

# الاستراتيجية الوطنية للاتصال البيئي

## National Strategy for Environmental Communication (NSEC)

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*Social Marketing*

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*Environmental Communication*

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*Environmental Education*

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*Public Participation*

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*Methodology of Drawing up the Strategy*

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Brian A. Day and Marth C. Monroe, Editors, "Environmental Education and Communication for a Sustainable World, Handbook for Practitioners" ( USAID/Academy for Educational Development, 1999)

## *Data Collection :*

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*Personal Interviews*

*Workshops*

*Exploratory KAP Survey*

*Field & Facility Visits*

*Review of Environmental*

*.Review of Communication Strategies*

*Document*

## *Data Processing :*

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*Cognitive Model*

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## Corporate Communication Policy



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| Strategic Framework            |  |
| Communication Objectives       |  |
| Target Groups                  |  |
| Message                        |  |
| Communication Media & Channels |  |

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Supply / distribution Strategy

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" : Stakeholders

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## Priorities of Target Groups

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NGO's

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<sup>٤</sup> طبقاً للأجندة رقم ٢١ الصادرة عن مؤتمر البيئة في ريودي جانيرو تم تقسيم الفئات المستهدفة بالخطاب الإعلامي والتوعوي إلى ما يلي: المرأة – الشباب – الأطفال – العمال والفلاحون – القادة الحكوميون – القطاع الخاص – القطاع الأهلي – الباحثون – قادة الرأي بمن فيهم الإعلاميون

°The Danish Environmental Support to Eastern Europe , “ Draft Communication Manual , First Edition , May 2002

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## Key Messages

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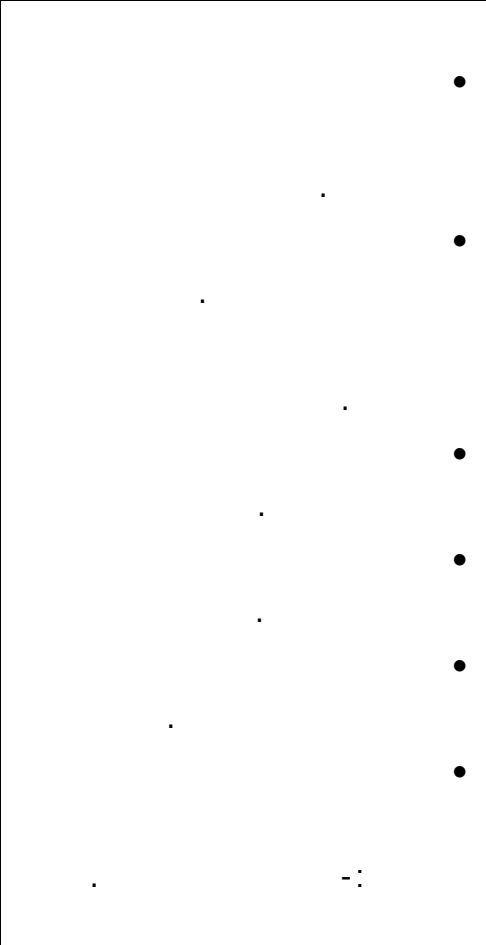
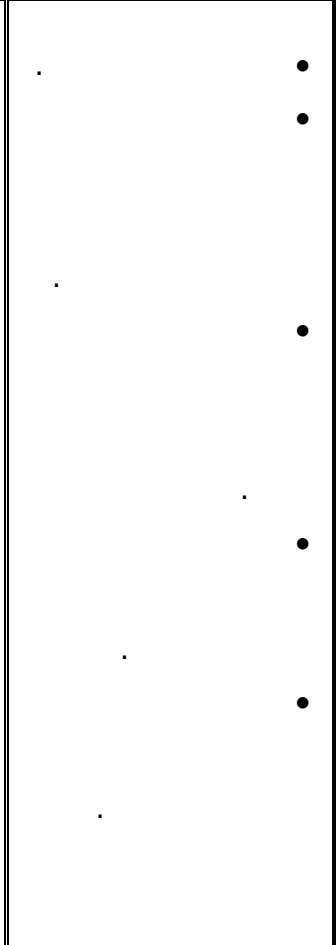
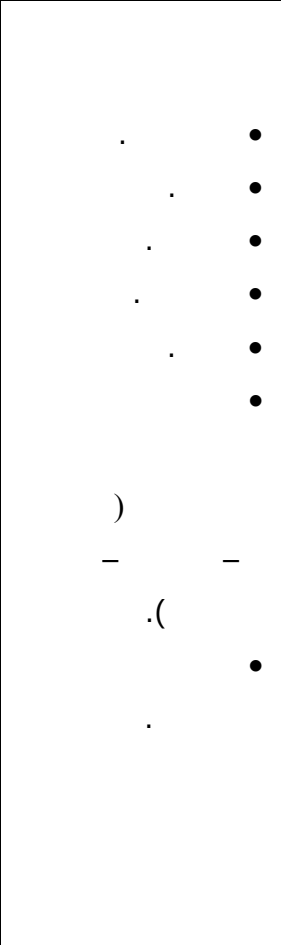
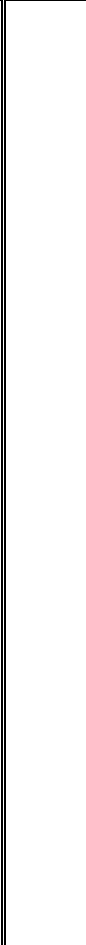
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National Strategy for Environmental Communication  
2005

