

# Egyptians and Climate Change: Knowledge and Perception

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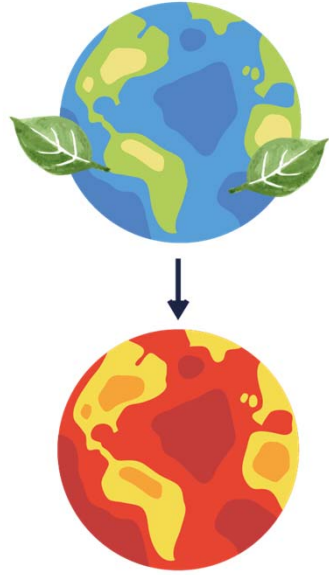
Baseera CEO

November 2022



## About the Study

- A phone survey was conducted on a national representative sample of 3056 Egyptians 15+ distributed in all the Egyptian governorates.
- Respondents were accessed during the period from 2 August to 11 August 2022.
- A second round of the survey was conducted from 30 October to 3 November 2022.
- In addition to 14 in-depth interviews with private sector and 14 FGDs with Farmers, teachers, youth, people with disability, and citizens of mega cities.



# Recognition of climate change

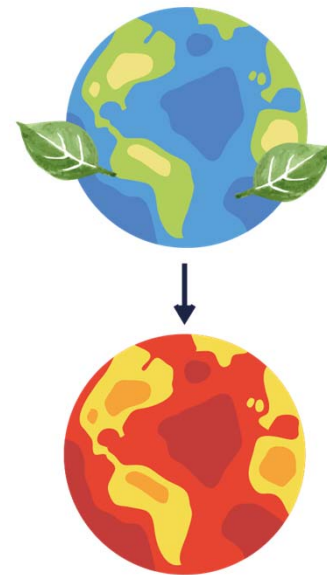


- Long-term campaigns to raise the awareness of Egyptians about climate change.

August  
2022

**69%**

More than two thirds  
have never heard of  
climate change



**65%**

Around two thirds  
have never heard of  
climate change



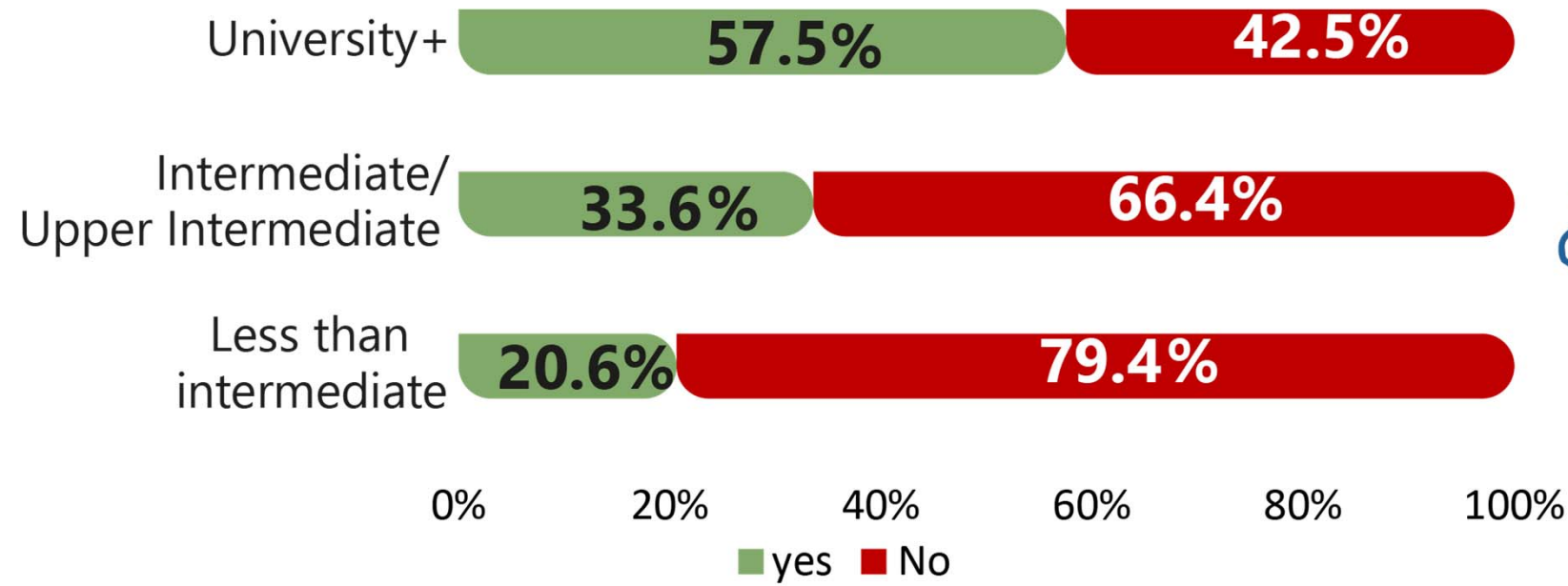
November  
2022



It is important to have a long-term communication strategy

- The campaigns content and medium should vary according to the target group.

Have you heard about the expression "climate change"?



It is important  
to have a long-  
term  
communication  
strategy

- To link the changes in weather to the climate change and its drivers.



