



## “Heya Dayra”

### It is a Circle

#### Aswan Initiative

#### Context

Egypt faces numerous threats to its environmental sustainability. The rapid population growth coupled with ambitious development policies have put a heavy pressure on Egypt’s natural resources in the form of severe air, water, and soil pollution. The scope and magnitude of these environmental and social costs are likely to offset some of the economic growth gains over time.

Waste and lack of proper management of it pose another serious health and environmental problems for the country and its population. According to the World Bank, only 60% of all trash is properly collected, leading to a 0.4 – 0.6% loss of gross domestic product (GDP) to the Egyptian economy as a result. A combination of private, public and informal (Zabbaleen) collection techniques has not been able to keep up with the growth of municipal waste, and as a result, the country is facing an environmental, health, safety, and economic crisis that cannot be resolved through this current approach.



Disposal of cooking oil is an even bigger challenge. The difficulty that arises with throwing it away in a regular bin, encourages households to get rid of cooking oil by pouring it down the drain. When greasy oil is poured down the drain, it will solidify and eventually block pipes or cause damage to the sanitation system, particularly in areas with poor infrastructural services. In governorates, like Aswan, this poses a bigger challenge when oil waste reaches the Nile, affecting the neighborhoods, plants, drinking water and agricultural soil.

In that context, “It is a Circle” Initiative, presented the idea of environmental protection through oil management and recycling, raising the awareness of women about environmental preservation and waste management and offering to produce new products that generate income for women living in poverty to enable them economically.

#### Objective

Raise awareness about environmental protection, waste management and oil recycling and economically empowering women by building their capacities in soap making from recycled oil.



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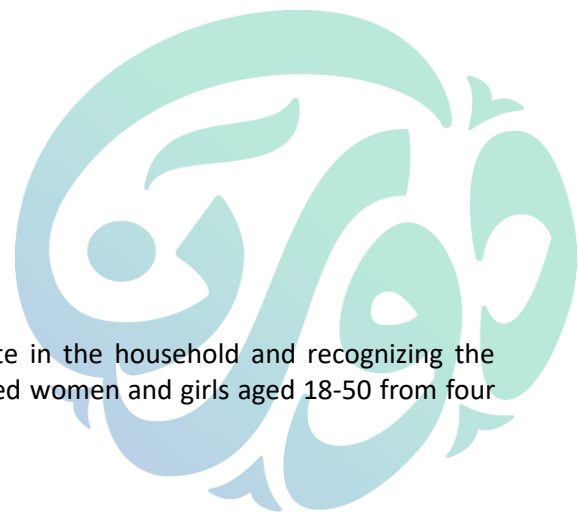
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### Target Group

Recognizing that women are the ones who are capable of handling oil waste in the household and recognizing the importance of economic empowerment for women, the initiative team targeted women and girls aged 18-50 from four (4) poor villages in Aswan: Al-Daka, Dahmit, Al-Durr and Umberkab.

### Results

- Raised the awareness of 80 women and girls in four villages about the danger of oil waste on the environment;
- Built the capacity of 40 women and girls to recycle oil waste and make homegrown soap products in the four villages.
- Raised the efficiency and empowered 20 women and girls to develop handmade, homegrown soap products extracted from recycling oil in the four villages.
- Raised the awareness of 5,000 young men and women on social media about the dangers of oil waste on the environment.



### Partners

The initiative team partnered up with the Future Association and Empercap Association which provided the initiative team with the tools and resources to extract products from oil waste; with halls to conduct the trainings in and with access to vendors where the women can sell their handmade, homegrown products.



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## “Etrok Athar” Make an Impact

### *Beni Suef Initiative*

#### Context

Today, the concept of citizenship is increasingly used to refer to volunteering. Citizenship is no longer understood as a passive legal status to more of a process, participatory and society-oriented citizenship, which places an emphasis on citizens’ responsibilities and not only their rights. It is not just the participation of a citizen in the public or political sphere, rather it is about the citizen engaging in volunteering activities in civil society and community.

This extension of citizenship practices from political participation to participation in the whole society, as well as the reorientation of citizenship discourse from human rights to citizens who are expected to be active in taking individual responsibility for charitable activities or functioning of the society, have a deep impact on the further development of societies in general and the development of the individual in particular. Active citizenship and volunteering should involve learning about and learning how to influence decisions, improve communities and solve problems together as well as improve the self.



Recognizing the importance of encouraging young people to volunteer and enabling them to become active citizens, “Etrok Athar” (Make an Impact) initiative in Beni Suef aims to raise the awareness of the young people towards volunteering and active citizenship. The idea behind “Etrok Athar” is to impart the beneficiaries with the knowledge and skills to enable them to identify community challenges through conducting participatory needs assessment; reaching out to partners for advocacy; building networks of key actors and stakeholders; and planning, implementing, monitoring and evaluating their own initiatives. The initiative worked towards engaging these young people to become active members in their local communities through undertaking youth-led initiatives.

#### Objective

Building young people’s capacity to become active citizens through imparting them with the technical knowledge and skills to plan and implement youth-led initiatives.