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## Communication Media & Channels

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## :Communication Media

## Communication Channels

### Matrix of Communication Strategy

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| Two – Step Flow of Information<br>NGO's                            |                                                                                              |  |
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National Strategy for Environmental Communication  
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## LOGICAL FRAMEWORK ANALYSIS

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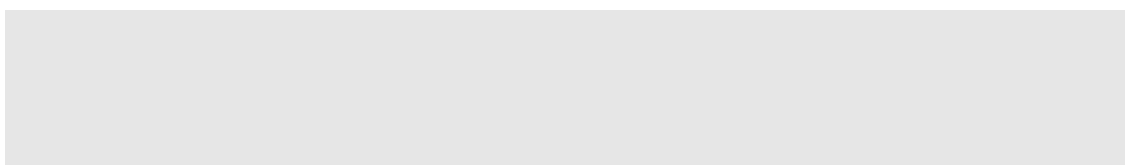
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Communication Toolbox

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Environmental Suitcase

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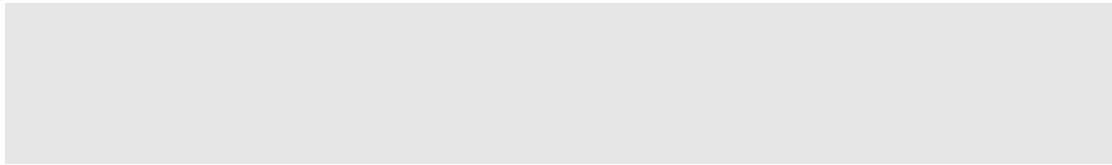
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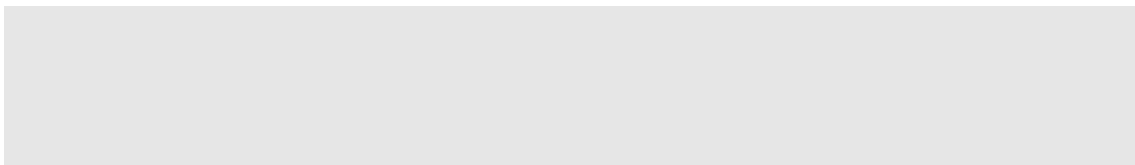
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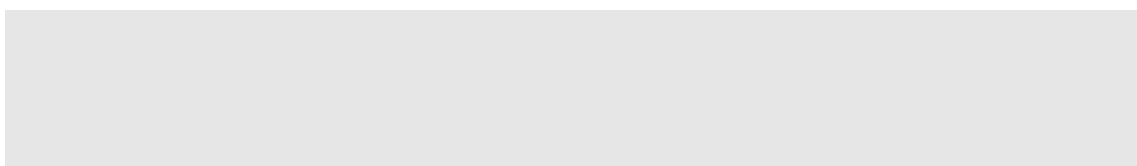
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# *Institutional Framework*



