

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

Contract No. LAG-I-00-01-00005-00, Task Order 807

**Third Quarterly Report**

July-September 2002

Submitted October 10, 2002

to the U.S. Agency for International Development

by the Academy for Educational Development

## Abbreviations and Acronyms

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

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## **Task Description**

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

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

## **EEPP Policy Objectives**

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

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

1. AED completed production of the Red Sea Learning Supplement, a package of teaching tools that will help enhance environmental education in the Red Sea region. The supplement includes an educators' guidebook entitled "Red Sea – Environmental Educational Activities" and authored by AED consultant Dr. Hassan Abou Bakr, a video program entitled "Tale from the Desert Sea," an interactive CD-ROM entitled "The Natural Wonders of the Eastern Desert and the Red Sea," two posters depicting the inhabitants of the Red Sea region, and a Red Sea Protectorates brochure produced by AED subcontractor Image House. The EEAA and the Ministry of Education provided technical reviews and all products were approved through the EEPP review progress.

2. AED Chief of Party Dr. Lynn Mortensen and consultant Dr. Hassan Abou Bakr traveled to Jordan to present the Red Sea Learning Supplement at a conference organized by the World Bank initiative, Protecting the Environment of the Red Sea and Gulf of Aden (PERSGA). Dr. Abou Bakr, who is the author of the educators' guidebook that is part of the Red Sea Learning Supplement, delivered a presentation on the supplement and how it will be used to enhance environmental education in schools along the Red Sea coast. PERSGA intends to support the organizing of environmental clubs in Red Sea schools with Dr. About Bakr's leadership.

3. After months of preparation, several members of the AED team traveled to Hurghada for the Red Sea Learning Supplement release event on August 2-3. AED publications specialist Ms. Shoroke Zedan took the lead in organizing the event. The event was attended by Minister of State for Environmental Affairs Dr. Mamdouh Riad, USAID Associate Director for Environment Mr. Anthony Vance, Red Sea Governor General Saad Abou Reeda, and Undersecretary to the Minister of Education Dr. Abdel Rahman El Baz, as well as by Red Sea Rangers, teachers, hotel managers, NGOs, community members, agency representatives and journalists from the Red Sea and Cairo. The event was an important opportunity for key stakeholders and EEPP partners, notably officials from the various interested ministries and the Red Sea governorate, to sit together and discuss environmental awareness issues, along with celebrating the release of the learning supplement, which will be used to enhance environmental education in the Red Sea region. Participants expressed satisfaction with the quality of the release event and enthusiasm for the learning supplement itself – several officials asked for copies of the supplement and expressed interest in the development of similar learning supplements to enhance environmental awareness in other areas.

4. AED Deputy Chief of Party Patrick Papania delivered a presentation at a July 28 EEAA training session in Sharm El Sheikh for Red Sea Rangers. The topic of the presentation was "Strategic and Thematic Communications for Red Sea Rangers" and it dealt with recognizing the key target groups on the Red Sea in need of public awareness material and activities and how to best reach them. The presentation was made for 19 rangers, many of whom are receiving their first professional training from EEAA's Nature Conservation Sector. AED is in the final stages of drafting a public awareness strategy for the Red Sea Rangers.

5. Egyptian children's favorite cartoon character, Bakkar, has been enlisted in the effort to increase environmental awareness. For the last several years, Bakkar has been the star of the Ramadan television season, when millions of Egyptian children sit around the television each evening after breaking their fast to find out what Bakkar is up to. Through collaboration with the television show's producers and scriptwriters, AED negotiated "visits to the Red Sea" for two of the 30 new episodes that will be aired this November 2002. The new episodes will introduce viewers to a range of sea creatures and terrestrial wildlife native to the Red Sea region, and will include a new character, a 10-year-old girl from an indigenous tribe who is passionate about nature conservation. Bakkar and the new characters will also be used in subsequent

AED public awareness campaigns. AED and Bakkar's producers are in discussions about spinning off an entirely new show that will star the new environment-savvy 10-year-old girl.