**83.5%**

Believe that  
summer became  
hotter than 10  
years ago

**59%**

Believe that  
summer became  
longer than 10  
years ago

**78.4%**

Believe that  
winter became  
colder than 10  
years ago

**47.1%**

Believe that  
winter became  
longer than 10  
years ago



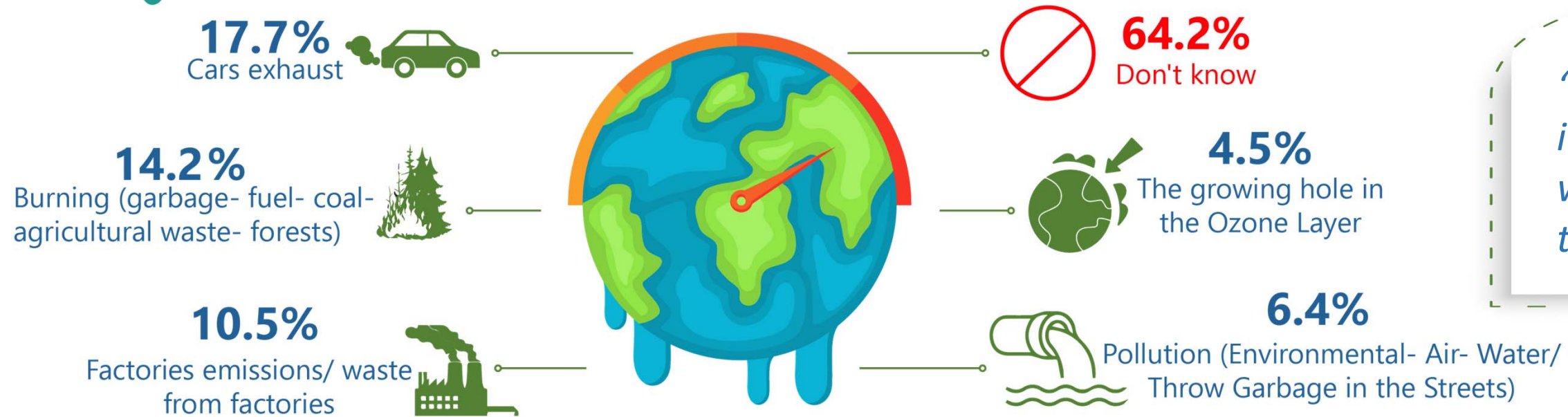


# Causes of climate change



It is important to have a long-term communication strategy

- To increase knowledge about causes of climate change



*"It's caused by God, it's his willing and wish, no cause but that."*

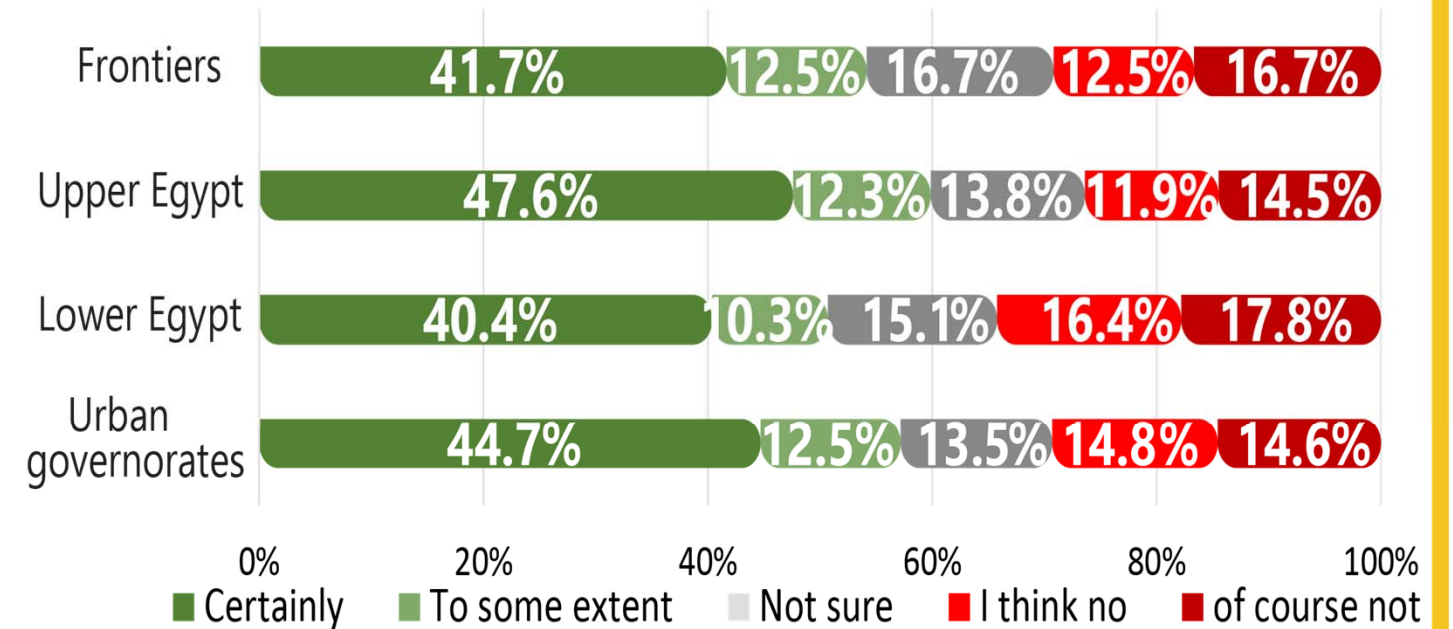
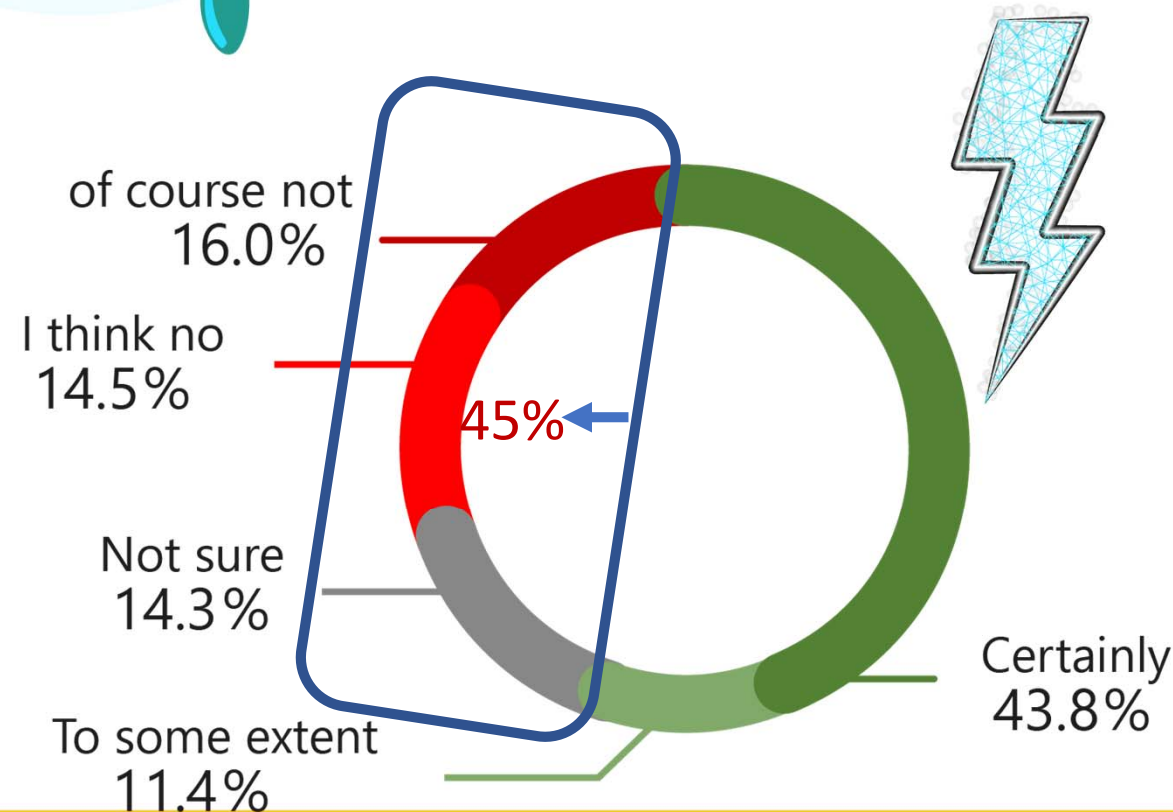




