

**Education, Outreach, and Communication
GreenCOM II ICQ**

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Abbreviations and Acronyms

AED	Academy for Educational Development
CID	Community and Institutional Development
EEAA	Egyptian Environmental Affairs Agency
EPPP	Egyptian Environmental Policy Program
EESBA	Egyptian Energy Service Business Association
EGAS	Egyptian Natural Gas Holding Company
EPF	Environmental Protection Fund
ISO	International Organization for Standardization
GOE	Government of Egypt
NEDCP	National Environmental Disaster Contingency Plan
NCS	Nature Conservation Sector (of EEAA)
PACT	Public Awareness and Communication Team
PARC	Pan Arab Research Center
PSU	Program Support Unit
RSSTI	Red Sea Sustainable Tourism Initiative
TA	Technical assistance
TDA	Tourism Development Authority
USAID	U.S. Agency for International Development

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Task Description

The Academy for Educational Development (AED) provides crosscutting strategic technical assistance for communication, education, and outreach efforts in support of policy measures and programs in the Egyptian Environmental Policy Program (EEPP). EEPP is a four-year (1999-2003) program to support policy, regulatory, and institutional reforms that promote environmental quality and protect natural resources. The second phase of the policy program, Tranche II (from April 2001-June 2003), is organized by ten policy objectives subdivided into policy measures and related technical assistance. AED is contracted to provide the Government of Egypt (GOE) partners in the program – the Egyptian Environmental Affairs Agency (EEAA), the Egyptian Natural Gas Holding Company (EGAS), the Tourism Development Authority (TDA), and the Governorates of Alexandria, Cairo, and Qalyoubia – with expertise, consultation, and service in the development of integrated communications activities. AED provides technical assistance in the development of strategic communications and education campaigns that support the accomplishment of EEPP policy measures leading to increased understanding, acceptance, and adoption of these policy measures by relevant constituencies. In addition, AED's communications, outreach, and education work plan includes capacity building activities with various government entities and stakeholders, as well as overall program support for EEPP. At the broadest level, this assistance will contribute to USAID/Egypt's Strategic Objective 19, Management of the Environment and Natural Resources, in targeted sectors.

This progress report is organized into three sections: strategic technical assistance for (1) EEPP policy objectives, (2) capacity building, and (3) EEPP program support.

EEPP Policy Objectives

Objective #2: Enhanced management and conservation of Red Sea coral reefs, islands, and linked ecosystems of importance

Policy Measure 2.1: EEAA further develops its institutional and technical capacity to manage and protect the Red Sea.

1. In support of the public awareness campaign for the Red Sea Rangers, AED introduced a Ranger in two episodes of Egyptian cartoon series Bakkar. In recent years, Bakkar has become synonymous with the Islamic holy month of Ramadan. Ramadan is the prime television-watching period in Egypt, and it has become a holiday tradition for millions of Egyptian children (the show has 85% viewership) to sit around their television sets each evening after breaking their fast to join in Bakkar's adventures. AED Egypt Deputy Chief of Party Patrick Papania recognized the cartoon's potential as a public awareness tool and approached the show's production team in August with the idea of creating two special environmental-themed episodes. Mr. Papania actively engaged the writing team with story ideas and helped advise on the process of creating a story around Bakkar visiting the Red Sea. The two special episodes aired on the 28th and 29th nights of Ramadan (December 2 and 3, 2002).

2. AED Egypt completed social marketing research on the impact of two special environment-themed episodes of the Egyptian Ramadan cartoon series Bakkar. The research, conducted under an AED contract with Dr. Ibrahim Hegazy & Associates, found that the special episodes, in which cartoon character Bakkar, some friends and a Red Sea Ranger rescue endangered animals from a greedy villain, had a marked impact on those children who saw the episodes. The research focused on children aged 7-12 who saw the program. Results showed that while none of the children were familiar with the Gebel Elba natural protectorate before the episode aired, and only 2% knew of the Red Sea Rangers, after watching the special Bakkar episodes 45% of the children were aware of the Gebel Elba natural protectorate and 42% understood the role of the Red Sea Rangers. The research reflects a striking success in efforts to increase awareness of the natural protectorates and the Red Sea Rangers. Hegazy and Associates are now conducting focus groups that will shed further light on the impact of the series.

3. AED presented a public awareness campaign strategy for the Red Sea Rangers to representatives from USAID, EEPP, and the Nature Conservation Sector of the EEAA. The strategy was approved by the participants.

4. AED received final approval to print a colorful and comprehensive booklet on Egyptian biodiversity, which will be distributed to relevant stakeholders.

