

# **Environmental Protection Fund**

## **Public Awareness Strategy**

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**Academy for Educational Development  
GreenCOM Task Order #2905-307  
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## **Environmental Protection Fund Grant Solicitation and Public Awareness**

The primary Egyptian entity responsible for environmental protection is the Egyptian Environmental Affairs Agency (EEAA) of the Ministry of State for Environmental Affairs. As such, EEAA is mandated to plan, initiate, manage, and maintain programs that comply with environmental Law #4. The Environmental Protection Fund (EPF) was created to raise the awareness of environmental conservation by encouraging other entities in Egyptian society to think environmentally and act accordingly. The EPF provides a variety of tools to projects that demonstrate an innovative approach to protecting the environment, projects that integrate into the overall development objectives of the country. In its third year of existence, the EPF is embarking on an expansion plan that will expand the number of grants previously offered.

In order for EPF to work effectively, there must be a free flow of information between the Fund and stakeholders. There also must be greater awareness among these and many other target audiences about the role the EPF plays as vanguard for the Egyptian environment. AED has designed a Public Awareness Campaign (PAC) proposal that includes a comprehensive strategy and a set of communication tools to promote a better understanding of EPF, support the ongoing development of the grants program and motivate people and organizations to become involved.

In this proposal AED is basing its recommendations on an analysis of information gathered from several sources. The primary source is the social marketing research conducted by Dr. Ibrahim Hegazy & Associates, which calls for a campaign to create a broad public awareness of "Environmental Protection", enhance the understanding of what EPF does and motivate positive action toward "Environmental Protection" and the EPF. AED has given careful consideration to information gathered in formal and informal interviews with EPF officials and individuals from the prospective target groups. AED has also reflected on its experiences over the past year in assisting EPF with the creation of communications tools. Finally, AED has focused on the need for communications tools and activities specific for the new schedule of multiple proposal solicitation cycles. Each prospective group making proposals will need its own information on a timely basis if the award process is to run smoothly, fairly and to the benefit of all.

In conducting social marketing research in preparation for the EPF public awareness campaign, Ibrahim Hegazy & Associates sought to determine the level of awareness about the EPF, the environment and Law 4 of 1994, and to identify the most effective communications messages and tools in raising awareness, as perceived by the target groups. The research was qualitative in nature, involving 40 in-depth interviews of individuals representing the campaign's identified target groups: business associations, potential investors in environment-related projects, NGOs, academic institutions, and government agencies.

The interviews demonstrated that environmental awareness is limited, even among educated Egyptians. Awareness was highest on issues related to water, air pollution,

noise pollution, landscaping, overpopulation, green areas and waste disposal. Most respondents were aware of the environmental Law 4 of 1994, but were not aware of the details of the law. Respondents were also largely aware of the Egyptian Environmental Affairs Agency.

Most respondents said they were unaware of the existence of the EPF. Consequently, respondents were also unaware of the part the EPF plays in supporting Law 4. Respondents said the public awareness campaign would be the most effective through televised, online and printed information dissemination.

The interviews showed that respondents favored two themes for the awareness campaign. The first theme would center around the effects of the EPF, Law 4 and environmental compliance on the general population, particularly in safeguarding public health. Respondents felt any benefits to health would be important 'selling points.' The second theme identified by respondents was more threatening in nature. Respondents felt that indifference and non-compliance with environmental regulations are major problems. They suggested that it would be more effective to mention potential fines for non-compliance than to try to appeal to people's willingness to comply. Several respondents used the example of a previous anti-littering campaign, in which a person litters and is upbraided by a neighbor, who says, "That is garbage, you ignoramus." Respondents indicated that this line had rapidly become a popular joke – people litter and then jokingly chastise themselves as "ignoramuses."

In sum, respondents identified both a carrot and a stick for the public awareness campaign – environmentally sound behavior is healthy and will not incur punitive action from the government. The research indicated that broadly framing public awareness messages in these ways will help make them more effective.

## **Methodology**

The process of designing and implementing the EPF PAC is done in four phases.

1. Analysis and Strategy Development
2. Design of Program Prototypes and Activities
3. Production of Program Materials
4. Implementation, Dissemination and Evaluation

This proposal represents the design concepts for each of these phases.