Egyptians  
need to know  
that ...

increasing electricity consumption leads to  
climate change

**Do you think  
the increased  
use of  
electricity has  
to do with  
increasing  
temperature?**





Egyptians  
need to know  
that ...

## increasing car exhaust leads to climate change



Doesn't own a car

58.6%

10.2%

14.4%

7.8%

9.0%



Owens a car

73.3%

9.4%

5.7%

6.0%

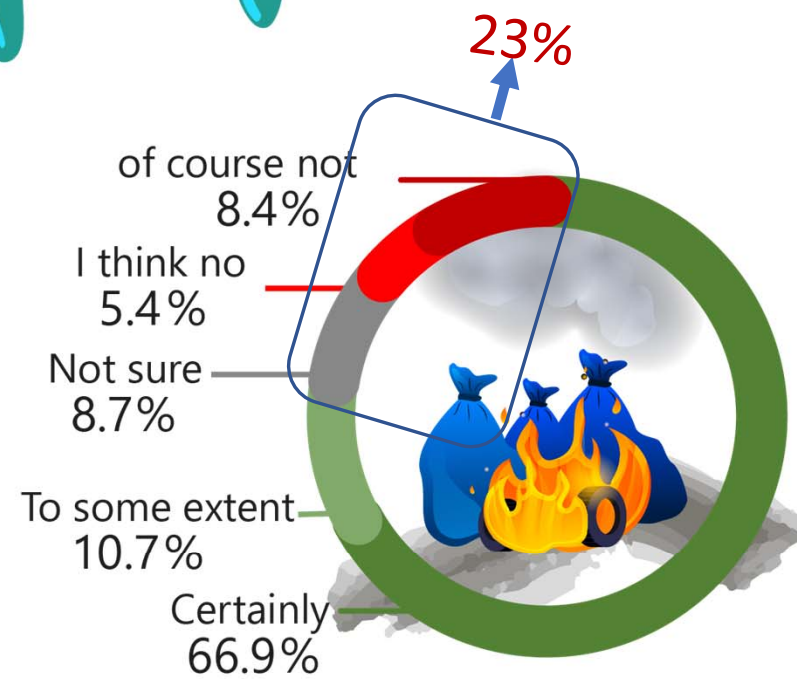
■ Certainly  
 ■ To some extent  
 ■ Not sure  
 ■ I think no  
 ■ of course not



Egyptians  
need to know  
that ...

