



## SWIM and Horizon 2020 Support Mechanism

### Activity: EFH-PS-1

# Report of the workshop on Enhancing Environmental Communication skills for Media and other relevant professionals

4 March 2019

Ramallah, Grand Park Hotel, Rafat St. Al-Masyoun Heights

| Version | Document Title  | Author                               | Review and Clearance |
|---------|---|--------------------------------------|----------------------|
| 1       | Report of the workshop on Enhancing Environmental Communication skills for Media and other relevant professionals | Michael Scoullos<br>Stuart Reigeluth | Anis Ismail          |



## THE SWIM AND H2020 SUPPORT MECHANISM PROJECT (2016-2019)

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The SWIM and H/2020 SM is a Regional Technical Support Program, funded by the European Commission, Directorate General (DG) NEAR (Neighbourhood and Enlargement Negotiations), that includes the following Partner Countries (PCs): Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, [Syria] and Tunisia. However, in order to ensure the coherence and effectiveness of Union financing or to foster regional co-operation, eligibility of specific actions will be extended to the Western Balkan countries (Albania, Bosnia Herzegovina and Montenegro), Turkey and Mauritania. The Program is funded by the European Neighbourhood Instrument (ENI) South/Environment. It ensures the continuation of EU's regional support to ENP South countries in the fields of water management, marine pollution prevention and adds value to other important EU-funded regional programs in related fields, in particular the SWITCH-Med program, and the Clima South program, as well as to projects under the EU bilateral programming, where environment and water are identified as priority sectors for the EU co-operation. It complements and provides operational partnerships and links with the projects labelled by the Union for the Mediterranean, project preparation facilities in particular MESHIP phase II and with the next phase of the ENPI-SEIS project on environmental information systems, whereas its work plan will be coherent with, and supportive of, the Barcelona Convention and its Mediterranean Action Plan.

The overall objective of the Program is to contribute to reduced marine pollution and a more sustainable use of scarce water resources. The Technical Assistance services are grouped in 6 work packages: WP1. Expert facility, WP2. Peer-to-peer experience sharing and dialogue, WP3. Training activities, WP4. Communication and visibility, WP5. Capitalizing the lessons learnt, good practices and success stories and WP6. Support activities.



**Sustainable Water Integrated Management and Horizon 2020 Support Mechanism**

**This Project is funded by the European Union**

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## 1. GENERAL INTRODUCTION

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As in most countries, the challenges faced are multifaceted with the most prominent being that environmental issues are not being considered newsworthy (compared to political or other issues). An additional key element is the lack of a code of conduct for advertisement through the media. Smart, honest narrative is required and a deeper understanding of the interlinkages between environmental protection and sustainable development, lifestyles with better consumption and production modes, and a vision of what real well-being is. Strengthened networking and synergies combining substantial messages and information, with the use of new media to implement campaigns will be addressed by the training.

This training was a follow-up to another SWIM-H2020 SM training-of-trainers that took place on 17-18 September 2017 in Ramallah, on enhancing environmental awareness (including of the media) and support for implementing Education for Sustainable Development. Education for Sustainable Development (ESD), extending from the classroom ('formal', through the Ministry of Education) 'non-formal' (through the Ministry of Environment, Water, etc., NGOs, Environment Centres, Museums, and other stakeholders) to the information and awareness raising of the wider public (informal through the media, internet etc.) could effectively empower citizens to undertake responsible actions for environmental integrity, economic viability and a more just society for present and future generations. This is an "umbrella" type of lifelong education/awareness that integrates sustainability learning contents, and outcomes of research and innovation, creating interactive, citizen-centred learning settings that promote multidisciplinary holistic and transformative approaches.

The 2017 Training of Trainers (ToT) served to demonstrate how Palestine can implement the Action Plan of the Mediterranean Strategy on ESD at a critical point when Palestine is in the process of streamlining its educational policy and curricula with the international agenda on ESD, particularly the SDGs.

Indeed, following the ToT, a Committee from the EQA and the MoE was formulated in 2018 to develop the National Action Plan on Education for Sustainable development while a revision of the national curricula to include environmental aspects is under way. In addition, an MoU was signed between the EQA and the Journalists Association in 2017.

## 2. OBJECTIVES OF THE WORKSHOP

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This 1-day workshop took place within the SWIM-H2020 Support Mechanism at the request of the Environment Quality Authority at the time of design of the project's Work Programme (during 2016).

It aimed to inform and train the Palestinian media professionals and other communicators on how to communicate environmental and sustainable development issues. It is considered as a



first step of more to follow, perhaps under the follow-up project Water and Environment Support (WES) mechanism (2019-2023).

### 3. PARTICIPANTS PROFILE

The trainers were the Team Leader of SWIM-H2020 SM, Prof. Michael Scoullos and Mr. Stuart Reigeluth (SWIM-H2020 SM expert, Revolve media). Twenty-six (26) people participated in this workshop, with the following profiles:

- 9 from various media professions
- 9 from the Environmental Quality Authority (EQA)
- 2 from the Ministry of Culture
- 1 from the Ministry of Information
- 3 from academia and research institutes
- 2 from NGOs



In addition, the Chairman of the Environment Quality Authority, H.E Eng. Adalah Atereh attended the opening session, addressed the workshop and gave interviews to the media. Mr. Shadi Othman and Ms. Inas Abu Shirbi from the Office of the European Union Representative (West Bank & Gaza Strip, UNRWA) also participated.



