

AGENDA 21 NATIONAL CHILDREN'S  
POSTER CONTEST  
CAIRO, EGYPT

THE TRAVELING EXHIBIT

FINAL REPORT

SUBMITTED BY  
THE ACADEMY FOR EDUCATIONAL DEVELOPMENT  
EGYPTIAN ENVIRONMENTAL POLICY PROGRAM  
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# The Agenda 21 National Poster Contest

Based on a request from the Ministry of State for Environmental Affairs (MSEA) and the Egyptian Environmental Affairs Agency (EEAA), the Academy for Educational Development (AED) facilitated the organization of the Agenda 21 Children's National Poster Contest executed by the Green Corner Library Network through EEAA.

The Agenda 21 Poster Contest, a drawing competition revolving around the theme "Caring For Our World", was organized at the national level under the auspices of the First Lady Suzanne Mubarak as part of Egypt's preparations for the World Summit for Sustainable Development. The drawing contest involved children between seven and twelve years old. It was intended at raising their awareness about sustainable development, the objectives of Agenda 21 and the Rio+10 preparations. Children were invited through the Green Corner libraries to submit drawings that reflect their concerns about the global environment and development issues. The collection of winning entries from all over the world was exhibited at the World Summit for Sustainable Development in Johannesburg, South Africa, in August and September 2002.

The Agenda 21 Poster Contest was carried out in the Green Corner libraries in Egypt's 27 governorates during the school mid-year recess (Jan-Feb 2002). The children's artworks, one thousand three hundred and eight drawings submitted from the different governorates of Egypt, were short-listed by regional focal points at Green Corner libraries. The regional winners were evaluated by a national judging committee whose members represented artists, educators, publishers and environmental professionals. The judging was facilitated by the Integrated Care Society (ICS), one of the lead Green Corner libraries.

## 1. Publicity

AED produced a set of Arabic materials to publicize the contest and encourage the children to participate by creating drawings that reflect their own perspectives and concerns about the Egyptian as well as global environment. These publicity materials included five posters portraying five main environmental themes and a children's folder containing a sticker entry form, a descriptive flyer and four sheets about vital environmental issues.

## 2. Orientation

AED organized four orientation days in four of Egypt's main cities: Cairo, Alexandria, Aswan and Tanta in order to introduce the Green Corner librarians to the Agenda 21 Contest and provide them with the information, procedures and timelines necessary to carry out the competition. The Cairo orientation days held on 30 & 31 December 2001 received 51 librarians from the 26 Green Corner libraries of Cairo, Giza, Fayum and Wadi El Gedid governorates. The Alexandria orientation days held on 23 & 24 December 2001 received 15 librarians from Alexandria, Matrouh, Behara, Damietta, Sharkeya and Ismailia governorates. The Aswan orientation days held on 28 & 29 December 2001 received 17 librarians from Aswan, Luxor, Beni Suef, Suhag, Minya, Qena, Hurghada and Red Sea governorates. The Tanta orientation day held on 21 January 2002 received 14 participants from the Middle Delta governorates. Gharbeya, Monoufia & Kafr El Sheikh. Ninety-nine percent of Green Corner

librarians reported that they benefited from attending the orientation days and were given sufficient and valuable information.

### **3. Award Ceremony**

In continuation of its commitment to support the Green Corner library network and to build the capacity of the Green Corner librarians, AED assisted EEAA and ICS in managing the logistics and press support for the Agenda 21 Award Ceremony.

The award ceremony was held in honor of the Agenda 21 Poster Contest winners under the marquis area in the gardens of the Suzanne Mubarak Children's Museum in Heliopolis. An exhibition of the best sixty posters, representing regional and national winners, were displayed on easels on the Museum grounds. Prizes which included computers, valuable books, CDs and art supplies were offered to the winners in recognition for their artistic talent in depicting their outlook on environmental and development issues.

