

PN-ADA-910

**Social Marketing Research
Public Awareness Campaign
Egyptian Environmental Affairs Agency
Environmental Protection Fund**

Final Report

**By: Dr. Ibrahim Hegazy & Associates
For
Academy for Educational Development
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THE EXECUTIVE SUMMARY

Contracted by the Academy for Educational Development (AED), a qualitative and a quantitative researches were conducted with the main objectives as follows. The main objective of both researches was to provide recommendations for developing the effective marketing communication plan for the "Environmental Protection Fund" (EPF) to promote the EPF's offered services. The second objective was to identify the EPF's target group(s) level of awareness of the active environmental governing bodies and laws in Egypt; namely, the EEAA, the EPF, and the Environment Law 4/1994. The third objective was to identify those bodies that should be responsible for promoting environment protection. activities of the EPF and who should be targeted by such promotion.

Both researches' findings highlighted the unawareness of the respondents of the activities of the EPF although they were casually aware of the other active environmental governing bodies cited above. Both researches findings also depicted the responsibility of the EEAA, the Ministry of Environment, and the Ministry of Education as the main players in promoting environment protection. Both researches also confirmed that Non-Governmental Organizations (NGOS), labor unions, women, and students; though some of them are not potential direct applicants to the EPF; they still should be included as part of the target to promote environment protection to.

Based on such findings, the following recommendations were made. First of all, A National Television, Press, and Mobile Transportations and Outdoor Advertising Campaign is essential to build awareness and understanding. Second, a Direct Mail Campaign addressed to those people and corporations with strong affinity toward "Environmental Protection" is irreplaceable. Third, Promotional Materials in the forms of Printed Materials, Documents, and Brochures with details about the need to "Environmental Protection" is a must. Fourth, events Sponsorship should be used. Fifth, a series of intensive "Personal Selling" and "Personal Promotion" by EPF's different managerial levels should be stressed. These series of personal selling should be conducted at all levels where face-to-face meetings and formal gatherings with the EPF's potential prospects. Fifth, Heavy Public Relations activities and interaction with the media to create broad editorial presence and coverage is necessary. Sixth, Electronic Marketing Communication tools such as Internet, Interactive Web Site, E-mails and the Likes should be included in the marketing communication plan of the EPF. Seventh, seminars and conferences should work in parallel to the promotional activities previously highlighted. Last but not the least, heavy Sales Promotion (Visual and In-Kind Incentives to be offered to the Targeted Groups as token of appreciation for their support and enthusiasm for "Environmental Protection" is crucial point in promoting the EPF's activities. The list of the Sales Promotion tools recommended includes but not limited to; premium "State-of-the Art" incentives for top individuals in either government agencies,



private organizations, or potential investors. Also, attractive and highly visible Point-of-Public Gathering Displays, Specialty Advertising, and Tele-promotion to NGOs are extremely effective in this domain.

Based on the researches findings it is highly recommended that the EPF should be more actively involved as an advocate of environment protection promotion and not refrain its focus on soliciting funding applications only. It is also recommended that NGOs, women, labor unions, and graduating students should be considered as part of the EPF's future target groups as they play an important key role in society when it comes environment protection.

However, based upon the Draft EPF Support Programs for the Year 2002/2003, the following recommendations are due:

1. The Promotion Budget should increase to cover the increase in the number of support programs in the Year 2002/2003. The promotion budget amount, as is the case in many Not-for-Profit activities should be a percentage out of the amount allocated for these NGOs.
2. The implementation of the EPF's promotion activities should be spread over the year as the implementation of suggested support programs are also spread over the year.
3. The EPF' should look for new innovative ways of generating funding to cover its promotional functions and activities so that in the very near future the Fund could be self-sustainable in terms of its promotional budget requirement.
4. In promoting its services and activities, the EPF should reach a wider target in terms of generating the right awareness. Hence, it is extremely important that the EPF should be the advocate for a public awareness campaign targeting NGOs, graduates and graduating students, women, labor unions, and blue collars as all of them have an extremely influencing role on the current EPF's actual target groups.



■ THE ACADEMY FOR EDUCATIONAL DEVELOPMENT
■ Contract Number: 2586-08-5-0080

■ THE INTEGRATED MARKETING
■ COMMUNICATION PLAN
■ For
■ THE ENVIRONMENTAL PROTECTION FUND
■ (EPF)

■ June 26th 2002

■ *Recommendation for Discussion*



1. The Contract Market Study Objectives

1. Identify the **Communications Proposition** capable of raising the maximum "Public Awareness" about "Environment Protection" among the targeted groups of the Egyptian Population.
2. Provide the **Recommendation(s) for an Effective "Public Awareness Communication Campaign"** about "Environmental Protection" that serves as the foundation for an "Integrated Marketing Communications Public Awareness Campaign".
3. Most importantly, the Integrated Marketing Communication Campaign should at the end of the day provides the necessary information to the EPF on how best to market the Fund. Consequently, the recommendations and ultimately the Public Awareness Campaign are directed to this end.

2. Introduction & Background

In an effort to gain support in Egypt for its campaign to raise public awareness of "Environmental Protection", the Environmental Protection Fund (EPF) needs to launch a strong Integrated Marketing Communication Campaign to change the attitude and behavior of the Egyptian Population towards such a critical issue.

At this pointing time, the EPF would be facing extremely clutter communication and passive attitude among the Egyptian population for a number of reasons:

1. Steady increase in the number of active charities of all sizes and categories with similar public service communication messages.
2. A noticeable decrease in the volume of investment due to the general economic situation in Egypt.

3. The Marketing Communication Objectives

1. Create broad public awareness of "Environmental Protection".
2. Enhance the understanding of what the EPF does and why it needs your support.
3. Turn attention into taking positive stand and action toward "Environmental Protection" and in turn toward "The Environmental Protection Fund".



4. The Marketing Communications Approach

To reach the ultimate objective of the study of enabling the EPF to market its services and activities, it needs to change the targeted groups' perceptions, attitudes, and ultimately their behavior toward "Environmental Protection".

In marketing and communication terms, this objective would be achieved through a 7-Stages process.

In Stage 1, THE AWARENESS BOOSTING STAGE, the focus is to create the maximum awareness possible about "Environmental Protection". The Egyptian Population will become aware of the issue through the mass media communication campaign. At this stage, most of the population remain largely unaware of the more specific issues and may express strong but unsettled opinions on the problem.

In Stage 2, THE MENTAL PREPARATION STAGE, the focus is on creating in the targeted groups' minds the "Urgency on Taking a Stand" in "Environmental Protection". Through the specific detailed and target tailored marketing communication message, the targeted groups will acquire a sense of real urgency about the issue, with the dominant sentiment being "Do Something" as the "Real Consciousness Raising" has occurred.

In Stage 3, THE CALL FOR ACTION STAGE, the focus is to make the targeted groups weigh the pros and cons of alternatives for dealing with the issue. The targeted groups' mental resistance to facing trade-offs on the issue of "Environmental Protection" will start to collapse. A psychological state of mental tension will drive the target groups to accept change in their mind and heart. The intellectual resolution requires the targeted groups to clarify fuzzy thinking, reconcile inconsistencies, consider relevant facts and new realities, and grasp full consequences of choices. In parallel, emotional resolution requires the targeted groups to confront their ambivalent feelings, adjust to might be unwelcome realities and overcome the urge to maintain the "Status Quo".

5. The Target Market

The Integrated Marketing Communication Campaign should have the following two main targets:

- (1) The General Target Group refers to people of all ages, genders, and educational backgrounds who carry an affinity to nature/environment and its protection.



- (2) The Specific Target Groups include the following:
- a. Private Corporations.
 - b. Potential Individual Investors in Environment-oriented Projects.
 - c. Non Governmental Organizations (NGOs).
 - d. Governmental Agencies.
 - e. Academic Institutions (Faculty and the Administration).
 - f. Students (High School & University)
 - g. Blue-Collars Labors.
 - h. The Egyptian Female and in specific "Mothers".

At this stage of target market identification, it should clear that the target audience is a more state of mind than a specific socio-demographic group.

6. The Marketing Communication Strategy

Considering a limited marketing budget available, the following integrated marketing communication strategy should be adopted where the focus is to change the target opinions toward to "Environmental Protection" and toward the EPF:

1. One key visual and claim should act as the strong awareness builder.
2. Multiple copy messages tailored to each of the targeted groups requesting calls for action.

6.1 The Marketing Communication Creative Strategy

The Twin Objectives of Awareness and Understanding were chosen because the conducted qualitative and quantitative researches indicate that the EPF were less well known and its activities were less understood. Also, common sense dictate that people will not give out money or invest in something that they do not know or understand.

The Creative Strategy should be built upon a VERY STRONG Key Visual combining impact and attention with immediate transfer to our "Prime Message: A Call for Positive Action toward the EPF".

The Prime Message should be a concrete call for action linked with the Unique Key Visual. This Key Visual and claim should be used as the ongoing hero of the Whole multi-media campaign.

Since the effective creative strategy demands an "Execution Appeal" that would stand out from the advertising and marketing communication crowd and clutter, a "Multi-Appeals" Creative Strategy is recommended. A Mix of Fear Appeal, Testimonials, and Animated Character/Icon appeals should be used. (NB: This last appeal is targeting students)



The results of both the Qualitative and the Quantitative researches conducted revealed the recommendation of the different target groups use the Fear Appeal in the campaign execution. Fear is used to demonstrate the negative aspects and the physical dangers and harm associated with being passive toward Environment Protection and Preservation.

In testimonials, listening to "Environmental Protection Problems and Concerns" from EPF's existing clients will show how beneficiary is to interact with the Fund. Therefore, in testimonials the focus will be on the EPF functions and services through the eyes of existing clients. The use of this appeal should be very successful since the targeted groups can identify themselves with.

7. The Marketing Communication Mix

Based on the result generated from both the qualitative and the quantitative researches made, the following marketing communication mix should be explored and used since it represents the best exposure medium.

1. A National Television Advertising Campaign is essential to build awareness and understanding. Environment Protection is a national problem and its seriousness is growing; hence there exist a dire need to create a national awareness and understanding of "Environmental Protection" and the Role the EPF can play in this respect.
2. A National Press Advertising Campaign is recommended in conjunction with the Television commercials.
3. A Nation wide Outdoor Advertising Campaign is highly recommended to increase exposure and build on a stronger awareness level. The use of a mix of Unipoles and Susettes in highways, entrances of major cities, around universities and high schools is essential to increase visibility of the Marketing Communication Creative Theme.
4. A Nation wide Mobile Transportation Advertising on the sides and tops of Trains, Buses, Mini Buses, Taxis and other forms of public transportations is highly suggested to increase the exposure zone of the Plan Creative Theme to better reach the different targeted groups.
5. Direct Mail Campaign addressed to those people and corporations with strong affinity toward "Environmental Protection". The mailing should include a personally addressed letter from a Top Key official in the Egyptian Cabinet.



6. Promotional Materials in the forms of Printed Materials, Documents, and Brochures with details about the need to "Environmental Protection". Furthermore, Posters, Stickers and "Tax-Exemption Contribution" Forms for Bank Deposits should be produced and included in the "Direct Mail."
7. Events Sponsorship. Events sponsorship should focus on "Street Events" staged by EPF's agents in selected Egyptian governorates to demonstrate to the Egyptian public the urgency of "Environmental Protection" persuading people to interact with the EPF.
8. Intensive series of "Personal Selling" and "Personal Promotion" by EPF's different managerial levels. These series of personal selling refer to series of face-to-face meetings and formal gatherings where EPF's managers at all levels promote the fund's services to the potential targeted groups previously identified.
9. Heavy Public Relations activities and interaction with the media to create broad editorial presence and coverage.
10. Electronic Marketing Communication tools such as Internet Interactive Web Site, E-mails and the Likes.
11. Seminars and Conferences focused on "EPF's activities & Functions."
12. Heavy Sales Promotion (Visual and In-Kind Incentives to be offered to the Targeted Groups as token of appreciation for their support and enthusiasm for "Environmental Protection". The list of the Sales Promotion tools recommended include:
 - a. Premium "State-of-the Art" Incentives for Top individuals in Governmental agencies, Potential Investors in Environmental Protection projects, and Private Corporations.
 - b. Point-of-Attractions / Point-of-Public Gatherings Displays.
 - c. Specialty Advertising.
 - d. Tele-promotions to NGOs

8. The Measures of Evaluation

The Effectiveness of the campaign should be measured via a combination of quantified tracking that monitor public awareness and understanding/recognition of the message and qualitative research that evaluate the nature of the potential relationship to be established between the different target groups and the EPF.



This combination of campaign effectiveness measures was chosen in order to be able to gain insight into the degree to which the different target groups' hearts as well as minds were being over by the EPF.



Academy for Educational Development
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**SOCIAL MARKETING RESEARCH
FOR STRATEGIC PUBLIC AWARENESS
CAMPAIGN FOR THE
“ENVIRONMENTAL PROTECTION FUND”**

PREPARED FOR

The Environmental Protection Fund
June 26th, 2002



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1. THE INTRODUCTION

1.1 THE RESEARCH OBJECTIVES

The Research main Objectives are:

1. Determine the level of environmental awareness about issues concerning EPF and Law 4/1994 among the targeted groups including governmental bodies.
2. Identify the most effective communication messages and tools perceived by the targeted groups of the "Environmental Protection Fund".
3. Provide the necessary recommendation(s) for developing the Effective Public Awareness Communication Campaign for Environmental Protection Fund that will serve as the foundation for an effective "Integrated Marketing Communications Public Awareness Campaign" about EPF.

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1.2 THE RESEARCH METHODOLOGY

A qualitative approach was used in order to explore the dimensions of the issue under study. The Qualitative component includes more than 40 Personal In-depth interviews with a representative sample of the following targeted groups; business-oriented entities, potential investors in environment related projects; Non-governmental organizations (NGOs), academic institutions, and governmental agencies who have vested interest in conserving the environment.

The rationale behind using such a research approach is attributed to the nature of the objectives set forth; which are predominately exploratory in nature. To recall the main objectives of the study aim at gaining insight into the target groups' mind concerning their level of awareness of the seriousness of environmental problems in Egypt and their awareness level concerning the nature and activities of the existing bodies and legislations active in this environment conservation domain.



This insight will serve as the foundation of developing the Effective Public Awareness Campaign about the EPF for the targeted groups in Egypt.

During the in-depth one-to-one interviews, and in order to gain insight into the targets' mind, a questionnaire with a mixture of "open-ended" and "closed-ended" questions was used. Heavy emphasis was placed on those open-ended questions. A copy of these questionnaires and discussion guides are attached in Appendix 1.

