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LIFE Red Sea Project

Environmental Awards Programs, Second Cycle—
2007



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ACRONYMS AND ABBREVIATIONS

EPA	Environmental Awards Program
LIFE	Livelihood and Income from the Environment (Project)
LRS	LIFE Red Sea Project
NGO	Non-governmental organization
RSG	Red Sea Governorate
SRS	Southern Red Sea (region)
SWM	Solid Waste Management
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TDA	Tourism Development Authority
USAID	United States Agency for International Development
WGNP	Wadi el-Gemal National Park

BACKGROUND

The Environmental Awards Program (EAP), an environmental media strategy, was used to raise public awareness and participation in environmental management and protection. Individuals from all community sectors are always motivated to implement projects and activities that would benefit them and their surrounding environment. Whether individual or group-work, EAP participants do not only work to improve their life, but to set a model for others. During this process, the community is introduced to their efforts, which, for them, is an additional award.

OBJECTIVES

- Raising public awareness at all Red Sea Governorate (RSG) community levels;
- Mobilizing public participation in environmental protection;
- Encouraging the use of technology and environment-friendly practices for economic development;
- Clarifying the Government's commitment to protect the base for natural resources; and
- Rewarding individuals and groups who implement appropriate practices for resource management.

PARTNERS

Major

- General Department for Environmental Affairs, RSG Headquarters

Cities

- Marsa Alam and Shalateen

Others

- Environment offices in the Local Units of both cities;
- Education Directorate (Environmental and Demographic Education Department);
- Social Solidarity Directorate (Social Affairs Department);
- Youth and Sports Directorate (Youth Centers);
- Culture Palaces Authority;
- Agriculture Directorate; and
- Egypt State Information Service (SIS) (Internal Information).

SECOND YEAR FOR THE ENVIRONMENTAL AWARDS PROGRAM

In early 2007, the consultant collaborated with on-the-ground project staff to plan the 2nd year for the Environmental Awards Program (EAP). Although the 1st year had been a remarkable success, improvements could undoubtedly be made. In addition, it was important that Year 2 laid strong groundwork for the program's sustainability when the LIFE Red Sea Project finished in September 2008.

A 2nd year work plan could be laid out by Project staff and the consultant, but it was deemed important and appropriate to consult EAP Committee Members and other stakeholders to review the program first. Therefore, a SWOT Evaluation (to evaluate strengths, weakness, opportunities, and threats) was scheduled for 13 March 2007 in Hurghada, to coincide with the awards ceremony being held for the 1st cycle.

OBJECTIVES

The objectives of this meeting were to:

- Express appreciation for their participation as stakeholders of the first cycle of the Environmental Awards Program;
- Obtain their feedback on the last step of the process, i.e. Awards Presentation Ceremony;
- Conduct a SWOT evaluation of the first EAP cycle
- Begin to plan for the second cycle, i.e. agree on time frame, review steps of the process, begin to draft work plans for the EAP Committees

AWARDS CEREMONY

The first annual cycle of the LIFE Red Sea EAP culminated in a colorful, formal ceremony held at the Auditorium of the Hurghada Information Center in El Shalateen on 13 March 2007.

This event was an important milestone of the EAP process. Its main purpose was to honor and give public recognition to those individuals, groups and schools, that had risen to action and carried out meaningful activities and projects towards the enhancement and protection of the southern Red Sea environment.

To this effect, the invitation list included the Governor of the Red Sea Governorate, the Secretary General, USAID, the mayors of the City Councils of El-Shalateen and Marsa Alam, respectively, heads of government departments, such as Education and Agriculture, and other high level officials. Religious leaders were also invited, as were representatives of leading environmental non-governmental organizations, such as HEPCA and the Red Sea Diving Association. The LIFE Project partners, EEAA and TDA were also invited to participate. Most of the invitations were accepted, and consequently, there were approximately 250 people who attended the event.

Light refreshments before the ceremony provided an opportunity for the guests to mingle and talk to many of the participants in the EAP who had been transported from around the El-Shalateen and Marsa Alam areas specially to receive the award on behalf of all those who participated in a special environmental activity or project entered for the Environmental Award Program. Also present were members of the two EAP Committees who facilitated the process in and around El-Shalateen and Marsa Alam, respectively.



