

Egypt 2011

Global MapAid
encouraging a map to
promote democracy and
peace, to be made by
Egyptians, for Egypt
about Egypt.



Tahrir Square, Cairo Egypt, peaceful democratic protest March 25th 2011

Presented to The Geographic Society of Egypt: Patron of the Project

Care of Professor Dr. M.S. Abulezz, Former Minister of Youth, President of The Geographic Society of Egypt

[MAKING AND DISTRIBUTING A 'POVERTY SOLUTIONS MAP EGYPT 2011']

Vision <=> Inspiration <=> Action = Peaceful Democratic Transition

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Executive Summary :: 'Poverty Solutions Map Egypt 2011' (PSM Egypt '11)

Mission: **PSM Egypt '11** will encourage the efficiency and effectiveness of poverty relief efforts, principally via creating one simple multi-layer map to illustrate the gaps where no Poverty Solutions in Egypt are being implemented. It will show with compelling clarity a) unemployment poverty at relative levels and b) locations of sustainable job training support and encouragement and c) it can be published in an Egyptian national newspaper and also on-line, for all Egyptian leaders and international Donors to see.

Poverty solutions are defined as Vocational Training; Micro-Credit; Small Start Ups; in other words, BUSINESS

Egyptian Problems:

- Egypt has 700,000 university graduates per year, chasing just 200,000 jobs
- Egypt has in total 2.5 million graduates, of which 1.8 million are high school leavers
- Youth, those aged 15 to 35 represent 30 million out of a total population of 80 million; youth unemployment and underemployment is unknown, but very likely is above 50%
- Existing Vocational Training and Micro-Credit programs are mostly poorly funded and poorly organized, and the SUPPLY does not meet DEMAND. Most graduates therefore reject vocational careers
- Egypt has above 10% inflation on average year-on-year
- Currently about 20% to 40%¹ of Egyptians are living below the poverty line, earning less than US \$1.25 per day
- Youth under-employment, under-paid professionals and graduates working just for bread on the table
- Illegal immigration of low skilled workers plus BRAIN DRAIN of skilled workers and professionals destroys local social integrity and international relations
- Egypt has 5 months of wheat in store, from March 2011², whilst international wheat prices have been going up dramatically
- Egypt has 6 months before a Parliamentary Elections in September 2011
- ALL of the above problems create a bigger problem which is unstable youth expectations
- ALL of the above problems therefore lead to radicalization and the potential for devastating violence

Donor Problems:

In many humanitarian development situations across the world, in the rush to help whilst working against deadlines, 'due diligence' about the more precise 'spread and depth and focus' of problems may often be overlooked. Rightly or wrongly, humanitarian donors and NGOs and governments are then accused of 'lack of coordination' and 'wasting funds.'

Solution:

- A new VISION to help Donors and Investors of all types to know where and how and why to invest in Poverty Solutions
- A new MAP showing the VISION, a MAP that is simple and easy-to-understand, showing SOLUTION GAPS
- The map to help Investors focus on where they could sensibly fill the GAPS
- A map to help create NEW and BETTER funded SOLUTIONS for vocational training and micro-credit and small business start-ups
- A map to focus Egyptian Leaders on making vocational training an HONOURABLE career path !
- SPEED --> the map can and must be made and distributed before elections in September 2011 to focus all Politicians on the poor. Much of the data is already available in Cairo !

¹ Several websites give 20% to 40%. Egyptian Government figures are vague or misleading.

² <http://www.almasryalyoum.com/en/node/343976>

PSM Egypt '11 has the Patronage of the Geographic Society of Egypt.

This is a Project for Egyptians, made by Egyptians, about Egypt.

It has the informal support of 10 senior Egyptian Geography Professors and Intellectuals. It is supported by Global MapAid with personnel that have done similar projects including in Kosovo and Afghanistan.

Market:

Item	Item Cost U\$
Publishing costs	8,405
Office rent & supplies	2,515
Local team salaries	13,178
Project management	22,500
Map publishing	8,405
Data for Phase 1,2	Free
Total (US\$)	46,598

- Total of 2.5 million secondary school and university graduates per year
- 1.8 million, or 72% are secondary school graduates (technical & general)
- 700,000 are university graduates, representing 28% of the youth

Financial Sustainability: The project is not-for-profit and aiming to do one thing very well which is supply the map for FREE to Decision Makers, including the Prime Minister, Members of Parliament, Businessmen and International Investors or Donors of all types. It is designed to be available on-line.

Cost of Map: The map will cost a total of **US\$ 46,598** for a basic map, plus 'a proof of concept' for a refined map covering a limited area. **US \$ 8,798** has already been spent preparing this document.

Social Return on Investment (SROI):

SROI is the ratio of the amount of money invested into project VERSUS the value, defined in money, returned by that investment including the money the Project saves.

Additional Vocational Training and Micro-credit Investment U\$ Millions	Cost of 'PSM Egypt'	Social Return on Investment
2	0.05	40 to 1
25	0.05	500 to 1

In other words, if the map causes an additional investment of U\$ 25 million in micro-credit, the money invested will have created tsunami of help by factor of 500 times.

And countless new jobs and small businesses after that.

Measurement of effectiveness will be done by on-line survey and face-to-face interviews with Solution Providers.

