

Date: 29/10/2015

SECS/No.1

Secretary-General  
UN Global Compact  
Dear Mr.

**Subject: UN GLOBAL COMPACT COMMUNICATION ON ENGAGEMENT**

We are pleased to confirm that Sudanese Environment Conservation Society continues to support the ten principles of the UN Global Compact with respect to human rights, labor, environment and anti-corruption. With this commitment, we express our intent to advance these principles within our sphere of influence, and to make a clear statement of this commitment to our stakeholders and the general public.

Sincerely Yours



Mutasim Bashir Nimir

President of SECS

## **Sudanese Environmental Conservation Society**

### **Introduction:**

The Sudanese Environment Conservation Society (SECS) as a membership based NGO, encourages community participation through establishment of many branches around Sudan. The Society is actively working to upgrade the capacity of these branches through continuous training programs in order to vitalize their role in the local communities. The Society encourages the establishment of local branches in all the states. The branches have their autonomous status and they are registered as CBOs in their respective states, there are about 110 branch and the Society Head Quarters in Khartoum provide them with technical support through the Branch Office. The branches are the main conduit to achieve SECS goals. The Society in its partnership with the international organizations has implemented a project for building the capacities of SECS branches (Branches Capacity Building Project, BCB1- 1999 to 2001) with Oxfam Canada as the main donor organization. SECS has enticed four other external sources of funds (Friedrich Ebert Foundation, the Ford Foundation through its project of Environmental Conservation and Poverty Alleviation, the German Development Service Organization and the Embassies) to support the BCB1 Branches. As a result of the expansion in the number of branches, the new Constitution of the Society (2007) has given the Branches more independency to manage themselves. In spite of the efforts exerted by the Head Quarters (HQ) of the Society to build the capacities of the branches, there are a number of inherent problems that face the branches. The branches suffer weaknesses in their work due to their weak institutional and administrative capacities and weakness in qualified human resources due to the changes in economic and social conditions and the weak communication with the HQ. The prevailing political environment in Sudan has made it difficult to secure funds to deal with the multitude of environmental issues and problems in the different parts of Sudan. The Society held three Branches Conferences (1993, 95 and 97) where representatives of the branches get together, voice their problems and concerns and exchange experiences.

Driven by the need for building the capacities of its branches, SECS implemented the Branches Capacity Building (BCB1) project (1999-2001) in collaboration with Oxfam Canada in 9 states around the country and had achieved significant success in building the capacities of the members of the branches of SECS. This has resulted in more effective management at the branches level and wide effective participation in SECS's interventions in these states. The Society formulated a similar project for another group of branches (9 branches) which was duly funded by Oxfam Novib during the year 2013. The project included training workshops in project formulation and management, proposal writing and strategic planning and lobbying & advocacy. Based on the success of the first phase, Oxfam Novib has kindly agreed to provide additional funds to support two additional branches during the year 2014 (BCBII Plus). This

phase included training workshops in project formulation and management, proposal writing and strategic planning and environmental rights and environmental communication.

## **Implemented Activities:**

### **Component (1): Training Workshops:**

#### **1. Strategic Planning and Project Preparation Workshop:**

As part of the capacity building program it was agreed that a four day's training workshop is to be held in Khartoum. The main themes to be covered are strategic planning and project preparation. The two branches, Damazin and Atbara were asked to nominate five persons each to participate in the workshop. The training was held from the 8<sup>th</sup> to the 11<sup>th</sup> of June 2014. Attended by 3 female to 2 male from Atbra branch and 2 female to 3 male from Damazin branch.

The training covered two main themes: Strategic Planning and Project Preparation. The Strategic Planning theme covered the following issues:

- Overview of the planning process and strategic planning.
- The importance and benefits of strategic planning and its attributes.
- The basic steps of planning/types of strategic planning.
- Planning strategies steps/the general framework.
- Vision and mission.
- Defining ethics and values.
- Case study.
- Analysis of the current situation and gap definition.
- Plan formulation.
- Setting of alternative plan/General Summary.
- Case Study.
- General discussion.

The Project Preparation theme included the following issues:

- General introduction about projects and their significance.
- Problem identification/Problem tree.
- Project goal/specific goals.
- Other Project components.
- Budget preparation.
- Monitoring and evaluation.
- Logical framework.
- Project proposal formats.

- General discussion.

## **2. Individual Branches Training:**

### **2.1 Atbara Branch: Environmental Rights and Environmental Communication:**

The second training workshop for this branch was on Environmental Rights and was held in the premises of the Sudanese Standards and Metrology Organization (Atbara) for 4 working days from the 17<sup>th</sup> to the 20<sup>nd</sup> of August 2014. The number of participant was 20. Attended by 10 male and 10 female.

