



Cairo Air Improvement Project
Public Awareness Component

**Communication Strategy for CAIP Public
Awareness Component**

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COMMUNICATION STRATEGY

for

CAIP PUBLIC AWARENESS COMPONENT

A. INTRODUCTION

During the first year of the project, the Public Awareness (PA) component of the Cairo Air Improvement Project (CAIP) prepared preliminary public awareness plans outlining possible ways it could support each technical component of the project. These were done as the programs for the technical components were emerging. These preliminary public awareness plans served as a base for preparing the first two annual work plans for the PA component. Now the programs for the technical programs have been developed and are focused on priority tasks that must be done.

In the first two years much was accomplished by the CAIP PA component. It was successful in creating a positive image for CAIP and supporting the technical components. It also provided special support to the Ministry of State for Environment (MOE), EEAA and USAID through helping organize special events and providing services to promote environmental awareness among the public. At the beginning of the project a special public awareness campaign done explaining to the public that all gasoline is unleaded. The PA component supported the technical components of CAIP with mini campaigns introducing analyzers for tune ups and on road testing; arranging events for the demo buses and inaugurating air monitoring program; and preparing a wide variety of communication materials such as fact sheets, fliers, posters, etc. The demands placed on the limited PA component staff have grown to the point where they are being pulled in many directions at once. Therefore, it is time to prioritize what the PA component will be doing the next three years to most effectively assist CAIP achieve the results as envisioned. Therefore, the purpose of this document is to provide a road map for the work to be done by the CAIP PA component during the remaining life of the project.

B. OVERALL GOAL OF THE PUBLIC AWARENESS COMPONENT

The goal of the PA component of CAIP is to “Initiate an outreach, public awareness and communication program, primarily in Arabic, to engender understanding, a constituency, and ultimately support for the project’s efforts within the GOE and among the Egyptian public.”

C. MISSION STATEMENT FOR THE PUBLIC AWARENESS COMPONENT

During development of the first CAIP work plan, the following Mission Statement was formulated to describe the role of the CAIP PA component:

Use all appropriate communication methods, materials, and programs—including audience research—to support the implementation of the Cairo Air Improvement Project.

D. END OF PROJECT RESULTS

The PA component is to achieve two primary results by the end of the CAIP project:

1. Greater understanding by policy makers, partners, influential groups, and the general public of air pollution concerns and issues in Cairo, especially related to particulate matter and lead in the air.
2. GOE and the many stakeholder groups actively promoting vehicle tune-ups, use of CNG as an alternative fuel, and the need to reduce the concentration of airborne lead.

E. OBJECTIVES OF THE CAIP PUBLIC AWARENESS PROGRAM

Using the above Goal and End of Project Results as a base, the CAIP public awareness program has the following objectives:

1. To increase understanding of key stakeholder groups about the sources of air pollution, impact on human health, and potential solutions for improving Cairo's air quality, drawing upon data from the CAIP Air Quality Monitoring (AQM) component and other available information.
2. To engender support for the vehicle tune up, emissions testing and certification program by helping increase knowledge levels, encourage active participation in the program, and, where needed, encourage actions to be taken by key stakeholders.
3. To engender support for the compressed natural gas (CNG) program to promote the use of CNG in the transportation sector by increasing knowledge levels through demonstrating the new technology and, where needed, encourage actions to be taken by key stakeholders.
4. To engender support for the reduction of lead generated by lead smelters through promoting relocation to new environmentally friendly industrial zones and the adoption of clean technologies.
5. To provide general support to MOE/EEAA, MOP/OEP, Governorates, and USAID for special programs and events that promote environmental awareness and the overall goals of CAIP.

While institution building is not in the terms of reference for this component, the CAIP PA team is dedicated to helping EEAA and other agencies strengthen their capabilities to conduct effective public awareness programs over the long term. This transfer of capabilities will be done through involving, where possible, EEAA and other partners in the public awareness work being done by the CAIP PA component team.

F. OVERVIEW OF TASKS

To achieve the above Objectives the PA component will be responsible for carrying out the following tasks:

1. Increase Understanding of Air Quality Concerns and Issues by Key Stakeholders
 - 1.1 Campaign on sources of air pollution, the impact on human health, and potential solutions
 - 1.2 Packaging and disseminating CAIP air quality monitoring data
2. Support Implementation of Vehicle Tune Up, Emissions Testing and Certification Program
 - 2.1.Promote benefits of and support the implementation of the vehicle tune up program
 - 2.2 Support the establishment and introduction of the vehicle testing program
 - 2.3.Support the launch of the vehicle certification program
3. Promote Use of CNG in the Transportation Sector
 - 3.1 Explain the benefits of CNG as a cleaner and cheaper fuel
 - 3.2 Organize special events which will publicize the CNG technology
4. Disseminate Technical Information Related to Reducing Pollution by Lead Smelters
 - 4.1 Promote new industrial zones which comply with Law 4
 - 4.2 Provide information on clean technologies for lead smelters
5. Provide Support to Partners—MOE/EEAA, MOP/OEP, Governorates, and USAID
 - 5.1 Assist with special environmental programs and events
 - 5.2 Support the MOE/EEAA Customer Services Center
 - 5.3 Other assistance requested by partners and approved by USAID

NOTE: The term “stakeholders” in this paper includes all groups concerned with a particular air pollution concern and can involve policy makers, partners, influential groups and the general public. This does not mean all these groups will receive the same communication which will be tailored for specific groups. “Influential groups” include groups which can influence upwards to policy makers, horizontally to other groups, and downward to the public. These would include academia, community leaders, NGOs, mass media, teachers, etc.

