

Chapter 17: Environmental Communication and Awareness

Introduction

Law No. 4/1994 on environment protection stipulates that EEAA is responsible for preparing citizen environmental education programs, drafting and regularly publishing periodical reports on major indicators of environmental conditions, and cooperating with MoE in developing environment protection training programs to be included within different curricula.

One of EEAA core duties and responsibilities is environmental communication with all its forms and patterns. Accordingly, EEAA capability for achieving the goals of improving environment quality in Egypt and efficiently and effectively enforcing Law and the complementary decisions depends on internal communication between different EEAA sectors and departments on the one hand, and the external communication between EEAA and mass media, ministries, governmental institutions, civil society organizations, NGOs and other organizations on the other hand. Communication quality and efficiency proportionately affects the results of environmental awareness development and converting negative values and approaches to positive ones, which change negative environmental behaviors into positive ones especially those related to sound management of solid wastes, resource consumption rationalization and natural wealth protection. Environmental communications aims at encouraging collaborative work on environmental issues by all society members in national organizations, NGO members, and civil society organizations especially those targeting youth, women, and children.

MSEA Achievements

First: Environmental Awareness

In coordination with the ministries, governorates, civil society institutions, and NGOs, MSEA achievements have continued during the past four years (as of January 2004) as follows:

1. Environmental awareness seminars are conducted for all society segments to explain the role of every segment to effectively participate in the environmental health system. In cooperation with Ministry of Education, Ministry of Higher Education, Ministry of Information, Ministry of Culture, Ministry of Social Solidarity, and other ministries, 1597 seminars have been conducted in Greater Cairo and other governorates. These seminars target youth, women, children, farmers, decision makers and other society segments.



Picture (17-1) Bezra, the cartoon character during a visit

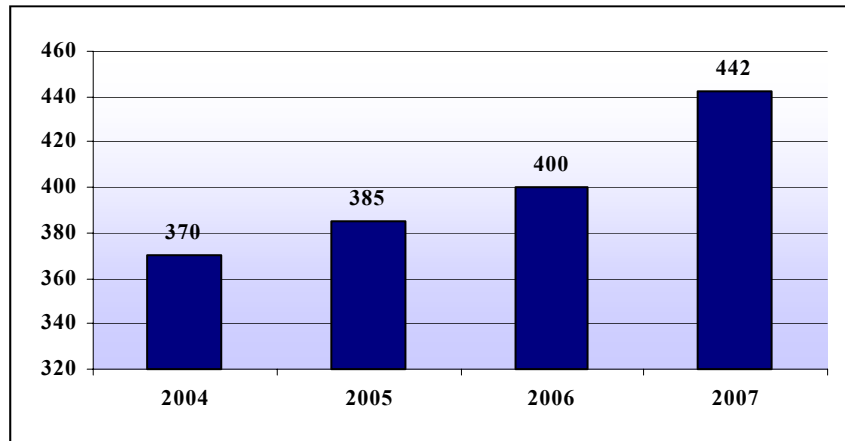


Figure (17-1) Total environmental seminars held during 2004–2007

- 251 workshops on the recycling of domestic solid wastes have been held. Participants are trained on recycling paper, plastic, glass and other materials into products of environmental and economic value in order to minimize and recycle generated domestic solid wastes. These workshops are designed for school and university students, members of youth centers and culture palaces, and other society segments.

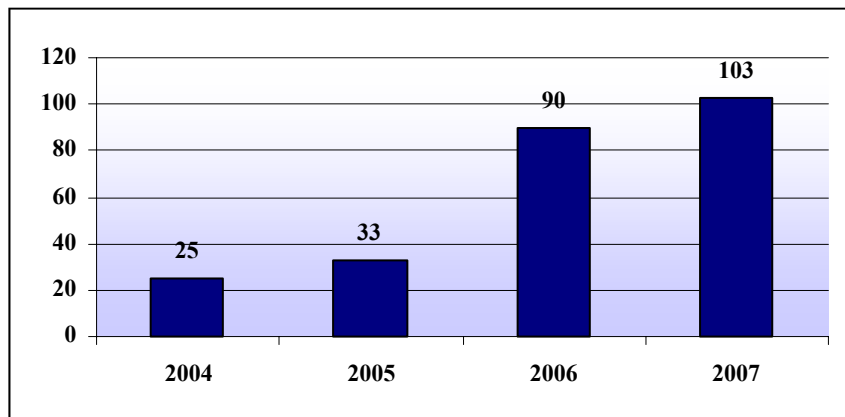


Figure (17-2) Total technical workshops held in governorates to benefit from domestic solid wastes during 2004-2007