Furthermore, the questionnaire was divided into four main parts. The first part addressed the issue of the target groups' awareness of the seriousness of the environmental problems in Egypt. The second part addressed the targeted groups' awareness level of the different bodies and legislation active in the domain of nature conservation in Egypt. The third part of the questionnaire and the discussion guide enclosed addressed the issue of communication. That is, a series of questions was presented to the interviewees asking them about their recommendations in terms of the nature of an attractive message, the theme that stimulates their interest in being active in nature conservation, the effective means of communication, and the communication vehicle(s) that they prefer. Last but not least, the fourth part was seeking to identify a detailed profile of the interviewees to develop the right message capable of creating the awareness and the interest in the EPF among the target groups.

1.3 THE SAMPLING TECHNIQUE

The sampling technique adopted is "Stratified Sampling". Stratified sampling is a 2-Step process in which the population under study is partitioned into sub-populations, or strata that reflect the actual breakdown of the population under study. Next, elements are selected from each stratum by a random procedure, usually simple random sampling (SRS) to guarantee objectivity and reliability of the research results.



2. THE RESEARCH FINDINGS

2.1. THE AWARENESS OF ENVIRONMENTAL ISSUES

Respondents identified a number of environmental factors affecting the population's health conditions in Egypt. These environmental issues are Water, Air Pollution, Noise, Landscaping, Crowdedness, Lack of Green Areas, and Waste Disposal (garbage, medical supplies).

The sources of Air pollution were attributed mainly to both automotive and factory exhaust systems used; while sources of water pollution included the malfunction in waste water systems and dumping of factory wastes in the Nile. Majority of the respondents also added that the most talked about environmental issue in Egypt today is primarily "Air Pollution" as a result of what people call the "Black Cloud". Many respondents also cited "Drinking Water Pollution".

In terms of environmental awareness in general, most respondents agreed that it exists, but only to a limited degree, among the educated Egyptians. In contrast, since the average Egyptians are mainly preoccupied with their immediate economic problems and burdens, their commitment and awareness of environmental problems does not occupy a dominant position in their mind. However, most respondents acknowledged a rise in the level of awareness of environmental problems lately especially with the active role of the former Environment Minister Dr. Nadia Makram Ebeid, and also with the rise of such fatal and life-threatening diseases as cancer that is partially linked to pollution problems.

2.2. THE AWARENESS OF GOVERNING ENVIRONMENTAL BODIES AND LAWS

Most respondents were aware of the Environment Law 4/1994. Although some of the respondents had only sketchy view of the exact content of the law, most of them cited the law to be mainly addressing the different kinds of pollution and setting the standards for acceptable levels of environmental conservation in addition to outlining the penalties for causing these types of pollution.



In regard to the awareness of the EEAA, many respondents were positive. That is to say, a number of respondents had, at a certain point in time, been exposed to communication messages concerning EEAA or they were in direct contact with its staff and officials.

On the contrary, this was not the case for the "Environment Protection Fund" EPF. Very few respondents stated being aware of its existence and its nature. Few respondents thought that EPF main mission was to reinforce Environment Law 4./1994. Yet, the majority of the respondents who were positive about this point cited the sources of their awareness of EPF was due to their prior interaction with it when working with the EEAA.

Still, most of the respondents who were not aware of the EPF, have guessed its role since the word "fund" simply implies funding activities. Those who did not hear about the EPF expressed their willingness to get more information on its role, activities, and the form of projects that can get funding. Respondents thought that this information can be provided to them either in the form of printed materials or through access to the EPF website if available.

2.3. RESPONSIBILITY FOR AWARENESS CAMPAIGNS

When asked about who should be responsible for creating and carrying out "Public Awareness Environment-Conservation" Communication Campaigns, respondents started with the obvious choice. Predominately the "Government and its Agencies involved in Nature Conservation", in their opinion, should be the ones responsible for these Public Awareness Campaigns. The names of the "Ministry of Environment" and the "EEAA" were frequently cited. One of the main functions of the Ministry of the Environment as well as the EEAA was seen as one of planning, monitoring and controlling these Public Awareness Campaigns. Most respondents added that the different ministries should have an environment-concerned division or department that monitors the issue of environment-related concerns within their ministries.

Furthermore, the "Ministry of Education" was especially perceived as an extremely important player in this domain. The Ministry of Education



can reach the most important target segment of society for such a campaign, namely children who are looked upon as the bright future leaders of this country. The "Mass Media" was also seen as another responsible party in spreading environment-conservation awareness because of its wide reaching ability and strong influence on the Egyptian Population at large.

Furthermore, respondents stressed the importance of communication campaigns developed by both the education and media segment. These campaigns, from their point of view should be very comprehensive, widely available, crystal-clear, and capable of reaching most of the Egyptian Population.

Some of the respondents added both "NGOs and PVOs" as possible candidates for such a task mainly because of their direct interaction with large segments of the population and their previous experience in similar fields of raising public awareness. Respondents from NGOs cited that they are already carrying out similar projects to such potential target groups as children in high schools and residents of rural areas.

Some respondents cited "Labor Unions" because of their close ties with the labor force and their ability to organize and reach them, in addition to their ability to rally them for such a noble cause as "Environment Protection".

Last but not least, many respondents cited the importance of using "Public Opinion Leaders and Celebrities" to endorse the Environment Conservation and Protection Communication messages. Public Figures serve as Role Models in spreading environmental awareness since most people are interested in what they do and tend to imitate them, especially the youth.

2.4. THE TARGET GROUPS FOR THE CAMPAIGN

In regards to the potential profile of the target groups for the "Public Awareness Campaigns", most respondents stressed the need to address "High School Children" since this is an important personality development stage that could make a difference in the way these children



look at issues in the future. This influence can be achieved by developing specific curricula on environment to be taught at high schools, and can be also done by using children's literature to convey the importance of protecting the environment. Some of the respondents stressed the importance of having children participate in environmental activities such as cleaning days for their neighborhood.

Respondents also mentioned addressing "University Students" and the importance of stressing environmental protection applications in various disciplines to make the youth understand how their work can have an immediate impact on their environment and a long-term effect on their standards of living and health.

A number of respondents also mentioned "Women" as being a very important segment of the society to be addressed. The Egyptian women have a great influence on their household, especially their children.

NGOs Respondents also talked about targeting "Socially Active Individuals" who can spread the message to other segments of the Egyptian society in a more effective way. This method is used by NGOs now and they call this group of opinion leaders "The Pioneers".

"Blue Collars Workers" were also singled out as one of the important target groups for environmental education. That is why, "Labor Unions" were thought to be a good forum for creating awareness for environmental protection and conservation issues and concerns among the Egyptian labor force.

Respondents from private organizations stressed the importance of focusing on "Investors" since they are the decision makers in the organizations, and they are the ones that should be convinced of the soundness of environmental conservation and protection. They mentioned the importance of making investors understand how funding environment conservation activities and actions can be beneficial for them in the long run, not only in terms of avoiding being fined and penalized but also in terms of being able to achieve long term corporate profits. One of the respondents, from Ezz Group, mentioned their factories power saving techniques which were mainly designed to be environmentally friendly. However, these techniques made them also achieve a lot of costs savings thereby raising their profitability. Respondents mentioned special



workshops and seminars to be held for investors in the new cities and communities like the 10th of Ramadan or the 6th of October cities.

Last but not least, a number of respondents mentioned "Government Agencies" as one of the targets for these awareness campaigns in order for them to be the models followed by other institutions and organizations.

2.5. RECOMMENDED CHANNELS OF COMMUNICATIONS

In addition to the previously talked about channels of communication, "Television" was singled out by most respondents as being the most important medium of communication to the Egyptian population.

The most suitable timing to air the communication messages was seen to be mainly before or during programs with high percentage of viewership such as the night-time Arabic series, football games, or such Sponsored Programs as "Who Will Win the Million?" and "Kalam Men Dahab". Some respondents cited children programs like "Sesame Street" and pointed out the structure of this particular program includes some environmental education content. Therefore, capitalization of this content could help create strong awareness among children.

A number of respondents added that such a campaign should be more in line with a Unified Unique Standard Theme and Common Direction that is used in a highly integrated way.

Many respondents also mentioned the use of "Internet and Electronic Mail (E-mails)" as being one of the fastest forms of communication nowadays that should be used. In addition to the fact that with the irregular hours of people's exposure to the different media, it seems more appropriate to use the more flexible and convenient media like emails.



2.6. BARRIERS FOR EFFECTIVE PUBLIC AWARENESS CAMPAIGNS

Anticipated problems in terms of obstacles for achieving strong public awareness campaigns were mainly attributed to the "Current Economic Conditions in Egypt". Most respondents stated that the current problems of the Egyptian Economy and current Economic Recession make people unable to think about long-term objectives and may even make them consider environmental issues as a secondary choice. In addition, some respondents mentioned that people may be indifferent to the environmental message as long as they are currently so entrenched in their daily life problems.

Another barrier mentioned by a number of respondents, who proposed earlier that all ministries should have a role in spreading environmental awareness; is "the Lack of Coordination between Ministries" which can cause a waste of resources and can make the message get lost.

2.7. THE RECOMMENDED COMMUNICATION THEMES FOR THE CAMPAIGN

Respondents mentioned two main themes for the awareness campaign. The first theme, which primarily focuses on the effects of pollution, is intended to make people realize how hazardous pollution is to their health and that there is an actual risk involved. This can be achieved by establishing the link between those health-related diseases and pollution, such as linking the different kinds of pollution to such life-threatening diseases as cancer, liver and kidney failure.

This theme as respondents put it would be talking to the health conscious segment of society. Some respondents also pointed out the idea that we should illustrate to people how interrelated our world is, so even if they try to make their immediate environment pollution free, once they are out on the street, they will be subject to this pollution. Therefore, collective action should be stressed and collaborative efforts instead of isolation and individualism which will not work in areas like the environment.



The second theme suggested is more 'Threatening' in nature. This theme should be directed to those indifferent and Non-complying segments of the Egyptian population. This theme should create wide awareness of the Environmental laws already in action in Egypt. This theme's main message is about showing consequences of pollution and the causes of pollution followed by a threatening message for those who are not complying. In this way, as respondents put it, we will achieve a lot in terms of making those who are polluting the environment stop such destructive behavior. The rationale behind using a threatening message is that many respondents think that most Egyptians are more afraid of paying fines than being afraid of losing their health. This is widely noticed, as many respondents put it, among those who are not highly-educated or those who are well entrenched in their behavior patterns and unwilling to change it easily.

A number of respondents stressed the importance of the message not being made in a funny way because this will only make people underestimate the seriousness of the problem. One of the respondents made allusion to the previous campaign on throwing waste in the street in which a person tells the guy throwing the waste "this is garbage you ignorant", later on this developed to a joke and people continued throwing garbage and telling each other this line as a joke. Some respondents also talked about the problem of making the message oversimplified with a risk of bordering on naivety.



Appendix 1

The Discussion Guide

“The Arabic Version & The English Version”

صندوق حماية البيئة - استقصاء آراء

الجزء الأول

١. إيه هي العوامل البيئية اللي بتأثر علي صحة المواطن المصري ؟
٢. إيه هو أكثر موضوع (عن البيئة) الناس في مصر يتكلم عنه اليومين دول ؟
٣. تعرف حاجة عن قانون ١٩٩٤ لحماية البيئة (إيه اللي تعرفه عامة)، إيه مواد القانون اللي تعرفها ؟
٤. هل القانون في رأيك يتم تطبيقه فطياً ؟
٥. مين مسئول عن التطبيق في رأيك ؟
٦. تعرف أي حاجة عن أنشطة أو احتفالات متعلقة بحماية البيئة ؟ إيه اللي تعرفه (مع ذكر تفاصيلها)؟

الجزء الثاني

٧. سمعت عن جهاز شئون البيئة ؟ سمعت مين عن جهاز شئون البيئة ؟
٨. سمعت عن صندوق حماية البيئة ؟

(١) نعم سمعت عن صندوق حماية البيئة

١. سمعت مين عن الصندوق ؟ فين مكانة ؟
٢. إيه اللي تعرفه عن أنشطة صندوق حماية البيئة؟
٣. حضرتك تعاملت قبل كده مع صندوق حماية البيئة ؟ تعاملت معاه في إيه ؟
٤. ممكن تقول أمثلة تعرفها عن أنشطة الصندوق بغض النظر إذا كانت ناجحة أو لا (بتاريخ) ؟
٥. لو حضرتك تملك القرار في صندوق تنمية البيئة إيه اللي ممكن عمله في مجال حماية البيئة ؟

(٢) لا لم أسمع عن صندوق حماية البيئة

١. ما هو في اعتقادك دور الصندوق؟
 ٢. إنت عاوز تعرف أي معلومات عن صندوق حماية البيئة ؟
- (١) نعم

أ- إيه اللي إنت عاوز تعرفه؟

ب- ما هي الطريقة المثلى لتوصيل هذه المعلومات لك؟

(٢) لا (ما السبب)

٩. لو عاوزين نعمل حملة توعية عن سبل حماية البيئة تفكر :

- أ. في رأيك مين الممنول عن حملات التوعية ؟
- ب. إيه هو الدور المطلوب منه/منهم ؟
- ت. مين هم الناس اللي المفروض نكلمهم عن طريق حملات التوعية؟
- ث. إزاي نوصلهم حملات التوعية الخاصة بنا عامة؟
- ج. وفي رأي حضرتك أي من وسائل الإعلام تعتبر أفضل عشان نعرف توصل للناس دي؟
- ح. وفي رأيك إيه هو الوقت/اليوم المناسب لمخاطبتهم من خلال الوسائل التي اقترحتها ؟
- خ. إيه اللي يمنع الرسالة اللي إحنا هنعملها عشان توعية البيئة من إنها توصل بطريقة صحيحة للناس؟

١٠. وفي رأيك مين غير الحكومة ووزارة البيئة المفروض يقوموا بعمل التوعية عن شئون البيئة والحفاظ عليها ؟
ما هو دورهم؟ وليه؟

الجزء الثالث

١١. في رأي حضرتك إن المصريين عندهم وعي عن مشاكل وحماية البيئة (شرح) ؟
١٢. إيه هي الرسالة الإعلامية اللي ممكن تشد المصريين وتخليهم علوزين يعرفوا معلومات عن شئون البيئة والحفاظ عليها ؟
أ- ممكن نقول إيه في الرسالة دية ؟
ب- إيه العوائق اللي الرسالة دية ممكن تقابلها ؟

١٣. إيه هي الرسالة الإعلامية اللي ممكن تتفكك بأهمية الحفاظ علي البيئة؟
١٤. يا تري إيه هو الموضوع (خاص بالبيئة) اللي كنت متوقع أكلمك فيه وأنا ما تكلمتش ؟ طيب ممكن حضرتك تكلمني شويه عن الموضوع ده ؟ إسمعني الموضوع ده بالذات اللي حضرتك كلمتني عنه ؟
١٥. أنا هأقول ل حضرتك شويه عبارات و حضرتك تقولي أول حاجة تيجي علي بالك لما تسمع العبارة دية:

- البيئة.....
- الحفاظ علي البيئة.....
- قانون حماية البيئة.....
- صندوق حماية البيئة.....