Objective #3: Financial and economic sustainability integrated into environmental policies

Policy Measure #3.TA: Technical assistance to Environmental Protection Fund to enhance transparency and accountability of operations.

1. AED Egypt consultants Mr. Tarek Abdel Haye and graphic designer Mr. Hany Shahat have worked closely with Dr. Hoda Sabry, EEAA Director of the EPF, and Dr. Abada Kafafi of the PSU in preparing the EPF annual report for publication. The final report is scheduled for print in early 2003.
2. Continued efforts on the environmentally friendly bag campaign led to meetings with several corporate representatives to solicit members of a "Friends of the EPF" network. AED consultant Mr. Tarek Abdel Haye led this effort along with Deputy Chief of Party Mr. Patrick Papania.

Objective #4: Improved efficiency and performance of solid waste management (SWM) systems

Policy Measures #4.1.1, 4.1.2, 4.1.3: Governorates establish monitoring and enforcement mechanisms in support of GOE policy to privatize SWM systems.

1. In October, the Pan-Arab Research Center (PARC), under a contract with AED in collaboration with Abt Associates and CID, completed social marketing research with target populations in the southern zone of Cairo and submitted the results. The survey solicited information on solid waste management (SWM) practices using a stratified random sample of household managers, children ages 10-12, small business owners and industry workers. This study was used to formulate a public relations strategy to accompany Egyptian government plans to privatize SWM in Cairo.
2. The public awareness strategy for SWM was presented to Abt Associates, along with a power point presentation that will be used by Abt to help secure the support of the Cairo governorate.
3. A video is being produced by a local production firm, Intersection, in coordination with Abt Associates, to document the privatization of solid waste management (SWM) in Alexandria. The SWM video includes interviews with local residents, government representatives and Onyx, the private company that now handles SWM in the city. AED consultant Dr. Sherif Kandil is managing the production. The video is being produced in English and Arabic.

Objective #5: Increased compliance with Law #4, TA

AED consultants Mr. Tarek Abdel Haye, Dr. Sherif Kandil and Deputy Chief of Party Mr. Patrick Papania worked collaboratively with General Mohamed Rashid of the PSU to create a public awareness strategy for the National Environmental Disaster Contingency Plan. A conference will be held in

January with operational representatives of the governorates and various concerned ministries to discuss details of the plan. The plan will then be submitted to high-level officials for final approval at another conference to be held in February. AED staff are also helping to organize workshops on hazardous waste procedures for February and March. Topics to be covered in these workshops include permitting guidelines and inspection units. AED has been working closely with Dr. Neffissa Abou Seoud of the EEAA and Hani Shalaby of PSU on hazardous waste management issues. AED also translated a World Bank book on designing landfills to safely contain hazardous waste materials, and 200 copies of the book were delivered to Dr. Abou Seoud. Dr. Abou Seoud has requested that AED print an additional 500 copies to coincide with the privatization of solid waste management in Cairo and Qalyoubia. The hazardous waste and landfill efforts have received prominent media coverage, including a half-hour special on landfills on Alexandria's Channel 5 December 21.

Objective #6: Increased GOE capacity to conduct long-term strategic planning, policy formulation, analysis, and coordination

Policy Measure #6.TA: GOE strengthens Regional Branch Office (RBO) operations

1. AED consultant Dr. Irma Allen returned to Egypt in November 2002 to provide technical assistance for the implementation of environmental awards programs in Alexandria, the Red Sea and the Middle Delta governorates. Each community has working groups of local representatives who make all the decisions and manage the process. AED consultants Ms. Neveen Abushadi, Dr. Hala Adel, Dr. Sherif Kandil, and Eng. Hany Farid coordinate closely with EEAA regional representatives Dr. Fatma Abou Shouk in Alexandria, Mr. Mohamed Hussein in the Middle Delta, Dr. Hoda Shayeb in Cairo, and district representatives from the Ministry of Education, helps to ensure the success of this program. More than 1000 schools and women's organizations in the targeted areas have submitted examples of environmentally sound actions as part of the contest. The winning submissions will receive recognition, along with tools and supplies, in a series of awards ceremonies that will take place in the governorates in January and February 2003. The excitement generated by the contest has already resulted in some striking environmental success stories as the organizations have sought to gain recognition for their environmentally friendly actions. In Kafr El Sheikh, one of the awards committee members noticed that it was common practice among custodians in the area's schools to leave all the lights on overnight. The teachers reported the waste of energy to the governor, who issued a decree requiring custodians to turn off all the lights in all schools except for a few that could be left on for security. The result was energy savings in more than 1000 schools throughout the governorate. Another success story was reported in Safaga, where three boys noticed that water was being wasted when buildings' water tanks were filled. The boys designed an alarm system that signaled when the tanks were nearly full, giving the operator time to shut off the water and prevent waste. Similar success stories

continue to be reported and will be recognized in the awards ceremonies in each community.