*KAP Surveys*



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**Capacity Building**

**Long Term Objective**

**Short Term Objectives**

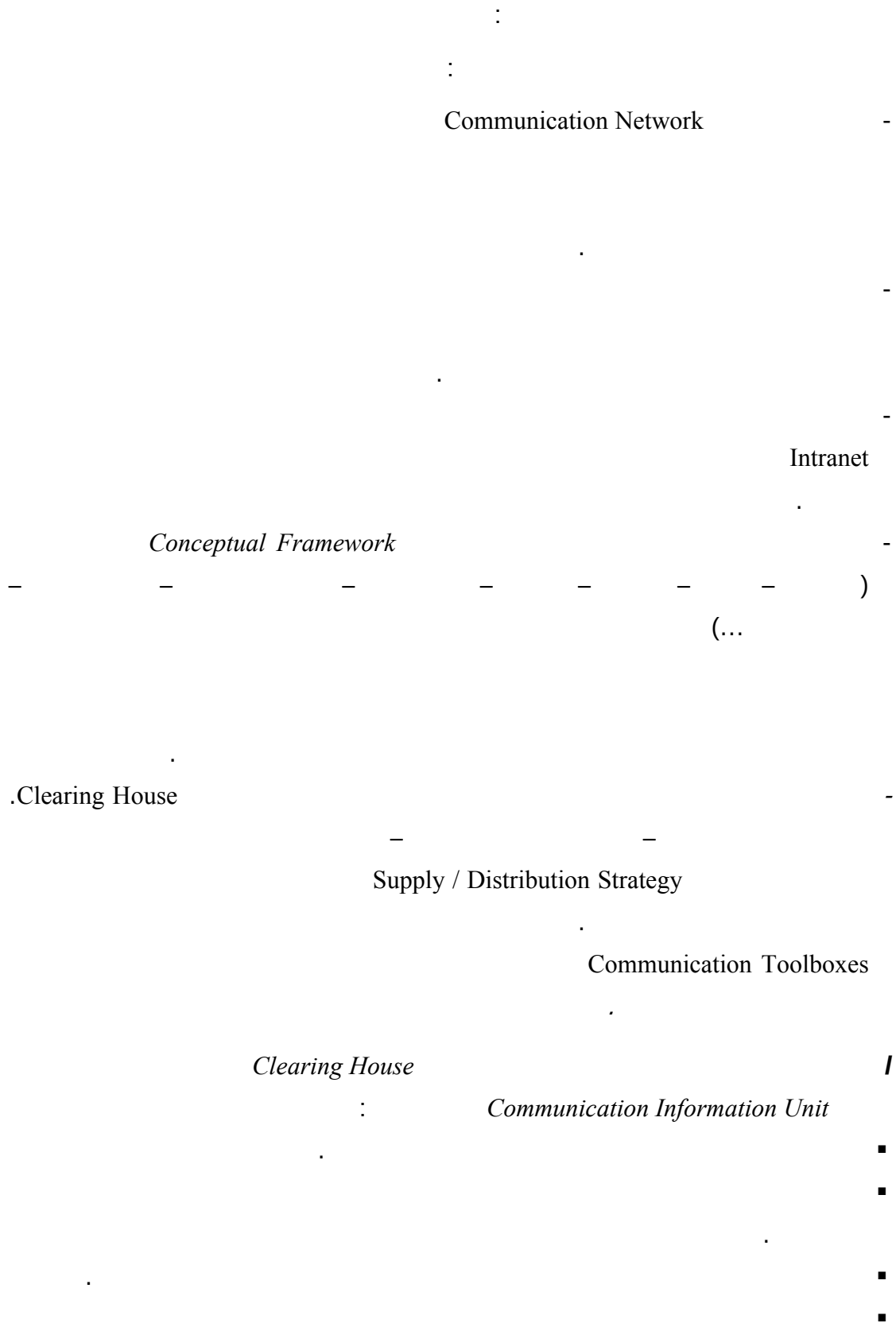
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Outputs

**Outputs**



## Activities



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## Information Gathering

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## Stakeholders



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## Information Processing :

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## Action Plan

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*Methodology of Drawing up the Strategy*

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## *Strategy for Environmental Communication*

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### *Targeted Audience*

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.Primary Target Audience

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### *Communication Objectives*

### *Communication Toolbox*

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| <i>Environmental Suitcase</i>                        | •          |
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| <b>Press Kit</b>                                     | •          |
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| <b><i>Methodology of Drawing up the Strategy</i></b> | <b>-</b>   |
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| <i>Data Collection</i>                               | :          |
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| <i>SWOT Analysis</i>                                 | •          |
| <i>Communication Resources</i>                       | •          |
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| <i>Communication Strategy Format</i>                 |            |
| <b><i>Techniques of Data collection</i></b>          | <b>-:</b>  |
| <i>Workshops</i>                                     | <b>Σ -</b> |
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*Personal Interviews* : -

*Field & Facility Visits* : -

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*Exploratory KAP Survey* -

*Knowledge , Attitudes , and Practices*

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*Review of Environmental Documents* : -