١٦. من فضلك كملّي العبارات الجلية:

- حالة البيئة حالياً في مصر.....
- من السهل الحصول علي معلومات عن شئون البيئة من خلال
- دور الجمعيات الأهلية المختصة بشئون البيئة يجب أن يكون
- لتشجيع المصريين للحفاظ علي البيئة يجب عمل.....
- من معوقات قانون حماية البيئة.....
- أهم حاجة من وجهة نظري بتعطل تنفيذ قانون حماية البيئة هي:

- ١.....
-٢.....
-٣.....
■ تكلفة تطبيق والتزام شركات القطاع الخاص بالنسبة لقانون حماية البيئة هي مسئولية.....

الجزء الرابع

■ يمكن نتكلم شويه عن حضرتك

■ العمر

- ١- (أقل من ٢٥) ٢- (٢٥ - ٣٤) ٣- (٣٥ - ٤٤)
٤- (٤٥ - ٥٤) ٥- (٥٥ - ٦٤) ٦- (٦٥ - فأكثر)

■ الدخل السنوي (يمكن عدم اجابة هذا السؤال)

- ١- (أقل من ١٢٠٠٠) ٢- (١٣٠٠٠ - ٣٥,٩٩٩)
٣- (٣٦٠٠٠ - ٥٩,٩٩٩) ٤- (٦٠٠٠٠ - فأكثر)

■ آخر شهادة حصلت عليها

- ١- لم احصل علي أي شهادة ٢- ابتدائي ٣- إعدادي
٤- ثانوية أو ما يعادلها ٥- شهادة جامعية ٦- ماجستير أو دكتوراه

■ الحالة الاجتماعية

- ١- أعزب ٢- خاطب ٣- متزوج (بدون أطفال)
٤- متزوج (..... طفل) ٥- مطلق ٦- أرمل

■ المهنة

- ١- رجل أعمال ٢- موظف حكومة ٣- موظف بشركة قطاع خاص
٤- عامل ٥- طالب ٦- عضو هيئة تدريس أكاديمي
٧- علي المعاش ٨- موظف بجمعية أهلية ٩- متطوع بجمعية أهلية
١٠- ربة منزل ١١- أخرى

■ المحافظة

- ١- القاهرة ٢- الإسكندرية ٣- الدلتا ٤- الصعيد

■ في حالة الرغبة في الحصول علي نسخة من نتيجة هذه الدراسة برجاء ملئ البيانات الآتية:

- الاسم

- العنوان

- التليفون

- الفاكس

- البريد الإلكتروني

- رقم الباحث

Raising Environmental Awareness - Discussion guide

Background

- i) What are the environmental changes or risks, in your opinion that affect people's health in Egypt?
- ii) What is the most talked about environmental problem on national TV and newspapers during the last year?
- iii) What kind of environmental information, if any, is needed right now in Egypt?
- iv) Do you need more information about the environmental changes taking place in the Egypt? (if yes, what kind of material)

Need for environmental information

- i) What in your opinion could prompt a need of environmental information among your fellow countrymen?
- ii) What would be the probable obstacles in spreading environmental information in Egypt if this was necessary? How to minimize such obstacles?
- iii) What makes environmental information useful and effective?

Channels and forms of information

- i) Is it easy for the people in Egypt to get information about the various environmental issues? (probe which are more difficult to get info about and why?)
- ii) Through which channels would you like to receive environmental information? (Why this particular channel of information?)
- iii) What ways and means should be used to spread environmental information in Egypt? (why did you choose these and not other means?)

Awareness Campaigns

- i) Can you give examples of successful or failed projects to promote environmental information in Egypt? What happened? What was learnt?
- ii) In promoting environmental education in Egypt, what could be the goals? Target Groups? Means? And cooperating partners?
- iii) Are you interested in co-operation concerning environmental information? How would you like to take part in doing it?
- iv) Complete the following statements
 - a) The state of the environment is
 - b) It is easy to get environmental information through
 - c) Non-governmental environmental organisations role should be
 - d) What can encourage people to have good practices.....
 - e) What hinders environmental awareness in egypt is

- iv) Considering each of the different channels of communication (i.e. exhibitions and shows, discussing with other people, newspapers and magazines, professional publications, news and documentaries on television and in radio, Internet, entertaining programmes or stories on television, in radio, the press, music or theatre, school, university and other education, training within work)
- What sort of person this channel is best suited for? Why?
 - What sort of use is best be associated with it? Why?

People who produce environmental information

- i) Who should be active in focusing on environmental problems in Egypt? How active are they now in distributing environmental information? How can they improve their performance?
- ii) Do you feel the effect of these actors in bringing about changes to environmental degradation? What are thses changes?
- iii) What in your opinion could prompt the egyptian economy to be move to wards more environmental practices? (probe which is the most effective way in your opinion and why? Discuss higher environmental taxes, higher prices for harmful products, financial subsidies e.g. for investors who use better technology, effective supervision of environmental laws, decisions and actions made by individual citizens, better environmental information, international influence)

DR. IBRAHIM HEGAZY & ASSOCIATES
Marketing & Communications Consultants



Academy for Educational Development
Contract Number: 2586-08-5-0080

SOCIAL MARKETING RESEARCH
THE QUANTITATIVE RESEARCH FINDINGS

PREPARED FOR
The Environmental Protection Fund
June 26th, 2002



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1. THE INTRODUCTION

1.1. THE RESEARCH OBJECTIVES

The Research main Objectives are:

1. The identification of the level of public awareness among the targeted groups concerning the seriousness of the environment-related problems in Egypt.
2. The identification of the level of public awareness among the targeted groups of the active environmental governing bodies and laws in Egypt, namely the EEAA, the EPF, and the Environment Law 4/1994.
3. Provide the necessary recommendation(s) for developing the Effective Public Awareness Communication Campaign for environmental Protection that will serve as the foundation for an Effective Integrated Marketing communications Public Awareness campaign.

1.2. THE RESEARCH METHODOLOGY

A quantitative approach was used in order to achieve the previously mentioned objectives. The Quantitative component includes more than 406 face to face questionnaires interviews with a representative sample of the following targeted groups; business-oriented entities, potential investors in environment related projects; Non-governmental organizations (NGOs), academic institutions whether faculty, staff, or students, and labor.

For conducting the face to face questionnaire, "closed-ended" questions were used. A copy of the questionnaire is attached in Appendix 1.

Furthermore, the questionnaire was divided into four main parts. The first part addressed the issue of the target groups' priorities and awareness of the seriousness of the environmental problems in Egypt. The second part addressed the targeted groups' awareness level of the different bodies and legislation active in the domain of nature conservation in Egypt. The



third part of the questionnaire addressed the issue of communication whether in terms of communication channels in general and media channels in particular, or communication venues. Last but not least, the fourth part was seeking to identify a detailed profile of the interviewees so we can develop the right message to them capable of creating the awareness and the interest among the target groups.

1.3. THE SAMPLING TECHNIQUE

The sampling technique adopted is "Stratified Sampling". Stratified sampling is a 2-Step process in which the population under study is partitioned into sub-populations, or strata that reflect the actual breakdown of the population under study. Next, elements are selected from each stratum by a random procedure, usually simple random sampling (SRS) to guarantee objectivity and reliability of the research results.

1.4. SAMPLE DEMOGRAPHICS

The sample consisted of 406 respondents; 83% of them were Cairo residents, 15% were Lower Egypt residents, and 2% Higher Egypt residents. 69% of the sample was male, slightly more than half of the sample was composed of university graduates, a third were holders of high school degree, while 9% held graduate degrees, the rest mainly had elementary education.

With respect to age, the largest group was that aged between 25-34 (37%), followed by those under the age of 25 (28%), then those in the age bracket of 35-44 (20%), and those aged between 46-54 (11%), the rest were over 55 years of age.

With respect to social status, the largest two groups were those who were married and had children (43%) and the single respondents (40%). the rest were mainly engaged or married with no children yet. With regards to profession, the largest group was the private sector employees (28%), followed by labor (21%), NGO employees (14%), Students (13%), Government employees and business owners (8% each), respondents from the academic field (4%), and few others. (For detailed demographics, pls. refer to tabulations)



2. THE RESEARCH FINDINGS

2.1. RESPONDENTS' PRIORITIES

Respondents were presented with a list of six issues and then asked to rank the three most important issues according to them these issues included; unemployment, economic recession, foreign currency shortage, education, and health insurance.

With respect to the issues that were chosen by the respondents; unemployment (70%) came first, followed by pollution (64%), which was followed closely by education (63%), then the economic recession (56%), health insurance (36%), and foreign currency shortage (11%). With respect to prioritizing these issues, unemployment came first, followed by education, the economic recession, pollution, foreign currency, and health insurance.

With respect to unemployment, interest in it seemed to be fading with the increase in age, while 3/4 of those below the age of 25 were concerned about unemployment, only 1/2 of those over 65 did. Unemployment was also a worry for 3/4 of labor and 2/3 of private sector employees as opposed to 59% of public sector employees.

With respect to pollution, more female respondents (74%) were concerned about it than male respondents (60%). In addition to this more females (37%) ranked it as their first priority as opposed to males (23%). Interest in pollution seemed to be increasing with the increase in both education and age. Those aged more than 55 (88%) were more concerned about the environment than those aged between 45 and 54 (70%), or less than 45 (61%). Those who had a higher degree (65%) were also more concerned than those who had only elementary education (25%).

In addition to this, more married respondents who had children (71%) were worried about pollution than single respondents (58%). Government respondents (85%) were also more concerned than the private sector employees (68%), businessmen (64%), and labor (62%).

With respect to education, more females (68%) were worried about it than males (61%). those who were in the academic field (87%) and students (75%) were also more worried about it than either private (56%)



or government employees (53%), and business owners (48%), while more business owners (76%) and private sector employees (68%) were worried about the economic recession than government employees (35%) or labor (31%).

With respect to health insurance, it seemed to go up with age, the younger the respondents the less concerned they were; less of those aged less than 25 (28%) were worried about it as opposed to those aged over 55 (53%). More respondents who are married and have children (41%) were concerned about it than single respondents (29%). Labor (61%) and public sector respondents (59%) were also more concerned about health insurance than private sector employees (26%) or businessmen (12%).

With respect to foreign currency shortage, more businessmen (21%) and private sector employees (16%) seemed to be concerned with it than public sector employees (3%).

2.2. ENVIRONMENTAL PRIORITIES

Respondents were presented with a list of eight environmental problems issues and then asked to rank the three most important issues according to them. These issues included; industrial pollution, air pollution, hazardous waste, chemical/agricultural waste, water pollution, global warming, soil contamination and noise pollution.

With regards to the environmental problems that were selected by the respondents; air pollution (82%) came first, followed by water pollution (79%), which was followed by noise pollution (30%), then the industrial pollution (24%), chemical/agricultural waste (24%), hazardous waste (23%), global warming (20%), and soil contamination (19%). With respect to prioritizing these issues, air pollution came first, followed by water pollution, chemical/agricultural waste, industrial pollution, hazardous waste, noise pollution, global warming, and soil contamination.

With respect to noise pollution, it was mentioned more by married respondents (34%) who had children than single respondents (24%). It was also mentioned more by NGO (40%) and government employees (38%) than private sector employees (29%) and business owners (24%).



With respect to industrial pollution, more respondents from the academic field (56%) and labor (32%) were concerned about it as opposed to both business owners and private sector employees (22%). As for chemical/agricultural waste, more business owners (42%) and people from the academic field (37%) were worried about it than labor (15%) or government employees (12%).

In the case of hazardous waste, there seemed to be an increase in concern about it with the increase in educational levels; more respondents with university and graduate degrees (28%) were worried about it than those with high school degrees (18%), while none of those with elementary education mentioned it.

When respondents were later asked about the most talked about environmental issues, air, water and soil pollution were also on the top of their list. The different issues talked about are outlined in the following table.

Environmental Issues	% of cases
Air Pollution	78%
Water Pollution	57%
Noise Pollution	21%
Chemical/agricultural	10%
Industrial Pollution	9%
Garbage disposal	9%
Soil contamination	8%
Hazardous waste	6%
Global warming	4%

Only 6% of the respondents failed to see a connection between sustainable development and conservation. Half of those respondents were from the labor category, and some were students and business owners.



2.3. ENVIRONMENTAL RESPONSIBILITY

Respondents were asked to choose from a list the parties they think should be responsible for the implementation of environmental laws. The list included the following; the Egyptian citizen, NGOs, the media, academic institutions, the private sector, businessmen associations, international organizations, international funding agencies, consumer protection associations, farmers, legislation bodies, and religious groups.

The findings are outlined in the following table.

	% of cases
Egyptian Citizen	84%
Media	61%
Businessmen Associations	26%
Private Sector	26%
Legislation Bodies	26%
NGOs	21%
Farmers	20%
Religious groups	20%
Academic Institutions	12%
International Organizations	11%
Consumer Protection Associations	9%
International Funding Agencies	8%

While the Egyptian citizen was seen by a large percentage of respondents as an essential party to the implementation of environmental laws, more government employees (91%) designated him as opposed to private sector employees (84%) and business owners (79%).

With respect to choosing the media as a responsible party, this choice was selected more by the older and more educated respondents. 77% of those aged more than 55 chose it as opposed to 57% of those aged less than 35. While 64% of university and graduate degree holders believed the media



should be one of the parties responsible for implementation, only 33% of those who hold a primary certificate selected it.

As for selecting the private sector, more of those working in the academic field (37%) and government employees (32%) chose it as opposed to private sector employees (25%) and business owners (21%). As for businessmen associations, again more government employees (21%) chose it as opposed to business men (18%) and private sector employees (9%).

With respect to legislation bodies, more business owners (36%) and private sector employees (31%) designated it as opposed to government employees (21%) and labor (19%). In the case of farmers, they were selected more by students (35%) and government employees (29%) than by private sector employees (16%), business owners (12%), and labor (11%).

As for religious groups, they were selected more by the older respondents; while 35% of those over 55 chose them, only 16% of those under 25 did the same. Academic institutions were also the choice of the older respondents as well as the more educated ones; 18% of those aged between 46 and 54 as opposed to 8% of those under 25, and 29% of those who hold graduate degrees as opposed to 10% of those who hold high school degrees.

With regards to international institutions, this was also selected more by those who were highly educated; 13% of those who hold university and graduate degrees and 8% of those with high school degrees as opposed to none of those with elementary education. The same also was true of consumer protection agencies, which was chosen by 26% of those who hold graduate degrees as opposed to 5% of those with high school certificates. Again the same scenario held true for the choice of international funding agencies, it was chosen by 18% of those who hold graduate degrees as opposed to 5% of those with high school certificates.



2.4. FACTORS TO HELP PROMOTE CONSERVATION

Respondents were asked about the elements that could encourage them to take an active role in environment protection and conservation, they were presented with the following list; research, laws and regulations, economic incentives, economic penalties, health hazards, improving the quality of life, motivational speakers. The following table outlines the results of this question.