Mr. Ayman Shawahna (EQA), HE Eng. Adalah Atereh (Chairman of EQA), Prof. Michael Scoullos (Team Leader, SWIM-H2020 SM), Stuart Reigeluth, SWIM-H2020 SM expert – Revolve Media)



Prof. Michael Scoullos (Team Leader, SWIM-H2020 SM), Stuart Reigeluth, SWIM-H2020 SM expert – Revolve Media, Mr. Shadi Othman (Communication & Information Officer, Office of the European Union Representative)



## 4. ABOUT THE TRAINING

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**H.E. Mrs Adalah Atereh** expressed her appreciation for the work carried out under SWIM-H2020 SM, particularly with the EQA, and she confirmed her support and interest in securing the continuation and further expansion of the programme. She mentioned that despite the fact that many environmental issues are frequently interlinked with the hot political issues of the area, which prevail in the national media. Environmental journalism in Palestine is virtually insignificant, neglecting even these interconnections. She noted the lack of specialized journalists and media people on environmental and sustainable development issues and requested the continuation of the current training with more workshops of longer duration to allow the participants and few more professionals to get deeper into the issue.

**Mr. Shadi Othman**, Communication & Information Officer at the Office of the European Union, acknowledged the very constructive role and contribution of the SWIM-H2020 SM programme in supporting the Palestinian Authorities in dealing with environmental and water issues which are critical for the country. Referring to the scope of the workshop, he emphasized the importance of training journalists and communication experts of Palestine, particularly on sustainability issues and he announced a follow-up meeting with journalists to be organised soon by the Delegation.

**Prof. Michael Scoullis**, Team Leader of the SWIM-H2020 SM, presented the background and principles on which media could and should contribute to the protection of the Environment and promotion of sustainable development. He presented the different current perception models on the positive and negative roles the media play, as it concerns sustainable development and the hot global issues such as climate change. He also presented the available international



provisions concerning the job of journalists, particularly on covering environmental and other difficult issues.

He concluded by providing successful and un-successful examples from publications and international journals related to fisheries, marine litter, etc., and he pointed out the necessity for continuity and coherence of the messages emitted by the media in order to effectively contribute to the protection of the environment and the promotion of sustainable development.

Founder of REVOLVE, **Mr. Stuart Reigeluth**, presented a “journey through journalism around the shared space of the Middle Sea” by telling the story of AMWAJ which solicited significant debate amongst the participants around the topics of accountability, transparency, access to information and how to source data properly. The second part of REVOLVE’s contribution included a step-by-step presentation for making effective communication campaigns. Participants were led through the different steps and then given an exercise for making their own campaigns related to water, the environment and sustainability at large. Many of the campaign ideas were about plastics. The workshop closed with a certificate ceremony.

## 5. EVALUATION OF THE RESULTS (BY TRAINEES)

### A. Feedback on organizational, administrative and planning issues of the event

A set of 7 criteria; A1-A7 (see table below) were assessed by the participants, using a qualitative description ranging between “Excellent” to “Poor”, with an opportunity to provide suggestions for improvement. For the sake of comparison, the qualitative descriptions are given series numbers as follows: Excellent = 4; Good = 3; Average = 2; Poor = 1.

TABLE 1 Training rating results related to organizational, administrative and planning issues

| A. ORGANISATIONAL, ADMINISTRATIVE AND PLANNING ISSUES BEFORE AND DURING THE EVENT |  | EXCELLENT | GOOD | AVERAGE | POOR | Total Replies | Average Score (max = 4) |
|---|--|-----------|------|---------|------|---------------|-------------------------|
| A1  | Efficient logistics: location of venue   | 11        | 7    | 0       | 0    | 18            | 3,61                    |
| A2  | Smooth flow of programme, efficient handling of emerging needs and attentiveness to participants concerns  | 8         | 10   | 0       | 0    | 18            | 3,44                    |
| A3  | Presentations correspond and contribute to the planned objectives and are conducive to enhanced shared understanding and participation on addressed topics | 8         | 9    | 1       | 0    | 18            | 3,39                    |





|           |   |    |    |   |   |           |      |
|-----------|---|----|----|---|---|-----------|------|
| <b>A4</b> | Clarity, coverage and sufficiency of concepts, objectives, anticipated outputs and outcomes | 8  | 9  | 1 | 0 | <b>18</b> | 3,39 |
| <b>A5</b> | The materials distributed were helpful  | 7  | 11 | 0 | 0 | <b>18</b> | 3,39 |
| <b>A6</b> | Efficient and Effective Facilitation  | 6  | 11 | 1 | 0 | <b>18</b> | 3,28 |
| <b>A7</b> | Overall rating of the event   | 13 | 4  | 1 | 0 | <b>18</b> | 3,67 |

(See also the corresponding graphs for Table 2 in Annex 7.3)