On the following page is a chart which shows how this strategy will be implemented and the key stakeholders who will be involved. The lines between the elements show the flow of information, in many cases two ways. The PA component will work with the other CAIP components to facilitate this flow of information leading to behavioral change on the part of the key stakeholders. This will include raising the consciousness level of key stakeholders, especially policy makers, of air pollution concerns on a continuous basis rather than only during times of crises (such as last October's black cloud days).

The following section describes how the five tasks will be carried out by the PA component to ensure that the Goal and Objectives of the CAIP PA component are achieved.

G. IMPLEMENTATION PLAN

This section describes the framework for implementing the CAIP PA program for the next three years—to the end of the project. This framework will be elaborated in more detail in the annual work plans for the PA component which will also include a timetable and resource requirements. Further elaboration will be made in the implementation plans for specific campaigns during the year which will include details on messages, channels of communications, materials/programs to produce, budgets and exactly who will be responsible for what.

G1. PA TASK #1 – INCREASING UNDERSTANDING OF AIR QUALITY CONCERNS AND ISSUES

a. Target Results:

This PA Task is to increase the understanding of Cairo’s air quality concerns and issues needing to be addressed by all key stakeholder groups.

b. Subtasks:

To achieve the above results the following subtasks will be carried out by the PA component:

- 1.1 Implement an educational communication campaign to key stakeholders on sources of air pollution, impact on human health, and potential solutions to improving Cairo’s air quality.
- 1.2 Package and disseminate relevant CAIP air quality monitoring information to policy makers, senior managers and the scientific community.

The second subtask will be done in close coordination with the Environmental Information Monitoring Program (EIMP), Egyptian Environmental Information System (EEIS), and other programs involved in air monitoring and information dissemination. It is important to know exactly what CAIP AQM information EIMP and EEIS needs and in what form. There should be a central repository for all AQM data at EEAA for this subtask to be implemented efficiently.

c. PA Subtasks of Task #1: Increasing Understanding of Air Quality Concerns and Issues

Objective #1 – To increase understanding of key stakeholder groups about the sources of air pollution, impact on human health, and potential solutions for improving Cairo’s air quality, drawing upon data from the CAIP Air Quality Monitoring (AQM) component and other available information.

TASK	TASK DESCRIPTION	TARGET AUDIENCE	BEHAVIORAL CHANGE	MESSAGE	CHANNELS/ACTIVITIES	DATES
#1.1	Implement an Educational Communication Campaign Targeting Key Stakeholders on Sources of Air Pollution, Impact on Human Health, and Potential Solutions; and Forecasting Trends for Participate Matter and Lead.					
#1.1.1	Disseminating information on air quality concerns and issues, trends, and role of CAIP to policy makers and other key groups	*Policy makers *Senior managers of key stakeholder groups *Scientific community *Donor agencies and international organizations	*Increased knowledge and active support to air quality mitigation programs *Implementing existing policies *Designing new policies	Sources of air pollution, effects on health, potential preventative actions, and actions being taken by EEAA, CAIP and others	*Fact sheets *Briefing meetings/events *Displays *Website *CAIP/EEAA Library *KAP study for follow up monitoring impact.	Years 3 - 5
#1.1.2	Disseminating information on air quality concerns and issues to groups who will disseminate to others, including the general public	Influential Groups -- media representatives, NGOs, community groups, school teachers, general public, etc.	*Increased knowledge of air quality concerns and issues *Disseminate the information to others *Support to mitigation programs	Sources of air pollution, effects on human health, possible mitigation actions, & current programs address air quality concerns and issues	*Fact sheets *Briefing presentations *Briefing meetings for influential groups (media reps, NGOs, community groups, teachers, etc.) *KAP study for follow up monitoring impact.	Years 3 – 5
#1.2	Packaging and Disseminating CAIP Air Quality Monitoring Data					
#1.2.1	Drawing upon the Baseline Report and Monthly Monitoring Reports, packaging air monitoring and other technical information and disseminating to policy makers, senior managers and the scientific community	*GOE policy makers *GOE senior managers *Private sector senior managers *Scientific community (research organizations, academia, etc.) *Concerned international organizations	*Designing new programs and policies *Enforcement programs *Disseminating relevant information to concerned groups	*Levels of pollution by area *Sources of lead pollution *Comparisons with Law 4 *Trends	*Technical papers *Fact sheets/briefing documents *Round table briefing meetings *Website *CAIP/EEAA Library *EEIS	Ongoing

G.2. PA TASK # 2 – SUPPORT IMPLEMENTATION OF VEHICLE TUNE UP, EMISSIONS TESTING AND CERTIFICATION PROGRAM

a. Overview:

The purpose of this PA Task is to support the implementation of the VET component. The VET component has two primary programs: (1) enhancing tune-up capabilities to accommodate vehicles failing emission testing and generally reducing vehicle emissions through improved fuel efficiency; and (2) establishment of a vehicle emission testing network and certification program covering Greater Cairo.

This PA task supports the three VET objectives, which are:

1. A capacity to improve fuel efficiency and reduce emissions through increasing tune-up capabilities for gasoline-powered passenger cars and diesel-powered public transportation buses.
2. A system in place to test and certify emissions of vehicles applying for registration renewal.
3. An 80 percent rate of compliance with GOE standards, measured among randomly selected vehicles.

b. Subtasks

The following subtasks will be carried out by the PA component:

- 2.1 Promote benefits of and support the implementation of the vehicle tune up program (gasoline and diesel)
- 2.2. Support the establishment and introduction of the vehicle testing program
- 2.3 Support the launch of the certification program

c. PA Subtasks for Task #2: Support Implementation of Vehicle Tune Up, Emissions Testing and Certification Program

Objective #2 -- To engender support for the vehicle tune up, emissions testing and certification program by helping increase knowledge levels, encourage active participation in the program, and where needed encourage actions to be taken by key stakeholders.