	% of cases
Health Hazards	60%
Improving Quality of Life	47%
Laws & Regulations	35%
Economic Penalties	29%
Research	28%
Economic Incentives	18%

As the table shows, health hazards was on top of the respondents' list for factors promoting compliance which coincides with the themes proposed earlier in the qualitative research. We can also see that both laws and regulations and economic penalties were also chosen by a considerable number of the respondents which was also a proposed theme from the qualitative phase.

With respect to the health hazards, it was chosen by more female (65%) than male respondents (58%). In addition to this, it seemed that the younger the respondents were the more concerned they were about health hazards; 68% of those under 25 as opposed to 53% of those between the age of 55 and 64 and, only 25% of those over 65. With respect to improving the quality of life, it was also more of a concern to female (52%) than male respondents (45%).

While laws and regulations were seen as an important factor by students (40%), business owners (39%), private sector employees (38%), less respondents from the academic field (31%) shared that view. As for economic penalties, it was more mentioned by students (44%), private sector employees (33%), and business owners (27%) than labor (22%) and NGO employees (18%).



As for research, it was mentioned by the more educated respondents; 37% of graduate degree holders as opposed to 24% of high school certificate holders. As opposed to this, the more educated the respondents the less they chose economic incentives as a factor to encourage compliance; 44% of those with primary degree as opposed to 18% of university degree holders and 5% of graduate degree holders.

2.5. THE AWARENESS OF GOVERNING ENVIRONMENTAL BODIES AND LAWS

Respondents were asked about the 1994 law, the Egyptian Environmental Affairs Agency EEAA, and the Environmental Protection Fund. The highest in terms of awareness was the EEAA (67%), followed the EPF (38%), and the 1994 law (31%).

With respect to the 1994 law, awareness of it seemed to be higher with the increase in educational level and age. While 53% of those who hold graduate degrees were aware of the law, only 28% of those with high school degrees were aware of it. 65% of those aged over 55 were aware of the law as opposed to 24% of those aged less than 25. The highest level of awareness was among government employees (47%), followed by those in the academic field (44%), NGO employees (40%), private sector employees (34%), business owners (27%), labor and students (22% each).

When the respondents, who were aware of the 1994 law, were asked if they believe that it is being applied, 2/3 of them respondents indicated that they believe it is not applied, a 1/5 cited that they believe it is applied, while the rest indicated that they do not know.

In terms of awareness of the EEAA, again awareness seemed to go higher with education and age. While 87% of those who hold graduate degrees were aware of the EEAA, only 57% of those with high school degrees were aware of it. 94% of those aged over 55 were aware of the EEAA as opposed to 51% of those aged less than 25. all of those in the academic field were aware of it, followed by the government employees (79%), NGOs (75%), Business owners and private sector employees (70% each), students and labor (52% each). When asked about the sources of their knowledge about the EEAA, the media was the most mentioned source; the results are outlined in the following table.



	% of cases
Media	89%
Direct contact	9%
Friends/relatives	7%
My company	6%
Brochures	5%
Colleagues	4%
Government agencies	2%

With respect to awareness of the EPF, those working in the academic field (69%) had the highest rate of awareness, followed by students (54%), government employees (44%), business owners and private sector employees (36% each), NGO employees (33%), and labor (32%). When asked about the sources of their knowledge about the EPF, the media was the most mentioned source; the results are outlined in the following table.

	% of cases
Media	81%
Friends/relatives	10%
Direct contact	9%
My company	8%
Brochures	8%
Colleagues	3%
Government agencies	2%
Direct mail	1%

Respondents who were aware of the EPF were asked to list its services; the findings are outlined in the following table.

	% of cases
Loans	71%
Grants	42%
Equipment investment	18%
Loan collaterals	13%
Interest rate subsidies	10%



They were also asked if they had any direct contact with the EPF, only 5% of them cited having contact with it. The main contact was in the loans service field, the rest were equally divided between the rest of the services.

All respondents were asked about their willingness to know more about the fund and its activities. 88% of the respondents indicated their willingness to know more about it. With respect to the 12% who indicated their unwillingness to know more about the fund, when asked about their reason for this; half of them cited not being interested a quarter indicated that they believe that this information would not be useful to them, while 15% mentioned having other priorities, and some mentioned that they have enough information about it while others indicated that their unwillingness stems from the belief that the EPF would not solve anything or be influential (6% each).

2.6. RECOMMENDED COMMUNICATION CHANNELS

Respondents were presented with a list of eight channels of communication and then asked to rank the three most suitable ones for environmental information according to them. These channels included; media campaigns, conferences and exhibitions, specialized bulletins, internet and emails, direct contact and meetings, brochures and flyers, university and school gatherings, and training seminars.

With regards to the channels of communication that were selected by the respondents; media (95%) came first, followed by specialized bulletins (37%), which was followed by university and school gatherings (36%), then brochures and flyers (32%), internet and emails (30%), conferences and exhibitions (23%), direct contact and meetings (21%), and training seminars (13%). With respect to prioritizing these channels, the media came first, followed by specialized bulletins, internet and emails, university and school gatherings, conferences and exhibitions, direct contact and meetings, training seminars, and brochures and flyers.

With respect to media campaigns, most respondents from all categories selected it (over 95%) except for respondents from the academic field and business owners who were still highly in favor of it but to a lesser extent (82% each).



As for specialized bulletins, its highest support came from respondents in the academic field (50%), followed by government employees (47%), NGO employees (40%), business owners, labor and students (35%), and finally the private sector employees (33%).

With respect to university and school gatherings, they were selected more by respondents from the academic field (51%) and NGOs (44%) as opposed to students (25%). As opposed to this, internet and emails were selected mostly by students (58%) as a suitable channel to communicate environmental information; this was also the case for business owners (54%). On the other hand, government employees (15%) and labor (9%) were the least supportive of this communication channel.

As for direct contact and meetings, more respondents from the academic field and government employees (25% each) were supportive of this channel as opposed to business owners (15%).

With respect to brochures and flyers, more labor (39%), and private sector respondents (34%) selected it than business owners (18%) and those in the academic field (12%). This was also the case for training seminars, which had more labor supporters (28%), and also had almost equal support from respondents from the academic field (25%), as opposed to the rest of the professional groups (10% or less).

2.7. RECOMMENDED VENUES FOR COMMUNICATION

Respondents were presented with a list of four venues for communication of environmental information and then asked to rank the three most suitable ones for them. The venues included; the home, work, clubs, and social gatherings.

With regards to the venues for communication that were selected by the respondents; the home (81%) came first, followed by work (65%), which was followed by social gatherings (25%), and clubs (22%). With respect to prioritizing these venues, the same order was repeated; home, work, social gatherings, and clubs.

With respect to choosing the home as a suitable venue, more labor (96%) had selected it as opposed to business owners (64%) and respondents



from the academic field (44%); which actually is understandable since labor were the highest supporters of media campaigns as opposed to the other two groups.

As for choosing work as a suitable venue, both government and private employees (85% each) were highly supportive of it as well as both NGO employees and business owners (80% each), and respondents from the academic field (75%) as opposed to labor (40%) , and students (20%).

With respect to social gatherings, more students (54%) and business owners (48%) were enthusiastic for it than private sector employees and labor respondents (15% each). As for the club as a venue, more respondents from the academic field (38%) were supportive of it, as well as government employees and students (35% each), and business owners (30%) as opposed to NGO employees (11%) and labor (8%).

2.7. RECOMMENDED MEDIA CHANNELS

Respondents were presented with a list of six media channels and then asked to rank the three they use the most. The media channels included; TV, radio, newspapers, magazines, internet and email, and directories.

With regards to the media channels that were selected by the respondents; TV (95%) came first, followed by newspapers (78%), which was followed by radio (31%), internet and email (28%), and magazines (16%). With respect to prioritizing these channels, TV had the lead again, followed also by newspapers, then internet and email, radio, and finally magazines.

With respect to TV, respondents were asked to indicate the TV channels they use the most. The results are outlined in the following table.



THE MEDIUM	% of cases
Channel 1	39%
All local channels	34%
Channel 2	26%
ESC	9%
Arab satellite channels	8%
Showtime	6%
Nile TV	6%
Nile news	5%
Channel 3	4%
MBC	3%
Al Jazeera	3%
Dream TV	3%

From this table, we can conclude that channels 1 and 2 are the most suitable for an awareness campaign, with channel 1 having close to 3/4 of the sample reporting watching it, while close to 2/3 of the sample watching channel 2. In addition to this, these two channels are broadcasted everywhere in Egypt as opposed to some of the other local channels, which makes them better in terms of reach.

With respect to newspapers, it seems that the older the respondents the more likely they are to read newspapers; 94% of those aged over 55 reported reading newspapers as opposed to only 72% of those under 25. More respondents from the academic field (94%) reported reading newspapers as opposed to students (71%) and labor respondents (66%). As for the newspapers they read the most, the results are outlined in the following table.

	% of cases
Ahram	88%
Akhbar	36%
Gomhouria	6%
Wafd	3%

As shown from this table, Al Ahram seems to enjoy a large number of readers as opposed to any of the other newspapers which makes it a suitable channel of communication especially for EPF news and activities



which can be covered whether through its environmental page on Monday or throughout the week in a directed campaign.

With respect to emails and the internet as a media channel, it was again selected the most by respondents from the academic field (56%) and students (42%) as opposed to government employees (18%) and labor (2%).

As for the selection of radio as the one of the most used media channels, it was selected more by labor (49%) and government employees (47%) than students (19%) and respondents from the academic field (12%). With respect to the radio stations listened to the most, the results are outlined in the following table.

	% of cases
Middle East	48%
Youth & Sports	21%
Holy Quran	18%
Arab Voice	8%
London	7%
Greater Cairo	7%
Songs	5%

From this table, we can conclude that for those who listen to the radio, the Middle East Station seems to be their favorite.

With respect to magazines, more females (22%) reported reading them than males (13%). Also more students (38%) reported reading magazines than business owners (18%) and private sector employees (12%) or most of the other groups (less than 10% each). As for the magazines they read the most, the findings are below.



	% of cases
Rose El Youssef	32%
Nos El Donia	21%
El Shabab	17%
Kalam El Nas	12%
Horiaty	8%
Cleo	6%
El Maweed	6%
Sabah El Khir	6%
Flash	5%
Akhr Saa	3%
October	3%

However, due to the low percentage of magazine readers and the availability of a number of other more credible print choices with higher reach such as newspapers, it is recommended to forgo the use of magazines in awareness campaigns if resources were limited.

جداول تفریغ و تبویب
دراسة البيئة

۱/ د ایراهیم حجازی

مارس ۲۰۰۲

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- اكمل هذه العبارات (البيئة)
٣٢. الحفاظ على البيئة
٣٣. قانون حماية البيئة
٣٤. صندوق حماية البيئة
٣٥. A حالة البيئة حاليا في مصر
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- ٣٧ تكلفة تطبيق القانون
- البيئات الشخصية
 - مرفقات (استمارة البحث)

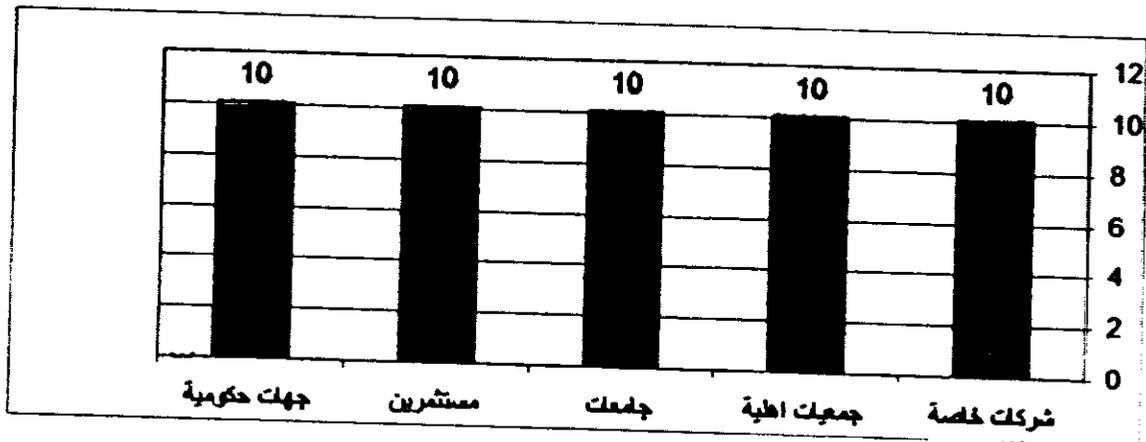
● عينة الدراسة الميدانية

تم تقسيم العينة على 5 شرائح

الشريحة الأولى الجمعيات الأهلية وتمثل نسبة 20% من إجمالي العينة
الشريحة الثانية الشركات الخاصة وتمثل نسبة 20% من إجمالي العينة
الشريحة الثالثة طلاب الجامعات وتمثل نسبة 20% من إجمالي العينة
الشريحة الرابعة المستثمرين وتمثل نسبة 20% من إجمالي العينة
الشريحة الخامسة الجهات الحكومية ممثلة في (الوزارات والمحافظات والمحليات و.....)
وتمثل نسبة 20% من إجمالي العينة

هذا ويتضح لنا أن العينة قد تم توزيعها بالتساوي بين الشرائح الخمسة المستهدفة مما يتيح لنا التوازن بين العينات على اختلاف اهتماماتها .. وفيما يلي جدول يبين أعداد كل شريحة

10	10	10	10	10
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توزيع عينة الدراسة

تم توزيع عينة الدراسة (٥٠) على محافظات

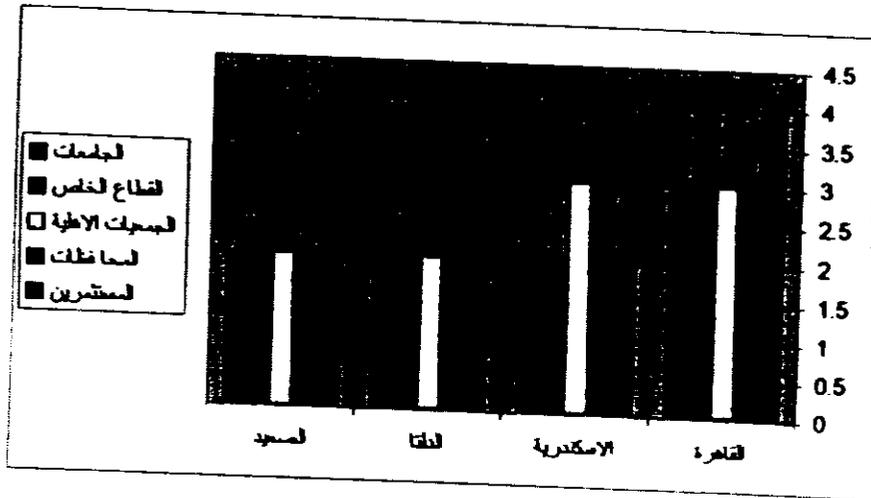
١. القاهرة
٢. الإسكندرية
٣. الدلتا
٤. الصعيد

