



Red Sea Rangers

Public Awareness Strategy

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Red Sea Rangers Social Marketing Campaign

Strategy Paper

**Presented
by the
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(AED)**

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Executive Summary

The EEAA's Nature Conservation Sector (NCS) has recognized that hiring rangers, training them in technical skills and buying them equipment, while necessary, will not alone safeguard the fragile ecosystems of the Red Sea. It is imperative to augment the rangers' growing resources with an effective social marketing campaign to strive towards greater environmental compliance. As much as their own ability to enforce regulations improves, the rangers' work depends on the willingness of stakeholders to engage in environmentally sound behavior.

In order to meet the need for an effective social marketing campaign, the Academy for Educational Development (AED), with funding from the United States Agency for International Development (USAID) and in collaboration with the skilled team of the Egyptian Environmental Policy Program's (EEPP) Program Support Unit (PSU) and the EEAA/NCS, has designed this communications strategy draft document. The Red Sea Ranger Social Marketing Campaign (the Ranger Campaign) is based on proven communications principles, and will result in greater public awareness of the rangers' role, greater public willingness to support the rangers' objectives and, ultimately, a cleaner and healthier environment on the Red Sea.

The primary task of the past few months has been to gather information about the Red Sea rangers and the EEAA initiatives to promote environmental awareness in the Red Sea region. AED has analyzed the most significant target groups of ranger activities, their attitudes, perceptions and misconceptions, the environment in which they live, past communications activities and other information needed to formulate a strategy. Information gathering will continue to be, in formal and informal ways, an essential activity throughout the life of the Ranger Campaign, to better understand the developing interests and concerns of each of the different groups targeted.

Strategic Target Groups and Institutional Awareness

AED has formulated a general assessment of the core groups of target audiences, based on the partner perspective, that ought to be engaged through the communications and education program. The first objective of the campaign is the prevention of further damage to the ecosystem along the Red Sea, especially in regards to the coral reefs and endangered species. In order to prevent ongoing destruction, the campaign will attempt to reach and educate:

- boat operators/dive masters
- fishermen
- bedouin communities
- school children
- tourists
- hotel management/staff

The second objective of the Ranger Campaign is to increase institutional awareness about the work of the rangers in order to protect the environment in the long term. To accomplish this objective, the Ranger Campaign must first internally target the rangers themselves to raise their level of understanding about the roles and responsibilities that they have been hired to fulfill. Subsequently, the program must target:

- EEA/NCS
- Tourism Development Authority
- Ministry of Education and Ministry of Youth
- City councils in Red Sea towns
- Universities
- Tourism Agencies
- NGOs
- International Environmental Organizations

Strategic Tools and Activities

AED is designing a set of communications tools to be produced for the Ranger Campaign. A chart outlining the tools and activities that AED proposes for this campaign has been attached to this strategy document. This chart indicates how each tool or activity could fit the strategy of reaching key target groups with the messages of the program. It also includes a suggested timeline for production and implementation. These tools and activities include brochures, fact sheets, posters, stickers, children's activity books, laminated flip charts, trash cans, trail signage, a web site, a speaker's program, a ranger association, a journalist conference and networking with hotel managers, boat operators and local NGOs.

Because of the limited staff at the rangers' Hurghada office and the difficulties of distributing information on a broad basis, it is crucial that the Campaign enroll a wide variety of partners in the dissemination process. It is obviously better to capitalize on existing networks than to reinvent them. Networking will play a major role in the success of the Campaign. By harnessing the resources of government agencies, the media and private sector organizations, the Ranger Campaign can take advantage of distribution networks that are already in place to get its information out to the target groups.

Sustaining the Campaign

Although the rangers may be motivated to deliver information about themselves and the environment to the target groups, there are always limitations in terms of staff, time and funds to implement an integrated communications campaign. In order to maximize scarce manpower resources, the rangers responsible for communications must do as much as possible to streamline procedures, develop and maintain an up-to-date mailing list and systematize the production and distribution of information. AED recommends strongly that several rangers be recruited specifically to work on the Campaign. These rangers should have good writing/editing skills, English language proficiency and, preferably, a background in public relations.

Red Sea Rangers Social Marketing Campaign

Introduction

In the past five years, the Egyptian Environmental Affairs Agency's (EEAA) Red Sea rangers have undergone revolutionary changes. In 1997, there was only one ranger office on the Red Sea, in Hurghada, and there were only two rangers responsible for monitoring, enforcement, and a range of other activities – with jurisdiction over the entire coastal region. Today, there are almost 40 rangers covering the same region, with fully staffed offices in Qosseir, Marsa Alam, Shalateen, and Hurghada. There are plans to hire another 200 rangers, and the necessary equipment to allow them to do their jobs effectively, by 2007.

The EEAA's Nature Conservation Sector (NCS) has recognized that hiring rangers and buying equipment, while necessary, will not alone safeguard fragile ecosystems and guarantee environmental compliance. It is necessary to augment the rangers' growing resources with an effective social marketing campaign. As much as their own ability to enforce regulations improves, the rangers' work depends on the willingness of stakeholders to engage in environmentally sound behavior.

In order to meet the need for an effective social marketing campaign, the Academy for Educational Development (AED), with funding from the United States Agency for International Development (USAID) and in cooperation with the skilled team of the Egyptian Environmental Policy Program's (EEPP) Program Support Unit (PSU) and EEAA NCS, has designed this communications strategy draft document. The Red Sea Rangers Social Marketing Campaign (the Ranger Campaign) is based on proven communications principles, and will result in greater public awareness of the rangers' role, greater public willingness to support the rangers' objectives and, ultimately, a cleaner and healthier environment on the Red Sea.

Methodology

AED follows a strategic and systematic approach to social marketing and public awareness, making the best use of limited resources by targeting appropriate groups for education on important issues. The development of a plan of action for the EEAA and the creation of the necessary elements for the Ranger Social Marketing Campaign are the result of a four-step process. Each step of this process is essential if the final effort is to be effective. The steps include:

Analysis and Strategy Development – A thorough analysis of the communications factors, the environment, the problems, the targets, the goals and the different approaches possible. AED is presenting this report to propose a strategy that prioritizes objectives and tasks concerning the ranger program.

Design – Following the review and approval of this proposal by the EEAA, design of the ranger prototypes will move quickly. AED has already begun designing prototypes to serve as examples of what we are proposing. Designing prototypes involves the creation of the communication tools described in the plan – the logos, FAQ brochure, fact sheets, stickers, speaker’s program and other activities that will be used to deliver the information needed by the various audiences. All prototypes will go through a rigorous approval process involving the Rangers, the NCS, the EEAA, USAID, and the PSU.

Production – Prototypes of Ranger Campaign materials that are agreed upon in the design phase will be produced in quantities appropriate for distribution to the target groups.

Implementation, Dissemination and Ongoing Participatory Evaluation – The communications tools developed for the Ranger Campaign will be ineffective unless they reach their intended audiences. AED will work with the Red Sea rangers to establish a delivery system for disseminating program material to the public. A systematic participatory evaluation of the impact these tools have should also be established. Continued effectiveness depends largely on the ability to measure Ranger Campaign results and react to the changing needs of the targeted groups.

Analysis and Strategy Development

Introduction

The primary task of the past few months has been to gather information about the Red Sea rangers and EEAA initiatives to promote environmental awareness in the Red Sea region. AED, based on its partner perspective, defined the most significant target groups, and analyzed their attitudes, perceptions and misconceptions, the environment in which they live, past communications activities and other information needed to formulate a strategy. Information gathering will continue to be, in formal and informal ways, an essential activity throughout the life of the Ranger Campaign.

Based on the identification of the core target audiences, it is recommended that social marketing research be conducted with a select number of the target audiences. This will enable the campaign to develop and utilize those messages – and identify the most appropriate communications strategies, tools and vehicles – that will effectively reach these important audiences. This, in turn, will ensure a stronger level of compliance and appropriate public response. Ideally, social marketing research and subsequent analysis would be conducted with all target audiences.

Objectives and the Target Groups

AED has formulated a general assessment of the core audiences that ought to be engaged through the communications and education program, making an attempt to delineate program goals for each of these target groups based on immediate priorities of the communications and education campaign. This was an essential step in the development of the strategy and approach for the Ranger Campaign.

The strategic communications campaign for the Red Sea rangers has two main objectives.

The first objective of the campaign is the prevention of further damage to the ecosystem along the Red Sea, especially in regards to the coral reefs and endangered species. In order to prevent ongoing destruction, the campaign must make a comprehensive effort to reach and educate boat operators, dive masters, fishermen, bedouin communities, hotel management/staff, tourists and school children. It has been determined that each of these groups has an immediate impact on the ecosystem.

The second objective of the campaign is to increase institutional awareness about the work of the rangers in order to increase cooperation and protect the environment of the region for years to come. Networks must be built between the rangers and other stakeholders in the region. In some cases, the rangers will need to promote themselves and their messages through existing networks. To accomplish this objective, the Ranger Campaign must first internally target the rangers themselves to raise their level of understanding about the roles and responsibilities that they have been hired to fulfill. Subsequently, the program must target all government and non-governmental entities working on the Red Sea to educate them about the roles of the rangers and attempt to win them as allies in the effort to protect the environment. This will entail improving or initiating communications efforts with the EEAA, NCS, Tourism Development Authority (TDA), city councils in Red Sea towns, the Ministry of Education and the Ministry of Youth. Universities, international environmental organizations, NGOs and tourism agencies should not be forgotten. Each of these groups, if courted properly, could help the rangers in increasing the impact of their environmental messages.

Recognizing that limited resources may curtail the scope of the research capable concerning the target groups, the following are suggested as the those groups most likely to yield greater understanding for PAC designers through social marketing research:

- Boat Operators
- School Children
- Bedouin Communities
- Hotel Staff

Goals for Each Target Group

The rangers must educate stakeholders and recruit partners in order to ensure success in protecting the natural treasures of the region. The rangers are targeting each group of stakeholders for specific reasons, with expected results in mind. It is important in designing the public awareness campaign to constantly focus on what it is that the target groups need to learn and understand about the rangers and their efforts on the Red Sea in order to modify their behavior and become more environmentally friendly. Milestones must be set for these audiences in order to assess whether the campaign is effectively reaching them. Communication is an ongoing process and the goals set for each group are in need of constant reassessment and refinement.

Attached to this proposal is a group of information sheets that outlines the goals for each target group. These sheets were compiled as a result of many discussions with rangers, EEAA and NCS staff, the PSU and representatives of the target groups. The goals of the Ranger Campaign for most of the groups involve increasing awareness, understanding and readiness to support the rangers in their efforts to protect the environmental treasures of the Red Sea. However, the goals for some of the groups vary. Concerning the governmental bodies and NGOs, it is not enough for these groups to understand and support the rangers. These groups must play an important role in helping to get strategic messages out to the public. They must help educate target communities if the plan is to succeed. When developing messages for each group, overall Campaign goals should always be referred to for guidance.

