



Horizon 2020 Capacity Building/Mediterranean Environment Programme

“Effective involvement of the Media and NGOs in the de-pollution of the Mediterranean Sea”

15-16 October, Cairo, Egypt, 2011

Introduction - The Horizon 2020 Initiative

The **“Horizon 2020 Initiative”** aims to de-pollute the Mediterranean by the year 2020 by tackling the sources of pollution that account for around 80% of the overall pollution of the Mediterranean Sea: municipal waste, urban wastewater and industrial pollution.

Horizon 2020 was endorsed during the Environment Ministerial Conference held in Cairo in November 2006 and is one of the key initiatives run under the Union for the Mediterranean (UfM). The H2020 2007-2013 Road-Map focuses on the following four pillars:

- Identification of projects to reduce the most significant sources of pollution.
- Identification of capacity-building measures to help neighbouring countries create national environmental administrations that are able to develop and police environmental laws.
- Use of the EC’s research budget to develop greater knowledge of environmental issues relevant to the Mediterranean and ensure this is shared.
- Develop indicators to monitor the success of Horizon 2020.

H2020 is made up of the following components: monitoring, reporting and research (RMR); investment; and capacity building. Under each component, a project is currently being run. H2020 Capacity Building/Mediterranean Environment Programme (H2020 CB/MEP) is the project aiming at enhancing the capacities to address pollution problems at institutional and society level. In addition, through the H2020 MEP, a Hot Spot Investment Programme (HSIP) for the West Balkans and Turkey - as complementary to the Mediterranean HSIP (MeHSIP) – has been elaborated. The other two projects currently being carried out under the investment and RMR H2020 components are respectively the MeHSIP and the Shared Environmental Information System (ENPI SEIS).

The framework - Horizon 2020 Capacity Building/Mediterranean Environment Programme

Obviously pollution is expected to be substantially reduced through the installation and proper functioning of major infrastructures (e.g. sewage treatment plants), installing pollution reduction technologies in industries, etc. However, this won’t work if institutional and individual capacities are not in place. This is what the H2020 CB/MEP aims to enhance by operating within the existing and developing policy instruments, and supporting the implementation of the commitments undertaken in the framework of the ENP as well as other regional agreements e.g. of the Barcelona Convention, while cooperating, coordinating and synergising with all relevant (EU and other) programmes.

Aims and objectives

The main objective of this project is to support the implementation of Horizon 2020 with a special focus on environmental mainstreaming. It aims to address the following problems:

- low political priority given to the environment;
- insufficient integration of environment in the different sector policies (agriculture, tourism, transport or energy) and lack of inclusion of the different actors from local to international level;
- Insufficient capacities and resources at institutional and civil society level.



More specifically, the purpose is to support the implementation of the Horizon 2020 Initiative Road Map and Work Plan through capacity building and awareness raising activities, and to promote integration of environment issues in other sectors policies.

Partners

This project is funded by the European Union and implemented by the National and Kapodistrian University of Athens (NKUA) in consortium with: Mediterranean Action Plan of the United Nations Environment Programme and its Regional Activity Centres and Programmes (UNEP/MAP and its RACs), National Waste Management Agency (ANGed)/ Regional Solid Waste Exchange of Information and Expertise Network in Mashreq and Maghreb Countries (SWEEPNet), Umweltbundesamt GmbH – Austrian Environment Agency (AEA), Lebanese Ministry of Energy and Water - the General Directorate of Hydraulic and Electrical Resources (LMoEW), Hellenic Ministry for Environment, Energy and Climate Change, UNESCO-IHE Institute for Water Education (UNESCO-IHE), Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSD), Arab Network for Environment and Development (RAED), WWF Mediterranean Programme Office (WWF MedPO), Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+), Arab Countries Water Utilities Association (ACWUA).

Partner Countries

The Partner countries are: Albania, Algeria, Bosnia- Herzegovina, Croatia, Egypt, Israel, Jordan, Lebanon, Montenegro, Morocco, occupied Palestinian territory, Tunisia, Turkey, Syria.