وقد روعي عند التوزيع مراعاة الآتي

- عدد السكان لكل محافظة
- عدد الجمعيات الأهلية بكل محافظة
- عدد الشركات الخاصة بكل محافظة
- عدد الجامعات بكل محافظة

وذلك حتى نضمن أن تكون العينة ممثلة تمثيل نسبي وفيما يلي جدول التوزيع لكل

17	3	4	3	3	4	القاهرة
13	3	2	3	3	2	الإسكندرية
10	2	2	2	2	2	الدلتا
10	2	2	2	2	2	الصعيد
50	10	10	10	10	10	المجموع

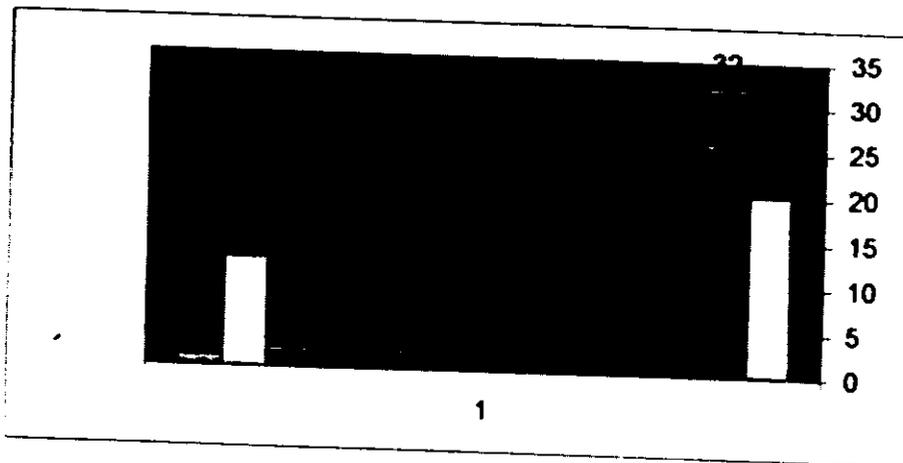


● أهم نتائج الدراسة الميدانية

١. العوامل البيئية التي تؤثر على صحة المواطن

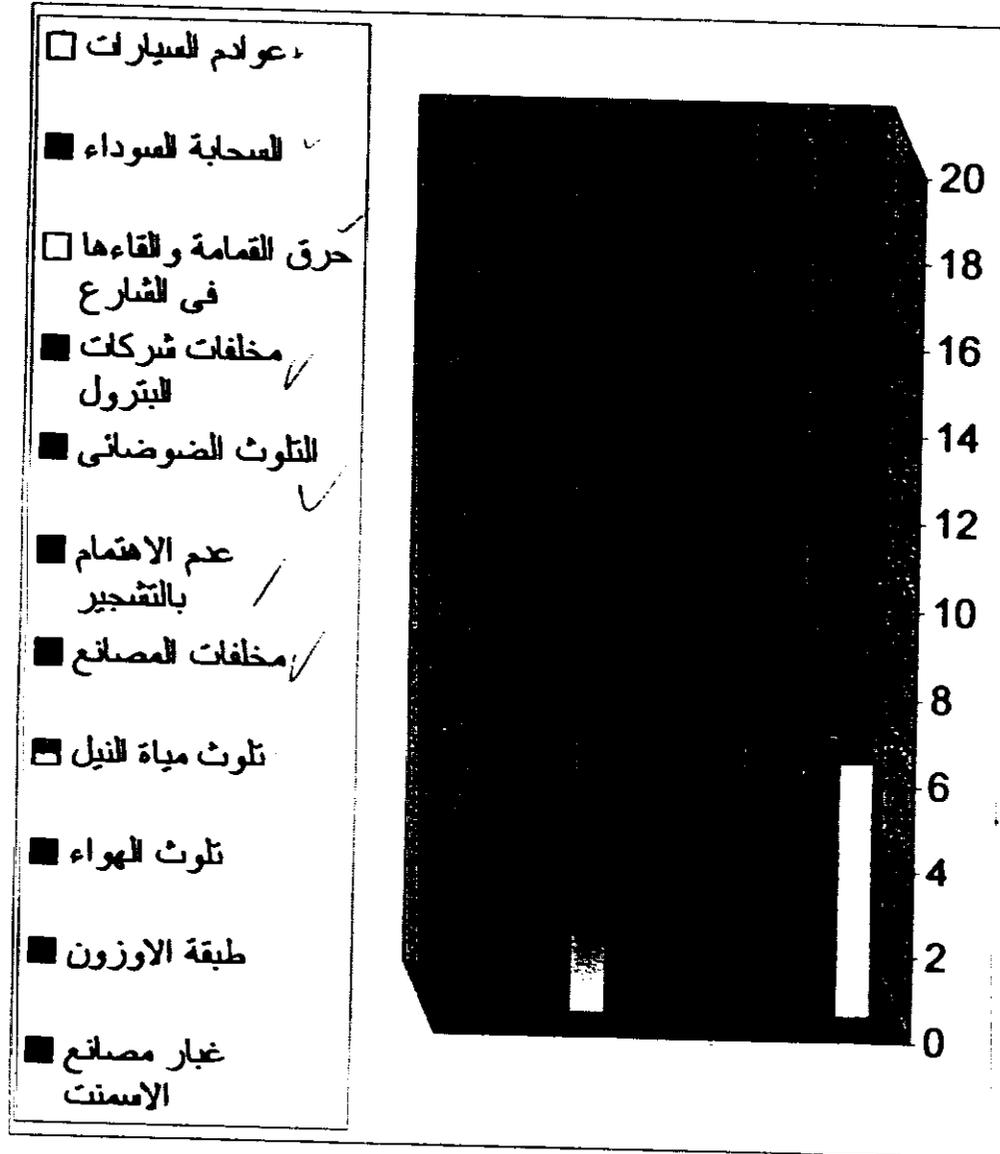
تبين من خلال الدراسة أن ٢٦.٦% من إجمالي العينة يعتقدون أن تلوث الهواء بالأكترية وبخاخ المصانع هي من أهم العوامل البيئية المؤثرة على صحة الإنسان وكذلك يرى ١٦.٦% أن عوامل المبيدات لها نفس التأثير وإن كانت في النهاية من ملوثات الهواء في حين أن تلوث المياه تحتل المرتبة الثالثة بنسبة ٩.١% وفيما يلي جدول يبين أهم العوامل البيئية المؤثرة على صحة المواطن

16.6	20	تلوث الهواء
26.6	32	تلوث المياه
6	9	تلوث التربة
3	3	تلوث الضوضاء
4	5	تلوث النفايات
15	18	تلوث المياه
9	11	مخلفات المصانع
25	3	لا أعلم
18	2	تلوث التربة
0.8	1	تلوث تلوث التربة
0.8	1	تلوث تلوث التربة
16	2	مخلفات المصانع
10	12	تلوث تلوث التربة
18	1	تلوث تلوث التربة
100	120	المجموع



٢. أكثر موضوع عن البيئة يتحدث عنه الناس في مصر

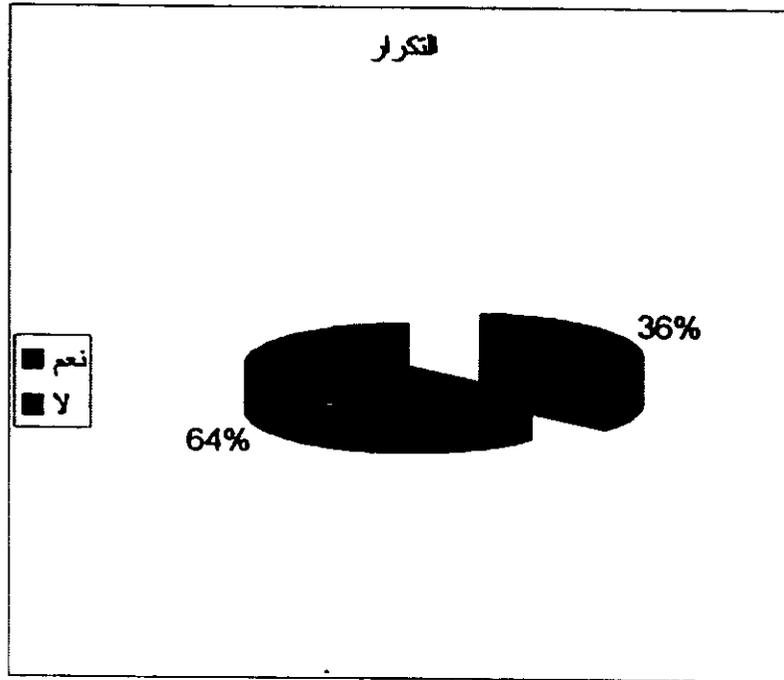
تري غالبية مفردات العينة المستقصاة (٣٩%) أن أهم موضع يشغل بال الأغلبية هو حرق القمامة وإلقاءها في الشارع وذلك لما لها من أضرار بالغة الخطورة على الجميع عامة والأطفال خاصة في حين أن (١٢%) تري أن عدم السيارات هو الأخطر بما يسببه من أمراض الصدر والعين في حين تساوت نسبة السحابة السوداء- حرق قش الأرز- (٥%) وتلوث مياه النيل (٥%)



٣. مدى معرفة العينة بالقانون ١٩٩٤ الخاص بحماية البيئة

أظهرت الدراسة أن (٦٤%) لا تعلم شي عن هذا القانون في حين أن (٣٦%) فقط ملمين بالقانون وهذا يدل على أن هناك قصور شديد في الإعلان عن القانون بصورة سليمة ومن ناحية أخرى يتضح لنا أن هناك جهل بيئي

نعم	لا	المجموع
١٨	٢٢	٥٠
٣٦%	٤٤%	١٠٠%



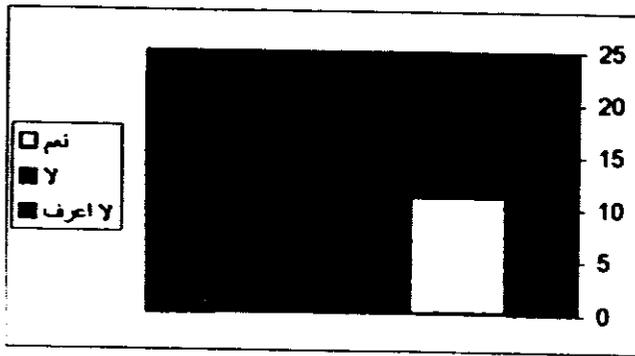
١/٣ إلمام العينة بمواد القانون

نعم	لا	المجموع
٥	١	٦
١٠	٧	١٧
٥	١	٦
٥	١	٦
٢٠	٤	٢٤
٥	١	٦
١٥	٢	١٧
٥	١	٦
١٥	٣	١٨
٥	١	٦
٥	١	٦
٥	١	٦
١٠٠	٢٠	١٢٠

٤. رأى العينة في مدى تطبيق القانون

ترى غالبية ملردات العينة (٤٠%) أن القانون لا يطبق مما أدى إلى تدهور البيئة في مصر في حين أن (٢٢%) من العينة ترى أن القانون يطبق على استحي وتضع أن (٣٨%) لاتعرف هل القانون يطبق أم لا

نعم	لا	لا اعرف	المجموع
٢٢	٣٨	٤٠	١٠٠



٥. مدى معرفة العينة بمن المسئول عن تطبيق القانون

تبين من الدراسة الميدانية أن (٤٦%) يرون أن مسئولية تطبيق القانون تقع على علق وزارة البيئة في حين أن (١٤%) من حجم العينة يرى أن شرطة البيئة هي المسئولة عن التطبيق

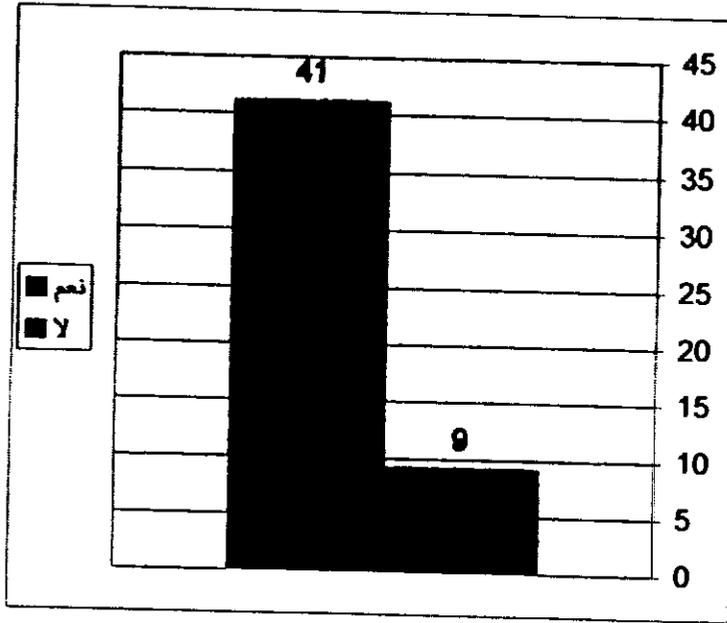
وزارة البيئة	شرطة البيئة	المجموع
٤٦	١٤	٦٠
٧	١	٨
٢	١	٣
٧	٤	١١
١٤	٧	٢١
٢	١	٣
٣,٥	٢	٥,٥
٥	٣	٨
٢	١	٣
٥	٢	٧
٢	١	٣
٣,٥	٢	٥,٥
١٠٠	٥٤	١٥٤

٦. مدى معرفة العينة بالأنشطة والاحتفالات المتعلقة بحماية البيئة

أظهرت الدراسة أن (٧٨%) من العينة لا يعرفون أي شيء متعلق بالأنشطة أو الاحتفالات بحماية البيئة في حين أن (٢٢) (%)

نعم	لا	المجموع
٤١	٩	٥٠

على تربية بالأنشطة والاحتفالات الخاصة بالبيئة



٧. تحديد الأنشطة والاحتفالات لدى العينة

ذكرت العينة (٣٣%) أن يوم البيئة العالمي هو أهم الاحتفالات الخاصة بالبيئة في حين تنوع الإجابات كما يوضح الجدول التالي

تركيبة المتر	١	٢	٣	٤	٥	٦	٧	٨	٩	١٠	١١	١٢	١٣	١٤	١٥
منع مصادر الصرف عن المخلوقات المائية	١														
يوم البيئة	٥														
مشروع ورش جمالية	١														
لورات تكوير القمامة	٢														
دهان الأرصفة	١														
حملات نظافة	١														
حملات تشجير	٢														
برامج توعية بعدم حرق قش الأرز	١														
المجموع	١٥														