Perceptions and Misconceptions about Rangers

Monitoring, understanding and responding to perceptions in each of the various target groups are also important aspects of managing an effective communications program. The rangers implementing this Campaign must make "listening to the audience" a priority. Particular attention must be paid to the way people perceive aspects of the rangers' work. For example, rangers might not be accepted or understood by certain target groups because of a simple lack of information about particular aspects of their job. Without an in-depth understanding of the target group, communicating with them – let alone changing their actions – is extremely difficult.

It is important to pay attention to perceptions because they affect people's behavior. This is particularly true in relation to people's perceptions of risks and rewards. Key groups may perceive the risks and rewards of becoming more environmentally friendly differently. One important task of the Ranger Campaign is to manage the perceptions of the target groups. This involves providing the information people need so their perceptions conform to reality.

Incentives and Disincentives for Supporting the Rangers

Those responsible for the Ranger Campaign must constantly consider what makes the target groups want to support the rangers or not support them. If a particular target group perceives significant disincentives to assuming the responsibilities envisioned by the campaign, the communications program must address this and attempt to persuade the group to participate to the fullest. This can be challenging when so many stakeholders are involved. Knowing what is driving the target groups is therefore essential in getting them to become friends of the environment.

AED has noted, based on the partner perspective, certain incentives and disincentives to participation for each of the target groups. Getting the stakeholders to put environmental protection higher on their agendas will involve a constant monitoring of the incentives and disincentives that influence their behavior. Evaluating and addressing the changing incentives and disincentives will allow the rangers to create effective tools and activities that will help convince the target groups to give priority to their messages.

Basic Principles for the Ranger Social Marketing Campaign

The primary objective is to develop an approach, a set of key messages, and a basic plan for delivering the right information to the right audiences, using the findings of the ongoing analysis of the most significant stakeholders on the Red Sea, their attitudes, perceptions and misconceptions, incentives and disincentives, the environment in which they live, and other information needed to formulate a strategy for the rangers.

The following is a list of the basic rules the Ranger Campaign should follow in its design and implementation:

- Build a broad consensus in favor of the rangers' activities and environmental protection.
- Be direct, forthright and positive in presentation. The basis of the Ranger Campaign should be integrity and truthfulness. It is important to keep in mind that the credibility of a communications program is one of its primary assets.
- Emphasize prosperity for future generations in Egypt based on the conservation of natural resources.
- All information should be factual, presented in a neutral tone, and it should be positive but not promotional.
- Develop formal and informal systems for listening to the various audiences. Communication works best when it is a two-way dialogue.

Efficient Information Delivery System

AED proposes that the Ranger Campaign begin by developing a name, logo and graphic identity system to reflect the rangers' dynamic role in protecting the environment. The name, logo and graphic identity system are key elements to help build "brand awareness" with the public. The graphic identity will establish a standard look for all printed materials, web sites and other materials. The logo itself will become a visible symbol of the program. It will tie everything together and give the campaign a stronger, more polished image in the minds of its audiences. Over time, these audiences will associate the images/symbols with the rangers, which in turn, will help to streamline the communications process.

The name and logo will be printed on all publications. It will become familiar to the public. For this reason, changing it in the future will be difficult and expensive. Participants and supporters of the program must be in agreement and satisfied with the look from the beginning. Before moving forward on an expanded communications effort, the name and logo should be formalized.

The rangers should have a name in Arabic that is attractive and describes the essence of their roles and responsibilities. After many discussions with rangers and the key persons involved in the program, the general consensus seems to be that the rangers could refer to themselves in Arabic as "Houmaet el Bia": "Protectors of the Environment". While some rangers may prefer to consider themselves researchers and others officers, the title "Protector" covers a larger range of activities and is linked linguistically to the well established term "Mahmiyya": "Protected Areas". It is acceptable to have a name that is used for public outreach efforts that is not the same as that used in contracts with the EEAA. A great deal of thought and creativity has already gone into developing a logo for the Ranger Campaign. Some possible logos are being presented with this strategy document.

Designing Basic Communications Tools and Activities

AED is designing a set of communications tools to be developed and produced for the Ranger Campaign. These elements of the Campaign must work together, complementing one another in such a way that the whole is greater than the sum of the parts. A chart outlining the tools and activities that AED proposes for this campaign has been attached to this strategy document. This chart indicates how each tool or activity could fit the strategy of reaching key target groups with the messages of the program within a tentative timeframe, pending final approval of the Campaign by the EEAA's NCS, PSU and USAID.

Each tool and activity will work as part of a larger strategy. While there have been many suggestions for items and activities that would assist the rangers in communicating their messages to the target groups, final selection must be made based on an analysis of the needs of each target group and the behaviors that are desired of them. A social marketing

campaign is not only made up of brochures and pamphlets. Strategic materials and activities are needed to bring many people on board and to encourage desired behaviors.

It is of crucial importance that the design and production of the tools for the Ranger Campaign be centralized. This is the best way to maintain quality and to guarantee accuracy and consistency in terms of information, which is important if the Ranger Campaign is to develop and maintain "brand awareness." Although AED, and later the rangers, must sometimes sub-contract production to graphic designers, printers, video production companies, etc., the rangers should maintain complete control over this process, constantly monitoring the products and assuring conformity to the plan.

Key communications tools and activities in the Ranger Campaign include:

1. Launch Print Program

Once the rangers' name, logo and graphic identity have been agreed upon, a series of print materials should be produced to standardize the information being released by the program and to provide a solid base for any educational activities to follow. These materials should include:

- Stationery and folders
- A brochure covering frequently asked questions (FAQ) about the rangers
- Fact sheets for endangered species and the rules/regulations of protectorates
- Stickers
- Sticky signs for trash cans and boats
- A children's activity booklet
- A laminated regulations flip chart
- Laminated regulations multi-language ranger cards
- Assorted posters

2. Construct Web Site

To accompany the production of print materials, a Red Sea Ranger web site should be constructed and maintained. The Internet provides one of the most cost-effective ways of delivering information to certain target groups, press and media included. Used effectively and updated regularly, a Web page can be very useful for delivering large amounts of information in easily usable forms. It is important, however, to recognize the Internet's weaknesses in terms of communications. If few Egyptians on the Red Sea use computers, the Internet cannot be relied upon to reach the general public in a consistent way. The rangers' web site should therefore be viewed as a means of facilitating information transfer, but not as a primary mode of information dissemination.

3. Build Reputation as Problem Solvers

It is common for Red Sea dive boat operators to throw their garbage into the sea. This environmentally unsound practice is destructive to the delicate marine ecosystem and leaves a bad impression on tourists. But the problem may have a simple solution. When asked why they dumped their trash overboard, several boat operators said it was simply for lack of an alternative. The marinas from which the dive boats embark rarely have trashcans or dumpsters. Some boat captains even claimed that hotel general managers did not allow trashcans at the hotel marinas. At the same time, many hotel general managers complain that the boat captains are largely responsible for the rubbish washing up on their beaches day after day.

Instead of allowing each of these stakeholders to continue blaming the other while the environment suffers, AED proposes that, as part of the Ranger Campaign strategy, the rangers step in and solve the problem. Through the establishment of a network of cooperation with hotel general managers and boat operators, the rangers could initiate a mini-solid waste management campaign that would be acceptable to all. Trashcans should be placed at every marina. The boat operators should agree to use them and properly dispose of their waste at the end of each day. The general managers should agree to have the trashcans emptied on a daily basis as a collaborative effort to keep their beaches clean. AED will assist the rangers in negotiating this cooperation between the hotel general managers and boat operators. Sticky signs could be placed on each trashcan, communicating an environmental message and linking the waste bin to the Ranger Campaign.

4. Develop Speakers Program

The rangers should use every opportunity to make direct contact with people about environmental issues. The most effective way to reach large numbers of people in a direct way is to speak at public meetings or similar venues. AED suggests that the rangers as an organization work aggressively to get individual rangers in front of target groups to promote environmental awareness. The rangers must enthusiastically reach out to all organizations and put the environment on everyone's agenda. If a local NGO is having its monthly gathering, a ranger should be present to give a speech. If the city council is holding a town hall meeting, the rangers should request permission to make a presentation. When the Ministry of Education is conducting training exercises for teachers, the rangers should be there, explaining how educators might spread important environmental messages. The speakers program should also extend to the schools. Any conferences or gatherings held on the Red Sea should have a ranger present, ready to promote environmental messages.

The speakers program will be a time-consuming, demanding activity, but very worthwhile. Direct contact with target audiences is essential for two reasons: first, because it is interactive, giving people a tangible experience with the rangers and allowing them to actively participate in learning and, second, because it demonstrates

commitment on the part of the rangers. A ranger's presence at a public function demonstrates the depth of his or her commitment to environmental causes and sends the message that the rangers as an organization care about the addressed group. Moreover, the direct contact provides excellent opportunities for the rangers to listen and better understand the concerns, questions, and interests of target groups.

The spokesperson may occasionally end up in front of a hostile audience. It is very important to listen closely to complaints. Often, but not always, the hostility may be the result of a correctable misperception.

Managing the logistics of an aggressive speakers program is a difficult task. It takes time to make arrangements with the targeted groups, to solicit invitations to speak, to coordinate the speaker's schedules with that of the audience and to make travel arrangements. Nevertheless, the rangers must find a balance between the manpower costs and the value of making direct contact with certain audiences.

Once the basic set of communications tools has been produced, they can then be arranged and rearranged according to the requirements of particular audiences and situations. AED could help the rangers create these communications modules, along with a traveling exhibit to supplement the presentations. This exhibit could consist of relevant posters for display and a distribution stand for pamphlets or fact sheets. By packaging the presentations in this manner, the rangers can standardize their presentations. This way, many rangers, regardless of their specialty, can accurately make presentations about a variety of specialized topics.

An inexpensive but effective way of communicating environmental messages with certain target groups and calling them to act is simply by writing them letters. AED suggests that the rangers compose a database of names and addresses of members of certain target groups and organize a letter-writing campaign that keeps Red Sea environmental issues on everyone's desk. The rangers could send out their bi-monthly newsletters, update target groups about important current issues along the Red Sea, and call for action when necessary. This could be a way to announce clean-up campaigns or recognize citizens who have done good environmental deeds.

5. Build Capacity Internally

Rangers must have a good understanding of their roles and responsibilities before they are able to educate others about what they do. Communication is not always external. Although this strategic public awareness campaign is largely external, with fourteen external target groups, AED suggests that a concerted effort be made to improve the rangers' understanding of the work they are doing. This should start with the creation of formal ranger selection criteria and be followed-up by a comprehensive operations manual. While this task is not an easy one, AED proposes that work begin immediately on these two items, with AED international consultant Mr. Sam Ham scheduled to arrive in January. Mr. Ham has worked with rangers around the world and has participated in

the drafting of many ranger operations manuals. The Red Sea rangers should take advantage of the expertise of such visiting consultants.