The official program began with the arrival of the Secretary General, General Mohamed Husny Mustafa, and Mr. Faad Fars, the Head of Village Development in the RSG. They were greeted by Chris Perine, LIFE Red Sea Project Director and the USAID representatives, Seif Hannassein and Sylvia Atalla. After greeting friends and guests, including the Mayor of Marsa Alam, General Nabil Schokry, the Secretary General took his place on the stage with the other presenters.

After welcoming and explaining the purpose of the event, the master of ceremonies, General Mohammed Hosny, of the RSG Environment Monitoring Unit, introduced the USAID representative, Seif Hassanein. On behalf of USAID, Mr. Hassanein congratulated each of the five main prize winners by name and all those who had participated in the EAP.

Chris Perine, LIFE Red Sea Project Director, expressed his appreciation to those participating in the EAP, and stressed the special importance of motivating young people in schools towards environmental protection and sustainable development practices. Dr. Khaled Fahmy, Deputy Chief of Party of the LIFE Red Sea Project, added to Mr. Perine's remarks by giving an overall view of the various components and activities of the LIFE Red Sea Project. Abdel Megeid Abdel Rezik, the Project's Education/Communication Consultant, then gave a short PowerPoint presentation on the Environmental Awards Program. He ended by presenting the list of participants, the five main winners and a list of the prizes that each of them received.

The centerpiece of the event was the address by the Secretary General. He spoke of the cordial relations which exist between the RSG and the LIFE Red Sea Project. He thanked USAID for supporting the Project and its activities, which are helping the Red Sea Governorate move towards better environmental protection and sustainable development. He then congratulated the participants and winners in the Environmental Awards Program, and thanked the facilitators for implementing this program, which is having such a positive impact and motivating people to take action to protect their environment and still derive benefit from natural resources.

The highlight of the event was the presentation of certificates to the main prize winners and participation certificates to those who submitted entries but did not win a prize. Certificates of

Appreciation were also presented to those leaders and officials who went out of their way to help and support the EAP in their areas. The program for the event is shown in Appendix A.

WORK PLANNING MEETING

The meeting was held at the Hurghada Information Center Auditorium after the Awards Presentation Ceremony for the 1st cycle. Twenty-seven participants—EAP Committee members, and representatives of the winners and other entries—were present.



Appreciation was expressed both by Irma Allen and Abdel Megeid Abdel Rezik on behalf of the LIFE Red Sea Project to the participants for their collaboration and hard work during the past year. Participants expressed their appreciation to the Project for their having been involved in the process. They particularly expressed appreciation for the prizes that were awarded and stated that these would help them to improve and expand their projects and activities.

Discussion on the Awards Presentation Ceremony raised the following points:

- *The participants were happy to receive the recognition of the Governorate and of high-level officials present at the ceremony. It made them feel that what they were doing in Marsa Alam and El Shalateen “was important” to other people as well.*
- *The trip into Hurghada for the ceremony was enjoyable.* The trip together provided an opportunity to exchange experiences about their different activities and challenges. It pointed out to the need to occasionally bring the EAP Committee members of the two main areas together in order for them to build on their achievements, exchange ideas and encourage one another.
- *Other people, besides the direct stakeholder of the EAP in the field now know more about the LIFE Project and EAP objectives and activities.* The participants were happy that other people knew about and valued what they were doing. This will probably encourage them to intensify their efforts.

- *There was excitement and appreciation for the certificates.* The participants liked the certificates and expressed thanks for having awarded certificates of participation even to those who were not winners.
- *By consensus, it was requested that the next EAP Awards Ceremony be held in the field.* Although the participants enjoyed the experience in Hurgada, there was unanimous agreement to an expressed desire to hold the next EAP Awards Ceremony in their respective home communities. They requested that we plan now to hold one ceremony in El Shalateen and one in Marsa Alam, and to have the prizes and certificates given to the winners and participants at the same time during the ceremonies.
- *The prizes that were awarded were generous and well-selected.* The participants were very happy with the prizes which they received. They specially mentioned their approval of having provided prizes which will help them with their ongoing activities.