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### Target Group

Seeking to get young women more involved in the public sphere, the initiative team targeted young women and girls aged between 14-18 from Ihnasya Commercial Secondary School.

### Results

- Provided young women and girls with knowledge and skills that help them actively play a positive role in their local communities;
- Raising the awareness of 50 young women and girls about the importance of community participation.
- Empowered 50 young women and men to assess needs within their local communities.
- Enabled and supported 50 young women and men to find practical solutions in the form of local youth-led initiatives.
- Designed and implemented 6 small youth-led initiatives to address basic community needs.



### Partners

The Initiative team partnered up with Al-Fagr Al-Gaded Association, which was responsible for communications with governmental agencies and for coordinating with youth centers to help the initiative team implement its activities.

Salah Salem Youth Center and Kom Abu Khallad Youth Center provided the target group with training halls and supported the beneficiaries in implementing their initiatives.



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## *Geel Men Al Aseha'a* “A Generation of Healthy Children” *Fayoum Initiative*

### Context

With two thirds of child mortality attributable to malnutrition, Egypt stands as one of the 36 countries, where 90 percent of the global burden of malnutrition falls. Despite the notable decline in child mortality in Egypt, achieving the Sustainable Development Goal 2: Zero Hunger, remains challenging. Malnutrition rates remain high particularly among children under-five; stunting among under-five children and child wasting and underweight remain one of Egypt's biggest problems.

Furthermore, Egypt has the highest prevalence of hepatitis C virus (HCV) in the world. In Egypt, HCV prevalence rates reach 13% of the population equating to an estimated 12 million Egyptians of whom around 8 million people are living with chronic hepatitis C without or with cirrhosis or liver cancer.



In that context “A Generation of Healthy Children” Initiative aims to raise awareness of a healthy diet for children and address malnutrition for children in schools in Fayoum Governorate. The Initiative is in line with the President's Initiative “A Generation Growing Healthier” launched by the “100 Million Health Campaign”, a nation-wide initiative implemented by the Ministry of Health and Population (MoHP) in Egypt.

The initiative aims at promoting children's healthy behaviors in schools to raise awareness of personal hygiene, proper nutrition and hepatitis A (C.C.) by training the facilitators of “We are all together” schools to transfer awareness within community schools through puppet theatre with children and awareness-raising seminars on topics with parents, provided that the puppet theatre remains permanent to convey awareness within the targeted community schools.

### Objective

Raise awareness about personal hygiene, proper nutrition, and hepatitis A among community school children and their parents.

### Target Group

The initiative team targeted women working at community schools aged between 21 to 35 years old, and provided them with all the necessary knowledge and materials about personal hygiene, proper nutrition and hepatitis A, as well as



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facilitation skills through which they could help community school children and their parents acquire the necessary knowledge regarding these health, hygiene and nutrition topics.

The initiative team targeted children in community schools aged between 8 to 14 years old and relied on the facilitators whose capacities were built, to help the children understand all the necessities regarding personal hygiene, proper nutrition and hepatitis A.

Recognizing that without the inclusion of parents, all the effort put will not be as effective, the initiative team targeted the parents, of children, aged between 25 to 60 years to provide them with the necessary information in a series of workshops and panel discussions about personal hygiene, proper nutrition and hepatitis A to not only protect their kids but to protect themselves.



## Results

- Built the capacity of 35 facilitators in community schools on hygiene, proper nutrition, and hepatitis A.
- Raised the awareness of 950 girls and boys (500 girls and 450 boys) from 25 community schools about personal hygiene, proper nutrition and hepatitis A.
- 20 theatrical performances were implemented for 750 boys and girls.
- Raised the awareness of 900 parents (700 mothers and 200 fathers) about personal hygiene, proper nutrition and hepatitis A in 25 group discussions, awareness raising sessions, and panel meetings.
- After the initiative concluded its activities, some parents went to get their children tested for anemia and hepatitis C. Those with positive results, received the necessary care and funding from the *Kolna Ma' Ba'd* Association.
- Due to the great success of the initiative, *Kolna Ma' Ba'd* Association will be implementing the initiative in all Fayoum and Beheira schools.

## Partners

The initiative team reached out to the Ministry of Education, which provided them with all the necessary clearances and then proceeded with supervising the initiative and providing the initiative with teachers and facilitators who would then receive facilitation training.

Reaching out to the Ministry of Health to approve the scientific material that was going to be used in the workshops, the initiative team ensured that all the material was scientifically correct.

The Ministry of Culture provided the initiative with coaches for the workshops. Relying on the help of non-governmental organizations, Ahla-Hayah Association provided the initiative with halls for meetings and training, as well as with volunteers and the scientific material used in the trainings and workshops and submitted to the Ministry of Health, while *Kolna Ma' Ba'd* Association recommended the community schools in which the initiative was implemented and provided the initiative with facilitators, children and transportation.

