



مؤسسة محمد السادس لحماية البيئة  
FONDATION MOHAMMED VI  
POUR LA PROTECTION DE L'ENVIRONNEMENT

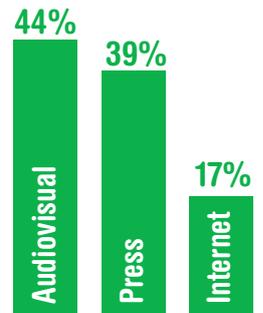
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## CAPACITY BUILDING PROGRAM FOR YOUNG ENVIRONMENTAL AND SUSTAINABLE DEVELOPMENT COMMUNICATION PROFESSIONALS

### 2nd session 2014-2015 Summary report



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## The project

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### **Project goal: improve the use of the media to raise environmental awareness**

Aware of the media's role in raising public awareness about environmental problems, the Foundation has decided to support the press by training young journalists in environmental issues.

The Foundation initiated a training program in partnership with the Centre for Mediterranean Cooperation (IUCN-Med).

The Young Communication Professionals Capacity Building project aimed to provide young journalists from Morocco and North Africa with the basic knowledge necessary to cover environmental issues, and create and facilitate a network of journalists covering these subjects.

### **Approach choice: an e-learning platform for Africa**

Given the international scope of the project and the availability of journalists, mostly stationed in their editorial offices, an e-learning platform was a logical choice.

From an educational perspective, the program aimed to transmit theoretical knowledge, and to put it into practice through journalistic work under professional guidance.

The program aimed to provide young journalists the opportunity to exchange views on environmental news, and share their work online with the help of a trainer-moderator who was continually involved in the training and exchanges.

## Review of the first session (2012-2013)

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### **Launch session**

The 1st training was conducted in 2012 with 22 journalists.

UNESCO initially provided the distributed training material. Immediate availability was an obvious factor.

Several online training sessions were held with technical and educational support provided by communication professionals, and supported by a scientific committee.

It ended with a meeting held in Rabat in June 2012.

**The recommendations collected at the end of this meeting mainly concerned the content and its necessary adaptation to the e-learning platform and to the geographical context of the participants.**

## Adapting the mechanism for the 2nd session

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### **Geographic expansion: North Africa to West Africa.**

In February 2013, the signing of a memorandum of understanding between UNEP and the Foundation in Nairobi enabled the program to expand to young journalists from French-speaking West Africa.

### **Strengthening the approach to increase efficiency**

The approach was strengthened by:

- A project officer at the Foundation to coordinate the program and support the other stakeholders
- A webmaster, technical manager of the platform
- A training facilitator, recruited for the training period (April-December 2014) and responsible for:
  - Developing the training content with presentation instructions and bibliography,
  - Managing the training agenda,
  - Being in contact with journalists to answer their questions and solve their problems,
  - Evaluating their work with the help of a scientific committee, which it is responsible for establishing.
  - Establish a training assessment report.

### **A new educational program, with a common thread.**

The new educational content proposed a common thread between modules that had been rewritten and rearranged: general notions on the environment followed by biodiversity monitoring, then detailed in the ecosystems modules. Once these notions were acquired, the participants shared data on hydrological resources, renewable energy, waste management, and desertification and climate change mitigation.

The courses were designed and delivered in French, before being translated into Arabic, to progressively be deployed during the program.

### **New method: self-service and real-time collaboration sessions**

The platform allowed journalists access to training as they wish and as many times as they wanted. The educational content was provided in an interactive and dynamic format.

Real-time sessions on the platform and videoconferences were part of the self-service program to discuss the newly developed online courses and ask questions to the moderator.

Educational and administrative remote monitoring by the moderator was established for direct communication with the participants.

A technical manual was made available to the participants ([http://www.edd-elearning.ma/docs/guide\\_elearning.pdf](http://www.edd-elearning.ma/docs/guide_elearning.pdf))

## The second session (2014-2015)

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### Increased participation, with 31 journalists

In April 2014, a second training session was launched with 31 journalists (22 took part in the first session), including 28 from the greater North Africa region and three from West Africa.

They included 57% women and 43% men.

By media type, the distribution was: print 39%, audiovisual 44%, Internet 17%.