#### **2.1.1 Objectives of the training:**

The overall goal of the training was “to enhance participant’s knowledge on environmental rights”; the training aimed at achieving the following specific objectives:

- Improve the participants understanding of the concept of the environment and other related definitions.
- Enhance the participant’s understanding of citizenship, citizen’s rights and duties.
- Improve their knowledge on the history and evolution of the International Convention on Human Rights.
- Improve their knowledge on the history and evolution of the Environmental Rights.
- Increase their knowledge on Sudanese legislation related to the Environmental Rights.
- Analyze the status of implementation of environment related laws.

#### **2.1.2 Contents of the training:**

The following is a list of the topics addressed during the training:

1. Introduction to Environment and its basic concepts.
2. Concepts of citizenship, citizen rights and duties.
3. History and evolution of Human Rights.
4. UN Human Rights Conventions.
5. History and evolution of Environmental Rights.
6. Sudanese legislation related to environmental rights.

7. Status of the implementation of Environmental Protection Law with emphasis on Atbara city and RN state.

Environmental Communication: from 18/20/8/2014

Tackled topics in the third day:

1. The first session focused on breaking-up the confusion between concepts and definitions of “information, communication, social marketing, public relations, propaganda, advertisement and lobbying and advocacy. All the definitions share the same approach using elements of communication “sender/source, message, channel, receiver, effect/feedback” sharing also the usage of channels/media/mean and planning, yet the objectives are different.
2. The second session elucidated SECS information/communication experience. The presentation focused on learned lessons: attracted artists from all walks, applied arts, filmmakers, dramatists, puppeteers, singers, poets, folklorists. Planning and audience analysis, designing suitable messages to selected audience using suitable medium/media-mix. SECS has exerted efforts in building networks and partnership with public and private sectors. The development of SECS experience was highlighted showing the progress from awareness raising to communities participation/involvement to lobbying and advocacy approaches that rally all stakeholders in one roundtable to reach to environmental friendly solutions to any disturbing environmental issue. The documentary film “The forgotten Village of Magano” was screened.
3. The third session dealt with Environmental planning, problem tree module and action plan schedule.

Tackled topics in the fourth day:

- 1- The first session treated the definition and concept of lobbying and advocacy, its essence and its distinction/differentiation from information and communication.
- 2- In the second session the participants, in a focus group discussion, mapped the environmental issues and problems of Atbara town using the senses approach “vision, smell, hearing, taste, touch”.
- 3- The third session covered the preparation for advocacy campaigns. The participants formed four working groups to apply action plans “information/communication and lobbying and advocacy” by selecting two issues for each group. Each group presented its work in 10-15 minutes and Q & A.
- 4- An electronic copy of Alif baa al mu-dafah “ABC Lobbying and advocacy” in Arabic language was delivered to them for further reading and discussion between them.



## **2. Damazin Branch: Environmental Rights and Environmental Communication:**

### **2.1 Environmental Rights:**

The third training workshop for this branch was on Environmental Rights; held in Husham hotel hall for 4 working days from the 1<sup>st</sup> to the 4<sup>th</sup> of September 2014. The number of participants was 20. Attended by 10 male and 10 female.

#### **Objectives of the training course:**

The overall goal of the training was *“to enhance participant’s knowledge on environmental rights”*. The training aimed at achieving the following specific objectives:

- Improve the participants understanding of the concept of the environment and other related definitions.
- Enhance the participant’s understanding of citizenship, citizen's rights and duties.
- Improve their knowledge on the history and evolution of the International Convention on Human Rights.
- Improve their knowledge on the history and evolution of the Environmental Rights.
- Increase their knowledge on Sudanese legislation related to the Environmental Rights.
- Analyze the status of implementation of environment related laws.

#### **Contents of the training course:**

The following is a list of the topics addressed during the training:

- 1: Introduction to Environment and other related definitions.
- 2: Concepts of citizenship, citizen rights and duties.
- 3: History and evolution of Human Rights.

4: UN Human Rights Conventions.

5: History and evolution of Environmental Rights.

6: Sudanese legislations related to environmental rights.

7: Status of implementation of Environmental Protection Law with emphasis on al Damazin – Blue Nile state.

**Contents of the training course:**

The first session focused on breaking-up the confusion between concepts and definitions of “information, communication, social marketing, public relations, propaganda, advertisement and lobbying and advocacy”. All the definitions share the same approach using elements of communication “sender/source, message, channel, receiver, effect/feedback” sharing also the usage of channels/media/means and planning, yet the objectives are different.

The second session considered SECS information/communication experience. The presentation focused on learned lessons: attraction of artists from all walks: applied arts, filmmakers, dramatists, puppeteers, singers, poets and folklorists. Planning and audience analysis, designing suitable messages to selected audience using suitable medium/media-mix. SECS was aware in building networks and partnership with public and private sectors. Raising awareness accompanied by communities’ participation, setting practical examples: implementation of small-scale environmental rehabilitation pilot projects that can be replicated i.e. Suki, Halfaya, Sabnas. The development of SECS experience was highlighted showing the progress from awareness raising to communities participation/involvement to lobbying and advocacy approaches that rally all stakeholders in one roundtable to reach to environmental friendly solutions to any disturbing environmental issue.