Picture (17-2) Workshop on recycling domestic wastes



Picture (17-3) Student visit to the EEAA Environmental library

3. During the past four years, MSEA has introduced a distinguished environmental awareness mechanism through environmental convoys, equipped with audiovisual aids, MSEA publications, and simple prizes for different segments of awareness programs participants. The fully equipped convoy and the well-trained awareness work teams are distinguished by ability to reach all society segments in governorates, cities and villages. These convoys include presentations on all environmental problems and issues, and the role of MSEA and society segments in dealing with such problems and protecting environment and resources. Moreover, documentaries and environmental awareness announcements are screened, competitions are held and prizes are given to the winners. Currently, MSEA has three mobile environmental awareness units which have conducted more than 284 environmental convoys throughout the four past years. School and university students and members of youth centers, media centers, and other society institutions participated in the activities of these convoys.

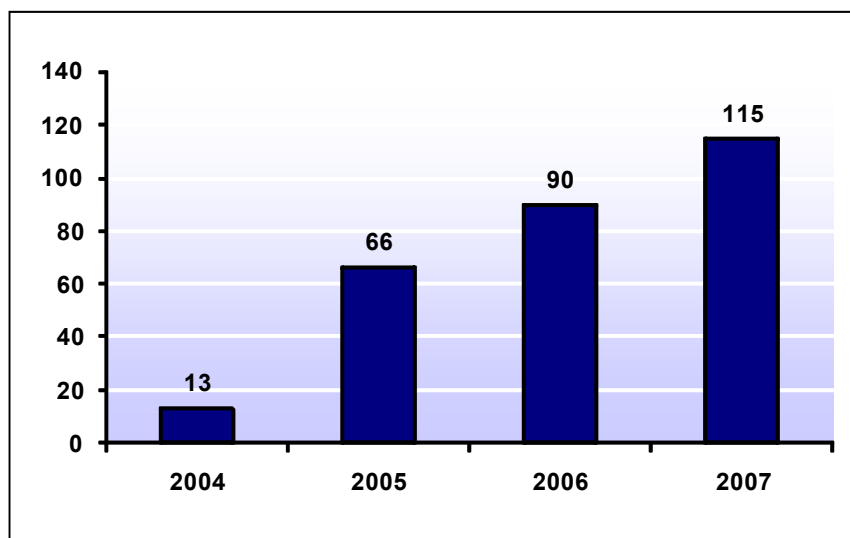


Figure (17-3) Total environmental awareness convoys conducted with participated of school & university students during in 2004-2007



Picture (17-4) The mobile environmental awareness unit



Picture (17-5) awareness symposiums for School students

4. During last years, MSEA has been adopting a new approach for youth participation in facing environmental problems. In coordination with students in schools and public and private universities, environmental weeks have been arranged in schools and universities, starting with 7 environmental weeks in 2004, and reached 105 throughout the past four years. A package of environmental activities have been implemented, including awareness lectures, workshops, environmental competitions, distribution of prizes, documentaries on environmental problems, and tree-planting and cleaning activities inside and outside universities.