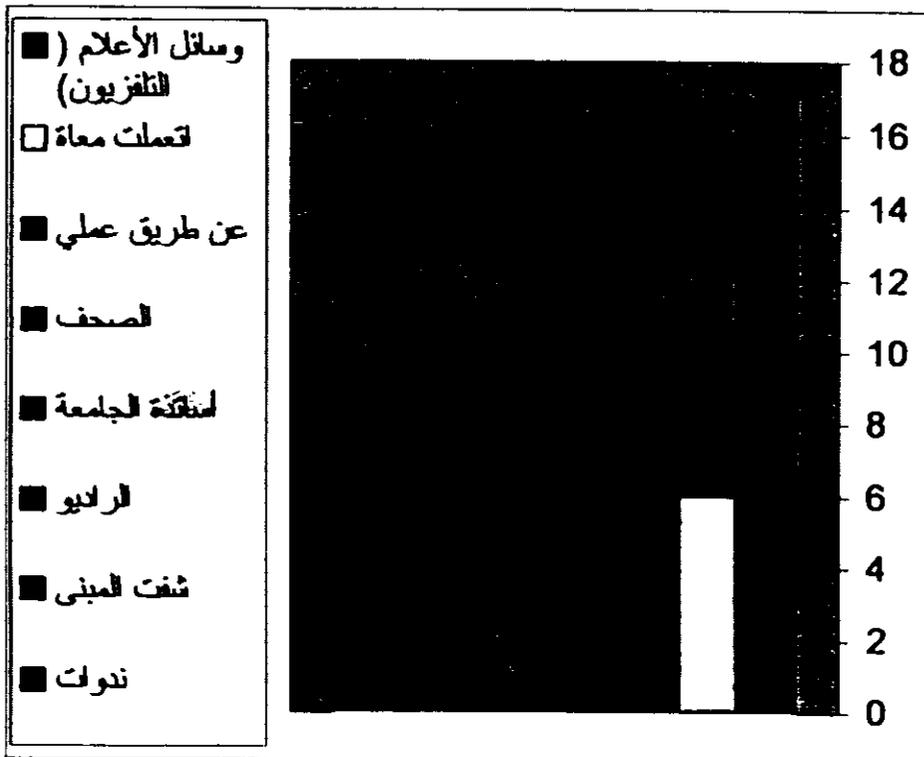
٨. مدى سماع العينة عن جهاز شنون البيئة

تبين من العينة أن (٨٤%) من المستقصى منهم يعرفون جهاز شنون البيئة في حين أن (١٦%) لم يسموا عنه والجدول التالي يوضح ذلك

نعم	لا	لمجموع
٨٤	١٦	١٠٠

٩. مصادر معرفة العينة بجهاز شنون البيئة

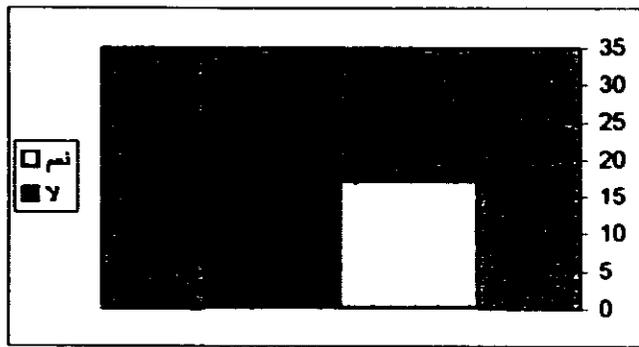
وسائل الإعلام (التلفزيون)	تعملت معاة	عن طريق عملي	للمسجد	لمناقشة الجامعة	الراديو	شفت المبني	ندوات	لمجموع
١٨	١	١	١	١	١	١	١	٢٤



١٠. قياس مدى معرفة العينة بصندوق حماية البيئة

ظهرت الدراسة أن غالبية العينة (٦٦%) لا تعرف أو حتى تسمع عن صندوق حماية البيئة في حين أن (٣٤%) فقط يسمعون عن الصندوق

نعم	١٧	٢١
لا	٢٢	٦٦
المجموع	٥٠	١٠٠



١١. مصادر معرفة العينة بالصندوق

هذا وتعتبر المصدر التالية من أهم أسباب معرفة العينة بالصندوق حيث نكر (٢٤%) أن الصحف هي السبب الرئيسي في معرفتهم بالصندوق في حين أن (١٨%) أرجعت ذلك إلى التلفزيون و(١٢%) قد تعلموا مع الصندوق في حين أرجعت الدراسة باقي المعرفة إلى عدة مصادر بينها الجدول التالي

من خلال صندوق	١	٢
من الصحف	١	٢٤
مؤتمر لوزيرة البيئة	١	٢
التلفزيون	١	١٨
عن طريق عملي	١	٢
جهاز شئون البيئة	١	٢
وسائل الإعلام	١	٢
القانون ١٩٩٤	١٧	٣
التعامل معهم	١٢	٢
المجموع	١٧	١٠٠

١٢. مدى معرفة مكان الصندوق

تبين من العينة أن ٥٢% يعرفون مكان الصندوق في حين أن ٤٧% لا يعرفون مكانه

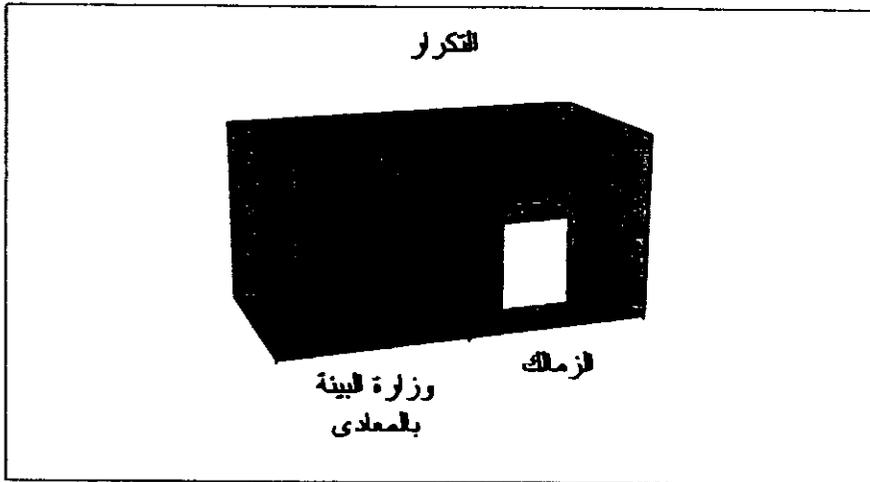
١٧	٨	نعم
٥٢	٩	لا
١٧	١٧	المجموع

١٣. تحديد المكان

correlate

تري غالبية العينة (٦٢%) أن مكان الصندوق وزارة البيئة في حين أن ٣٧% أفادوا بأنه يقع في منطقة لزمالك

٣٧	٦	الزمالك
٦٢	٥	وزارة البيئة بالمعادى
١٠٠	١١	المجموع



١٤. معرفة العينة بأنشطة الصندوق

١٨	٤	تمويل المشروعات الخاصة بالبيئة
٤,٥	١	لمتابعة والأشراف على المنشآت الصناعية
٤,٥	١	العمل مع الجمعيات الأهلية في المحافظة على البيئة
٢٧	٦	دعم الجهات والعاملين في مجال البيئة
٤,٥	١	تحصيل الرسوم الخاصة بالمحميات
٤,٥	١	الحل على حل مشكلات البيئة
٤,٥	١	عمل التوعية
١٨	٤	لا اعرف
٤,٥	١	تشجيع المواطنين على حماية البيئة
٩	٢	الحفاظ على البيئة
١٠٠	٢٢	المجموع



١٥. مدى تعامل العينة مع الصندوق

تضخ من العينة التي تعرف الصندوق أن (٨٨%) منها لا يتعاملون معه في حين تظهر (١٢%) تعامل مع الصندوق

نعم	١٥	٨٨
لا	١٧	١٢
المجموع		

١٦. نوعية التعامل مع الصندوق

لم رسوم التظن في التصيحات	١	١
تقديم مشروع ضخم له	١	١
المجموع	٢	٢

١٧. مدى معرفة العينة بأى أنشطة للصندوق

تبين أن (٧٠%) ممن يعرفون الصندوق لا يطمون شيء عن أنشطته في حين أن (٦%) يعرفون على استحياء

لا يعرفون	١٧	٧٠
يعرفون	١	٦
ليس له نشاط	١	١
دعم شركات أنشطة أنشطة في مجال أنشطة بنسب أو بنسب	١	١
مطروح وضع أنشطة في أنشطة	١	١
مبلغ المساعدات للتظن في أنشطة	١	١
المجموع	١٧	٧٠

١٨ . مدى روية العينة في دور الصندوق من وجهة نظرها

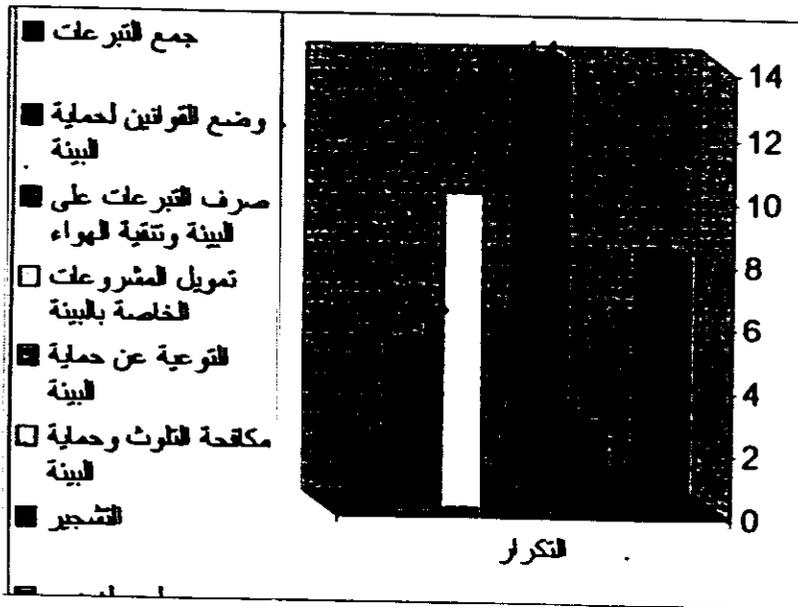
رأت العينة أن دور الصندوق لا يقف عند حد تمويل المشروعات بل يجب أن يتصق في قضايا البيئة بصورة المفضل
فأقرحت (١٢%) بأن مهمته الأساسية يجب أن تكون تطبيق القانون بكل شدة في حين رأت (٨%) أنه يجب أعداد مخطط
تفصيلي وبرنامج علم محدد المهام والتوقيت لخفض أحمال التلوث الناشئة عن المخلفات المنزلية وكذلك أشارت (٨%)
أنه من الضروري عمل مشروع لجمع القمامة وتحويلها لسمك عضوي من خلال مصنع تقام في أماكن تجمع القمامة
وتروحت باقي الآراء بين عمل برامج إرشادية وتكثيف الحملات الإعلانية والجدول التالي يوضح لنا بعض التفاصيل

الرقم	البيان	النسبة المئوية (%)
١	تعزيز دور الصندوق في حماية البيئة	١٢
٢	أعداد مخطط تفصيلي وبرنامج علم محدد المهام والتوقيت لخفض أحمال التلوث الناشئة عن المخلفات المنزلية وكذلك أشارت (٨%) أنه من الضروري عمل مشروع لجمع القمامة وتحويلها لسمك عضوي من خلال مصنع تقام في أماكن تجمع القمامة وتروحت باقي الآراء بين عمل برامج إرشادية وتكثيف الحملات الإعلانية والجدول التالي يوضح لنا بعض التفاصيل	٨
٣	تعزيز دور الصندوق في حماية البيئة	٨
٤	تعزيز دور الصندوق في حماية البيئة	٨
٥	تعزيز دور الصندوق في حماية البيئة	٨
٦	تعزيز دور الصندوق في حماية البيئة	٨
٧	تعزيز دور الصندوق في حماية البيئة	٨
٨	تعزيز دور الصندوق في حماية البيئة	٨
٩	تعزيز دور الصندوق في حماية البيئة	٨
١٠	تعزيز دور الصندوق في حماية البيئة	٨
١١	تعزيز دور الصندوق في حماية البيئة	٨
١٢	تعزيز دور الصندوق في حماية البيئة	٨
١٣	تعزيز دور الصندوق في حماية البيئة	٨
١٤	تعزيز دور الصندوق في حماية البيئة	٨
١٥	تعزيز دور الصندوق في حماية البيئة	٨
١٦	تعزيز دور الصندوق في حماية البيئة	٨
١٧	تعزيز دور الصندوق في حماية البيئة	٨
١٨	تعزيز دور الصندوق في حماية البيئة	٨
١٩	تعزيز دور الصندوق في حماية البيئة	٨
٢٠	تعزيز دور الصندوق في حماية البيئة	٨
٢١	تعزيز دور الصندوق في حماية البيئة	٨
٢٢	تعزيز دور الصندوق في حماية البيئة	٨
٢٣	تعزيز دور الصندوق في حماية البيئة	٨
٢٤	تعزيز دور الصندوق في حماية البيئة	٨
٢٥	تعزيز دور الصندوق في حماية البيئة	٨
٢٦	تعزيز دور الصندوق في حماية البيئة	٨
٢٧	تعزيز دور الصندوق في حماية البيئة	٨
٢٨	تعزيز دور الصندوق في حماية البيئة	٨
٢٩	تعزيز دور الصندوق في حماية البيئة	٨
٣٠	تعزيز دور الصندوق في حماية البيئة	٨
٣١	تعزيز دور الصندوق في حماية البيئة	٨
٣٢	تعزيز دور الصندوق في حماية البيئة	٨
٣٣	تعزيز دور الصندوق في حماية البيئة	٨
٣٤	تعزيز دور الصندوق في حماية البيئة	٨
٣٥	تعزيز دور الصندوق في حماية البيئة	٨
٣٦	تعزيز دور الصندوق في حماية البيئة	٨
٣٧	تعزيز دور الصندوق في حماية البيئة	٨
٣٨	تعزيز دور الصندوق في حماية البيئة	٨
٣٩	تعزيز دور الصندوق في حماية البيئة	٨
٤٠	تعزيز دور الصندوق في حماية البيئة	٨
٤١	تعزيز دور الصندوق في حماية البيئة	٨
٤٢	تعزيز دور الصندوق في حماية البيئة	٨
٤٣	تعزيز دور الصندوق في حماية البيئة	٨
٤٤	تعزيز دور الصندوق في حماية البيئة	٨
٤٥	تعزيز دور الصندوق في حماية البيئة	٨
٤٦	تعزيز دور الصندوق في حماية البيئة	٨
٤٧	تعزيز دور الصندوق في حماية البيئة	٨
٤٨	تعزيز دور الصندوق في حماية البيئة	٨
٤٩	تعزيز دور الصندوق في حماية البيئة	٨
٥٠	تعزيز دور الصندوق في حماية البيئة	٨

١٩. ما هو دور الصندوق للذين لم يسمعوا عنه

تبين من العينة أن (٢٢%) توقعت أن دور الصندوق يقتصر على تمويل المشروعات الخاصة بالبيئة في حين أن (٢٣%) يعتقدون أن دور الصندوق هو مكافحة التلوث وكذلك توقع (١٨%) أن دوره يقتصر فقط على جمع التبرعات وإيمالي جدول بالتوقعات