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## *Hakhod Haa'i* "I Will Reclaim My Right" *Gharbiya Initiative*

### Context

Women and girls experience domestic violence, violence in public spaces, in streets, in schools, at work, in public transportation and in their own neighbourhoods. All forms of violence limit the rights and freedoms of women and often act as a barrier to their education and participation in economic and public life. Egyptian women suffer on daily basis from different forms of violence in the private and in the public domains.

Patriarchal society, Poverty and difficult economic conditions such as high unemployment with few prospects for overcoming poverty are among the factors that lead to an increase in the rates of violence in general. This situation is further exacerbated by the low level of awareness among women of their rights and their forbearance to the violence they suffer, especially in the form of domestic violence.



According to the *Egypt Demographic Health Survey (EDHS) 2014*, 3 out of 10 ever married women (15 to 49 years) experienced physical, psychological and sexual violence by their husbands. One third of women who experienced violence were injured. 7% of women who experienced violence were pregnant. Violence against women has a host of negative reproductive health outcomes, including more sexually transmitted infections (STIs), higher rates of unintended pregnancy, limited utilization of prenatal care, and low birth weight.

"*Egypt Economic Cost of Gender-based Violence*" Survey 2015 undertaken by CAPMAS and UNFPA showed higher figures reaching 46% of ever married women (18-64 years) because they have included emotional violence. The survey showed also that the majority of women who experienced spousal violence never sought services or contacted people in positions of authority to deal with the violence inflicted on them. There is an urgent need to raise awareness of women on the need to report any violence inflicted on them as well as the need to provide women with services accessible to them widely to resort to such as health services, psychosocial support, legal aid and other services.

Egyptian activists and law makers have been working tirelessly to make Egypt safer for women. Today, Article 306 of Egypt's penal code declares that those found guilty of verbal sexual harassment in a private or public place will be sentenced to a minimum of six months in prison and fined no less than EGP 3,000. Article 306 does not limit verbal sexual harassment to the offline world. Verbal sexual harassment is defined as occurring through stalking, using gestures or words or through modern means of communication (i.e. internet, mobile and more) or in any other means through actions that carry sexual or pornographic hints.



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“*Hakhod Haa’i*” (I Will Reclaim My Right) is an initiative that aims to raise awareness around gender-based violence, harassment and the legal stance against the different forms of violence women experience in Egypt, particularly in Gharbiya governorate, where the initiative initiated. It empowers women survivors of violence through a number of activities: self-defense classes, capacity building, legal knowledge and best practices. This initiative educates women on the legal measures that they could take when subjected to gender-based violence. The initiative also empowers women economically by providing them with vocational training workshops, hoping to provide women survivors of violence with a way out from abusive households.

### Objectives

Raising the awareness of 30 women about gender-based violence and the laws combatting it as well as economically enabling them and providing them with psycho-social support and self-defense classes.

### Target Group

Al-Mahalla Al-Kubra in Gharbiya Governorate is the largest industrial city in Egypt and is a hub for textile factories. In male dominated industries and conservative societies, women typically tend to face more obstacles and discrimination. Recognizing the importance of addressing gender equality and gender-based violence among groups from lower socio-economic classes, the initiative team targeted 30 women survivors of domestic violence from the city of Al-Mahalla Al-Kubra aged between 20 to 40, who have been subjected to different forms of violence. The initiative also targeted 10 men interested in becoming advocates and supporters of women’s rights.



### Results

- Raised the awareness of 30 women about gender-based violence and the laws combatting it and their legal rights.
- Provided 30 women with psycho-social support sessions.
- Enabled 40 women to make handicrafts that would support them in generating income.
- Enabled 30 women to be able to protect their bodies and themselves by learning Wen Do.
- Used social media to spread awareness about gender-based violence to reach a bigger audience.
- Raised the awareness of 10 men about women’s rights to support in advocacy activities.
- One key outcome of the initiative is the new perspective on life and supporting the targeted women’s self-development; as stated by one beneficiary “*I have learned that there is a world outside my family and my acquaintances. There is so much more I can achieve. There is a whole world out there.*”

### Partners

The initiative team partnered up with Emaar Land and Legitimacy Association which assisted the initiative team in accessing the beneficiaries, and providing the training halls and the material that was used during the workshops.

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## **“Games for Goals (G4G)”**

### **Giza, Qalioubiya and Beheira Initiative**

#### **Context**

The Sustainable Development Goals (SDGs) are a collection of 17 global goals: designed to be a "blueprint to achieve a better and more sustainable future for all". The SDGs, set in 2015 by the United Nations General Assembly and intended to be achieved by the year 2030, are part of UN Resolution 70/1, the 2030 Agenda. The goals are broad based and interdependent.

The 17 sustainable development goals each have a list of targets, which are measured with indicators. In an effort to make the SDGs successful, data on the 17 goals has been made available in an easily understood form. A variety of tools exists to track and visualize progress towards the goals.

