



Introduction

Egypt's rich natural resources, including fragile reefs and deserts, are under threat. The country's rapidly growing population and expanding tourism industry are placing ever-increasing pressure on these resources. In order to protect the most valuable areas, the Nature Conservation Sector (NCS) was established in 1997 to set up and manage a representative Protected Area Network. Twenty four protectorates (9% of Egypt's area) now exist and a range of conservation projects are underway.

The BioMAP project (2005-2007), taking place within the NCS, has already achieved much to raise awareness within the conservation community about the importance of effective biodiversity monitoring both within and beyond protected areas. However, there is much still to be done to raise public awareness of the value of protected areas and to change people's attitudes and behaviours towards biodiversity.

This paper sets out a strategy for taking practical steps to progress this agenda through a programme of events, projects and communications techniques.

This strategy sits under the umbrella of *Towards a National CEPA Strategy for the Conservation of Biological Diversity* (Draft, Gabriel Mikhail, 2005) which sets out an overarching framework for Communication, Education and Public Awareness on biodiversity for the whole of Egypt. As well as providing an important context for this area of work, it identifies 12 key issues and suggests an activity plan for addressing these.

These 12 issues can be grouped into three sections:

1. Conservation issues: endangered ecosystems, endangered species, over-exploitation of natural resources, invasive species
2. Sustainable development issues: economic difficulties among local people, maintaining local culture and traditions, unfulfilled potential for eco-tourism
3. Logistical issues: financing of activities, interpretation of legislation, communication between the NCS and stakeholders, range of administrative bodies involved in nature conservation, setting of realistic milestones and deadlines.

This strategy focuses particularly on the messages embodied in the conservation issues while keeping in mind the sustainable development and logistical implications outlined in the CEPA.

This strategy takes the vital next step of planning how to achieve the generic outcomes of the CEPA strategy through a programme of targeted action. Narrowing the field of view in this way allows more detailed arrangements to be made for a number of set activities. It also allows resources and staff to be allocated.

This strategy therefore has the following aim:

Aim

To raise awareness of biodiversity and the importance of conservation through a series of targeted activities that contribute to delivering the outcomes of the draft national Communication Education and Public Awareness (CEPA) strategy under the Convention on Biological Diversity.

In addition it has two supplementary aims:

Supplementary aims

1. To position the Nature Conservation Sector as the leading organisation for delivering conservation in Egypt
2. To ensure future generations are equipped with sufficient knowledge around biodiversity issues in order to be able to address any issues that might arise in the future.

The Activity Programme on the next few pages sets out clear **objectives** for achieving these aims together with the appropriate audiences, messages, activity, success criteria and desired outcomes. In summary, the following activities are proposed with a short rationale for each:

Activity summary

1. Maximise the potential and promotion of the Clearing House Mechanism

The CHM needs to be a well-promoted portal for information on biodiversity in Egypt. This will improve access to biodiversity information and awareness.

2. Improve dissemination and quality of education materials

It is essential that existing education materials are effectively disseminated and evaluated and new materials developed where gaps have been identified.

3. Set up a programme of visits for influential persons to protected areas.

This will enable a greater awareness among decision-makers to be achieved through experiencing the natural environment first hand. Nothing is more effective than personal experience in changing people's attitudes to valuing nature.

4. Establish a Wildlife Photographer of the Year competition

This will provide a great opportunity to inspire and inform Cairo citizens of the wonderful wildlife of Egypt's protected areas through visual media.

5. Establish a Media Officer for biodiversity promotion.

A media officer can create a media strategy, author and commission articles, and develop professional relationships with journalists. This will thus substantially increase the number of articles in print media and broadcasts on television and radio and significantly increase the profile of biodiversity.

6. Establish a biannual biodiversity conference

Building on the success of the first conference, this will improve the profile of biodiversity among policy makers and conservation peers and enhance networking opportunities.

7. Effectively brand NCS communications

Establishing coherence to communications materials will raise the profile of the NCS position it as the leading body for delivering biodiversity communications.

8. Facilitate protected area communications

The ability of protected areas to communicate effectively can be enhanced by providing templates for materials (posters, leaflets, websites) and providing appropriate resources e.g. colour printers.

