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# LIFE Red Sea Project

## ENVIRONMENTAL AWARDS PROGRAM PLAN



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# LIFE Red Sea Project

## Environmental Awards Program Plan

### DISCLAIMER

The Author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

## TABLE OF CONTENTS

<b>TABLES.....</b>	<b>i</b>
<b>BACKGROUND.....</b>	<b>1</b>
<b>THE ENVIRONMENTAL AWARDS PROGRAM (EAP) - A SOCIAL MOBILIZATION PROCESS.....</b>	<b>2</b>
<b>LIFE ENVIRONMENTAL AWARDS PROGRAM.....</b>	<b>3</b>
FACILITATION.....	3
<b>IMPLEMENTATION OF THE EAP.....</b>	<b>5</b>
STEP 1–PREPARATION.....	5
STEP 2–LAUNCHING.....	5
STEP 3–SENSITIZATION.....	6
STEP 4–VERIFICATION AND ASSESSEMENT.....	6
STEP 5–PRESENTATION OF AWARDS.....	6
STEP 6–EVALUATION AND FOLLOW UP.....	6
<b>FUNCTIONS OF THE EAP COMMITTEE.....</b>	<b>7</b>
FUNCTIONS OF THE COMMITTEE OFFICERS.....	7
THE FACILITATOR AND THE EAP COMMITTEE.....	8
<b>CATEGORIES OF ENTRIES FOR AWARDS.....</b>	<b>10</b>
<b>INCENTIVES AND AWARDS.....</b>	<b>11</b>
<b>MONITORING AND EVALUATION.....</b>	<b>11</b>
<b>LINKS WITH OTHER COMPONENTS.....</b>	<b>12</b>
<b>CONCLUSION.....</b>	<b>14</b>
<b>ANNEX A – Red Sea Environmental Awards Program – Implementation Time Frame for Year I (2005-2006).....</b>	<b>15</b>

## TABLES

Table I	Steps and Functions of LIFE Red Sea Project and EAP Local Committee.....	9
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## **BACKGROUND**

The Environmental Awards Program (EAP) is an environmental communication strategy used to increase public awareness and participation in environmental management and protection. People from all sectors of the community are motivated to carry out projects and activities which benefit themselves and the environment. Working independently or collectively, participants in EAP not only work to improve their quality of life, but serve as models for others. In the process, they receive public recognition for their efforts. Outstanding initiatives are also awarded prizes.

From 2002 to 2004, Environmental Awards Programs were successfully implemented in the Middle Delta, Alexandria, Cairo, and in the Red Sea Governorate at Hurghada, El Qusier, Safaga and Ras Ghareb as a one year pilot project, under the previous USAID Project, i.e. the Egyptian Environment Policy Project (EEAA). These Environmental Awards Programs resulted in mobilizing a large number of people to participate in environmental management, and provided an “action” component to environmental education in schools. The experience and lessons learned during these pilot projects is now being put to use in the design of an Environmental Awards Program for the southern Red Sea Governorate (RSG) which will be implemented as part of the Sustainable Economic Growth in the Red Sea Governorate (LIFE Red Sea) Project.

The goal of the LIFE Red Sea project is to promote sustainable natural and cultural tourism development in the Southern Red Sea (SRS) coast that meets the needs of present tourists and local residents while protecting and enhancing economic opportunities for the future. The Environmental Awards Program is considered an appropriate strategy to move towards the Project goal, as it will be used to ensure that all the stakeholders in the SRS have a common vision about this type of sustainable development, and that they have an opportunity to actively participate in its achievement.

In order to secure institutional gains, continue to build capacity and utilize existing infrastructure, this new Environmental Awards Program will expand and strengthen the previous EAP as follows:

1. Broaden the objectives of the EAP to include awards for environmentally-friendly economic growth activities - For this to happen, business (tourism) partners will have to be actively involved in the EAP;
2. Expand the EAP to the new constituency in the SRS Governorate and reach as many schools and settlements in the Project area as possible – As a result of the field consultations, including the Ministry of Education, it has been decided to involve all the primary and preparatory schools in the area. (These are currently believed to be around ten);
3. Diversify and strengthen the program in schools through the introduction of an eco-schools approach. This will require close interaction with, and training for the teachers in the area;

4. Increase the number of participating stakeholders to represent the wider community  
- In conjunction with counterparts and stakeholders, efforts will be made to ensure that the cross sectoral committees facilitating the EAP include more representatives of the business community, local women’s groups and Rangers from EEAA. This will broaden the constituencies which will be served by the EAP. In addition, there will be a larger number of awards categories to motivate participation from different sectors of the community, not just schools;
5. Link the Awards Program to the other Project components so that the EAP can serve as an incentive for the other Project component achievements – This idea was explored and consulted with the other Component Managers, who agreed with this plan.

