



## Social Mobilization Programme in the fields of Environment, Culture and Education

### **Programme Area:**

**ACC/UNDP**

Sector: 1700 Social  
Development

Sub-sector: 1740 Social  
Legislation and  
Administration

### **Project Number:**

*Pal 10- 00014208*

*Pal 50- 00030806*

### **Award Number:**

*00030806*

### **Duration:**

2002-2005

### **Partner:**

Different NGO's in various  
localities.

### **Budget:**

\$ 300,000

### **Donor:**

UNDP - TRAC

### **Project Contact**

#### **Information**

#### **Project Manager:**

*Name*

**UNDP Programme**

**Manager:**

*Name: Reem Abdul-Hadi*

### **Project Description:**

This project was part of an ongoing effort by UNDP/PAPP and several of its Palestinian Partners to enhance community awareness including individuals, groups and policy makers of environmental and linked social and cultural issues leading to their assumption of an active role in the change process. New tools for social mobilization and change have been utilized in this programme including communication plans, social marketing skills, cultural activities, youth mobilization and grouping activities, formal and informal education etc. Additionally, general approaches addressing the public have been utilized combined with focused/targeted programmes towards selected communities.

### **Objectives:**

1. To strengthen the capacity of different counterparts (several NGO's) in forming communication plans in order to achieve desired behavioral results;
2. To broaden the scope of UNDP's public awareness campaign and social mobilization programme to include other integrally linked issues; i.e. cultural, health, social and educational;
3. To assist cultural NGO's develop their managerial skills and improve artistic performances and production.
4. To establish a network among local communities in the West Bank for exchange of information and experience regarding local environmental issues and practical ways of addressing them.

### **Locations:**

Ramallah, Al-Beireh, Bir Zeit, Dir Ghasaneh, Dir Bzei'a, Nablus, Jaba'a, Beit Emein, Nazlet Issa, Sineria, Beit Fourik, Beit Dajan, Hebron, Bethany, Abu Deis.

**Project Office**

**Email:**

**Website:**

**Products (as of end – May 2006):**

- *22 computers were rehabilitated and been utilized by Bir Zeit University students*
- *1000 tires were rehabilitated and a playground was fully constructed by used tires.*
- *Old water cistern and old heritage building were rehabilitated; a playground was constructed in the area.*
- *Water consumption training workshops were conducted in 6 villages (Nablus area).*
- *Olive picking campaign*
- *Water pollution researches*
- *Environment Training workshops in 8 school in Ramalla area*
- *Swimming competition in Jerusalem area*
- *Radio Programme was broadcasted all over Palestine – Children's rights.*

**Outputs:**

Rehabilitation and reuse of different elements were conducted. Communities were mobilized.