9. Improve the educational potential of visitor infrastructure at Wadi Degla protected area and explore sponsorship opportunities.

With its unique position on the edge of the city, and attractive new visitor's centre facilities, Wadi Degla is ideal for communicating about biodiversity to visitors, especially Cairenes. Resources are limited to fulfil this potential so sponsorship opportunities need to be pursued.

10. Raise awareness of Egypt's biodiversity at key tourist destinations

Both hotels and airports are ideal for disseminating information and displaying inspiring images about the value of Egypt's biodiversity.

In addition, this paper also endorses the proposal by Adel A. Soliman, National Biodiversity Unit, for **Environmental Awards** (*Nature Conservation Sector Prize for the Best Environmental Activities*, see Appendix B) to raise the profile of taking action for the environment.

*** Please refer to Appendix A which connects these activities to the specifications of the CBD CEPA recommendations as well as making connections with the opportunities highlighted in the N.CEPA.S ***

The above activities are formalised into objectives in the Activity Programme on the next pages, together with the appropriate audiences, messages, detailed activity, success criteria and desired outcomes.

Timeline

November 2005: initial plan drawn up by Melanie Edmunds, International Communications Consultant (ICC).

December 2005 – March 2006: plan is refined and developed. Groundwork for activities prepared remotely.

April 2006: National Communications Consultant (NCC) appointed. ICC returns to work with NCC for 3 weeks.

May 2006 onwards: NCC takes forward implementation of strategy.

Tone/style

It is important to determine the tone of the messages in any of these communications activities. Broadly these encompass the following:

Inspiration: Egypt's biodiversity is amazing

Importance: it is important to value and preserve Egypt's biodiversity.

Urgency: Egypt's biodiversity is under threat, we must take action now.

Responsibility: Everyone can make a difference

Pride: People can feel happy to belong to a nation that has such natural treasures.

ResourcesStaff

Media officer/communications team

Money

Some funding is available through the BioMAP project with additional being sought from other sources.

Educational resources

A range of educational resources already exist. These are included in Appendix A

Organisational niche/position

[Expand on positioning within the Ministry of Environmental Affairs, EEAA, with Public Awareness department, and structure of NCS.]

StakeholdersInternal

Staff in protected areas.

NCS, NBU and BioMAP project staff.

External

Journalists

Education professionals

Tourists and tourism operators

Risks/sensitivities/assumptions

Risks

- lack of funding for proposed activities
- lack of appropriately skilled staff
- lack of time within the duration of the BioMAP project to complete relevant parts of activity programme

Sensitivities

- cultural and/or language issues

Assumptions

- internal support for the objectives of these proposals

Monitoring and evaluation

The success of each activity can be monitored against the criteria outlined in the activity programme. At the end of the BioMAP project, a progress report will be put together with recommendations for sustaining future activity.

PR plan checklists

Pre-testing the key messages and activities

To be completed.

Language

By necessity, communications materials will need to be available in different languages: Arabic for the national population, a range of other languages for tourists. Current communications materials exist in a range of languages, notably Arabic, English, German and French. A translator may need to be secured at the appropriate point in the project.

Exit strategy

We need to determine what will happen if or when funding for these ideas comes to an end and devise an appropriate exit strategy. This can be developed when funding has been secured and a funding end-date identified.

Partnerships

It is likely there will be opportunities for partnership working with other Government Agencies and the private sector through sponsorship. For each activity where this takes place, an approach to the partnership will be agreed by all parties at the outset.

Other issues

As this programme is developed the following issues may need to be taken into account: data collection and protection, customer care, health and safety, environmental impacts of activities, any legal implications.