In our analysis, we identified all of the target audiences, based on the partner perspective, and agreed upon the goals we hope to achieve with each. We examined the partner's ideas about the perceptions and misperceptions of the target groups, their attitudes and information deficits, and the results of social marketing research. We looked at the media environment and studied the variety of possible professional and community networks for

disseminating information about EPF. We also examined research about the incentives and disincentives for each group to participate in or support EPF.

The strategy defines the tools and activities for each of the target audiences and the modes for disseminating the information. Following the approval of the strategy for the EPF PAC, design of program material can begin with close attention given to the content, tone and approach. The tools and activities outlined in the strategy will be designed and created to address the immediate needs of EPF PAC in preparing for grant solicitations and communicating environmental protection and the work of EPF to more general audiences. If the strategy is agreed upon, the design phase will begin right away and prototypes of the basic elements for the print program will be completed by late August, 2002.

When the basic elements have been designed and approved, print production of priority materials will begin. All materials produced in later stages should maintain the look and graphic identity of the original items. The production phase is followed by implementation, dissemination and evaluation. Preparation for the final phase of the EPF PAC needs to start now. As the strategy and design of program material is directly linked to the plan for dissemination, it makes no sense to create efficient communications material if there is no way of getting them into the hands of the targeted audiences. The EPF will have trouble succeeding in this comprehensive communications effort without a well-designed dissemination plan. Since there are limitations in terms of staff and budget for the EPF, the EEAA Communications Unit will have to play a major role and the EPF will have to identify existing networks that can help with distribution. AED is willing to help to the extent it can by introducing the program to the press, broadcast media and a variety of formal/informal networks. AED will also assist in preparing those from the EPF PAC team to make presentations, create delivery systems and effectively roll out the program.

### **Analysis**

An analysis of the obstacles and opportunities, the informational needs, attitudes and characteristics of the target audiences in Egypt provided the basis for the development of AED's communications strategy and the design of the EPF PAC. Our analysis has lead us to propose a public awareness program composed of two complimentary campaigns running simultaneously.

The first campaign will support the proposal solicitation cycles by targeting the four groups designated by the EPF as potential recipients of assistance. Materials will be produced and delivered in a timely manner to assure that each group is well informed about the EPF solicitation process and their proper participation. These groups include:

1. **Community Based Associations**  
(NGOs, Clubs and Youth Centers)
2. **Civil Society Organizations**  
(Universities, Research Centers, Trade Unions, Media)
3. **Governorates and Local Governance Entities**
4. **Public, Private and Public Business Sectors**  
(Corporations, Industries, Investors, Commercial Businesses)

The second campaign will support the awareness of the EPF and its mission by generating a greater understanding among many strategic target audiences about environmental protection and the EPF's role. AED has distinguished these target groups as those audiences whose understanding, participation and supportive actions are believed to be essential for the success of EPF.

1. **Private Corporations**
2. **Potential Investors in Environment-Oriented Projects**
3. **Non-Governmental Organizations**
4. **Government Agencies**
5. **Academic Institutions (Faculty and the Administration)**

AED developed program goals for each and identified a variety of modes to disseminate the information including a speakers program, newspapers, magazines, TV, radio, government information services and religious, education and community networks. Our analysis found that a lack of knowledge about the EPF exists among all target groups. Because EPF is new to Egypt, there are enormous information deficits and it will require an aggressive effort to fill this gap. The EPF PAC will attempt to overcome these obstacles by addressing them directly and making an aggressive effort to distribute timely relevant information to all audiences. None of this can be done half-way. The reason for a comprehensive campaign is to make the target groups feel as though it is "raining" EPF and Environmental Protection...there is information about the program everywhere and it is indeed the most important topic to follow. Target groups can easily sense how important the issue is just by the effort made to communicate it.

### **The Communications Strategy**

The following are some of the basic principals that should guide the development and implementation of the EPF PAC.

- Build a broad consensus in Egypt in favor of the EPF and its efforts based on a commitment to environmental protection.