## **THE ENVIRONMENTAL AWARDS PROGRAM (EAP) - A SOCIAL MOBILIZATION PROCESS**

The success of most programs and initiatives often lies in the degree to which the public accept the ideas, are excited by the opportunities, and are supportive of the goals. Social mobilization is a way of achieving this support. Its approach is to give ownership to the community as a whole and exercise a minimum of “control”. Mc Kee (1992) defines it as follows:

Social mobilization is the process of bringing together all feasible and practical inter-sectoral allies to raise people’s awareness of and demand for a particular development program, to assist in the delivery of resources and services, and to strengthen community participation for sustainability and self-reliance.

Five approaches to mobilize human and financial resources will be used by the Environmental Awards Program follows:

- **Political mobilization** – to win political and policy commitment for the EAP objectives; the targets are the top decision makers;
- **Government mobilization** - to inform and enlist the cooperation and help of government organizations which can provide direct or indirect support;
- **Community mobilization** - to inform and gain the commitment of local political, social and other leaders, non-governmental organizations, women’s groups and others;
- **Corporate mobilization** – to secure the support of national or international companies not only for the EAP, but in promoting the Project’s goals
- **Beneficiary mobilization** – to inform and motivate the program beneficiaries through training, establishment of groups, etc.

## **LIFE ENVIRONMENTAL AWARDS PROGRAM**

A starting point for the development of the SRS LIFE Project Environmental Awards Program, apart from reviewing the Project Document requirements, was to conduct a series of consultations with the Chief of Party, Deputy Chief of Party, and the Component managers of the LIFE Project. In addition, consultations were held with a wide spectrum of partners, counterparts and individuals, such as teachers and EEAA Rangers in the field. The results of these consultations provided valuable inputs for the development of this EAP Plan.

The EAP's specific objectives, as agreed by the stakeholders are to:

- Increase environmental awareness, throughout all levels of the RSG community;
- Mobilize public participation in environmental protection
- Promote the use of environmentally-friendly practices and technologies for economic growth
- Demonstrate government's commitment to safeguarding the natural resource base
- Reward individuals and groups who carry out appropriate resource management practice

### **FACILITATION**

It was agreed that a Steering Committee, consisting of the major partners, and chaired by the Governorate, will provide advice and overall guidance of the EAP. After consultation with Mr. M. Gindy, who will chair the Committee, the composition of this committee was suggested as follows:

- Mr. M. Gindy – Chair and representative of the Governorate
- Mr. Sayed Median - EMU
- Dr. Afifi – Protectorate Manager (EEAA)
- Ms Mona El Galad – Governorate Communication Unit

The key facilitating element in each municipality or area where the EAP will be implemented is a cross-sectoral committee appointed by the highest government authority in the area (in the case of Mars Alam and El Shalateen, the Mayor). The Committee is composed of members from both the public and private sectors. They should be selected on the basis of their constituencies and the environmental issues they represent. Following is an example of the composition of the Committee;

- Highest authority in the area (or municipality)
- Representative from the EEAA Rangers
- Representative from the Ministry of Education
- Representative from an environmental project in the area
- Representative/s from the business community
- Representative/s from active NGOs
- Representative/s from major women's associations or groups
- Representative from the Community Development Association (CDA)

Since the EAP Committee may be quite large, it is recommended that it meets at least once a month, and that a small Secretariat be appointed to meet more often, preferably once a week, to keep the Awards Scheme running. This Secretariat may consist of four or five of the members above, including the representative from the municipality, the representative of the Ministry of Education, the Ranger representing EEAA and one or two of the other members.

It is envisaged that the EAP will be carried out in the whole southern Red Sea zone, and will thus require full EAP Committees in Marsa Alam, and Shalateen. In addition, smaller committees will be established in Hamata and El Goussom.

Consultations during the last field resulted in key persons being recommended for membership in these Committees. However, the final composition of each EAP Committee will be agreed upon by the Committee itself. The formation of the Committees will be completed around the end of November.