Proposed Idea: Making and Distributing a 'Poverty Solution Map Egypt 2011'

Patron: The Geographic Society of Egypt

Start Date: 28th March 2011

End Date: Not known, but the map would take 2 months to make and be made before September 2011 elections.³

>> At End Date map to be on the Prime Ministers desk then the Minister for Further Educations desk and then the desks of rich Egyptians and all Members of Parliament.<<

Amount Requested: US \$46,598 >> to complete Phase 2 and if all goes well, to complete Phase 3

General Mission

The vision is for mapping the population in Egypt to identify poverty so as to provide a tool to help the Egyptian government and other development agencies and Donors to target and plan efficient intervention strategies to lift Egyptian people out of poverty. *And, critically, to be seen to be trying to lift people out of poverty.*

This mapping will:-

- a) *Provide an important feedback loop for democracy to function with more transparency and accountability, as such it will be freely available to all, without political or sectarian bias*
- b) *Inspire action at grass-roots, to create sustainable job opportunities, thus contributing directly to peace and therefore making the transition to democracy far more stable*

Context

What caused the revolution in Egypt ? There are several answers, but one of the main ones was poverty which caused the youth, including very active majority of young men, who decided they wanted something better than poverty⁴. Additionally there is significant and potentially very successful minority of highly qualified youth who are unemployed⁵. Furthermore, overlapping both the qualified and un-qualified youth, there is a large segment of youth yet to be equipped with proper training or business mentoring and micro-credit so they might become self-employed.

³ It may take three months, the Middle East is prone to delays.

⁴ Poverty Line: Several web sources including Wikipedia indicate that 20% of Egyptians live below the poverty line representing an income of US \$1.25 per day. Other sites mention 30%.

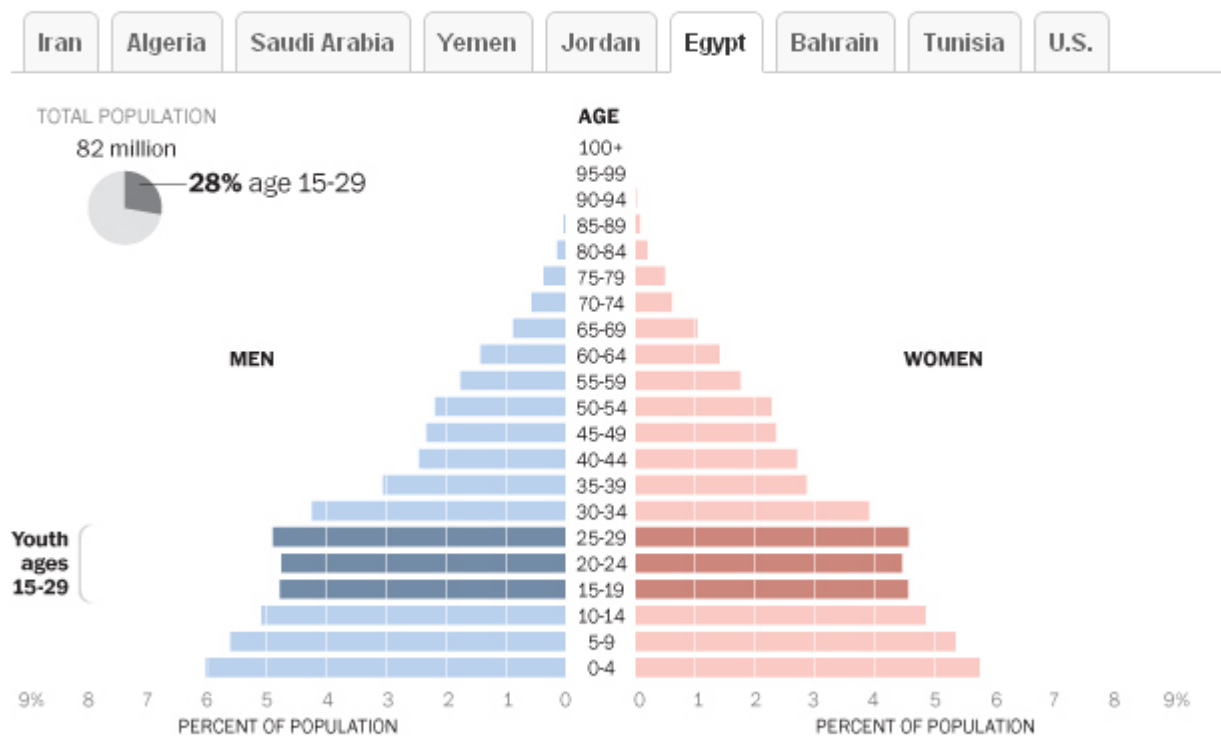
⁵ Unemployment: Several web sources including Wikipedia indicate that 9.7% of Egyptians are unemployed out of a total working population of some 26.1 million. This figure from the Mubarak regime may not be accurate. Further, it does not indicate the level of 'under-employment'. There is no minimum wage in Egypt. Egypt experienced a three-fold increase in the number of malnourished children under the age of five since 2000, with the number at 1.5 million in 2008.

Youth wanted (and still want) freedom to be trained for even a simple job that would give them an income and a hope and future. This is especially important for young men, because although this project believes in feminism, it is true young men all over the world can develop 'physical solutions' when they are desperate, it is in their biochemistry. That said, each year Egypt produces 700,000 new university graduates who end up chasing just 200,000 jobs⁶ and another 1.8 million high school graduates whose hopes are equally grim. In 2005, before the global recession hit, 34.1% of Egyptian male and female youth were unemployed.⁷

Among the predictors of domestic instability that threatens democracy is a youth bulge:-

Youth movement

Young people in the Middle East and North Africa make up the highest proportion of the population. Such a demographic can be an advantage for countries with open political, economic and educational systems. But demonstrations across the region have shown how youths can also fuel instability when they lack representation in government or are unable to find jobs.



ABOUT EGYPT: Egypt's youth population is near a peak, which has put more pressure on high unemployment rates. A democratic Egypt could use this population to its advantage once it is able to accommodate more young people in the workforce.

Source: <http://www.washingtonpost.com/wp-srv/special/world/middle-east-youth-population/>

At the same time as these factors conspire to produce poverty, the state of the 'Technical Vocational Education and Training' (or simply 'Vocational Training') in Egypt is lamentable. According to an anonymous source from a Western embassy based in Cairo: "TVET schools are generally badly funded, poorly led and lamentably disorganised, which makes them an unattractive option for graduates from both universities and secondary schools."

