



THE ACADEMY FOR EDUCATIONAL DEVELOPMENT

# RED SEA

ENVIRONMENTAL AWARENESS, COMMUNICATION & EDUCATION  
ACTIVITIES

## SUMMARY REPORT

### 1) Red Sea Rangers Communication Workshop (March 2004)

AED implemented a four-day workshop in Hurghada for the Red Sea Rangers focusing on their role as environmental educators and communicators charged with encouraging Red Sea conservation and "best practices" within their greater communities. During the workshop, the eighteen new rangers who attended were introduced to the Rangers' Communication Campaign Strategy and to their role in community outreach. Rangers participated in identifying stakeholders, creating & practising presentations for different audience groups, and role-playing a media Q & A session.

### 2) Media Seminar : Red Sea Rangers (March 2004)

AED in cooperation with the Nature Conservation Sector (NCS) of the Egyptian Environmental Affairs Agency (EEAA) held a Media Seminar in Cairo. The event was designed to increase journalists' knowledge and interest in the Red Sea Rangers, thereby increasing national coverage of Red Sea conservation efforts. Dr. Moustafa Fouda, Director of the NCS, presented an overview, and four rangers gave presentations and also answered questions from the media representatives. The video produced by AED/GreenCOM focusing on the skills, training, roles and responsibilities of the Red Sea Rangers was screened for the group. Twenty-five media people from 25 different newspapers and organizations attended and Nile T.V. covered the event.

### 3) Energy Efficiency Learning Supplement (EELS) Workshops

In cooperation with the General Directorate for Population and Environment Education at the Ministry of Education, AED designed and implemented two teacher workshops in the Red Sea to introduce the Energy Efficiency Learning Supplement. The workshop in Quseir on October 15/16 involved teachers of Quseir, Marsa Alam and Shalateen and the workshop in Hurghada on October 18/19 was for the teachers of Hurghada and Ras Ghareb. Ninety-eight teachers participated from 50 schools - all preparatory schools and

33% of all Red Sea schools. The teachers showed great interest and enthusiasm and engaged in 19 of the 30 hands-on activities provided in the learning supplement. The EELS contained a colorful 130-page book with 30 activities, a folder of 12 fact sheets, a video on energy efficiency, and the "Energy & Development " book by Mahmoud Mourad. 120 EELS were distributed in the Red Sea.

#### 4) Video: Red Sea Rangers-Protecting Egypt's Natural Treasures

AED produced both an Arabic and an English version of the fifteen-minute video on the various roles rangers play entitled, Red Sea Rangers: Protecting Egypt's Natural Treasures. The video is appropriate for use by a wide variety of audiences. AED's media consultant has interested Egypt Air in playing this video during its flights.

#### 5) Ranger Campaign Strategy & Materials

AED in cooperation with the Red Sea Rangers developed a Communication Strategy and produced the set of materials listed below for rangers to use in the meetings or encounters with various target groups or to distribute to hotels, dive centers or boat operators. AED staff delivered all the Ranger Campaign materials to the field offices and provided an orientation for rangers in Hurghada, Quseir, Marsa Alam, Wadi El Gimal and Shalateen. In general, as rangers participated during the development phase, they were pleased with the materials.

The materials produced and delivered to the rangers for use with the various target audience segments are in keeping with the Ranger Campaign Communication Strategy prepared by AED and approved by the NCS of the EEAA. Materials included:

<b>Material</b>	<b>Target Audience</b>
Fact Sheets (16) Folder	Boat Operators/Dive Masters Fishermen Bedouin Communities School Children Tourists Hotel Managers and Staff Tourism Development Authority MOE /MOY/University Programs City Councils in Red Sea Cities NGOs Tourism Agencies
Regulations Flip Chart	Boat Operators Dive Masters Fishermen
Regulations Notebook	Tourists Dive Masters Boat Operators
Multi-Language Guidebook & CD	For Rangers to be able to communicate

	in various language (English, French, Italian and Russian)
Trash cans with stickers	Hotels Boat operators Bedouin community Schools
Regulation posters	Hotels Dive centers Tourists
Regulations mini posters	Hotels Dive centers Tourists Tour operators
Office stationery	Ranger Red Sea offices
Bakkar Posters (4)	Schools

AED prepared a set of CDs for each office containing print ready copies of each material with a companion "Look Book" that provides specifications for printing. Each office has the capability to reprint when needed or to use design elements in the creation of new or adapted materials.