#### **SRS EAP Steering Committee**

- |                         |   |
|-------------------------|---|
| 1. Eng. Sayed M. Median | Governorate – Manager of Environmental Planning |
| 2- Dr. Ayman Afifi -    | Protectorate Manager                            |
| 3- Amr Ali              | HEPCA Managing Director.                        |
| 4- Samia Nashed         | Board of Education.                             |
| 5- Dr. Nabil Mohamed    | EMU Manager                                     |
| 6- Mona el Galad        | EMU Communication Unit                          |
| 7- Representative       | Women’s Wing of the National Party              |

#### **Marsa Alam EAP Committee Members**

- |                                 |                               |
|---------------------------------|-------------------------------|
| 1- General Moustafa El Basyouny | Mayor                         |
| 2- Eng. Mohamed Ibrahim         | Head of the Engineering Dept. |
| 3- Hesham Ahmed                 | EMU                           |
| 5- Mohamed Ismail Ali           | Board of Education            |
| 6- Mohamed Gad                  | Head of SRS Rangers           |

#### **Hamata EAP Committee**

- |                          |                    |
|--------------------------|--------------------|
| A three-person Committee | (yet to be formed) |
|--------------------------|--------------------|

#### **Abu Ghouson EAP Committee**

- |                          |                    |
|--------------------------|--------------------|
| A three-member Committee | (yet to be formed) |
|--------------------------|--------------------|

El-Shalateen EAP Committee

#### **El Shalateen EAP Committee**

- |                     |       |
|---------------------|-------|
| General Aly Shaulat | Mayor |
|---------------------|-------|

Ashrif Sedek	Ranger
National Party	Women's representative
Adam Hassan Sad Allah	Ministry of Education
Representative	Business community
Representative	NGO
Representative	Al Farouk CDA for Social Services

## IMPLEMENTATION OF THE EAP

The planning for the EAP is systematic. It is organized around six basic steps, in sequence. Each EAP Committee is urged to use the six basic steps as a framework for its work plan. It is then encouraged to be creative, innovative, and sensitive to the available resources and priority environmental issues/problems in its respective area, in planning activities to be facilitated by the Committee in each step of the process. The steps are presented below, with a brief description and a list of basic tasks which need to be accomplished during each step.

### STEP 1–PREPARATION

(Note - In the first year of the EAP, this step will be largely carried out by the facilitator, i.e. the SRS LIFE Project EE&C Component. The other steps are carried out by the Committees, with assistance from the facilitator. In subsequent cycles, the EAP Committees will be encouraged to increasingly take over all aspects of the EAP implementation, so that it will become self-sufficient.

- Make appointments and orient government authorities and Project partners inviting them to participate in the EAP
- If the authorities are interested in the EAP, request the highest authority (in the case of Mars Alam and El Shalateen, the Mayor) to appoint a cross sectoral committee (with members from both the public and private sectors, including representatives of other environmental Projects in the area)
- Assist the Mayor to write letters and/or make personal contacts with individuals to invite them to be part of the EAP Committee..
- Produce entry forms, orientation circular, guidelines.
- Hold orientation for EAP Committee members and assist them to develop a work plan (following the basic steps) and budget for the EAP in their area. . Identify additional resources which may be tapped. Allocate specific responsibilities.

### STEP 2–LAUNCHING

- Produce and disseminate promotional materials for EAP including brochures, pamphlets, posters, radio spots.
- Organize and implement an official “launching” of the EAP by the highest government authority at a special occasion or through a broadcast/press release). Ensure that there is a large amount of publicity so that the public is made aware of the EAP

### **STEP 3–SENSITIZATION**

- Committee carries out sensitization activities throughout their area (holds special meetings, site visits, outreach, talks, etc.)
- Training workshops (for teachers, women, crafts-making, etc. to build skills)
- A public awareness campaign is mounted to keep the target populations informed about the progress of the EAP. An ongoing media campaign will be implemented.
- Entry forms are distributed, filled out and returned to the Committee.
- Fundraising activities are carried out
- Committee members visit projects and promote networking

### **STEP 4–VERIFICATION AND ASSESSEMENT**

- Facilitator meets with the Committee to assess progress to date and to carry out a training activity on verification and assessment (judging) of projects. Assessment forms are reviewed, duplicated, and distributed.
- Committee makes plans for verification of projects and assessment judging
- Public awareness campaign continues (specific projects are introduced via radio or newspapers)
- Projects are visited, monitored and assessed (judged)
- Committee meets to discuss results, make final selection of prize-winners, and determine prizes
- Certificates are designed and printed