⁶ http://news.bbc.co.uk/2/hi/middle_east/4226201.stm

⁷ <http://www.indexmundi.com/egypt/youth-unemployment-rate.html>

In summary, as Egypt transitions to a democratic state, via elections in September, it will be crucial for poverty issues to be addressed effectively *and be seen to be addressed*, to help avoid domestic instability in the near term and to promote effective democratic transition in the immediate future.

Vision

The vision is to make a 'Poverty Solutions Map' to Inspire Leaders within the political, business, social and academic spheres, as well as the NGO and Donor community, to Act.

And, critically, to be seen to be trying to Act.

Vision ⇔ Inspiration ⇔ Action = Peaceful Democratic Transition

It will show where the relative greatest needs are located for training young people and offering micro-credit solutions. The map will also show relative poverty, indicated by unemployment. It will show the existing Technical Vocational Education and Training (TVET) and micro-credit programs that address issues in unemployment. The map will show where there are GAPS – where no solutions are being implemented, or the solutions are not powerful enough.

This map will provide a tool to help assist transparency of information, from the grass roots vocational training and micro-credit up to Members of Parliament and the Prime Minister – information affecting a critical constituency that can either cause unparalleled economic growth, or alternatively, unhindered civil violence and other disruption – the youth of Egypt.

Initial Objective

Cairo University to be Coordinator for making a Poverty Solutions Map (or PSM) by May 28th 2011.

Using unemployment as an indicator⁸ and vocational education (for the majority) as a solution, the aim is to create a poverty solutions map, to show where gaps exist that donors and development agencies can see about filling with education for the majority. Mapping the education for the majority will focus on formal vocational training in the existing school systems, on-the-job-training and micro-credit.

The gaps will guide investment by Donors, Government, NGOs and others.

At the moment in Egypt there is a mood of exuberance and joy over the replacement of the Mubarak regime. People from all walks of life have been volunteering to help Egypt.

The objective is NOT to make a perfect map with perfect data. We want to use as much existing data as possible. The objective IS to make best use of enthusiastic students, probably to help publish and distribute the map to Members of Parliament and NGOs. It is possible that much of the data is available having been collected before. If the map is 80% accurate that's good enough for this year, there is a race between hope being fulfilled as a result of democratic and relatively peaceful revolution, and the loss of hope and extremists getting in to power over the next 2 years.

The map is needed to encourage wide range of Donors and educationalists and civil society leaders to work together to begin to fill some of the gaps in vocational education and micro-credit funding.

⁸ Millennium Development Goal indicator - to which Egypt is a signatory.

This project therefore contends that a vibrant democracy is co-dependent upon a vibrant economy where lots of small businesses compete and 'people are empowered'.

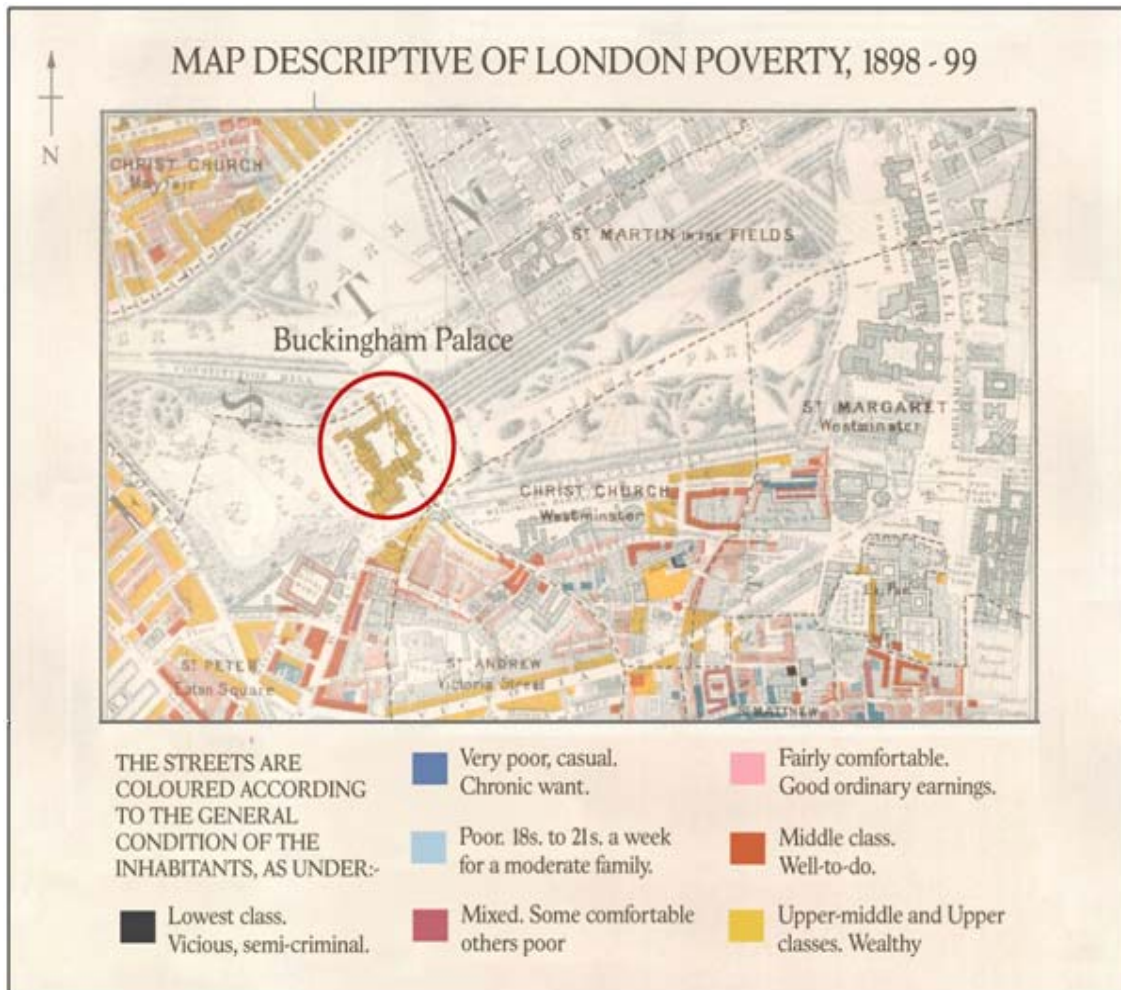
Further this project asserts that for such businesses to be seeded, the big picture or a 'Big Vision' is required.⁹

⁹ As an interesting comparison, it is no coincidence that the modern environmental protest movement was also born after the first NASA photograph of the earth was published.