burning garbage leads to climate change

**Do you think  
burning  
garbage has to  
do with  
increasing  
temperature?**



Rural



Urban





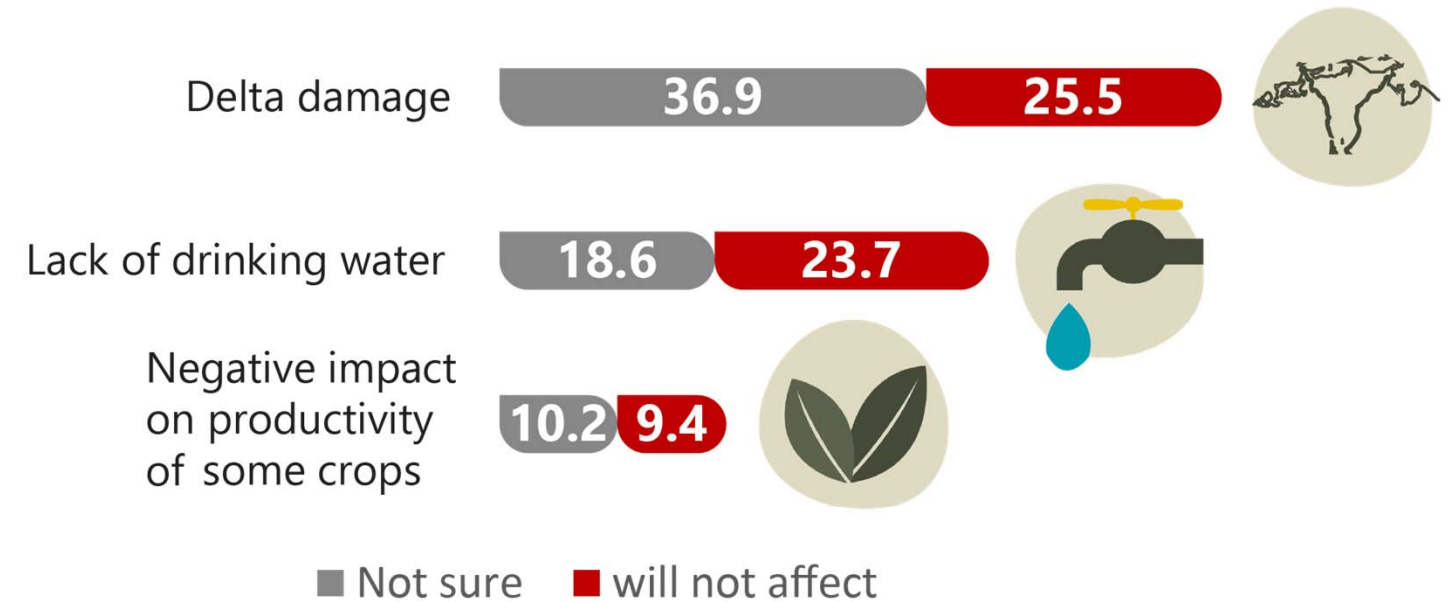
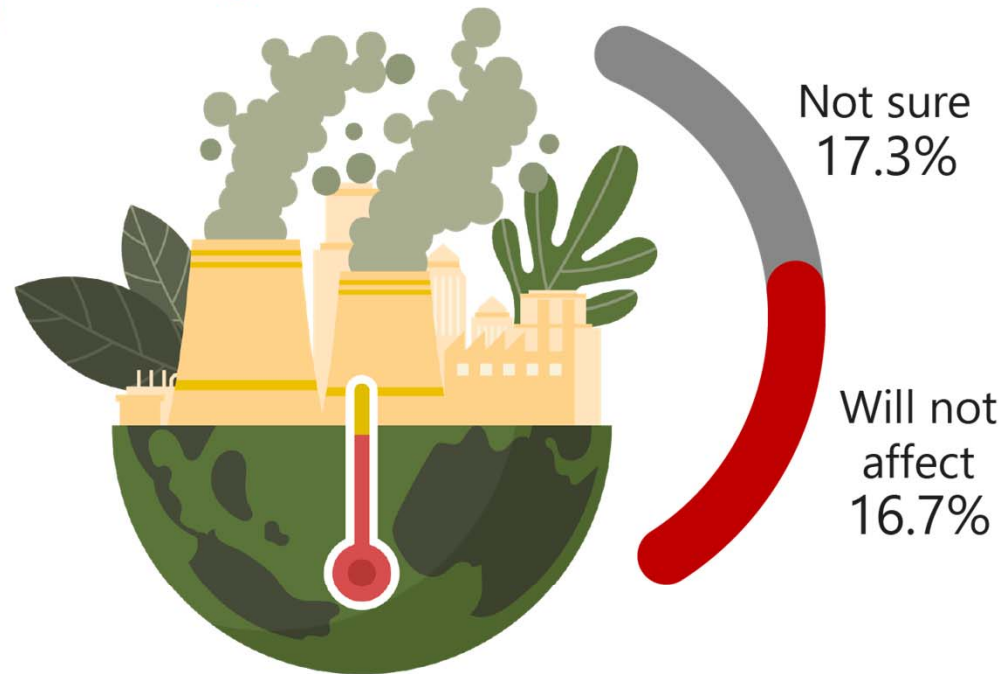
# Consequences of climate change



Egyptians  
need to know  
that ...

climate change will affect their lives more than they expect.

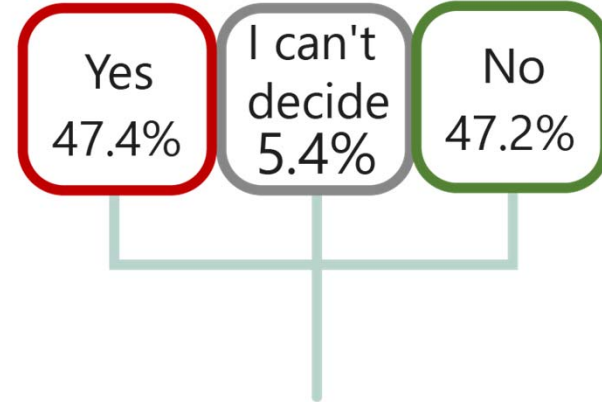
**Do you think that increasing temperature or cold weather will have negative impact on the future of life in Egypt?**



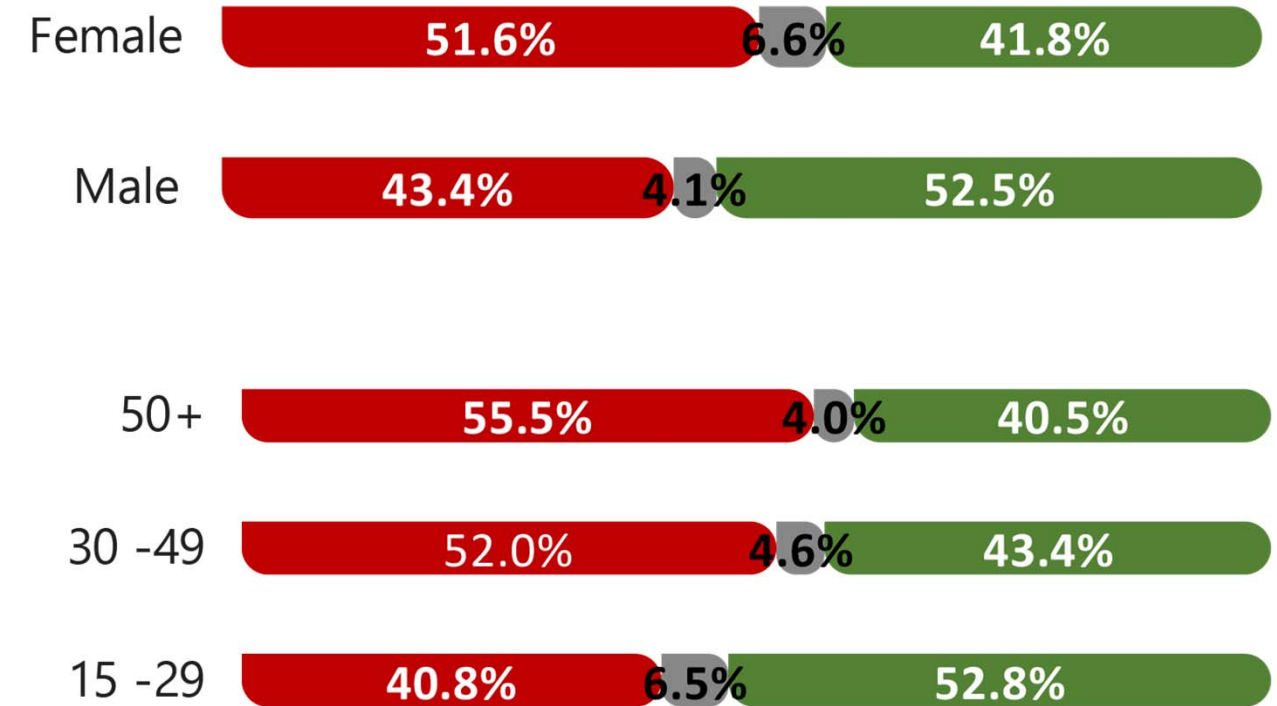


The Egyptian government needs to ...