TASK	TASK DESCRIPTION	TARGET AUDIENCE	BEHAVIORAL CHANGE	MESSAGE	CHANNELS/ACTIVITIES	DATES
2.1	Working through the VET Component, Promote the Benefits of and Support Implementation of the Vehicle Tune Up Program (gasoline and diesel)					
#2.1.1	Promote program to business associations, equipment distributors, and training organizations	*Business associations for tune up equipment *Tune-up equipment dealer *Technical/automotive training organizations *Vehicle distributors	Promote among maintenance centers the importance of tune ups as part of selling their equipment	*Overview of VET program and where they fit *Timetable for registration & enforcement program *Advantages of tuned-up vehicle to operator *Potential market for tune-up program	*Briefing materials *”Point of sale” handout materials on VET program and schedule *Briefing presentations *Website	Ongoing
#2.1.2	Promote program to maintenance/repair centers and fleets	*Automobile dealers *Filling stations *Maintenance centers *Public sector fleet garages *Private sector fleet garages *Small workshops	*Implement tune-up programs *Promote tune-ups among vehicle operators *Fleets tune-up their vehicles	*Overview of VET program for each Governorate *Potential market for tune-ups *How to promote tune-up among their customers	*Fact sheets on program and schedule *”Point of sale” handouts (distributors and influential groups to provide materials to garages and fleets) *Training staffs how to promote tune ups to their customers	Ongoing
#2.1.3	Promote program to vehicle operators	*Vehicle operators *Influential groups including mass media representatives, NGOs, community groups, etc.	Vehicle operators have their vehicles tuned up (periodically)	*Advantages of having a tuned-up vehicle in fuel savings *How to select a garage for tune up *Explanation of new emissions testing and enforcement program	*”Point of sale” materials for participating tune-up garages— training certificates, banners, posters, handouts *Link to VET media campaign *ORT program	Ongoing

#2.1.5	Promote the program to motorcycle operators	<ul style="list-style-type: none"> *Motorcycle operators *Influential groups including mass media representatives, NGOs, community groups, etc. *Oil companies and filling stations selling fuel to motorcycles *Motorcycle manufacturers 	Motorcycle operators have their vehicles tuned up and changing their oil/fuel mixtures for cleaner emissions	<ul style="list-style-type: none"> *Explanation of MORT program and why it is being implemented *Introduction of motorcycle emissions testing program *Advantages of having motorcycles tuned-up, proper oil & oil/fuel ratio 	<ul style="list-style-type: none"> *Training inspectors how to communicate effectively with motorcycle operators *Handouts inspectors can give to motorcycle operators *Announcing the program through the mass media *MORT program 	Ongoing
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#2.2	Working through the VET Component, Support the Establishment and Introduction of the Vehicle Testing Program					
#2.2.1	Support briefings to policy makers & senior managers	<ul style="list-style-type: none"> *MOE/EEAA *MOI/Traffic Authorities *Greater Cairo Governorates—Qalioubiya, Giza, and Cairo *Special fund program for small projects 	To approve policies and procedures required to implement: (1) expanded ORT program; (2) establishing the model centers; and (3)VET network	<ul style="list-style-type: none"> *Actions they need to take and why *Roles of key stakeholders *Overall program design *Benefits to their organizations *ORT program results 	<ul style="list-style-type: none"> *Briefing presentations & displays *Briefing documents/fact sheets *Briefing meetings *Follow up KAP study *10-minute video documentary 	Ongoing
#2.2.2	Support briefings to implementing partners	<ul style="list-style-type: none"> *EEAA *MOI Traffic Authorities *Testing Centers *Enforcement groups 	*Taking actions to implement their particular program *Improved communication between their front line worker and vehicle operators	<ul style="list-style-type: none"> *Overall design and where their organizations fit *Actions to be taken *Benefits to their organizations *ORT program results 	<ul style="list-style-type: none"> *Fact sheets/briefing documents *Briefing presentations & displays *Briefing meetings *Website *Follow up KAP study *10-minute video documentary 	Ongoing
#2.2.3	Support briefings to private sector groups	<ul style="list-style-type: none"> *Business associations (manufacturers, dealer groups, equipment suppliers, chambers, etc.) *Potential operators of testing stations *Investors 	*Promote the VET program through their dealers and sales force *Promote new models which comply with Law 4	<ul style="list-style-type: none"> *Overall design of VET program and timetable *Actions they can take *ORT program results 	<ul style="list-style-type: none"> *Fact sheets *Briefing meetings *"Point of sale" materials *10 minute video documentary 	Ongoing
#2.2.4	Support briefings to influential groups	<ul style="list-style-type: none"> *NGOs *Academic community *Media representative *Local leaders and community groups *School teachers *Vehicle manufacturers *Other influential groups 	To promote the VET program	<ul style="list-style-type: none"> *Overall design of VET program *Benefit to vehicle operators and Cairo public *ORT program results *Website *CAIP Information Clearinghouse 	<ul style="list-style-type: none"> *Fact sheets *Briefing meetings *Media workshops *10 minute video documentary on VET program *Website *Follow up KAP study *Car shows 	Ongoing

