"Capacity Building and Strengthening Institutional Arrangement"

Subcomponent Awareness Building

"APAT program of the subcomponent awareness workshop"

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1. Introduction (I)

The program "Capacity Building and Strengthening Institutional Arrangement" aims at strengthening the technical and institutional capacity building of Egyptian Environmental Affairs Ministry and other environmental affairs Institutions through sharing technical, scientific and management knowledge and experience in order to develop the required and specific skills.

In this context APAT will help the Egyptian Ministry for Environmental Affairs:

1. To strengthen the capacity of Egyptian Environmental Affairs Agency (EEAA) to develop the Egyptian Environmental Data Yearbook

2. To develop general training programs in various environmental fields, according to EEAA requirements and indications, and to implement awareness programmes for most feasible areas or sectors of intervention.

1. Introduction (II)

Project: "Capacity Building and Strengthening Institutional Arrangement"

Technical assistance for "Environmental Data Year Book"

General Training

Training to Technical Assistance for "Environmental Data Year Book" Thematic Experts

Training Course A

Trainers/ Experts

Training Course B

Trainers/ Experts

Training Course C

Trainers/ Experts

Training Subcomponent Awareness Building

Trainers/ Experts

2. Awareness building workshop program (I)

The subcomponent awareness building workshop is organized in 4 modules built around specific working groups, with facilities provided by EEAA, on how to design, develop and carry out environmental awareness campaigns, with the aim to identify specific communication tools.

Awareness First Workshop

1st Module: Environmental Awareness

2nd Module: Operative tools to carry out environmental awareness surveys

3rd Module: Interactive and multimedia tools to promote environmental awareness (first part)

4th Module: Interactive and multimedia tools to promote environmental awareness (second part)

In the next slides are presented the topics of each module

2. Awareness building workshop program (II)

APAT: "Available tools to assess and evaluate environmental awareness (Part 1):
Presentation of results regarding environmental surveys   carried out by European Union"

APAT: "Available tools to assess and evaluate environmental awareness (Part 2) :
Presentation of results regarding environmental surveys carried out at Italian level"

2. Awareness building workshop program (III)

APAT: "Presentation of methodologies and procedures to develop environmental questionnaires adopted by APAT"

(Methodological aspects to develop and to carry out an environmental survey, definition of target and thematic areas, how to develop a questionnaire, kind of questions, scales of measurements of attitudes and opinion, different modalities to administer a questionnaire, definition of sample, kind of samples)

APAT- EEAA: Working Group n°1 "How to design and carry out questionnaires on environmental protection issues"

2. Awareness building workshop program (IV)

APAT: "The coding data of environmental questionnaires. Presentation of the procedures adopted by APAT"
(Development of a data-base to codify data, records and variables, how to insert answers of interviewed and values, explanatory note)

APAT-EEAA: Working group n° 2
"How to design and elaborate a data-base to codify environmental questionnaires data"

2. Awareness building workshop program (V)

APAT: "Presentation of examples for the graphic representation of environmental questionnaires results"

APAT- EEAA : Working group n° 3 (advanced)
"Analysis and graphic representation of results: practical exercises"

2. Awareness building workshop program (VI)

APAT : "Presentation of available tools and software codes to design and prepare environmental awareness documentation"

APAT- EEAA: Working group n°4
"Design and elaboration of documentation on environmental protection awareness "

2. Awareness building workshop program (VII)

APAT: "Presentation of available tools to develop contents and to prepare environmental educational products"

APAT: "Other examples of tools for environmental awareness campaigns for children: the Flepy project"

APAT-EEAA: Working group n° 5 (advanced):
"Design and development of environmental contents for educational tools (CD-ROMs, leaflets, booklets)"

2. Awareness building workshop program (VIII)

APAT: "Presentation of available tools to design and to develop an e-learning system for environmental education and training"

APAT-EEAA: Working group n° 6
"How to design an environmental and educational
e-learning system"

2. Awareness building workshop program (IX)

APAT: "Available tools to increase environmental awareness. Presentation of APAT activities to promote environmental awareness at local level by means of the "Small Municipalities" Project

3. General overview of the main aspects concerning the relationship between "citizens and environment" (I)

In this scenario, it is important to highlight some important aspects about the main items to spread environmental awareness towards public opinion