Activity Programme

CLEARING HOUSE MECHANISM

Objective 1: Promote the improved access to biodiversity information and awareness available through the Biodiversity Portal/Gateway (Clearing House Mechanism)

Audience	Messages	Activity	Success criteria	Outcome
Decision-makers Scientists NGOs CBD	Egypt has a wonderful wealth of wildlife. It is important to conserve Egypt's biodiversity. This is a useful one-stop shop for all you need to know on biodiversity in Egypt	Completed website Launch event Media coverage Email campaign? Establish website for each protected area and link to NCS CHM	<ul style="list-style-type: none"> • X 000 hits on portal home page • X links from other websites • High ranking in Google and other search engines. • Website updated on a monthly basis (minimum) • NCS staff member has responsibility for updating event. • All protected areas have a website. 	Technical and scientific cooperation promoted and facilitated within Egypt A mechanism provided for exchanging and integrating information on biodiversity.

Notes:

- Establish which protected areas have a website already e.g. St. Katherine's
- Websites / website information need to be created for each PA that does not currently have one – Alaa could establish a template.
- Look for synergy between, BioMAP, John Grainger's project, other parts of NCS in creating CHM

EDUCATIONAL MATERIALS

Objective 2 a: To identify and assess the quality of existing educational materials and devise a mechanism for their effective dissemination.

Objective 2 b: To identify what further educational materials are required and plan their creation.

Audience	Messages	Activity	Success criteria	Outcome
Primary and secondary school children and teachers	Egypt has a wonderful wealth of wildlife. It is important to conserve Egypt's biodiversity. Learning about wildlife is fun.	List and evaluate all biodiversity educational material targeted at school age children. Identify gaps where messages need to be communicated but no materials exist and commission new materials.	<ul style="list-style-type: none"> List of existing educational resources completed. Teacher contacts database established. Existing biodiversity educational material evaluated. All existing appropriate material disseminated Feedback mechanism for teachers established on material quality New materials commissioned if necessary 	School children have access to quality materials. Educational materials are in the classrooms not in a store. School children are inspired about the wealth of their country's wildlife.
University students and their lecturers	Egypt has a wonderful wealth of wildlife. It is important to conserve Egypt's biodiversity.	To be developed by Will Trehwella (Spring 2006)	<ul style="list-style-type: none"> To be completed by Will Trehwella 	To be completed by Will Trehwella
Visitors to protected areas	As above	List and evaluate all biodiversity educational material targeted at visitors to protected areas	<ul style="list-style-type: none"> List of existing visitor materials completed. Existing materials evaluated All existing appropriate material disseminated New materials commissioned if necessary 	Visitors have access to quality materials and understand the importance of conservation in protected areas

Notes

Find out who produced each of the communications materials, where they are stored and where they have so far been disseminated.

VISITS TO PROTECTED AREAS TO INSPIRE AND INFORM

Objective 3: Achieve greater awareness among influential people through experiencing the natural environment first hand.

Audience	Messages	Activity	Success criteria	Outcome
Members of professional bodies and social clubs	The natural environment is beautiful, under threat, to be valued,	Establish a system of trips to principle protected areas with an informed guide. This is an opportunity for them to make connections with their work area as well as to be inspired by biodiversity.	<ul style="list-style-type: none"> To have X visits per month. To have a person responsible for co-ordinating these visits. 	Greater awareness among diverse and influential people of the value of Egypt's protected areas.
Decision-makers	As above	As above plus a lobbying plan would need to be created to maximise effective communications of key messages.	<ul style="list-style-type: none"> As above To observe enhanced awareness of biodiversity in policy-making 	Enhanced awareness of biodiversity in policy-making
Journalists	As above. It is important to communicate this value and threats to readers.	As above.	<ul style="list-style-type: none"> As above X articles on biodiversity appearing on a regular basis (see also Objective 3) 	Journalists are better informed of the threats to Egypt's protected areas. There are more articles in informed press about Egypt's special wildlife and the threats it faces.

Notes

Staff training might be required for rangers to act as field guides. Or we can explore the possibility of employing a Protected Area Communications Officer.

MEDIA OFFICER & STRATEGY

Objective 4: Increase the profile of biodiversity through increased articles in print media

Audience	Messages	Activity	Success criteria	Outcome
Journalists Wider public	Egypt's wildlife is beautiful Egypt's wildlife is under threat and deserves protection.	Establish a media strategy to prioritise stories and media outlets. Establish a media officer post to build contacts and relationships with the media, to author articles and to commission articles from practitioners. Produce a communications handbook for any communications staff.	<ul style="list-style-type: none"> • Post established • X articles per week • X broadcast opportunities fulfilled per month • Media contacts database established. 	Profile and awareness of biodiversity raised among readers and broadcast listeners through articles. Desire to care about protected areas created through encouraging competition entries.