#2.3 Support the Launch of the Vehicle Certification Program						
#2.3.1	Inauguration of model centers	<ul style="list-style-type: none"> *Policy makers & senior managers *Partners involved in implementing the testing and registration program *Influential groups *Vehicle operators *Government repair centers *Fleet operators 	<ul style="list-style-type: none"> *Increase knowledge among stakeholder, vehicle operators and the general public about the certification program *Using lessons learned from other testing stations 	<ul style="list-style-type: none"> *Inauguration of each Governorate testing station *Schedule for implementing full program *Introducing the testing and enforcement program 	<ul style="list-style-type: none"> *Press conference *Briefing of mass media representatives and other influential groups *Press packets 	<p>1st Center—Year 3, 2nd Qtr.</p> <p>Others—TBD</p>
#2.3.2	Explaining how to use the model centers	<ul style="list-style-type: none"> *Vehicle operators *Influential groups, especially the mass media representatives *Partners who are implementing the testing and registration program—including private sector potential investors *Automobile training centers 	<ul style="list-style-type: none"> *Increase the knowledge of the testing and certification program *Gain acceptance and support for the program *Train technical staffs for centers *Training center develop special courses required 	<ul style="list-style-type: none"> *New procedures to follow in registering vehicles *Advantages to vehicle operators and to Cairo’s air quality *Need & opportunities for trained technicians 	<ul style="list-style-type: none"> *“Point of sale” materials (for registration offices, testing stations, police officers, & filling stations/garages) *10 minute video documentary *Field trips to testing center *Training & materials for mass media representatives *Communication support materials for influential groups 	Ongoing
#2.3.3	Signing the Decree	<ul style="list-style-type: none"> *Policy makers *Partners *Influential Groups *Vehicle Operators *General public 	<ul style="list-style-type: none"> Knowledge of the enforcement program is in effect and vehicle operators must comply 	<ul style="list-style-type: none"> *When registration policies take effect *What vehicle operators will have to do to comply with the Decree 	<ul style="list-style-type: none"> *Press Conference *News Releases *Link to VET media campaign 	TBD

NOTE: “Point of sale” materials include posters, handouts, signs and other materials which are at the location where the program interacts with the end users. This would be at the registration stations, testing centers, tune up garages and policemen who will be enforcing the certification program; “TBD” – To be determined.

G.3 PA TASK #3 – PROMOTE USE OF COMPRESSED NATURAL GAS (CNG) IN THE TRANSPORTATION SECTOR

a. Overview:

The purpose of this PA Task is to support the reduction of particulate emissions from mass transit diesel fleets by introducing the use of CNG fuel in public and/or private bus fleets. The program will also promote the adoption of CNG in the transportation sector and inform vehicle operators the advantages of CNG as a cleaner and cheaper fuel.

b. Subtasks:

The PA component will carry out two subtasks:

- 3.1 Explain the benefits of CNG as a cleaner and cheaper fuel
- 3.2 Organize special events which will publicize the CNG technology

c. PA Subtasks of Task #3: Promote Use of CNG in the Transportation Sector

Objective #3 – To engender support for the compressed natural gas (CNG) program to promote the use of CNG in the transportation sector by increasing knowledge levels through demonstrating the new technology and where needed encourage actions to be taken by key stakeholders.

TASK	TASK DESCRIPTION	TARGET AUDIENCE	BEHAVIORAL CHANGE	MESSAGE	COMM. CHANNELS	DATES #
#3.1	Explain the Benefits of CNG as a Cleaner and Cheaper Fuel					
#3.1.1	Explaining advantages of CNG as a clean fuel to influential groups	Influential groups including the scientific & academic communities, media representatives, NGOs, community groups, etc.	Promote CNG among operators of all kinds of vehicles; when appropriate, support/promote necessary policy changes	*Advantages of CNG *The effect on air quality *Safety of CNG *New CNG industry in Egypt *New standards	*Fact sheets *Briefing presentations *Briefing meetings *Rides on demonstration fleet *Workshops for media representatives *Website *CAIP/EEAA Library *Follow up KAP study	Ongoing
#3.1.2	Explaining advantages of CNG as a clean fuel to operators of public transportation and private vehicles	Public and private fleets, taxi cab operators, other public transportation operators, private vehicle owners, and the general public	Adoption of CNG by vehicle operators	*Advantages of CNG *Economics of converting *The effect on air quality *Safety of CNG	*Mass media programs *Media events—inaugurating fleets, testing centers, etc. *CNG logo for all CNG vehicles *Placards in CNG buses and taxis and other “point of sale” materials (posters, handouts, etc.) *Bus drivers and taxi cab operators	Ongoing
#3.1.3	Promote Egyptian CNG standards—particularly the safety aspects	*Influential groups *Public and private fleets *Public and private vehicle operators *The general public (who ride CNG buses and taxis	Build confidence that CNG is a safe fuel in addition to being cleaners and cheaper	*CNG is safe if installed correctly	*Fact sheets *Briefing materials and meetings for influential groups, especially mass media representatives *Mass media programs	Ongoing

#3.2 Organize Special Events to Publicize CNG Technology						
#3.2.1	Briefing policy makers and senior managers	Policy makers and senior managers of EEAA, GCBC, CTA, Misr Lab, MOP, EOS, MOE/EEAA, OEP, CTA, GCBC, MOI/EOS, Ministry of Industry, etc	*Increase knowledge of CNG among key stakeholders *Support of the CNG program	*Advantages of CNG *Maintenance quality	*Fact sheets *Briefing presentation & display *Briefing meeting	Depends upon dates of events
#3.2.2	Briefing influential groups and the public	Influential groups including mass media representatives, NGOs, academia, etc.	*Lobby for increased use of CNG in public and private sector vehicles *Promote CNG in all vehicles	*Advantages of CNG *Maintenance being done	*News releases *Briefing presentation and display *Press conferences	Ongoing

**G.4. PA TASK #4 – DISSEMINATE TECHNICAL INFORMATION
RELATED TO REDUCING POLLUTION BY LEAD SMELTERS**

a. Overview:

The purpose of this PA Task is to support the LPA program whose overall goal is to reduce lead emissions by promoting environmentally friendly industrial zones containing lead smelters with modern clean technology.

b. Subtasks:

The following subtasks will be carried out by the PA component:

- 4.1. Promote new industrial zones which comply with Law 4
- 4.2 Provide information on clean technologies for lead smelters

c. PA Subtasks in Task #4: Disseminate Technical Information Related to Reducing Pollution by Lead Smelters

Objective #4 – To engender support for the reduction of lead generated by lead smelters through promoting relocation to environmentally friendly industrial zones and adoption of clean technologies.