#### 6) Ranger Newsletter

AED worked collaboratively with the Red Sea Rangers to develop and produce ten issues of a bi-weekly Ranger newsletter. Then one-on-one training was provided for a ranger and the responsibility for the newsletter was transferred to the Public Awareness Unit of the Hurghada Rangers Office.

#### 7) Ranger Web Site

A website dedicated to and managed by the Rangers was designed under an AED sub-contract by Orange Studios. The final task of training three rangers to maintain the website was completed and the web site is now on-line, although additional information should be added by the rangers.

#### 8) Red Sea Bulletin

On a monthly basis AED continues to support the rangers campaign through publication in the *Red Sea Bulletin* of Fact Sheets and RSSTI articles focusing on hotels that engage in environmentally friendly practices. The *Red Sea Bulletin* with a circulation of 10,000 is distributed throughout the greater Red Sea area, as well as to select locations in Cairo. The magazine readership is comprised of: the business community including hotel, boat, and tourism operators as well as their staff, tourists, local residents, investors, officials, city councils, NGOs, and international environmental organizations.

### 9) Bakkar Episodes (Fall 2002 & 2003)

The *Bakkar* cartoon series, created by the late Dr. Mona Abu El Nasr of Cairo Cartoon, centers on the adventures of a Nubian child named *Bakkar*. The series airs annually during the 30 days of Ramadan, the month with the highest television ratings. Egyptian television estimates viewership of *Bakkar* at 40 million this year. To reach this audience with environmental messages focusing on the riches of the Red Sea, the importance of protectorates, and the role of rangers, AED has collaborated with Cairo Cartoon on a total of four episodes and is beginning now to prepare for three episodes during the 2004 season.

### 10) Bakkar Posters

AED also produced four *Bakkar* posters with environmental themes linked to the TV episodes and these were distributed to all Red Sea schools immediately following the broadcast.

### 11) Bakkar Pre & Post Research (Fall 2002 & 2003)

Anecdotally, rangers indicated that friends and family who viewed the episodes were favorably impressed, and the rangers were pleased to be featured. To better understand and measure the effectiveness of these programs, AED undertook a pre and post survey of children exposed to the episodes each year. The surveys, consisting of 100 interviews with children aged 7-11, indicate a substantial positive effect on the levels of environmental awareness among those children exposed to the episodes. For example, in 2003 among the children surveyed only 7% knew what a protectorate was before watching, while 73% were aware and could define a protectorate as a place where endangered animals and plants are protected after seeing the episodes.

### 12) Bakkar Red Sea Activity Book

Fresh out of the production pipeline, AED finalized a children's activity booklet featuring *Bakkar* and *Salma*, the popular Egyptian cartoon characters. The booklet is designed to engage children ages 10-12 in a series of illustrated adventures about the environment of the Red Sea region. The booklet aims at captivating the children's imagination through word games, mazes and various educational activities. AED plans to produce 5000 copies of the booklet and distribute them in schools on the Red Sea and other selected governorates.

### 13) Environmental Awards Program for the Red Sea Governorate

The Environmental Awards Program has been operational in the Red Sea Governorate for two years or two cycles. In 2004, the EAP is both a school and a community-based initiative involving committees in the four participating cities along the Red Sea, Hurghada, Safaga, Quseir, and Marsa Alam. The EAP in Hurghada and Marsa Alam are being implemented in 43 schools. In Safaga and Quseir, three neighborhoods in each

town, have initiated projects addressing the environmental problems of their communities. Projects included clean-up and greening efforts. The EAP has strong support of the Mayor and the city council in each location. The possibility of extending the EAP in all Red Sea school next year is considered.