الترتيب	النسبة المئوية	التوقعات
١٨	٢٣	جمع التبرعات
١	٢٢	وضع القوانين لحماية البيئة
٧	٢١	صرف التبرعات على البيئة وتلقيها
٢٢	١٨	تمويل المشروعات الخاصة بالبيئة
٢	١١	التوعية عن حماية البيئة
٢٣	٥	مكافحة التلوث وحماية البيئة
١١	٢	التشجير
٥	١	ليس له دور
١٠٠	٤٤	المجموع



٢٠ . مدى احتياج العينة لمعرفة أي معلومات عن صندوق حماية البيئة

لظهرت الدراسة أن (٩٤%) من العينة يريدون معرفة مطومت عن الصندوق في حين أن (٦%) لا تريد معرفة شيء

نعم	لا	المجموع
٢١	٧	٢٨
٢٣	١	٢٤

٢١ / ١ . المعلومات التي ترغب العينة في معرفتها

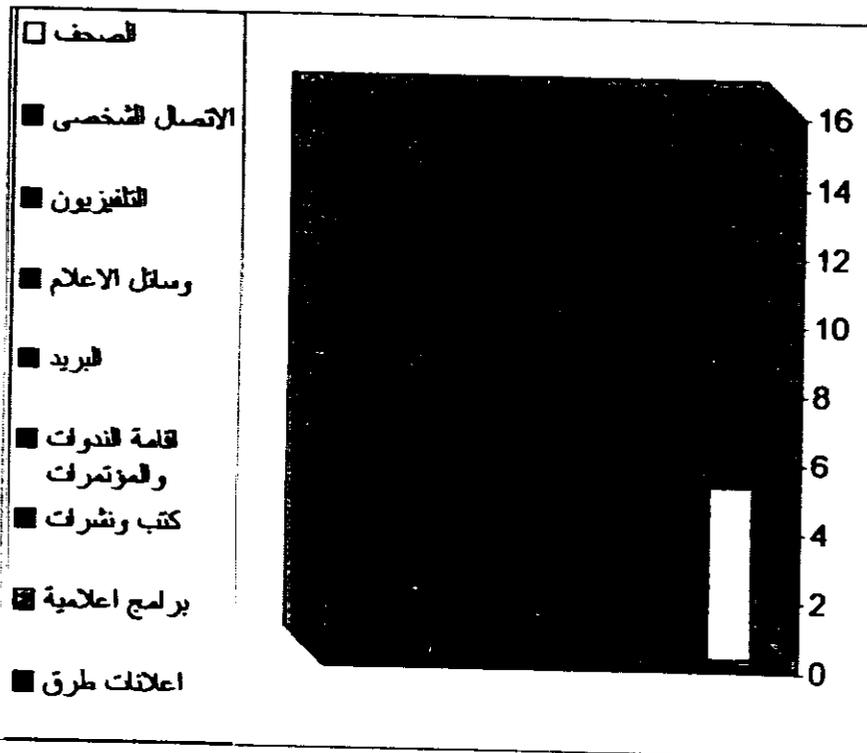
تبين من الدراسة أن (٢١%) من العينة تريد معرفة أهداف الصندوق في حين أن (١٦%) من العينة يريد معرفة الأنشطة الأساسية للصندوق وكذلك (١٦%) يرغبون في التعرف على طرق التعامل معهم وظهرت بعض مخرجات العينة (١١%) رغبتهم في معرفة مصادر تمويله

نوع الصندوق في حماية البيئة	نعم	لا
أهداف الصندوق	١٢	١٦
مصادر تمويله	٧	١١
الأنشطة الأساسية للصندوق	١٢	١٦
طرق التعامل معه	١١	١٦
مدى مساهمته في الحفاظ على البيئة	١	١٦
كل شيء عنه	١	١٦
المشروعات التي يشرف عليها	٢	١٦
أهم تجارته	٣	١٦
سابقة أعماله	١	١٦
من رئيس الصندوق	٢	١٦
المشروعات التي يقوم بتمويلها	٥	١٦
موقعه	٤	١٦
الهيكل الإداري	١	١٦
المجموع	٦٢	١٠٤

٢/٢١. الطريقة المثالية لتوصيل المعلومات

رات مفردات العينة (٤٤%) أن الفضل طريقة لتوصيل المعلومات هي عن طريق التلفزيون في حين رات (١٤%) أن الصحف هي الطريقة المثالية وكذلك رات (١٤%) أن الاتصال لشخصي هو الأفضل ولهما يلي جدول يبين أهم الطرق لتوصيل المعلومات:

الطريقة	النسبة المئوية (%)
التلفزيون	44
الاتصال الشخصي	14
رسائل الاعلام	14
البريد	10
قائمة الندوات والمؤتمرات	8
كتب ونشرات	6
برامج اعلامية	4
اعلانات طرق	2
الصحف	1



١/٢٢ . الممنول عن حملات التوعية

ترى العينة (٣٣%) أن الممنول عن حملات التوعية هي وزارة البيئة في حين أن (١٢%) أجابت بأن جهاز شئون البيئة هو الممنول كما رأيت (١١%) من حجم العينة أن وزارة الأعلام هي الممنولة

رقم السؤال	الخيار	النسبة المئوية (%)	الترتيب
١	وزارة البيئة	33	1
٢	وزارة الأعلام	11	2
٣	الهيئات	12	3
٤	جهاز شئون البيئة	12	4
٥	المحافظات	12	5
٦	وزارة الزراعة والري	12	6
٧	الهيئات الإقليمية	12	7
٨	المجالس القومية	12	8
٩	الهيئات الحكومية	12	9
١٠	المندوبين	12	10
١١	المحافظات	12	11
١٢	هيئة العامة للاستعلامات	12	12
١٣	القوانين والسياسات	12	13
١٤	الهيئات الشعبية	12	14
١٥	وزارة الصحة	12	15
١٦	مستشاري حملة البيئة	12	16
١٧	المجموع	100	

٢/٢٢. الدور المطلوب من الجهات المسؤولة عن التوعية

رأت العينة (٤٢%) أن الدور الرئيسي للجهات هو توعية الجماهير في المقام الأول في حين أظهرت باقي العينة أن الدور الرئيسي يقترح مابين الإعلانات والقلمة المؤتمرات وعمل برنامج متكامل للعمل الأهلي في مجال البيئة ونشر الوعي البيئي بين طلاب الجامعات وخلق وعي بيئي بطريقة غير مباشرة من خلال برامج تلفزيونية وكذا عمل الدراسات اللازمة لبيان مدى فاعلية برامج البيئة وتحفيز المواطنين للحفاظ على البيئة والجدول التالي يوضح الدور المطلوب من هذه الجهات

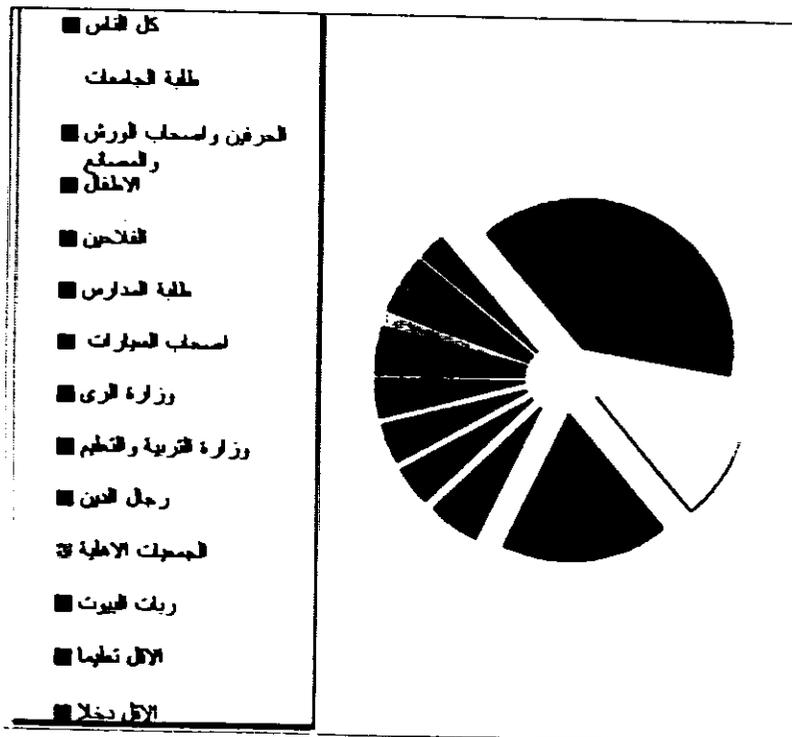
الترتيب	الرقم	الوصف
١	١	الاتصال المباشر بالمواطنين والمؤسسات
٢	١	عمل دورات توعوية
٣	١	الإعلانات
٤	١	عقد لقاءات ومؤتمرات مع الأهل والحكومة
٥	١	الدراسات والبحوث
٦	١	متابعة تطور الحملات (الإعلانات)
٧	١	خلق وعي بيئي بطريقة غير مباشرة من خلال برامج تلفزيونية
٨	٢	طبع منشورات
٩	٧	عمل دورات تأهيل المجتمعات
١٠	٢	التدريب والتأهيل
١١	١	مراقبة اشتراكات المستهلكين
١٢	١	مقابلة الخبراء
١٣	٢	عمل برنامج متكامل للعمل الأهلي في مجال البيئة
١٤	١	عمل برنامج لخفض أضرار التلوث الناتج عن الحملات التوعوية
١٥	١	تخصيص نوعية الأبحاث
١٦	١	عمل الدراسات اللازمة لبيان مدى فاعلية برامج البيئة
١٧	٢	تحفيز المواطنين على الحفاظ على البيئة
١٨	١	إفراغ مساحات مناسبات الأعياد
١٩	١	الاهتمام بالمصاحف الخيرية
٢٠	٣	نشر الوعي البيئي بين طلاب الجامعات
٢١	٧٤	المجموع

٣/٢٢. الفئات التي يجب توجيه الحملات إليهم

تبين من العينة أن (٣٩%) من إجمالي الدراسة يرون أن الفئات التي يجب توجيه الحملات إليهم هم كل الفئات في حين أن (١٨%) رأوا أن فئة الحرفيين وأصحاب الورش والمصانع هي الفئة التي يجب توجيه الحملات إليها كما رأى (١١%) من حجم العينة أن طلبة الجامعات هم الفئة الأخرى بتوجيه الحملات

الفئة	النسبة (%)
كل الفئات	39
طلبة الجامعات	11
الحرفيين وأصحاب الورش والمصانع	18
الأطفال	1
الفلاحين	1
طلبة المدارس	1
أصحاب العيادات	1
وزارة الري	1
وزارة التربية والتعليم	1
رجال الدين	1
الجمعيات الأهلية	1
ريبات البيوت	1
الأهل تطوعاً	1
الأهل دخلاً	1
القطاعات المتعددة	1
المجموع	100

رغم أن جداول بين فئات مستهدفة



٤/٢٢. طرق توصيل الحملات الإعلانية

ترى العينة (٢٤%) أن التلفزيون هو أكثر طرق الاتصال ماعوية في حين أن (٢١%) رأيت أن عقد الندوات هي الطريقة المثلة وأن (١١%) من حجم العينة لاعت بان الإعلانات الإشعاعية هي الأفضل والجدول التالي يوضح لنا أهم طرق التوصيل

التلفزيون	الجرالد	عقد الندوات	برامج اعلامي مكلف	إعلانات إشعاعية	إعلانات طرق	حملات إعلامية	برامج للأطفال (علم سمسم)	الاتصال الشخص	التوعية في المدارس والجامعات	ملصقات	مؤتمرات	كتب خاصة عن البيئة	سينما	المجموع
٧	٥	١	١	٨	٥	٢	١	٢	١	٢	١	١	١	٧٠

٥/٢٢. افضلية وسائل الإعلام للوصول للفئات المستهدفة

اكتت العينة (٩٠%) أن التلفزيون هو الفضل وسائل الإعلام وصولا للفئات المستهدفة حيث انه يحظى بأعلى نسبة متابعة من جميع الطبقات والاعمار على الختلف ثقافتهم والجدول التالي يوضح الفضل وفضل وسائل الإعلام وصولا للفئات المستهدفة

التلفزيون	٤٥	١٠
اللقاءات المباشرة	١	٢
الجرالد	١	٢
إعلانات الطرق	١	٢
الإذاعة	٢	٤
المجموع	٥٠	١٠٠

٦/٢٢. التوقيت المناسب لمخاطبة الفئات المستهدفة

تبين من خلال الدراسة أن (٢٧,٥%) من إجمالي العينة يفضلون إذاعة الحملات أثناء المعامل العربي (٨ مساءً) في حين أن (١٧,٥%) من العين رأت أن التوقيت المناسب هو قبل إذاعة المباريات مباشرة كما أكدت (١١%) أنفضل الأوقات هي قبل المباريات أضافت باقي العينة أن التوقيت المناسب لإذاعة الحملات على سبيل المثال (راعي لبرنامج من سيربح المليون- بعد نشرة أخبار التاسعة - أثناء برامج الأطفال.....)

