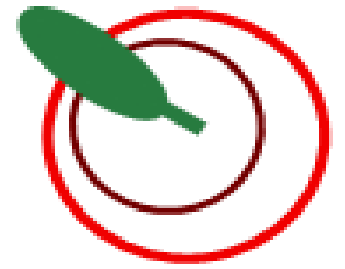
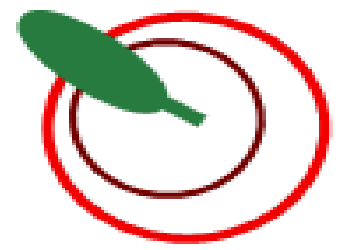


**The Initiatives of Forum for Environment (FfE)**  
**– Ethiopia towards:**  
***Creating Public Awareness on Air Pollution and  
Traffic Congestion Issues in Ethiopia***

**Yonas Gebru**  
**Executive Director, FfE**



**Presented at**  
**The Conclave of Champion Cities in Clean Air**  
**and Sustainable Mobility from Asia and Africa**  
**9 April 2015**  
**New Delhi, India**



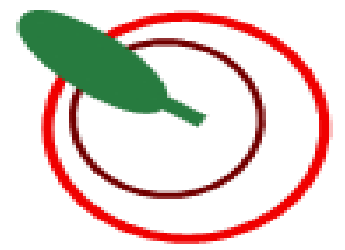
## Brief outline

**I. Who we are?**

**II. What we do?**

**III. Experiences/Achievements**

**IV. Lessons Learnt**



# I. Who we are?

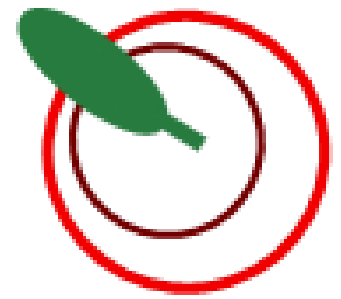


# የአካባቢ ተቆርቋሪዎች መድረክ Forum for Environment (FfE)

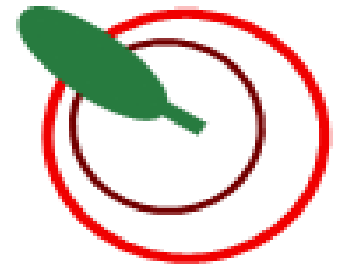
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*If we take care of the earth, the earth will take care of us.*

**If we take care of the Earth, the  
earth will take care of us!**

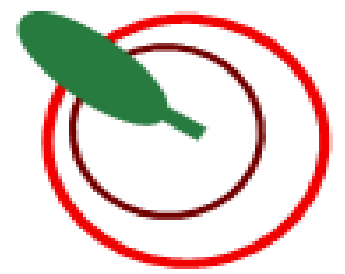


- **FfE is a non-governmental and non-profit-making organization established in 1997**
- **A platform for environmental advocacy and communication**
- **Got its legal status in 2003**



**Vision:** To see a sustainably managed environment and environmentally sensitive and climate resilient society in Ethiopia