### **4. Traveling Exhibit**

In order to enhance furthermore its outreach communication efforts about the main global environmental and development concerns, a traveling exhibit of the children's posters was organized with the support of NGOs and other key sponsors in the different governorates of Egypt.

*Please refer to the attached table for details on locations and dates.*

### **Traveling Exhibit Highlights**

#### **Aswan – April 2003**

The agenda 21 exhibition in Aswan was inaugurated with a ribbon-cutting ceremony at the Nubian Museum. The ceremony was attended by the Aswan Governor's Secretary General and by the Nubian Museum Director. About 200 students and teachers were present at the event, which was carried out on Egypt's Channel 8 television.

#### **Cairo Opera House – June 2003**

The posters were displayed in a corridor that connects the Opera House complex to the Cairo Metro public transit system. This location ensured that the posters were seen by thousands of people each day.

#### **Enviro 2003 Conference – September 2003**

Ten of the winning posters were part of the Ministry of State for Environmental Affairs wing at the Enviro 2003 Conference, which was held in Cairo from 30 September to 2 October 2003.

#### **Wadi El Gedid – October 2003**

The sixty winning posters were displayed at the newly established Green Corner at the Mubarak Public Library in Wadi El Gedid Governorate. The exhibition was timely planned to coincide with the opening of the first Green Corner in Wadi El Gedid. The commencement ceremony, which took place on 16 October 2003, was inaugurated by Suzanne Mubarak, Egypt's First Lady and other dignitaries including the Ministers

of State for Environmental Affairs, of Culture and of Internal Governance as well as the Governor of Wadi El Gedid. In addition, over forty school children attended the event in question and admired the exhibition. More children were allowed to visit the exhibition grounds as part of a program of school visits organized by the Director of the Environmental Department at the Governor's office and the Green Corner Project Executive Officer at EEAA with coordination support provided by AED.

#### **Ismailia – December 2003**

The exhibition moved to Ismailia where it was first exhibited in the agricultural secondary school and then transferred to the Ismailia Governorate building. There, it was inaugurated by Dr. Mamdouh Riyad, Minister of State for Environmental Affairs, and Mr. Fouad Saad El Din, Governor of Ismailia in the presence of other high government officials as well as the Environment Consul of the Embassy of Denmark. Following the showing at the governorate building, the exhibit was displayed in the Environmental Awareness Unit at the Youth and Sport Directorate in Ismailia before traveling to Dakahleyia.

#### **Environmental Awards Program Ceremony – May 2004**

The Environmental Awards Program ceremony was held on 12 May 2004 at the Education and Student Activity Head Office in Agouza. The program gave the opportunity to one hundred and fifty preparatory schools in Cairo to perform assessments to improve the environment of their schools and neighborhoods. The sixty Agenda 21 posters were exhibited next to some of the best-structured and documented projects of the program in question and were admired by many attendees following the awards distribution.

## AGENDA 21 CHILDREN'S POSTERS

"CARING FOR OUR WORLD"

### TRAVEL EXHIBIT

January 2003-May 2004

GOVERNORATE	LOCATION	START DATE	END DATE	(days)	CONTACT PERSON	
<b>ALEXANDRIA</b>	Montazah Sheraton	2 January 03	2 January 03	1	<ul style="list-style-type: none"> <li>* HE Mamdouh Riyad <i>Minister of State for Env. Affairs</i></li> <li>* Dr. Fatma Abu Shouk <i>EEAA West Delta RBO General Manager</i></li> <li>* Mr. Mohamed Said Nada <i>Undersecretary of State for Education - Alexandria</i></li> </ul>	In conjunction with Alexandria Environmental Awards Ceremony
	Sporting Club	3 January 03	10 January 03	7	<ul style="list-style-type: none"> <li>* Mr. Lotfy El-Ahmar <i>Sporting Club Manager</i></li> </ul>	Sherif Kandil - AED
	Yacht Club	11 January 03	17 January 03	6	<ul style="list-style-type: none"> <li>* Dr. Essam El Naggar <i>Club Vice President</i></li> <li>* Mr. Youssef El Hamamy <i>Club Treasurer</i></li> <li>* General Nabil Kassem <i>Club General Director</i></li> </ul>	Sherif Kandil - AED