### Unfolding of the second session

#### RECRUITING THROUGH A CALL FOR APPLICATIONS

The young journalists were selected following a call among various national and international media organizations (Annex III).

#### AN EXPERT COMMITTEE

The project is supported by a committee of experts (Annex IV), which participated in developing the thematic modules, and for some of them, videoconferences with the young journalists

At the end of the training, the committee of scientific experts accompanied the journalists to produce work on the environment and thus play their role in raising public awareness.

#### A MIDTERM TRAINING EVALUATION

A mid-term evaluation of the training was done to address the problem of the withdrawal of registered journalists.

An evaluation form was sent to the participants (Annex V). The results of this first evaluation helped to reorient the educational approach and the timeline.

#### FINAL CALL FOR PAPERS

A call for papers was launched among the participants following the training, on October 14, 2014.

18 works were submitted, 16 of which were submitted through the platform. One work per journalist was selected for evaluation on the:

- Journalistic dimension (choice of subject, relevance, angle of analysis, structure and scaling up capacity, references, techniques used, choice of media, etc.)
- Scientific dimension (consistent with the training content, originality, the proposal basis [inquiry, investigation, experience or contextual analysis] issue raised, critical thinking, educational dimension).

Six journalistic works, including five written articles and an audio report, were awarded (Annex VIII). They covered three themes: biodiversity, water and climate change.

The winning journalists were from Benin, Tunisia, Guinea and Morocco.

### **To conclude, an assessment workshop on the training**

At the end of the 2014 session, an assessment workshop was organized with the Islamic Educational Scientific and Cultural Organization (ISESCO) and the United Nations Environment Programme (UNEP).

Thirty journalists representing different media organizations in Morocco, Tunisia; Mauritania, Benin, Senegal and Guinea took part in this workshop.

#### **TRAINING HIGHLIGHTS**

- The journalists' interest and willingness to become more involved in environmental issues,
- The wealth of educational content,
- Use of the e-learning platform as an interactive support for sharing between participants,

#### **RECOMMENDATIONS**

##### ***Training:***

- Assess journalists' prior knowledge and their motivation (on registration form and a commitment to follow the training through to completion).
- Establish a methodological support.

##### ***Pedagogical content***

- Simplify the content and maintain an almost constant contact with the moderator, particularly to address the problems of understanding scientific concepts (establish a scientific glossary);
- Cover local or regional environmental issues (water, forests, coastal tourism, ecotourism, etc.)

##### ***Digital Media:***

- Improve the platform to meet journalists' needs (accessibility, working languages, etc.)
- Help to make the link between the educational content and the journalistic message to convey to both the general public and the youth.
- Encourage greater participation by the journalists. Encourage them to ask questions about the educational content and offer them answers in videos.

##### ***Assessment and monitoring:***

- Conduct a mid-term evaluation.
- Develop a self-assessment system in the form of quizzes for each training module to assess the degree of learning.
- Establish a post-training evaluation to measure the achievements.
- Propose a theme for the final contest.

### ***Post training***

- Develop a compendium of newspaper articles.
- Strengthen the network of journalists specialized in the environment and establish partnerships with foreign networks leading similar projects.
- Use social networks.
- Encourage greater involvement of the Foundation's partners in program development (UNEP, ISESCO, MIO-ESCDE).

## **Third session**

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The third session is scheduled for November 2015. The project committee will meet to approve the terms of its launch.

The call for participation will be launched in mid-September.

The main recommendations were implemented for the third session.

## Annex I: 2014-2015 Calendar of activities

Activities	2014												2015	
	J	F	M	A	M	J	J	A	S	O	N	D	March	
Identified media organizations and journalist participants for online training														
Created and updated an e-learning platform for young journalists that is specific to the training														
Designed and developed online classes														
Conducted training														
Evaluated project activities and proposed recommendations														
Updated the pedagogical approach														
Implemented the action plan to improve the platform														
Launched the call for papers and collected journalistic productions online														
Conducted the evaluation process by the project monitoring committee														
Prepared the meeting workshop to present the best work														Closing workshop
Produced a project document														Project report

## Annexe II : Plan de la formation

### INTRODUCTION

- History
- Conception of the word "environment"
- Definition of the word "environment"

### BIODIVERSITY: UNDERSTAND TO BETTER PROTECT

- What is biodiversity?
- Where is biodiversity found?
- Biodiversity worldwide
- What is biodiversity for?
- Pressures on biodiversity
- How is biodiversity measured?
- How to preserve biodiversity?
- Biodiversity in Morocco
- Protecting in Morocco is ...