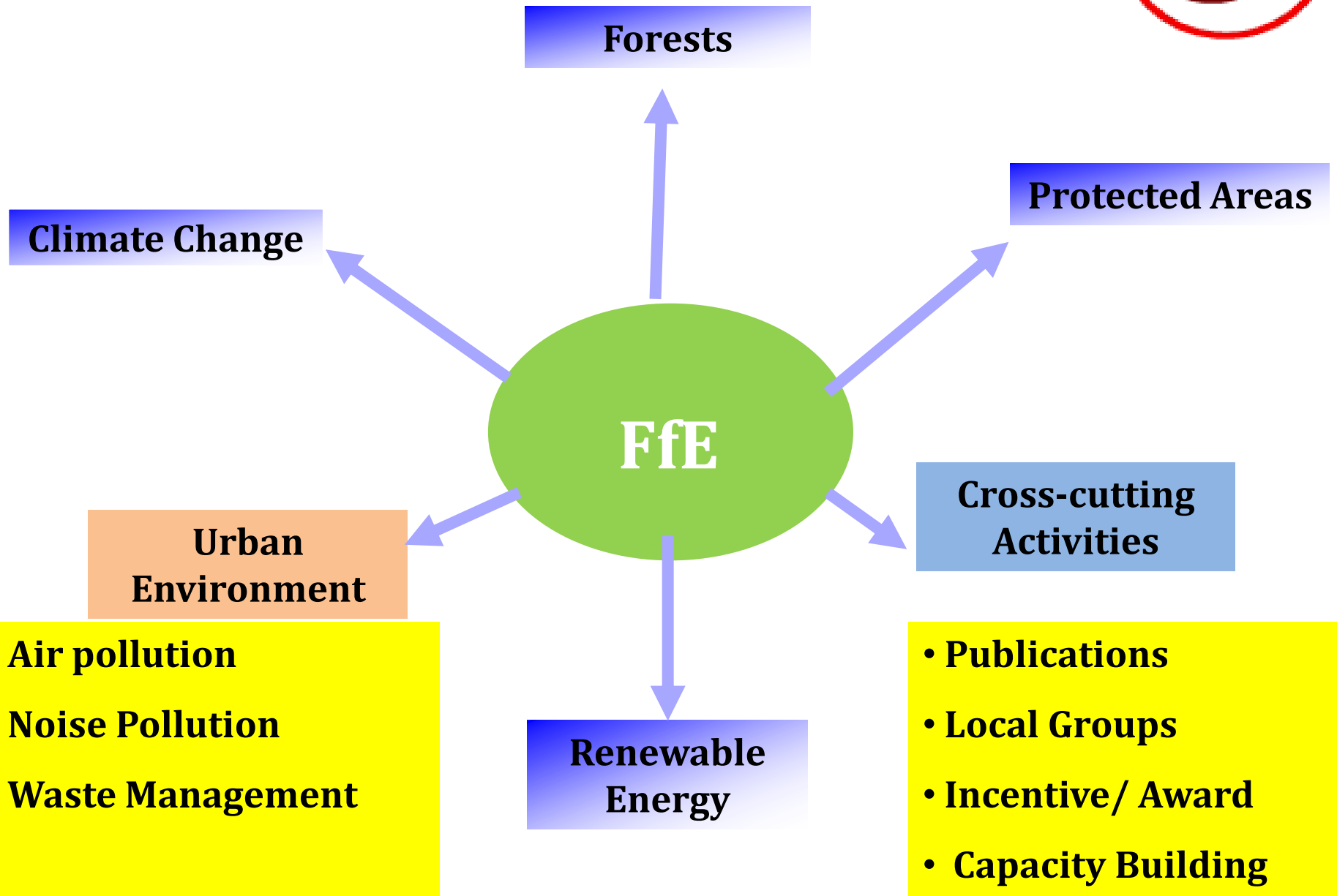
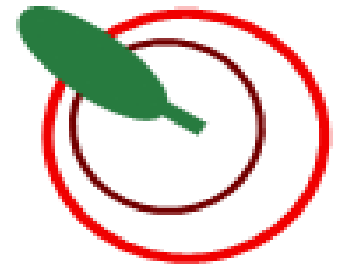
**Mission:** To provide a base for attitudinal change and build a climate resilient society through capacity building, community mobilization, networking and partnership in selected regions of Ethiopia

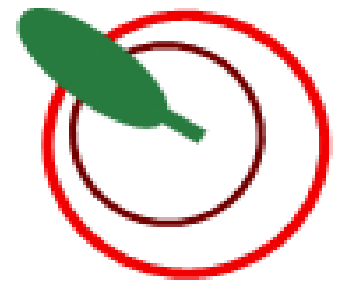


## II. What we do?



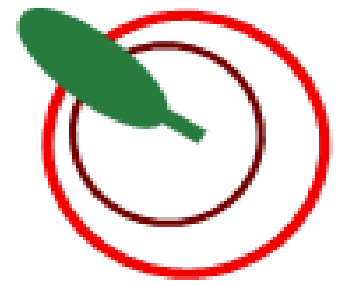
# Major Thematic Areas



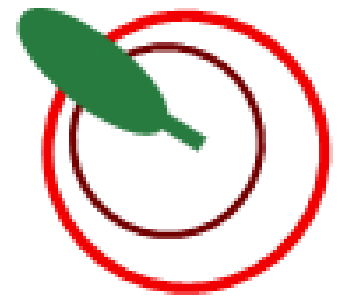


## **Why Public Awareness/Advocacy?**

- Down-to-earth/practical **information** is hardly available for users
- Inadequate **knowledge** and **participation** of decision makers in and about public environmental challenges
- Poor **networking** among stakeholders