**B. Feedback on technical aspects of the event** (see more in Table 3 in Annex 7.3)

FIGURE 1 TRAINING COVERAGE

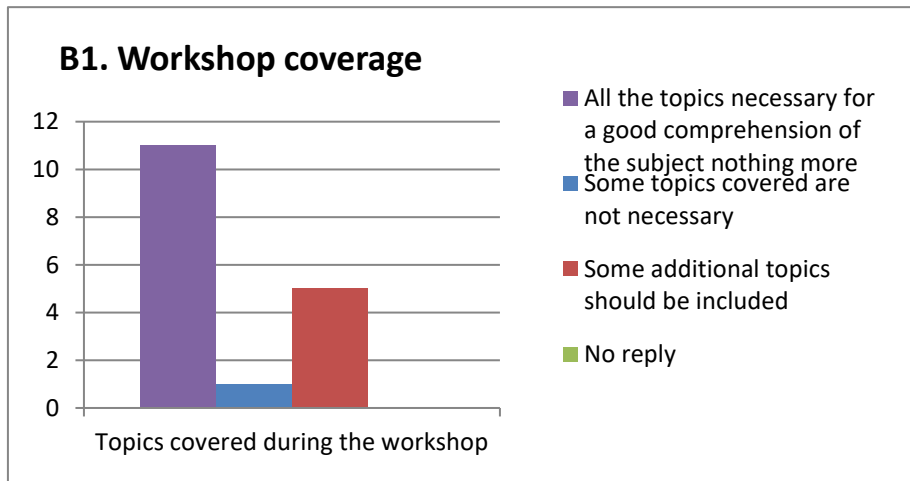


FIGURE 2 TRAINING DIFFICULTY

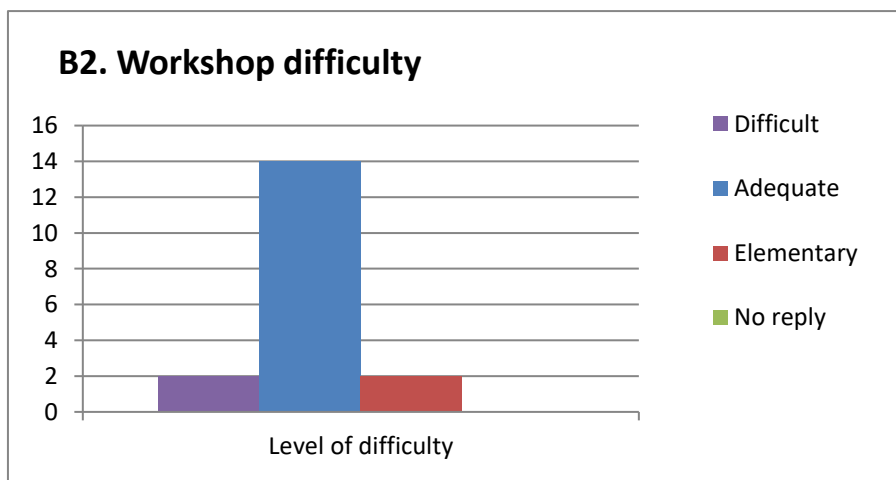
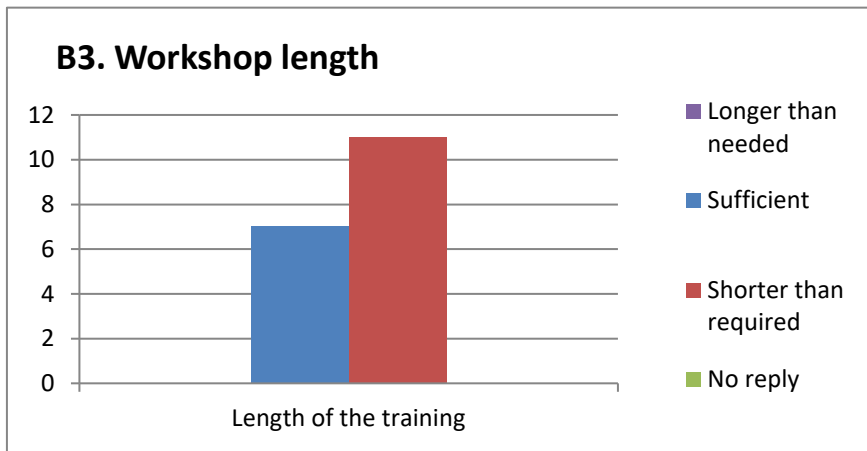




FIGURE 3 TRAINING LENGTH



## 6. RESULTS & CONCLUSIONS

The workshop was carried out in a very positive interactive atmosphere with frank interventions. It was extremely fortunate that almost all those who intervened, expressed an optimistic view about the role of the media and their potential to contribute to raising the awareness of people on the protection of the environment and sustainable development.

There was a consensus about the need to cultivate, in the Palestinian media, the sense of responsibility to act as informal educators in cooperation with governmental and non-governmental bodies.

They all confirmed that those currently covering these issues have virtually no expertise on environmental and sustainability issues and emphasized that in future workshops they need to hear both on key environmental issues and on journalism practices, particularly through concrete examples.

It was clear from the exercise that not all of the participants were able to “grasp” the difference between presenting an issue simply as “environmental” and presenting it in an integrated way as a “sustainable development” issue. Getting deeper into comprehending sustainability seems to be needed. On the other hand, advanced approaches using social media are quite familiar to several of them.

