



## NATIONAL SOARING BIRDS COMMUNICATIONS STRATEGY

Egyptian Rift Valley/Red Sea

**Gabriel Mikhail**

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## 1. Executive Summary

## 2. Introduction

### 2.1. Global context

Bird migrations embarked upon during season changes has inspired man since time immemorial. It stimulated his feelings of freedom, vigor and awe. Ancient Egyptians recorded these epic journeys over 4000 years ago in hieroglyphs and inscribed them on temple walls and ceilings. African and European cultures have depicted them in archeological relics and mythical legends.

Life in the air has necessitated many adaptations such as a sturdy yet light weight skeleton, a body that becomes aerodynamic during flight and the wondrous feathers which help in flight and act as an effective insulator from the harshest elements...all patterned in sticking arrays of colors, shapes and sizes.



Soaring migratory birds, such as these along the rift/valley/ Red Sea flyway, have developed other specialized adaptations including the most economically way of flying by drawing most of the energy needed directly from the sun. As the sun heats the ground in the morning, the sun reflects its heat and shimmering columns of air 'thermals' begin to rise. With the ability to detect these thermals, they launch themselves into the air sailing effortlessly upwards, then gliding slowly downward until they reach the next thermal where they rise again. Thus many can fly over 300 km in a single day, almost without flapping their wings.

As thermals do not form over large water bodies, birds cross the seas at its narrowest points, while also avoiding high mountains. These flight restrictions concentrates birds into corridors and through tight

‘bottlenecks’. This concentration makes soaring migrants highly vulnerable to localized threats.

Approximately 1800 of the world's 10,000 bird species are long-distance migrants. Many of these species including birds of prey, storks and pelicans are on top of the food chain as top predators. They are vivid indicators of the state of the environment and are critical components for healthy ecosystems, telling us about the effects we are having on the environment. Bird species have shown the specific impacts of our activities, such as the negative effects of the pesticide, DDT. Ocean-going birds are bio-indicators of marine pollutants. And now, birds are revealing the effects of climate change.

Birds provide intangible aesthetic enjoyment and enrich our lives with their presence, many countries including Egypt use it in their flag or as a national symbol. The scientific value of birds is immeasurable. We have learned about aspects of flight, migration, vision, behavior, and physiology from birds.

Economic value of birds are substantial. Bird watching is growing faster than nearly any other type of eco-tourism activity and people spend billions of dollars per year on bird related materials and activities. Birds have ecological value as important elements of natural systems and the functions birds perform as pollinators, insect eaters, and rodent predators also result in tangible benefits to people.

## 2.2. Local context

Egypt lies at a strategic position in the Rift Valley and Red Sea flyway where soaring migratory birds traverse between Asia and Africa crossing the Red Sea on their annual round trip flights.



View from Africa onto Asia across the Gulf of Suez

Furthermore, with 5 bottleneck sites, it has the most number of bottleneck sites per country along the flyway. Additionally the Gulf of Suez in Egypt is one of two main points for crossing the Red Sea where it is at its narrowest, the other point being the Straits

of Bab al-Mandab at the other (southern) end of the Red Sea. Thus it is of great importance to the birds to safeguard their bottleneck sites and routes in Egypt.

Over 1.2 million birds of prey and over 300,000 storks, all comprising 37 species, use the flyway each year on their annual round trip migrations



between their breeding grounds in Eastern Europe and Western Asia and their wintering grounds in Africa making it the second most important flyway in the world for soaring birds. Ras Mohamed National Park is the only bottle neck site lying within a protected area in Egypt.

### 2.3. Threats along the Egyptian section of the MSB

" Whilst the main threats to soaring birds on migration have been studied elsewhere in the world, there is a serious lack of quantitative data for the Middle East." This represents a threat on its own, as not knowing enough information about these threats makes it challenging to prioritize conservation

actions and allocate more specific interventions.

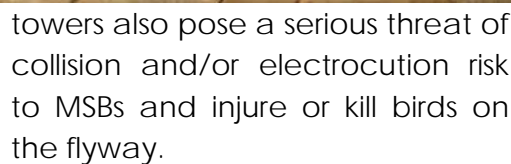
However from tentative field observations and discussions with knowledgeable parties it is suggested that the main threats listed in order of importance are:

#### 1. Energy

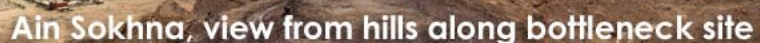
The fast growing wind farms sector along the Egyptian Red Sea presents the major threat of injury or death to MSBs on the flyway. In Egypt the most promising wind energy regions coincide with migratory bottlenecks. With high prevailing wind speeds, the Gulf of Suez and northern Red Sea coast have a high wind energy resource. One of the world's largest wind farms has been erected at Zafarana and others are planned for Gabel El Zeit in Egypt. Unable to abruptly change course, large and less maneuverable species such as vultures, and storks are most vulnerable. Collision with wind turbines, power lines and associated structures is an increasing threat for MSBs. Studies suggest



Power lines,  
associated pylons  
and communication



Extensive tourism associated coastal development have been carried out in the last few decades with substantial more planned in the future. Almost the entire Red Sea coast of Egypt along the Eastern Desert from Ain Sokhna to Shalateen has been allocated by the government to the Egyptian Tourism Authority who in turn has sold it and seeks to sell what is left to developers. Dumping of trash from hotels along road sides and outside sanitary landfills and poorly designed and implemented hotel waste water treatment plants draw, wound, and kill MSBs. Birds can consume poisonous materials and become entwined



in plastic, wire, and other debris, or are injured by metal objects. Indiscriminate poison baits and traps set to control rodents are pose serious risks to birds. Toxic pesticides used on hotels' gardens and golf courses also poison birds.

Habitat loss and degradation for land reclamation such as at the wetlands of Ain Sokhna (a very important bottleneck site) deprive birds of important roosting localities and wastes potential bird watching eco-tourism opportunities along the flyway.

### 3. Waste management

Large numbers of MSBs often also die at poorly managed waste water treatment facilities due to drowning, entrapment in sludge or die or



Soiled birds at Sharm El Shiekh open waste water plant

become ill by drinking polluted water, especially in deserts where they appear to be an attractive source of nourishment.

Solid waste including large amounts of plastic bags spread over large distances and cause injury or death to birds through entanglement. Trash disposal in poorly managed unsanitary

landfills can cause toxicity, injury or death to birds.

Large numbers of MSBs often also die at poorly managed waste water treatment facilities due to drowning, entrapment in sludge or die or become ill by drinking polluted water, especially in deserts where they appear to be an attractive source of nourishment. However a well designed plant could provide birds with a beneficial recourse.

### 4. Hunting

Trapping for falconry, shooting for sport, trophy hunting and trade in embalmed birds represent a threats to MSBs. In Egypt estimates of annual national numbers taken include 30-40 large falcons, or 100 in a good year.

### 5. Agriculture

Due the hyper-arid climate of the Egyptian deserts along the Red Sea flyway, agriculture is very limited and does not represent a significant threat to the



A buzzard roosting in a forest plantation

birds. Furthermore some of the limited agricultural parcels irrigated by underground wells or forest plantations with treated sewage water



provide welcome roosting spots for the birds along their long journeys as well as observation opportunities for bird watchers. However some of the sewage treatment plants have open holding basins which may be polluted if not treated properly.

#### 2.4. Review of the project's current communications & public awareness materials

The MSB project (Egypt) started in January 2009 and was temporary suspended in October 2010 with agreement of the Steering Committee. Most of the jointed activities with targeted sectors were delayed and the project faced a critical situation of losing its creditability with these sectors. In July, 2011 the project (national component of Egypt) restarted again and performed some activities since then.

For preparing this strategy, previous communications and awareness activities ( see annex I) were reviewed in order to avoid duplication, build upon successful activities, evaluate efforts and recommend enhancements. Completed activities included printing desk calendars, A4 images, T-shirts, notebooks. Conservation events, newspaper articles, children drawing event, bird watching campaigns, presentations, workshops and training courses were also performed.

Some of these efforts were reviewed, in general they were well received and had good content, however the refinement of graphics and images could add more appeal to targeted audience.

One refinement for the project's logo suggests the following change to better illustrate its two main graphic components:



Current logo



Alternative 1



Alternative 2

### 3. MSB strategy

#### 3.1. Objectives of the strategy

The main goal of this strategy is to communicate MSB issues and awareness in Egypt, and help with its visibility and support its systematic address in the policies and work of all targeted sectors along the Egyptian Rift Valley/Red Sea flyway, specifically that pose the greatest risk to the safe migration of these birds – primarily energy, tourism, waste management and hunting – while promoting activities in sectors which could benefit from these birds, such as ecotourism. The strategy will also act as an inclusive guide to the subject, specially to new communication staff in order to build capacity and help with facilitating "double-mainstreaming", the MSB project's new, innovative and cost-effective approach that seeks to integrate flyway issues into existing national or donor-funded "vehicles" of reform by strategically sharing opportunities in various programs and work areas.