### ECOSYSTEMS

#### GENERAL INFORMATION

#### WETLANDS

- Introduction / Definition
- Typology
- Wetland biological characteristics (vegetation, fauna)
- Wetland functions
- Wetland values
- Wetland conservation management
- Legal tools for wetland protection and management
- RAMSAR sites of Morocco

#### LAND ECOSYSTEMS

- Geographic data
- Climate data
- Floristic diversity
- Ecosystem diversity
- Important plant areas in Morocco
- Main threats
- Biodiversity conservation strategy in Morocco
- Legislation
- Main conventions on biodiversity conservation
- Activities and research perspectives of Team Flora of Morocco

#### COASTAL ECOSYSTEMS

- Coast and coastal zone
- What is integrated coastal zone

- management
- Integrated coastal zone management issues
- Components of the coast: varied environments and landscapes
- Natural marine origin factors impacting the coastal zone
- Services provided by ecological coastal areas
- Human activities in coastal areas
- Impacts linked to human activities
- Development example of a coastal area: The Smir wetlands complex

#### WATER RESOURCES

- Introduction
- Water cycle
- Fresh water availability
- Use of water resources
- Factors affecting freshwater availability
- Water-related issues
- Water supply
- Water quality
- Water pollution
- Sanitation
- Major challenges

#### RENEWABLE ENERGY

- Introduction
- Energy context
- Energy access issues
- Solution = Renewable Resources (pros and cons)
- Geothermal
- Biomass
- Solar energy
- Wind power
- Hydropower
- Other renewable energy (RE)
- RE worldwide
- RE in Morocco

#### OVERALL ISSUES

##### WASTE MANAGEMENT

- Introduction
- Waste management principle
- What is waste?
- Typology of waste
- Risks related to waste
- Strong pressure on the environment
- Strong pressure on humans
- How does waste impact our environment?

- Global waste data
- Typology of municipal waste by country income
- Components of integrated and sustainable municipal waste management
- Processing / elimination of special waste streams
- Potential for waste incineration
- Key factors in the choice of treatment processes
- Which treatment sector/ Environment
- From waste to resources
- Waste in Morocco
- Conclusion
- Annex. Some provisions of Law 28-00 (2006) on waste

##### DESERTIFICATION MITIGATION

- Definition
- Causes
- Impacts
- Threatened regions
- What can be done?

##### CLIMATE CHANGE

- What is climate change?
- Climate change: An alarming fact
- Human activity and greenhouse gases
- Consequences and risks of climate change
- Climate change mitigation at the international level
- The debate around climate change
- Forecast of the variability and climate change for Morocco
- Morocco's commitments and national actions: policy and measures

## Annexe III : List of journalists

### Morocco

Country	Organization	Media	First/ Last name	Language
Morocco	SNRT	Television	Samia El Yacoubi	-
Morocco	SNRT	Radio	Saleh BOULA	Ar/Amz
Morocco	SNRT	Television	Naima AEKKI	Ar/Amz
Morocco	SNRT	Radio	Hassan BOUDGHAREN	Ar/Amz
Morocco	SNRT	Audiovisual	Amine HANAWI	Ar
Morocco	SNRT	Audiovisual	Laila EL KHAROUA	Ar/Amz
Morocco	SNRT	National radio	Nejma Chebli Alami	Ar
Morocco	L'Économiste	Written press	M ATER	Fr
Morocco	Maghreb Arab Presse	Written press	Abdelmoughite SABIH	Ar/Spa/Fr
Morocco	Maghreb Arab Presse	Written press	EL Mibrak OTMANE	Ar/Fr
Morocco	Assabah	Written press	Hajar MOGHLI	Ar
Morocco	www.marocenv.com	Digital press	Mohammed TAFRAOUTI	Ar
Morocco	www.Massolia.ma	Digital press	Taha AMIAR	Fr/Ar./Eng/Spa
Morocco	Journal Albia	Digital press	Khawla DOUJA	Ar/Fr