In line with the 2030 Agenda, the Egyptian Government has launched a working plan called Egypt’s Vision 2030, also known as Sustainable Development Strategy (SDS). The SDS promotes economic flourishing based on justice, social integrity and participation. It is under the SDS that all development plans in Egypt are incorporated while at the same time being strongly guided by the SDGs. In 2019, Egypt has decided to revisit its SDS, to assure having an interdependence of the three sustainable development dimensions environment, society and economy, to ensure the strategy is comprehensive, inspiring and consistent. The government is also developing a scientific methodology to measure its performance and track progress.

In this context, “Games for Goals” (G4G) is an initiative that aims to raise awareness about the SDGs, specifically Goal 1 (Eradication of Poverty); Goal 3 (Health), with particular focus on reproductive health and sexuality; Goal 5 (Gender Equality); and Goal 16 (Peace and social justice) through gamification tools and techniques. The initiative capitalizes on Goal 17 (Creating Networks and Partnerships) in order to accomplish sustainable development. The initiative targets 3 governorates: Giza, Beheira, and Qalioubiya.

#### **Objective**

Raise awareness about the Sustainable Development goals (SDGs) with particular focus on sexual and reproductive rights; and peace and social justice.

#### **Target Group**

The initiative targeted youth from Giza, Qalioubiya and Beheira aged 18-30, interested in capacity building and volunteer work to train them to become facilitators. The initiative then targeted Schoolchildren from the same three governorates, aged 14-17, to introduce them to the SDGs through games.



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## Results

- Developed an awareness-raising curriculum, which targets reproductive health, gender equality, values, and the concept of peace.
- Trained 23 facilitators from the 3 target governorates.
- Trained 24 game designers for sustainable development.
- Designed 9 creative educational and awareness raising games surrounding the mentioned goals (3, 5 and 16) and the issues related to them.
- Produced 3 educational development games.
- Implemented 10 awareness raising campaigns for children (5 in Giza, 3 in Qalioubiya, and 2 in Beheira).
- Established a network of partners from 6 associations in the 3 governorates.



## Partners

The Ambassadors of the World's Youth team who provided the initiative with volunteers, trainers and scientific materials implemented the initiative. For issuing permits and approvals, Salah Al-Din Association provided the initiative team with all the necessary formal documentation required for them to work in schools.

The Community Pioneers Association as well as Fahmy Abaza School provided the initiative with the different target groups the initiative worked with.

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## “Kawkabna” Our Planet



### Greater Cairo Initiative

#### Context:

The Sustainable Development Goals (SDGs) are a collection of 17 global goals: designed to be a "blueprint to achieve a better and more sustainable future for all". The SDGs, set in 2015 by the United Nations General Assembly and intended to be achieved by the year 2030, are part of UN Resolution 70/1, the 2030 Agenda. The 17 sustainable development goals each have a list of targets, which are measured with indicators. In an effort to make the SDGs successful, data on the 17 goals has been made available in an easily understood form. A variety of tools exists to track and visualize progress towards the goals.



In line with the 2030 Agenda, the Egyptian Government has launched a working plan called Egypt’s Vision 2030, also known as Sustainable Development Strategy (SDS). The SDS promotes sustainable development based on justice, social integrity and participation. The government is also developing a scientific methodology to measure its performance and track progress.

A large segment of Egyptian children and young people are unaware of the SDGs. “Kawkabna” (Our Planet) initiative aims to change that notion by raising the children and young people’s awareness about the SDGs. The initiative focused its efforts in the Greater Cairo Region covering the governorates of Cairo, Giza and Qalioubiya to promote safe environments through its awareness raising activities. “Kawkabna” initiative invested its resources to train its participants on recycling paper, wood, and rubber.

#### Objective

Raising awareness of children and young people about the SDGs and encouraging them to protect the environment.

#### Target Group

The initiative targeted children and young women and men within the age bracket (9-18) from disadvantaged areas in the three targeted governorates of Greater Cairo: Cairo, Giza and Qalioubiya. The initiative had an integration component engaging children with disabilities in youth centers and primary schools.



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## Results

- Raised the beneficiaries' awareness regarding SDGs.
- Implemented 160 workshops with 1,080 beneficiaries.
- Trained 75 participants to recycle waste (in the form of wood and rubber) and create wooden toys.
- Implemented 14 recycling and handicraft workshops with 160 beneficiaries.
- Implemented an online social media campaign titled "Green Challenge".
- Implemented a biodiversity camp in Wadi Al Rayan.
- 50 participants were educated on the importance of biodiversity and qualified to spread awareness in their communities.
- Strengthened the concept of gender equality.



## Partners

The initiative worked with numerous governmental and civil society actors. The Initiative was implemented under the auspices of the Ministry of Environment (MoE). MoE provided training for the facilitators who worked with the targeted children and young people. The Ministry also provided materials and resources such as trees and tools for the cleaning activities.

The Ministry of Youth and Sports (MoYS) provided the necessary permits to access the youth centers where the activities took place. The Ministry of Education (MoE) provided access to the targeted schools to reach out to the schoolchildren.

The Initiative formed strong relations with NGOs, namely Baladna Youth Association and Al-Safa Association for Community Development in Qalioubiya; the Age Line Association for People with Disabilities in Cairo; Tourism Development Association in Dahshur as well as Al-Amal and Al-Aamal for Development helped with the implementation of the SDG games.