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*Review of Communication Strategies* : -

FAO

*Data Processing* -:

*Institutional Framework* :

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*Cognitive Model* /

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Methodological Guide for designing and implementing a Multimedia Communication Strategy ,  
Communication for Development – Manual 2 , FAO 2002



National Strategy for Environmental Communication  
2005

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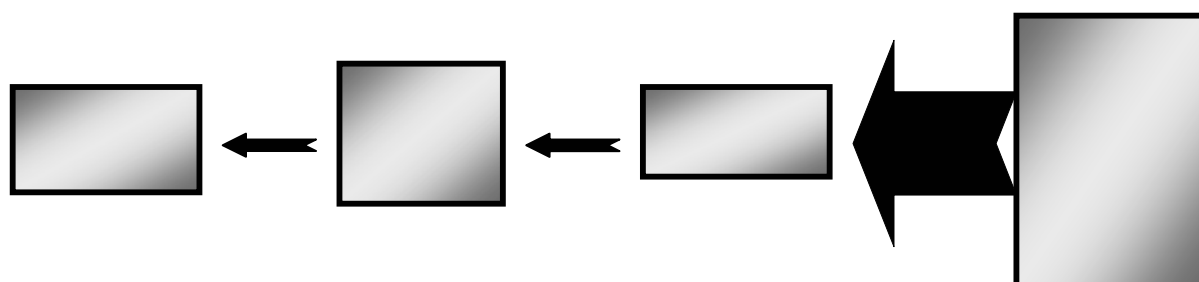
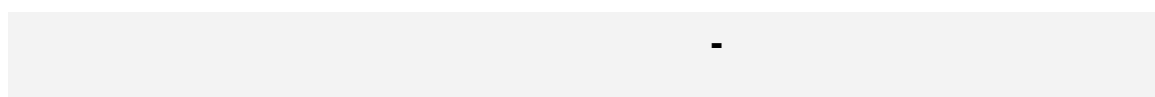
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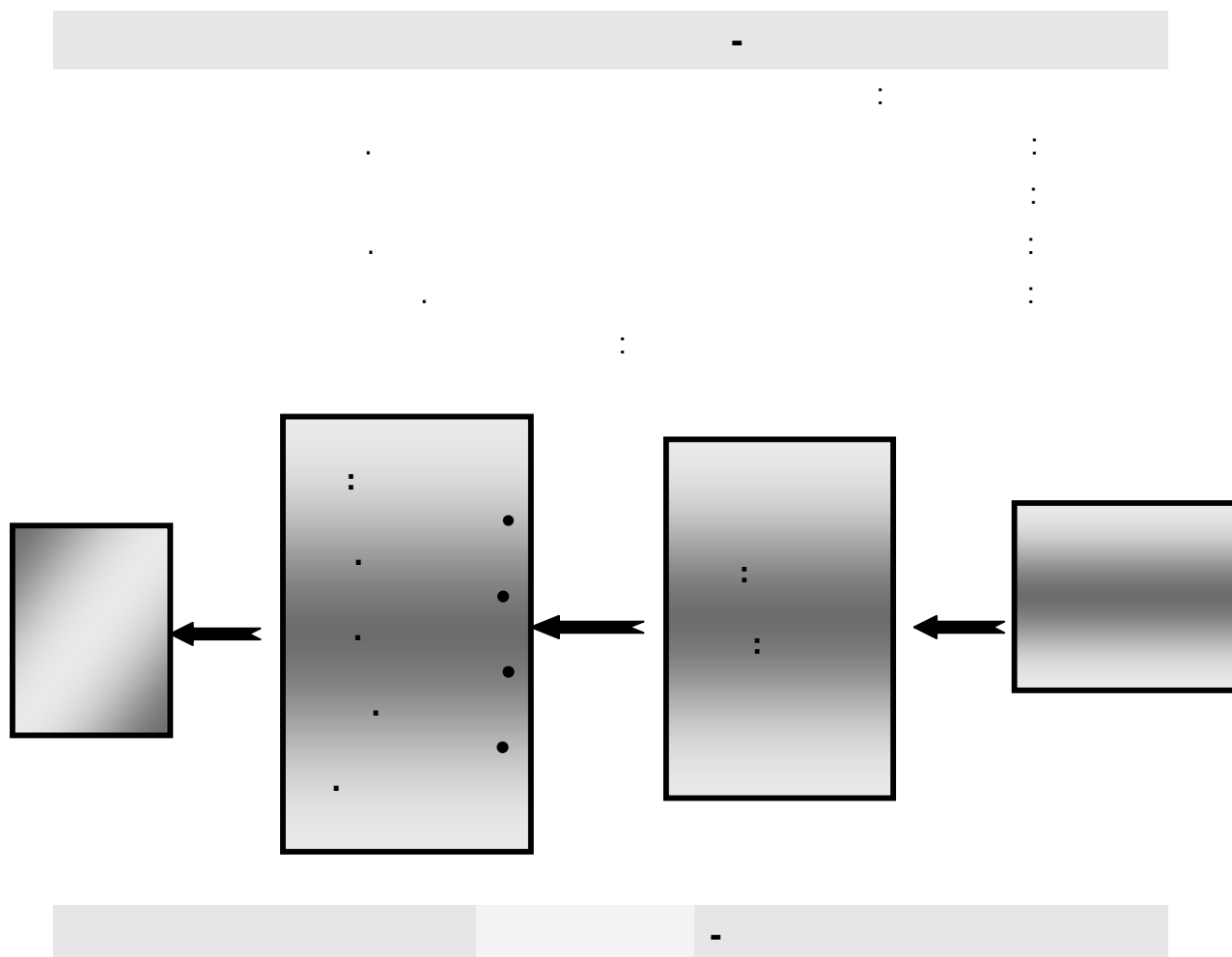
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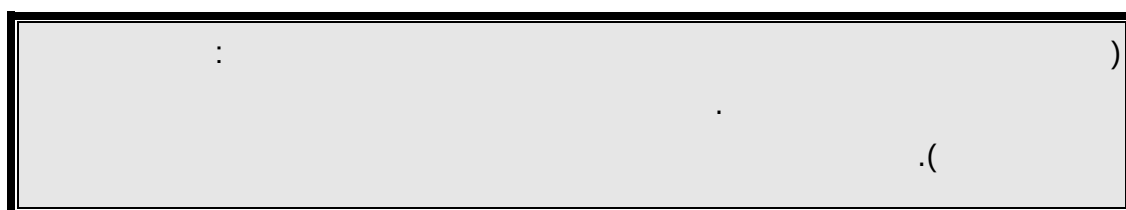
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**Rational – Emotional Messages** - (

