

# ITALIAN COOPERATION IN EGYPT

## DEVELOPMENT COOPERATION PROJECTS

### Environmental Awareness Campaign

**Geographic Area:** Governorate of Cairo.

**Area of Development:** Control and sustainable management of environmental heritage.

**Sector:** Environmental sustainability.

**Executive body:** DGCS.

**Institutional counterpart:** National Council for Childhood and Motherhood.

**Other funding parties:** -

**Beneficiaries:** Students and youth.

**Period of implementation:** 2003 – 2005.

**Amount and nature of the funds:** 653,000 € grant through the debt swap.

**Type of intervention:** Training, public awareness, capacity building.

**Objective:** Spreading the culture of environmental respect among youth.

**Description of the project:** The project involves a campaign of environmental awareness among the students of primary and secondary schools. Principal themes are: a sound use of resources and respect for the environment. The program gives particular weight to health questions related to the environment and aims at inspiring correct behaviors. The project features in a wider context of environmental awareness programme undertaken by the Governorate in the aim of collecting waste and cleaning the area.