#### 3.3. Targeted stakeholders and audience for the strategy

Stakeholders, some of which are unaware, have a vested interest in MSB conservation and influence it in one way or the other. The criteria used to identify the priority stakeholders include the level of direct impact on MSB and the ability to influence MSB's conservation.

Priority	Target Audience
<b>Critical</b>	<ol style="list-style-type: none"> <li>1. Energy sector</li> <li>2. Tourism sector</li> </ol>
<b>High</b>	<ol style="list-style-type: none"> <li>3. Waste Management sector</li> <li>4. Local communities along the flyway</li> <li>5. The public specially nature lovers.</li> <li>6. Existing and planned "vehicles" of reform</li> <li>7. NCS/ EEAA</li> </ol>
<b>Moderate</b>	<ol style="list-style-type: none"> <li>8. Hunting sector</li> <li>9. NGOs which are active in nature conservation</li> </ol>
<b>Low</b>	<ol style="list-style-type: none"> <li>10. Agriculture sector</li> </ol>

#### 3.4. Key issues and required outcomes

In order for this strategy to best guide recommended communication and awareness measures it must focus on key issues and required outcomes from stakeholders. The following tables lists the main key issues and required outcomes for each of them.

KEY ISSUES	OUTCOMES REQUIRED	RELATED ISSUES
<b>1. Risks to birds from energy sector</b> <ol style="list-style-type: none"> <li>1. Collision</li> <li>2. Electrocution</li> <li>3. Habitat destruction and disturbance</li> <li>4. The Barrier effect</li> </ol>	<b>AVOID ● REDUCE ● MITIGATE ● OFFSET</b> <ul style="list-style-type: none"> <li>▪ Effective measures are taken at the strategic and planning phases.</li> <li>▪ Carryout Strategic Environmental Impact Assessment for wind farms and require mandatory EIA for all wind turbines</li> <li>▪ International 'best practice' designs as endorsed by the RFF are followed</li> <li>▪ Mitigation measures are applied on existing facilities along the flyway.</li> <li>▪ If adverse effects cannot be avoided, then offset measures are performed.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Costs verses incentives of effectiveness measures.</li> <li>▪ Economic difficulties resulting in a negative perception of, or indifference to, species conservation.</li> <li>▪ Uncertainty about the effectiveness of potential mitigation measures.</li> <li>▪ Lacking evidence of bird mortality at existing wind farms in Egypt.</li> <li>▪ Lacking awareness of threats to migrating birds from disturbance.</li> </ul>
<b>2. Risks from the tourism sector</b> <ol style="list-style-type: none"> <li>1. Disturbance, deterioration and destruction of habitats.</li> <li>2. Increased waste generation</li> <li>3. Pesticides.</li> <li>4. Poison baits.</li> </ol>	<ul style="list-style-type: none"> <li>▪ Protection of habitats in bottleneck IBAs</li> <li>▪ Introducing "flyway friendly" considerations into EIA</li> <li>▪ Realizing eco-tourism potential of bird watching and activities.</li> <li>▪ Greater contribution in waste control and reduction.</li> <li>▪ Regulation and enforcement on the use of toxic pesticides and poison baits.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Conflict between current development planning and the needs of the environment in general and moreover the MSB flyway.</li> <li>▪ Inadequate legal and financial deterrents for improper waste management.</li> <li>▪ A shortage of material that is available to inform local people and visitors about MSB and their conservation</li> </ul>

KEY ISSUES	OUTCOMES REQUIRED	RELATED ISSUES
<b>3. Risks from waste management</b> <ol style="list-style-type: none"> <li>1. Entrapment in sludge and poisoning in contaminated sewage lagoons.</li> <li>2. Unregulated solid waste dumping in open areas result in birds ingesting toxic substances and frequently becoming entangled in plastic, wire, and other debris, or are injured by metal scrap</li> <li>3. Degradation of MSB's sensitive desert habitat.</li> </ol>	<ul style="list-style-type: none"> <li>▪ Increased sewage / waste treatment capacity.</li> <li>▪ Improved waste management procedures to reduce mortality and injury to MSBs</li> <li>▪ Remedial actions in problematic sites along the flyway.</li> <li>▪ Legislation and enforcement of proper disposal of waste and toxic discharges.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited planning and enforcement resources at the government level.</li> <li>▪ Systematic and quantitative data relating to the problem along the flyway is again lacking.</li> <li>▪ Where waste sites are designed and managed properly, especially open waste-water treatment plants, they can provide important and safe habitat for birds.</li> <li>▪ Limited awareness and training materials</li> </ul>
<b>4. Risks from hunting</b> <ol style="list-style-type: none"> <li>1. Shooting for sport</li> <li>2. Trapping for falconry,</li> <li>3. Trophy hunting</li> <li>4. Trade in embalmed birds</li> </ol>	<ul style="list-style-type: none"> <li>▪ Legislation and enforcement to prevent hunting of birds unless they are in favorable condition and hunting is shown to be sustainable.</li> <li>▪ More responsible hunting and conservation awareness for hunting groups.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Proper policies and effective management enforcing measures and regulatory frameworks supporting bird conservation are lacking.</li> <li>▪ Low awareness of and low value accorded to bird conservation.</li> <li>▪ Lack of effective measures for sustainable hunting and bird trading.</li> </ul>