All the above have to be taken into account in designing the follow-up activities/future workshops on media which are very much on demand according to the participants views.



## 7. ANNEXES

### 7.1 AGENDA OF THE WORKSHOP

Registration and welcome coffee from 8.45

| 4 March  | Description   | Duration             | Method/Speaker or Trainer  |
|--|---|----------------------|--|
| Session 1<br><b>Introduction</b>                             | <ul style="list-style-type: none"> <li>Welcome addresses, opening remarks</li> <li>The SWIM-HORIZON 2020 Support Mechanism</li> <li>Introduction to the training, aims, participants expectations</li> </ul>  | 9.00 - 9.45          | <ul style="list-style-type: none"> <li>Prof. Michael Scoullos, SWIM-H2020 SM Team Leader</li> <li>Stuart Reigeluth, SWIM-H2020 SM expert – Revolve Media</li> <li>H.E Eng. Adalah Atereh, Chairman of the Environment Quality Authority</li> <li>Ayman Shawahna, Environment Quality Authority</li> <li>Mr. Shadi Othman, The Office of the European Union Representative</li> </ul> |
| Session 2<br><b>Understanding and developing the content</b> | <ul style="list-style-type: none"> <li>The global and regional narrative linking environmental and sustainable development integrity to needs for effective awareness raising</li> <li>Sharing of participants' challenges &amp; reflections</li> </ul> | 9.45 - 10.45         | Presentation by Prof. <i>Michael Scoullos</i><br><br>Discussion  |
| Session 3<br><b>The tools</b>                                | <ul style="list-style-type: none"> <li>Mediterranean water coverage: the AMWAJ experience and journey</li> <li>Developing messages and campaigns that resonate</li> <li>Sharing of participants' challenges &amp; reflections</li> </ul>                | 10.45 – 11.45        | Presentation by <i>Stuart Reigeluth</i><br><br>Q&A Discussion  |
| <b>Coffee Break</b>  |   | <b>11.45 - 12.00</b> |  |
| Session 4<br><b>The tools</b>                                | <ul style="list-style-type: none"> <li>Challenges of covering water and environmental issues</li> <li>Use of new media and other tools</li> <li>Sharing of participants' challenges &amp; reflections</li> </ul>  | 12.00 - 13.00        | Presentation by <i>Stuart Reigeluth</i><br><br>Group exercise – focus on drafting strong headlines, lead-ins and editorial/feature pitches for stories related to environment  |
| <b>Lunch Break</b>   |   | <b>13.00 - 14.00</b> |  |
| Session 5<br><b>Exercise</b>                                 | <ul style="list-style-type: none"> <li>Communication campaign blueprint</li> <li>Developing and agreeing on the elements of a joint campaign</li> <li>Prioritizing the key steps</li> </ul>   | 14.00 - 15.00        | Workshop: Interactive session engaging participants in brainstorming, group-work discussion, prioritization, self-reflection and synthesis.  |
| Session 4<br><b>Closing</b>                                  | <ul style="list-style-type: none"> <li>Closing/Wrap up</li> <li>Course Evaluation</li> <li>Certificates Award</li> </ul>  | 15.00 - 15.30        | <i>Prof. Michael Scoullos</i><br><br><i>All</i>  |



## 7.2. LIST OF PARTICIPANTS OF THE WORKSHOP

| Enhancing Environmental Communication skills for Media and other relevant professionals<br>(EFH-PS-1)<br>4 March 2019, Ramallah, Palestine |           |   |                  |            |            |   |                                       |  |
|--|-----------|---|------------------|------------|------------|---|---------------------------------------|--|
| No.  | COUNTRY   | TYPE OF INSTITUTION<br>(please use the options provided*) | TITLE<br>(Mr/Ms) | FIRST NAME | LAST NAME  | POSITION/ FUNCTION                          | ORGANISATION/<br>INSTITUTION          | EMAIL  |
| 1  | GREECE    | INTERNATIONAL ORGANISATIONS AND PROGRAMMES                | Prof.            | Michael    | SCOULLOS   | Team Leader                                 | SWIM-H2020 SM                         | <a href="mailto:scoullos@swim-h2020.eu">scoullos@swim-h2020.eu</a>                 |
| 2  | BELGIUM   | INTERNATIONAL ORGANISATIONS AND PROGRAMMES                | Mr.              | Stuart     | REIGELUTH  | Project Expert                              | Revolve Media / SWIM-H2020 SM         | <a href="mailto:stuart@revolve.media">stuart@revolve.media</a>                     |
| 3  | PALESTINE | MINISTRY REPRESENTATIVES                                  | Ms.              | Adalah     | ATEREH     | Chairman                                    | Environmental Quality Authority (EQA) |  |
| 4  | PALESTINE | MINISTRY REPRESENTATIVES                                  | Mr.              | Ayman      | SHAWAHNA   |   | Environmental Quality Authority (EQA) | <a href="mailto:aymanth@hotmail.com">aymanth@hotmail.com</a>                       |
| 5  | PALESTINE | EUROPEAN UNION DELEGATION (EUD)                           | Mr.              | Shadi      | OTHMAN     | Office of the European Union Representative | EEAS East Jerusalem                   | <a href="mailto:Shadi.OTHMAN@eeas.europa.eu">Shadi.OTHMAN@eeas.europa.eu</a>       |
| 6  | PALESTINE | EUROPEAN UNION DELEGATION (EUD)                           | Ms.              | Inas       | ABU SHIRBI | Press and information officer               | EEAS East Jerusalem                   | <a href="mailto:inas.abu-shirbi@eeas.europa.eu">inas.abu-shirbi@eeas.europa.eu</a> |