### **STEP 5–PRESENTATION OF AWARDS**

- Award presentation ceremonies are planned and organized by the Committee
- Special guests are identified and invited
- Prizes are purchased
- Certificates are signed by authorities
- A varied program of talks, exhibits, and entertainment is planned
- Invitations/programs are produced and sent out
- Publicity for ceremonies is arranged
- Prize giving presentations take place

### **STEP 6–EVALUATION AND FOLLOW UP**

- Committee meets to prepare a complete report of the EAS.
- An evaluation of the EAS is carried out by the Committee and the facilitator
- Plans are made for follow-up activities

## **FUNCTIONS OF THE EAP COMMITTEE**

Generally, the role of the EAP Committee is to implement the EAP in its area. Following is a summary of the main functions of the Committee:

1. Make plans for conducting the EAP in the area and develop a Work Plan for the whole process
2. Publicize the Awards Scheme widely in the area and specifically to its target audience/s
3. Distribute and collect entry forms throughout the area
4. Plan and organize different kinds of sensitization activities (e.g. talks, meetings, video shows to encourage people to enter.
5. Facilitate networking among all stakeholders in the EAP
6. Plan and organize visits to projects and activities entered for the EAP to encourage and assist them.
7. Identify and mobilize existing resources (manpower, material, and financial) in the area for carrying out the sensitization activities, publicity, transport to projects, and for prizes.
8. Plan and organize the verification and judging of the projects/activities entered
9. Select winners and recommend appropriate prizes for each
10. Plan and carry out an Awards Presentation Ceremony with the widest possible participation of all stakeholders in the EAP
11. Throughout the process, work closely with the facilitator, and keep in constant communication.
12. In conjunction with the facilitator, monitor the process, and conduct an annual evaluation of the whole EAP cycle.

## **FUNCTIONS OF THE COMMITTEE OFFICERS**

Every EAP Committee will elect its officers as soon as it is constituted. Some of the main functions of the EAP Committee Officers include the following:

### **Chairperson**

- In conjunction with the Secretary, schedules and chairs the EAP Committee meetings and meetings of the Secretariat.
- Ensures that a work plan is prepared and approved by the Committee at one of its first meetings, and that it is followed and implemented as scheduled.

### **Vice Chairperson**

- In the absences of the Chairperson, the Vice Chairperson performs the same duties as the Chairman (above).

### **Secretary**

- Notifies the Committee and the Secretariat members of all meetings of the EAP Committee
- Takes minutes at each meeting
- Writes letters for the Committee and receives and shares correspondence
- Sends regular reports to the facilitator (LIFE Red Sea Project) and is responsible for communication with them.
- Receives and keeps safely all entry forms which are submitted to the Committee (unless a separate Committee member is assigned this responsibility)
- Prepares a final report of the EAP which is first presented to the Committee for review and approval, and then sent to the facilitator.

### **Treasurer**

- In conjunction with the Committee, prepares a budget for the EAP.
- Receives, and keeps safely, any initial funds which may be provided by the facilitator.
- Receives, and keeps safely, any other funds which may be raised for the EAP in the area.
- Keeps a careful record of all income and expenses.
- Keeps a record of any contributions in kind.
- Prepares a final financial report for the EAP which is first presented to the Committee for approval, and then sent to the facilitator.

The EAP Committee is free to elect only some of these officers. It is also free to form sub-committees, and or appoint individuals to help carry out specific tasks.

## **THE FACILITATOR AND THE EAP COMMITTEE**

For the first year or two of the EAP, the facilitator (LIFE Red Sea Project, EE&C Component), works closely with the EAP to guide and assist the process with technical, material and financial resources. After that, the EAP Committee should function independently. The interaction between the facilitator and the EAP Committee is shown in Table 1 below.