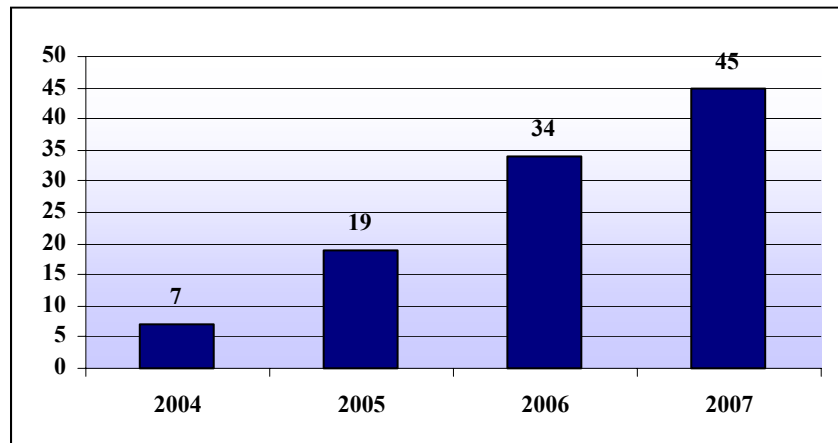
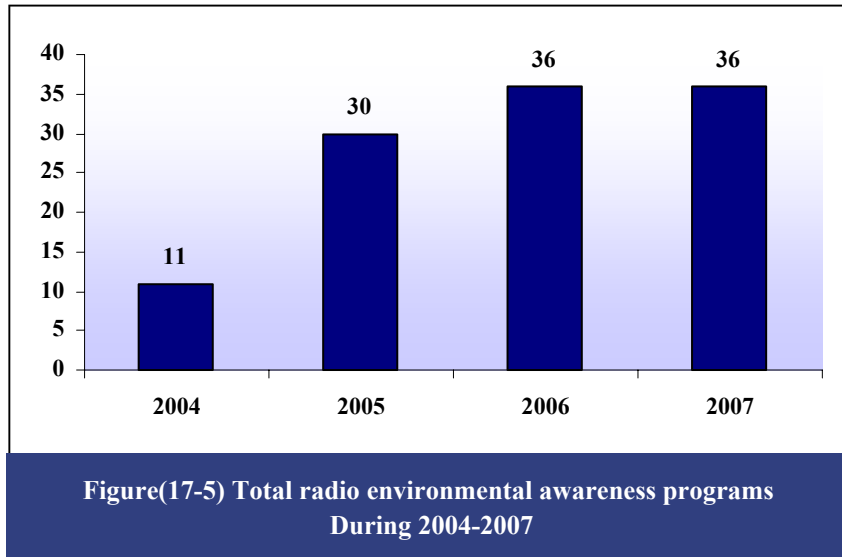


Figure (17-4) Total environmental weeks organized by school and university students during 2004-2007

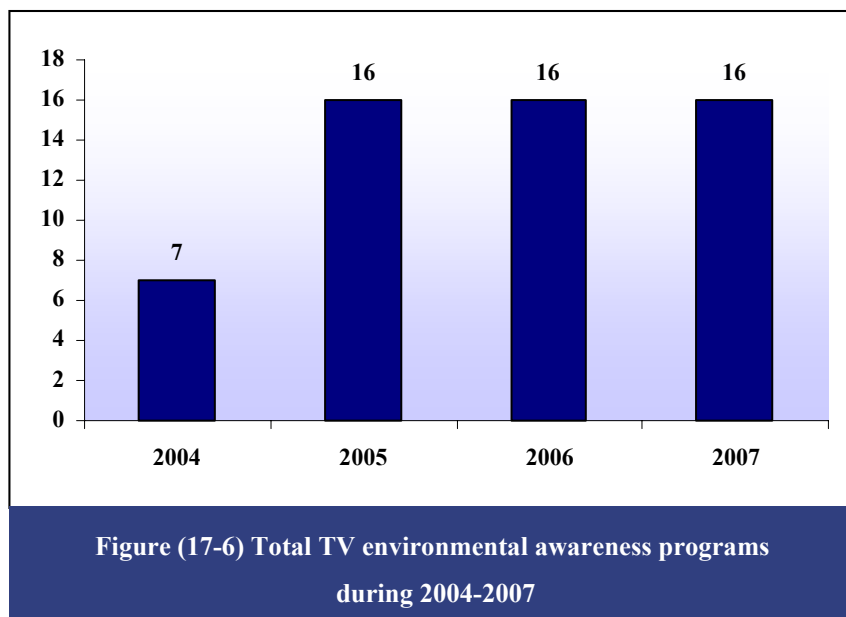


Picture (17-6) Student participation in environmental activities

5. MSEA has intensified efforts to raise environmental awareness through public information and mass media. Special radio programs on environmental issues were broadcasted by all major national and local radio networks. These have reached eleven programs in 2004, increasing to 36 in 2007. Moreover, the environmental dimensions were included within other radio programs addressing women, youth, and children to instill in them positive environmental values and concepts.