Crosscutting issues include inadequate legislation, regulation and enforcement, economic difficulties among local people, the over-exploitation of natural resources and lacking of environmental education and awareness.

## 4. Action plan for the MSB strategy

### 4.1. Key messages

A number of key messages for the strategy have been identified,. They are based on the key issues, required changes, constraints, opportunities, and target audiences described above. These messages expand on the issues listed above to give an indication of the specific information that needs to be conveyed to different audiences. The messages also convey an incentive approach to conservation and capitalizes on the more established message of nature conservation rather than only focusing on MSBs, an issue less understood due to weak environmental awareness.

KEY ISSUE	EXAMPLES OF KEY MESSAGES
Risks from energy sector	<ul style="list-style-type: none"> <li>▪ The energy sector represents the greatest threat of injury or death to MSBs in Egypt.</li> <li>▪ Nature is at risk. Contribute to safeguarding the integrity and viability of this valuable resource.</li> <li>▪ Invest in sustainable development.</li> <li>▪ Confirm your image as a green industry.</li> <li>▪ Learn impacts and counter measures: Avoid-Reduce - Mitigate - Offset.</li> <li>▪ Applying international standards gives international credibility.</li> </ul>
Risks from the tourism sector	<ul style="list-style-type: none"> <li>▪ Invest in sustainable development.</li> <li>▪ Do not disturb key habitats such as wetlands and mangroves. These also provide an attraction for bird watching eco-tourism opportunities.</li> <li>▪ Display with pride your location within the MSB flyway along with conservation messages in hotel rooms and public areas.</li> <li>▪ Waste management is crucial. Properly dispose of, recycle and/or treat waste.</li> <li>▪ A well designed and managed sewer treatment plant would also provide an attraction for bird watching eco-tourism opportunities.</li> <li>▪ Capitalize on the touristic resource of being located along the MSB flyway.</li> <li>▪ Appeal to birdwatchers, the fastest growing ecotourism market.</li> <li>▪ Portray your image as a green establishment, join the "flyway friendly" program, a valuable tool for marketing your property.</li> <li>▪ Avoid the use of grass and pesticides.</li> </ul>



KEY ISSUE	EXAMPLES OF KEY MESSAGES
Risks from waste management	<ul style="list-style-type: none"> <li>■ Inadequate waste management practices kill birds and pose health risks to humans. Properly manage, dispose of, recycle and/or treat waste.</li> <li>■ Invest in sustainable development.</li> <li>■ The environment is at risk. Contribute to safeguarding the integrity and viability of this valuable resource.</li> <li>■ Well managed open waste-water treatment plants, can provide refuge to birds and opportunities for bird watching and an added income.</li> </ul>
Risks from hunting	<ul style="list-style-type: none"> <li>■ Many migratory birds are under threat of extinction or their numbers are diminishing. Contribute towards effective hunting management and environmental protection.</li> <li>■ An ethical hunter shows respect for his quarry.</li> <li>■ Seek to be a competent and responsible hunter.</li> <li>■ Learn all you can about migratory birds, threats and conservation efforts.</li> </ul>
Environmental education and public awareness	<ul style="list-style-type: none"> <li>■ Learn about MSB's and their epic migrations.</li> <li>■ Protect nature, MSBs are a vital component.</li> <li>■ Plastic bags kill birds, use paper bags.</li> <li>■ Develop special school presentations and material.</li> <li>■ Involve children and young people in the activities of the MSB.</li> <li>■ Invest in environmental education for the next generation.</li> <li>■ Children can educate their parents.</li> </ul>
Range of administrative bodies involved in nature conservation (NCS, EEAA, NGOs and governorates )	<ul style="list-style-type: none"> <li>■ Protect and mitigate negative impacts on IBAs.</li> <li>■ Legislation relevant to MSB conservation to be implemented.</li> <li>■ Tap into unrealized potential of bird watching eco-tourism opportunities.</li> <li>■ Priority issues need to be addressed in the short term while social change is a pressing and long term goal.</li> <li>■ Increase efficiency of donor projects by mainstreaming MSB conservation.</li> <li>■ Administrative bodies need to work together for common benefits.</li> <li>■ Promote understanding and awareness among administrative and governmental bodies.</li> <li>■ Increase initiatives by stakeholders, NGOs and other interested parties.</li> </ul>