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## “Nesa’a Ra’edat” Women Pioneers Luxor Initiative

### Context

Until today, many girls still have to drop out from school since education is still considered a luxury for girls in Upper Egypt. In rural Upper Egypt, there remains a significantly high rate of out-of-school children and a large gender gap in education.

Recent surveys show that some 22.1% of young women aged 10-29 have not had an opportunity of a proper education. For many of these girls, handicrafts making is a main source of generating income for their livelihoods.



Needing a sustainable income to support themselves and their families and secure a decent living, in villages with low income, poor infrastructure and lack of social services and without enough education to provide them with decent employment opportunities, many of these women find themselves stuck in poverty.

Investing in women's economic development through handicrafts production sets a direct path towards gender equality, poverty eradication and inclusive economic growth. Generally, women make enormous contributions to economies, whether in businesses, on farms, as entrepreneurs or employees, or by doing unpaid care work at home. Goal 5 of the Sustainable Development Goals (SDGs) focuses on Gender Equality affirming that ending all discrimination against women and girls is not only a basic human right, but is also crucial for sustainable future. In this context, the “Women Pioneers” initiative in Luxor optimizes on building disadvantaged women’s capacity to produce handicrafts to be sold for tourists, in an attempt to enhance their livelihoods and provide them with the necessary skills to start their own micro businesses in handicrafts making.

### Objective

Building the capacity of a young cadre of disadvantaged women in Luxor governorate to start their own micro projects/businesses in handicrafts making.



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## Target Group

Seeing as how women in Upper Egypt are not given the same opportunities available to women elsewhere, the initiative targeted disadvantaged young Women aged between 21-35 who demonstrate interest in learning new skills and profiting off of this skill, aiming to enable them to start their own micro projects in handicrafts making.

## Results

- 30 young women trained on how to start their own projects within the “Start Your Business” Program enabling them to become small entrepreneurs.
- 10 young women trained in handicrafts making from natural leather.
- 10 young women trained in crochet.
- 10 young women trained in knitwear.
- Economically supported 30 women by giving them materials to start their projects.



## Partners

The initiative partnered with the Micro, Small and Medium Enterprise Development Agency (MSMEDA) which built the capacity of the beneficiary young women through its certified “Start Your Business” Program, and provided them with the certificates.

The initiative team partnered up with Al-Masry Association in Luxor and relied on the expertise of Afaq Association for Comprehensive Development as well as the Nile Palace Foundation. Through these associations, the initiative team managed to get adequate training for its beneficiaries.

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## “Fareeq Insaniyah” The Humanity Team

### Minya Initiative

#### Context

SDG 3 aspires to ensure health and well-being for all, including a bold commitment to end the epidemics of AIDS, tuberculosis, malaria and other communicable diseases by 2030. It also aims to achieve universal health coverage, and provide access to safe and effective medicines and vaccines for all.

Chronic diseases represent a major problem and public health burden in developing countries. Noncommunicable diseases (NCDs), including cardiovascular diseases, diabetes, cancer, and chronic respiratory diseases, are currently the leading national cause of death in Egypt.

NCDs are estimated to account for 82% of all deaths in Egypt. With proper awareness and adequate care, many of these diseases are preventable through evidence-based protective measures.

In poorer governorates, chronic diseases are an even bigger problem. People living in poverty are not only less aware of preventative methods, but are also less likely to seek help when needed. The poverty rate in Minya is 60%. The Egyptian government has been focusing efforts on eradicating poverty and providing the people with adequate health services in Upper Egypt as part of its 2030 strategy, establishing a higher authority for the development of the region and launching national mega-projects to generate employment, while NGOs have been joining forces and pouring in money to projects to help improve life in rural Upper Egypt. In this context, The Humanity Team Initiative aimed at reaching out to the poorest villages and Minya to raise health awareness about combating viruses and chronic diseases and providing them with medical assistance.



#### Objective

Improve the health status of the poorest villages, especially community school students, and provide health services, while integrating young people to participate in raising health awareness among their local communities.

#### Target Group

Aiming for raising awareness in the poorest villages in Minya, the initiative team implemented their activities in the three poorest villages in Minya in community schools and among disabilities.



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## Results

- Raised awareness about disease prevention through early disease detection at 14 community schools;
- 150 students took part in the awareness raising sessions and learnt about infectious diseases, methods of preventing cancer and proper nutrition;
- Built the capacity of 14 young women and men on presentation skills to work as community health outreach facilitators to deliver health-related messages;
- The Community Health Outreach Facilitators raised the awareness of 150 community members both women and men on infectious and chronic diseases and viruses.
- An early detection of viruses and chronic diseases was provided at 3 villages through medical caravans reaching 260 beneficiaries.



## Partners

The Initiative liaised with a number of governmental and non-governmental stakeholder. Partnering up with the Directorate of Education in Minya, the initiative team managed to acquire all the necessary permits that enabled them to enter the targeted 14 community schools.