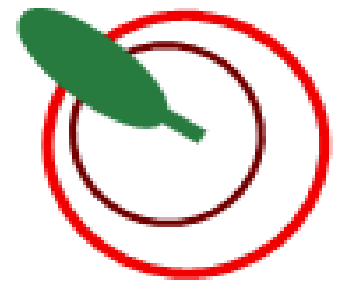


- Inadequate **political commitment**
- Low **private sector** involvement
- Absence of an **incentive schemes** for positive initiatives and disincentive scheme for activities negative to the environment



## Advocacy /awareness creation tools

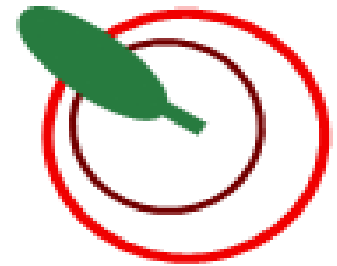
- **PUBLIC MEETINGS/Public dialogue fora**
- **REASERCH & PUBLICATIONS**
- **PUBLIC MOBILIZATION**
- **INCENTIVE/AWARD SCHEMES**
- **NETWORKING**
- **CAMPAIGNS**



# Advocacy/Awareness Creation Tools and/or strategies

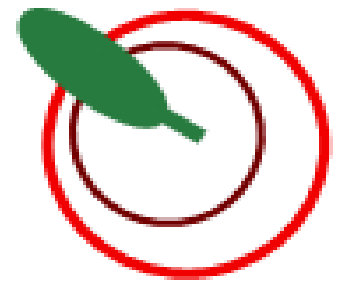
## ❑ PUBLIC MEETINGS

- Creating a platform for dialogue and communication
- aimed at influencing government policies and public thinking



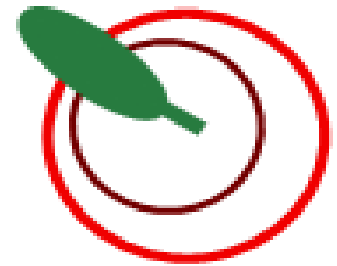
## ❑ REASERCH & PUBLICATIONS

- **Commission researches** for advocacy and communication purposes
- **Research findings** have been published and distributed



## ❑ Public Mobilization

- **Local FfE groups in different parts of the country**
- **So far 12 such environmental activist groups are established in six different regional states**



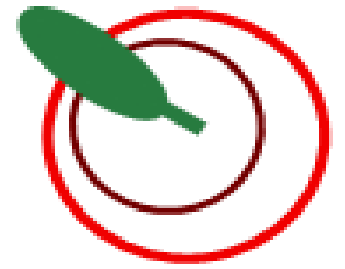
- The ultimate goal of establishing and consolidating local groups is to **create a nationwide green movement in Ethiopia**
- This has helped to create **a louder voice and greater impact concerning environmental issues**



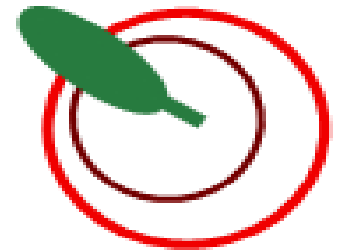


## ❑ AWARD /INCENTIVE SCHEMES

- FfE initiated and introduced **an incentive and acknowledgement scheme in 2006**
- To **Recognizes, acknowledges and celebrates** good initiatives and outstanding achievements of various individuals and institutions

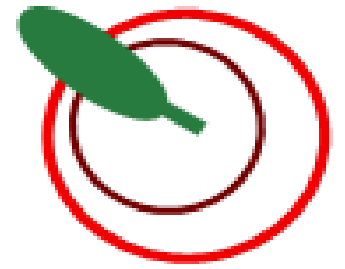


- Serving as a model **collaborative advocacy** scheme in terms of raising public awareness and consciousness