6. AED organized a three-day conference for Red Sea boat operators in Hurghada August 26-29. The conference was attended by 33 boat operators and included three instructional foci: environment, seamanship, and rescue and first aid. Boat operators who attended the conference received a special certification. The event provided an opportunity for the boat operators to get together and discuss environmental issues of importance to them. The boat operators voluntarily stayed on for a fourth day at the end of the conference, at which they agreed to continue working together by developing a professional association that will coordinate efforts to promote professional standards and safeguard the environment. AED consultant Eng. Hany Farid organized the conference and Admiral General Adel Shaalan was the lead facilitator. The conference was held under the auspices of the PSU office in Hurghada.

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

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

1. AED drafted a strategic communication campaign to help the EPF in soliciting grants in the Third Quarter 2002. AED also provided technical support to the EPF, providing sponsors for an EPF project aimed at substituting plastic bags with recycled paper bags. A public awareness campaign featuring "Friends of the Environment" was an outgrowth of the social marketing research conducted by AED subcontractor Ibrahim Hegazy & Associates. AED communications manager Mr. Tarek Abdel Haye, communications assistant Ms. Nermine Osman and Deputy Chief of Party Patrick Papania have contacted over 50 potential corporate sponsors to become the "friends." A one-page Arabic-language advertisement for the EPF was created by AED to be published in the first environmental business directory and AED is studying a public awareness outreach plan for the EPF including an insert in the first environmental supplement in Al Ahram, Egypt's largest paper. Future activities will include producing a video documentary on funded projects and the EPF's annual report.

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

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

1. The Pan-Arab Research Center (PARC) subcontracted with AED to conduct social marketing research with target populations in the southern zone of Cairo as part of AED's efforts to develop an effective solid waste management (SWM) public awareness campaign. The AED team worked with AED Washington consultant Elvis Fraser and an Abt Associates subcontractor group to prepare questions for the survey. The survey solicited information on SWM practices using a stratified random sample of household managers, children ages 10-12, small business owners and industry workers. Survey data are now being analyzed and will be compiled in a report submitted in October.

2. AED consultant Dr. Sherif Kandil spoke at a SWM workshop organized by the Egyptian Environmental Affairs Agency (EEAA) in Alexandria on July 30-31. The workshop was attended by Secretary General of Alexandria Ahmed Khalaf and Minister of State for Environmental Affairs Dr. Mamdouh Riad. Dr. Kandil introduced a World Bank technical book, which was translated into Arabic and published by AED at the request of the EEAA. The World Bank book outlines criteria for selecting landfill sites and other issues related to SWM. The book will be part of EEAA efforts to privatize and reorganize SWM throughout Egypt, as well as of efforts to create public awareness about SWM.

3. AED will produce a video that will document Alexandria's experience in privatizing SWM. The documentary video will cover the history of SWM in Alexandria, including footage on the old system, the necessity for changing over to a new system, and the process and results of the changeover. The story will be told through footage and interviews with the key officials involved in modernizing the city's SWM system. AED will coordinate efforts closely with the Governorate of Alexandria, EEAA and Abt Associates.

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

1. AED has focused on issues related to hazardous waste in a variety of ways. The EEAA has received official lists of hazardous materials from various concerned ministries and are currently waiting for two key ministries to approve the lists. AED will then prepare a public awareness strategy for the EEAA and help gather together key stakeholders to take part in workshops and seminars.

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

***Policy Measure #6.2: EEAA develops and adopts a strategic National Environmental Disaster Contingency Management Plan (NEDCP).***

1. Following a three-day gathering at the Cairo Marriott Hotel for officials and stakeholders in the National Environmental Disaster Contingency Management Plan during the Second Quarter 2002, AED conducted a series of activities in the Third Quarter to continue working with the officials and stakeholders in refining the NEDCP public awareness strategy. AED drafted a strategic communication campaign, under review, to encourage environmental disaster preparedness. AED provided the NEDCP with media coverage assistance and is following up by updating the communication plan and assisting the PSU with planned workshops. AED is in the process of designing a CD-ROM for the NEDCP that will include text and images that serve to build public awareness of the need for environmental disaster preparedness.