The Health Directorate provided the initiative with the trained physicians, medical caravans to conduct the early detection check-ups to the targeted beneficiaries.

The Directorate of Youth and Sports supervised the medical caravans and provided access to the youth centers where the health awareness sessions for community members took place. Partnering up with NGOs, Alnor Association for People with Disabilities provided assistance to the people with disabilities who participated in the initiative.

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## “Awladna” Our Kids Qalioubiya Initiative

### Context

According to the latest global data collected by UNICEF, about 1 in every 3 schoolchildren aged 13-15 around the world experience bullying. While girls and boys are equally at risk of being bullied, girls are more likely to become victims of psychological forms of bullying and boys are more at risk of physical violence and threats.

Bullying is a type of violence intentionally and repeatedly exercised by a child on another child in person or online, ranging from physical harm to verbal and psychological abuse, which can lead to exclusion, depression and sometimes suicide. It is a terrible phenomenon against which several actors have decided to join hands.



In 2015, the Center for Development Services (CDS) was commissioned by UNICEF to conduct a study on violence against children in three Egyptian governorates: Cairo, Alexandria and Assiut; in partnership with the National Council for Childhood and motherhood (NCCM). The study showed that the highest level of violence facing children occurs at home, followed by school; with 29 to 47% of children (aged 13-17) reported that physical violence among peers was commonplace. Based on the findings of this study, NCCM and UNICEF launched the first national campaign calling to end peer-to-peer violence in 2018 in partnership with the Ministry of Education and Technical Education (MOETE) with funding from the European Union (EU).

In an effort to continue on the results of this campaign, “Our Kids” initiative was launched in Qalioubiya governorate. The initiative seeks to spread awareness about bullying in schools as well as promote positive parenting values and principles, in an attempt to eliminate all forms of violence against children and touching upon Sustainable Development Goal 4, ensuring inclusive and equitable quality education.

### Objective

Promoting a culture of tolerance and acceptance among schoolchildren within the age bracket (10-14), and spreading awareness about positive parenting among their parents and newly wed couples, with the ultimate aim of reducing bullying among schoolchildren in public schools.



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## Target Group

Recognizing the age in which bullying is the most prevalent, the initiative team targeted 68 school children aged between 10-14 to help build their confidence in an attempt to help them not only stand up for themselves but also help them stand up for others who are bullied.

The initiative tackled the negative consequences of bullying, and embracing positive values so that children who bully others would cease to engage in this harmful practice.

Recognizing that bullying others is a behavior that can be prevented at home, 30 newly wed couples and parents were coached about positive parenting and the ways of dealing with violent children in a series of workshops and panel discussions.



## Results

- 68 schoolchildren received anti-bullying training and tips on social intelligence, and soft skills needed to interact well with their peers and to stand up to bullying.
- The schoolchildren participating in the initiative showed great interest in the activities to build their characters and teaching them soft skills.
- 30 newly wed couples and parents received training on positive parenting and on bullying, its effects and ways to deal children experiencing it.

## Partners

The initiative team reached out to the Ministry of Youth and Sports (MoYS) Directorate in Qalioubiya to provide the initiative team with permits to enter youth centers in the targeted places. Relying on the Ministry of Education Directorate, the initiative team managed to reach its target group to deliver the training and awareness raising sessions.

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## “Takhta Khadra” Green Board Qena Initiative

### Context

Egypt’s education system needs an overhaul. School teaching, based mostly on rote, does not give students practical skills, leaving them unprepared for college and hindering their transition to the workplace and the outside world in general.

Overcrowded classrooms, poor attendance and a lack of good libraries or office space for teachers are problems that run through the system from the earliest years to final classes. Facilities like computers and science labs are often rundown if they exist at all in many public schools, particularly in remote and impoverished areas in rural Upper Egypt. More importantly, school textbooks are in need for updating and becoming more child-friendly.



Another major challenge in the educational system is the lack of skilled teachers. Accordingly, Egypt needs to work heavily hiring/training skilled teachers who would be able to deliver educational content effectively and clearly in classrooms and outside of classrooms. Furthermore, low salaries offered to teachers tend to be another obstacle that leads to private tutoring, which is a challenge Egypt has to deal with. Other challenges, lie within the poor school facilities and the hard curriculum that is given to students. Students are expected to memorize to be able pass the curriculum. Recently, the Egyptian government has been working towards giving greater priority to improving the education system in Egypt.

In this context, “Takhta Khadra” (Green Board) initiative launched in Qena Governorate aims to introduce non-formal educational tools to the standard classroom, focusing on the science curriculum that leaves room for creativity and new ideas. The science curriculum focuses on topics related to the environment aware of the fact that Egypt faces severe environmental challenges and poor environmental awareness among the public about the idea of conservation and environmental activism, as well as the SDGs, particularly Goal 13 about Sustainable Development Knowledge aiming to raise a generation aware and eager to be involved in climate action.

### Objective

Enable public primary school teachers to implement sustainable creative and environmental practices to provide a high-quality educational service and promote environmental sustainability practices with the learning process within the targeted schools, with the ultimate aim of raising the level of educational system quality and to make it more interesting for students.