Precedents

London 1889

The art of humanitarian mapping was started in 1898 during the reign of Queen Victoria, in London. Charles Booth (March 30, 1840 - November 23, 1916), a rich capitalist with a social mind, created a poverty map, which showed the social condition of every London street. Booths map can be found on-line, it shows Buckingham Palace adjacent to some extremely impoverished locations. The map represented a 'security hope' and not a 'security threat' for reasons which shall be mentioned.



Booth recognised the limitations of philanthropy and conditional charity in addressing poverty. He believed that education had more power than political methods on their own, to bring about social change and peace. He believed that democracy had to be well informed, to be very effective.

Humanitarian mapping has been forgotten until recent decades when the crushing needs of the poor on this planet¹⁰, as well as rapidly rising populations¹¹, and now the North African revolutions of 2011, have thrust upon the human species 'a flat out race between education and disaster.'

¹⁰ Today the population of the planet is about 6.7 billion, of this number, about 4 billion live on less than US \$ 2 per day and 8 million of these people die each year, because they are too poor to be able to afford to eat. It is the author's personal view that this is just the sort of unsustainable situation which could easily allow extremism to trip the world into revolution(s) and wars, over the next 50 years.

During the 1890s, a great proportion of Londoners lived in terrible poverty. Victorian cities were overcrowded, filthy and bleak. Booth believed that social reformers had significantly exaggerated London's poverty levels as studies at the time estimated that 25% of the population lived in dire poverty (Hyndman, leader of Britain's first socialist party supported this statistic). So Booth decided to accurately prove the matter, once and for all. In the event, the irony was that his survey and subsequent map showed that about 35% of Londoners lived in abject poverty.

Some historians categorically state that Charles Booth's map of London significantly helped to prevent a revolution in the United Kingdom (when several were happening in Europe). At the same time other historians point out that Booth became convinced that the poor wanted to work, although they lived in constant fear of disease and hunger. One tangible result of his mapping efforts and subsequent writings was that they directly encouraged the entire British Parliamentary system to introduce the State Old Age Pension and accomplish slum clearances. Parliamentarians were more easily held to account by the democratic masses who could see very clearly from the Booths map, what was going on.

Booth's work was also published under the title *Life and Labour of the People* in 1889. A second volume, entitled *Labour and Life of the People*, covering the rest of London, appeared in 1891. Booth also popularised the idea of a 'poverty line', a concept originally employed by the London School Board. Booth set this line at 10 to 20 shillings, which he considered to be the minimum amount necessary for a family of 4 or 5 people.

Kosovo 2000

In Kosovo the Western Democracies were largely successful in seizing the initiative for the 'golden hour of hope', after the Serb withdrawal and the subsequent Allied invasion. Starting in June 1999 they rapidly poured in a huge mixture of both humanitarian and military support and at the same time managed to mostly disarm the Kosovo Liberation Army. The author visited a job creation program for ex-KLA soldiers run by the International Organisation for Migration. These new job start-ups, helped to keep the new Democracy on track and avoid civil breakdown.

In both Kosovo and Bosnia the multi-agency humanitarian intervention vigorously took into account jobs, including those for the young and in addition to that, the NGO's appreciated that 'job creation' had something to do with sustainability, to do with small time family based capitalism. The new jobs were frequently based upon local skills and market demands from before the war, rather than being altogether new. All that was new were the small amounts of family investment capital.

There is a huge difference in creating jobs in the public sector first, rather than firstly in the private sector. The second has to pay for the first, which is why it has to be that way around. In terms of trust and anti-corruption, families of brothers and sisters, with Ma and Pa providing child care support, are a far safer bet than government backed organisations.

In macro-economic terms, the recovery of a war or a dictator-torn economy is much more sustainable if it is led by small family based service industries rather than manufacturing, which tends to involved larger and less accountable outlays of cash for capital items.

The author decided to make some maps that would help focus attention upon small business start-ups and thus help promote the transition to a peaceful democracy.

¹¹ The Austrian Academy of Sciences estimates that by 2070 the global population will have reached 9 billion. This is a conservative estimate. Of these 9 billion at least 6 billion will live on less than US \$2 per day.