Notes

Employing a communications team?

Communications handbook for needs to be translated into Arabic.

Prioritise a list of main issues and media to target

Create a list of potential articles and match it with potential communications i.e. a media strategy.

Limited access to the media or poor levels of literacy are a big problem.

Local radio phone-in competition

What about a short (3min) film to music to inspire as with the RSPB corporate video?

WILDLIFE PHOTOGRAPHER OF THE YEAR COMPETITION

Objective 5: To inspire and inform the nation of the wonderful wildlife of Egypt

Audience	Messages	Activity	Success criteria	Outcome
Egyptians, especially citizens of Cairo Journalists	Egypt's wildlife is beautiful Egypt's wildlife is under threat and deserves protection.	Establish an annual 'Egypt Wildlife Photographer of the Year' competition with high profile launch and sponsorship. Accompany competition with a promotion plan. Could also include 'Wildlife Artist of the Year'	<ul style="list-style-type: none"> • Promotion plan created. • X entries to competition • X sponsorship raised and cash prize secured. • X VIPs to launch • X visitors to the exhibition • X media coverage around the event. • Person recruited to run competition on an annual basis. 	Profile and awareness of biodiversity raised through competition promotion. Prestige and opportunities for success attached to concept of biodiversity through provision of cash prize. Aesthetic value of nature appreciated through exhibition. Desire to visit protected areas created through encouraging competition entries.

Notes

Multiple categories can be created – professional and amateur, adult and children, wildlife under threat, wild nature, wildlife on your doorstep.

Make it high profile using a celebrity (who's big?) to launch the competition.

Event management programme and Event Co-ordinator needed,

Venue: Opera House, Zamanek or International Conference Centre, Nasr City

Timing: April?!

Promotional plan: press release, mailing to all contacts (do we have a contacts database in NCS/EEAA?)

Invitation, invitation list, catering etc. for VIP reception.

Exhibition could tour to other cities

BIODIVERSITY CONFERENCE

Objective 6: Improve profile of biodiversity among policy makers, conservation organisations and funding bodies, and enhance networking opportunities for this audience through a regular biodiversity conference.

Audience	Messages	Activity	Success criteria	Outcome
Government environmental departments, NGOs, conservationists, scientists, Funding bodies	Egypt's wildlife is under threat and deserves protection.	Establish a biannual biodiversity conference, involve NGOs in its inception	<ul style="list-style-type: none"> • Events co-ordinator in post • X attendees to conference • X media coverage around conference • Good range of key stakeholders present 	<p>Profile and awareness of biodiversity raised among attendees.</p> <p>Good networking opportunities.</p> <p>Deadline provided to facilitate more being achieved.</p> <p>Conference used as launch for important Government announcement.</p>

Notes

Talk to Dr. Fouda about the last biodiversity conference

We could monitor the annual protected areas conference so that it becomes a platform for biodiversity issues. As this takes place annually anyway, this would be easier.

BRANDING EXERCISE

Objective 7: Establish coherence to NCS communications materials and position it as the leading body for delivering biodiversity communications.

Audience	Messages	Activity	Success criteria	Outcome
Visitors to protected areas, policy makers in other Government departments	The NCS is the leading body working on biodiversity conservation.	Undertake a branding exercise Create internal mechanism for communication e.g. intranet.	<ul style="list-style-type: none">• Logo and style guide established.• Intranet established.• Logo visible on all NCS letterhead, uniforms, signs etc.• Sense of family and belonging established.	Profile of NCS raised Sense of family and belonging created. Consistent image of NCS materials.