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## Target Group

While private and international schools tend to focus on non-formal education, seeking creativity and out of the box ideas, public schools are usually left with little to no room for such opportunities. Recognizing the need to bridge the gap between public and private education, the initiative team targeted school teachers in public schools at Qous District in Qena Governorate, and its villages to train them on different methods of non-formal education, and to help them design games that can later be implemented inside the classroom. The initiative targeted 5 preparatory schools in which the teachers who received trainings could implement the educational games that were designed.



## Results

- Trained 25 teachers and provided them with a toolkit to use with more students;
- 25 teachers were enabled to design and implement educational tools and fun games in the learning process;
- Implemented 12 games in 5 schools;
- Reached 60 students per classroom.

## Partners

The initiative team reached out to Holding Co. For Water and Wastewater to provide the initiative with materials to be used during the workshop with the targeted school children.

Watan Development Association provided the initiative team with the necessary permits to work in schools and helped them reach out to their target groups. Ambassadors for Dialogue, Al-Masry Association and Youth Workers Union provided the initiative with educational tools, materials and helped reach out to the target group as well.

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## “Bekya Med” Waste Remade (Recycling Waste)

### Qena Initiative

#### Context:

Egypt faces numerous threats to its environmental sustainability. The rapid population growth coupled with ambitious development policies have put a heavy pressure on Egypt’s natural resources in the form of severe air, water, and soil pollution. The scope and magnitude of these environmental and social costs are likely to offset some of the economic growth gains over time.

In 2017, the United Nations Environment Programme (UNEP) stated in a report that 40,000 people in different parts of Egypt all died from pollution. The report pointed to the absence of trees within Egypt’s capital as leading to the increase of air pollution. While air pollution threatens all Egyptians, the poorest and most marginalized people bear the brunt of the burden.



Waste and lack of proper management of it pose another serious health and environmental problems for the country and its population. According to the World Bank, only 60% of all trash is properly collected, leading to a 0.4 – 0.6% loss of gross domestic product (GDP) to the Egyptian economy as a result. A combination of private, public and informal (Zabbaleen) collection techniques has not been able to keep up with the growth of municipal waste, and as a result, the country is facing an environmental, health, safety, and economic crisis that cannot be resolved through this current approach.

Recognizing that mainly women are among the first to suffer as a result of environmental pollution, Goal 5 of the SDGs focuses on gender equality, seeking to end all discrimination against women and to provide them with the necessary space, skills and opportunities to participate equally in existing markets; access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voice, agency and meaningful participation in economic decision-making. In that context, the idea of “Bekya Med” Initiative is to raise environmental awareness in Qena, while creating job opportunities that generate small income, particularly for women heads of households through local environmental resources.



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## Objectives

Raise women's environmental awareness along with placing emphasis on the importance of recycling waste as well as improve their environmental practices and enable women to generate an income through local environmental resources.

## Target Group

Recognizing that environmental challenges hit the marginalized and disadvantaged groups the most and seeking to economically empower women, the initiative team targeted women from El Hamideyat Village, a small village in Qena Governorate.

## Results

- Raised the awareness of 100 women regarding recycling waste and the effects of hazardous waste disposal (specifically located in the village's main street).
- Conducted two workshops for 50 women on methods of collection, sorting, and recycling field and household waste.
- Established and built the capacity of the Ambassadors for Environment Team (composed of 20 women and men) in order to ensure the sustainability of the initiative.
- Equipped 50 young women and men with the knowledge regarding the importance of environmental conservation through sports activities.
- 60 women and girls gained the knowledge and capacity to collect, sort, classify, and recycle their field and household waste as well as benefit from it.
- Implemented a "cleaning camp" for the removal of waste from the main street of the village.
- Implemented a door to door campaign within the village in order to raise women's awareness regarding the importance of recycling.



## Partners

The Initiative team worked with a number of stakeholders to implement the initiative's numerous activities. Qena Agricultural Administration helped the team acquire the necessary permits.

The Local Council at the village level helped the initiative reach out to their target groups and facilitated resources for the cleaning campaign.

The Youth and Sports Directorate in Qena provided the initiative with educational tools, materials and helped reach out to the target group as well. Partnering up with these governmental bodies enabled the initiative team to not only reach out to the right people but to also implement the activities of the initiative effectively and efficiently.

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## “Enti Te’dari” You Can Sharqiya Initiative

### Context

Aspiring to better quality of life for all, promoting health and well-being is one of 17 Global Goals that make up the 2030 Agenda for Sustainable Development, in a world where cancer, infertility, allergies in children are on the rise, consumer health advocates and some researchers continue to warn against chemically based treatments, in an attempt to connect the dots between these intimately used products and some worrying and unexplained disease trends, particularly in women.



Today, there is plenty of health awareness about the importance of using essential and vegetable oils as natural alternatives to chemicals and around the globe, research centers strive to advance the cultivation of aromatic and plants to reach 250 thousand feddans to be used as alternatives to chemically based treatments and products.