The third session dealt with Environmental planning, problem tree module and action plan schedule.

**Tackled topics in the fourth day:**

The first session treated the definition and concept of lobbying and advocacy, its essence and its distinction/differentiation from information and communication.

In the second session the participants, in a focus group discussion, mapped the environmental issues and problems of Damazin town using the senses approach “vision,

smell, hearing, taste, touch” as well, these problems can be defined physical, established and social environments.

The documentary film “The forgotten Village of Magano” was screened.

The third session covered the preparation for advocacy campaigns. The participants formed five working groups to apply action plans “information/communication and lobbying and advocacy” by selecting one issue for each group. Each group presented its work in 10-15 minutes and Q & A.

An electronic copy of (Alif baa al mu-da-faha “ABC Lobbying and advocacy”) book in Arabic language was delivered to them for further reading and discussion between them.



## Component 2 Strategic planning

### Atbra strategic plan:

Vision: Work to achieve safe green environment.

Message: safe the environment by plantation, pollution control, awareness campaigns for healthy environment and healthy humans.

### General objective:

Pollution control to mitigate the environmental problem.

### Specific objectives:



1. Safe the environment, vegetation cover and reduction of the pollution by about 30%.
2. Increase the awareness and spreads the environmental culture and decrease the waste by about 15% to change the human behavior.
3. Enhancement of the capacities of the branch members.

**The expected outcomes:**

1. Program to safe the vegetation cover by planting 10,000 trees.
2. Recycling of waste.
3. Capacity building program.
4. Awareness campaigns.

**Blue Nile strategic plan:**

Safe the environment for peace and sustainable development.

Message: recourse management and awareness campaigns by participation for peace and sustainable development.

**The prevailing environmental problems:**

1. The deteriorating environmental health.
2. Cutting of trees.
3. Waste management.
4. The shortage of laws and regulations.
5. Natural resource based conflicts.
6. Awareness raising.

**General objective:**

Safe the environment by sustaining peace and conserving natural resources.

**Specific objectives:**

1. Increasing the vegetation cover.
2. Increasing environmental awareness.
3. Achieving peaceful coexistence.

**Plan axes:**

1. Environmental rehabilitation.
2. Environmental awareness and peace.
3. Capacity building.

4. Natural resources management.
5. Micro finance provision.

### Component 3 Awareness campaigns:

- a- **Atbra branch:** implemented forum after the training workshop (environmental rights and environmental communication) targeted the **waste management problem in the state**, and the role of related sector with SECS branch in Atbra, hold in the hall of locality of Aldamer in river Nile state and attended by 100 members. Presented by Dr. Abdelrahman Elamin and suggested many type of solution to this problem. And make environmental sanitation campaigns to aware the community about the problem of boor waste management in the area.
- b- **Damazine branch:** implemented forum after the training workshop (environmental rights and environmental communication) targeted the **waste management problem and the current situation in the state**, hold in the bosham hotel in Damazin state, attended by 120 member and presented paper about the situation and the challenges. By the SECS branch in Damazin, negotiate the suggestion of solution and the role of government and local community after the forum lunch the small scale project of the branch (Waste disposal).

#### **Component 4 small scale projects:**

##### ***Atbara Branch***

**Project name:** Public latrines

**Project place:** The industrial area (Atbara Locality).

**General objective of the project:** To improve the environmental health of the area.

**Specific objectives:**

1. To provide environmental and hygienic services.
2. Avail some jobs for the poor.

**Damazin project:**

**Project name:** Waste disposal

**Project place:** Damazin Locality

**General objective of the project:** Working towards achieving a cleaner and a healthier city.

**Specific objectives:**

- 1- Involvement of citizens in environmental sanitation.
- 2- Introducing the culture of proper waste disposal.
- 3- Contribute to the creation of jobs to low-income families.

**The Expected results:**

- 1- The level of environmental awareness among the targeted neighborhoods citizens is raised.
- 2- A healthier environment in the targeted neighborhoods is provided.
- 3- The rate of insects' related diseases is reduced.
- 4- The incomes of the targeted families are increased.

**Activities Results - Table (1):**

No	Targeted Branch	Activities Them	Date	Participation			Percentage
				Male	Femal e	Total	
1	Member of SECS branches in ( Damazin , Atbra )	Strategic and project preparation	8-11/ June /2015	5	5	10	100%
2	Member of Atbra branch	Environmental Rights and Environmental Communication	17-20/august /2015	10	10	20	100%
3	Member of Damazin branch	Environmental Rights and Environmental Communication	1-4/September / 2015	10	10	20	100%

**Conclusion:**

- The capacity of the branches (Atbra, Damazine) will be enhanced by participating two workshop, strategic planning, project formulation and environmental rights and environmental communication.
- The awareness of targeted branches and local community in the environmental issue will be increased by awareness campaigns.
- Two strategic environmental plans prepared by targeted branches and starting implementation.
- Funded two small scale projects and implemented by branches executive committees