This Project is funded by the European Union

|    |           |                                  |     |        |              |   |                                       |  |
|----|-----------|----------------------------------|-----|--------|--------------|---|---------------------------------------|--|
| 7  | PALESTINE | MINISTRY REPRESENTATIVES         | Ms. | Mayy   | RAHHAL       | Public awareness advisor                      | Environmental Quality Authority (EQA) | <a href="mailto:mayy_rahhal@hotmail.com">mayy_rahhal@hotmail.com</a>   |
| 8  | PALESTINE | MINISTRY REPRESENTATIVES         | Ms. | Saeda  | SHAEBAT      | Environment Education Manager                 | Environmental Quality Authority (EQA) | <a href="mailto:ska_002005@yahoo.com">ska_002005@yahoo.com</a>         |
| 9  | PALESTINE | NGOs REPRESENTATIVES             | Ms. | Lubna  | SAHEB        | Communication and content development officer | Ecopeace Middle East                  | <a href="mailto:lubna@ecopeaceme.org">lubna@ecopeaceme.org</a>         |
| 10 | PALESTINE | MINISTRY REPRESENTATIVES         | Ms. | Maha   | YAGHMOURE    | Public awareness employee                     | Environmental Quality Authority (EQA) | <a href="mailto:mahayagmoure@gmail.com">mahayagmoure@gmail.com</a>     |
| 11 | PALESTINE | MINISTRY REPRESENTATIVES         | Ms. | Rawda  | MASHAAL      | Director                                      | Ministry of Culture                   | <a href="mailto:rwdmshl@hotmail.com">rwdmshl@hotmail.com</a>           |
| 12 | PALESTINE | MEDIA                            | Ms. | Esraa  | ABU AISHEH   | Director                                      | alfelestiniah.tv                      | <a href="mailto:esra2abuaisheh@gmail.com">esra2abuaisheh@gmail.com</a> |
| 13 | PALESTINE | MEDIA                            | Ms. | Maryam | AL-BABA      | Presenter                                     | Radio Alam                            | <a href="mailto:maryamsubhi88@gmail.com">maryamsubhi88@gmail.com</a>   |
| 14 | PALESTINE | MINISTRY REPRESENTATIVES         | Ms. | Reeman | ABU ARAB     |   | Ministry of Information               | <a href="mailto:remannialarab@gmail.com">remannialarab@gmail.com</a>   |
| 15 | PALESTINE | ACADEMIA AND RESEARCH INSTITUTES | Dr. | Farid  | ABU DHEIR    | Teacher                                       | An-najah university                   | <a href="mailto:drfaf321@yahoo.com">drfaf321@yahoo.com</a>             |
| 16 | PALESTINE | MINISTRY REPRESENTATIVES         | Mr. | Saeda  | ABU TARBOUSH | Director of environmental media department    | Environmental Quality Authority (EQA) | <a href="mailto:agr_saed@yahoo.com">agr_saed@yahoo.com</a>             |
| 17 | PALESTINE | MEDIA                            | Ms. | Rana   | ABU FARHA    | Journalist                                    | Ma'an News Agency                     |  |



|    |           |                                  |     |        |           |  |                                       |  |
|----|-----------|----------------------------------|-----|--------|-----------|--|---------------------------------------|--|
| 18 | PALESTINE | MEDIA                            | Ms. | Shadi  | DAR ZEID  | Manager                                  | Radio Eco                             | <a href="mailto:inf@ecofm.ps">inf@ecofm.ps</a>                         |
| 19 | PALESTINE | MEDIA                            | Mr. | Alaa   | HANTACHE  | Director Environmental programme         | PJS                                   |  |
| 20 | PALESTINE | MINISTRY REPRESENTATIVES         | Ms. | Rayya  | SUKKAR    | Media                                    | Ministry of Culture                   |  |
| 21 | PALESTINE | ACADEMIA AND RESEARCH INSTITUTES | Mr. | Khalil | TURJMAN   | Media/PR                                 | Al-Quds Open University (QOU)         | <a href="mailto:Kturjman@qou.edu">Kturjman@qou.edu</a>                 |
| 22 | PALESTINE | ACADEMIA AND RESEARCH INSTITUTES | Ms. | Lina   | ABU HILAL | Head of international relations division | Al-Quds Open University (QOU)         | <a href="mailto:lhilal@qou.edu">lhilal@qou.edu</a>                     |
| 23 | PALESTINE | MEDIA                            | Mr. | Hamza  | KHALIFA   |  | Palestine Economy portal              | <a href="mailto:hamzakhalfah94@gmail.com">hamzakhalfah94@gmail.com</a> |
| 24 | PALESTINE | MEDIA                            | Mr. | Jamal  | ABED      | Reporter                                 | Al-Hayat Al-Jadida                    |  |
| 25 | PALESTINE | MEDIA                            | Mr. | Osama  | NAZZAL    | Media/Interpreter                        | Media                                 |  |
| 26 | PALESTINE | MEDIA                            | Mr. | Bassem | THABET    | Media/Interpreter                        | Media                                 | <a href="mailto:bthabet@yahoo.com">bthabet@yahoo.com</a>               |
| 27 | PALESTINE | MINISTRY REPRESENTATIVES         | Mr. | Jamal  | TOMAIZE   | Director graphic and design              | Environmental Quality Authority (EQA) | <a href="mailto:Jtomaize@yahoo.com">Jtomaize@yahoo.com</a>             |