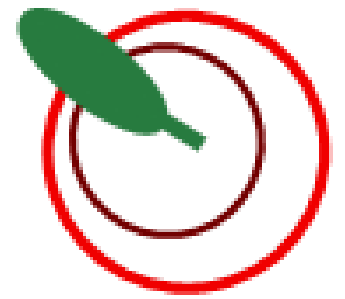
## □ NETWORKING

- **Initiated** and **joined** a number of national, regional and international networks working on similar issues
- Instrumental in **sharing information** and knowledge, **capacity building** as well as strengthening **leverage for lobbying and advocacy**

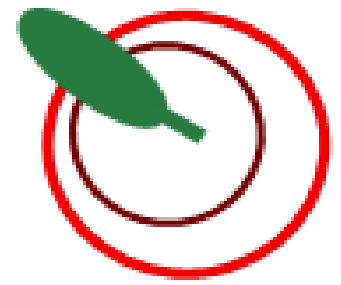


## CAMPAIGNS

- **Organize and Lead Campaigns in collaboration with like-minded organizations**

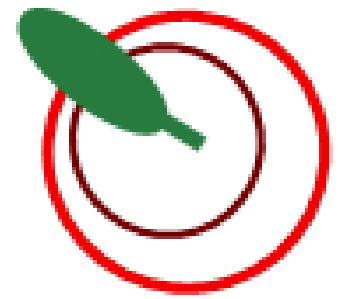


## **III. Experiences/Achievements**

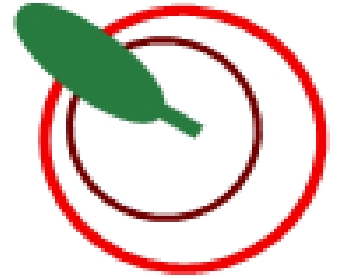


## URBAN ENVIRONMENT

- ❑ Promotion of Clean Fuels and Vehicles in Ethiopia
- ❑ Urban Air Quality Management (UAQM)
- ❑ Development of Integrated Solid Waste Management (ISWM)
- ❑ Sustainable Urban Transport Promotion
- ❑ Noise Pollution

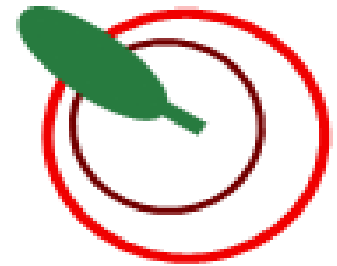


- **Vehicular Air Pollution and Traffic Congestion is becoming one of the major Urban Environmental Problems in Ethiopia**
- **It has become evident that pollution problems from varied sources are increasingly affecting the air quality of major towns in the country**



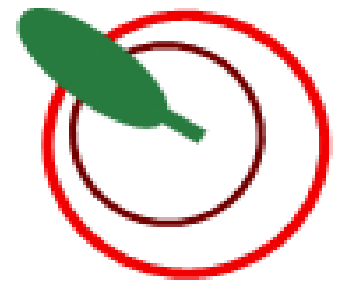
- **Has a prevention goal of identifying major sources of pollution and areas of intervention prior to severe health, social, economic and environmental impacts have occurred**





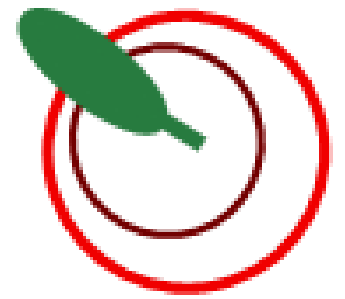
## ***National Taskforce***

- **Establishing a national taskforce comprising of pertinent line ministries and NGOs namely:**
  - **MoT**
  - **EPA/MEF**
  - **EPE**
  - **MoH**
  - **Customs Authority**
  - **NGOs to start up a campaign on the promotion of clean fuels and vehicles in Ethiopia**



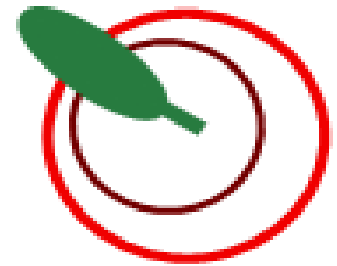
## ***Sensitization workshop***

- **A multi-stakeholder workshop on the promotion of clean fuels and vehicles in the country**
- **Launching a *'drive a cleaner car'* campaign**



## ***TV documentary and interviews***

- **TV programs which include narration and interviews of professionals prepared and aired on the national TV station**