TASK	TASK DESCRIPTION	TARGET AUDIENCE	BEHAVIORAL CHANGE	MESSAGE	CHANNELS/ACTIVITIES	DATES
#4.1	Promote New Industrial Zones					
#4.1.1	Promote industrial zones which as a whole comply with Law 4	*Governorate political leaders *Local leaders *Influential groups	*Political leaders insist on environmentally compliant industrial zones *Lobbying for properly designed zones that are environmentally friendly	*Zones planned as a whole *Overall zone within Law 4 standards *Number and distribution of plants based upon impact on environment	*Fact Sheets *Briefing documents *Briefing presentation and displays *Briefing meetings *Video documentary	On-going
#4.1.2	Social feasibility study (done in Qalioubiya, need to decide if needed for Cairo)	*EEAA *LPA team *Governorate political leaders *USAID	Guide relocation program by Governorates, MOE/EEAA and CAIP staff	Access acceptability of relocating smelters to their area and understanding industrial zone requirements	*Social feasibility study by SPAAC *Briefing meeting *Report	As Needed
#4.1.3	Briefing local political leaders to encourage them to take action	*Governor & staff *Local councils	Take actions to allow relocation of smelters and encourage clean technologies	*Industrial Zone environmentally friendly *Upgrading land fill *New technology is clean *Economic benefits *Effect on air quality *Safety	*Briefing documents *Video documentary *Briefing presentations & displays *Briefing meetings	Ongoing
#4.1.4	Briefing influential groups and community groups to gain their support (as needed)	*NGOs *Community groups *Mass media representatives *Other concerned groups	To lobby for adoption of new lead smelter technologies and relocation	*New technology is clean *Economic benefits *Effect on air quality *Safety	*Fact sheets *Video documentary *Briefing presentations and displays *Briefing meetings *Website *CAIP/EEAA Library	Ongoing

#4.2	Provide Information on Clean Technologies for Lead Smelters					
#4.2.1	Information on new technologies and site mitigation for key stakeholders	<ul style="list-style-type: none"> *Lead smelter owners & managers *Policy makers & senior managers *Influential groups, including the scientific community, NGOs, media representatives, etc. 	<ul style="list-style-type: none"> *Adoption of new technologies *Be convinced new technology won't pollute the air 	<ul style="list-style-type: none"> *New technology will work in Egypt *Information from CAIP/LPA studies *Source & monitoring information *Information new bag house technologies 	<ul style="list-style-type: none"> *Technical reports *Fact sheets and briefing documents *Video documentary *Briefing meetings *Training smelter managers and staff *Website *CAIP/EEAA Library 	Ongoing
#4.2.2	Promoting the local production of bags for bag houses	<ul style="list-style-type: none"> *Potential Manufacturers of bags *Lead smelter owner *Policy makers and influential groups 	<ul style="list-style-type: none"> *Manufacturers begin producing locally bags *Lead smelter operators buy them 	<ul style="list-style-type: none"> *There is a market for bags *Locally produced bags are same quality and cheaper 	<ul style="list-style-type: none"> *Technical reports *Fact sheets *Briefing presentations 	Ongoing

G.5. PA TASK #5 – GENERAL SUPPORT TO PARTNERS: MOE/EEAA, MOP/OEP, GOVERNORATES, AND USAID

a. Overview:

The purpose of this PA task is to provide special support to MOE/EEAA, MOP/OEP, Governorates, and USAID for special programs and events that promote environmental awareness and the overall goals of CAIP. These activities will be coordinated with the EEAA Central Department for Environmental Communication and Public Awareness (CDECA) unit, MOP/OEP Public Awareness Department, USAID, the GreenCOM component of the Egyptian Environmental Policy Program (EEPP), and the public awareness components of other donor projects.

Through this task, the CAIP PA component can help strengthen MOE/EEAA and other partners in planning for these special programs and events. The PA component can also help strengthen the EEAA/CDECA and other partners to do this work in the future without outside assistance.

b. Subtasks:

This PA task has the following subtasks:

- 5.1 Assist with special environmental programs and events.
- 5.2 Support the Customer Services Center
- 5.3 Other assistance requested by partners and approved by USAID

The second subtask will be done in close cooperation with the Egyptian Environmental Information System (EEIS) and other projects concerned with collecting, processing and disseminating environmental information in Egypt.

c. Communication Approach

Since these tasks are not an integral part of the CAIP technical components, they will be handled as special activities. Each year the PA team will review with the partners what special programs and events in which they will need assistance from CAIP. These special programs and events will be included in the annual work plan, which will be reviewed by the partners and USAID. At that point it will be decided if CAIP should provide the assistance or some other project, such as GreenCOM. Once that list is finalized and approved, then the CAIP PA component will be authorized to carry out the work on the activities listed in the work plan..