Implement interventions to reduce the impact of climate change on Egyptians lives with special focus on women and elder people.



Has climate change affected your life?

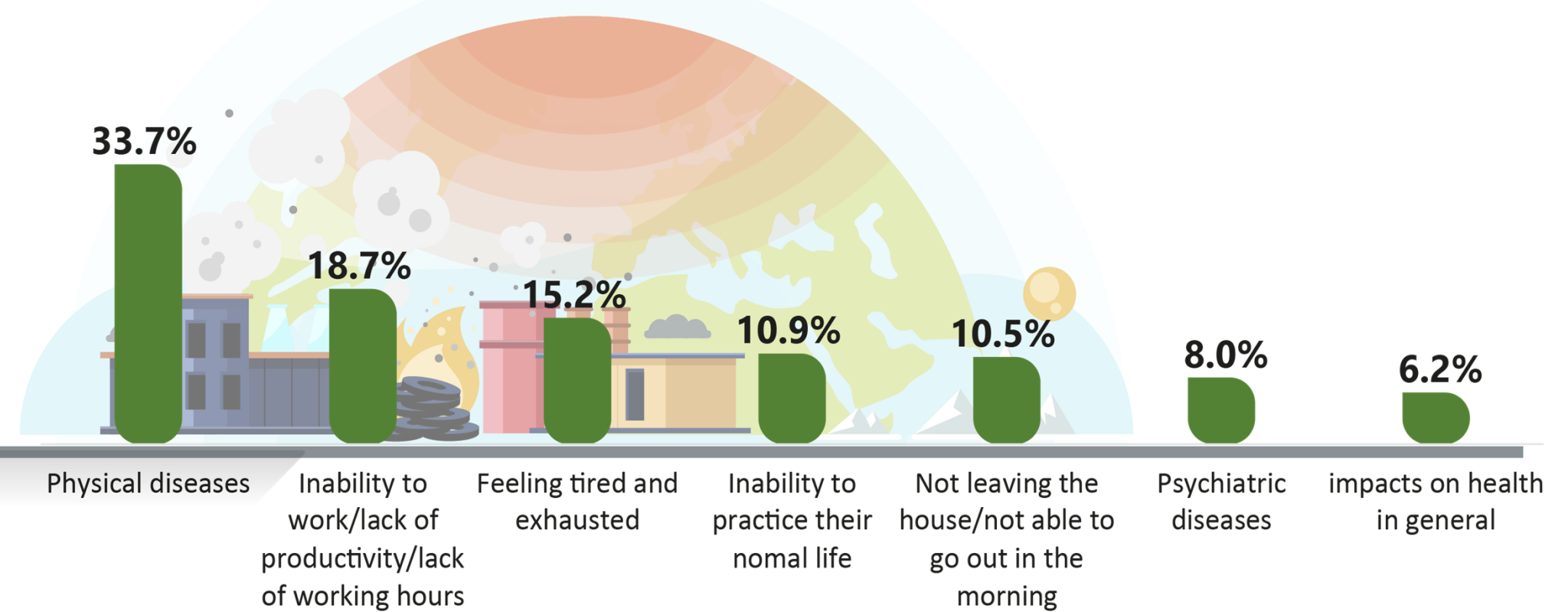




The Egyptian government needs to ...

give more attention to interventions related to physical and mental health and productivity.

How has climate change affected your life?