### Maghreb

Algeria	Radio & Télévision algérienne	Radio	Radio & Télévision algérienne	Ar
Algeria	Radio Algérie internationale	Radio	Radio Algérie internationale	-
Tunisia	« Assarih » newspaper	Written press	hayet GHANMI	Ar
Tunisia	Presse Attaché of the Tunisian Ministry of Agriculture and Environment	Written press	Lamine Slimen BEN YOUSSEF	Ar
Mauritania	Le Quotidien de Nouakchott	Written press	Jedna DEIDA	-
Mauritania	News site CRIDEM	Digital press	Khalilou DIAGANA	-

### West Africa

Senegal	Journalist/Publishing director for the Agropasteur newspaper	Written press	Babacar SENE	-
Senegal	Journalist for Soleil	Written press	Idrissa SANE	-
The Gambia	Gambia Radio & Télévision	Radio	Bernadette SANNEH	-
The Gambia	Gambia Info	Digital press	Mohamed M. JALLOW	-
Guinea Bissau	Radio Nationale	Television	Fatima T. CAMARA	-
Guinea	Journalist for RTG – Partnership for Research Environment Media	Radio	Mama Adama KEITA	-
Guinea	Radio nationale	Radio	Idiatou CAMARA	-
Togo	RJTDD	Television	Gadegbeku G. EDEM	-
Mali	Le républicain	Written press	Assane KONE	-
Mali	Journal du Mali	Written press	Célia DEDE D'ALMEIDA	-
Burkina Faso	Le Pays	Written press	Cheick B. SIGUE	-
Burkina Faso	Sidwaya	Written press	Sophie OUATTARA	-
Benin	Le Municipal	Written press	Alain TOSSOUNON	-

## Annex IV : Contacts

First and last name	Postion and organization
Ihssane El Marouani	Project officer
Oumnia Himmi (Facilitator)	Research professor, Scientific Institute, University Mohammed V of Rabat
Rhimou El Hamoumi	Ecology and Environment Laboratory, Faculty of Science Ben M'sik – University Hassan II-Mohammedia-Casablanca
Jennate Cherkaoui	Research professor, Mohammedia Engineering School (Ecole Mohammédia des Ingénieurs), University Mohammed V of Rabat
Abdellatif Bayed	Research professor, Scientific Institute, University Mohammed V of Rabat
Mohammed Aziz El Agbani	Research professor, Scientific Institute, University Mohammed V of Rabat
Abdeljebbar Qninba	Research professor, Scientific Institute, University Mohammed V of Rabat
Mohammed Taleb Sghir	Research professor, Scientific Institute, University Mohammed V of Rabat

## Annex V : Monitoring committee

First and last name	Postion and organization
Oumnia Himmi (Facilitator)	Research professor, Scientific Institute, University Mohammed V of Rabat
Karima Rhanem	Specialist in communication and development, Journalist, President of the Moroccan Association for the Development of Parallel Diplomacy (Association marocaine pour le développement et la Diplomatie parallèle, Maroc)
Mohammed Belghouate	Director of Studies and Media Development, Morocco
Mohammed Aziz El Agbani	Research professor, Scientific Institute, University Mohammed V of Rabat
Jennate Cherkaoui	Scientific expert, Mohammedia Engineering School (Ecole Mohammédia des Ingénieurs), University Mohammed V of Rabat
Rhimou El Hamoumi	Research professor, Faculty of Science Ben M'sik – University Hassan II-Mohammedia-Casablanca/Laboratory of Ecology and Environment Biodiversity and Sustainable Development team
Abdellatif Bayed	Research professor, Scientific Institute, University Mohammed V of Rabat
Abdeljebbar Qninba	Research professor, Scientific Institute, University Mohammed V of Rabat
Zouhour Himmich	Mediator at SNRT/Scientific Journalist
Mohammed Taleb Sghir	Research professor, Scientific Institute, University Mohammed V of Rabat, de Botanical and Plant Ecology Department