In June 2002, eleven Red Sea rangers participated in a two-week practicum experience in Sharm El Sheikh where they were introduced to the basic skills of environmental interpretation. They were also introduced, some for the first time, to rangers from protectorates in the Sinai Peninsula, who had also been invited to attend the interactive sessions. It was noted by the Red Sea rangers that there was a lot to be learned from the exchange of experiences of the rangers working in other protected areas. AED suggests that the Red Sea rangers initiate a Ranger Exchange Program. By visiting each other's areas and exchanging ideas, the rangers could develop a higher level of professional skill and understanding of the environmental issues current in Egypt. Often, rangers argue that the lessons they learn on study tours of the US and other countries are not always relevant to the Egyptian setting.

Another way to raise the professional status of rangers is to initiate a professional association. AED recommends that the rangers form their own non-governmental organization that allows them to conduct activities and take on responsibilities outside of their governmental obligations. A Red Sea Ranger Association would be the first of its kind in Egypt. This association could help the rangers in establishing professional contacts worldwide with organizations such as the International Federation of Rangers. As a non-governmental organization, a Red Sea Ranger Association could tap into many donor sources, providing alternative means of funding for special short-term environmental activities. A Red Sea Ranger Association could legally generate funds through the sale of products to sustain environmental awareness efforts. But most importantly, a professional association as such could help rangers develop greater pride in their profession, allow them a stronger, unified voice and make them more effective advocates of environmental policy. Within a year, the Red Sea Ranger Association could even open itself to other rangers from around Egypt.

One of the print items being recommended in this proposal is a Laminated Regulations Multi-Language Notebook. This recommendation is based on requests from rangers for help in communicating with tourists from many different countries. With the ability to say three or four sentences in the languages of tourists, even if only to introduce oneself and welcome the guests, the rangers would have a greater impact in encouraging tourists to behave responsibly. AED therefore recommends a series of intensive and brief language lessons be provided to the rangers.

6. Engage Members of Press

Over the coming months, AED will encourage national and local journalists to write more about ranger activities. There are many opportunities to include the rangers in news articles. For example, rangers could be quoted, or their work referred to, in most articles about environmental issues. But this does not always happen automatically. The rangers must aggressively instigate favorable press. AED has developed a close relationship with

journalists through the many programs it is supporting in the EEPP. While AED intends to provide press support for the Ranger Campaign related to events or special activities, we are also proposing to hold a journalist workshop specifically about the ranger program in early 2003. This workshop would offer the rangers a chance to meet and educate journalists about the rangers' work and activities.

7. Collaborate With Media

Creating public service announcements and airing them is a costly venture and not often the most strategic way to reach a target group. However, the power of the media is not to be underestimated. At the encouragement of leaders of the NCS and PSU, who wisely realized that the Ranger Campaign must reach children, AED approached Dr. Mona Abou El Nasr, the producer of the Bakkar television series, with the idea of putting environmental messages in the Ramadan 2002 series. Dr. Abou El Nasr agreed to create two episodes introducing a ranger, the Elba Protectorate and several ideas about endangered species. These two episodes are proof that the Ranger Campaign can use the media to deliver important messages to millions of children. AED advises that the initial collaboration with Dr. Mona Abou El Nasr be pursued further and other possible allies in television be courted for the environmental cause.

8. Interpretive Signs

AED proposes to work closely with the Red Sea rangers in early January to design signs for self-guided trails in Hurghada, Qusseir, Marsa Alam and Wadi Gimal. AED is also offering to design signs for up to ten sensitive turtle nesting areas. These signs will serve as permanent interpretation tools for school children, scouts, tourists, developers, etc. Brochures that include maps for these trails could be designed and printed as well. Production and installation of the signs will be completed by June 2003.

9. Develop Long-Term Tools and Activities

AED is proposing other activities for this campaign that will not likely be completed before June 2003. These activities are important next steps for the program and should be given careful consideration. If these activities can begin prior to June 2003, it is highly recommended to move forward as soon as possible.

a. Video Presentation

A promotional video outlining the roles and responsibilities of rangers should be produced at some point in the coming year. This video could serve as a centerpiece for talk shows. It could be aired on all flights or bus trips to

Hurghada and the other Red Sea destinations. It could also be aired on an informational screen at the baggage collection hall at the Hurghada airport.

b. Short-wave Radio Program

Many boat captains tune into short-wave radio channels to listen and speak with each other about the daily boating news. A brief radio program produced by the rangers and broadcast on a daily basis could provide entertainment and important messages for the boat captains and fishermen setting out for sea. This would involve taping segments of the program in advance and broadcasting these with other segments created live. Such an effort would be a way for the rangers to communicate daily with the boat operators, offering them important information about the weather, boating emergencies or simple reminders to follow environmental best practices during their workday.

c. Commercialization for Financial Sustainability

As the Ranger Association grows, it will need to generate funds to finance its ongoing activities. AED proposes that all of the prototypes of print materials from this campaign be donated to the association in order for it to be able to generate profits from the sale of reproduced items. AED-produced trail maps or posters, for example, can be reproduced for sale at hotels and tourist centers. It is also recommended that some commercial products be produced for sale. Canvas bags, t-shirts, sunscreen, badges, hats, mugs, key chains and calendars are only a few of the items that could generate some income for this growing organization.

d. Junior Rangers

As the rangers' reputation grows in local communities, their participation in environment-related activities will increasingly be seen as a mark of legitimacy for those activities. One way for the rangers to take advantage of, and continue to build, this awareness would be to initiate an annual science fair in Red Sea schools. AED would assist in this effort by helping to set up an awards program similar to those it is currently implementing in the Red Sea region, Tanta and Alexandria. There is much to be gained by involving the Ministry of Education in the efforts of the Ranger Campaign. Eventually, as local youths become more enthusiastic about environmental issues, a junior ranger program could be established to recruit youngsters as environmental "guards". In the special Ramadan television series mentioned above, cartoon character Bakkar and new character Salma were presented the "Golden Dolphin Award" as recognition for their environmental good deeds. A program that encourages and awards children for environmental best practices could be launched based on the "Golden Dolphin Award."

e. University Volunteers

University students are already showing up at the Hurghada ranger office each year, looking for ways to help promote environmental issues. The Red Sea Rangers should make an effort to establish a formal relationship with several universities in order to organize these university volunteers to work for the benefit of the Ranger Campaign. This could start in the summer of 2003. Assigning them tasks based on their skills would maximize the volunteers' contribution to public awareness activities.

f. Cross-Marketing

As the rangers' reputation continues to build, local businesses will see opportunities in marketing their products by linking their name to the rangers. They will look for ways to draw attention to themselves in an environmentally friendly way. The rangers could take advantage of this good will to cross-market environmental ideas. Cross-marketing is when a corporation, such as McDonald's, allows an organization or group, such as the Ranger Association, to put its messages on the corporate promotional products. Instead of asking for money as a donation to support activities, the rangers can approach corporations and request that they allow environmental messages to be attached to their ongoing marketing campaigns. It doesn't cost the corporation anything extra to add a tag line about Red Sea turtles or coral reefs. On the contrary, the corporations are often eager to demonstrate that they are responsible corporate citizens.

Decentralize the Distribution of Information

Once the communications tools have been published, it is crucial to get them into the hands of the people who need the information. Developing effective mechanisms for getting the information out is as important as publishing the materials in the first place. It should, therefore, be taken into consideration right from the beginning. AED, EEAA and the PSU must collaborate closely in this planning process. This team must have ownership of the Campaign, not only to verify that the strategy is understood and agreed upon by those most concerned, but also to assure that implementation is followed as planned. The sooner rangers are assigned to the tasks of communication, the sooner they will begin learning all of the different elements of implementing the Ranger Campaign. A successful campaign for environmental awareness will not end in six months or one year. These efforts must be ongoing and the new activities must be based on the informational needs of the target groups. Rangers will be called upon to develop this strategy in the coming year to meet changing needs. The sooner they are a part of this

Campaign, the more likely it is that they will be able to carry on without foreign technical assistance.

Unlike the production process, the process of distributing information should be decentralized. Because of the limited staff at the Hurghada office and the difficulties of distributing information on a broad basis, it is crucial that the Campaign enroll a wide variety of partners in the dissemination process. It is obviously better to capitalize on existing networks than to reinvent them. Networking will play a major role in the success of the Campaign. By harnessing the resources of government agencies, the media and private sector organizations, the Ranger Campaign can take advantage of distribution networks that are already in place to get its information out to the target groups.

Tailoring Information for Each Target Group

Each of the target groups has specific informational needs that have to be addressed appropriately. Using the right media and delivering it in a user-friendly form is essential to the success of the Campaign. The educational tools or activities developed for each of the target groups of this program will differ in content, based on the specific information needed. However, where there is considerable overlap in the informational needs, AED will help the rangers create cost-effective tools that can be more widely used. While each group has its own particular set of questions and needs that must be addressed, the Campaign will attempt to make it easy for them to obtain a clear understanding about the rangers and the work they do.

Strengthening the Rangers' Communications Capacity

Although the rangers may be motivated to deliver information about themselves and the environment to the press and all target groups, there are always limitations in terms of staff, time and funds. In order to maximize scarce manpower resources, the rangers responsible for communications must do as much as possible to streamline procedures, develop and maintain an up-to-date mailing list and systematize the production and distribution of information.

As mentioned earlier, AED recommends strongly that several rangers be recruited specifically to work on the Campaign. These rangers should have good writing/editing skills, English language proficiency and, preferably, a public relations background.

Medium- and Long-term Objectives

It is important to have a plan for the medium and long term when creating a public awareness strategy. In many ways, specifics about the plan are entirely dependent on what happens during the pilot phase. There are some basic principals the rangers should

follow in developing and managing the Campaign in the current and future phases. Below is a list of some of these principles:

- Listen to the target groups, pay attention to their changing needs.
- Do everything possible to keep rangers and environmental awareness in the public eye.
- Use the tools as aggressively as possible.
- Use the tools as models in developing the new tools that will be required to meet the public's changing needs.
- Systematize the process as much as possible so that the rangers can communicate with 50, 500 or 5,000 people with equal facility.
- Maintain these systems. Update the dissemination database every week.

Addressing Problems

When a problem occurs that threatens the Ranger Campaign, the ranger program or people's confidence in it, the rangers must show themselves to be actively engaged in solving the problem. The public needs to know what has happened, why it is important, and what the rangers are doing about it.

To take full advantage of the short timeframe between the emergence of a problem and the point where the public loses interest in the issue, the rangers must act quickly to get their message out and show the public and the target groups what is being done about it. If the rangers wait too long in demonstrating that they are doing their job, they risk telling their story to a target group that is no longer listening. Responding to problems quickly guarantees that the rangers will reach the largest audience.