# Sources of Information

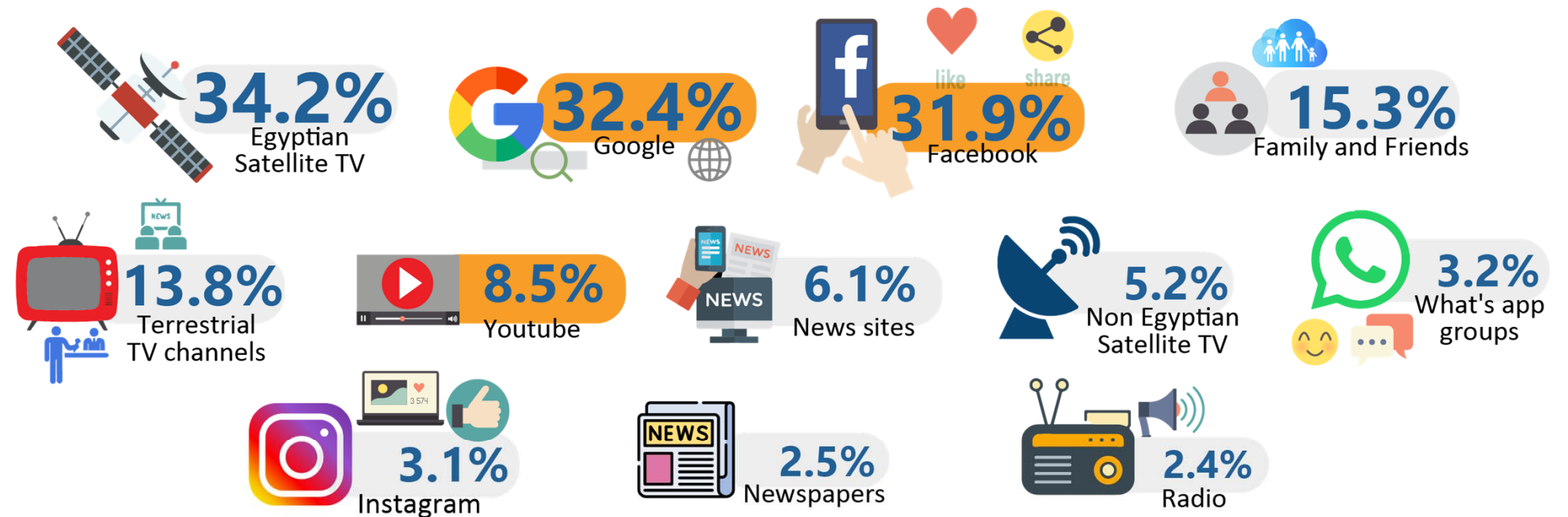


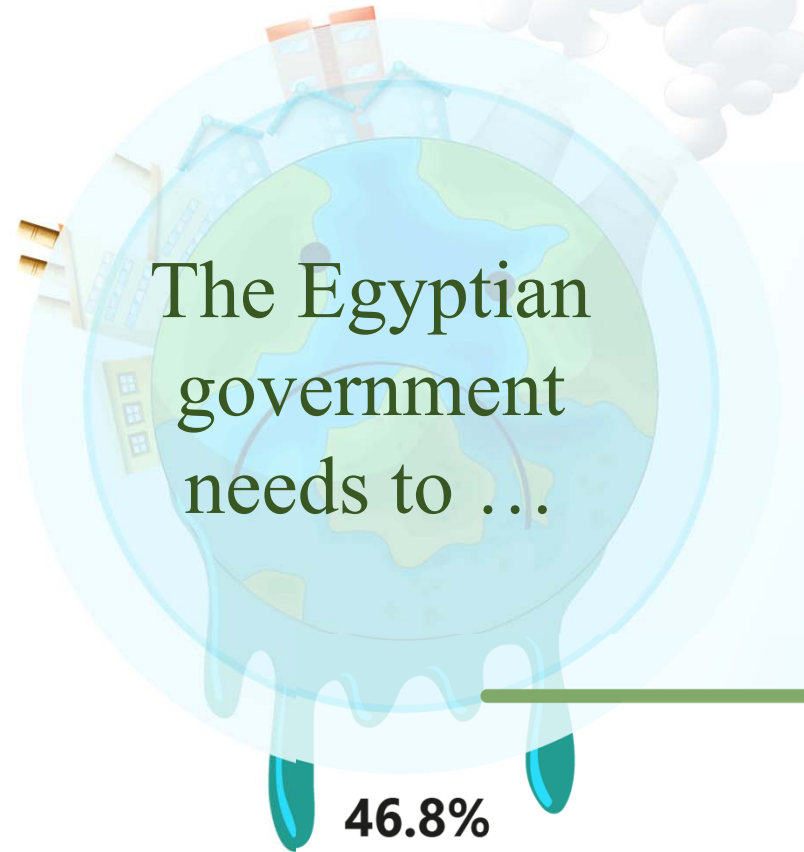


The Egyptian government needs to ...

provide the necessary budgets for broadcasting campaigns through Egyptian satellite channels and social media.

Which sources do you rely to get information in general?

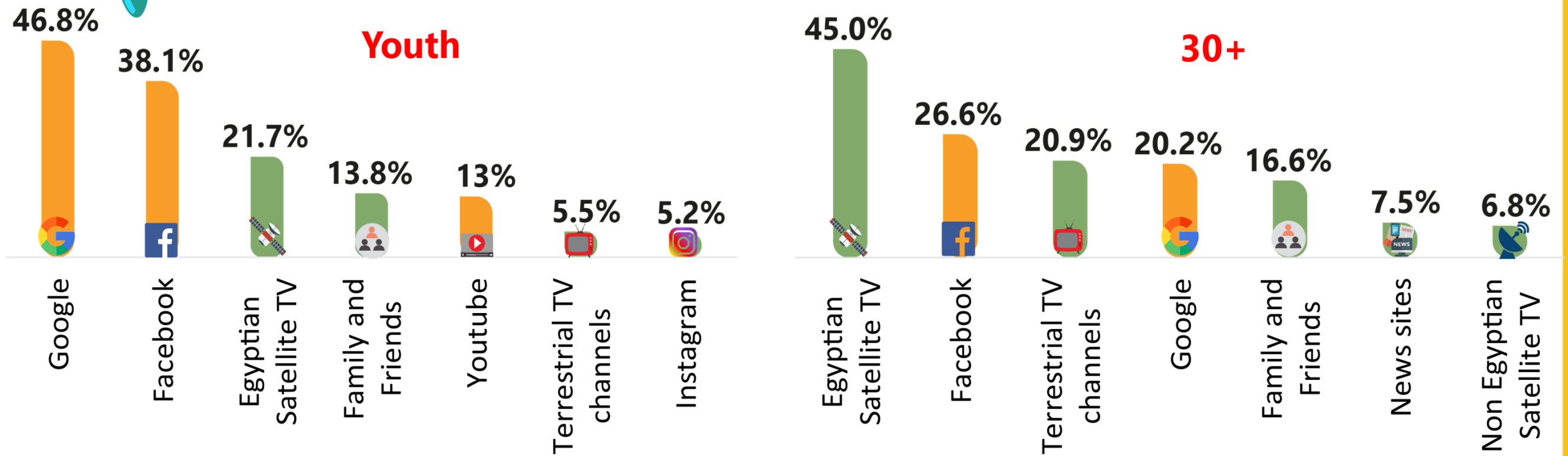




The Egyptian government needs to ...