Notes

Reddy brown earthy tones as in Discover Wadi El Gemal leaflet and St. Katherine's website

CAPACITY BUILDING FOR COMMUNICATIONS & VISITOR INFRASTRUCTURE IN PROTECTED AREAS

Objective 8: Enhance the ability of protected areas to communicate effectively under their own steam

Audience	Messages	Activity	Success criteria	Outcome
Visitors to protected areas	Egypt's wildlife is spectacular and diverse. Egypt's wildlife is threatened by tourist activity. Responsible personal action can eliminate this problem.	Establish branded template communications materials e.g. leaflets, posters etc. Establish small grants to allow communications e.g. for colour printers.	<ul style="list-style-type: none"> • Templates created and used. • Small grants scheme established and used. • Appropriate software and colour printer in appropriate protected areas. 	More spontaneous and efficient communication with visitors to protected areas.

WADI DEGLA FACILITIES

Objective 9: Improve the educational potential of visitor infrastructure at Wadi Degla protected area and explore sponsorship opportunities.

Audience	Messages	Activity	Success criteria	Outcome
Cairo residents	Nature is on your doorstep You can come and enjoy the natural environment This environment is fragile, you can help secure its future by acting responsibly. This is where you can have a real desert experience.	Promote the Wadi Degla experience through the mass media	<ul style="list-style-type: none"> A method for monitoring visitor numbers is established. Visitor numbers increase from X to X. 	An increased number of Cairo residents have visited a non-urban area and have a greater appreciation of nature, its importance and why it is under threat.
School children		Give children a lecture in the classroom, then take them to see a great natural environment.	<ul style="list-style-type: none"> Access road to Visitor's centre re-opened Bus purchased (through sponsorship?) to transport school children from Cairo to Wadi Degla Sponsorship money secured for display and educational materials. Display and educational materials in place X% of schools visit Wadi Degla X school visits made per month 	As above for school children of Cairo.
University students		Establish a Wadi Degla field trip programme as part of biodiversity module developed through BioMAP.	<ul style="list-style-type: none"> X students visit Wadi Degla as part of the their biodiversity studies 	As above plus students have the opportunity to relate their theoretical studies to a site on the borders of the city.

Notes

Explore sponsorship possibilities with Nick Holloway, Premier Oil; consider the idea of an opening celebration event.

TOURIST DISPLAYS AND INFORMATION

Objective 10: Raise awareness of Egypt's biodiversity at key tourist destinations through leaflets and displays in hotels and airports.

Audience	Messages	Activity	Success criteria	Outcome
Tourists	<p>Egypt's wildlife is spectacular and diverse.</p> <p>Egypt's wildlife is threatened by tourist activity.</p> <p>Responsible personal action can eliminate this problem.</p>	<p>Establish photographic displays and communications materials at Sharm, Aswan and Cairo airports.</p> <p>Create or disseminate existing leaflets into hotel room folders.</p>	<ul style="list-style-type: none"> • Displays established in each airport. • Leaflets available in all key hotels. 	<p>Enhanced understanding of tourists about the diversity and fragility of their environment resulting in reduced damage to natural resources.</p> <p>Sense of pride instilled in Egyptian nationals in the beauty of their country's national resources.</p>

Appendix A – Making Connections

In *Towards a National CEPA Strategy for the Conservation of Biological Diversity* (Draft, Gabriel Michail, 2005), a number of key opportunities are identified. The table below shows how this implementation programme looks to take advantage of these opportunities.