Developing a Crisis Management Strategy

One important element, central to the rangers' communications planning, is a crisis management strategy. A clearly written crisis management plan should be developed by the rangers to handle whatever may occur. Within the plan, a list of possible scenarios should be recognized. The plan should address each possible scenario, designate a spokesperson and identify appropriate remedial action. The plan should assign clear responsibilities. It should identify who will focus on the operational side and who should explain the problem to the public. The plan should also delineate fundamental principles and procedures that will be followed in the event of a crisis. There are several basic principles that have proven effective in handling crises:

- Be honest, direct and frank when describing the problem.
- Respond quickly and vigorously to the problem. The worst mistake many organizations make is to focus exclusively on the operational side of solving the problem and assume that communications will take care of

itself. People need to know right away what happened and what the rangers are doing about it.

- Avoid the temptation to drown the audience in technical details. Instead of using jargon to describe the problem, try to find metaphors and other simple ways of explaining it to help people understand what happened and what is being done to correct it.
- If there is anything the public can do to help the rangers solve a problem, tell them what it is. This makes them part of the solution.

Problems tend to get worse when an organization fails to address them directly. In effect, the lack of information creates a vacuum. In the absence of clearly articulated facts about what happened and what is being done about it, rumors and misinformation begin to fill the vacuum. This often compounds the problem and makes it harder to solve. If rumors and misinformation develop around a problem, the rangers should address them immediately.

It should be emphasized that the EEAA's senior staff should participate in creating the plan with the rangers. This is the best way to ensure that the plan will be implemented effectively. The nature of a crisis demands that the staff know what to do the minute a problem arises. In a crisis, there is rarely enough time to sit down and decide what to do. For this reason, the plan should be worked out in advance. This way, all that needs to be done when the crisis occurs is to modify the plan to conform to the particular characteristics of the problem.

Conclusion

In designing an effective social marketing campaign for the Red Sea Rangers, it is essential to follow a systematic approach that makes the best use of limited resources by targeting the groups that have an immediate impact on the Red Sea environment. Activities and tools that take full account of the characteristics of these target groups are the most likely to succeed in influencing behavior and preparing the ground for the day-to-day work that the rangers engage in. At the same time, an effective strategy will include plans for enhancing the rangers' own abilities to work with the target groups in the long term and thus ensure sustainability. This strategy document takes into account the limitations and opportunities of working with each of the target groups as well as with the rangers themselves. AED believes that the Ranger Campaign will ultimately succeed in building the rangers' institutional capacity, enhancing awareness of the rangers' work among the key target groups, developing the necessary institutional networks, and improving Egypt's environment on the Red Sea.

**Red Sea Rangers Social Marketing Campaign
(2002-2003)**

Tools and Activities	Target Groups													Roll-Out Schedule	
	Boat Operators/Dive Masters	Fishermen	Bedouin Communities	School Children	Tourists	Hotel Managers and Staff	Rangers	EEA/NCS	Tourism Development Authority	MOE./MOY./University Programs	City Councils in Red Sea Cities	NGOs	Tourism Agencies		Intl. Enviro. Organizations
PRINT PROGRAM															
Name-Graphic Identity-Logo	X	X	X	X	X	X	X	X	X	X	X	X	X	X	December 2002
Folders Stationary	X					X	X	X	X	X	X	X	X	X	December 2002
FAQ Brochure about rangers	X					X	X	X	X	X	X	X	X	X	January 2002
Stickers	X	X	X	X	X	X									January 2003
Sticky Signs for Trash Cans and Boats	X	X	X	X	X	X									February 2002
Fact sheets - Endangered Species and Rules/Regs. of Protectorates	X	X	X	X		X		X		X	X	X			January 2002
Children's Activity Booklet				X											February 2003
Laminated Regulations Flip Chart	X	X	X	X	X							X			January 2003
Laminated Regulations MultiLanguage Ranger Notebook					X	X									January 2003
Posters	X	X	X	X	X	X				X	X				January 2003
Trail Maps				X	X							X			April 2003

**Red Sea Rangers Social Marketing Campaign
(2002-2003)**

Tools and Activities	Target Groups													Roll-Out Schedule	
	Boat Operators/Dive Masters	Fishermen	Bedouin Communities	School Children	Tourists	Hotel Managers and Staff	Rangers	EEAA/NCS	Tourism Development Authority	MOE/MOY/University Programs	City Councils in Red Sea Cities	NGOs	Tourism Agencies		Intl. Enviro. Organizations
PRODUCED ITEMS															
Web Page	X			X	X	X	X	X	X	X	X	X	X	X	January 03
Trash Cans	X	X			X	X									February 03
Traveling Exhibit	X	X	X	X		X	X	X	X	X	X	X			February 03
Trail Signage				X	X	X			X		X	X	X		May 03
Promotional video	X	X	X	X	X	X	X	X	X	X	X	X	X	X	June 03
Informational Screen at Airport					X										June 03
Promotional products for merchandising	X			X	X							X			June 03
STRATEGIC ACTIVITIES															
Speakers' Program	X	X	X	X	X	X	X	X	X	X	X	X			January 2003
Letter writing campaign	X					X	X	X	X	X	X	X	X	X	Beginning January 03
Science Fair				X											February 03
Clean-up campaigns		X	X	X	X	X						X			March 2003
Junior Ranger Program				X											June 2003
University Volunteers									X						June 2003
Awards Program	X	X	X	X		X					X	X			September 2003
TV Shows like BAKKAR	X	X	X	X		X	X	X	X	X	X	X			June 03

**Red Sea Rangers Social Marketing Campaign
(2002-2003)**

Tools and Activities	Target Groups											Roll-Out Schedule		
	Boat Operators/Dive Masters	Fishermen	Bedouin Communities	School Children	Tourists	Hotel Managers and Staff	Rangers	EEA/NCS	Tourism Development Authority	MOE/MOY/University Programs	City Councils in Red Sea Cities		NGOs	Tourism Agencies
CAPACITY BUILDING														
Ranger Manual							X	X						January 03
Ranger Selection Criteria							X	X						January 03
Ranger Association						X					X	X		January 2003
Languages Lessons				X		X								February - March 2003
Ranger Exchanges						X	X							Beginning January 03
Newsletter (bi-monthly)	X					X	X	X	X	X	X	X	X	Beginning January 03
MISC. SUPPORT														
Journalism Conference	X					X	X	X	X	X	X	X		January 2003
Press Support	X					X	X	X	X	X	X	X		Beginning January 03
Cross marketing	X	X	X	X	X	X					X	X	X	February 2002
Hotel Manager Ranger Network						X	X							Beginning January 2003
Boat Operator Ranger Network	X					X								Beginning January 2003
Talk Show Programs	X	X	X			X	X	X	X	X	X			Beginning February 03
Short-Wave Radio Program	X	X				X								June 03

TARGET GROUPS
Red Sea Rangers
Social Marketing Campaign
(in order of priority)

Boats Operators/Dive Masters

Fishermen

Bedouin Communities

School Children in Red Sea Communities (age 10-12)

Tourists

Hotel Managers and Staff (receptionists, janitors, animation staff)

Rangers

Egyptian Environmental Affairs Agency (EEAA)
Nature Conservation Sector (NCS)

Tourism Development Authority (TDA)

Ministry of Education/Ministry of Youth/University Programs

City Councils (Red Sea Cities)

NGOS

Tourism Agencies

International Environmental Organizations

The information outlined on the following Target Group Sheets was gathered based on the partner perspective. It is recommended that social marketing research be conducted with a select number of these core target audiences. This will enable the campaign to develop and utilize those messages – and identify the most appropriate communications strategies, tools and vehicles – that will effectively reach these important audiences. This in turn will ensure a stronger level of compliance and appropriate public response to this strategic campaign.

Ideally, social marketing research and subsequent analysis would be conducted with all target audiences. However, recognizing that limited resources may curtail the scope of the research capable concerning the target groups, the following are suggested as the those groups most likely to yield greater understanding for PAC designers through social marketing research:

- Boat Operators
- Hotel Staff
- Bedouin Communities
- School Children

Target Group: Rangers

Program Goals and Expected Results: define roles and responsibilities, encourage greater public relations role, provide improved tools for outreach, increase ability to promote environmental protection, generate respect in profession

Framing the Messages:

Messages	Detailed outline of roles and responsibilities with emphasis on public outreach, how to use improved tools to help reach targeted audiences, how to work with schools and youth clubs Clear understanding of park/protected area, pride and respect for the work they do, healthy occupation, commitment to following regulations, feeling of personal responsibility for environment
Possible incentives	They want to better understand their roles and responsibilities to facilitate their work, new image is positive and something to be proud of, new tools will be helpful to them in their work, ideas of how to work in schools and youth clubs will help systematize that sort of outreach
Possible disincentives	Some rangers are shy, they might not want a public persona, they might not want PR responsibilities in their work, they might not want to work with children, they might be very proud of their scientific backgrounds and think the rest of this is all fluff, rangers have little authority, rangers are badly equipped
Perceptions/Misconceptions	Rangers are science oriented and hired to do research, the understanding of their roles is limited to their own experiences, being a ranger in the populated areas is more interesting than being one in the rural areas
Problems/Obstacles	Not convinced that a public relations role is needed to expand responsibilities and improve images, personality limitations, language limitations, inadequate equipment could prevent higher visibility, few numbers of rangers with an overwhelming work load, unwillingness to rotate among site assignments.

Communication Tools/Activities: Ranger Association, Training Manual, brochures, catchy name, attractive uniform, ranger gatherings/exchanges from all over the Red Sea, tools for outreach, informational material, trainings: English language, public relations skills, graphic design skills, website maintenance skills and basics of writing for public or media, equipment: 4 LCD/data show projectors (one for each office); 4 screens for data show; digital camera for public awareness unit; laptop computer for public awareness unit; video player for presentations

Measuring the Results: Qualitative and quantitative surveys about rangers (pre-testing and post-program), documentation of activities, survey of attitudes among rangers, documentation of number of events held by rangers, a Ranger Manual

Target Group: Boats Operators/Dive Masters

Program Goals and Expected Results: respect for rangers, greater compliance with environmental rules and regulations, better mooring practices and environmentally friendly actions, assistance in outreach to tourists with environmental messages, understanding of the economic value of following environmental best practices

Framing the Messages:

Messages	Respect for rangers, greater compliance with environmental rules and regulations, better mooring practices and environmentally friendly actions, how to reach tourists with environmental messages, healthy environment means job security.
Possible incentives	Protection of the environment is indeed protection of their livelihood, many tourists appreciate environmentally friendly practices, avoid paying fines
Possible disincentives	Rangers may have had negative experiences with them, extra work to be environmentally friendly, increased profits with larger numbers of divers using sites as they please
Perceptions/Misconceptions	Rangers get in the way of profits, nature is not a commodity to be controlled by the government, the reef will always be available, God is on their side
Problems/Obstacles	Refusal to collaborate with rangers, no real penalties or ways of penalizing, defamation of rangers (making up stories about them)

Communication Tools/Activities: Workshops/trainings, brochures, signs (on benches) at marinas, rangers playing a role in the improvement of moorings, briefing boards (laminated for use on boats), informational presentations by rangers, chalk board do's and don'ts guide for boats.