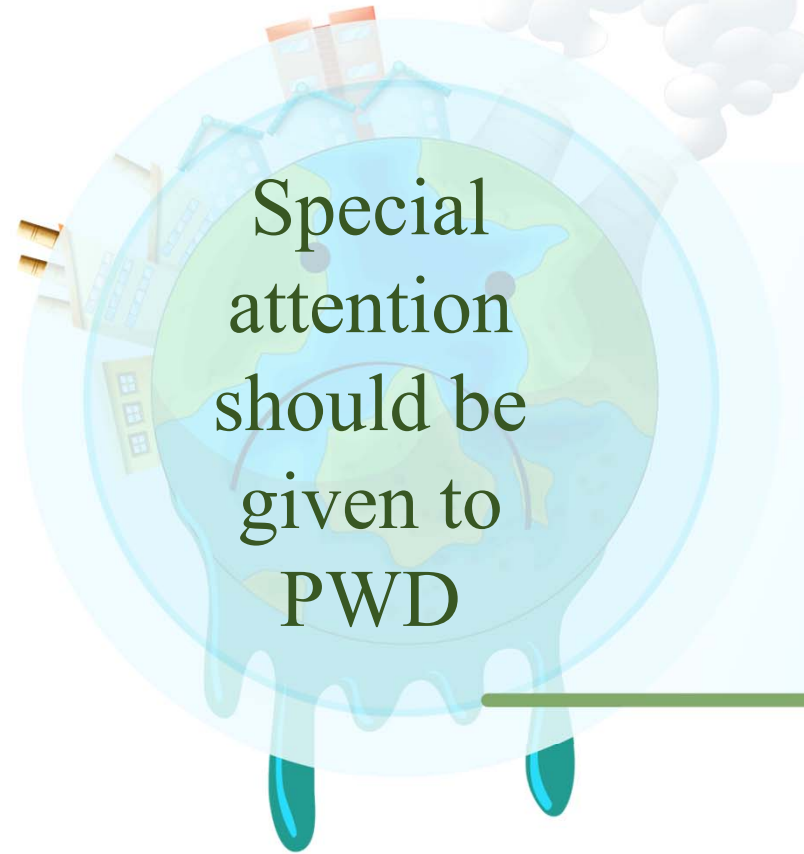
diversify the messages contained in the campaigns to suit different segments, as well as focus on broadcasting medium that are frequently used by youth.

Which sources do you rely to get information in general?



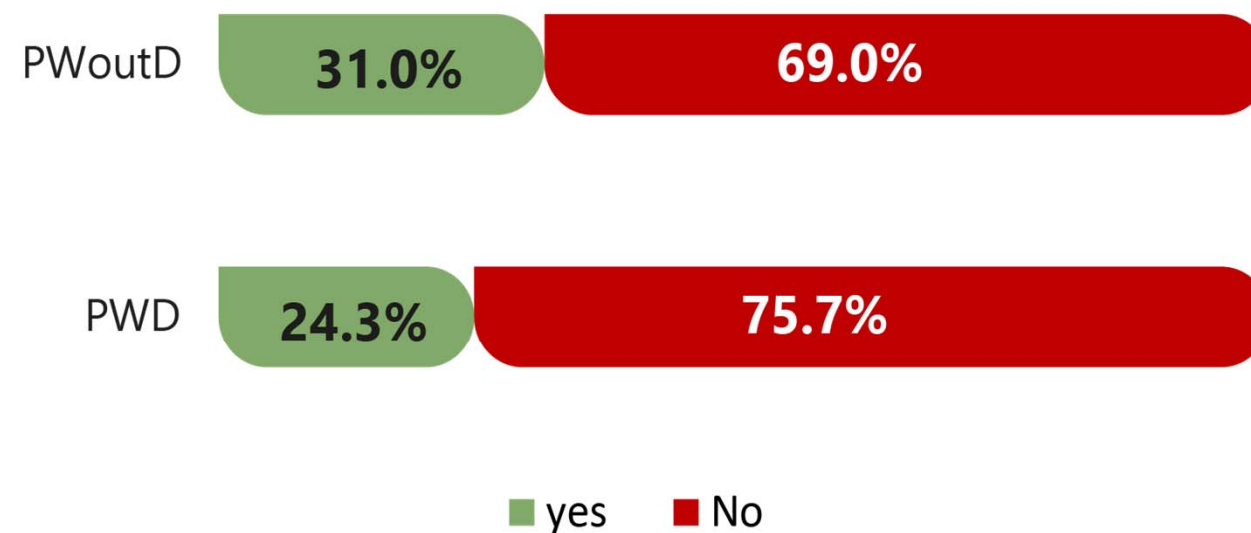


# People with Disability

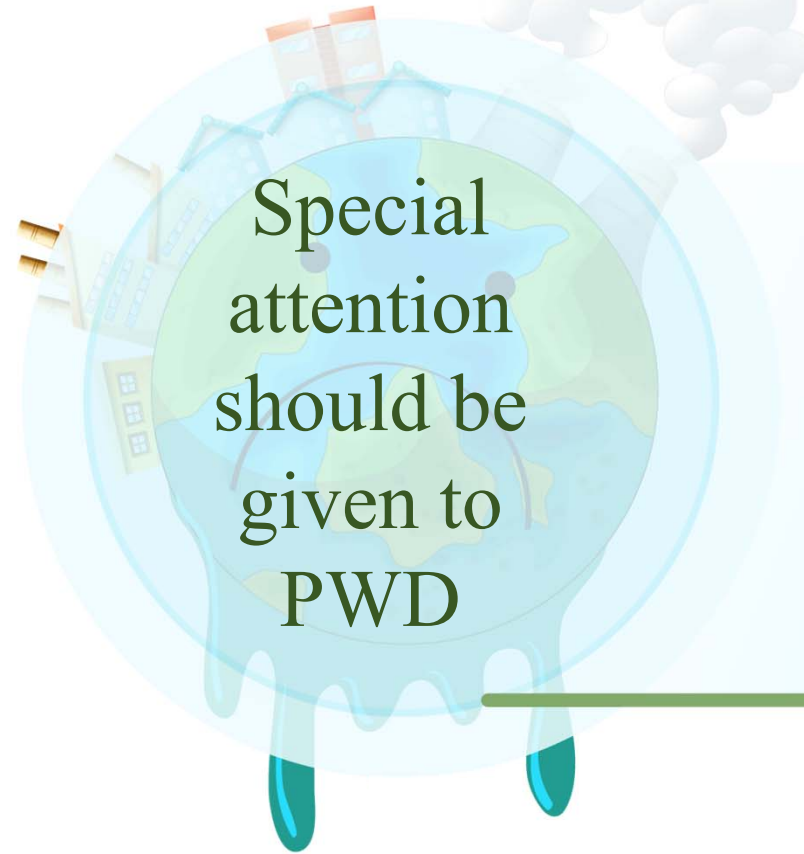


Tailored messages are needed for PWD. This requires diversification of broadcasting medium.

Have you heard about the expression "climate change"?



