The View from Egypt

Land of the Pharaohs
One million in Tahrir Square
Egyptian Curriculum

• Governing bodies for education in Egypt have set standards in the past.

• Civic topics found in the Egyptian curriculum:
  – Hygiene / environmental conservation
  – Human / children’s / women’s rights
  – Education for peace
  – Respect for work and quality production
  – Legal awareness
  – Life skills (negotiating, tolerance)
Getting Serious

Environmental awareness in Egypt is growing.

- Water supply
- Sustainable agriculture/use of arable land
- Population increase
- Global warming
- Green building
Increased awareness since Jan. 2011

Students demonstrated a deep sense of ethics and morality, providing their own definition of a rule to govern behavior in any situation:

Do no harm by always treating others as you want them to treat you.
Resources in Egypt

Things You Can Do to Help the Environment

Is pollution in your country: □ serious? □ under control? □ increasing? □ decreasing?

Our environment is in trouble. People and industries are polluting the air, rivers, lakes, and seas. You may think that there’s nothing you can do to help. That’s not true. In fact, there are many things you can do to help the environment. Here are a few.

1. **Cars**

The burning of gasoline is one of the biggest sources of carbon monoxide (CO) in the atmosphere. Some people believe that CO is causing global warming. They think CO thins the ozone layer, which protects us from the sun’s rays. So try to walk, bicycle, or use public transportation. And if you drive a car, drive at a steady speed – this is more efficient than speeding up and slowing down.

2. **Products**

Don’t use disposable products. In a single year, people in the United States use enough disposable diapers to reach to the moon and back seven times. If you use disposable products, use products made from recycled materials. Also, recycle whenever possible. Recycling one aluminum can saves enough energy to run a TV for three hours.

3. **Energy**

The biggest use of home energy is for heating and cooling homes. So turn the heat down, especially at night. Replace regular light bulbs with fluorescent or halogen bulbs, which use less energy.

4. **Water**

Showers use a lot of water. In one week a typical American family uses as much water as a person drinks in three years! Buying a special “low-flow” shower head or taking shorter showers can cut this use in half. Also, fix any leaky faucets.

A **Pair work** Read the article. Then talk about these questions.

1. Which of the advice above is new to you?
2. Do you follow any of the advice in the article?
3. Which are the three best pieces of advice?
4. What are two other things people can do to protect the environment?

B **Group work** Look at the photos in the article. Which ones show environmental problems? Which show solutions? Describe what is right or wrong in each photo.
Business and awareness

Pepsi and Coca-Cola have created eye-catching “commercials” that urge everyone to do/act/say/be aware of a variety of issues that will improve society, such as saving water or other projects.

Other companies promote national pride by offering their products in new containers printed with the national eagle or using bags with similar displays.
Communication Industry

• RADIO -- TV — TELLECOMMUNICATIONS

Offer their own variety of public service information as well as training their staff in responsible behavior, in addition to being involved with a variety of community service projects.
Corporations and SR

Siemens Corporate Social Responsibility: Siemens Green Generation Program

• created the “Green Box” an educational kit to increase kids knowledge (age 8-12 years) about energy problems and the importance of utilizing other energy sources to protect the environment.

• Discovery Box - for pre-school; supports teachers with materials

• Worldwide Caring Hands program - employees
Shell was one of the first companies to recognize the need to educate youth about their social and civic responsibilities before entering the work force, so many of its efforts to bridge the gap between academic and “real life” include classroom work as well as major outside projects.
Traditional handicrafts (SHELL)

to revive traditional handicrafts and environment-related awareness campaigns
Sample: Global warming consequences

Temperature increase on Egypt

- An increase in the Earth’s temperature by 3 – 4 degrees would raise the sea level by approximately 1 m, creating 6 million refugees in Egypt, with 4,500 sq. km of agricultural land in the Delta flooded.
- Even if the sea level rises by only ½ m, it could create 2 million refugees and cause more than $35 billion US in economic losses.

Resettlement needs will arise for major cities

8 million people affected
5,700 km² of land submerged

Sea level raise threatens major cities and agricultural areas!
Citizens face contradictions
In my street

CITY GARBAGE COLLECTOR
WITH HIS BASKET
What an individual can do

- Talk to MPs
- Encourage friends, work school
- Force yourself
- Be a catalyst
- Be strong
- Plant trees
- Buy CO₂ credits
- Eat less meat
- Use less
- Buy local food
- Cancel junk mail
- Use recycled paper
- Have no more than 2 children
- Go to farmers markets

- Have a solar water heater
- Have insulation
- Install photo-voltaic panels
- Use clothes line, not dryer
- Turn off appliances at the power point
- Use energy efficient light bulbs
- Choose energy efficient products

- Use public transport
- Tyres - keep full every week
- Car pool
- Electric, hybrid car

- Solving global warming
- Doing something

- CO₂ footprint
- Bad travel
- Best travel
Rotary project for water
Drainage ditch within Cairo (poor area)

GREEN SEWAGE SHOWS STAGNANT STATUS
Safe path
Took years to fix this
Sunset!