N.CEPA.S identified opportunities	Activity in implementation programme
Enhanced strategic planning for public awareness in Egypt	Development of implementation programme in conjunction with N.CEPA.S
Environmental education in schools, and information centres and through field work	Obj 2 a: To identify and assess the quality of existing educational materials and devise a mechanism for their effective dissemination. Obj 2 b: To identify what further educational materials are required and plan their creation. Obj 8: Enhance the ability of protected areas to communicate effectively under their own steam Obj 9: Improve the educational potential of visitor infrastructure at Wadi Degla
Eco-tourism developments as incentives for local people	Not addressed directly
Cooperation between the N.CEPA.S, local people, the private sector and NGOs	Not addressed directly
Local attitudes to taking an interest in nature and conservation	Not addressed directly
Mass media as an instrument for promoting nature and conservation	Obj 4: Increase the profile of biodiversity through increased articles in print media
Publicity materials about nature and conservation to be utilized are targeted and distributed efficiently	Obj 2 a: To identify and assess the quality of existing educational materials and devise a mechanism for their effective dissemination. Obj 2 b: To identify what further educational materials are required and plan their creation Obj 10: Raise awareness of Egypt's biodiversity at key tourist destinations through leaflets and displays in hotels and airports..
Electronic media such as the world-wide web to be employed effectively	Obj 1: Promote the improved access to biodiversity information and awareness available through the CHM
Visitors centres and exhibits as an important tool for attracting the public's interest in nature and conservation	Obj 9: Improve the educational potential of visitor infrastructure at Wadi Degla
Importance of the N.CEPA.S on the national and international level as a mechanism to attract sponsors.	Obj 9: Improve the educational potential of visitor infrastructure at Wadi Degla through seeking sponsorship for materials development.
Economic improvement through sustainable development and use of natural resources	Not addressed directly

Issues not addressed: opportunities and activities engaging directly with local people (understood to be local people to the protected areas) fall beyond the scope of this implementation programme which is intended to take advantage of opportunities that can be principally implemented from within NCS and the BioMAP project in Cairo.

Work with local people is, however, tremendously important and undoubtedly warrants a separate specific programme of activity, taking into account the valuable work that has already been achieved.

Working within the CBD framework

As outlined in the N.CEPA.S, as agreed through the CBD, a Communication Education and Public Awareness strategy can be divided into three components. These are listed below with a description of how the implementation programme helps achieve these.

Communication: Biodiversity must be brought into the formulation of national policy by establishing an effective means of communication and information sharing among various sectors of society, particularly governmental agencies and departments. This includes the development of databases, websites and other electronic tools.

- A regular **biodiversity conference** (Obj 6) will raise the issue of biodiversity up the political agenda and promote the sharing of advances in understanding of how best to protect Egypt's biodiversity.
 - A programme of **organized trips for civil servants and Ministers** (Obj 3) to experience, learn about and value biodiversity will encourage it to be considered in the formulation of national policy.
 - The **Clearing House Mechanism** (Obj 1) properly developed and promoted will be a very useful tool for all Government, agencies and other sectors of society to provide reliable information on biodiversity and threats.
-

Education: This involves integrating biodiversity into school curricula and into University courses at all levels. It is not sufficient to simply include an occasional lesson or activity or a short course on the subject. Visitor centres at protected areas can play an important part in education at all levels.

- Effectively **disseminating and evaluating education materials** (Obj 2a) and **identifying future education materials** (Obj 2b) will help facilitate integrating biodiversity into school curricula.
 - Creating a specially tailored **biodiversity module** (Obj 2) will progress this agenda in Universities.
 - Making the most of building up and promoting visitor facilities at **Wadi Degla Protected Area** (Obj 9) will enable this to become a valuable biodiversity education centre.
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Public Awareness: Knowledge and understanding of biodiversity should be brought to the public as a whole and not just to the academic and government few.

- The **Wildlife Photographer/Artist of the Year** (Obj 5) competition to raises awareness to ordinary people through the mass media and, through the exhibition, of the beauty and value of biodiversity.

- A dedicated **Media/Public Awareness Officer** (Obj 4) for biodiversity will keep the issue in the mass media.
- An organized programme of **journalist visits** (Obj 3) to protected areas will also facilitate this.
- **Display and information materials at hotels and airports** (Obj 10) will inform the visiting public of the importance of biodiversity and their responsibilities in protecting it.

BioMAP Nature Conservation Sector National Biodiversity Dept
Position: Biodiversity Communications and Public Awareness Officer

Background

There are many opportunities to improve on the publicity and communications about threats to biodiversity, through leaflets, displays, the web and effective dissemination of existing materials. In addition, a co-ordinator is needed for events such as the Wildlife Photographer of the Year competition to raise the profile of biodiversity on a sustainable basis.

TOR

This role requires a proactive and creative approach to communicating with a diverse set of audiences through events and printed materials.