- TV awareness activities have increased through space and terrestrial channels to reach 16 TV programs on environment in 2007. Technical support is provided for these programs, and scientific portfolio on environmental issues are prepared for those responsible for preparing these programs to be able to address, discuss, give opinion on, and find solutions for environmental issues with professionals.



- MSEA participates in the environmental conferences and exhibitions organized by ministries, institutions, and universities. MSEA participated in 8 conferences in 2004, and in 87 conferences and 40 fairs throughout the past four years. Moreover, MSEA regularly organizes the environmental conference “Enviro”.



Picture (17-7) The Environment Conference

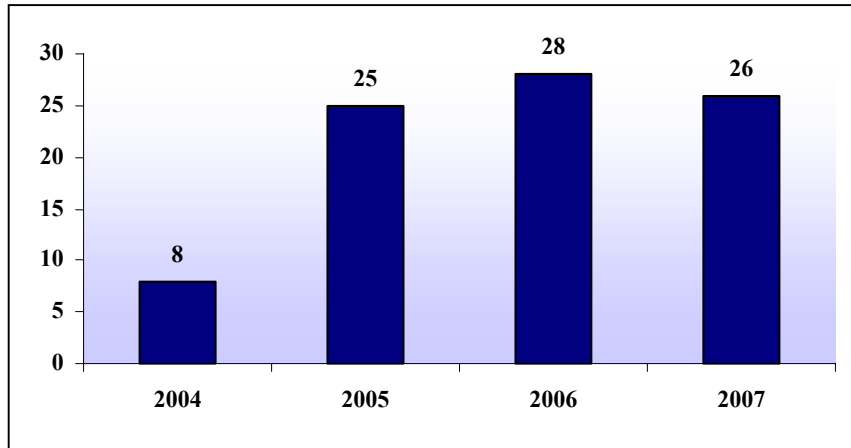


Figure (17-7) Total conferences attended by MSEA during 2004-2007

8. Publications: MSEA produced 13 publications including brochures and flyers in 2004. During the past four years, MSEA produced 131 publications, including books, brochures, flyers, and stickers that deal with the environmental issues, explain MSEA efforts, and promote change of negative environmental concepts, values, and behaviors.

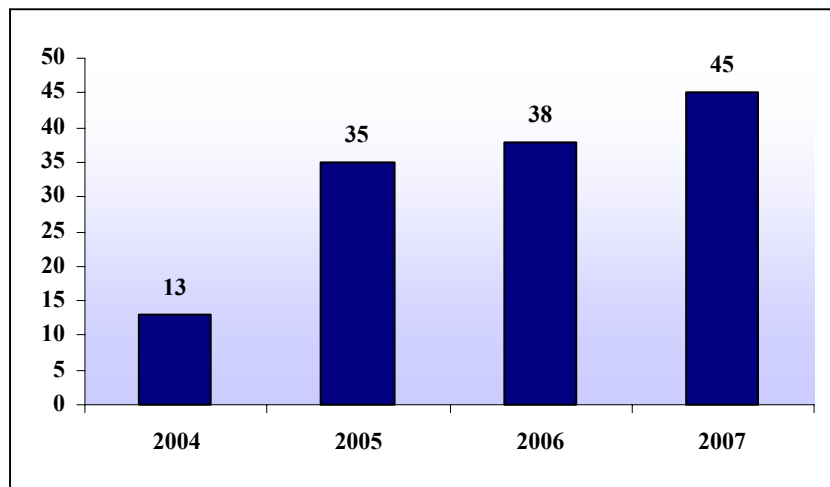


Figure (17-8) Total MSEA publications during 2004-2007



Picture (17-8) Some of MSEA publications

9. In the field of comprehensive environmental campaigns, MSEA organized only two campaigns in 2004 and 18 campaigns in 2007. During the past four years there were 36 environmental campaigns in the universities, schools and youth camps designed for implementing environmental awareness activities and organizing cleaning and tree-planting activities. These campaigns cooperated with NGOs, such as Suzanne Mubarak's International Movement of Women for Peace, the Integrated Care Society ICS, Egyptian Red Crescent and others.