#### 4.2. Utilized dissemination, delivery and media resources

A wide variety of methods and techniques are available for delivering the key messages, and can be put to use in promoting MSB conservation. The following outlines the delivery mechanisms to be utilized in order to implement the strategy. These also includes a number of existing and ongoing activities which were successful in the past.

MECHANISM	DESCRIPTION
<b>Web and IT</b>	<p>The world-wide web, social media and information technologies offer the most efficient means of communicating with a wide and ever-increasing range and number of users:</p> <ul style="list-style-type: none"> <li>▪ Websites are for more assessable than print advertising.</li> <li>▪ Facebook is the most popular social networking of all time, it is free and it's one of the best medium for communication. Facebook fan pages , groups , events etc are getting popular day by day.</li> <li>▪ YouTube facilitates fast and convenient uploading and downloading of videos. It is an ultimate destination to deliver documentary films to the widest audience.</li> <li>▪ Electronic newsletters targeting specific groups and e-mail will be essential for regular and effective communication and information dissemination between stakeholders; group e-mail lists to be compiled and utilized, particularly with groups working with MSB conservation (e.g. project donors, national and international NGOs and other partners).</li> </ul>
<b>Printed Material</b>	<ul style="list-style-type: none"> <li>▪ Printed materials are essential to convey conservation messages and provide information.</li> <li>▪ Leaflets are easily produced and can provide information or promote specific issues for different audiences.</li> <li>▪ Posters can be widely distributed and displayed in public and tourist areas, which makes them extremely effective.</li> <li>▪ Illustrated publications get the attention of most people, especially children.</li> <li>▪ Awareness electronic media, including DVD's and CD-ROMs, are suitable for distribution in workshops, schools, and other limited media groups.</li> <li>▪ Messages printed on bags, t-shirts and other articles that are used or encountered every day can be an effective means of conveying a message.</li> </ul>

MECHANISM	DESCRIPTION
<b>School Programs</b>	<ul style="list-style-type: none"> <li>School programs are among the most effective means of promoting awareness of “green” issues.</li> <li>Children form a large and receptive audience, and can be introduced to environmental issues within the established school structure, which makes the dissemination and presentation of materials much easier. Techniques that can be used include the production of audio-visual material for presenting in schools, art programs and field trips.</li> <li>The introduction of conservation in schools is especially useful, because It allows children to be introduced to conservation issues and concepts at an early age. If the material is attractively and effectively presented it will influence the children’s attitudes later in life.</li> <li>Children will tell their families about what they have learned, thus passing on their newly-acquired knowledge to adults who may have limited access to the media or poor levels of literacy.</li> </ul>
<b>Workshops and events</b>	<ul style="list-style-type: none"> <li>Workshops offer a mechanism for relatively small groups to discuss and learn about specific issues in depth. In particular, they allow training in key skills and achievement of consensus on key issues.</li> <li>Birding events and major green events present a great opportunity to present the MSB plight. It is also a practical occasion to communicate with existing national or donor-funded “vehicles” of reform.</li> </ul>
<b>Mass Media</b>	<ul style="list-style-type: none"> <li>The mass media (radio, television, magazines and newspapers) provide an effective means of reaching a wide target audience. However, in Egypt, it is currently difficult to have a continuous and sustainable presence in this media, specially TV, due to a perceived weak public interest in environmental issues, which compels advertisers to sponsor other programs. However still, few and far between efforts advance the cause in the right direction.</li> </ul>

#### 4.3. Work Plan

Activities that could be carried out in support of the conservation messages are listed below under the main types of. For each message the target audience, or group of stakeholders has been identified. Each target audience required a different approach and method for delivery of the message. Following are examples of types of delivery or mechanisms that are used in the Action Plan:

Activity	Target audience	Schedule	Budget	Success criteria
MECHANISM: Web and IT				
Create Facebook group for MSBs	2 , 4, 5 , 6 & 9	Within six months	Included with the delivery of this strategy	Capitalize on promotion through nature Facebook groups and email lists* (see annex I)
Produce MSB documentary film and post on YouTube	1 through 10	Within one year	145,000 LE	Post YouTube link in Facebook groups and to email contact groups
Compile and expand email contact groups	1 through 10		Staff.	Compile separate email contact groups as needed for target audience groups
Email newsletters	4, 5 , 6 & 9	Quarterly	Staff.	Nice, clear layout and attractive images
Website	1 through 10		90,000 LE	An informative & enticing website depends on many factors, at the foremost quality content, stunning images, graphics & updates
MECHANISM: Printed Material (including audio-visuals) <i>*reprint as needed * distribution process is key to success *</i>				
Print map/fold out brochure	1 through 10	Within six months	Included with the delivery of this strategy	Nice, clear layout, stunning images; also usable as region's map to entice further usage
DVD (MSB doc. film already produced) & CD-ROM	1 through 10	First title within one year	LE 65,000; <i>leverage TOR to combine CD-ROM &amp; website to cut costs</i>	Entertaining, informative and inspiring, Very handy for presentations and give-outs at school programs, hotels' TV, workshops and events
Sector specific leaflets (energy, tourism & waste management)	1 , 2 & 3		LE 45,000	Nice, clear layout, eye-catching images & diagrams. Reprint as needed; distribution process is key to success.
MSB titles (books & booklets)	4&5	Ongoing	availability	Innovative illustrations stunning images get the attention of most people, especially children.
Messages on everyday items	1 through 10	Ongoing	availability	Attractive and artistic designs on bags, t-shirts and other everyday articles.

Activity	Target audience	Schedule	Budget	Success criteria
MECHANISM: School Programs				
Presentations	4&5	Ongoing	Included with the delivery of this strategy	Ongoing & systematic approach key for success. Use, present printed materials and introduce web assets above.
MSB educational material	4 , 5 , 6 , 7 , 8 & 9	Within one year	145,000 LE	Circulate printed materials above
Field trips	4	Ongoing	Staff.	Perform within the two migration seasons
MSB art competitions	4	Ongoing	Staff.	Nice, clear layout and attractive images
MECHANISM: Workshops and events				
MSB workshops	6 & 7		Staff	Use, present printed materials and introduce web assets above.
Events	1 through 10		Staff	Birding events and major green events present a great opportunity to present the MSB plight and circulate printed materials
MECHANISM: Mass Media				
TV	1 through 10		Staff & consultants	Prepare images and messages do present in interviews. Arrange for broadcasting of MSB documentary film.
Magazines & newspapers	4 , 5 , 6 , 7 & 9		Staff & consultants	Maintain channels with green journalists, supply articles with stunning images and accurate information.



## 5. Implementing the Strategy and Action Plan

### 5.1 Financing the Strategy

The strategy is designed to highlight MSB public awareness activities. Public awareness is a crosscutting issue in many conservation projects and therefore it will be sensible to mainstream to a wide base of funding sources\* which include:

- NCS
- Donor governments
- International conservation and development NGOs
- Local NGOs
- Tourism companies
- Private donors
- Other international sources

### 5.2 Launching and dispersal of the Strategy

It is crucial that stakeholders (specially audience 6,7&9) be made aware of the MSB strategy through organized, targeted and continued efforts.

The launch of the MSB strategy should be carried out at an established green event or MSB workshop. Copies of the MSB strategy in English and Arabic will be distributed to stakeholders. The message to stakeholders is to be aware that this strategy is available in order to better coordinate and allocate efforts in the field of Communication, Education and Public Awareness.

### 5.3 Review, Monitoring and Evaluation

This document's successful implementation depends largely on its evolution through a long-term and sustained effort. In this sense it is the beginning of a long-term process, which will be continually assessed, refined and implemented. Many changing factors affect the strategy such as the amount of funding available, and the political, social and economic contexts. The progression of this strategy must be flexible in order to adapt to these changes and progress through lessons learned.

The following mechanisms will be used to monitor, evaluate and adapt the strategy:

- Ongoing NCS internal review and monitoring
- Staff assignments and performance reviews
- Annual monitoring
- Stakeholder consultation and review

#### 5.4 Indicators

As a measure of the performance of the strategy a set of indicators are outlined as follows (Dr. Sherif Baha please elaborate):

- Status of protection and/or health of the five bottlenecks plus IBAs
- Trends in the abundance and distribution of MSBs.
- Changes in the status of threatened species.
- Favorable and negative operations responses from audiences 1,2,3,8&9 in operation of the audience
- Connectivity/fragmentation of suitable habitats.
- Continued funding in conservation of MSBs.
- Level of public awareness and participation.