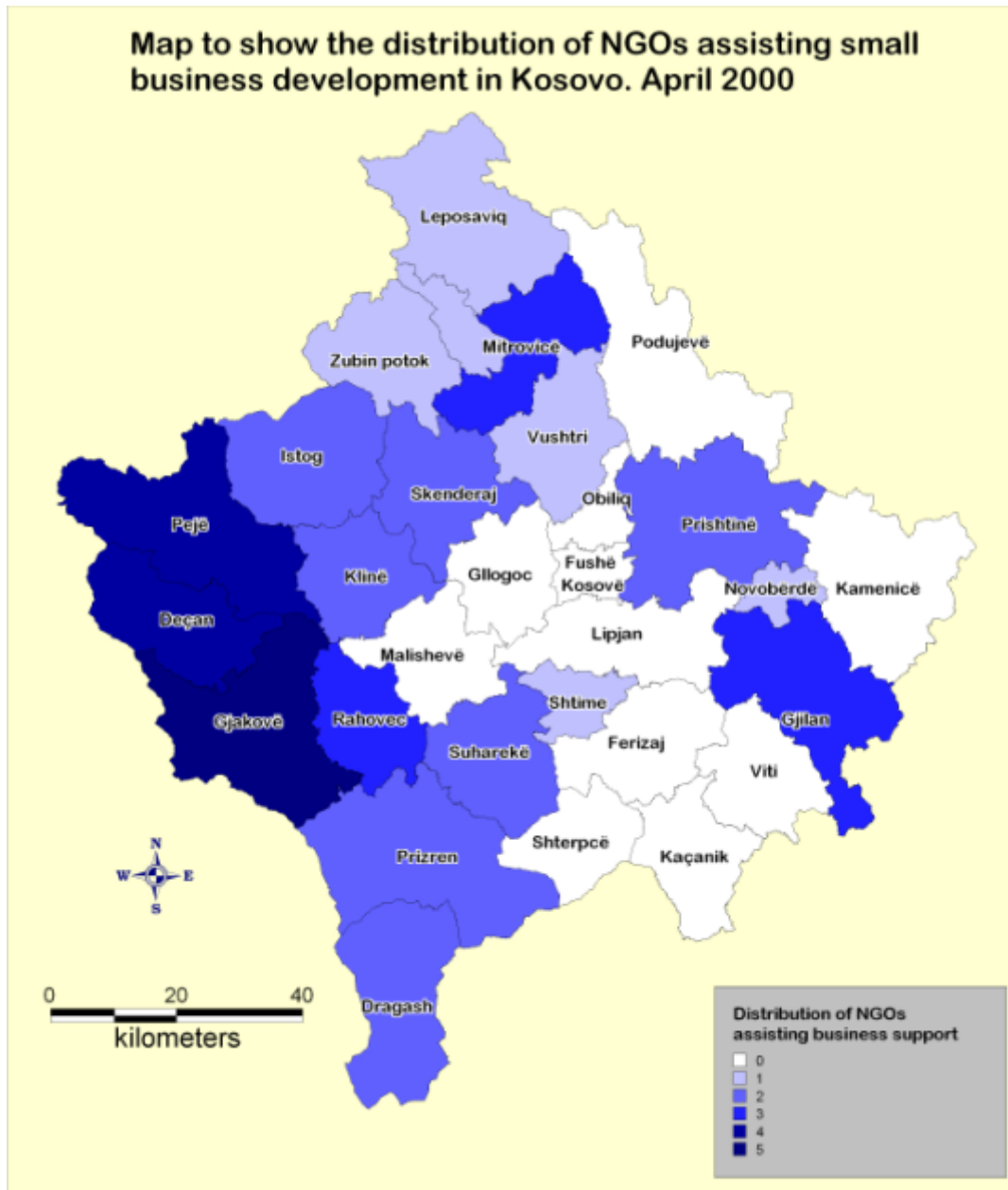


Figure 1

Figures 1 above and 2 below, are maps made by the author and a local team of Kosovar people, under the auspices of the first NGO he started.

They show the number of NGOs doing sustainable job creation projects in defined regions of Kosovo. The darker a region is shaded, indicates the more activity, whilst the lighter shaded regions indicate that not much, if anything, is happening.

Figure 1, made in April 2000, was shown to all the aid agencies and donors working in sustainable job creation, which included vocational training and micro-credit.