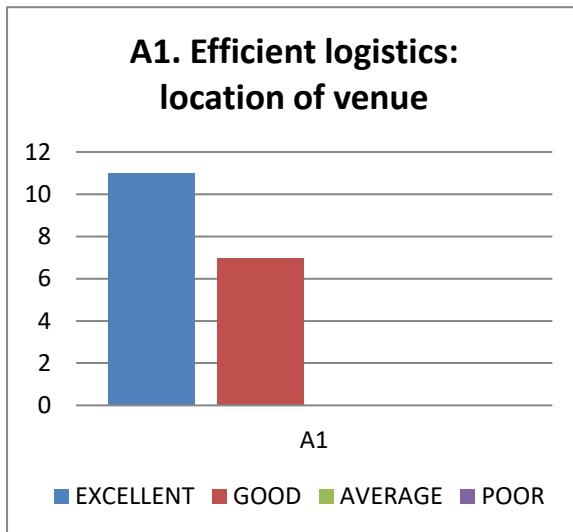
|    |           |                          |     |         |        |                   |                                       |  |
|----|-----------|--------------------------|-----|---------|--------|-------------------|---------------------------------------|--|
| 28 | PALESTINE | MINISTRY REPRESENTATIVES | Ms. | Ola     | HAMDAN |                   | Environmental Quality Authority (EQA) | <a href="mailto:olazahranzoon@gmail.com">olazahranzoon@gmail.com</a>               |
| 29 | PALESTINE | NGOs REPRESENTATIVES     | Mr. | Ibrahim | ODEH   | Programs director | PWLS                                  | <a href="mailto:educationhead@wildlife-pal.org">educationhead@wildlife-pal.org</a> |
| 30 | PALESTINE | MEDIA                    | Ms. | Sheraz  | SAADE  | Director          | Public and media                      | <a href="mailto:shaerazsaade@yahoo.com">shaerazsaade@yahoo.com</a>                 |
| 31 | PALESTINE | MINISTRY REPRESENTATIVES | Mr. | Alan    | KANAN  | Media             | Environmental Quality Authority (EQA) |  |



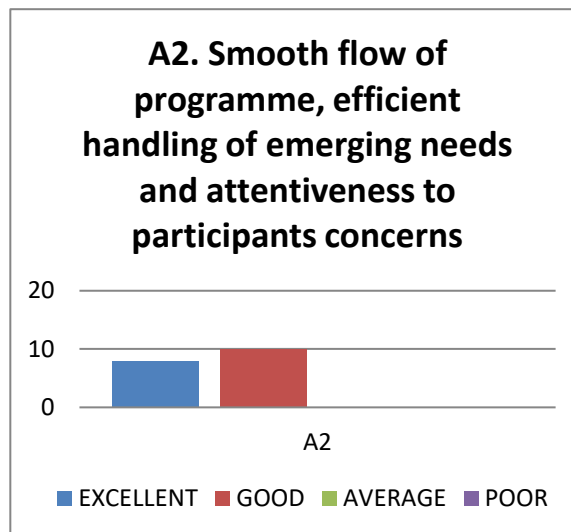
### 7.3. DETAILS ON THE RESULTS OF THE EVALUATION FORMS

The following graphs illustrate Table 1: Training rating results related to organizational, administrative and planning issues