A correct and scientific information about the main environmental issues can help people to understand problems and to disseminate a culture of environmental protection
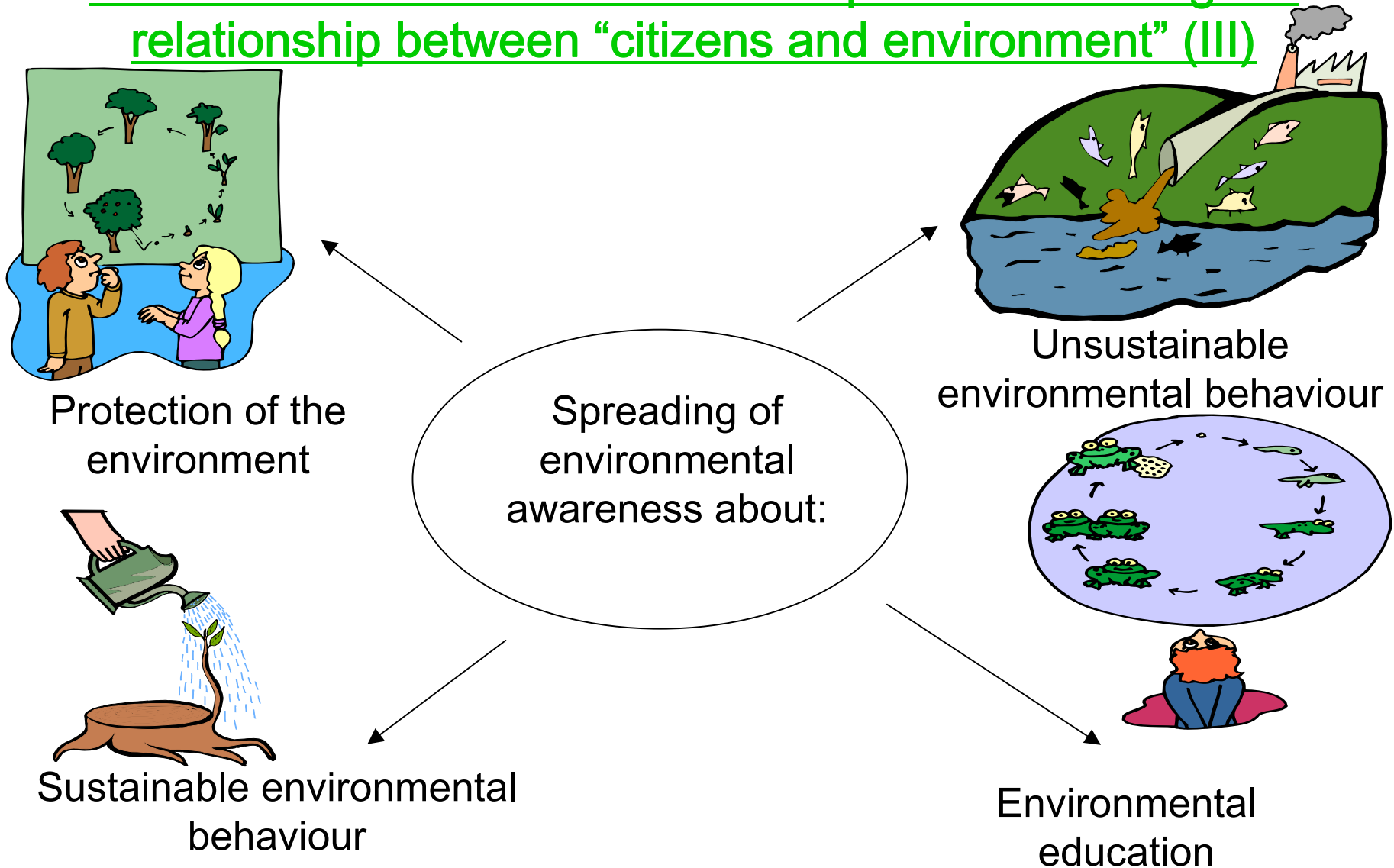
Nevertheless a survey carried out by European Union shows that about **60% of Europeans** don't think that they have enough information about environmental issues and about **75%** think that decision-makers don't care about the environment when making decisions