**Table 1 Steps and Functions of LIFE Red Sea Project and EAP Local Committee**

<b>Step</b>	<b>Function of Facilitator (EE&amp;C Coordinator and EE&amp;C Specialist)</b>	<b>Function of CEAS Committee</b>
Preparation	<p>Introduces the idea of EAP to the Mayor for consultation and approval. Requests that a cross-sectoral EAP Committee be appointed.</p> <p>Provides a small amount of “seed money” (if required) for transportation or refreshments for EAP Committee meeting</p> <p>Brochure and poster on EAP is prepared, duplicated and given to the Committee</p> <p>Entry forms are prepared, duplicated, and given to the Committee</p> <p>Orients the EAP Committee to the EAP and works with them to prepare a Work Plan for the first cycle.</p>	<p>Members are appointed by the Mayor. The Committee is constituted. Officers (Chairperson, Secretary, Treasurer and Vice Chairperson are elected)</p> <p>Prepares a budget. Secures contributions from other stakeholders, including the municipality</p> <p>Prepares a Work Plan</p>
Launching	<p>Arranges dates, venue and means, in consultation with the EAP Committee, to see how the EAP is going to be officially launched in that area.</p>	<p>Meets to make plans for the launching</p> <p>Makes arrangements, e.g. invites VIP to launch the EAP, plans logistics and publicity.</p> <p>Carries out the launch.</p>
Sensitization	<p>Ensures that the sensitization activities, as specified in the Work Plan are being carried out effectively and as scheduled.</p> <p>Publicizes the EAP at national level</p> <p>Provides orientation/training to manpower in the area (as arranged by the EAP Committee) to initiate a multiplier effect.</p> <p>Assists in the production of any audio/visual aids that may be needed for the sensitization activities in the area.</p>	<p>Distributes brochures, posters and entry forms for the EAP</p> <p>Carries out sensitization activities. These may include the following: special orientation/training workshops for teachers and/or for extension officers; radio programs or spots to publicize the Program; presentations on the EAP to groups, NGOs, teachers meetings, etc.; promotes networking</p> <p>Collects filled in entry forms</p>
Monitoring and Assessment	<p>Conducts field trips to visit projects/activities entered for the Awards Program.</p> <p>Provides additional information or accesses resources to assist the projects/activities in the field</p> <p>Prepares forms for objectively judging entries and conducts training in assessment (judging) for Committee as needed</p>	<p>Meets to agree on system for verifying and judging projects/activities.</p> <p>Committee members participate in a training session for objectively judging entries.</p> <p>Conducts judging of projects/activities and selects winners</p>

<b>Step</b>	<b>Function of Facilitator (EE&amp;C Coordinator and EE&amp;C Specialist)</b>	<b>Function of CEAS Committee</b>
Awards Presentation Ceremony	<p>Consults with Committee to decide on awards/prizes for winners</p> <p>Arranges for the purchase of prizes and trophies, printing of certificates</p> <p>Consults with Committee about the Award Presentation Ceremony</p> <p>Publicizes the event</p>	<p>Meets to finalize winners and decide on prizes</p> <p>Meets to plan a program for the Awards Presentation Ceremony</p> <p>Makes all arrangements for the Ceremony (logistics, invitations to guest speakers and VIPs in the Governorate, etc.</p> <p>Obtains some of the prizes and resources</p> <p>Publicizes the event in the District</p> <p>Conducts the Award Presentation Ceremony</p>
Evaluation	<p>Arranges for a special meeting with the chairperson and secretary of the Committee (along with chairpersons and secretaries of other CEAS Committees in the country)</p>	<p>Prepares a final report, including financial report of the whole Awards Scheme for the District and presents it at a special evaluation meeting</p>

A provisional time table for the first year cycle of the EAP, which includes the steps above, is provided in Annex 1.

## **CATEGORIES OF ENTRIES FOR AWARDS**

Different categories of Entries need to be chosen in order to encourage participation from as many sectors of the community as possible. It is also imperative that the prizes which are awarded to the winning entries are appropriate and meaningful. Each local committee will ultimately decide the categories and the kinds of prizes for each category.

At this time, the following categories for entries are recommended. However, the EAP Committees may decide on others. (The activities cited are illustrative, not comprehensive.)

<b>Entry Categories for EAP Awards</b>		
<b>Category</b>	<b>Eligible Participants</b>	<b>Possible Activities/Entries</b>
Schools	Schools and other educational/training institutions	Clean-ups, studies of flora/ fauna, tree-planting, waste management, NRM, art from waste, water conservation, eco-school programs
Individual	Individuals, including journalists, artists, craftsmen, decision-makers	Clean-ups, studies of flora/fauna, action to solve an environmental problem, environmentally – friendly technology or craft, advocacy

<b>Entry Categories for EAP Awards</b>		
<b>Category</b>	<b>Eligible Participants</b>	<b>Possible Activities/Entries</b>
Groups (CBOs)	Women's groups, fishing groups, youth groups, associations, etc.	Recycling waste or natural materials into crafts or articles for income generation. Clean-ups, mangrove replanting, drama/music groups disseminating environmental messages
Organizations	Non-governmental organizations (NGOs)	Appropriate technologies, crafts, public/private partnerships, clean-ups, recycling, advocacy
Hotels and any other large businesses	Hotels and large business or industry	Eco-tourism projects, hotel/community economic venture, waste management strategies, water or energy conservation activities
Businesses/Entrepreneurs	Small and medium enterprises (SMEs)	Environmentally-friendly economic activity, clean-ups, energy, water conservation activities, solid waste management ,etc.