Measuring the Results: Surveys about rangers (pre-testing and post-program polling), documentation of activities, brochures and signs produced, documentation of number of events held by rangers, airtime on radio

Target Group: Tourism Agencies

Program Goals and Expected Results: Aware of rangers' roles in the national parks sector, generate respect for rangers and environmental conservation, information dissemination network, partnerships, financial support (donations), public awareness campaign cooperation/cross-marketing, outlet for distribution and commercialization of program materials and promotional items

Framing the Messages:

Messages	Rangers' roles, rangers are friends of tourism, protecting the environment leads to more jobs in the future, rangers safeguarding the environment leads to benefits (clean air, relaxing atmosphere, jobs, strong economy), feeling of professional responsibility for the environment, greater environmental sensitivity and understanding of human impact, vehicle for information for tourists, support the rangers through cross-marketing programs
Possible incentives	Eco-tourism is a growing market, Rangers are there to conserve the environment, unique environment brings increased tourism
Possible disincentives	Too many other worries to think about the Environment, not a priority
Perceptions/Misconceptions	Thought that there are no environmental laws, No understanding of how eco-tourism is marketable, tourists only care for the sun and the sand.
Problems/Obstacles	Maintaining a contact with tourism companies requires maintaining a sophisticated network and database

Communication Tools/Activities: brochures about rangers roles, brochures about rules and regulations, electronic newsletters, web site, promotional video, letter writing campaign

Measuring the Results: Surveys about rangers (pre-testing and post-program polling of tourism agencies), documentation of activities and program support, brochures produced, cross-marketing success

Target Group: School Children in Red Sea Communities (age 10-12)

Program Goals and Expected Results: Awareness of rangers' roles, look to rangers as role models and source of information, respect for rangers and the environment, desire to become rangers (viable occupation), protect the environment, teach their parents and families to respect the environment

Framing the Messages:

Messages	Rangers' roles, rangers are cool, becoming a ranger is a viable occupation, everyone must protect the environment, children have leadership roles to play by teaching their parents and families to respect the environment, students have personal responsibility and power to protect the environment, Red Sea uniqueness and facts about endangered species
Possible incentives	Better understanding of rangers' roles makes rangers more accessible, children want role models, especially cool ones, children like to feel important in being able to share new knowledge with their parents and family, children want careers that are exciting and important, children like to feel as though they are a part of a larger group all protecting the environment
Possible disincentives	Afraid of rangers as "police" authority, laziness, not wanting more education... academic schedule is already full, traditional excess baggage in education, parental criticism of rangers
Perceptions/Misconceptions	Rangers are "police", the coral reefs and natural wonders are very distant, they are not really being damaged, tourists do more damage than locals, no matter what children do, the adults will still treat the environment as they wish (no real role to play), environmental awareness gives more them a heavier workload
Problems/Obstacles	Limitations of reaching the children due to heavy course workload, competition with other children's issues

Communication Tools/Activities: rangers programs in schools and clubs, traveling exhibit, informational kiosks in downtown Hurghada, clean-up campaigns, leaflets, informational presentations by rangers, radio programs, mascot, brochures and materials especially for kids, Jr. Ranger program, awards/prizes for environmental reports/activities by kids, contests (bench decorating), promotional products for souvenirs/sales/prizes such as canvas bags with logo design, ranger shirts/badges, hats, mouse pads, mugs, keychains, etc.

Measuring the Results: Surveys about rangers (pre-testing and post-program polling of students), documentation of activities, brochures and materials produced, participation in Jr. Ranger program

Target Group: Tourists

Program Goals and Expected Results: Awareness of rangers' roles, respect for rangers and the environment, repeat respectful tourism

Framing the Messages:

Messages	Rangers' roles, rangers are helpful, protect the environment understanding of world environmental significance of Red Sea area, do not collect shells, collecting shells/corals is illegal and will be punished, do's and don'ts of the protected areas, information about Red Sea unique and endangered species
Possible incentives	Enjoyable vacation spot for return visits, environmentally friendly activities
Possible disincentives	No information in their native language, coral make good gifts
Perceptions/Misconceptions	Belief that no one really cares about the environment, there are no laws, tourists are not a threat to the environment
Problems/Obstacles	Outreach material in multiple languages is a challenge, divers are hyped about the dive and capturing their attention about environmental issues is not easy, no ways to enforce laws

Communication Tools/Activities: outreach material in multiple languages or with more illustrations than languages, kiosks at airports and other publicly visible places, briefing boards (laminated for use on boats), comment boxes, presentations for tourists, trainings for dive operators/guides to do environmental briefings properly, education of beach boys and others working with tourists to become environmental advocates and educators (environmental games for them to play with tourists) articles in local tourist magazines, inflight magazines, Red Sea Bulletin, products for souvenirs/sales such as canvas bags with logo design, ranger shirts/badges, hats, mouse pads, mugs, keychains, etc.

Measuring the Results: Surveys about rangers (pre-testing and post-program polling) documentation of activities, brochures and materials produced, documentation of number of events/activities held by rangers

Target Group: Ministry of Education/Ministry of Youth/University Programs

Program Goals and Expected Results: Awareness of the career of rangers, support for increased role of rangers as educators, networking possibilities through schools and youth clubs, linking programs to Red Sea environmental conservation

Framing the Messages:

Messages	Rangers' roles, rangers are intelligent, helpful and essential to the future of the Red Sea region, rangers are educators, rangers need the support of ministries and universities to reach out and educate people about the environment, how ministries can collaborate with the rangers for a better environment (through exchange programs or presentations at schools and youth clubs - good venues to teach environmental awareness)
Possible incentives	Clear understanding of rangers' roles, rangers are educators and possible facilitators of educational activities, increased role of ministries in environmental activities (something to be proud of and it increases the importance of their ministries)
Possible disincentives	Have enough work without taking on more from the EEAA with the rangers, rangers are not certified to teach in a classroom, rangers are not able to take school children on field trips
Perceptions/Misconceptions	Rangers are still too new to have a real effect, the EEAA doesn't have enough clout to expand programs designed to protect the environment, environmental protection has nothing to do with education or youth, increased tourism development is responsible for environmental damage, rangers are ineffective
Problems/Obstacles	Course load is very strict and doesn't allow time for covering new topics like environmental awareness, unwillingness to collaborate with other ministries, idea that environmental issues only concern EEAA, low demand for environmental studies

Communication Tools/Activities: brochures about rangers' roles and responsibilities, leaflets, speakers program-informational presentations by rangers, talk show programs hosting rangers, newsletters, web site

Measuring the Results: Surveys about rangers (pre-testing and post-program polling), documentation of activities, brochures and leaflets produced, hits on the web sites from university students, survey of attitudes in ministries about environmental issues (willingness of ministries to collaborate on environmental issues), documentation of number of events held by rangers, airtime on TV/radio, documentation of exchange programs

Target Group: Tourism Development Authority (TDA)

Program Goals and Expected Results: respect for the environment when promoting investment, incorporation of Red Sea Rangers in educational programs (at the Exploratorium /TDA facilities), understanding of significance and economic impact of environmental protection and cooperation with conservation agenda

Framing the Messages:

Messages	Better environmental practices insure prosperity for the region. rangers are a friend to tourism development. they can attract more tourists by offering an added attraction. the conserve what is the main interest and attraction of the Red Sea: the unique environment
Possible incentives	Rangers can animate tourism activities. protection of the environment is a way of assuring long term tourism initiatives. coordination between TDA and EEAA will be viewed favorably
Possible disincentives	Control over development practices. Other priorities
Perceptions/Misconceptions	Environmental awareness obstructs tourism development. the rangers are the policemen/women of the EEAA
Problems/Obstacles	Rangers previous image of researcher is hard to modify. investors often get their way. no way to regulate growth

Communication Tools/Activities: brochures about rangers' roles and responsibilities, speakers program-informational presentations by rangers. round tables with investors and environmentalists.

Measuring the Results: Surveys about rangers (pre-testing and post-program polling), documentation of activities, brochures produced, willingness of TDA to collaborate on environmental issues, documentation of number of presentations given by rangers, web site, letter writing campaign

Target Group: Egyptian Environmental Affairs Agency (EEAA) and the Nature Conservation Sector (NCS)

Program Goals and Expected Results: awareness of rangers' roles. generates respect for rangers. promote support for increased role of rangers. encourage networking to support outreach. cooperate to facilitate appropriate legislation to help rangers in their duties and conservation agenda. professional support

Framing the Messages:

Messages	Rangers' roles. rangers are helpful and essential to environmental awareness and the prosperity of the region. ministries and local governments must collaborate with the rangers and support their initiatives for a better environment. the rangers are the strongest ambassadors the EEAA and NCS has on the Red Sea. on-going needs of rangers
Possible incentives	Clear understanding of rangers' roles. better image of rangers leads to a better image of the EEAA/NCS. better environmental awareness, better collaboration with other ministries. prosperity for the region through improved tourism
Possible disincentives	Increased rangers' roles require increased training and improved equipment. greater financial investment needed
Perceptions/Misconceptions	Rangers are not the answer to environmental problems. tourism development is the cause of most environmental problems. rangers cannot effect public opinion
Problems/Obstacles	Difficult to be flexible with the traditionally established role of rangers. lack of understanding of roles

Communication Tools/Activities: brochures about rangers' roles and responsibilities. Training Manual/Standards of Practice. speakers program- informational presentations by rangers. workshops. round table discussions. news in press and media, newsletters. letter writing campaign. careful criteria for selection of rangers

Measuring the Results: Surveys about rangers (pre-testing and post-program) Training Manual/Standards of Practice. documentation of activities. brochures produced. presentations given

Target Group: City Councils (Red Sea Cities)

Program Goals and Expected Results: awareness of rangers' roles. generate respect for rangers and environmental conservation. promote support for increased role of rangers. encourage networking to support outreach. support within coastal communities for rangers initiatives

Framing the Messages:

Messages	Rangers' roles, rangers are helpful and essential to environmental awareness and the prosperity of the region. how can ministries and local governments collaborate with the rangers and support their initiatives for a better environment. a healthy and conserved environment is a great investment for the future of the region: jobs and income
Possible incentives	Political correctness with an environmentally friendly governor
Possible disincentives	No past experience with animated/active rangers. pressure from tourism development investors
Perceptions/Misconceptions	Rangers will scare off economic growth. better to support humans than fish and wildlife
Problems/Obstacles	Investor dollars might speak louder than rangers messages. other priorities

Communication Tools/Activities: round tables, workshops, speakers program- informational presentations by rangers, brochures about rangers' roles and responsibilities, radio talk show programs hosting rangers, letter writing campaign