3. General overview of the main aspects concerning the relationship between "citizens and environment" (II)

In order to spread environmental awareness towards citizens and to develop communication campaigns, it appears important :
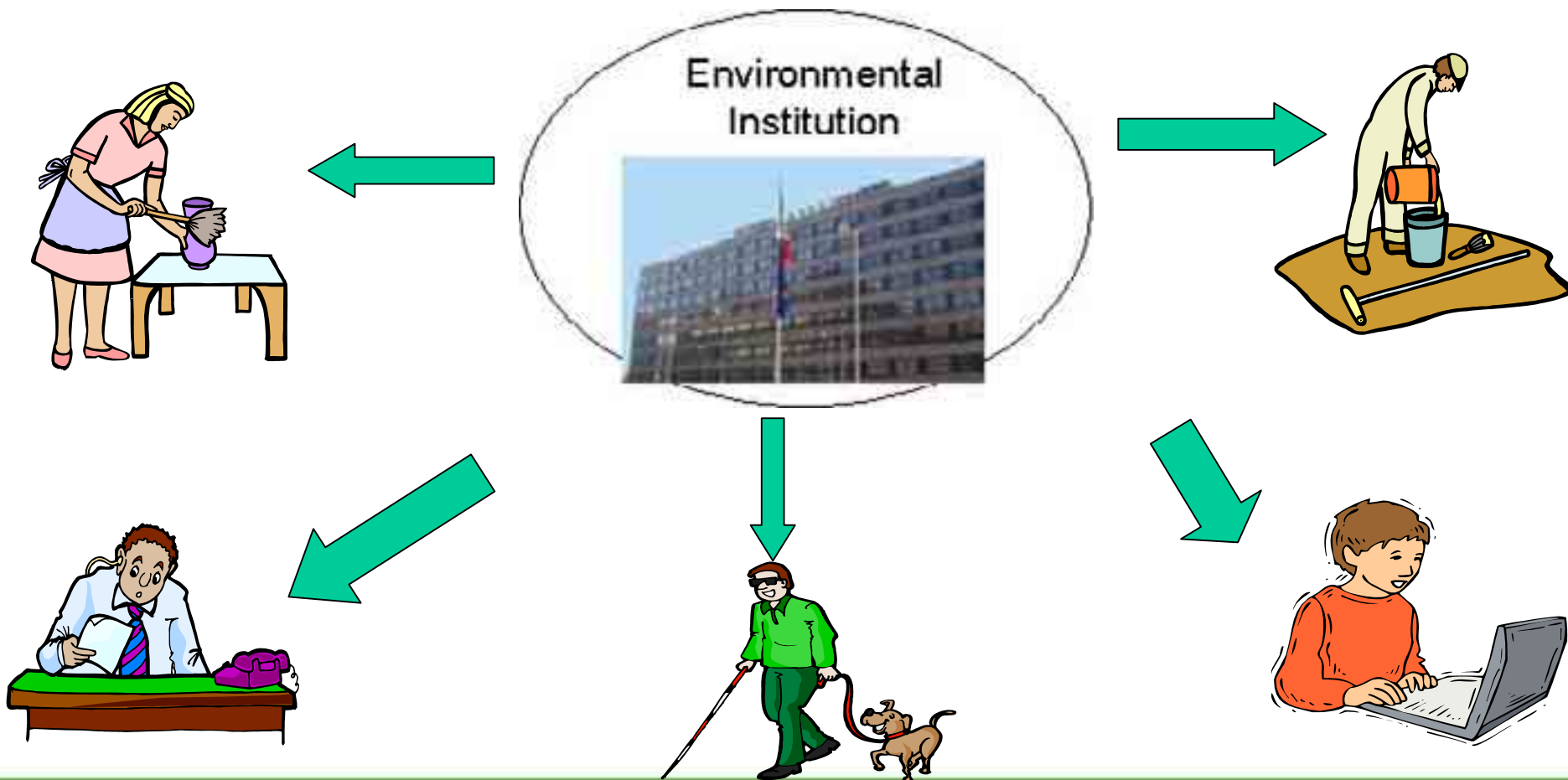
- to disseminate technical scientific information on environmental issues with a communicative language

- to develop and to use innovative tools to disseminate environmental awareness, according to the requirements of the different targets (young, adult, student, etc.)

3. General overview of the main aspects concerning the relationship between "citizens and environment" (III)

Protection of the environment

Unsustainable environmental behaviour

Spreading of environmental awareness about:

Sustainable environmental behaviour
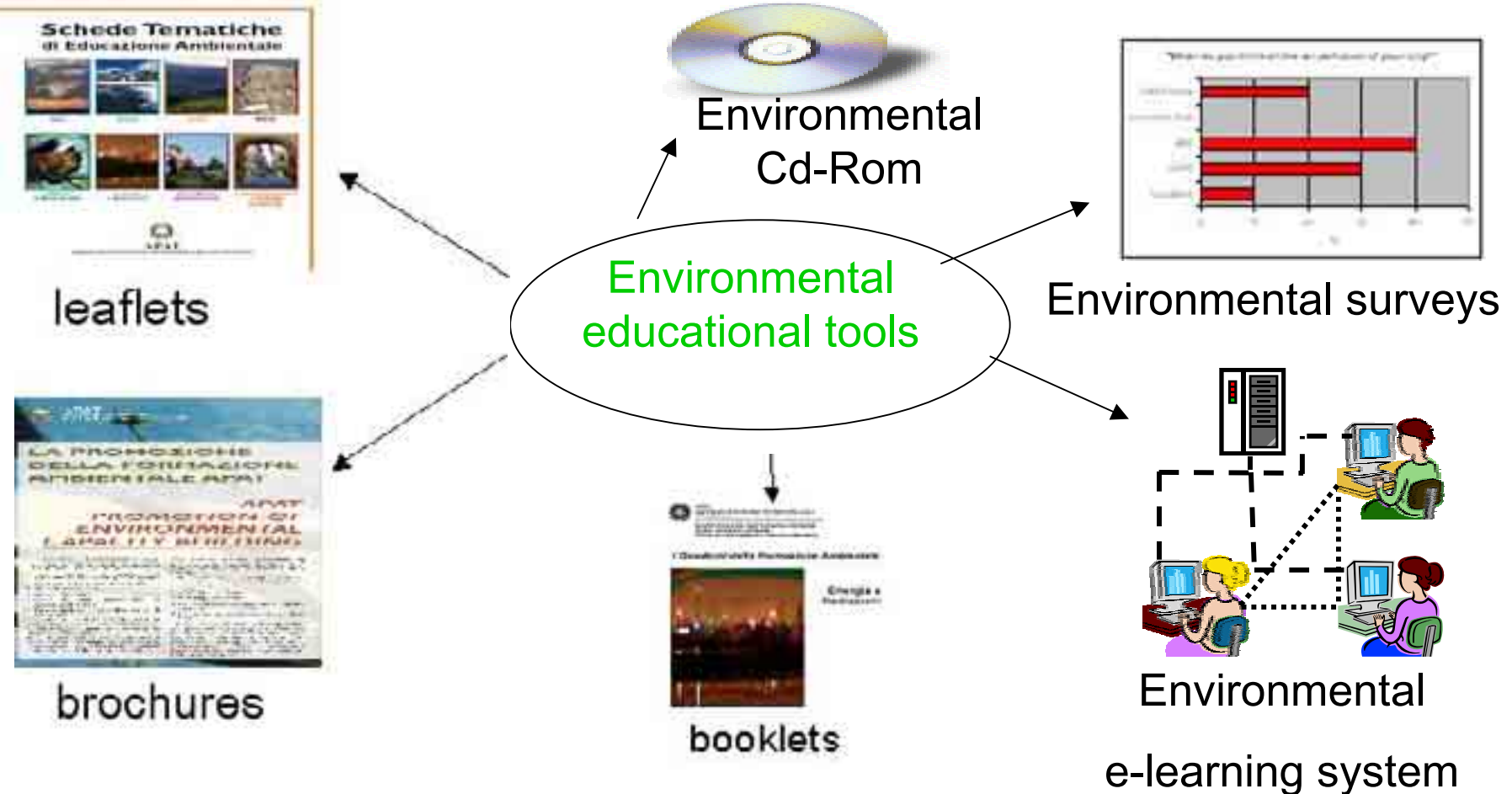
Environmental education

3. General overview of the main aspects concerning the relationship between "citizens and environment" (IV)

Objective: to supply information to different population targets to spread environmental awareness towards citizens

3. General overview of the main aspects concerning the relationship between "citizens and environment" (V)

Regarding how to spread environmental information, it is important to use innovative and different tools, such as:

leaflets

Environmental Cd-Rom

Environmental surveys

Environmental educational tools

brochures

booklets

Environmental e-learning system

3. General overview of the main aspects concerning the relationship between "citizens and environment" (VI)

In this context, the Service for the Promotion and Environmental Capacity Building, is promoting and developing also some communication activities to disseminate environmental information (also by means of new technologies and multimedia tools) such as:

The development of an environmental e-learning system, to promote knowledge and information towards users, divided into :

Informative environmental e-learning, to spread information to the public

Course environmental e-learning, for experts, in order to develop scientific and technical knowledge in institutional and professionals areas

3. General overview of the main aspects concerning the relationship between "citizens and environment" (VII)

The development and distribution of specific environmental leaflets and booklets to the public is made 8 thematic areas - Air, Water, Soil, Nature and Biodiversity, Waste, Energy and Radiation, Demography and Economy, Environmental Culture and Sustainable Development -, supported by appropriate documentation and didactical videos for each thematic area

The carry out of surveys, as for example, "The representation of public environmental Institutions", to assess and to evaluate how the public opinion perceives and judges institutional activities regarding environmental protection.

The 'Small Municipalities' Project, to communicate information, methodologies and knowledge to local Authorities of the Italian municipalities under 2000 inhabitants, for a suitable environmental, economic and social management of the local territory, with a specific data base on line which provides environmental data

4. References

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