EVALUATION

The next item in the agenda was a **SWOT exercise** to conduct an assessment of the EAP process with the stakeholders. Following is a summary of the feedback obtained from the participants:

Strengths of the EAP Process

- People are much more aware of the environment now
- People are becoming aware of what they individually can do to better manage natural resources
- EAP has resulted in “community participation working with executive institutions”
- Creativity has been promoted
- It has developed a team spirit
- It has pointed out the importance of environment and participation
- It has brought involvement with the schools
- There is more “gender participation,” women and men working together
- Volunteerism has been encouraged
- Messages are being transmitted from school children to families
- Recycling (use of waste) is taking place and income generated
- There are more positive attitudes
- The prizes which were provided will help do better work and motivate others to carry out their own activities and projects to protect the environment

Weaknesses of the EAP Process

- There were no prizes for the individual students. It would be good to give the children each at least a small prize (e.g. school bag)
- Didn't reach everyone in the community. More community meetings are needed to involve more people and tell them about the EAP
- Some groups and individuals would like to participate but don't have funds for tools or materials. It would be good to have some small grants for those that really need them
- The criteria for evaluating the projects and activities need to be known earlier in the process

- The EAP Committees need to coordinate more. There should be more frequent meetings of the Committees
- The Awards Presentation Ceremony should be in El Shalateen

Opportunities

It was agreed that this refers to activities planned (or existing resources) outside the EAP which might be utilized to strengthen the EAP

- Some NGOs have field officers. These could be asked to assist to disseminate EAP entry forms, messages, etc
- Enlist (through orientation and communication) the assistance of more community leaders, women's groups, government employees, e.g. agriculture extension officers, to help disseminate EAP information and provide assistance to community members wishing to carry out environmental activities and projects for the EAP
- Seek the collaboration of investors wishing to fulfill their "social responsibility" to assist in providing materials and awards for the EAP
- Enlarge the EAP Committees by adding members from other sectors and interests
- Look for opportunities to build partnerships for the EAP

Threats

This category needed some explanation. Threats, in this case, doesn't refer to the situation now. In this case, we are referring to things that are outside our control which might hinder the success of the EAP

It was agreed that the EAP would suffer if the following were to happen:

- Loss of support from the government
- Loss of support from partners
- Insufficient financial resources to purchase prizes and awards

Thus, it is important that we work closely with government and our other partners and that we find partners and resources to ensure that EAP continues after the LIFE Red Sea Project ends next year.

PLANNING FOR YEAR 2

The last part of the meeting was to begin planning for the next (2nd) cycle.

Irma Allen and Abdel Megied Abdel Rezik reviewed the process, itemizing the six steps and going over each step with the participants. Because the stakeholders still had to make the long trip back to Marsa Alam and El Shalateen, the group work planned for the two EAP Committees to develop a draft of the plan, could not be carried out.

After some discussion, the following steps were agreed upon.

1. Each EAP Committee will be re-constituted. There were many volunteers to serve in these Committees (Their names were written down). However, we need to ensure that serving in the committee does not constitute a conflict of interests (e.g. participating both as a committee member, and entering own project in the EAP). The existing committee members, in consultation with Abdel Megeid Abdel Rezik, will finalize the membership list for each EAP Committee for the next cycle.

2. Each EAP Committee will meet, consult on the various steps of the process, and plan the EAP process for the next cycle, filling in the work plan form given to them.

Lack of time was a major constraint. Participants were happy to meet together and had much to contribute, but the time was short due to their having to travel back to their homes on the same day.

A draft EAP Implementation Time Frame for 2007 (Appendix B) was approved.

FOLLOW UP STEPS

It is imperative that a field visit be made to achieve the following:

1. Meet with each of the EAP Committees and consult with the existing members to suggest additional members to replace those members who are no longer in the original Committee. (Avoid conflict of interests. Don't appoint anybody who will be submitting entries of activities/projects for awards)
2. Hold a small workshop with each EAP Committee. Go over the work plan form and then allow time to discuss each step and fill in the form. The outcome should be a work plan for the next cycle.