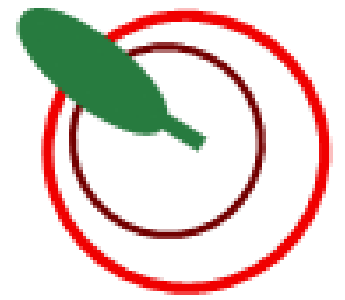


## ***Spot messages***

- A spot message produced and aired both on radio and TV for wider media coverage

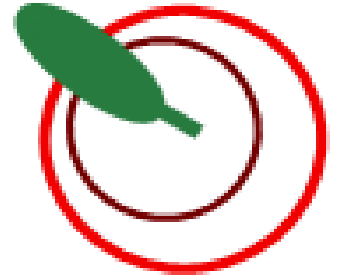
## ***Training for automotive technicians and drivers***

- Skills training workshop for automotive technicians and drivers drawn from various governmental and non-governmental organizations
- Training modules



## ***Promotional materials***

- **Production and distribution of printed awareness raising and promotional materials**
- **Production and broadcast messages for the general public through electronic and printed medias**

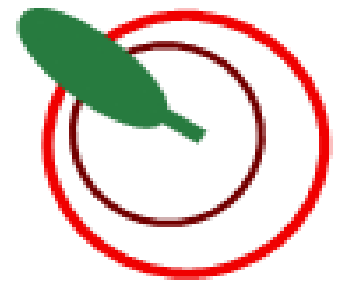


- **Networking and experience sharing between and among different actors**
- **Analyzing the policy, strategy and legal issues and instruments**



## **Major outputs**

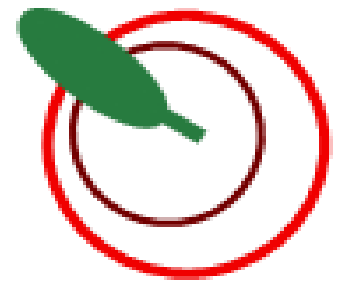
- **Workshops**
- **Awareness raising materials**
- **Publications**
- **Media spot messages**



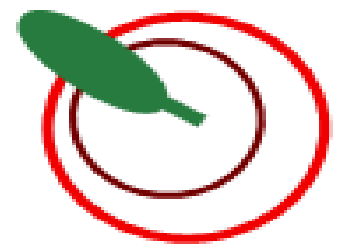
## **Major outcomes:**

- **Improved awareness, knowledge and skills**
- **Improved information bases**
- **Improved policy and legal commitments**
- **Strengthened Partnerships**

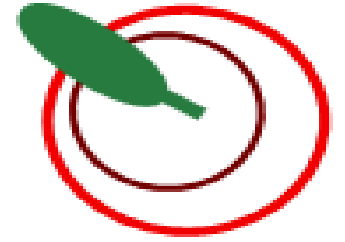




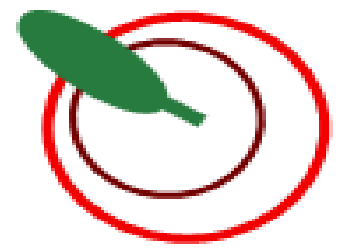
## **IV. Lessons Learned**



- A **clear vision** and **committed** and **informed** leadership is necessary to harness the knowledge of the many relevant partners
- Utilization of **researched information and data** is instrumental in environmental advocacy

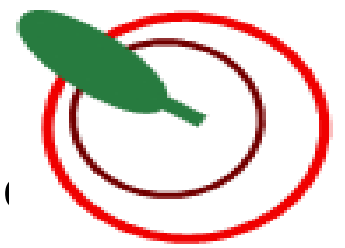


- The **media**, if wisely and appropriately used, are **powerful weapons** in informing and communicating as well as undertaking advocacy activities
- Establishment of **coalitions** with strategic partners is a pivotal element in creating synergies and enhancing outcomes



- Involving **political figures** as much as possible has **a multiplier effect** in transmitting messages
- There is plenty of **information** to be communicated to the general public

Lessi



- **Religious bodies [and leaders]** are good partners in the effort to bring about the desired changes
- The **business community**, if wisely and honestly approached, could be harnessed as a right hand in the struggle to building sustainable transport

**THANK YOU**