- Emphasize efficiency in natural resource usage, conservation and the positive contribution EPF will make for future security of the environment.
- Be direct, forthright and positive in presentation. The basis of the EPF PAC should be integrity, credibility and transparency. It is important to keep in mind that the credibility of the communication program is one of its primary assets in the minds of the Egyptian targets.
- Information should be factual, presented in a neutral tone, with a clear presentation of the rewards of environmental conservation. It should be positive but not so much so that it is regarded as promotional.
- In as many ways as possible, the EPF PAC should try to incorporate techniques and strategies used for social marketing, without becoming commercial or promotional. Successful marketing campaigns in the private sector are quite obvious in Egypt. The local public responds well to innovative communications attempts. By following the lead of such private sector ventures, the EEAA can capitalize on effective and efficient approaches. Within reason and cultural norms, all that can be done to get the message across should be considered.
- Develop formal and informal systems for listening to the various audiences. Communications works best when it is a two-way dialogue. Responding to the needs of the Egyptian targets means tuning into them. The EPF PAC should regard collecting information as important as distributing it.

It is important to clarify misconceptions and to be responsive to questions and inquiries from the participants. Dealing with what people think they know is often more difficult than dealing with what they know or what they know they don't know. The EPF PAC will attempt to help change any perceptions about the work of the EEAA that are not based on the facts while putting forth an honest portrayal of what the EPF is indeed doing.

In order to effectively improve the way the public thinks about Environmental Protection, the EPF and its programs, the press and media must be treated as a partner in the process of information delivery. The EPF PAC Team, working with the EEAA Communications Unit, must build a positive working relationship with reporters and editors by being proactive, carefully monitoring what they say, acknowledging when they get it right and letting them know the program grievances when they get it wrong. It is highly advised that the EPF PAC take a proactive approach to working with elements of the press that have not been traditionally supportive of its programs. It is only by communicating clearly our objectives to those who might oppose or simply not care about environmental issues that we will have any chance of ever having them become our partners. We must always focus on the people whom can be reached through the press, not the press agency itself. We are, in effect using them for our purposes. We can only do so by communicating well with them.

## **Design and Production of Program Materials**

### **The Elements of the EPF Public Awareness Campaign**

The EPF PAC includes the production of a set of communications tools that will be used collectively to disseminate information to the target audiences. It is recommended that all EPF PAC materials be produced with the EPF logo clearly visible and the graphic identity maintained. The following is a list of the tools and activities recommended for the EPF PAC:

- flyers (two sets)
- announcement and response program
- traveling exhibit
- guide package
- compact disc
- annual report
- video anchor
- inserts
- stickers
- press releases for press and broadcast media
- roundtables and orientation days

**Flyers** are an inexpensive way to reach a large target with a detailed printed message. 2 sets of flyers should be produced to assist the EPF for universities and the general public. Flyers for universities could be distributed on registration days or at other university events. Flyers for the general public could be placed in mailboxes in strategic areas (through blanketing), included in the guide package to accompany the traveling exhibit, and/or handed out at an annual Gala event.

A **traveling exhibit** should be designed to reinforce the speakers' program. This exhibit could include a sophisticated fold-away display, a rack for brochures/fact sheets and other relevant tools. The video produced about EPF success stories could be an "anchor" or "centerpiece" for the traveling exhibit presentation.

To accompany the exhibit when used for NGOs, religious leaders or university guidance counselors, a **Guide Package** should be created that contains photocopied step-by-step instructions of how to get started for those who wish to spread the word of EPF. It would also contain brochures, flyers and stickers for the leaders of friendly organizations to distribute within their own networks. A package for Muslim Imams could offer talking points to be addressed about environmental issues at the Friday prayer services. A package for university guidance counselors could outline ways to get students involved with environmental issues, through an academic program or an EPF sponsored essay writing competition.

A **compact disc (cd)** will allow the EPF to promote itself in a sophisticated and attractive way to some of its official targets. The cd will present an overview of the EPF, its roll in

promoting environmental protection and the entire **annual report**. The annual report should also be made available in hard copy for audiences less technologically sophisticated.