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

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

AED drafted a conceptual design for the TDA Exploratorium in Port Ghaleb, on the Red Sea, and presented the draft to the TDA, RSSTI and USAID personnel. The conceptual design includes project maps and descriptions of the various attractive exhibits. The design foresees a variety of exhibits on the coral ecosystem, shells, desert mining, ancient trade routes and plant life – all designed to give visitors the feeling of being immersed in an authentic environment. The design calls for technology, like touch-screen interactive kiosks, to be used in engaging and informing visitors. The overall plan takes advantage of the Exploratorium's unique location on the edge of the sea and incorporates sustainable landscape design and links the interior and exterior spaces with an invitation to explore and learn about indigenous culture, tradition, history and nature.

**Objective #9: Environmental best practices promoted in Red Sea tourism developments**

***Policy Measure #9.1: TDA develops and adopts policies and measures to augment the use of environmental best practices.***

1. General managers of prominent and environmentally friendly hotels on the Red Sea met together August 27 in Hurgada to discuss ways to deepen the use of environmental best practices at their hotels and to disseminate best

practices to other hotels and stakeholders in the region. The event was led by the Red Sea Sustainable Tourism Initiative (RSSTI) and the TDA, with support from AED, and provided a forum for the hoteliers to air their views on the roots of environmental problems and to coordinate efforts to address those problems through the dissemination of best practices. The general managers agreed on a three-pronged strategy of inviting other hoteliers to visit model hotels and observe environmental best practices in action, publishing printed materials to explain best practices to new audiences and conducting workshops to help hotels in implementing best practices.

2. As part of efforts to promote environmental best practices in Red Sea hotels, conducted in coordination with RSSTI and the TDA, AED has developed a public awareness strategy and related prototype materials that may be used in encouraging hotel general managers to adopt the best practices. AED Deputy Chief of Party Patrick Papania took the lead in developing prototype materials on best practices, based on RSSTI's best practices manual. Reviews from RSSTI and the hotel managers were conducted and materials were revised accordingly. The strategy involves identifying effective tactics and creating messages designed for general managers. Prototype materials currently being produced by AED staff include three best practices fact sheets, three best practices bulletins that may be posted on bulletin boards, desk calendars for the general managers that highlight information from the fact sheets and a pocket calendar. These prototypes were tested on the general managers. Production is scheduled for the next quarter.

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

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

1. AED Deputy Chief of Party Patrick Papania, in cooperation with Nexant, is working with the Egyptian Energy Service Business Association (EESBA) to create an energy efficiency public awareness strategy. Throughout the Third Quarter 2002, Mr. Papania and AED media consultant Abdel Megid Abdel Razik engaged in a series of one-on-one meetings with private business members of EESBA to find effective strategies for the public awareness effort. A meeting scheduled for the Fourth Quarter 2002 will bring together these EESBA members as a team-building exercise, providing a forum for EESBA members to discuss the public awareness strategy and other issues related to energy efficiency. The intent is to position this new NGO to be the premier resource in Egypt on energy efficiency and to sustain the organization by encouraging new membership.

## **Capacity Building**

1. One year after hosting a public awareness workshop for environmental NGOs, AED conducted a follow-up workshop on the Suez Canal on August 14. Along with helping to further build the NGOs' public awareness capacity, the workshop provided a forum for the participants to describe their experiences in implementing principles learned in the previous workshop. The response from the 25 participants was overwhelmingly positive. The participants reported that the original workshop had helped them to develop and refine their communications strategies. A typical success story was reported by the Association for the Protection of the Environment, based in Cairo, which employed a communications strategy that emphasized personal financial improvement in convincing girls to continue their education, ultimately resulting in the girls gaining a better understanding of environmental issues. The workshop was led by AED consultants Dr. Hassan Abou Bakr and Ms. Neveen Abushadi. A series of five regional NGO workshops focusing on local environmental issues will be scheduled over the next two quarters throughout Egypt.