When additional requests for assistance are received which are not in the approved work plan, a review will be carried out with USAID and the requesting partner to make sure CAIP is the most logical group to provide the assistance. USAID will be informed immediately and involved in the discussions before any commitment is made of CAIP financial or human resources. The final decision if the CAIP PA component is to become involved will be made between the requesting partner and USAID.

d. PA Subtasks of Task 5: Provide Support to Partners—MOE/EEAA, MOP/OEP, Governorates, and USAID

Objective #6 – To provide general support to MOE/EEAA, MOP/OEP, Governorates, and USAID for special programs and events that promote environmental awareness and the overall goals of CAIP.

TASK	TASK DESCRIPTION	TARGET AUDIENCE	MESSAGE	COMM. CHANNELS	DATES
#5.1	Assist Partners with Special Programs and Events				
#5.1.1	With partners, prepare an annual calendar which can be included in the CAIP annual work plan	MOE/EEAA, MOP/OEP, Governorates, and USAID staffs	Listing of possible special events and programs	NA	Yrs 2, 3 & 4 during 4 th quarter
#5.1.2	Approval of annual work plan	USAID	Agreed upon special programs and events which CAIP PA component will assist	NA	Yrs. 2, 3 & 4 during 4 th quarter
#5.1.3	Provide the assistance with special programs and events	Determined by the program and event	Determined by the program and event	Determined by the program and event	As agreed upon and approved
#5.2	Support the EEAA Customer Services Center				
#5.2.1	Review what is needed, what resources needed, and timetable—including space needs, training of staff, etc.	*EEAA Customer Services Center *Appropriate CAIP technical components	The Customers Services program	A document describing the program of the Customer Services Center	Yr. 3, 2 nd quarter
#5.2.2	USAID and EEAA approval of plan	*EEAA *USAID *Appropriate CAIP technical components	USAID approval	NA	Yr. 3, 2 nd quarter
#5.2.3	Carry out the work	EEAA Customer Services Center	To be determined by the action plan	To be determined by the action plan	Yr. 3, 3 rd quarter and on-going
#5.3	Other Assistance Requested by Partners and Approved by USAID				
#5.3.1	Request received and submitted us USAID for approval	*Requesting partner *USAID	USAID approval	To be determined by the action to be taken	Ongoing

e. List of Recurring Programs and Events CAIP Will Probably be Requested to Provide Assistance

Based upon requests received and assistance provided to MOE/EEAA, MOP/OEP, Governorates, and USAID during the first two years, the following is a list of anticipated requests for assistance which the CAIP PA team will receive between now and the end of the project:

1. Earth Day Celebration—each April
2. Aid to Trade Conference—each April
3. Environment Day—each June
4. Green Corner—each summer
5. Friends of the Environment Festival—each summer
6. Environment Conference and Exhibition—each November
7. Ramadam TV Spots—during Ramadam
8. Global Warming Conference
9. Ozone Depletion Conference
10. Help Establish EEAA Newsletter

Each year this list will be reviewed with MOE/EEAA, MOP/OEP, Governorates and USAID and the final agreed upon list will be included in the CAIP PA Component work plan for the coming year.

NOTE: In doing this work, the CAIP PA team will make every effort to involve the partners in the process of designing, producing and implementing the programs so that they gain the experience needed to be able to do this work in the future without CAIP assistance.

H. INVENTORY OF MASS MEDIA RESOURCES CAIP CAN DRAW UPON

CAIP is a complicated project working with many stakeholders/partners and targeting many audience groups. As this Strategy shows, CAIP uses many different channels of communications including those that support face-to-face communications, going through influential groups, providing “point of sale” materials, and utilizing mass media. This section of the Strategy focuses on the mass media resources which CAIP can draw upon to support the project. CAIP has established close working relationships with many mass media outlets which support the project by broadcasting or printing information related to improving Cairo’s air. The purpose of this section is to list some of the key mass media outlets with which CAIP has established working relations and describe their unique strengths in supporting CAIP’s program.

NEWSPAPERS

The Egyptian press is a growing industry with a wide variety of newspapers, magazines and other publications.

Following are the key publishing houses

Al Ahram Establishment:

www.ahram.org.eg

Name of Publication	Description	Contacts & Env. Links
Al Ahram Daily	<ul style="list-style-type: none"> • Founded in 1875, oldest Arabic daily • Largest circulation • Editor-in-Chief and board Chairman: Ibrahim Nafei • Address 581600; 5786 100-500 • Identical articles appear in Al Ahram Al Masaa'I (evening edition) and Al Ahram Al Dawly (international edition) 	<ul style="list-style-type: none"> • Environment page on Monday • Wagdy Ryad responsible for environmental page • MOE correspondent : Sally Wafai • 12 specialized env. writers
Al Ahram Weekly	<ul style="list-style-type: none"> • English weekly • Founded in 1992, • Editor in Chief : Hosni Guidy, PO Box: 11511. 	<ul style="list-style-type: none"> • Mahmud Bakr
Al Ahram Hebdo	<ul style="list-style-type: none"> • French weekly • Founded in 1993 • Editor in Chief Muhammad Salmawi • PO Box 1057 	<ul style="list-style-type: none"> • Dalia Abd el Salam

Al Ahram Al Iqtisadi	<ul style="list-style-type: none"> • Weekly economics magazine • Editor in Chief Essam Refat • Includes an environmental section 	<ul style="list-style-type: none"> • Mahmud Bakr
Alaa Edeen Magazine	<ul style="list-style-type: none"> • Children weekly magazine • Founded in 1992 • Editor in Chief Ezat Al Sa'adani. • Includes an Environmental section 	<ul style="list-style-type: none"> • Editor in Chief
Afaq Bi'eya	<ul style="list-style-type: none"> • Specialized Environmental magazine, Editor in Chief Dr. Huwayda Mustafa. 	<ul style="list-style-type: none"> • Dr. Huwayda Mustafa • Always willing to publish new environmental information.