A five-minute **video** program highlighting the success stories of the EPF over the past year will be produced to serve as an "anchor" or "centerpiece" for seminars, talk shows and the speakers' program. It will set a standard for the quality of information transferred to target audiences at seminars, conferences, focus meetings, information days or traveling presentations.

The press and media must be given accurate transparent information and encouraged to become a partner in the program or at least a friend of it. AED pledges to continue providing timely and substantial **press support** for the EPF. Before each grant solicitation, AED will see to it that three or four articles are written and well placed in the press. We will also attempt to organize talk shows on the TV and Radio.

Previous success with **roundtables and workshops** suggests they are effective tools for communicating the messages of the EPF PAC with small targeted audiences. AED offers its support for such activities by helping in the design and implementation of EPF informational gatherings. AED will provide press coverage for such events as well.

By centralizing the production in-house at AED in close collaboration with the EPF PAC team (consisting of EEAA communications unit representatives), and subcontracting only when necessary, all material related to this program can benefit from the attention of a single monitoring unit and, thus, have an established look that is not compromised.

Communications materials are expensive so it is wise to make the best use of resources by creating multi-purpose tools that can effectively serve more than one group. While giving careful attention to the messages, in content, framing and tone, AED intends to design tools that can effectively serve more than one target.

### **Make Friends and Recruit Partners**

It is highly recommended that the EPF make a concerted effort to recruit outside assistance for the PAC in the NGO sector and among private businesses. Some of the best public awareness campaigns are built on already existing networks. The EPF will not be able to promote itself, or environmental protection, to optimum capacity without the support and collaboration of many professional entities in the Egyptian society.

By creating an **advisory board** and/or "**Friends of the EPF**", the EPF PAC will be able to expand its reach in many directions. When partnering with big corporations who do ongoing marketing campaigns for their own products, the EPF can tag its message onto those of its friends and benefit tremendously from simple cross-marketing. Expensive outreach can be accomplished this way with relatively small investments. The "Friends" will benefit as well. Most corporations would leap at the chance to find innovative

marketing approaches for their own products. The EPF offers these companies the prestige of being involved with such an honorable cause. The friends can even donate some of their products as items for awards programs. They can eventually (several years from now) pay for their membership in the "Friends of the EPF Society", providing a way to generate additional funds for environmental awareness. The Fund has already begun to solicit corporate sponsorship through the "paper grocery bag" initiative. AED will help to further the success of this program and expand/enhance the links with friendly corporations into substantial partnerships.

AED suggests that the EPF recruit the support of other concerned entities in the civil society sector. By networking with the growing civil society movement, especially environmental NGOs, the EPF has a much greater chance of magnifying the impact of the PAC. NGOs, universities, religious bodies and other civil society entities can also become "Friends of the EPF" by accepting to spread the word about EPF and environmental protection. Plaques could be awarded to the "Friends" to commemorate their dedication and collaboration. While some entities will become partners, others might only prefer to allow the EPF PAC access to their networks. Both scenarios will work in the EPF's favor.

An **annual gala event** held in conjunction with a star-studded concert or a highly publicized sporting occasion will give the EPF a chance to showcase its "Friends". Such an event would, over the course of several years, attract more big name companies, associations of professionals, universities and non-profit organizations to the cause.

**Park/Bus Stop bench decorating competitions** for university students could provide more visibility for the EPF at universities, and in areas where students live. If it is not possible to use existing public structures to do this, the Fund should consider realizing the same sort of activity using the highly visible sides of private buildings, upon which students could compete in painting murals with environmental messages. Awards for this competition could be distributed at the gala event.

### **Implementation, Dissemination and Evaluation**

This proposal outlines a plan, including a timetable, for the production and dissemination of the information tools/activities for the target audiences. The plan is designed to meet the needs of the EPF to communicate solicitation specific issues efficiently with those who will potentially make proposals. Subsequently, the plan outlines an approach to effectively promote general ideas about the EPF and Environmental Protection among several targeted audiences. The printed materials will be used as a foundation for all the other media to insure a level of accuracy and quality control and to reinforce the EPF's brand awareness.