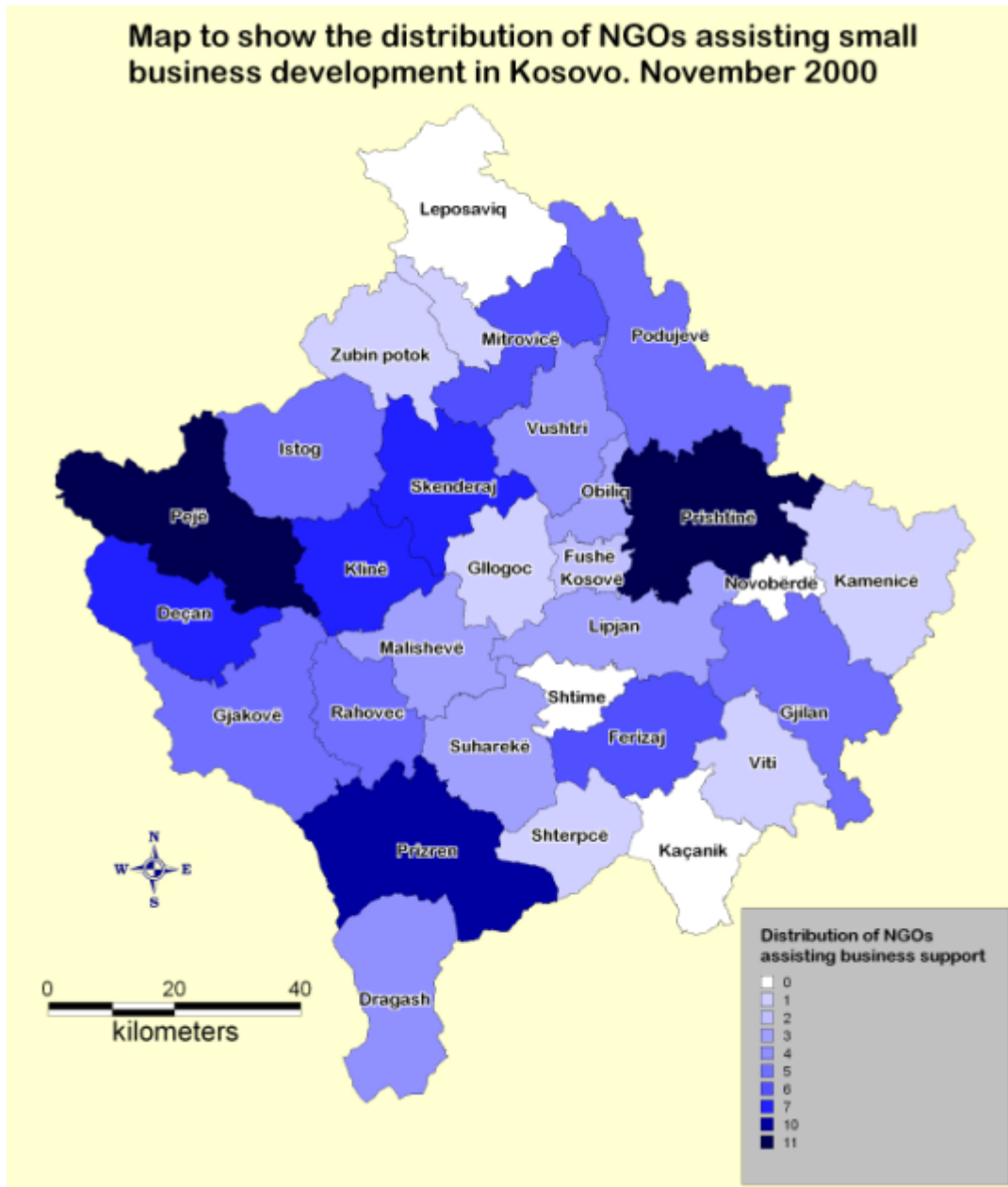


Figure 2

Just six months later a new 'map cut' was made, Figure 2, showing that a significant number of the blank areas had been filled in. This second map was then re-distributed to the same agencies, to give them another reflective tool.

No direct verbal pressure was ever applied to make the agencies fill in the gaps, the maps became a form of self-fulfilling prophecy, the donors nudging the aid agencies and everyone falling in to line without a squeak.

Introduction

Informal Advisory Group

In Egypt society is run on very different lines to Western democracies. Permission has to be sought at every stage before almost any project can go ahead. The greater the number of senior people offering informal support the better.

Fortunately we have a number of highly esteemed Egyptian Professionals who have understood the powerful idea of making a Poverty Solutions Map and have freely given their time and advice and support for the project.

This list is in alphabetical order and does not represent an order of importance:-

Professor Dr. Mohammed Safey El-Din Abulezz, President of the Geographic Society of Egypt
Engineer Rashad Ahmed, Senior Expert Research and Regulatory, Technical Vocational Education and Training Reform, Egypt
Professor Dr. Fathy M. Abou Ayana, Professor of Human Geography, Faculty of Arts, Alexandria University
Professor Dr. Madiha El Safty, Senior Sociology Lecturer, American University Cairo – Sociology Department
Professor Dr. M.M Gaber, Geography Department, El-Minya University
Professor Dr. Medhat Ahmed Haroun, Provost, American University, Cairo
Fatima Hassan Hasam, General Director of ISD of Egyptian Public Authority of Drainage Projects, Cairo
Professor Dr. El-Sayed S. Hussein, Professor of Geography, *Former Dean of Arts, Cairo University*
Eng. Ahmed Mohamed Kamel, General Manager of GIS Department, CAPMAS
Professor Mahmoud Sakr, Vice President, Ministry of Scientific Research & Technology, Cairo
Marc Lavergne, Director, Centre d'Etudes et de Documentation Economiques, Juridiques et Sociales, Cairo
Dr. El Sayed Torky, Advisor to the Ministers Office For Corporate Responsibility, Egyptian Corporate Responsibility Center
Professor Dr. Mohammed Mahsob, Geography Department at Cairo University
General Mohammed Helal, Project Director, Reform of TVET System, Cairo
Assistant Professor Dr. Hussein Sabit, Senior Lecturer, Misr University for Science and Technology, Cairo
Professor Dr. Adel Safty, International Leadership Forum (UNDP and UNESCO)
Professor Dr. Amal Ismail Shower, Geography Department, Cairo University
Shawky Mansour M.Sc., Egyptian GIS expert, University of Southampton

Senior Political Support

The Minister of Higher Education for Egypt, The Honourable Professor Dr Amr Salama¹², was met by Rupert Douglas-Bate on Sunday April 10th at 11am at his offices at the Supreme Council for Higher Education, Cairo University. Rupert requested 'permission in writing' to launch the map project, and copy of the letter to be given to Professor Dr Abulezz, President of the Geographic Society of Egypt. This was agreed by the Professor Dr Amr Salama. Professor Mahmoud Sakr, Vice President of the Ministry of Scientific Research which comes under the Ministry of Higher Education has totally accepted the project, which is excellent because the project need the brain power that can be supplied by Egyptian university staff.

Execution

Professor Dr Atef Abdel from Cairo University has fully agreed to become involved as a volunteer unpaid technical Project Advisor. His friend and colleague Mohammed Ibrahim M.Sc., (map maker) has also agreed. Permission has now successfully been gained from Professor Dr. Zein Al Abdeen Abo Khadrah, Dean of

¹² Mr. Essam Sharaf, The Prime Minister, will be kept informed. He is very busy at the present time and he does not have time to Lead Everything, which is why we are focusing our need for Permission on the Minister for Higher Education.

Faculty of Arts, Cairo University for these gentlemen to help. Shawky Mansour M.Sc (map maker and demographer) from the University of Alexandria as well as the University of Southampton has also expressed a big desire to be part of this project as a volunteer, with permission from Professor Dr. Fathy M. Abou Ayana, Professor of Human Geography, Faculty of Arts, Alexandria University. Finally, Marc Lavergne, Director of the Centre d'Etudes de Documentation Economiques, Juridiques et Sociales in Cairo (CEDEJ) has agreed to ask the CEDEJ GIS specialist Hala Bayoumi to work closely with the Project. Ms Bayoumi has a wealth of poverty data, which will be incredibly useful.