Egypt occupies the eleventh position in exports of aromatic plants with a contribution to the global market of up to 2-23% and is one of the most important countries exporting aromatic plants in the Middle East. Today the size of the aromatic plant market is 50 million pounds annually.

In that context, “Enti Te’dari” (You Can) initiative launched in Sharqiya focused on the role of women in health, with particular emphasis on the use of essential and natural oils as an alternative to chemically based treatments and products. This initiative is also concerned with providing the beneficiary women with sufficient information regarding the side effects of purchased goods that contain harmful substances and how to acquire and sell natural based and essential oils. This had provided them with the ability to differentiate between hazardous and healthy products. The initiative seeks to raise awareness about the types of essential and vegetable oils, how to buy oils, and learning the difference between original and adulterated oils and methods of cheating oils as well as raising awareness about some therapeutic and cosmetic products that are used incorrectly or contain harmful substances. The initiative also seeks to enable women to acquire and sell these products on the market.



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## Objective

Raise awareness about the benefits of utilizing naturally based products instead of purchasing and applying chemically infused items that can cause serious health damage and enable women to acquire and sell naturally based products.

## Target Group

Seeking to economically empower women and provide them with information that is currently needed on the market and could help them generate an income, the initiative team targeted women and girls aged 18-50 with diverse educational backgrounds from three districts in Sharqiya governorate: Zagazig, Deyarb Negm, and Belbeis.

## Results

- Raised the awareness of 365 girls and women in cooperation with the Faculty of Pharmacy at Zagazig University, the National Council for Women, and other civil society partners, namely the Eastern Youth Association, Al-Wafd Party, and the Women Development Association in Deyarb Negm.
- Created a YouTube channel (Oil and Kemya) with 14 educational videos, with a total of up to 7,500 views, reaching geographical areas outside of Sharqiya and created a Facebook group with 300 members of the initiative.
  - YouTube: [https://www.youtube.com/channel/UCODhajVJkW\\_Vks\\_g4QuMm4Q?fbclid=IwAR3rDKR91hhKSIUsx0cE3C-9EKR4qYwWLMtO4rWRyPAGWOAm9rP45j0q4wI](https://www.youtube.com/channel/UCODhajVJkW_Vks_g4QuMm4Q?fbclid=IwAR3rDKR91hhKSIUsx0cE3C-9EKR4qYwWLMtO4rWRyPAGWOAm9rP45j0q4wI)
  - Facebook: <https://www.facebook.com/groups/2307197612866593/>

## Partners

The initiative team reached out to the Ministry of Youth and Sports that provided the initiative with the necessary information and permits and to reach certain villages and to work in the youth centers.

The National Council for Women (NCW) helped organize workshops and seminars inside its local premises in Zagazig.

The initiative team also reached out to Al-Fanar Foundation for Community Development for volunteers to organize activities, obtain security clearances, and communicate with the participants.

Al-Sharqiya Youth Association helped in the selection of the target group, managed individual and group interviews and was responsible for the activities for the beneficiaries.

The Community Development Association in Deyarb Negm helped organize workshops, reaching out and communicating with the target group, and providing catering for the participants.

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## “SDGs for Little Bees” Sohag Initiative

### Context

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people, especially women, enjoy peace and prosperity by 2030.

The 17 SDGs are integrated. They recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. Countries have committed to fast-track progress. That is why the SDGs aim to bring the world to several life-changing ‘zeros’, including zero poverty, hunger, AIDS and discrimination against women and girls. Everyone is needed to reach these ambitious targets.



Egypt is committed to progress towards achieving the Sustainable Development Goals (SDGs). Egypt’s Sustainable Development Strategy, Egypt Vision 2030, is in line with SDGs. The national strategic plan’s three dimensions (economic, social and environmental) are based on ten pillars covering broadly the SDGs. The plan provides programs, policies and measurable indicators in order to put Egypt on the right path toward sustainable development. Egypt is making huge efforts in order to build the capabilities of youth and create a conscious generation that is aware of the sustainable development goals and has the ability to spread and achieve them.

In that context, “SDGs for Little Bees” Initiative launched in Sohag Governorate worked towards preparing an educational training program for children aged between 7-14 years old, aiming at building these children’s abilities and educate them about the SDGs, with special focus on the fourth and ninth goals about education and innovation, through a training program and innovative community projects with these children's participation. The initiative seeks to build the capabilities of children and raise their awareness and knowledge aiming at creating a generation of active citizens.

### Objective

Raising awareness and building the capacity of 25 children from two schools: a Community School and a Public School in Sohag Governorate and introducing them to the SDGs.



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## Target Group

Recognizing that education and awareness raising are most effective when acquired at a younger age, the initiative targeted Primary school children in Sohag Governorate, aged between 7-14 years.

## Results

- Raised the awareness and build the capacity of 25 school children from a Community School and a public school.

## Partners

The initiative team reached out to the Ministry of Education for the necessary permits to enable the initiative team to enter schools.

Through building a partnership with Art Space Company, the initiative managed to receive technical support for trainings.



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