*A person with hearing disability: "In the Egyptian TV, they do not translate the climate change materials into sign language, and this made us have no knowledge of it."*



They seem to be affected by climate change than people without disability which requires tailored interventions to reduce these impacts.

**Has climate change affected your life?**



PWoutD

47.1%

5.5%

47.5%

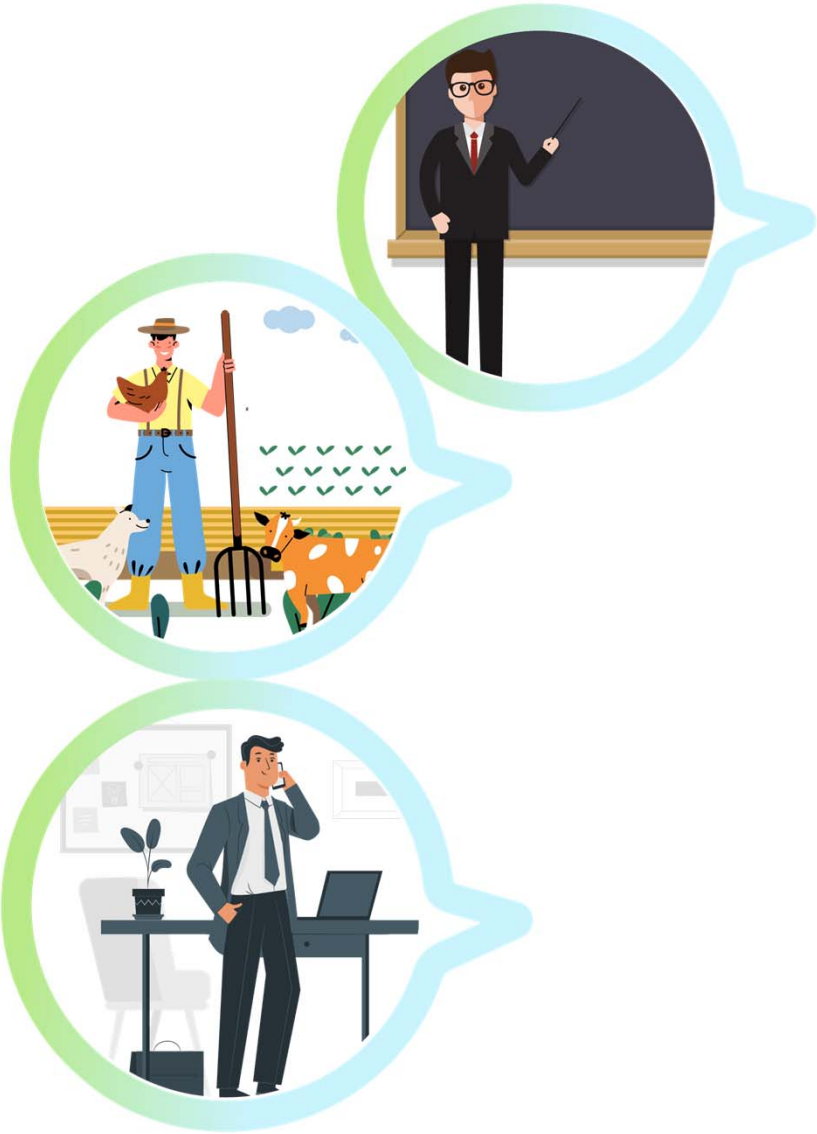
PWD

53.0%

3.9%

43.1%

# Qualitative Study



## Farmers' FGDs

The Egyptian government needs to ...

- ❖ provide interventions to reduce the financial impact of climate change on farmers.
- ❖ increase awareness about climate change through TV channels, and local units as farmers don't use social media.

As a farmer, do not know how or when or what to plant anymore as extreme cold kills crops in winter and extreme heat kills them in summer. Extreme temperatures do not give a chance for the plants to grow and bear fruit. This has increased a lot in the last 3 years."

Female farmers stopped buying meat, made purchases on credit, took out loans, and went for additional work as laborers for other landlords



## Teachers' FGDs

The Egyptian government needs to ...

- ❖ include Climate change in the syllabus as a major subject starting from the primary level.
- ❖ provide well-equipped classrooms and buildings to face climate change challenges and hazards, such as good heating and ventilating systems.

Students need the incentive, know-how, tools, and resources to learn to deal with climate change and protect the environment, and teachers through accredited, recognized, and evaluated workshops and trainings.





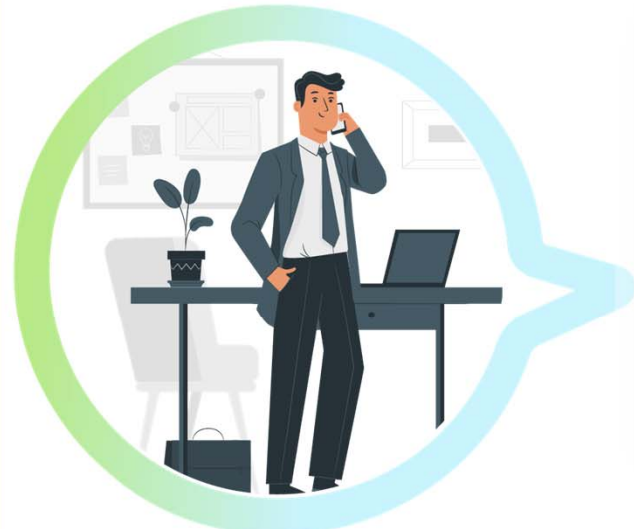
## Business sectors' in-depth interviews

The Egyptian government needs to ...

- ❖ provide more research to find new solutions for crop damage, re-hybridization of crop cultivation, and creation of improved seedlings.
- ❖ issue laws to monitor and penalize any form of environmental injustice and violation
- ❖ make use of Egypt's constant sun and convert fossil fuels to solar energy, make solar cells, and export electricity and wind energy.

“Climate change affected cotton. Cotton affected the fabric. We used to get about 12 quintals now I'm putting down 5 quintals. Of course, the climate change has affected agriculture now. So, we keep importing textiles because cotton cultivation died.”

“I can't do anything on my own. The state must support factories and investors to provide solar cells for us at simple prices or in installments over long periods.”



# Thanks

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