Assistant Professor Dr. Hussein Sabit, from Misr University for Science and Technology in Cairo, has also agreed to become very involved at a practical level, including by organising the distribution of maps to the Prime Minister and Members of Parliament, as well as on his science related television show.

These gentlemen will run the Operations side of the project with a free hand. When needed, they will be supported by students from Cairo University and the American University Cairo, who will probably help mostly with publishing and distribution and non-specialist work. Additionally Shawky Mansour from the University of Southampton, UK, has volunteered to help work on creating the map.

Additionally several students from the American University Cairo (AUC), Cairo University (CU) and Misr University for Science and Technology (MUST) have volunteered to help with data collection. Shima Helmy a female 21 year old Scholarship Student from MUST has volunteered to coordinate these students.

Data for the map, from hard drives, for Phase 1 and 2, will come from various sources, including:-

- 1) CEDEJ which is a French NGO that focuses on economic development.
- 2) CAPMASS which is the Egyptian Government body that keep statistical census data.
- 3) 'Reform of the TVET System' which is an Egyptian Government and European Union funded project. 'TVET' means Technical Vocational Education and Training.'

Rupert Douglas-Bate has informally interviewed about 20 undergraduate students and they all appear very willing to volunteer time and energy for free, to collect field data. This is consistent with students who risked life and limb during the revolution and represents a welcome cost saving for the project in Phase 3 and 4.

Publishing & Distribution

This part of the project is dependent upon gaining funding, although a national Egyptian newspaper is being considered by the Leadership team, which would mean free publication of the map.

The project has put in this bid to the National Endowment for Democracy in the USA for funds to help publish and distribute the map, as well as USAID and the British FCO Arab Partnership Fund.

Constraints & Unknowns

Project continuity is a threat to success. Rupert Douglas-Bate from Global MapAid was able to afford to work in an unpaid volunteer capacity in Egypt up until April 13th 2011 and thereafter from his base in the UK. His main role is encouragement and organisational expertise. Since April 13th the project has been run under the overall leadership of Dr Ayaa Osama Mohey El Din who is a successful social entrepreneur and Founder of Science Valley Academy, Cairo

Census data from 2006 is available, and there is also a two yearly data collection of sorts. There is a great deal of general data available but it needs to be collected from the hard drives of various organisations in Cairo. This will require patience, persistence, charm and above all, hard work.

Permission to collect the TVET data will absolutely vital to help the data to be collected. Permission in writing is being sought from the Minister for Higher Education, Mr Amr Salama, or from Professor Mahmoud Sakr, Vice President of the Ministry of Scientific Research. Professor Dr. Madiha El Safty, Senior Sociology Lecturer, American University Cairo – Sociology Department has been politely and consistently nudging the Ministry as has Professor Dr. Medhat Ahmed Haroun, Provost, American University, Cairo. Fortunately, Marc Lavergue, Director of CEDEJ has given permission for their poverty data to be released.

Project Plan

The plan about how to make this map has been agreed in principle between Rupert Douglas-Bate and Professor Dr Atef Abdel Hamid. Further, Mohammed Ibrahim (map maker) and Shawky Mansour (demographer) agreed to lend their skills, further, Marc Lavergue, Director of CEDEJ has agreed to help by asking Hala Bayoumi CEDEJ GIS specialist, to help. Rupert Douglas-Bate Alshimaa Mahmood Helmy will edit and refine this proposal.

Assuming permission is forthcoming from the Minister for Further Education and that some money becomes available, the plan is to for mapping in four phases:-

Phase 1 > Using existing data, make a poverty map of Egypt – note this does not have to be a perfect map, but it does have to made quickly. Deadline April 28th 2011.

Phase 2 > Using existing data, add the Technical Vocational Education and Training schools and micro-credit solutions to the poverty map – note this does not have to be perfect. Deadline May 28th 2011.

Distribute Phase 2 map to Prime Minister and Members of Parliament and wealthy Egyptians.

Phase 3 > Identify one particular ‘poverty hot spot’ and ask how we might create a more accurate poverty solutions map for this area, do a pilot survey and roll out full survey. Use AUC, MUST and MISR students for data collection. Deadline July 28th 2011.

Phase 4 > Repeat Phase 3 across Egypt, using students from AUC, MUST and MISR students for data collection. Deadline December 28th 2011.

Distribute Phase 2 map to Prime Minister and Members of Parliament and wealthy Egyptians by Christmas 2011.

Partnerships

There may be possibility for funding Partnerships with local operation grass roots NGOs, if they fulfil the funding criteria of selected Donors. Long experience has demonstrated that it is incredibly useful to make maps hand in hand with those who will make best use of them. This could include The Egyptian Society for Family Health. This would represent a ‘Parallel Phase’ cutting in at any appropriate stage of the above phases.

Reporting

Professor Dr Atef Abdel Hamid will report to his Senior Faculty as usual, including Professor Dr. Mohammed Mahsob, Geography Department, Faculty of Arts at Cairo University.

RDB will send regular emails to the GMA UK and US Boards and anyone who makes a donation. He will also write a Blog. He will also report to Donors according to their guidelines.

Cairo University will provide an informal level of project reporting to the community of Egyptian geographers.

Time Line

It is impossible to work out how long this will take, but once senior permission is given in writing and an Egyptian University has stepped forward to lead. It will 'take on a life of its own'. It could take 2 months using all existing data. If work was to begin at the start of April 2011 then May 28th 2011 would be a reasonable deadline for a completed 'good enough' map.