EAP TRAINING WORKSHOPS

Training workshops were held in El-Shalateen and Marsa Alam during April and May, 2007 for EAP stakeholders. Each workshop ran two-and-a-half days.

PARTICIPANTS

Participants in the workshop included:

- One teacher and one head from each school in the area
- Community development officer
- Social Affairs/women officer and two other women
- The mayor, or his representative.
- Environmental officer and one other officer from the municipality
- Four representatives of NGOs or associations (including HEPCA)
- Two representatives from the business sector
- Representative from the Department of Education
- Two representatives from the Red Sea Rangers

GOALS

The goals of each workshop were to:

1. Acquaint all participants with the LIFE Red Sea Project activities, and how the EAP works to promote the tasks of the Project
2. Review the concept and steps in the process of the Environmental Awards Program, specifically for the second cycle
3. Introduce new ideas for possible projects and activities which could be carried out and entered in the next cycle of the Environmental Awards Program
4. Consult to identify possible networking and partnerships for the EAP, with a view towards sustainability of EAP in the future
5. Facilitate group work to plan specific activities for the next cycle

OBJECTIVES

By the end of the workshop, participants were able to:

1. State the purpose and main activities of the LIFE Red Sea Project
2. Describe the process and steps of the Environmental Awards Program
3. Give at least two reasons why public participation is needed for environmental protection and sustainable development
4. Prepare a detailed plan for at least one activity or project to be carried out and entered for an award for the EAP.
5. Give examples of possible activities or projects which benefit the stakeholders and enhance the environment

The training program is shown in Appendix C.

CYCLE 2 WORK PLANNING

Project staff worked with the EAP Committees in El-Shalateen and Marsa Alam to prepare comprehensive work plans. These are shown in Appendix D.

APPENDIX A Awards Ceremony Program

Welcome by Master of Ceremonies, General Mohammed Husny Mustafa, Communication Unit,
EMU

Remarks by USAID Representative, Mr. Seif Hassanein

Remarks by LIFE Red Sea Project Representatives, Mr. Chris Perine, Project Director, and Dr.
Khaled Fahmy, Deputy Chief of Party.

Overview of the Environment Awards Program, Mr. Abdel Megeid Abdel Razek

Key Address by Secretary General, General Mohamed Amian Mekshat

Presentation of Certificates to winners, participants, and facilitators

Words of appreciation from Mr. Nasser Ismail Mohammed, Shalateen Preparatory-Secondary
School Manager

APPENDIX B Draft EAP Implementation Time Frame, 2007

	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Implement Environmental Awards Program in SRS										
a. Planning, development of forms	■	▨								
b. Formation of 3 EAP Committees (Field visits for consultations)		■	▨		▨		▨			
c. Work plans developed by each Committee	■	▨								
d. Launching of EAP (event or press release)										
e. Distribution and collection of entry forms	■	■	■							
f. Teacher/ special stakeholders training										
g. Networking/training, etc.		▨	■	■	■	■	■			
h. Field visits (meetings/monitoring)		■			■	■	■	■		
i. Special World Environment Day activities			■	▨						
j. Leveraging local resources		■	■	■	■	■	■	■		
k. Media support	■	■	■	■	■	■	■			
l. verification/monitoring, judging of entries					■	▨				
m. Prize giving ceremonies–planning/implementation						■	▨			
n. Procurement of certificates, prizes etc.						■				
o. Evaluation/Planning workshop (planning for next year w/out LIFE project funds)						■	▨			

 = time working on task
  = time of output

It would be desirable to hold the 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.

- Note – It is important that the period be designed to fit in with existing local activities and school holidays, religious holidays, etc. in the various areas. This is why it is good to involve each EAP Committee in developing their own work plan. Where possible, the long school holidays (June-August) should be used to involve children in practical activities and projects.