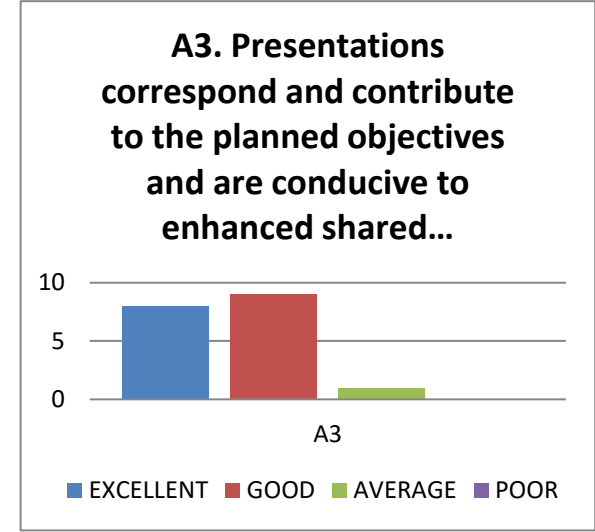
#### Logistics



#### Flow of programme and handling of emerging needs



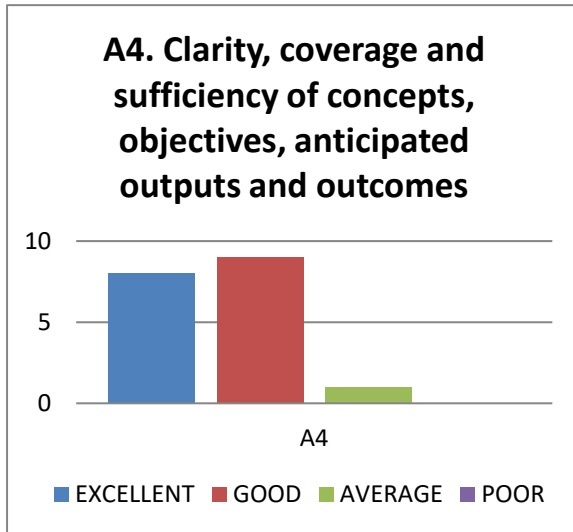
#### Efficiency of the presentations



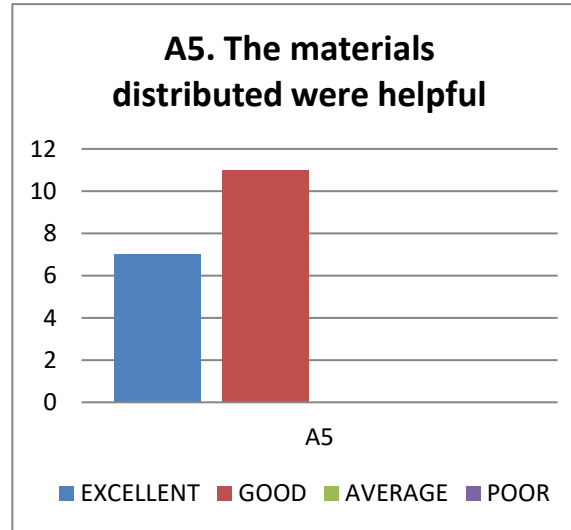




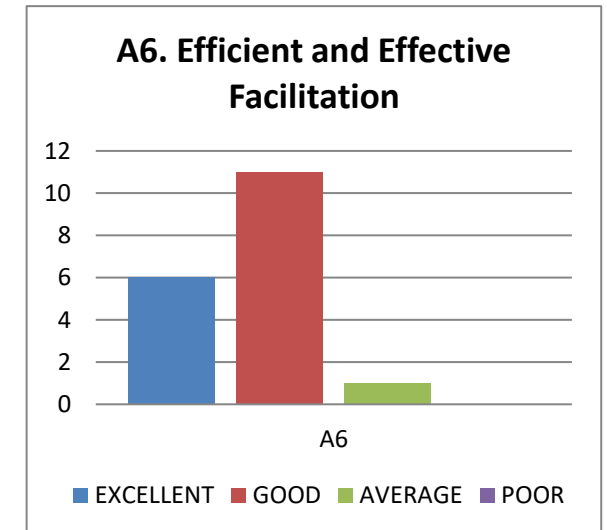
Clarity and Sufficiency of concepts



Quality of materials



Facilitation





Overall rating of the event

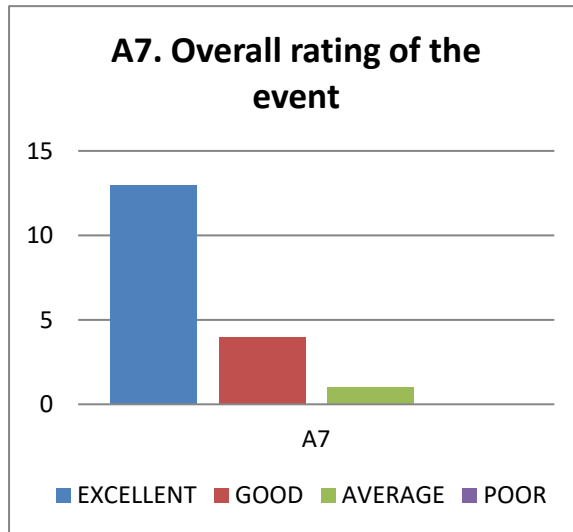




TABLE 2 PARTICIPANTS' FEEDBACK ON TECHNICAL ASPECTS OF THE TRAINING

| B. FEEDBACK ON TECHNICAL ASPECTS |  | No. of replies |
|----------------------------------|--|----------------|
| <b>B1</b>                        | <b>Coverage of the event</b><br>In your opinion did the event cover (tick one of the following): |                |
|                                  | All the topics necessary for a good comprehension of the subject nothing more                    | 7              |
|                                  | Some topics covered are not necessary  | 1              |
|                                  | Some additional topics should be included  | 11             |
|                                  | No reply   | 0              |
|                                  | <b>Total Replies</b>   | <b>19</b>      |
| <b>B2</b>                        | <b>Level of difficulty</b>   |                |
|                                  | Difficult  | 0              |
|                                  | Adequate   | 2              |
|                                  | Elementary   | 18             |
|                                  | No reply   | 0              |
|                                  | <b>Total Replies</b>   | <b>20</b>      |
| <b>B3</b>                        | <b>Length of the training</b><br>In your view the workshop duration (tick one of the following): |                |
|                                  | Longer than needed   | 0              |
|                                  | Sufficient   | 17             |
|                                  | Shorter than required  | 3              |
|                                  | No reply   | 0              |
|                                  | <b>Total Replies</b>   | <b>20</b>      |