Outputs

- Co-ordinate the Wildlife Photographer of the Year competition, working with the international communications consultant, including promotion, event management, exhibition, and VIP reception.
- Develop a mechanism for evaluating effectiveness of existing communications materials about biodiversity and protected areas particularly for the visitor and tourist audiences.
- Identify key conservation messages and assess whether or not these are included in existing materials.
- Where gaps exist, commission the production of new materials and assist in their development.
- Pursue opportunities for disseminating materials at airports and hotel rooms to highlight key messages to tourists.
- Support activity to encourage the use of Wadi Degla as an excellent communications venue.
- Devise and run the social activities with the participants of the monitoring programme at St Katherine Protectorate during summer 2006
- Produce a monthly Newsletter for the NCS

Person specification

A successful applicant will fulfil the following criteria:

Essential criteria

- Excellent written and verbal communication skills
- A strong commitment to raising awareness of conservation and the value of biodiversity.
- Education to degree level in a related discipline
- Experience of working in communications
- Ability to liaise effectively with colleagues within Government and the protected areas, as well as with other stakeholders e.g. private sector and NGOs.

Desirable criteria

- Ability to work well on their own or in a team.
- Experience of event management.

BioMAP **Nature Conservation Sector** **National Biodiversity Dept**
Position: Biodiversity Education Officer

Background

Biodiversity education in schools: There are a number of educational resources existing to educate school children about nature and the importance of conservation. However, no mechanism exists to assess the effectiveness of these in communicating key messages about biodiversity. Where there are gaps in the current provision of engaging material to children, new materials will need to be developed and disseminated. In addition, existing quality materials need to be effectively disseminated to ensure their use in the classroom.

Biodiversity education in Universities: TBC

TOR

This role requires a proactive and creative approach to ensuring that school children and University student have access to the best available biodiversity educational materials

Outputs

- Establish a database of existing biodiversity educational resources available for biodiversity communication in schools
- Develop a mechanism for evaluating effectiveness of existing materials.
- Identify key conservation messages and assess whether or not these are included in existing materials.
- Where gaps in biodiversity education materials exist, commission the production of new materials and assist in their development.
- Working with the Ministry for Education, establish a contacts database of teachers teaching about conservation and the environment.
- Establish a “biodiversity classroom” - a suite of mobile resources that can tour schools and educate on nature conservation and protected areas.
- UNIVERSITY OUTPUTS TO BE ADDED

Person specification

A successful applicant will fulfil the following criteria:

Essential criteria

- Excellent written and verbal communication skills
- A strong commitment to the value of biodiversity education in the classroom
- Education to degree level in a related discipline
- Experience of working in communications
- Ability to liaise effectively with other Ministries (Education & Youth) as well as work well with colleagues within the Ministry for Environmental Affairs

Desirable criteria

- Ability to work well on their own or in a team
- Experience of working with children or in developing materials for children.

BioMAP **Nature Conservation Sector** **National Biodiversity Dept**
Position: Biodiversity Media Officer

Background

It is increasingly necessary to engage the mass media in order to communicate the importance of conserving biodiversity and the current threats to the survival of many of Egypt's vital ecosystems. A Media Officer is required to take forward this programme of work and raise the profile of nature conservation in the newspapers and television.

TOR

This role requires a proactive and creative approach to engaging with the mass media in order to better promote key conservation messages.

Outputs

- Establish a media strategy to prioritise stories and media outlets.
- Build contacts and relationships with the media, especially environment journalists.
- Organise a series of journalist visits to key protectorates or to sites where important conservation work is being conducted.
- Author articles and commission articles from practitioners.
- Produce a communications handbook for any communications staff capturing best practice.
- Establish relationships with protectorate staff and local communities and build rapport in order to better portray their stories in the media.
- Liaise with the EEAA public awareness team to share experience and contacts.
- Investigate working with television to raise the profile of the environment and conservation with this popular medium.

Person specification

A successful applicant will fulfil the following criteria:

Essential criteria

- Excellent written and verbal communication skills
- A strong commitment to the value of biodiversity communications
- Education to degree level in a related discipline
- Experience of working in with the media

Desirable criteria

- Ability to work well on their own or in a team