Measuring the Results: Surveys about rangers (pre-testing and post-program polling), documentation of activities and presentations, brochures produced

Target Group: Fishermen

Program Goals and Expected Results: awareness of rangers' roles, generate respect for rangers and environmental conservation, encourage networking to support outreach, support within coastal communities for rangers initiatives, more environmentally friendly fishing practices

Framing the Messages:

Messages	Rangers' roles, rangers are helpful and essential to environmental awareness and the prosperity of the region, good fishing practices for environment leads to long-term economic prosperity, rangers protect the livelihood of fishermen, no dynamite fishing and all rules and regulations about fishing
Possible incentives	Avoidance of fines and punishment, environment, knowledge of problems associated with the depletion of fish
Possible disincentives	Survival mode practices, need to catch lots of fish to make a living
Perceptions/Misconceptions	Perception that their profits will go down, less fish caught, others will get away with illegal fishing and they won't, unfair competition due to lack of enough patrolling
Problems/Obstacles	Not enough patrolling to ensure compliance, need more studies to prove proper techniques yield approximately same bottom line results

Communication Tools/Activities: round tables, informational presentations by rangers, timely brochures about in seasonal rules concerning fishing, speakers program, meetings with local fisher councils

Measuring the Results: Assessment of catches, reef damage, reports of violations (up or down), pre and post surveys of awareness of laws

Target Group: Bedouin communities

Program Goals and Expected Results: awareness of rangers' roles. generate respect for rangers and environmental conservation. support for increased role of rangers. encourage networking to support outreach. support within coastal communities for rangers initiatives. better environmental practices. share environmental expertise

Framing the Messages:

Messages	Rangers' roles. rangers are helpful and essential to environmental awareness and the prosperity of the region. Bedouins can be partners in protecting environment. a healthy environment will provide for more jobs and economic prosperity in the future, inclusion of Bedouin in conservation plans. protect their right to working on the land
Possible incentives	Maintain livelihoods in home environment. protect the future for children
Possible disincentives	Rangers perceived as outsiders. Bedouins have been living in the area for many years and they have more knowledge than rangers about the environment
Perceptions/Misconceptions	Rangers encroaching on their turf. telling them what to do
Problems/Obstacles	Investor dollars might speak louder than rangers messages

Communication Tools/Activities: round tables. speakers program-informational presentations by rangers. brochures about rangers' roles and responsibilities. guides including role of Bedouin, radio programs, leaflets, awards programs

Measuring the Results: Surveys about rangers (pre-testing and post-program polling), documentation of activities. brochures and leaflets produced. survey of attitudes of Bedouin about environmental issues

Target Group: Hotel Managers and Staff (receptionists, janitors, beach boys/animation staff, managers)

Program Goals and Expected Results: awareness of rangers' roles, generate respect for rangers and environment, increase environmental best practices in hotels, encourage networking to support outreach, assist in informing guests/clients of environmental regulations, have recreation staff maintain message of environmental awareness in the activities

Framing the Messages:

Messages	Rangers' roles, rangers are helpful and essential to environmental awareness and the prosperity of the region, awareness of world significance of red sea region, economic incentive of preserving environment, professional responsibility to collaborate with rangers in their effort to protect the environment
Possible incentives	Maintain livelihoods, jobs, clean environment will lead to more tourists
Possible disincentives	Rangers perceived as outsiders, too many other responsibilities, low pay, not enough time in the day to help with environmental awareness efforts
Perceptions/Misconceptions	Not their job
Problems/Obstacles	Don't want to harass guests

Communication Tools/Activities: trainings and presentations, awards and prizes to environmental advocates, hotel contests for green activities, ranger participation in beach clean ups, brochures for clients, posters and signs for hotels and beach kiosks outlining rules, awards for environmental best practices, network of hotel managers devoted to environmental best practices

Measuring the Results: Surveys about rangers (pre-testing and post-program polling), documentation of activities, brochures and signs produced.

Target Group: International Environmental Organizations

Program Goals and Expected Results: Awareness of significance of Red Sea Region as a unique treasure of the world environment, international media support, possible funding resources, recognition of efforts of Rangers, support for the establishment of a Marine Park

Framing the Messages:

Messages	Rangers' roles, rangers are helpful and essential to environmental awareness and the prosperity of the region. Red Sea area unique, significant; what has been accomplished already in program, "what if" scenarios, how can they become involved, invitations to Red Sea events
Possible incentives	Love of area, nature, environment, want to help
Possible disincentives	Much damage and overwhelming development problems in area already, bad reputation of Hurgahda
Perceptions/Misconceptions	Low international recognition for environmental efforts
Problems/Obstacles	Competition with other worthy causes

Communication Tools/Activities: articles in newsletters and media, updated website, invitations for ranger and program exchanges, letter writing campaign, publicized research results on mangrove, species, coral studies etc..... brochures, posters, videos, CDs available for international presentations, international conferences, etc.

Measuring the Results: Surveys about rangers (pre-testing and post-program), documentation of contacts, letters written, activities and brochures used

Target Group: NGOS

Program Goals and Expected Results: Distribution network for public awareness materials/activities, support, partnerships, financial support, public awareness campaign cooperation, possible generation of materials for distribution and sale, proceeds to rangers and NGO, etc.

Framing the Messages:

Messages	Rangers' roles, rangers are helpful and essential to environmental awareness and the prosperity of the region. Rangers are partners of environmental NGOs, missions are linked, ranger program is efficiently managed and resourceful
Possible incentives	More exposure, cooperation with government, shared funding mechanisms, source of content for educational programs
Possible disincentives	Want to remain independent, separate from government activities, don't want to lose funding if word gets out that a government agency is working towards similar goal, etc.
Perceptions/Misconceptions	Problems in collaborating
Problems/Obstacles	Establishing network, overcoming bureaucratic obstacles

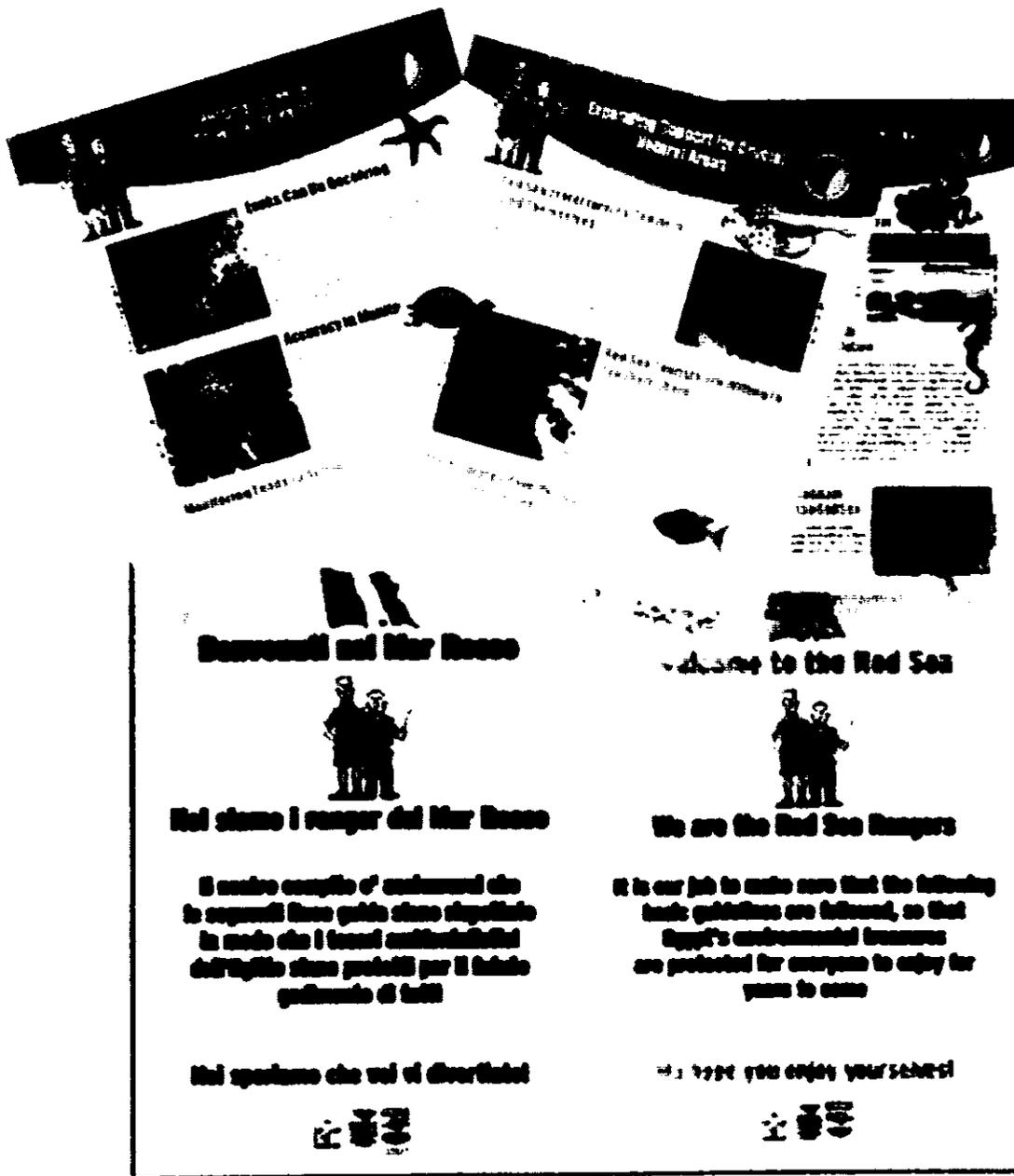
Communication Tools/Activities: round tables, speakers program-informational presentations by rangers, traveling exhibit, brochures about rangers' roles and responsibilities, publicize ranger activities in media, environmental packages for community outreach

Measuring the Results: Surveys about rangers (pre-testing and post-program), documentation of activities, partnerships formed and success stories

Annex 1

Red Sea Rangers Fact Sheets, Regulations, Flip Charts (images)

Annex I



Fact sheets and a block note supplemented the campaign.

Annex 2

**Red Sea Rangers
Power Point Presentation**

Strategic Social Marketing Campaign

for the Red Sea Rangers



Developed by the Academy for Educational Development (AED)
USAID Task Order GreenCam II LAG 2905-007

Communications... in Simple Terms

Rational, Planned and Organized
way of inviting people
to join in.