APPENDIX C EAP Training Workshop Program

Day One

- 9:00-10:30 Welcome
- Introductions
- Objectives and Expectations
- Workshop rules
- The LIFE Red Sea Project (update on objectives/activities)
- The Environmental Awards Program (objectives/process – 2nd cycle)
(relate both LRSP and EAP to sustainable development)
- 10:30-11:00 Break
- 11:30-1:00 The Environmental Awards Program (roles and responsibilities of
(EAP Committees, Municipality, LIFE Project, partners,
beneficiaries)
- The EAP Work Plan
- Partnerships – small group discussion to identify new partnerships and
increased networking . Focus on finding local resources for sustaining EAP after
LIFE Red Sea Project ends.
- 1:00-2:00 Lunch Break
- 2:00-4:00 Some Environmental Challenges in the Southern Red Sea Governorate
1. Waste management – Bertie Shaker
 2. Conservation of plants and animals – Red Sea Ranger (or agriculturist)
Conserving the House Reef - PPT presentation (Tony's)
 3. Conserving water and energy

Day Two

- 9:00-10:30 Introduction to Practical Work (divide into at least three groups :
- (1) teachers – introduce the school audit and other EE school activities (Irma)
 - (2) NGO and association representatives – generating ideas for new
community initiatives for entries for EAP. (Sherif)
 - (3) municipality/business - fund-raising, leveraging resources (Abdel Megeid)
- Carrying out an EE activity (small group work)
- Presentation to Plenary
- 10:30-11:00 Break
- 11:30-1:00 Planning Activities/Projects for the EAP – presentation on planning method
and steps)

Criteria for activities/projects for entries to EAP

Designing, Planning an Activity/Project (small group work)—participants design a specific activity/project to carry out for the EAP

1:00-2:00 Lunch Break

2:00-4:00 Presentation of specific activities and projects for EAP second cycle to plenary.

Planning Ahead (Question/Answer Session)

Closing

FACILITATORS

Abdel Megeid Abdel Rezik

Irma Allen

Sheriff Maher

RESOURCE PERSONS

Bertie Shaker (waste management)

Red Sea Ranger (birds and other wildlife conservation)

Agriculturist (plant conservation)

Amir Ghohar (waster and energy)

APPENDIX D Work Plans for EAP 2nd Cycle

EL-SHALATEEN

Tasks	Responsible	Partners	Time Frame	Comments
I. Preparations				
Restructuring and forming environmental community committees	Irma Allen Mr. Mohamed Hosni. Sherif Maher Hamada Khairi	Committee members	June	
Prepraing the executive plan for the committee during the the execution period of the second tournament of the Enviornmental Awards Program (6 months period)	Mr. Mohamed Hosni. Sherif Maher	Committee members	Fourth Week of June	
Identify and distribute the roles inside the community committee.	Hamada Khairi	Committee members	Fourth Week of June	Some roles are Identified and distributed during the preparation of the committee plan as following: Saad Sedik: Committee Coordinator Hamada Khairy: Committee Reporter Ibrahim Khalil; Committee Secretary Adam Saad Allah, Nour Aly Hassan, Saad Sedik, Eissa Ayoush: Public Relations and networking with the private sector.

Tasks	Responsible	Partners	Time Frame	Comments
Design application forms for the Program	Adam Hassan		Second week of July	
Set an executive or internal regulations for the work of the committee	Saad Sadik	Committee members	Second week of July	
2. Launching the EAP				
Clarify the mechanism and the steps of participation for the Environmental Awards program and the methods of obtaining the awards.	Kareema Saied Ali Adam Hassan Saad Sadik	Each member of the committee has his/her own role	August and September	
Explaining the application forms (Application form for the Environmental Awards Program)	Hamada Khairi Mahmoud Gergiw Kareema Saied Ali Adam Hassan	Each member of the committee has his/her own role	August and September	
3. Sensitization				
Gathering the applications and log them on the computer in an order of groups and projects.	Hamada Khairi	Committee members	September	
Presenting the technical counsel for the participants for example: environmental information, networking between participants to maximize their capabilities.	Red Sea Ranger Environment Office		September October First week of November	
4. Monitoring and Assessment				
Field Visits before the execution of the projects or the initiatives to confirm sincerity and not presenting an old project.	Saad Sadik Hamada Khairi Ibrahim Kalil	Committee members	September October	