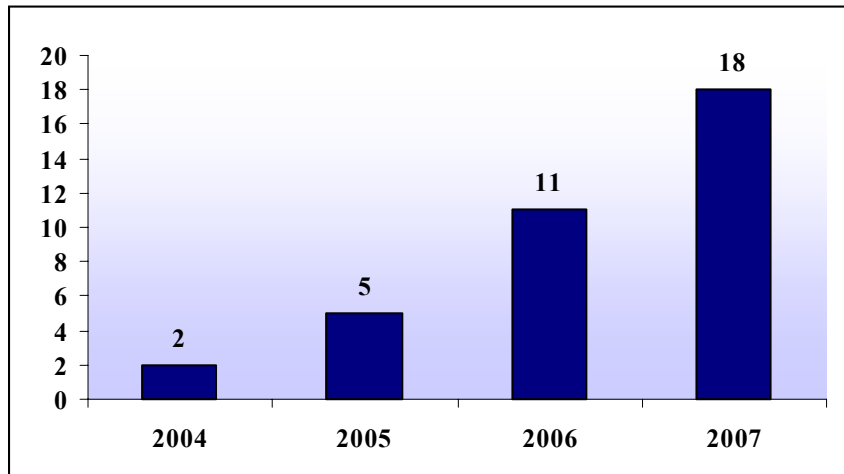


Figure (17-9) Total MSEA environmental campaigns during 2004-2007



Picture (17-9) one camp made in cooperation with Suzanne Mubarak's International Movement of Women for Peace

10. MSEA organized several environmental educational trips to the natural protectorates for all society segments such as, media professionals and university and school students to know the Egyptian protectorates and realize their importance. Throughout the past four years, there were 104 educational trips.

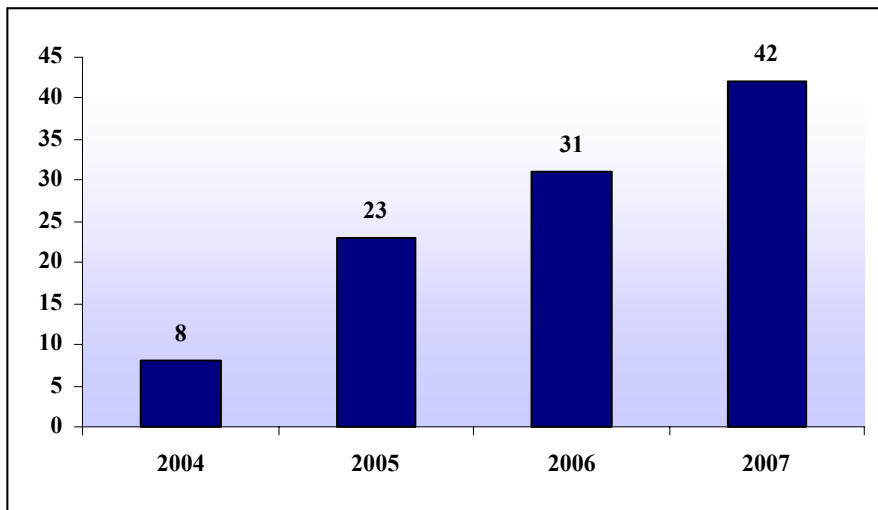


Figure (17-10) Total MSEA environmental educational trips to protectorates during 2004-2007



Picture (17-10) An environmental educational trip

11. MSEA participated in the camps organized by universities, the National Council for Youth, and the Youth Leadership Development Institute, and other youth institutions. MSEA leadership participated in several meetings by giving presentations on the environmental issues and holding dialogues with youths about their role in the environmental health system. Environmental competitions were held and nominal prizes were given to participants, documentaries were screened, and tree-planting and cleaning activities were implemented. Throughout the past four years, MSEA has participated in around 22 camps.