#### **14) Outdoor Interpretive Signage**

AED completed work on the content, text, design, station design and placement for the proposed outdoor interpretive signage for the historic city of Quseir and the Wadi El-Gemal Protectorate. In December, AED participated in a field trip to Wadi El-Gemal to discuss management plans, the interpretive & other signage, as well as the signage structures and park & trail route maps. It was determined that the interpretive signage with adjustments in design, text, placement, number, and varied station design depending upon location should be continued in keeping with the development of instructive signage to be undertaken by IRG as will rehabilitation of the site to accommodate visitors i.e. parking area, high way crossing, land contouring and construction of a signage structures.

#### **15) NCS/PERSGA Samadai Dolphin House (Winter 2004)**

AED has provided technical support for the Samadai Dolphin House Awareness Program, a NCS/PERSGA initiative. AED is designing materials including a flyer and a children's booklet. AED consultants are also assisting with planning and implementing a training program for boat operators, and teachers.

#### **16) Boat Operators Workshops & Association (Aug. 2002- Sept. 2003)**

AED, in cooperation with the EPPP Program Support Unit (PSU), prepared and conducted six workshops for Red Sea dive boat operators beginning in August 2002. These four-day workshops focused on environmental stewardship, seamanship, rescue and first aid skills. The workshops, along with raising skill levels, helped boat operators develop a new sense of professional identity. AED helped organize and license the Boat Operator's Association. A total of 292 boat operators have been certified through these workshops.

#### **17) Wadi El Gemal National Park Launch**

AED prepared the initial strategy document under the direction of Dr. Moustafa Fouda. Subsequently AED has been participating in meetings with USAID partners to discuss how this event may be combined with eco-tourism and investor seminars.

### **18) NGOSC Proposal Writing Workshop (Nov. 2003)**

AED assisted with a proposal-writing workshop for environmental NGOs organized by NGOSC in the Red Sea. Eleven NGOs participated in the Red Sea workshop. AED representatives proposed new domains where NGOs can contribute to the protection of the local environment, and highlighted the efforts made by the various parties such as rangers, hotel managers, boat operators and school environmental clubs in the Red Sea, and the Environmental Awards Program.

### **19) Red Sea Hotel Manager Network (Nov. 2003)**

During meetings in Cairo with Eng. Ihab Shalaan of RSSTI and Eng. Mohamed El Meligy (elected chairman for the proposed hotel manager association) and AED representative, the Hotel Manager Network approach was discussed. Twenty-three members were known to be interested in forming this association. It was agreed that AED will assist Mr. Meligy in forming the association and establishing its policies and financial situation before calling a meeting with the most active 5-6 members. Then, an opening meeting will be organized for all members of the association.

### **20) IUCN World Parks Conference (Sept. 2003)**

AED assisted Dr. Fouda and the Nature Conservation Sector in sending ranger representatives to the IUCN World Parks Congress in Durban, South Africa Sept. 7-20, 2003. This once in ten-year event was a good learning opportunity for the Rangers and a chance to showcase Egypt's program on Protected Areas and Red Sea Rangers. AED designed, formatted and printed the document submitted by NCS on the twenty-year perspective of national parks in Egypt. AED also purchased exhibit space and designed, produced and shipped materials for display and distribution at the exhibition.

### **21) RSSTI/AED El Gouna Event (Sept. 2003)**

AED provided press and other support for a Red Sea Sustainable Tourism Initiative event for a group of 250-300 hotel managers, dive center owners and tourists gathered in El Gouna September 19-21, 2003. AED helped arrange for Red Sea Rangers to give presentations at the event, and assisted the rangers in creating the presentations. The public awareness materials were exhibited, and the rangers distributed 10 rubbish receptacles and negotiated a partnership agreement for proper collection and disposal of trash with El Gouna hotel managers.