GOVERNORATE	LOCATION	START DATE	END DATE	DURATION (days)	GUESTS OF HONOR	REMARKS CONTACT PERSON
ALEXANDRIA	Semouha Club	17 January 03	24 January 03	7		Imtiaz Hassouna Friends of the Environment - Alex
CAIRO	New Maadi Library	25 January 03	1 February 03	7		
	USAID Office	2 February 03	23 March 03	48		Sylvia Atalla USAID
	Khaled Ibn El Walid Library - Kitkat	24 March 03	29 March 03	6		Zeinab El Tanahy Integrated Care Society
BENI SUEF	Beni Suef Cultural Center	30 March 03	9 April 03	10		Nashwa Salah CARE – Beni Suef
SUHAG	Edfa Community Development Association	10 April 03	19 April 03	10	12 schools attended	Coincides with Suhag's National Day Ashraf Bakry- Edfa Community Devt Assoc.
LUXOR	Luxor School of Fine Arts	20 April 03	29 April 03	10		Rushdy Sobhy Upper Egypt Assoc.
ASWAN	Nubian Museum	30 April 03	10 May 03	10		Hussein A. Hussein Nubian Cultural Fund
MINYA	4 locations	10 May 03	24 May 03	14		Ashraf Maher Upper Egypt Assoc.
HURGHADA	Hurghada Cultural Center	25 May 03	5 June 03	10	Hurghada Governor – High level officials	Hany Farid, AED

<b>GOVERNORATE</b>	<b>LOCATION</b>	<b>START DATE</b>	<b>END DATE</b>	<b>DURATION (days)</b>	<b>GUESTS OF HONOR</b>	<b>REMARKS CONTACT PERSON</b>
<b>SHARM EL SHEIKH</b>	Marriott – Nema Bay	5 June 03	13 June 03	7		Hany Farid, AED
<b>FAYUM</b>	Fayum Cultural Center	13 June 03	25 June 03	12		Montasir Thabet, Fayum Cultural Center
<b>CAIRO</b>	Opera House	25 June 03	30 June 03	6		Mohamed Khamis, Exhibition Director
<b>MIDDLE DELTA</b>	Kafr El Sheikh Cultural Center	1 July 03	7 July 03	7		Mohamed Hussein Communication Manager RBO EEAA - Tanta
	Monoufia Nile Center for Communication	8 July 03	11 July 03	4		
	Tanta Youth National Party	12 July 03	20 July 03	8		
<b>GIZA</b>	Mubarak Library	21 August 03	11 September 03	21		Hala Sherif Sayed Gamal

GOVERNORATE	LOCATION	START DATE	END DATE	DURATION (days)	GUESTS OF HONOR	REMARKS CONTACT PERSON
CAIRO	Integrated Care Society – Heliopolis	11 September 03	15 October 03	35		Amr Abdel Salam Zeinab El Tanahy
WADI EL GEDID	Mubarak Public Library	16 October 03	5 November 03	20	Suzanne Mubarak Minister of State for Env. Affairs Minister of Culture Minister of Internal Governance Governor of Wadi El Gedid	In conjunction with the inauguration of a new Green Corner Library in Wadi El Gedid
ISMAILIA		2 December 03	7 February 04	37	Minister of State for Environmental Affairs	Magda Atta, Green Corner Coordinator
MANSOURA		9 February 04	14 March 04	34	Ahmed Said Swan Dakahliya Governor	
AED CAIRO	REPAIR & RENEWAL OF FRAMES & EASELS					
CAIRO	Education & Student Activity Head Office		12 May 2004		Dr. Mohamed Sayed Khalil, EEAA Chief Executive Officer Mr. Anthony Vance, Associate Director, Environment and Infrastructure Division - USAID	Environmental Awards Program Final Ceremony