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**Positive - Negative Messages** - (

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**Group – Personal Messages** - (

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**One-sided - Multiple sided Messages** - (

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### Definitive – Open Conclusion

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### Humorous – Serious Messages

Geographical Coverage :

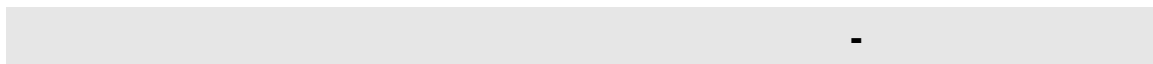
Matching the target group :

Credibility :

Costs :

Impact :

Participation :



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The diagram illustrates the flow of information from various sources to NGOs. The sources are categorized into 'Early Adapters' and 'NGO's'. The flow is represented by a series of dots connected by lines, indicating the path of information from the sources to the NGOs.

**Early Adapters:** This category includes individuals and organizations that provide information to NGOs. The flow is shown by a series of dots connected by lines, indicating the path of information from the sources to the NGOs.

**NGO's:** This category includes the organizations that receive information from the sources. The flow is shown by a series of dots connected by lines, indicating the path of information from the sources to the NGOs.

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| <p>—</p> <p>•</p> <p>•</p> | <p>Content Analysis</p>                                                                                                          | <p>-</p> <p>-∴</p> <p>•</p> <p>•</p> <p>•</p> |

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Teacher's Guide on  
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| <ul style="list-style-type: none"> <li>■</li> <li>■</li> </ul>                                                                              | Little Media | <ul style="list-style-type: none"> <li>-</li> </ul> <b>Environmental Suitcase</b>   |
| <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |              | <ul style="list-style-type: none"> <li>-</li> </ul> <b>Corporate Image Messages</b> |
| <ul style="list-style-type: none"> <li>■</li> <li>■</li> <li>■</li> <li>■</li> <li>■</li> </ul>                                             |              | <ul style="list-style-type: none"> <li>-</li> </ul> <b>Press Kit</b>                |
| <ul style="list-style-type: none"> <li>—</li> <li>—</li> <li>—</li> </ul>                                                                   |              | <ul style="list-style-type: none"> <li>-</li> </ul>                                 |