sheikh	February 2001	12	Council members, energy experts, decision makers, business representatives
SWM Learning Supplement briefing	Cairo	March 2001	15	Senior officials in the EEAA and Ministry of Education
SWM Learning Supplement briefing	United Arab Emirates	May 2001	80	Senior UAE Ministry of Education inspectors
Al Ahram Energy Efficiency Seminar	Cairo	June 2001	130	Dignitaries, journalists, industry representatives, investors, energy experts, academics
ISO 14001 Press conference	Cairo	July 2001	30	Journalists; representatives from industrial companies
Awards Scheme Orientation	Alexandria	September 2001	150	Environmental education leaders and government officials
Awards Scheme Orientation	Alexandria	September 2001	20	Business leaders
Awards Scheme capacity building seminar	Red Sea Governorate	September 2001	250	Schoolteachers and administrators
SWM Learning Supplement briefing	Kuwait	November 2001	150	Academics, journalists, environmental officials
Journalists' Sydicate energy efficiency briefing	Cairo	December 2001	75	Print and media journalists and editors
TOTAL		14 Events	1002	

25

APPENDIX D – Public Awareness Products Produced

Topic/Title	Kind	Major Distribution Sites	Constituency	Quantity Produced
Egypt-USAID 25 th Anniversary	First Place Medal	25 th Anniversary event	Students	35
Egypt-USAID 25 th Anniversary	Set with carry bag, lapel pin, T-shirt with student logo design	25 th Anniversary event	Dignitaries, students	1000
Energy and Development	<i>Al Ahram</i> seminar proceedings (Arabic/English)	Journalists' Syndicate energy efficiency briefing	Journalists, policy makers, investors, industrialists, academics, professionals in environmental fields	2000
Energy efficiency	Fact sheets (Set of 12) (Arabic)	Environment 2001, Journalists' Syndicate energy efficiency briefing	Policy makers, journalists, investors, industrialists, NGOs, professionals in environmental fields	2000
Energy efficiency	Video (Arabic)	Displayed at Journalists' Syndicate energy efficiency briefing	Policy makers, journalists, investors, industrialists, NGOs, professionals in environmental fields	1000
Energy efficiency	Video (English)	NGOs, conferences, roundtables	Policy makers, journalists, investors, industrialists, NGOs, professionals in environmental fields	100

Topic/Title	Kind	Major Distribution Sites	Constituency	Quantity Produced
Energy efficiency	Magazine inserts	Noss Al Donia, Alaa Al Din, Al Akhbar Al Youm	Children, general public	24
Environmental Business Directory	Book (English/Arabic)	Environment 2001 Conference, Journalists' Syndicate energy efficiency briefing	Policy makers, investors, industrialists, environmental experts	3000
EEPP	Brochure (Arabic/English)	Environment 2001 Conference, Capacity Building Institute, EEPP counterparts, 25 th Anniversary event, Journalists' Syndicate energy efficiency briefing	Policy makers, NGOs, dignitaries, investors, industrialists, EEPP counterparts	6000
EEPP	Fact Sheets (Set of 15) (Arabic/English)	Environment 2001 Conference, Journalists' Syndicate energy efficiency briefing	Policy makers, investors, industrialists, NGOs, professionals in environmental fields	2000
EEPP	Newsletter (Arabic)	Environment 2001 Conference, universities, newspapers, NGOs, Journalists' Syndicate energy efficiency briefing	EEPP counterparts, NGOs, professionals in environmental fields, investors, policy makers, journalists, academics	2000
EEPP	Newsletter (English)	Environmental 2001 Conference, universities, newspapers, NGOs	EEPP counterparts, NGOs, professionals in environmental fields, journalists, academics, investors, policy makers	1000
EESBA	Brochure (Arabic/English)	EESBA meetings, Waste 2001 Conference	EESBA members, investors, policy makers, industrialists, professionals in environmental fields	2000
EPF	Poster (Arabic)	EPF, EEAA	Industrial companies	150
EPF	Magazine inserts	Al Ahram Al Ektissadi	Business leaders	2

Topic/Title	Kind	Major Distribution Sites	Constituency	Quantity Produced
Global Climate Change	Brochure (English)	Framework Convention on Climate Change COP-6 meeting	Policy makers, academics, journalists	2000
Green Corner Activity Book	Book (Arabic)	Green Corner Workshops, Capacity Building Institute, Green Corner libraries, NGOs	Green Corner librarians, NGOs, environmental educators	1000
Green Corner Activity Book	Book (English)	NGOs	NGOs, professionals in the field of environmental education	500
Green Corner Agenda 21 Poster Contest	Set of flyer, posters, registration stickers, 4 drawing idea sheets	Poster contest orientation days, Green Corner libraries	Green Corner librarians, educators, children	5500
Green Corner	Child poster	Poster contest orientation days, Green Corner libraries	Green Corner librarians, educators, children	1000
Guidelines for Environmentally Friendly Industrial Cities	Book (Arabic)	EEPP counterparts, roundtables, special events, NGOs	Policy makers, industry leaders, academics, educators	1000
ISO 14001	Brochure (Arabic)	Environment 2001 Conference, Capacity Building Institute, Journalists' Syndicate energy efficiency briefing	Policy makers, investors, industrialists, NGOs	2000
ISO 14001	Brochure (English)	ISO 14001 Workshop and Press Conference, Environment 2001	Policy makers, investors, industrialists, NGOs, professionals in environmental fields, journalists	1000
Nexant: 25-year energy efficiency retrospective	Brochure (English) and CD	25 th Anniversary event, Environment 2001, Journalists' Syndicate energy efficiency briefing	Policy makers, investors, industrialists, NGOs, academics	1000
Red Sea clean-up campaign	Set of hat and T-shirt	Schools, dive shops, EEAA	Students, volunteer divers	2000

78

Topic/Title	Kind	Major Distribution Sites	Constituency	Quantity Produced
Red Sea Protectorates (EEAA)	Brochure	Environment 2001, hotels, travel agencies, schools	Students, tourists, policy makers, investors, industrialists, NGOs	5000
Red Sea Protectorates (EEAA)	CD-ROM (English)	Government agencies, protectorate offices, schools, displayed at Environment 2001 conference	Educators, tourists, policy makers, students, investors	1000
Red Sea Protectorates (EEAA)	Signage	Wadi El Gemal and Mangrove protectorates in the Red Sea governorate	Residents and tourists	41
Red Sea (TDA)	Signage	Roads, hotels, TDA properties in the Red Sea governorate	Residents and tourists	67
Research (Alex pilot study with teachers, 10R survey, EPF)	Reports	AED Egypt and Washington; USAID; EEPP	AED, USAID, and EEPP counterparts and agencies	4
SWM Learning Supplement	Book (English)	NGOs, government agencies	Environmental professionals, government officials, educators	500
SWM	Signage	High traffic areas in Alexandria governorate	Residents and tourists	90
TOTAL				32 products, 46,013 copies produced