رقم السؤال	الإجابة	النسبة المئوية (%)
١	أثناء التغطيات المباشرة للمباريات	٢٧,٥
٢	قبل المباريات	١٧,٥
٣	أثناء برامج الأطفال	١١,٠
٤	أثناء البرامج المسائية	٨,٠
٥	بعد المعامل	٥,٠
٦	راعي لبرنامج من سيربح المليون	٥,٠
٧	أثناء المباريات	٥,٠
٨	قبل المعامل	٥,٠
٩	قبل البرامج المسائية	٥,٠
١٠	أثناء الفترة الصباحية	٥,٠
١١	قبل المباريات	٥,٠
١٢	بعد نشرة أخبار الأطفال	٥,٠
١٣	أوقات زرع المشاهدة	٥,٠
١٤	بعد صلاة الجمعة	٥,٠
١٥	بعد المباريات مباشرة	٥,٠
١٦	بعد نشرة التاسعة مساءً	٥,٠
١٧	أثناء الإذاعات الرسمية	٥,٠
١٨	المجموع	١٠٠,٠

٧/٢٢. مواعيد وصول الرسالة بطريقة صحيحة

تبين من الدراسة أن (٢٨,٥%) من إجمالي العينة ترى أن من أهم أسباب عدم وصول الرسالة بطريقة صحيحة هو عرضها في أوقات غير مناسبة في حين أن (١٣,٥%) من إجمالي العينة ترى أن المتاع يكون في سوء طريقة العرض كما يرى (٢١%) من العينة أيضا أن المادة العلمية الثقيلة تمنع وصول الرسالة (كلام علم مكثع) والجدول التالي يوضح ليهم مواعيد وصول الرسالة

الترتيب	العلامة	الوقت المناسب (أوقات غير مناسبة)
١	١	عدم تلبية الطلب
٢	١	عدم التسهيل
٣	١	قلة الوعي بالضرورة لعينة
٤	١	استخدام الطرق البديلة
٥	١	عدم وجود القدرة
٦	١	طريقة العرض سيئة
٧	١	التسويق في الأماكن
٨	١	عدم وضوح الرسالة
٩	١	عدم وجود مادة جيدة
١٠	١	ضعف الإمكانيات الفنية
١١	١	الرسالة تروج بصورة غير
١٢	١	عدم الاستمرارية
١٣	١	الانتقاص الموسمي للرسالة
١٤	١	عدم وجود رواد في الرسالة
١٥	١	المجموع

B/٢٢ مدى روية العينة لدور الجهات الأخرى المساعدة في حماية البيئة

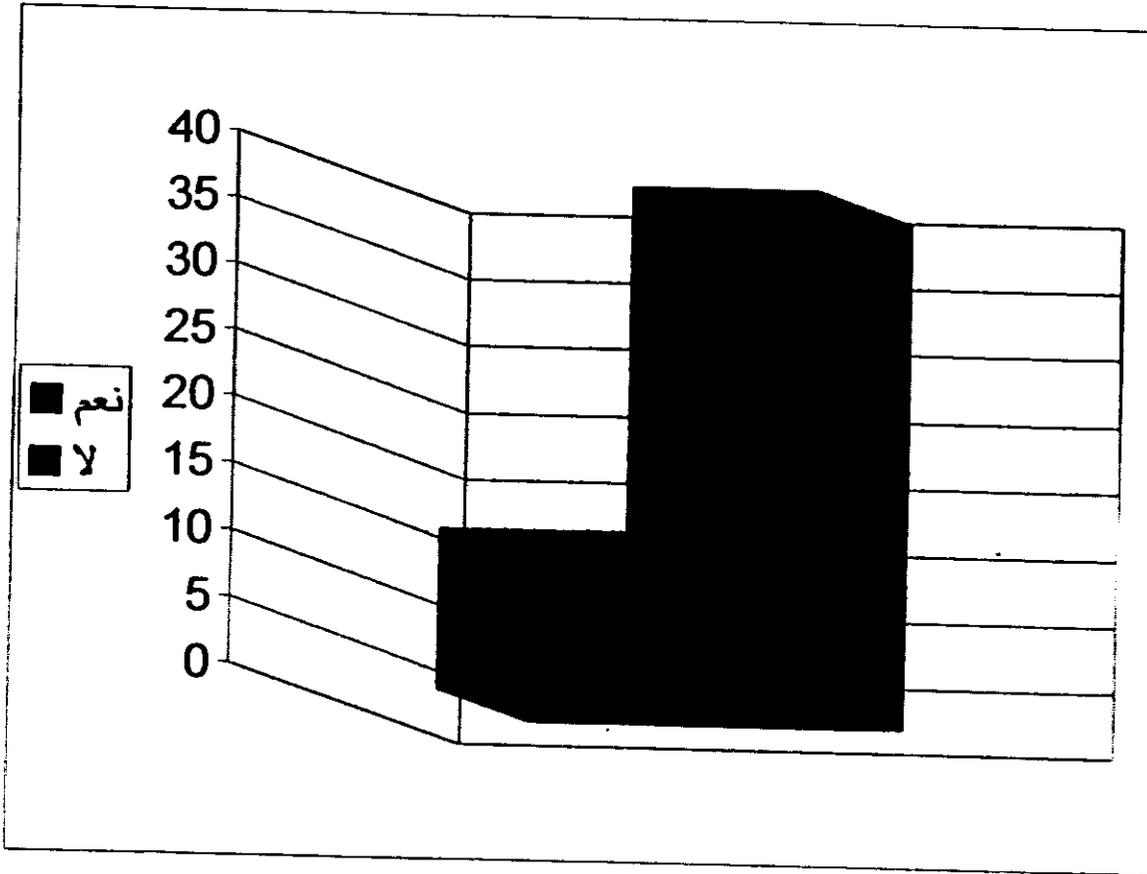
تري غالبية مفردات العينة (٢٢%) أن الدور الرئيسي لهذه الجهات هو القيام بحملات التوعية في حين أن (١٤%) ترى إقامة ندوات ومؤتمرات وكذلك رأى (٨,٦%) القيام بوعي بيئي وحملات نظافة ولها مابلى جدول يبين دور الجهات في حماية البيئة

الرقم	البيان	النسبة المئوية (%)
١	إجراء الندوات والمؤتمرات	٢٢
٢	حملات التوعية	١٤
٣	حملات نظافة	٨,٦
٤	إصدار القوانين	١
٥	مطالبة المؤسسات العامة	١
٦	التحذير من المخاطر البيئية	١
٧	التعاون مع المنظمات البيئية	١
٨	إجراء بحوث علمية	١
٩	مشاركة دورية في جميع المجالات البيئية	١
١٠	مخطئة في الممارسات	١
١١	المتابعة على مستوى منظمة البيئة	١
١٢	إصدار القوانين	١
١٣	التعاون مع المنظمات البيئية	١
١٤	توزيع أدوات نظافة بيئية	١
١٥	أعداد لبريد التثقيف البيئية التي تظهر على شكل ملصقات أو كارتون	١
١٦	المجموع	١٠٠

٢٣. مدى وعى المصريين عن مشاكل البيئة

اظهرت معظم العينة (٧٦%) ان المصريين ليس لديهم وعى بيئي اذ حين ان (٢٤%) ترى ان لديهم وعى

نعم	لا	المجموع
٢٤	٧٦	١٠٠



٢٤ . الرسالة الإعلامية المؤثرة في المصريين

تبين من خلال الدراسة أن غالبية العينة (١٨%) يفضلون أن تكون الرسالة في شكل مسلسل في حين ترى (١٢%) أن الرسالة يجب أن تحتوي على الأمراض التي تسببها تلوث البيئة و(٨%) من العينة تفضل برامج مسابقات بجوائز لتشجيع المواطنين والجدير بالذكر أن (٨%) يفضلون مسلسل قصير مثل (سر الأرض)

الترتيب	النسبة المئوية	الرسالة
١	٢	برنامج تلفزيوني
٢	٥	برنامج مسابقات بجوائز
٣	٥	برنامج زرع (أرض الأمل)
٤	١	برنامج رمضان
٥	١	نتيجة دراسة توضح أضرار البيئة
٦	١	إعلانات بطريقة غنائية
٧	٢	برنامج بجوائز صرفة
٨	٧	الأمراض التي تسببها تلوث البيئة
٩	١	عرض المميزات التي تعود علينا من الحفاظ على البيئة
١٠	٦	إعلانات
١١	١	برنامج يقدم أهم مشهورات بجوائز
١٢	١	رسالة تربوية بالسينما
١٣	٥	مخاطر التلوث على الأطفال
١٤	٢	برنامج كوميدي
١٥	١	عمل برنامج كرتون الكمال
١٦	٢	عمل برنامج مثل (من سر يوم الغد)
١٧	١	عمل رقم تلفون مجاني للاتصال والإجابة على أسئلة برنامج بجوائز
١٨	٢	برنامج تراثي
١٩	١	عرض أفلام وثائقية
٢٠	٢٠	المجموع

٢٨. ما هو الموضوع الذي توقعت أن أحدثك عنه ولم أتحدث

تبين من الدراسة أن أغلبية العينة (٥٨ %) رأت أن لا يوجد أي موضوع لم نتحدث عنه في حين أن (٦%) رأى أن جمع القمامة والتلوث السعي من الموضوعات المهمة بينما (٤%) رأت أن موضوع بخان مصانع الأسمت كان يجب التحدث فيه وكذلك موضوع بحيرة المريوطية بالإسكندرية

لا يوجد	٢٨	٥٨
تلوث بحيرة مريوط	٢	١
تخطيط المدن بحيث يراعى فيها المواصلات البيئية	١	٢
القوانين التي تحكم علم السيارات	١	٢
تلوث الهواء بخان الأسمت	١	٢
أسباب عدم تطبيق القانون	١	٢
بخان مصانع الأسمت	٢	١
التكوير السليم للخطوط المائية	١	٢
تلوث مياه النيل والبحر	١	٢
جمع القمامة	٢	٦
تلوث الهواء بالأتربة	١	٢
عوائق السيارات	١	٢
تعميم شركات النظافة على مستوى الجمهورية	١	٢
عوائق المصانع	١	٢
التلوث السعي	٢	٦
رفع المخلفات من الشوارع	١	٢
لغوا التنظيم الخاصة بالبيئة	١	٢
لمجموع	٥٠	١٠٠

Comment } awareness of pollution

١. تبين من العينة اتهم اجمعوا على أن تلوث مياه النيل وبحيرة مريوط لي اكبر الأثر على تهديد الثروة السمكية في مصر
٢. زيادة نسبة تلوث الهواء بغير الأسمت بنسبة تفوق تلك المصرح بها عالميا
٣. التلوث السمعي والضوضاء أصبحت تشكل ظاهرة في الأيام الأخيرة مما يسبب مشاكل صحية عديدة
٤. مخلفات المصانع رغم وجود قانون للبيئة إلا أن المصانع تلقى بمخالفاتها في المجارى المائية مما يسبب أمراض السرطان
٥. المسحابة السوداء ومالها من آثار سينة على صحة المواطن
٦. التدوير السليم للمخلفات الصلبة ومالها من آثار اقتصادية عالية
٧. جمع القمامة وتنظيف الشوارع بصفة مستمرة

٢٩. لماذا هذه المواضيع بالذات

١. لان التلوث يضر بالصحة
 ٢. إلقاء المخلفات في مياه النيل يقضى على الثروة السمكية ويسمم مياه الشرب وفي كلا الحالتين صحة الإنسان في خطر
 ٣. الهواء المحمل بغبار الأسمنت يسبب الأمراض الصدرية وخاصة الأطفال يعنى باختصار غبار الأسمنت يقضى على ثروة مصر ويقضى على الأجيال القادمة
 ٤. تدوير المخلفات الصلبة شئ مريح ويساعد على نظافة البيئة
 ٥. سرطان الصدر إحدى الامراض التي تسببها المحلحة السوداء (حرق قش الأرز) وهذا من اخطر ما يكون على صحة الإنسان
 ٦. أما التلوث المسمي بعيدا عما يسببه من أمراض فأنه يدل على عدم الوعي البيئي
٣٠. حول مجموعة من العبارات

١. البيئة

٤	مخافة شغل كثير
٣	الأشجار
٢	الصحة
٦	كسب الحياة وبشرورية
٥	ملوثة
١	غير نظيفة
٢	الاهتمام الأول للمواطن
١	لا يوجد وعي
٢	لمجتمع
١	تضررها كثير
١	البيئة الطبيعية
٥	حالتها في خطر
٢	لزم تحفظها عليها
٤	الشوارع والحدائق
١	تختصر
١	فتقلت إلى رحمة الله
١	تحترق مع القمامة
١	الغلاف الجوي
١	رئة للمجتمع
١	زي الزيت
١	صديقة صحة الإنسان
١	لا يوجد في مصر شئ اسمه بيئة
١	الحضرة
١	أسس كل فرد
١٠٠	المجموع

٢. الحفاظ على البيئة

10	٥	واجب مطلق
١٤	٧	واجب على كل إنسان
٢	١	مهم جدا
٦	٣	لا يوجد شيء اسمه الحفاظ على البيئة
١٤	٧	مسئولية الدولة والفرق
٤	٢	بالنظرة وعدم التنشيط
٤	٢	مشروع المستقبل
٤	٢	الالتزام واجب على كل مواطن
٤	٢	المحافظة على الصورة الجميلة
٢	١	الوعي الكامل
٤	٢	منع التلوث
٨	٤	مخضع يسأل فيها
٢	١	شابت عن يد فلان
٤	٢	يجب ألا يظن شعار
٤	٢	يجب ألا تنهون فيها
٢	١	تيدام من بيوتنا
٢	١	لازم نتحرك بسرعة لو عاين زلزالا
٢	١	شعار لازم يترجم إلى فعل
٦	٣	الصحة
٢	١	حاضرة
٢	١	١٠% فقط يملك
100	50	المجموع

A. حالة البيئة حالياً في مصر

٢٨	٧	سببها
٦	٣	مفقودة
١٤	١٤	متوسطة
١	١	تقوت في كل مكان
١٢	١٢	في حالنا
٢	١	في خطر
٢	١	تصير غير رولا حصيدا
٦	٢	تطاح في كل حين
١	١	ت
١	١	غير نظيف الاطلسيان
١	١	تحت خطر
١	١	يرتد لها
١٠٠	٥٠	المجموع

B. من السهل الحصول على معلومات عن شئون البيئة

١٤	٧	جهات شئون البيئة
٦	٣	الجراند
٢٨	١٤	وسائل الإعلام
٢	١	المصنعات
٢	١	الندوات
٢٤	١٢	وزارة البيئة
٢	١	التلفزيون
٢	١	لقنوت الفضائية
٤	٢	المحافظات
٢	١	الاتصال بالجمعيات الأهلية
١٤	٧	هيئة الاستعلامات
١٠٠	٥٠	المجموع

E. تكلفة تطبيق والتزام شركات القطاع الخاص بالنسبة لقتون حماية البيئة

القطاع الخاص	عدد الشركات	التكلفة
الدولة ووزارة البيئة	٢١	١١
شركات المستشفيات والمستوصفات	١	١
الدولة والقطاع الخاص معاً	١١	٢
المجموع	١٠٠	١٤

البيانات الشخصية

البيانات الشخصية	عدد الشركات	القيمة
أقل من ٢٥	١١	٢٥
٢٤-٢٥	٥	٢٤-٢٥
٤٤-٣٥	١٣	٤٤-٣٥
٥٤-٤٥	١٢	٥٤-٤٥
٦٤-٥٥	٨	٦٤-٥٥
٦٥ فأكثر	١	٦٥ فأكثر
المجموع	٥٠	١١٠

المؤهل

المؤهل	عدد الشركات	القيمة
لم يحصل على أي شهادة	-	-
ابتدائي	-	-
إعدادي	-	-
ثانوية أو ما يعادلها	١٣	٢٦
شهادة جامعية	٢٩	٥٨
ماجستير أو دكتوراة	٨	١٦
المجموع	٥٠	١٠٠

الحالة الاجتماعية

٢٢	١٢	أزواج
-	-	ذات
-	-	متزوج (وبن أو طفل)
٧٤	٢٧	متزوج
-	-	متطلق
٢	١	أرمل
١٠٠	٥٠	المجموع

المهنة

٨	٤	رجل أعمال
١٨	٩	موظف حكومي
٢٢	١١	موظف بشركة قطاع خاص
-	-	عامل
٢٢	١١	طالب
-	-	عضو هيئة تدريس أكاديمي
٢	١	على المعاش
١١	٥	موظف بجمعية أهلية
٢	١	متطوع بجمعية أهلية
-	-	ربة منزل
١٦	٨	أخرى
١٠٠	٥٠	المجموع