The tools being recommended in this program should be able to maintain the flow of information between the EPF, grant participants and the other targets. It is most important that the EPF, in collaboration with the EEAA Communications Unit, pay very

close attention to the changing needs and attitudes of its audiences throughout the implementation of the campaign in order to best assess what sort of tools and messages should lead the program into the coming years.

Dissemination of information during the campaign takes careful planning and preparation. In order for the EPF and the EAAA Communications Unit to do an effective job of distributing this information to target audiences, given the limitations of its staff and budget, a Team must be created to work on program related activities. After many of the tools have been created for the program, human resources are needed to implement it and disseminate the program to the targeted audiences. It takes a lot of time and dedication to build partnerships with other organizations, create effective networks for disseminating the materials and generate efficient ideas and materials for a growing EPF. The tasks will only increase as the program moves into its fourth year in 2003. Work on creating an EPF PAC Team, whatever its size, and building the necessary networks to assure EPF PAC success, must begin even before the materials are published.

AED could assist the EPF in establishing measurable objectives/indicators for the PAC so that the impact of the upcoming campaigns can be evaluated in both quantitative and qualitative terms. Measuring the results will call upon more human resource investment in the form of personnel or volunteers to conduct surveys, listen to the feedback of the targeted audiences and summarize findings. Plans for evaluation, like plans for implementation and dissemination, should begin right away.

**Public Awareness Campaign for EPF and Environmental Protection  
(2002-2003)**

Tools and Activities	Target Groups					Production/ Distribution Schedule
	Private corporations	Investors	NGO's	Governmental agencies	Academic institutions	
Annual Report/CD	x	x	x	x	x	August 2002
EPF success stories (video anchor)	x	x	x	x	x	November 2002
Success stories fact Sheets	x	x	x	x	x	December 2002
Flyers (2 Sets)		x	x		x	March 2003
Stickers			x			October 2002
News articles	x	x	x	x	x	August 2002- April 2003
Traveling Exhibitions Speakers Program	x	x	x	x	x	October 2002 – March 2003
Guide Packages			x		x	November 2002
Cross Marketing with Friends of EPF (grocery bags)	x					January 2003 – April 2003
Gala Event /Benefit Concert or Sports Event	x		x			March 2003
EEAA Brochure				x		September 2002
Telephone Cards (Corporate Sponsorship)	x					March 2003
Park/Bus Benches or Murals on Buildings Decorating Competition			x		x	February 2003
Sailboat Sails (Corporate Sponsorship)	x					March 2003
Cell phone messages (Corporate Sponsorship)	x					March 2003
Talk shows on TV and Radio	x	x	x	x	x	September 2002

## Public Awareness Campaign for EPF Proposal Solicitation (2002-2003)

	Aug. 02	Sept. 02	Oct. 02	Nov. 02	Dec. 02	Jan. 03	Feb. 03	Mar. 03	Apr. 03	Mar.03
<b>Strategic Public Awareness Activities - for P,P,PB solicitation</b>										
Applications/Responses			X	P,P,PB	X	X	P,P,PB	X		
Articles in newspapers			X	P,P,PB		X	P,P,PB			
Speakers Program with Traveling Exhibit			X	P,P,PB		X	P,P,PB			
Magazine Insert			X	P,P,PB		X	P,P,PB			
<b>Strategic Public Awareness Activities - for Govern solicitation</b>										
Applications/Responses	X	Govern	X	X	Govern	X	X	Govern	X	
Roundtable Meetings	X	Govern		X	Govern		X	Govern		
<b>Strategic Public Awareness Activities - for CivilSo solicitation</b>										
Applications/Responses		X	CivilSo	X				X	CivilSo	X
Articles in Newspapers		X	CivilSo					X	CivilSo	
Orientation Days for NGOs		X	CivilSo					X	CivilSo	
Talk Shows on TV and Radio		X	CivilSo					X	CivilSo	

P,P,PB: Public, private & public business sectors (Corporations, Industries, Investors, Commercial Businesses)

Govern: Governorates & local governance

CivilSo: Civil society organizations: Universities, Research Centers, Trade Unions, Media