Primary Project Activities

Result 1: Making an all Egypt map layer to show Unemployment Poverty and then on top put an all Egypt map layer to show Poverty Solutions – using available data

- Activity 1– Phase 1, Create a mock-up map, achieve team consensus
- Activity 2 – Phase 1, Choice of Base layer
- Activity 3 – Phase 1, Unemployment Poverty Data collection, from data sources in Cairo
- Activity 4 – Phase 2, Solutions Data collection, from data sources in Cairo
- Activity 5 – Phase 1, Creation of draft Map
- Activity 6 – Phase 2, Test thoroughly on one End User
- Activity 7 – Phase 2, Publish extensive hard copy, put on website
- Activity 8 – Phase 2, Get feedback by face-to-face end-user surveys

The project will make every effort to include qualified women in the creation of the map, from planning, to data capture to map creation. It will also seek to train women.

Our Action Committee team organizers consist of two men and two women

Result 2: Discovering how to make a limited area map to show Unemployment Poverty and Poverty Solutions – using fresh data, captured by face-to-face interviews

- Activity 1 – Phase 3, Choice of one area to focus upon, probably a Governorate
- Activity 2 – Phase 3, Create a mock-up map, achieve team consensus
- Activity 3 – Phase 3, Choice of Base layer
- Activity 4 – Phase 3, Creation of draft survey and field test of draft survey
- Activity 5 – Phase 3, Survey for Unemployment and for Solutions, point and shape data
- Activity 6 – Phase 3, Test thoroughly on one End User
- Activity 7 – Phase 3, Get feedback by face-to-face end-user surveys

- Activity 8 – Phase 3, Publish limited hard copy, put on website
- Activity 9 – Phase 3, Get feedback by face-to-face end-user surveys
- Activity 10- Phase 3, Codify in a set of standard operational procedures how to train, equip, lead and deploy a data collection and mapping for Phase 3

The project will make every effort to include qualified women in the creation of the map, from planning, to data capture to map creation. The main gender issues, will revolve around data collection. Women will interview women when appropriate.

Result 3: Creating a plan for how to make an accurate poverty solutions map for all Egypt - using fresh data, captured by face-to-face interviews

- Activity 11- Phase 3, Create a plan for Phase 4, submit to USAID probable cost about US \$300,000 to US \$400,000. Taking about week, this would involve senior team members.

The project will make every effort to include qualified women in the creation of the plan.

Financial Requirements

Item	Notes	Dollars US\$
Publishing costs	Local	8,405
Office rent & supplies	Local	2,515
Local team salaries	Local	13,178
Project management	GMA	22,500
Map publishing	Local	8,405
Data for Phase 1,2	Local	Free
Total		US \$ 46,598

The cost of researching this proposal in terms of money spent and opportunity cost was **US \$8,798** and is not included above. The money we are requesting, above from donors, is to cover the project up to Phase 1, 2 and if possible Phase 3 over 3 months. However, as there are external constraints and unknowns, it is not realistic to categorically state we can do Phase 3, though the internal motives are certainly there. June 17th 2011 is the earliest a response will be forthcoming from the National Endowment for Democracy. Submissions have also been made to USAID and the British Foreign Office Arab Partnership Programme. The project reserves the right to amend these sums, if circumstances change.

The Project Management costs indicate 3 months to cater a) unforeseen for circumstances leading to an over-run or preferably b) the commencement and completion of Phase 3.

Rupert Douglas-Bate has informally interviewed about 20 undergraduate students and they all appear very willing to volunteer time and energy for free, to collect field data, to help Egypt. This sense of passion and commitment is consistent with students who risked life and limb during the revolution and represents a welcome cost saving for the project in Phase 3 and 4.

Social Return on Investment (SROI)

SROI is the ratio of the amount of money invested into project versus the value, defined in money, returned by that investment including the money the Project saves.

Additional Vocational Training and Micro-credit Investment U\$ Millions	Cost of 'PSM Egypt'	Social Return on Investment
2	0.05	40 to 1
25	0.05	500 to 1

In other words, if the map causes an additional investment of U\$ 25 million in micro-credit, the money invested will have created tsunami of help by factor of 500 times.

And countless new jobs and small businesses after that.

Measurement of effectiveness will be done by on-line survey and face-to-face interviews with Solution Providers.

Longer Term Objective

A longer term objective, based on a new project after this one is completed, is to assist Egyptian primary and secondary school systems to initiate classes that focus on encouraging students to learn about job-skills that do not require a university-level education. The map we propose in this document will certainly be useful to promote a Vision for this, as well as promote a Vision for sustainable job creation, the reversal of unemployment, and a smoother development of a vibrant democracy.

Selection of Project Authors

Global MapAid

Rupert Douglas-Bate (humanitarian aid worker)

Consultant to the Project

Science Valley Academy, Cairo

Dr Ayaa Osama Mohey El Din

Social Entrepreneur and Founder of Science Valley Academy, Cairo

Project Facilitator

American University, Cairo

Mostafa Abdel Meguid (student)

Elyas Munye (student)

Project Support

Project Support

Cairo University - Map Production

Assistant Professor Dr Atef Abdel Hamid (senior lecturer geography)

Mohammed Ibrahim M.Sc, (cartographer and map maker)

Project Advisor

Project Cartographer

Alexandria University

Shawky Mansour (population geographer and demographer)

Project Demographer

MUST – Map Distribution

Assistant Professor Dr. Hussein Sabit

Alshimaa Mahmood Helmy (student)

Parliament and TV Disseminator

Project Support

CEDEJ –Poverty Data

Hala Bayou (poverty cartographer and map maker)

Project Demographer

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Photos



Author with young democracy protestors, on a side street off Tahrir Square, March 25th 2011



Author listening very hard to an old man, an engineer, a poor man, who feels his life has been lost to the Mubarak dictatorship, March 25th 2011



Author with enthusiastic MUST students, Cairo, April 4th 2011



Author with Assistant Professor Dr. Hussein Sabit, from Misr University for Science and Technology in Cairo, April 5th 2011



The Author, an unknown Egyptian, and Elyas Munye, outside the American University, Cairo April 2nd 2011



Egyptian youth carrying massive Egyptian flag and chanting loudly but non-violently on the way to Tahrir Square 25th March 2011