Strategic Social Marketing Campaign



Integrated Approach

- Use Multiple Channels
- Be Active and Comprehensive
- Inform Everyone Who Needs to Know

Strategic Social Marketing Campaign



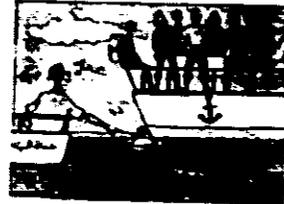
**Red Sea Conservation is the
"EVENT".
Red Sea Rangers are the HOST!!!**



Strategic Social Marketing Campaign

Target Groups for Immediate Impact

- Boat Operators/ Dive Masters
- Fishermen
- Bedouin Communities
- School Children
- Tourists
- Hotel Management/Staff



Strategic Social Marketing Campaign

Target Groups for Institutional Awareness

- EEAA/NCS
- TDA
- City Councils
- MOE, MOY and Universities
- NGOs
- Tourism Agencies
- International Environmental Organizations



Strategic Social Marketing Campaign

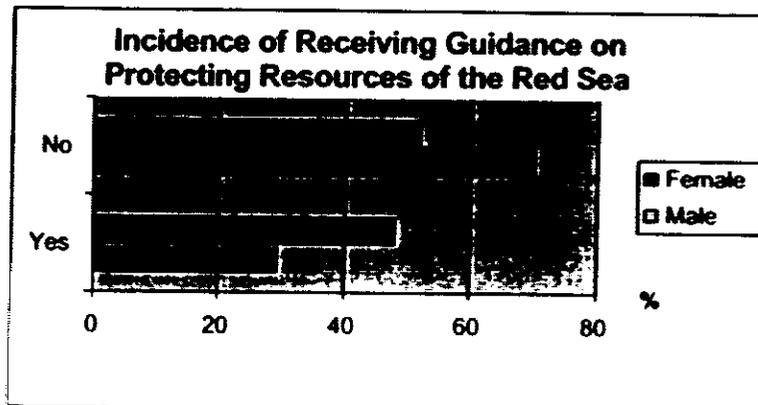
Studying the Target Group

- Social Marketing Research
- Anecdotal Evidence
- Interviews

Strategic Social Marketing Campaign

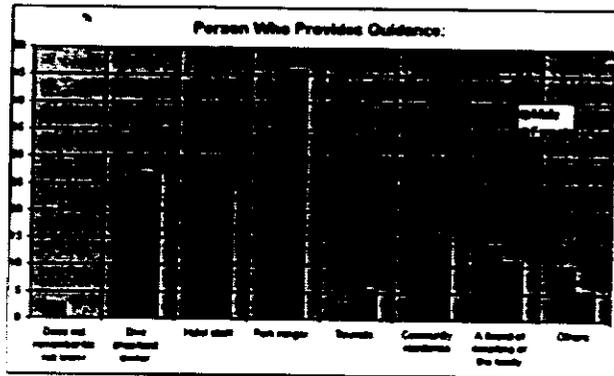


Social Marketing Research Omnibus August 2000

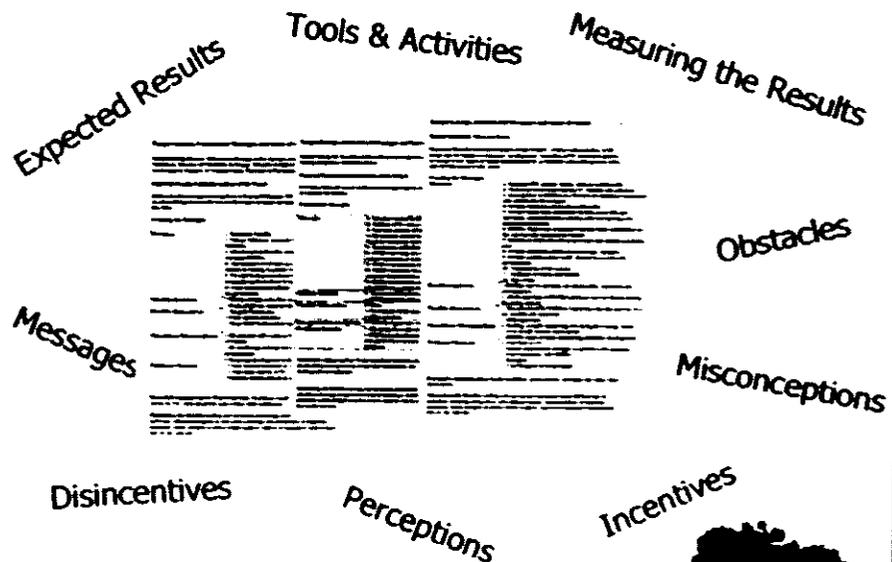


Strategic Social Marketing Campaign

Social Marketing Research Omnibus August 2000



Strategic Social Marketing Campaign



Strategic Social Marketing Campaign

"Raining" Red Sea Conservation

- Greater Profile
- Greater Compliance
- Sustainable Economic Development through Nature Conservation

Strategic Social Marketing Campaign



Elements of the Campaign

- Print Program
- Website
- Produced Items
- Strategic Activities
- Press and Media
- Interpretive Signage

Strategic Social Marketing Campaign



Elements of the Campaign

- Long-Term Tools and Activities
 - Video Presentation
 - Short-Wave Radio Program
 - Commercial Products
 - Junior Rangers/University Volunteers
 - Cross Marketing



Strategic Social Marketing Campaign

Laminated Regulations Flip Chart

An effective multilingual tool.

Boat Operators/Dive Masters
Fishermen
Bedouin Communities
School Children
Tourists



Strategic Social Marketing Campaign

Trash Cans

Establish a network of cooperation to initiate a solid waste management campaign.

Boat Operators/Dive Masters
Fishermen
Hotel Managers/Staff
School Children
Tourists



Strategic Social Marketing Campaign

Speakers Program

Allows interactivity and demonstrates commitment.

Boat Operators/Dive Masters
Fishermen
Bedouin Community
Hotel Managers/Staff
School Children
Tourists

Rangers
EAAA/NCS
TDA
MOE/MOY/University Programs
Red Sea City Councils
NGOs



Strategic Social Marketing Campaign

Journalism Conference

Encourage journalists to know and write more about ranger activities

Boat Operators/Dive Masters
Hotel Managers/Staff
EEAA/NCS
TDA

MOE/MOY/University Programs
Red Sea City Councils
NGOs
Tourism Agencies



Strategic Social Marketing Campaign

Evaluation and Monitoring

- Strengths and Weaknesses
- Measure Expected Results
- Evaluate Success
- Adapt Outreach Accordingly



Strategic Social Marketing Campaign

Red Sea Rangers Sustaining the Campaign



Annex 3

**Red Sea Rangers
Video Script**

**Draft Script 4 – April 24, 2003
Red Sea Ranger Video Presentation**

Image	Sound (Narration)
<p>Super – Text large and funky blurred in on top of a spectacular slow pan of Sharm el Luly, Ras Kulan site.</p>	<p>To know the Red Sea is to Love the Red Sea (similar expression in Arabic)</p>
<p>Ranger Statements – one liners</p>	<p>My favorite thing about the Red Sea..... I love the Coral I love the natural beauty I love the eagle I love the turtles Mangrooves Wadi El Gamel - Hamata</p>
<p>Beaches, mountains etc. from LUMP footage</p> <p>Misc shots of Red Sea Tourism growth (Hotels on Coastline)</p>	<p>Egypt's Red Sea is loved by many. And it is no wonder considering the diverse attractions to be found here:</p> <p>Unique coral reefs, spectacular marine life.....terrestrial wildlife...Rare mangrove trees... Hearty indigenous plants...Breath-taking mountains... rich Bedouin heritage... crystal clear water...and isolated beaches</p> <p>All the interest in this beautiful area is driving rapid tourism development. Coastal development on the Red Sea is unprecedented in scope. The future of tourism here hinges on safeguarding the environment upon which the industry depends.</p>
<p>Ranger Statements Head shots of rangers</p>	<p>Adjectives from Interviews Beautiful!!! Georgeous!!! Sweet!!!</p>
<p>Beauty shots from LUMP Underwater shots</p> <p>Map with star (for Cairo) shells for bullets of sites at Sahaltin, Marsa Alam, Qusseir, Hurghada, fade to Hurghada Office long shot, Near, Ranger office Sign, Image from Monitoring meeting. Abir doing GIS Mapping. Lab shot.</p> <p>Underwater reef, Giftun Beach....mangroves, Beauty Shots from LUMP to match narration</p>	<p>Conserving the ecological integrity of the Red Sea is the responsibility of Egypt's Nature Conservation Sector (NCS) of the Egyptian Environmental Affairs Agency.</p> <p>Based in Cairo, this agency maintains satellite offices on the Red Sea Coast in Qusseir, Marsa Alam, Shalatin and Hurghada - the head office for the region.</p> <p>These offices are teeming with capable and motivated professionals whose primary task is to manage Nature Conservation in the Red Sea protected areas.</p>

Images of Rangers in office doing assorted tasks	The NCS has made impressive strides in building the capacity of young men and women, coming from all over the country and each having his own objectives.
Ranger Statements	2-3 statements – My name is...age...I'm from...
<p>Images of rangers at work (footage on boat, in school, at marina)</p> <p>Ranger on Boat on water</p>	<p>This professional group is known as the Red Sea Rangers (protectors of the environmental). They are environmental researchers, educators, and guardians....whose common purpose is to maintain the protected areas of the Red Sea in compliance with Egyptian environmental laws.</p>
Ranger Interview	We protect the treasures all along the Red Sea Coastline.
<p>LUMP footage</p> <p>Shots from up and down the Red Sea Coastline, Mountains, Wildlife, Reef shots, Mountains and trees</p>	<p>The area the Red Sea Rangers must look after is vast—over 1500 kilometers of coastline, stretching from El Gouna in the north to the Elba Protectorate on the Sudanese border in the south (?). Within this beautiful area are unique habitats and associated flora and fauna, some of which only exist in Egypt's Red Sea.</p> <p>The rangers come from all sorts of educational backgrounds, uniting under a common purpose to further the national effort to develop this region in a sustainable way.</p>
Ranger Statements	<p>3 statements:</p> <p>I'm ...I studied.....(must be varied)....</p>
Misc ranger activities	<p>All Red Sea rangers have as a minimum a University Bachelors degree, or similar level of education. Some are highly-trained scientists: marine biologists, botanists, chemists and geologists. Others are accountants, educators or tourism graduates. Rangers know a lot about the Red Sea and they do a lot to help people conserve it by sharing their knowledge!</p> <p>Egypt's Red Sea Rangers have the awesome tasks of conducting biological and ecological research,</p> <p>monitoring on both land and at sea.</p> <p>patrolling the waters, shores and deserts for signs of environmental abuses and</p> <p>educating key target groups in order to motivate environmental compliance and best practices</p>