### **22) RSSTI / AED Hotel Managers Workshop (June 2003) (Hotel Managers from TDA hotels 64 Participants)**

In cooperation with Red Sea Sustainable Tourism Initiative (RSSTI), AED participated in a stakeholders' collaboration session that was part of a RSSTI best practices workshop

held in Hurghada June 14-19, 2003. The workshop drew environmental managers from some of the best-known hotels along the coast and gave them an opportunity to become Certified Hotel Environmental Managers. In the collaboration session that AED conducted as part of a workshop, dive boat operators, dive shop directors, Red Sea Rangers and NGOs were invited to work in groups with the hotel environmental managers to discuss ways to increase cooperation among the various stakeholders in minimizing negative impacts on the Red Sea reefs. Following the collaboration session, AED introduced several possibilities for stakeholder collaboration built into the Red Sea Rangers' social marketing campaign. The campaign includes fact sheets, stickers for garage receptacles, regulation signs, and other tools designed to be used cooperatively by the various stakeholders to promote best practices in the area.

### **23) Sustainable Tourism Egypt 2003 Conference (May 2003)**

AED provided media support for the Tourism Development Authority (TDA) and the Red Sea Sustainable Tourism Initiative (RSSTI) at the Sustainable Tourism Egypt 2003 Conference, which was held in Cairo on 27-29 May. Seventeen journalists from major national & opposition outlets were invited to attend the conference. A joint press event with US Ambassador to Egypt David Welch and Egypt's Minister of Tourism Mamdouh El-Beltagui was held. AED wrote and edited the content of a daily conference newsletter that covered each day's events and session topics. AED also provided content for a series of posters highlighting EEPP activities.

### **24) Ranger Practicum fast track 2-day round table training by Dr. Sam Ham - 11 Rangers (Jan. 2003)**

AED international consultant Dr. Sam Ham traveled to Egypt and to Hurghada, January 4-18, 2003 to continue his work with the Red Sea Rangers in creating and developing a public awareness strategy. Dr. Ham worked with Red Sea Marine Parks Manager, Ayman Afifi and Gulf of Aqaba Protectorates Deputy Manager, Medhat Rabie in creating an outline for the *Rangers Manual*, designed to be a useful, on-the-ground reference for working Rangers. Dr. Ham worked with AED and other Ranger counterparts in developing plans for interpretive exhibits about the Red Sea. Dr. Ham also provided guidance to the AED team in designing outdoor signage to support the Rangers public awareness campaign.

### **25) First Egyptian International Conference on Protected Areas and Sustainable Development (October 2002)**

AED provided technical assistance and logistical support to the Ministry of State for Environmental Affairs (MSEA) in hosting the First Egyptian International Conference on Protected Areas and Sustainable Development in Sharm El Sheikh. AED was handling publicity, coordinating support, arranging exhibits, and engaging in a range of other activities in support of the conference. AED took the lead in organizational support for Dr. Moustafa Fouda, Director of the EEAA Nature Conservation Sector and program chair, EEAA, and USAID. An initial strategy document for the conference was prepared

and presented to USAID, whose response of \$125,000 in financial backing was instrumental to the conference's success. The conference, from October 23-26, included speakers and participants from around the world. Speeches, exhibits and workshops focused on issues related to the conference themes of biodiversity, sustainable development and protected areas. AED also provided technical assistance to the EEAA for media support, press kits and press conferences.

#### **26) PERSGA Conference (August 2002)**

AED representatives traveled to Jordan to present the Red Sea Learning Supplement at a conference organized by the World Bank initiative, protecting the Environment of the Red Sea and Gulf of Aden (PERSGA). The author of the educators' guidebook, an AED consultant, delivered a presentation on the supplement and how it would be used to enhance environmental education in schools along the Red Sea coast. PERSGA showed her intention to support the organizing of environmental clubs in Red Sea schools with AED's leadership.