Tasks	Responsible	Partners	Time Frame	Comments
Guiding visits for the projects during execution top encourage the participants and remove the obstacles which might get in the way of some of the participants.	Ashraf Sadik Saad Sadik Hamada Khairi Ibrahim Kalil	Committee members	September October First week of November	
Train the committee on setting the rules and regulations for arbitration Presenting the suggested criteria to the Arbitration Committee to guide them.	Irma Allen Sherif Maher	Committee members	Second week of November	
Documenting the projects before, during and after execution.	Hamada Khairi		Long Time	
5. Prize-Giving Ceremonies				
Organizing the party of the Environmental Awards Program in Shalateen	Mr. Mohamed Hosni. Hamada Khairi	Committee members	End week of November	
Inviting the participants to attend the ceremony	Environmental awareness and communication in the general directorate IIFE Project		Third week of November	
6. Evaluation and Follow Up				
Evaluation for the second tournament of the Environmental Awards Program	Irma Allen Sherif Maher	Committee members	Fourth Week of December	
Planning for the third tournament of the Environmental Awards Program	Irma Allen .Sherif Maher	Committee members	Fourth Week of December	

MARSA ALAM

Tasks	Responsible	Partners	Time Frame	Comments
1. Preparations				
Restructuring and forming environmental community committees	Irma Allen Mr. Mohamed Hosni. Sherif Maher Abdel Latef Ahmed	Committee members	June	
Preparing the executive plan for the committee during the execution period of the second tournament of the Environmental Awards Program (6 months period	Mr. Mohamed Hosni. Sherif Maher	Committee members	Fourth Week of June	
Identify and distribute the roles inside the community committee.	Abdel Latef Ahmed Sand Mokhtar Gomma	Committee members	Fourth Week of June	
Design application forms for the Program	Abed Elhalik Ahmed	Environment Office	Second week of July	
Set an executive or internal regulations for the work of the committee	Abdel Latef Ahmed Sand Mokhtar Gomma	Committee members	Second week of July	
2. Launching the EAP				
Clarify the mechanism and the steps of participation for the Environmental Awards program and the methods of obtaining the awards.	Abdel Latef Ahmed Sand Mokhtar Gomma Tamer Makram Sadik	Each member of the committee has his/her own role	August and September	
Explaining the application forms (Application form for the Environmental Awards Program)	Abdel Latef Ahmed Sand Mokhtar Gomma Tamer Makram Sadik	Each member of the committee has his/her own role	August and September	

3. Sensitization				
Gathering the applications and log them on the computer in an order of groups and projects.	Abdel Latef Ahmed	Committee members	September	
Presenting the technical counsel for the participants for example: environmental information, networking between participants to maximize their capabilities.	Red Sea Ranger Environment Office		September October First week of November	
4. Monitoring and Assessment				
Field Visits before the execution of the projects or the initiatives to confirm sincerity and not presenting an old project.	Abdel Latef Ahmed Sand Mokhtar Gomma Tamer Makram Sadik	Committee members	September October	
Guiding visits for the projects during execution top encourage the participants and remove the obstacles that might get in the way of some of the participants.	Abdel Latef Ahmed Sand Mokhtar Gomma Tamer Makram Sadik	Committee members	September October and 1 st week of November	
Train the committee on setting the rules and regulations for arbitration Presenting the suggested criteria to the Arbitration Committee to guide them.	Irma Allen Sherif Maher	Committee members	Second week of November	
Documenting the projects before, during and after execution.	Abdel Latef Ahmed Sand Mokhtar Gomma		Long Time	
5. Prize-Giving Ceremonies				
Organizing the party of the Environmental Awards Program in Marsa Alam	Abdel Latef Ahmed Sand Mokhtar Gomma Mr. Mohamed Hosni.	Committee members	End week of November	

Inviting the participants to attend the ceremony	Environmental awareness and communication in the general directorate LIFE Project		Third week of November	
6. Evaluation and Follow Up				
Evaluation for the second tournament of the Environmental Awards Program	Irma Allen Sherif Maher	Committee members	Fourth Week of December	
Planning for the third tournament of the Environmental Awards Program	Irma Allen Sherif Maher	Committee members	Fourth Week of December	