<p>Blurred-in Super on slow motion laughing images of rangers (mount three for a six second super)</p> <p>"Protecting Egypt's natural treasures is no easy task." "Protecting treasures"</p>	
<p>Ranger Interview Mohamed Eyad, Issam and Saeid Shots of patrolling on Boat</p>	<p>Excerpts of interview with Mohamed Eyad, Issam and Saeid</p>
<p>Satellite image of islands with protected islands area highlight</p> <p>Long shot pan of Giftun</p> <p>Shots of patrolling on boat Underwater shots</p> <p>Pulling up to a tour boat to check tickets Talking with Boat operator (Islands shot with tourists climbing down)</p> <p>Ranger's walking down beach</p> <p>Tourists on beach on Giftun</p> <p>Meeting tourists on beach on Giftun</p> <p>Meeting with children on Giftun</p> <p>Speaking to tourists on the boat using ranger notebook</p>	<p>The Red Sea Rangers control and manage access to the Red Sea Island Protectorates, with the goal of maintaining these islands in as ecologically balanced state as possible.</p> <p>This entails patrolling some of them, such as the Giftun Island Protectorates: the set of islands off the coast of Hurghada—Big Giftun, Little Giftun, Abu Minqar, Abu Ramada, Little Um Gawish and Big Um Gawish Islands.</p> <p>While islands provide important habitats for birds and marine life to nest, breed, and feed... Big Giftun is a favorite bathing and snorkeling site for tourists. Its large beaches of fine sand meet gentle turquoise waters to hide magnificent coral reef treasures just beneath the surface. This island is attracting more and more visitors each year.</p> <p>While patrolling the islands and surrounding reefs, the rangers verify that the boat operators are mooring properly and not destroying coral by using anchors on the reef. They also account for how many tourists are using the islands by checking entrance tickets. Visitors are required to purchase tickets to visit this protected area.</p> <p>Rangers know that talking to visitors and educating them about nature, both younger and older generations alike, is one of the surest ways to ensure the health of the environment for the future.</p> <p>The contact with the tourists sometimes allows the rangers an opportunity to offer last minute environmental environmentally friendly reminders to the divers.</p>

<p>Blurred Super on six second snapshot of ranger with warm gesture slow motion "It takes a special person to be part of the ranger team." "Special Person."</p>	
<p>Ranger Interview One of the Patrolling rangers</p>	<p>My favorite thing about being a ranger.....</p>
<p>Under water coral shots(from Lump video) Monitoring shots on boat preparing to go on water</p>	<p>With all the splendor the coral reefs in the Red Sea, damage and sickness can be hard to spot to all but the trained eye. Scientists have used many techniques for checking the status of the corals by visually inspecting marked areas periodically, using quadrant markers and a notepad to aid in their assessment. A pilot study for a more advanced method of coral reef monitoring by the Red sea rangers was introduced in Egypt in 2000.</p>
<p>Interview Ranger Abdullah</p>	<p>Interview Abdulla: Monitoring entails.....</p>
<p>Shots of monitoring, diving down Underwater images setting up equipment Photographing technique underwater</p>	<p>As certified scuba divers, Red Sea rangers collaborate with professional divers in underwater surveys to determine the health of the marine ecosystem. By positioning four permanent rods in the coral reef over an area of exactly a square meter, researchers can mount a camera on exactly the same spot in planned intervals</p>
<p>Ranger Interview Tamer in wet suit</p>	<p>"My favorite thing about the being a ranger....."</p>
<p>Monitoring team around table discussing the results, start with photos of coral. Misc shots from monitoring meeting</p>	<p>The resulting photos of the coral are then analyzed by special image analysis software that provides data on how many species of coral there are, and what percentage of coral cover there is on the reef in general. This provides accurate data for comparison. When researchers compare rates of growth, damage and breakage of coral reefs to other statistics such as the number of divers or boats that visited the sites over the same period, they then have data to begin to determine things like the carrying capacity of a coral reef, and can use this information in conservation management planning.</p>
<p>Ranger Interview Monitoring ranger in meeting room</p>	<p>"My favorite thing about the being a ranger....."</p>

<p>Lab shots</p>	<p>Back at the Hurghada Ranger office, Ranger Metwally and Tareq maintain the local NCS lab. They are able to analyze the health of the reef and monitor levels of pollutants in the water...</p>
<p>Ranger Interview Metwally statement with images of laboratory work</p>	<p>"Metwally statement about labwork"</p>
<p>GIS imaging shots with Abir and Ahmed</p> <p>Ahmed at desk</p> <p>Satellite images</p>	<p>Other rangers operate sophisticated technology like the Geographical Information System (GIS) to make maps and track data.</p> <p>Geographical Information System, (GIS) has become an essential environmental management tool. It is efficient, cost-effective, and especially valuable for tracking and ensuring compliance with environmental regulations. The GIS unit of the Red Sea Rangers builds and maintains a comprehensive geographical database tailored to nature conservation and coastal zone management.</p>
<p>Ranger Interview Abir or Ahmed Images of GIS activities, Satellite maps</p>	<p>"Abir statement about GIS...."</p>
<p>Satellite image coming out of printer</p> <p>Abir discussing the image with Ahmed</p> <p>Amir back at table mapping an image</p> <p>LUMP video maps</p>	<p>Using remote sensing and satellite images, GIS applications can produce maps with almost any level of detail, overlaid with a variety of data the rangers may need to carry out their day-to-day field work. Visual layers of data on dive sites, mooring locations and conditions, mangroves, zoning regulations, climate, coordinates, and more can be added to maps used for surveys and planning, making analysis easier and leading to better conservation of Egypt's natural resources.</p>
<p>Ranger Statements – one liners</p>	<p>My favorite thing about the Red Sea..... I love the dolphins I love the natural beautyMangrooves</p>
<p>Rangers (Mashmoud and Waleed) reviewing educational materials and discussing how to improve them.</p>	<p>One of the most important conservation activities of the Red Sea rangers is educational outreach. The rangers have identified key target groups whose compliance with environmental practices is essential for sustainable development. They have designed and developed strategic tools to motivate positive behavioral changes among these group.</p>
<p>Ranger Interview Mahmoud at communications table</p>	<p>"Mahmoud statement about educational materials...."</p>

<p>Images off communications materials.</p> <p>Elementary school outreach, going into the classroom</p> <p>Images at school</p>	<p>It is not enough to have well-designed materials. The rangers are also tasked with reaching out to different groups in the community to promote environmental education and compliance.</p> <p>They visit local schools on a regular basis providing children of all ages educational instruction about protected areas and their work.</p> <p>Meeting with children and organizing learning activities about important environmental issues is a sure way for rangers to have a long-term impact on conservation.</p> <p>Many rangers claim contact with the youth is one of their favorite activities.</p>
<p>Ranger Interview Waleed in classroom More images of children reading the fact sheets, discussing....</p>	<p>"Educational outreach..."</p>
<p>Rangers arriving at and entering hotel</p> <p>Speaking with the GM</p> <p>GM with receptionist</p> <p>Display at the hotels</p> <p>Tourists reading information</p>	<p>The rangers try to get their informational materials into as many hands as possible in an attempt to reach the key stakeholders. Hotel staff are an important target of ranger educational outreach as they have the closest contact with the thousands of tourists who stay at their hotels while visiting the region. By collaborating with hotel general managers, the rangers are able to reach tourists in all the Red Sea hotels with their important messages. Influencing attitudes and behaviors begins with raising awareness.</p> <p>The rangers have prepared materials that can be prominently displayed at reception desks, in hotel elevators or in areas especially designated for tourism advertisement.</p> <p>It is generally believed that if the tourists can be reached with information about environmental regulations and wonderful natural treasures of the Red Sea, they will join in the conservation efforts.</p>
<p>Ranger Statements – one liners</p>	<p>My favorite thing about the Red Sea..... I love turtles I love the natural beauty</p>

<p>Ranger entering the dive club</p> <p>Speaking with Dive master</p> <p>Putting up sign and discussing it</p> <p>Ranger walking up to boat to speak with boat operator</p> <p>Ranger with boat operators at marina</p> <p>Summary shots of educational activities</p>	<p>Dive Masters at Dive clubs are also a strategic partner in the conservation effort. They are capable of promoting environmental awareness to many divers, those visitors who, through their enthusiastic interest, have the greatest impact on the wonderful Red Sea coral reefs. Most dive masters are pleased to have important conservation information translated into the main tourism languages for visitors.</p> <p>And so are the boat operators who transport tourists daily to the marine parks. Rangers meet with boat operators, attend their training and certification sessions to make environmental presentations, and create tools that they can use to educate their clients about the Red Sea regulations. They have produced a laminated flip chart outlining conservation regulations in Arabic, English, Russian, German, Spanish, Italian and French.</p> <p>What is great about the Red Sea ranger educational tools is that they are designed with the strategic targets in mind in order to provide the best and most accurate messages for information on best practices.</p> <p>Networking with Hotel Staff, Boat Operators, Dive Masters and elementary schools allows rangers the privilege of maximizing their ability to reach a variety of constituencies.</p>
<p>Ranger Interview Tamer</p>	<p>"It's important to get more information to boat operators....."</p>
<p>Ranger Statement Abir</p>	<p>I love Wadi Gamel</p>
<p>Images of Wadi El Gamel</p>	<p>We could not make an accurate presentation of the Red Sea rangers without mentioning their work in Egypt's newest protectorate, Wadi Gamel-Hamata</p> <p>A major focus of the Red Sea rangers is currently to support this outstanding new protected area.</p>
<p>Minister of Environment Statement</p>	<p>Wadi Gamel.....</p>
<p>Images from Park</p>	<p>This newly declared protected area contains marvelous sites of interest for tourism and both scientific and historical research.</p>

Images from Park	A wide variety of plants are indigenous to the Red Sea region. This oasis at the entrance to Wadi El Gamel-Hamata is densely filled with many of them.
Images from Park	Wadi Gemal is home to some of the oldest rocks in the region. Here you could find mica, quartz and emeralds... not to mention incredible rock formations.
Images from Park	Deep inside the park at Wadi Sukeit, there is a Pharaonic temple majestically carved into the heart of the rocky mountain. And that is not all... encircling this temple is what is thought to have been a Roman village that was in use until the 6 th century AD.
Images from Park	The success of Wadi El Gamel - Hamata in supporting sustainable development in the region will call upon the support of the Red Sea rangers. Patrolling, Monitoring, Law Enforcement and scientific research will all be a part of their efforts to protect this environmental treasure.
Ranger Statements	3 statements: Favorite things about their work
Office administrative shots Back to LUMP images Images from up and down coast	Managers, legal experts, and administrators are also part of the Red Sea Ranger team. A well organized administrative structure allows for an efficiently functioning workforce, one that can responsibly manage the activities previously shown as well as units for law enforcement, environmental inspection and accounting. An organized comprehensive approach to nature conservation is extremely important considering that the focus of future activities of the Rangers is to increase the EEAA's management responsibility in the Red Sea.
Ranger Statements	3 statements: Favorite things about their work

Misc shots of ranger activities	What unites rangers and all those who work with them is a desire to protect Egypt's Red Sea environmental resources for the continued prosperity of Egypt and as part of the world's natural heritage.
Ranger Statements	3 statements: Favorite things about their work
CREDITS	Ranger funny face shots , two seconds at a time, slow motion