Akhbar Al Youm Group:

Name of Publication	Description	Contacts & Comments
Al Akhbar Daily	<ul style="list-style-type: none"> • Founded in 1952 by Mustapha and Ali Amin • Editor in Chief; Galal Dawidar, Address: 6 Al Sahafa Street , Cairo, Tel: 5782600, 5782500, Fax: 5782520 	<ul style="list-style-type: none"> • Mohammed Abdel Maqsd
Akhbar Al Youm	<ul style="list-style-type: none"> • Weekly (Saturday) • Founded in 1944 • Editor in Chief : Ibrahim Se'da 	<ul style="list-style-type: none"> • Mohammed El Sirsawy
Akhbar Al Sayarat	<ul style="list-style-type: none"> • Monthly magazine on cars • Founded in 1998 • ,Editor in Chief: Soliman Qenawi 	<ul style="list-style-type: none"> • Khalid Abaza

Al Tahrir Publishing and Printing Group:www.harir.net

Al Gomhoureya	<ul style="list-style-type: none"> • Daily • First issued in 1953 • Editor I Chief : Samir Ragab • Address: 25 Zakaria Ahmed Str. Cairo, Tel; 5783333, Fax: 5781717 	<ul style="list-style-type: none"> • Enviromental section on Wednesday • Suzan Zaki, Suzan Hassan
	<ul style="list-style-type: none"> • A national daily English newspaper • Editor in Chief: Samir Ragab, Fax: 5781110 	<ul style="list-style-type: none"> •

Party Press:

Al Wafd Daily	<ul style="list-style-type: none"> • Founded in 1984, • Board Chairman: Foad Seraguddin • Address: 1 Boulos Hanna Street, Dokki, Cairo, Tel: 3482079, Fax: 3602007 	<ul style="list-style-type: none"> • Sanaa Mustafa
Al Ahaly	<ul style="list-style-type: none"> • Founded in 1977 by the National Progressive Party • Editor in Chief Abdel Alaa Al Baqoury • Address: Kareem al dawla st. Talaat Harb Square, Tel 7786583, Fax: 3900412 	<ul style="list-style-type: none"> • In major events they welcome articles and photos
Al Omal	<ul style="list-style-type: none"> • Weekly • Founded by the worker's Party • 90 Gala str. 7th floor 	<ul style="list-style-type: none"> • Sawsan Abdel Basit • Welcomes edited articles with photos, or dictated news.

Al Bi'a El Youm	<ul style="list-style-type: none"> • Quarterly magazine • Editor in Chief: Alaa Ezz • Bublished by businessmen's Association • Bilingual • Environmental.
Environment Journal	<ul style="list-style-type: none"> • New, not regular • www.Albeah.com

English language journals and magazines have increased in number, staff and readers. They reflect a growing interest from the expatriate community as well as Egyptians with bilingual ability.

- Most of the following magazines receives information via E-mail
- Most of them attend events and have their own photographers
- Their environmental sections are not stable, journalists writing on environmental issues are not specialized

Middle East Times-Egypt www.metimes.com	<ul style="list-style-type: none"> • Weekly • Contact: scott Bortot
Cairo Times www.cairotimes.com caitimes@gega.net	<ul style="list-style-type: none"> • Weekly news magazine • Neil Mc Donald
Egypt's Insight Insight@thewayout.net	<ul style="list-style-type: none"> • Khalid Diab
Business Today www.buisnesstoday-eg.com letters@businesstoday-eg.com	
Community Times www.comtimes.com commtimes@hotmail.com	<ul style="list-style-type: none"> • Nagwa Halwagy
Egypt Today www.egypttoday.com editor@egypttoday.com	<ul style="list-style-type: none"> • Free lancer: Yomna Salah
Teen Stuff Teenstuf@internetegypt.com	<ul style="list-style-type: none"> • Mahmud Adel
Egyptian Reporter Egyptianreporter@hotmail.com	<ul style="list-style-type: none"> • Manal el Jisry
1000 Words in Pictures info@1000wipix.com	<ul style="list-style-type: none"> • Mohammed el Dakhakhny

General Comments on Egyptian newspapers:

- There are more than 270 press publications issued in the form of dailies, weeklies, monthlies, bimonthly magazines, quarterlies , biannual and annual periodicals.
- The provincial press has undergone considerable expansion, but are often biased and not reliable.
- Specialized environmental magazines and newspapers are trying to attract an audience, but are neither quite stable nor continual.
- Members of the press syndicate have reached more than 4,000. Specialized environmental journalists count up to 50.
- Environmental sections appear in all the above-mentioned publications, headed by an environmental journalist.

TELEVISION PROGRAMS

Background:

Television stations started broadcasting in 1960. Now it comprises of local channels and satellite channels. Channel One and Two are the main channels, the other channels listed here cover a number of governorates and provide specialized services.

<u>Channel Number</u>	<u>Area Covered</u>
Channel Three	Greater Cairo
Channel Four	Suez Canal Cities
Channel Five	Alexandria, - Marsa Matroh
Channel Six	Central delta
Channel Seven	Northern Upper Egypt
Channel Eight	Southern Upper Egypt

Egyptian Satellite Channels (ESC) transmission now reaches most of the world. In 1995 following a contract with Alphstar Satellite, they reached the US, Canada and South America. ESC includes:

- The Information Channel
- Nile TV International
- Specialized channels

Specialized Channels , Nile Sat TV Stations:

- Family and Child
- Higher Education
- Scientific Research Channel

All have environmental programs and they are willing to attend events, conduct interviews, and reflect points of view concerning the environment which they feel is a topic of interest to their variant target groups.