#### **27) Clean-up Campaign with the World Bank (July 2002)**

EEAA, the World Bank, and AED collaborated on a Red Sea Clean-up Campaign that took place at the end of July. AED coordinated the effort with schools, dive shops, and the EEAA Protectorates office in Hurghada. AED provided logistical support, publicity, transportation, and tools for participants in the five-day clean-up effort. Fifty-five preparatory school students attended a Project AWARE environmental training course before the clean-up, which took place around the students' school and in Fishermen Village, a town near Hurghada, with the participation of the local community. Simultaneously, an underwater cleaning campaign took place in cooperation with volunteers from local diving centers. A boat trip for underwater waste collection was organized, and dive centers encouraged their customers to take part in the clean-up over the five-day period. Media coverage of the event included articles in all major national newspapers, in addition to television programming.

#### **28) Red Sea Rangers Practicum with Sam Ham & Betty Weiler (June 2002)**

The Red Sea practicum experience was held in Sinai. In cooperation with the EEAA National Park Sector, AED organized a practicum experience program for 11 Red Sea Rangers from the southern Red Sea zone (between Hurghada & the Sudanese border) and 6 from the Sinai Peninsula. The practicum was held from 16 to 25 June at the Ras Mohamed Training Center in Sharm El Sheikh. The Rangers learned communication and interpretive education principles to help them manage Egypt's national protectorates on the Red Sea and to take advantage of public awareness opportunities that arise in the process of conducting regulatory activities. The practicum lasted nine days, almost two-thirds of which was spent in small group activities and other practical experiences. Recognized communications experts and AED consultants Dr. Sam Ham of the

University of Moscow-Idaho and Dr. Betty Weiler of the University of Melbourne, Australia conducted the program.

### **29) Exploratorium**

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

### **30) USAID 25<sup>th</sup> Anniversary & Red Sea Signage (February 2001)**

A special unveiling ceremony was held during the 25<sup>th</sup> anniversary celebration in Hurghada at Al Gouna for four Red Sea signs, attended by numerous dignitaries from USAID, US Embassy, and the Government of Egypt. Fifty of these attractive signs, with the message, "Let's Keep It This Way," were placed on posts throughout the governorate on land under the jurisdiction of the Tourism Development Authority (TDA).

### **31) Agenda 21 Poster Contest, Ceremony and Traveling Exhibit (2001-2002-2003-2004)**

Children from all 27 governorates including the Red Sea participated in agenda 21. The objective was to encourage children (7-12 years old) to create drawings about their perspectives on the Egyptian & global environment and honor exceptional drawings by displaying them in libraries and cultural centers all over the country. AED conducted orientation workshops for teachers and librarians involved in the program and 1,308 children submitted posters. The Agenda 21 Traveling Exhibition was seen by 500 visitors in Hurghada and by 600 visitors in Sharm El Sheik.

### **32) Integrated Solid Waste Management Learning Supplement Workshops (2000-2001)**

AED conducted three SWM Learning Supplement workshops for teachers in technical secondary schools in the Hurghada, Safaga and Quseir. The objective was to enable teachers to integrate SWM activities into the school curriculum and guide students with projects to reuse and recycle solid wastes. Each school was provided with two copies of the SWMLS that consisted of a 214 page book with 25 learning activities, a video program, a CD, and colored transparencies for overhead projection.

### **33) Environmental Education Activity Book Workshops (2000-2002)**

AED conducted four workshops for 150 preparatory teachers and Green Corner Librarians from 60 Red Sea schools in Hurghada, Safaga, Quseir & Marsa Alam. The objective was to enhance preparatory teachers' and librarians' potential in implementing environmental education and activities in schools & libraries. 2000 copies of the Environmental Education Activities for Green Corner Libraries book were distributed to participants. The 250-page book contains 62 environmental activities for children.

### **34) Red Sea Learning Supplement Workshops (2002)**

AED conducted three teachers' workshops for 140 teachers representing 77 schools from the 5 educational directorates in the Red Sea Governorate: Ras Ghareb, Hurghada, Safaga, Quseir and Shalateen. The objective was to enable Red Sea teachers to carry out environmental education activities at schools and in the surrounding communities, and to introduce them to others in the region engaged in environmental work. The Red Sea Learning Supplement contains a 247-page book with 35 learning activities, a dictionary and a glossary; as well as a Red Sea and Eastern Desert video, Red Sea CD and two posters.