2. AED led a series of workshops on the Red Sea coast in September to familiarize educators, Rangers and other opinion leaders in the region with the Red Sea Learning Supplement and to help them to use the supplement as an effective teaching tool. The first workshop, for educators from Hurghada, was held on September 8-10; the second, for educators from Safaga and Ras Gharib, was from September 12-14; and the third, for educators from Qosseir, Shalateen and Marsa Allam, was held September 16-18. The workshops were led by AED consultant Dr. Hassan Abou Bakr, Ms. Neveen Abushadi and Dr. Hala Adel. Along with hands-on activities in using the supplement's various tools, including the manual, video and CD-ROM, the workshops gave the educators a chance to brainstorm together and discuss strategies to incorporate the supplement into existing curricula. Red Sea Rangers were part of the conference, and AED education consultant Neveen Abushadi led an open discussion with the Rangers on their important role in environmental education and the possibility of helping teachers to initiate environmental clubs in their schools.

3. Development of an Energy Efficiency Learning Supplement for preparatory and secondary schools in Egypt continued with AED consultant Dr. Sherif Kandil taking the lead. The final draft will undergo technical review by EEPP counterparts in an upcoming quarter. The learning supplement will focus on three areas – the built environment, transportation, and industry – with an emphasis on alternative technology. It will combine fact sheets, background papers, and interactive classroom activities and will be accompanied by the energy efficiency video and set of fact sheets produced earlier.

## **EEPP Program Support**

1. After undergoing the EEPP review process, the second edition of *Eye on Environment* was published and distributed. The newsletter, which is compiled

by AED staff from submissions contributed by EEPP technical assistance providers, features the first public interview with Minister of State for Environmental Affairs Mamdouh Riad, as well as a range of other articles highlighting successful efforts at improving environmental policy and awareness in Egypt through the Egyptian Environmental Policy Program (EEPP). Some of the stories featured in the latest edition of *Eye on Environment* include the Red Sea rangers' successful rescue of a gas tanker that had become grounded on a coral reef, the privatization of solid waste management in Alexandria, and the construction of the Middle East's largest emissions testing facility. The newsletter was printed in English and Arabic versions. AED writer/editor Mark Goldrup and designer Mr. Hany El Shahat took the lead in producing the newsletter. Over 2000 copies were distributed.

2. The new edition of the EEPP newsletter *Eye on Environment* is being created to be distributed at the First Egyptian International Conference on Protected Areas and Sustainable Development, to be held in Sharm El Sheikh October 23-25. The special edition coordinates submissions from a variety of EEPP partners to address topics relevant to the conference. The edition will include an interview with new EEAA CEO Dr. Ayman Abou Hadid and articles on Red Sea protected areas, EEAA Rangers, hotel best practices, solid waste management and endangered animals, among others.

3. AED is providing technical assistance and logistical support to the Ministry of State for Environmental Affairs (MSEA) in hosting the First Egyptian International Conference on Protected Areas and Sustainable Development in Sharm El Sheikh. AED is handling publicity, coordinating support, arranging exhibits, and engaging in a range of other activities in support of the conference. AED's publications specialist Ms. Shoroke Zedan took the lead in organizational support for Dr. Mostafa Fouda, Director of the EEAA Nature Conservation Sector and program chair, EEAA, and USAID. An initial strategy document for the conference was prepared and presented to USAID, whose response of \$125,000 in financial backing will be instrumental to the conference's success. The conference, from October 23-26, will include speakers and participants from around the world. Speeches, exhibits and workshops will focus on issues related to the conference themes of biodiversity, sustainable development and protected areas. AED communications manager Mr. Tarek Abdel Haye, communications assistant Ms. Nermine Osman and media consultant Abdel Megid Abdel Razik are providing technical assistance to the EEAA for media support, press kits and press conferences.

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

## **Personnel Activities**

No new personnel activities to report.

## **Issues**

AED recommends that planning and organizing major international events and conferences on behalf of the Ministry of State for Environmental Affairs begin one year in advance.