## Annex I

### Completed communications & public awareness activities

- Development of project logo and stamp.
- Printing of 1000 wall calendars about MSB.
- The project manager was interviewed by three TV channels.
- EEAA and NCS for the first time participated in bird conservation events including World Migratory Bird Day (2009 – 2010) and the celebration of the International Vulture Awareness Day (2009). On the other hand, the project participated within four national celebrations of EEAA.
- 250 desk calendars were printed for 2010 which contain information about 10 migratory soaring bird species. They were distributed on the different target sectors of the EEAA, environmental offices within the governorates located in the flyway.
- The project printed 1000 A4 posters of the WMBD.
- The project printed 500 T-shirts of the WMBD and IYB.
- 8000 notebooks were printed for school use which includes information about 4 migratory soaring bird species. The project distributed these notebooks on 154 preparatory and primary schools (80% of are governmental school) located within North Sinai governorate, South Sinai governorate and Red Sea governorate.
- Nine articles were published within the national newspapers about the MSB project and the WMBD.
- The MSB project sent to AEWA Secretariat fifteen children drawings that won in the national drawing competition under the celebration of the WMBD for 2009.
- Two days bird watching campaign and three meetings with the members of the national team of monitoring of bird migration.
- Enlisting the JAZ company as a vehicle project to the MSB project with contribution of a co-finance budget of \$ 1,500,000.
- Several meetings were organized with focal points from the Energy – Agriculture – Tourism – Sewage in order to introduce the flyway concept into their sectors.
- Workshops and training courses were organized in order to help build-up national capacity of MSB conservation personnel including IBAs staff on bird monitoring with the help of local and international experts.

## Annex II

### Contact info of audience, key players and entities\*

	Name	Title	Agency	Mobile	E-mail
1	Khaled Allam	Project Manager	MSB Project	01001288508	<a href="mailto:Khaledallam4@hotmail.com">Khaledallam4@hotmail.com</a>
2	Alaa Eldin Ismaeil	Environmental Researcher	Saint Katherine Protectorate	01225773922	<a href="mailto:Alaa_eldin80@yahoo.com">Alaa_eldin80@yahoo.com</a>
3	Ibrahim Omar Mohamed Baghy	Vice Manager	Siwa Protectorate	01068107681	<a href="mailto:baghilbrahim@yahoo.com">baghilbrahim@yahoo.com</a>
4	Mohamed Gebril Omar	Environmental Researcher	White Desert Protectorate	01228615887	<a href="mailto:elfarfarony@yahoo.com">elfarfarony@yahoo.com</a>
5	Mohamed Abdullah Awad	Environmental Researcher	EIA Central Administration	01146002804	<a href="mailto:Moabd72@yahoo.com">Moabd72@yahoo.com</a>
6	Mohamed Gomaa Abdeltawab	Environmental Researcher	EIA Central Administration	01004678558	<a href="mailto:Gomaa.eeaa@yahoo.com">Gomaa.eeaa@yahoo.com</a>
7	Ahmed Abdelaziz Assaied	Environmental Researcher	EIA Central Administration	01006561534	<a href="mailto:Eng.zizo67@yahoo.com">Eng.zizo67@yahoo.com</a>
8	Ahmed Abdullah Mohamed	Environmental Researcher	Taba Protected Area	01008821073	<a href="mailto:ahmed_tpa@yahoo.com">ahmed_tpa@yahoo.com</a>
9	Hany Mohamed Elnajar	Environmental Researcher	Al-Zaranik Protected Area	01003820306	<a href="mailto:hanyBird@yahoo.com">hanyBird@yahoo.com</a>
10	Mohamed Ahemd Elmaghraby	Environmental Researcher	Ashtoum El-gameil Protected Area	01006780286	<a href="mailto:Moroky33@yahoo.com">Moroky33@yahoo.com</a>
11	Assayed Ibrahim Abdelhaleim	Environmental Researcher	Red Sea Northern Islands Protected Area	01000628140	<a href="mailto:Sayed_halim@hotmail.com">Sayed_halim@hotmail.com</a>
12	Emad Abdullah Abdelfattah	Environmental Researcher	Ras Muhammed Protected Area	01121187209	<a href="mailto:dr_emadabdo@yahoo.com">dr_emadabdo@yahoo.com</a>
13	Abdullah Mohamed Nagy	Teacher Assistant	Al-Azhar University	01006891940	<a href="mailto:Ogalan007@gmail.com">Ogalan007@gmail.com</a>
14	Israa Saber Hamdy	Environmental Researcher	Nature Conservation Sector	01222675985	<a href="mailto:Posy_sabry@yahoo.com">Posy_sabry@yahoo.com</a>
15	Nahla Mohamed Nagib Ahmed	Environmental Researcher	Nature Conservation Sector	01005060317	<a href="mailto:Nahla.nagib@hotmail.co.uk">Nahla.nagib@hotmail.co.uk</a>
16	Wissam Emaeil Farag	Environmental Researcher	El Omayed Protected Area	01223411801	<a href="mailto:Wissam_farag@hotmail.com">Wissam_farag@hotmail.com</a>
17	Ismail Mohamed Abdelazeim	Environmental Researcher	Nabq Protected Area	01003747847	<a href="mailto:Ismail_diver2009@yahoo.com">Ismail_diver2009@yahoo.com</a>