Course Description - Effective involvement of the Media and NGOs in the de-pollution of the Mediterranean Sea

Introduction to the training course

The training course is organized within the framework of the Horizon 2020 CB/MEP project and in response to the capacity building needs identified earlier in the project. The course is organized by the Arab Network for Environment and Development (RAED) and the Mediterranean Information Office for Environment, Culture and Sustainable Development (MIO-ECSD). Its duration is 2 days; the language of the workshop is Arabic and maybe English.

Around fifty (50) participants will attend from Algeria, Egypt, Jordan, Lebanon, Morocco, oPt, Syria and Tunisia.

Target group

The capacity building activity is targeted to media professionals and regional and national networks/associations of NGOs dealing with raising awareness, ideally on issues of industrial pollution, waste water, municipal waste and environmental integration. The trainees are expected to have an understanding of H2020.

Learning objective

To inform Media and NGO representatives about Horizon 2020, deepen their knowledge and understanding of its thematic focus, define their involvement and identify their role in enhancing the visibility of H2020, capacitate them on making the need for a de-polluted Mediterranean Sea clear to the wider public.

Methodology and Structure

The workshop is intended to be participatory and interactive, making use of learning tools such as:

- Lectures
- Group- and plenary discussions/brainstorming
- Exchange of experiences and lessons learned
- Interactive exercises (tbc)





Learning outcomes of the workshop

- Informed Media and NGOs of the region on the H2020 initiative;
- Sharpened skills of Media experts in a variety of H2020 related environmental issues and enhanced capacities to communicate effectively all relevant environmental issues;
- Solid understanding of how H2020 themes can be reflected and disseminated in the region through appropriate media/social channels;
- Enhanced enabling environment and increased understanding of existing networks amongst Media already engaged with the H2020 related themes;
- Informed Media experts and NGOs on new media as powerful tools to explore H2020 related environmental issues;
- Enhanced capacities of Media experts and NGOs to promote public understanding of environmental issues and improved quality, accuracy, and intensity of environmental reporting;
- Insight gained on how to bring environmental news into mainstream news and thus contribute to environmental mainstreaming;



Day One: Saturday 15/10/2011 (League of Arab States)		
8:00 – 9:00	Registration	
9:00 – 9:45	Introduction to H2020 (a process, a policy, a financial instrument). Why it is important for the Media and NGOs to have a solid understanding.	Dr. Emad Adly
9:45 – 10:00	Introduction of course program	Mr. Mohamed Mahmoud
10:00 – 11:00	Presentation about the three thematic main problems that face the Mediterranean Sea	Prof. Mohamed Borhan
11:00 – 11:15	Coffee break	
11:15 – 12:00	Presentation about environmental integration and main streaming in the sectoral policies in the Mediterranean between the current state of play, and the future.	Prof. Magdy Allam
12:00 – 12:30	<i>General discussion</i>	
12:30 – 13:15	Presentation about the Media, NGOs and their role in promoting and supporting the H2020 initiative to face the challenges in the Mediterranean.	Mr. Mohamed Mahmoud
13:15 – 13:45	<i>General discussion</i>	
13:45 – 15:00	Lunch break	
15:00 – 16:00	Round table discussing the current challenges facing the Media, and NGOs while raising awareness to protect the Mediterranean	Participants
Day Two: Sunday 16/10/2011 (League of Arab States)		
9:00 – 9:45	Presentation about making the message clear and mobilizing public interest in the H2020 thematic area	Mr. Mohamed Mahmoud
9:45 – 10:15	<i>General discussion</i>	
10:15 – 10:30	Coffee break	
10:30 – 11:30	Presentation about how to develop Media content to achieve the objectives of H2020	Prof. Ayman Mansour
11:30 – 12:15	Work groups on how to develop Media content	Participants / Prof. Ayman Mansour
12:15 – 13:00	General discussion and review of outcomes	Participants
13:00 – 15:00	Lunch break	
14:00 – 15:00	Presentation about the role of New Media in promoting to the H2020, and achieving environmental integration	Mr. Mohamed Gomaa
15:00 – 16:00	A discussion about the integration between the new media channels and the traditional ones(selecting the appropriate channels of communication) and exploring ways to promote environmental news into mainstream news	Participants
16:00 – 16:30	Closing and Award of Certificates	