Following are the television programs CAIP feel important to target:

PROGRAM	FOCUS	CHANNEL	TIMING	REMARKS
It is One World	Environment	Two	21:00	Presented by Dr. O. Kamel, interviews and shows documentaries directly related to the environment and NGO's, officials, intellectuals and academicians.
Good Morning Egypt	General up to date information	One	7-10 p.m.	This program is watched every morning by top officials, including the President . It covers top news events. It includes a section on traffic, can target law 4, etc.
Good Morning Egypt in English	General information	Two	7-10:00	Targets English speaking community,
Good Evening Egypt	General events	One	4-6:00 P.M.	Widely watched by officials and general public.
My Environment My World	General environmental topics	Two		Targets general audience
Watch -out Mistrs	Interviews with officials	Two		Targets top officials and focuses on specific issues.
Camera 9	General discussions	Two		On variant topics, several meetings with officials, intellectuals and the general public
Ba'idan An el Ard (Far away from the Earth)	Ecology and environment are targeted issues	Three		Periodic, less focused but reaches general public
An Outing with Dad	Guidelines to teenagers	Two	Friday, 1:15 noon	Targets teenagers and children and guides them with environmental messages.
Artists from Egypt	Guides children through the workshops of artists	Two	Fridays, 2:30	Targets children, artists, and art lovers. It also targets the general public as they put the TV on all Friday.
The Six o'clock News	Most widely viewed	One	Daily at 6:00	Targets general public , and covers the up to date news events.

----	general	Nile T.V.	----	Presented by Shahira Makram Shahira Amin, both cover events for CAIP, and fit it in their programs.
Traffic Light	Environment	Three	17:15 Saturdays	Weekly presented by General Ahmed Assem, targets vehicle drivers, adds info on law 4, and VET
You and Life	General	Channel One	13:35	Periodic, presented by Fawqeya Imam., covers general events.
Picture	New ideas	Egyptian Satellite Station		The presenter, Ms. Ulfat Tantawi is cooperative, creative and environmentally oriented.

RADIO SERVICES

- The Egyptian Radio has a long history of distinguished production.
- It transmits the voice of Egypt to most metropolises in the world.
- The network has eight channels, most of which transmits its service round the clock.
- Radio is the most widely reached media.
- It targets Greater Cairo City dwellers, the average citizen, transport drivers, shop owners, house wives, villagers and others. Radio is an ideal media to periodically repeat messages.
- Key programs are stated daily in Al Ahram Newspaper, page two.

<u>Network</u>	<u>Program</u>	<u>Description</u>
Local	Green Light	Environmental once a week program, supervised by Dr. Omayma Kamel,
	On the Safe way	Every morning, 07:45 presented by Shereen Ghaleb, Safety driving tips, (VET)
	For Living on Earth	Tuesdays 18:15, environmental
	Round tables	Weekly 21:15 , officials and scientists
	Cultural Evenings	General daily program , addresses a variety of short topics. One hour program.

Greater Cairo	A B C Environment	Daily at 07:35, presented by El Said Abu'l Hassan. Environmental
	Environmental Magazine	Weekly , Thursday 21:15, presented by Kamal Mu'awad
	Open Evening	General program, 17:00-19:00 Saturdays, possible to add enviro news.
	Partners in the protection of the environment, (Environmental Quiz)	Presented by Kamal Mu'awad, prizes paid by EEAA, questions shows achievements of EEAA.
Middle East	5 For Your Health	Effects of environmental pollution and health is a key topic, daily , 18:25-19:30
Cultural	One World	Environmental program,
	Daily news	18:10 daily news, reflects events related to environment.
	Spots on Cultural Events	Presented by Wafaa Abdel Hamid, Friday 22:30, adds spots, bullet news, events.
	People and the Environment	Daily, 9;30, presenters change, interviews with officials.
Youth and Sports	Traffic guidelines, traffic and children	Presented by General Ahmed Assem, 16:00, alternating.
European Station	An Evening With...	General program, based on "on-air" interviews
	TERRA	General phone calls, interviews.
	World Watch	Every morning, general program, addresses topics and events.

I. PROCEDURES OF SECURING APPROVALS

One of the overall goals of CAIP is to promote clean air in Cairo, especially as related to reducing particulate matter and lead. This has meant that CAIP needed to produce a number of communications materials/programs and to establish close working relationships with mass media outlets. To ensure that these communication activities are technically correct and fit the policies and priorities of our partners (USAID, MOE/EEAA MOP/OEP & governorates) an approval process has been established. The following is a summary of this process:

1. Interviews of CAIP Personnel by Mass Media Representatives:

1.1. All requests by media for interviews must be referred to the PA component.

1.2. The PA component is responsible for setting up the interview with the appropriate interviewee, informing EEAA and USAID.

1.3. On technical matters (as a matter of routine) it is fine for CAIP staff to talk with the media. On policy issues and USAID related issues, CAIP personnel are not allowed to give statements to the media.

1.4. Printed articles will be clipped, translated and circulated. Radio and TV programs will be monitored and taped if possible.

2. Communications Materials/Programs Produced by CAIP and/or Subcontractors:

2.1. Rough drafts to be prepared by PA staff in close coordination with the technical components.

2.2. Drafts are to be sent to EEAA (Dr. Ahmed Gamal) and to USAID simultaneously for approval.

2.3. Materials to be finalized and produced following approvals.