Objective #7: Sustainable Red Sea land use management linked to ecosystems of importance

Policy Measure #7.1: Tourism Development Authority (TDA) develops and adopts ecologically sensitive zoning plans and policies for its lands in the Southern Zone.

1. A video was shot and is now being produced under an AED contract with Ro-ya, a local Egyptian production firm, working with RSSTI and TDA in support of a land-use management plan for the Southern Red Sea. Mr. Edward Coe of RSSTI is executive producer and he worked closely with AED Egypt Deputy Chief of Party Patrick Papania to coordinate the shooting of the video, which included scenic shots of the Red Sea and interviews with local Bedouins and stakeholders. The video is being produced in Arabic and English.

2. AED worked with the Tourism Development Authority (TDA) and the Red Sea Sustainable Tourism Initiative (RSSTI) on a conceptual design of exhibits for the new Red Sea Exploratorium and visitor center in Port Ghaleb. The plan included exhibits on local shells, indigenous plants, ancient mines, and ancient trade routes that AED researched and can develop into interactive exhibits. In a meeting held on October 3, TDA embraced the ideas in the plan and committed to procuring the necessary equipment and multimedia support to put it in operation.

Objective #10: Reduce emissions of greenhouse gases by establishing energy efficiency codes and standards

Policy Measure #10.1: Egyptian Natural Gas Holding Company (EGAS) adopts a strategic plan, which includes policies to encourage the expanded domestic use of natural gas.

1. In support of technical assistance provider Nexant, AED is working collaboratively with the Egyptian Energy Service Business Association (EESBA) to design a public awareness campaign. EESBA is an NGO created to break down barriers facing the energy efficiency business community and to work towards solutions that expand energy efficiency applications in Egypt. AED Deputy Chief of Party Patrick Papania and consultants Dr. Sherif Kandil and Abdel Megid Abdel Razik met with individual members of EESBA to collect their feedback on elements of the campaign. The aim of these meetings was to assess the needs of the intended audience and develop ownership of the campaign among EESBA members. A series of team meetings with Nexant Chief of Party Emad Hassan, Dr. Kandil, Mr. Papania and AED consultant Mr. Abdel Megid Abdel Rezik, resulted in a thorough assessment of target audiences and strategic campaign alternatives.

AED/DC consultant Ms. Sue Lomenzo provided technical assistance along with Dr. Kandil and AED graphic designer Mr. Hany Shahat, in formulating a generic power point presentation, a web site, and a comprehensive strategic campaign. On October 30, a draft plan that incorporated the feedback collected in the one-on-one interviews was presented at a meeting of EESBA members, including demonstration of the power point presentation and web site. Ms. Lomenzo, Dr. Kandil, and Mr. Papania presented the campaign prototypes. Nexant's Eng. Hassan led a discussion and subsequently secured an endorsement from the EESBA Board of Directors to move forward with the plan.

Capacity Building

1. AED consultant Ms. Neveen Abushadi worked closely with EEAA Eng. Nahed Hassan to support the Green Corner libraries in organizing an awards ceremony, hosted by Dr. Mamdouh Riad Tadros, Minister of State for Environmental Affairs, in Cairo on November 1 for the winning children from the national Agenda 21 environmental poster contest. The awards ceremony was held in the gardens of the Suzanne Mubarak Children's Museum in Heliopolis. The exhibition included the 60 best posters submitted, representing regional and national winners. 58 regional winners and their parents attended the event. Prizes included computers, books, CDs and art supplies, in recognition of the children's hard work and artistic talent in depicting their views on environment and development-related issues. AED provided travel and accommodations for the children, who came from around the country.

2. AED's consultant Neveen Abushadi continued after the Agenda 21 awards ceremony to find new ways of using and disseminating the children's artwork. AED is in the process of creating calendars and note cards that will include reproductions of the children's artwork from the Agenda 21 environmental poster contest. These calendars and note cards will be distributed to the EEAA and other target audiences. In addition, a traveling exhibit of the children's posters has been organized with the support of NGOs and other key sponsors in the governorates. One of the major sponsors, Sheraton hotels, has agreed to host and provide funding for traveling exhibits of the Agenda 21 posters in all the governorates where Sheraton hotels are located. The traveling exhibit will be launched January 2, 2003, at the Montazah Sheraton in Alexandria, in conjunction with the environmental awards ceremony.