\* To be compiled further by NCE staff

18	Housny Helmy Ali Asran	Manager	Saluga and Ghazal Protected Area	01006821256	<a href="mailto:goodhosni@yahoo.com">goodhosni@yahoo.com</a>
19	Hany Mansour	Environmental Researcher	Burullus Protected Area	01008643984	<a href="mailto:Hanimansour20@hotmail.com">Hanimansour20@hotmail.com</a>
20	Osama Elgebaly	Manager	Abu galum Protected Area	01221745354	<a href="mailto:Oss_elgebaly@yahoo.com">Oss_elgebaly@yahoo.com</a>
21	Ibrahim Naser Hassan	Environmental Researcher	Elba Protected Area	01009115095	<a href="mailto:Ahmed.1780@yahoo.com">Ahmed.1780@yahoo.com</a>
22	Emad Hamdy Elaaidy	Environmental Researcher	Nabq Protected Area	01005216071	<a href="mailto:Oomda101@yahoo.com">Oomda101@yahoo.com</a>
23	Ahmed Mohamed Assadek	Environmental Researcher	Abu galum Protected Area	01007164186	<a href="mailto:Elmarines_2009@yahoo.com">Elmarines_2009@yahoo.com</a>
24	Mohamed Ibrahim Habib	Environmental Researcher	NCE	010001365142	<a href="mailto:Mrhydro35@hotmail.com">Mrhydro35@hotmail.com</a>
25	Mahmoud Isamil Sarhan	Socio-economist	Conservation of Medicinal plant project	01001109545	<a href="mailto:Mahmoud.srhan@gmail.com">Mahmoud.srhan@gmail.com</a>
26	Ahmed Mohamed Abdel Maqsoud	Financial Specialist	MSB Project		
27	Wed Abdellatif Ibrahim		MSB Project	01005701340	<a href="mailto:Wed_abdou@yahoo.com">Wed_abdou@yahoo.com</a>
28	Amany Nakhla		UNDP	01018835597	<a href="mailto:Amany.nakhla@undp.org">Amany.nakhla@undp.org</a>
29	Gabriel Mikhail	Environmental Consultant	Image House	01222189011	<a href="mailto:helpdesk@egyptcd.com">helpdesk@egyptcd.com</a>
30	Mindy Baha el Din		NCE		<a href="mailto:mindybaha@gmail.com">mindybaha@gmail.com</a>
31	Sherif Baha el Din	MSB Project Technical Consultant	NCE	01222180709	<a href="mailto:sherif_baha@hotmail.com">sherif_baha@hotmail.com</a>



Facebook groups*	
Group name	Link
Protected Areas of Egypt	<a href="http://www.facebook.com/?ref=home#!/groups/EgyptPAs/">http://www.facebook.com/?ref=home#!/groups/EgyptPAs/</a>
Nature Conservation Egypt	<a href="http://www.facebook.com/?ref=home#!/groups/NatureConservationEgypt/">http://www.facebook.com/?ref=home#!/groups/NatureConservationEgypt/</a>
Red Sea Protectorates	<a href="http://www.facebook.com/?ref=home#!/groups/RedSeaProtectorates/">http://www.facebook.com/?ref=home#!/groups/RedSeaProtectorates/</a>
Natural Protectorates Pioneers Society	<a href="http://www.facebook.com/?ref=home#!/groups/43957077558/">http://www.facebook.com/?ref=home#!/groups/43957077558/</a>
Young IUCN SSC Members and Friends	<a href="http://www.facebook.com/groups/43957077558/#!/groups/276724175685589/">http://www.facebook.com/groups/43957077558/#!/groups/276724175685589/</a>

\* To be compiled further by NCE staff

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