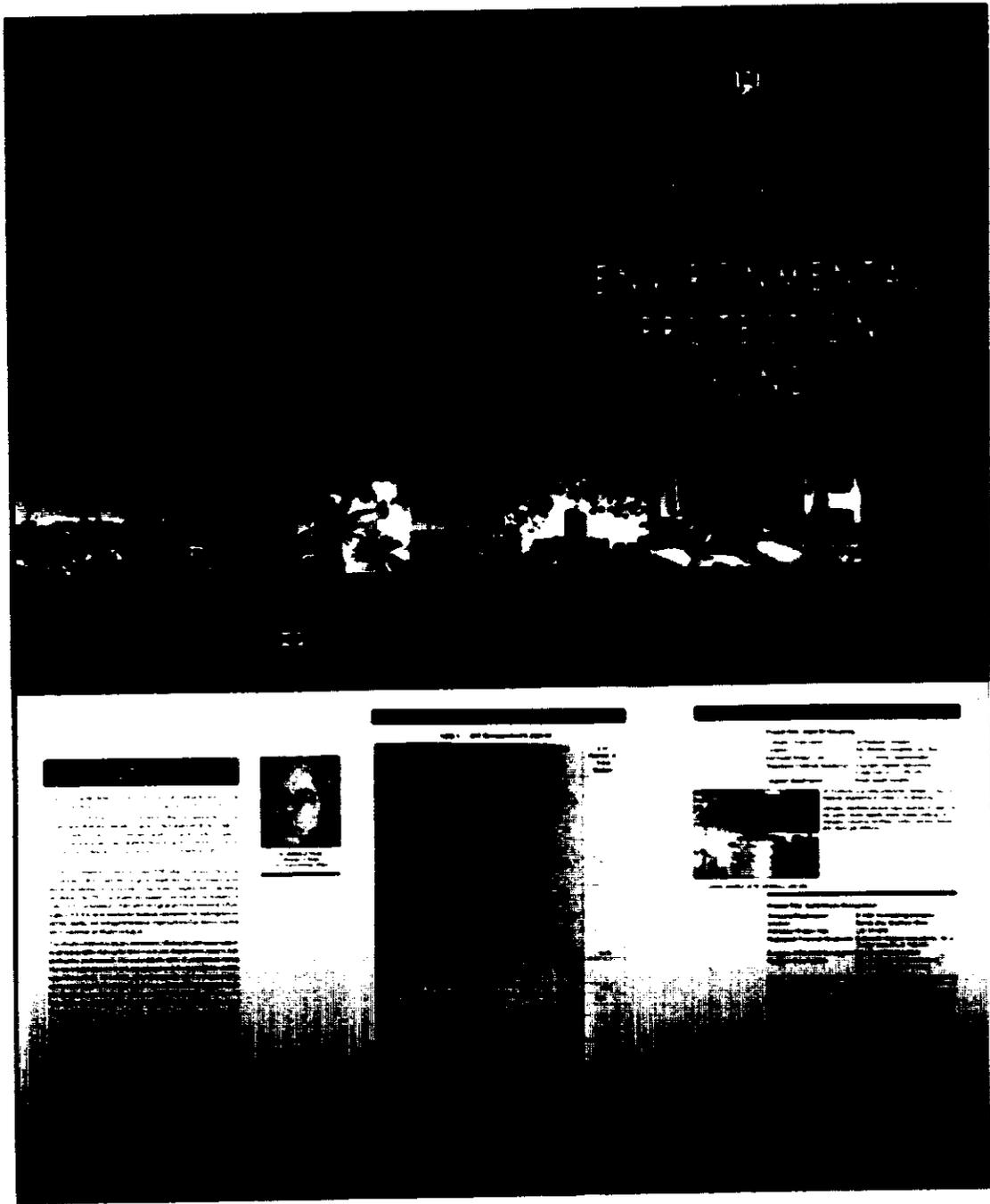
Community Based Organizations: proposal solicitations will be accepted on a monthly basis

TV and Radio Programs: including "A Word of Truth", "Maspiro", "The Talk of the Town", "A Subject for Discussion" and "Circle for Discussion"

**Annex 1**

**Environmental Protection Fund (EPF)  
Annual Report (images)**

# Annex I



**AED created the annual report for the EPF.**