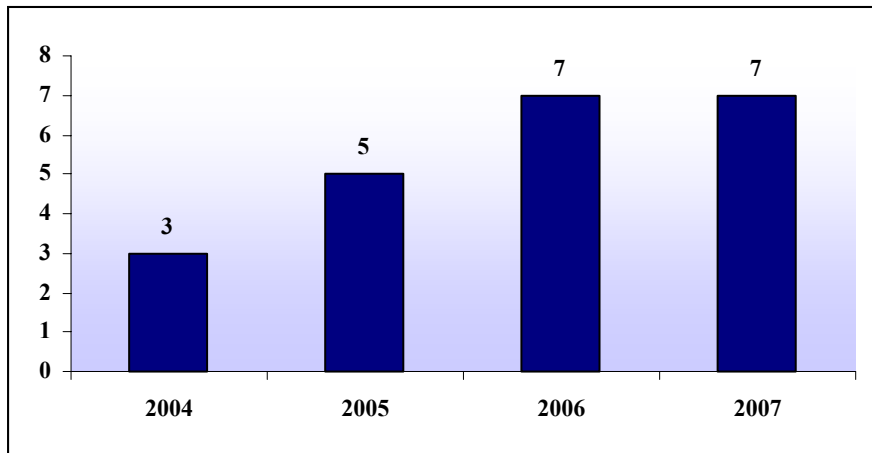


Figure (17-11) Total MSEA Environmental Camps during 2004-2007

12. In addition to the above, MSEA has established environmentally friendly groups in schools and youth centers within the frame work of a plan designed for expanding such groups, holding regular meetings with their leaderships and providing them with all publications and CDs with environmental information to increase their capabilities and develop their skills in order to address local environmental problems. There were 102 environmentally friendly groups.

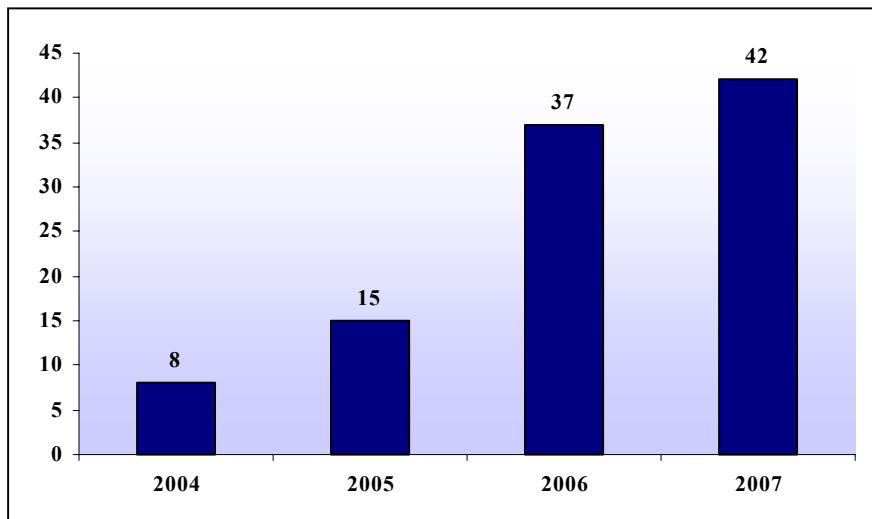


Figure (17-12) Total MSEA Environment Friends Groups formed in Markazes and youth centers during 2004-2007

Table (17-1) MSEA relation with the media during the past four years

Journalism	Radio	Television
<ol style="list-style-type: none"> 1. Cooperating with more than 80 Egyptian, Arab, and foreign newspapers and magazines; 2. Publishing about 698 press releases; 3. Covering about 260 environmental events; 4. Publishing about 258 press reports. 5. Preparing more than 36 press reports. 6. Conducting more than 50 press interviews. 7. Preparing about 40 monthly reports analyzing quantitatively and qualitatively the content of newspapers and magazines news, subjects, and environmental pages. 8. Preparing about 40 monthly reports analyzing quantitatively and qualitatively the content of newspapers and magazines news, subjects, and environmental pages about the most important environmental issues, such as the dark cloud, the World Environment Day and others. 9. Developing media plans for the most important environmental events such as the dark cloud. 10. Preparing about 20 press files for Moeet (perimeter) magazine (The environment eyes). 11. Preparing a press file on the environment conservation campaign launched by Nogoom F.M radio station. 	<ol style="list-style-type: none"> 1. Providing financial support for 27 programs and environmental competitions on radio networks. 2. Providing annual technical support for 36 programs and environmental competitions on radio networks. 3. Covering 90 environmental events. 4. Recording 120 radio episodes on the most important environmental events and accomplishments. 	<ol style="list-style-type: none"> 1. Providing technical support for 25 environmental and public programs filmed by 16 satellite and terrestrial channels including 14 specialized environmental programs. 2. Conducting 1200 television coverage. 3. Recording 200 interviews for different programs. 4. Establishing a TV environmental programs library. 5. Filming 3 documentaries (Apeal Sahara, Climate Changes, and Egypt Develops by us). 6. Conducting a TV environmental competition "Third Time Lucky" (Elalta Tabta) to be screened by Channel three.