3. In coordination with EEAA NGO director Mr. Mohamed Hussein, AED consultants Dr. Hassan Abou Bakr and Ms. Neveen Abushadi continued preparations for a series of five capacity building workshops for Egyptian NGOs that will take place in the First Quarter 2003. The workshops will continue the EEAA's work with the NGOs in helping them to organize and plan their environment-related work, to network with other NGOs and stakeholders in the field, and to explore ways for the NGOs to continue working with the EEAA after AED's role ends, thus ensuring sustainability.

EEPP Program Support

1. After AED was asked by USAID to take the lead role in EEPP Communications Group efforts, the Group met at AED's offices in December to review and adopt an AED-designed strategy for educating journalists on each of the EEPP program objectives. The Communications Group will jointly coordinate and conduct the associated seminars and briefing meetings.

2. AED provided technical assistance and organizational support to the Egyptian Environmental Affairs Agency (EEAA) in planning and implementing the First Egyptian International Conference on Protected Areas and Sustainable Development, which was held in Sharm El Sheikh October 23-26. Minister of State for Environmental Affairs Mamdouh Riad Tadros presided over the conference, which was attended by Minister of Water Resources and Irrigation Mahmoud Abu-Zeid, USAID Cairo Mission Director Willard J. Pearson, Associate Mission Director Anthony Vance, Director of USAID Cairo's Environment Division Glenn Whaley, representatives of other donor organizations, 25 Egyptian government dignitaries, park rangers and officials from the EEAA, 15 ministers of environment from the Middle East, Europe, Asia and Africa, 40 print and broadcast journalists, 60 national academics and environmental experts, and a range of internationally recognized academics and experts in marine park management, coral reef management, biodiversity and other environmental issues of relevance in Egypt and internationally. About 750 people attended the conference in total. In preparation for the conference, the AED staff created a strategy document, managed the USAID budget for the conference, helped extend invitations to conference participants, designed a series of posters and fact sheets, translated into Arabic and published more than 200 conference abstracts, designed and produced ancillary materials such as mugs and t-shirts, designed and published leaflets on Egypt's natural protectorates, and produced a dedicated issue of the Egyptian Environmental Policy Program (EEPP) newsletter Eye on Environment. At the conference, AED organized transportation for U.S. participants and provided technical assistance and production of several exhibits, staffing an operations room, and providing press support.

3. In preparation for the first Egyptian-International Conference on Protected Areas and Sustainable Development, held in Sharm El Sheikh October 23-27, AED developed and printed the third edition of the EEPP newsletter Eye On Environment. In keeping with the theme of the conference, the edition highlighted EEPP work in Red Sea Conservation. The newsletter was distributed at the conference.

4. Also in preparation for the Egyptian-International Conference on Protected Areas and Sustainable Development, AED produced a series of eight fact sheets and six posters to be used as public awareness tools in the Red Sea protected areas. The posters and fact sheets highlight the role of Egypt's Red Sea Rangers in protecting sea turtles, protecting dugongs (sea cows), supporting sustainable development, and encouraging positive environmental actions. After debuting at the conference, the posters and fact sheets are being incorporated into the Red Sea Rangers' public awareness campaign.

5. AED staffers Mr. Abdel Megid Abdel Razik and Ms. Nermine Osman continued efforts to track coverage of EEPP activities in the national media. The regular weekly bulletin of newspaper clippings of articles on the environment from nine newspapers continues to be distributed to influential policy leaders. Ms. Osman manages this process and maintains the database. Office assistants Mr. Hossam Labib and Mr. Mohamed Abdel Hady review the daily and weekly papers and select the articles for incorporation in the bulletin. Ms. Hanaan Wali translates the articles and provides a concise English summary.

Personnel Activities

Dr. Irma Allen, AED consultant on community mobilization, provided technical assistance on the Environmental Awards Program for Alexandria, the Middle Delta, and the Red Sea.

Ms. Sue Lomenzo, AED consultant, provided technical assistance on communications and public awareness campaigns for solid waste management, energy efficiency, national environmental disaster preparedness, and Red Sea Ranger campaigns.

Ms. Michelle Wiggs, AED/DC, provided technical assistance to the AED financial office in converting to new accounting system software.

Dr. Sherif Kandil accepted a position as Dean at a university in Bahrain and will leave AED at the end of January 2003. His valued contribution to the EEPP program will be missed.