## **INCENTIVES AND AWARDS**

The main incentive which the EAP offers, it to give public recognition to those individuals, groups, organizations, businesses that are taking action to safeguard the environment in many different ways. Thus, colorful, annual Award Presentation Ceremonies or events are an important component of the EAP. Authorities, guests, community members, school children participate in a special event to give recognition and prizes and awards to the winners. In addition, the program presents an opportunity for talks, demonstrations, exhibits, drama, music and other entertainment.

Every entry which is submitted will be awarded a Certificate of Participation. The winners will be given an appropriate prize (which will be determined by the EAP committee (within a budget limit). Trophies may be also awarded to deserving benefactors and officials who actively support the Program.

After further discussions with stakeholders and the EAP Committees, the exact location and time for these Award Presentation Ceremonies will be decided. Currently, World Environment Day (June 5th) appears to be a suitable time.

## **MONITORING AND EVALUATION**

The monitoring and evaluation of the EAP begins with each EAP Committee. Each Committee will meet monthly, and assess progress on its Work Plan. At that meeting, through discussion, members will review tasks which have been accomplished, and make specific plans for the next step or stage of

the EAP. Through active presence at the meetings and/or through regular reports, the LIFE Project facilitator will also be able to monitor progress achieved, and provide assistance, as needed. After the first year cycle is completed, a workshop will be held for members of the EAP Committees in the SRS zone to evaluate the EAP as a whole, and based on lessons learned, develop a draft work plan for the next cycle. Thus, it will be an EAP Evaluation/Planning Workshop.

## **LINKS WITH OTHER COMPONENTS**

The Environmental Education and Communication within the LIFE Red Sea Project is cross-cutting, and should help disseminate information, raise awareness and ultimately motivate stakeholders at all levels to action in each Project Components.

The extract below is taken from the Project's Scope of Work.

The contractor will utilize cross cutting education, awareness and communication for all program activities. The purpose of this initiative will be to:

- Increase awareness of the biodiversity of the RSG and its contribution to the ultimate success of tourism
- Raise awareness of and interest in Wadi Al Gemal as a protected area with the potential to increase tourism and consequently economic activity to the RSG, and specially the southern zone
- Promote biodiversity conservation
- Disseminate information and carry out skills training for environmentally-friendly income generation activities
- Partner and build capability of NGOs, Rangers, teachers, businessmen and environmental entities to carry out effective environmental education and communication.
- Mobilize resources (human, material, financial) for improved solid waste management

To this effect, discussions were held with the different Project Component Managers, and some partners and counterparts to find out how best environmental education and communication (EE&C), and specifically the Environment Awards Program, can contribute and provide meaningful support to the various Project Components. Below are some of the ideas which resulted from those consultations:

### **Component A – Job Creation and Infrastructure**

1. Modifying behavior towards a cleaner environment - Awards from Environmental Awards Program for solid waste management activities and projects in schools, in Wadi Al Gamal National Park (WGNP), and for enterprises and tourist destinations
2. Job creation for women – implementation of education/training program/s for Women (e.g. childcare program, sewing) on activities which can be submitted as entries for the EAP.

## **Component B – Sustainable Tourism. Enhanced competitiveness of Egypt in international natural and cultural tourism market**

1. Building knowledge, skills and attitudes of local population about their natural heritage and tourism potential - Awards to promote local studies of Indigenous plants and animals.
2. Build local capacity to undertake ecotourism projects – Awards for local eco-tourism (including cultural) projects.
3. Build local capacity to undertake ecotourism projects – Informal workshops for sharing craft-making skills (e.g. weaving plastic waste into hats, bags to sell to tourists, making items out of discarded plastic bottles)

## **Component C – Conservation Management**

1. Strengthen EE&C in Wadi Al Gamal National Park – Assisting/training park personnel/Rangers to develop and implement an EE&C (outreach/interpretation) strategy.
2. Build awareness, increase youth participation in WGNP – Investigate and develop (if feasible) a youth volunteer program. Enhance and strengthen Junior Ranger initiative.
3. Increase public awareness and participation in conservation – Awards for conservation activities for individuals, groups and schools.