RBOs Media and Environmental Awareness Activities during (2004-2007)

2982 seminars, workshops, environmental competitions, meetings with NGOs and other media activities have been held. The following table shows the total media activities conducted by EEAA RBOs.

Table (17-2) Statement of the number of seminars, workshops and environmental competitions held

	Cairo	Alex.	Tanta	Mansoura	Suez	Asyut	Aswan	Red Sea	Total
2004	118	188	86	93	168	--	--	121	774
2005	74	143	97	--	188	115	25	94	736
2006	87	103	65	41	70	160	48	24	598
2007	122	165	107	135	117	158	22	48	874
Total media activities	401	599	355	269	543	433	95	287	2982

Second: Achievements in the Field of Raising Environmental Awareness of Children (Green Corner Unit)

1. 24 new branches for the green corner were established throughout Egypt.

2. The green corner unit participated in many workshops:

- 134 green corner workshops for children.
- 9 green corner workshops for those responsible for children culture.
- 22 workshops for children to raise awareness about bird flu.
- 12 workshops for mentally-disabled and blind children.

3. Media materials:

- Designing and producing 5 children cartoons.
- Designing and producing 3 TV commercials.
- Designing and producing 9 stickers.
- Designing and producing 2 flyers.
- Designing and producing 3 books.
- Designing 3 puppets (Mema- Butterfly- Akhdareno).
- Designing 2 educational games.
- Composing Mema song (The National Campaign for Water).
- Designing and producing 1500 t-shirts, caps, and pins.

4. Media Campaign:

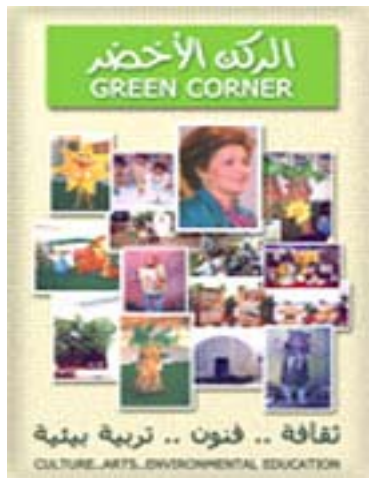
- Participating in the National Campaign for Water Awareness in cooperation with Egyptian Water Partnership and The Center for Environment and Development for the Arab Region and Europe (CESARE).
- Participating in Green Corner initiative in cooperation with the National Council for Childhood and Motherhood.
- Participating in the environment campaign in coordination with Egypt Future Society located at Bein Elsarayat, Giza.
- Launching cleaning campaign at Al Azhar Street, Al Gamaleyya district in cooperation with Cairo Cleaning and Beautification Agency.

5. Exhibitions:

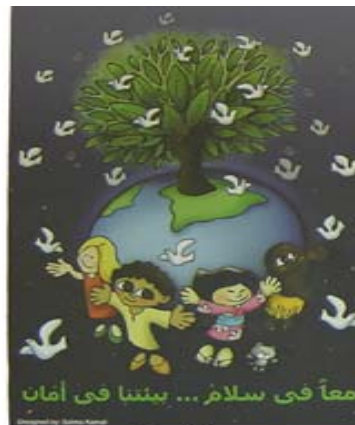
- Participating in Sahara Exhibition at the environmental cultural center (Cairo House) within the frame work of the celebrations of the World Environment Day, June 2007.
- Holding 5 natural protectorates exhibitions.
- Participating in an exhibition about climate change at Cairo House within the frame work of the celebrations of World Environment Day, June 2007.

6. Camps:

- Setting up Peace camp at the North Coast in cooperation with Suzanne Mubarak International Movement of Women for Peace.
- Setting up children camps within the frame work of the Green Corner project in coordination with the National Council for Childhood and Motherhood.
- Participating in the third Arab camp for scouting at Sharm El-Sheikh in cooperation with Arab Scouts Organization.



Picture (17-11) Green corner publications in children libraries



Picture (17-12) one green corner sticker



Picture (17-13) one green corner flyer



Picture (17-14) one green corner workshop in a children library