TABLE 3 PARTICIPANTS REPLIES TO THE OPEN-ENDED QUESTIONS

| Open-ended questions   | Participant's replies  |
|--|--|
| <b>B4</b> What is the most valuable thing you learned during the workshop (knowledge or skills)? | <ul style="list-style-type: none"> <li>▪ I built a very well knowledge in press specialization (1),</li> <li>▪ I learned many useful things (1- good awareness statement that the presenter used, 2-how I enhance my skills that I really need in my work field) (1),</li> <li>▪ Environmental campaign design (1),</li> <li>▪ Many skills, informational plans (1),</li> <li>▪ How to engage environmental issues through media campaigns (1),</li> <li>▪ It is important for people to learn about the planet, water pollution and environment. It could be done only through US the media, but with YOUR (SWIM) informing and helpful training (1),</li> <li>▪ I gained a good idea about the environmental issues and a good idea on media campaigns on environment (1),</li> <li>▪ Campaign design (1),</li> <li>▪ We need to plan for the journalism to talk about environment in the social media (1),</li> <li>▪ Everything is great (1),</li> </ul> |



|           |  |   |           |
|-----------|--|---|-----------|
|           |  | <ul style="list-style-type: none"> <li>▪ Knowledge about the problems and solutions (1),</li> <li>▪ I learned the importance of specialized environment journalism and how to empower it in our Palestinian society and how to make a campaign for useful environmental projects which is related to media also (1),</li> <li>▪ That if I have an environmental solution I should look for companies outside Palestine not only in Palestine (1),</li> <li>▪ All of this information was new to me (1),</li> <li>▪ I have a new idea for a new social initiative and I learned more about UNECE (1)</li> </ul>  | <b>14</b> |
|           | <b>Total Replies</b>   |   | <b>14</b> |
| <b>B5</b> | <b>How do you think that the current event will assist you in your future work on the subject?</b>   | <ul style="list-style-type: none"> <li>▪ It highlighted some actual points and issues (1),</li> <li>▪ I really think more about working in environmental journalism, which we need to focus more in our society. It is as major as other problems and I deeply believe that we need changes. I learned more about data collection and the reliable sources of information (1),</li> <li>▪ This event offered me the opportunity to meet stakeholders in the field which will drive me to develop my own project and campaign (1),</li> <li>▪ In future I will work and make a report (writing, on radio) about the environmental issues and I will share it with my family (1),</li> <li>▪ In the way of organizing campaign in media about environment (5),</li> <li>▪ In giving priorities and in creating awareness (1),</li> <li>▪ It enhanced my communication skills and my skills in organizing environmental campaigns (1)</li> </ul> | <b>11</b> |
|           | <b>Total Replies</b>   |   | <b>11</b> |
| <b>B6</b> | <b>Please indicate whether (and how) you could transfer part of the experience gained from the event to your colleagues in your country?</b> | <ul style="list-style-type: none"> <li>▪ Share the knowledge gained with my colleagues, share materials and prepare meetings and workshops (8),</li> <li>▪ Maybe I will try to plan and monitor for environmental campaign (1),</li> <li>▪ I will teach my students on media and environment and encourage them to produce material in their journalism training (1),</li> <li>▪ I can talk to my faculty to give us a course on environment (1),</li> <li>▪ I can use the knowledge gained in the educational videos for kids and adults I prepare (1)</li> </ul>  | <b>11</b> |
|           | <b>Total Replies</b>   |   | <b>11</b> |
| <b>B7</b> | <b>What did you like most about this event?</b>  | <ul style="list-style-type: none"> <li>▪ The session on the campaign was interesting and creative (2),</li> <li>▪ The professionalism of the lecturers (1),</li> <li>▪ The group discussions and the trainees' vision and experience in SD and media (1),</li> <li>▪ The training (1),</li> <li>▪ The gathering of the media outlets in Palestine for water and environment (2),</li> <li>▪ That this training increased my media skills (1),</li> <li>▪ The exercises (1),</li> <li>▪ I liked Stuart presentation, it was full of action and experiences through the world (1),</li> <li>▪ The group discussions (1)</li> </ul>  | <b>11</b> |
|           | <b>Total Replies</b>   |   | <b>11</b> |
| <b>B8</b> | <b>What needs to be improved?</b>  | <ul style="list-style-type: none"> <li>▪ The training should include information on how to carry environmental investigation (1),</li> <li>▪ Increase the workshops and training (2),</li> <li>▪ More group exercises (2),</li> <li>▪ There should be more freelancers and engage more NGOs (1),</li> <li>▪ More information on environmental concepts (2),</li> </ul>  | <b>11</b> |



**Total Replies**

- It should include more journalism ideas and how to encourage journalists to work in the environment field and how to assist them with tools, etc. and establish networking (1),
- Give support from the main sources and how they can help us (1),
- Give more knowledge about the requirements to achieve the goals in the field of environment (1),
- Presentations should also include examples of good campaigns to relate to (1),
- Give more time to the training with more videos and pictures (1)

**13**