## **Component D – Cross-cutting Activities**

1. Integrate gender concerns throughout the Project – e.g. childcare program for mothers at home.
2. Facilitate women’s groups (for discussion and action) on gender concerns relating to sustainable livelihoods.
3. Increasing capacity for EE&C – EE&C workshops for teachers, rangers and other communication staff.
4. Enhance and strengthen EE&C in schools with infusion of new activities and materials to raise awareness build skills and establish the practices being promoted through the various Project Components.
5. Facilitate training – Assist and monitor the implementation of the Training Plan.

## **CONCLUSION**

The LIFE Environmental Awards Program Plan above was designed after consultation with stakeholders. This consultation will continue until all the EAP Committees are formed, have met and developed their work plans for the first cycle. Then, the consultation will continue and take the form of a continuous dialogue as the Environmental Awards Program is implemented.

This plan is a complete plan for the first cycle. It is envisaged that there will be three full cycles of the EAP during the life of the Project, each taking place as in the first cycle, but enhanced with lessons learned, increasing participation from the communities, and increasing resources (as more are leveraged from other sources).....as the EAP becomes more self-sustaining.

The EE&C Consultant will be the main facilitator for the LIFE Project. He will receive technical assistance from the Senior EE&C Specialist.

Following are the expected deliverables and illustrative indicators for the PMP, as stated in the Project document:

### **Deliverable:**

- A self-sustaining Red Sea Environmental Awards Program with coverage to all relevant RSG Schools and community organizations.

### **Illustrative Indicators for Performance Monitoring Plan:**

- Improved knowledge, attitude and behaviors related to environmental education and information campaigns and activities;
- Number of participants in environmental award programs.

## ANNEX A – Red Sea Environmental Awards Program – Implementation Time Frame for Year I (2005-2006)

Tasks/Outputs	Sep, Oct 05	Nov	Dec	Jan '06	Feb	Mar	Apr	May	June	July	Aug	Sept	Remarks
Component D.3 Environmental education, awareness and communications													
D 3.2 Implement Environmental Awards Program in SRS													
1. Preparation													
a. Planning, development of forms													
b. Formation of 4 EAP Committees (Field visits for consultations)													
c. Work plans developed by each Committee													
2. Official Launching													
d. Launching of EAP (event or press release)													
3. Sensitization													
e. Distribution and collection of entry forms													
f. networking/training, etc.													
g. Field visits (meetings/monitoring)													
h. Fund raising activities (leveraging local resources)													

i. Media support													
4. Assessment													
j. Verification, and judging of entries													
5. Award Presentation Ceremonies													
. l. Prize giving ceremonies (planning/implementation													
l. Procurement of T-shirts, certificats, prizes, etc.													
6. Evaluation													
m. Evaluation/Planning workshop (planning for next year)													

 = time working on task

 = time of output

**\*Note** – The timeframe above is based on the assumption that government officials and other partners are willing to hold the Awards Presentation Ceremonies to commemorate World Environment Day (June 5<sup>th</sup>). This doesn't have to be the case. However, it would be good to hold these Awards Presentations at a time and place where already there are plans to bring together a large number of people. In this way, it will be more cost effective, and it will also involve a large number of dignitaries, the media, etc. Since schools close for the holidays just prior to World Environment Day, the Ceremonies could be held at the end of May.

- Note – This same cycle can be repeated (with some small modifications), thus holding a second Awards Presentation Ceremony on June 2007 and on June 2008.
- Note – It is very important that the time frame be designed to fit in with existing activities and school holidays, religious holidays, etc.. in the various areas. This is why, it is important to involve each EAP Committee in developing their own work plan. I found that in Egypt, the long school holidays are considered a good time for children to be involved in practical activities.

- Therefore, prior to the holiday, might be a good time to orient teachers to possible environmentally-friendly projects which students could undertake, etc.
- The Project will develop needed forms, facilitate the formation of the EAP Committees, orient them to the EAP strategy, help them develop their Work Plans, ensure that the EAP is promoting the awareness/education messages needed by the other Project Components, and provide EE&C technical assistance, as needed.