



ташкилоти ҷамъиятӣ  
общественная организация



барои рушди тараққиёти  
устувории минтақаҳои кӯҳистон  
для устойчивого  
развития горных регионов



UNIVERSITY  
OF CENTRAL ASIA

## FINAL REPORT

# REGIONAL MEMBER JOINT INITIATIVE/ AWARENESS RAISING PROJECT "Raising Public Awareness on Rio + 20"



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## 1. INTRODUCTION

### 1.1. Information about CAMP Kuhiston

CAMP (Central Asian Mountain Partnership) Kuhiston is a local Tajik NGO. It was originally established by the University of Bern, Switzerland who withdrew its technical and financial support at the end of 2007. Since then, CAMP Kuhiston has been striving to establish itself as a sustainable and effective local NGO. Jointly with its partner organizations in Kazakhstan and Kyrgyzstan CAMP Kuhiston forms the CAMP Network.

The overall goal of CAMP Kuhiston is to contribute to improvement of people's livelihoods in mountain villages of Tajikistan by encouraging a more sustainable way to use of natural resources.

CAMP Kuhiston pursues a trans-disciplinary and multi-stakeholder approach based on local, regional and international partnership and experiences. CAMP Kuhiston develops, adapts and implements innovations, simple and effective technologies with an emphasis on awareness and involvement of villagers, local institutions, partner organizations and experts.

### 1.2. Context

CAMP Kuhiston supports sustainable and multifunctional use of natural and human resources by implementing various projects. These projects are finely tuned to the changing socio-economic and ecological requirements of Tajikistan's mountain regions.

CAMP Kuhiston focuses its work on the specific conditions of living in as well as developing mountain regions and the highland-lowland interaction, giving priority to active and innovative partners.

The main activity of the CAMP Kuhiston is - to strengthen the dialogue between different groups of stakeholders at different levels.

The idea of an open dialogue CAMP is to bring together all relevant stakeholders in a forum to express different points of view. This will help create a common respect and trust, which allows solving problems together.

## 2. ORGANISATION OF COMPETITION

Today, many people agree that the search for solutions of environmental problems can and should become a factor that unites society. Environmental problems concern everyone because we all live in one world and breathe the same air. To improve the environment, sustainable development of society requires the public dialogue. And the media are the main tool of this dialogue. Consequently, one of the goals of environmental journalism - to promote social integration, and hence the solution of environmental problems through the publication of balanced, scientifically sound and correct materials

### 2.1 Goal and objectives

In 2012 the world will celebrate the 20th anniversary of the UN Conference on Environment and Development, held in the Brazilian city of Rio de Janeiro. The forthcoming conference on sustainable development for the next 20 years, has already received the code name "Rio +20". Some of the problems that are bound to be affected at this summit, nowadays are not discussing by experts and scientists, but also by journalists of all countries. Nowadays, the world faces new challenges. Already today, climate change impacts are felt in all corners of the planet. All this lead to an increase of social problems and limits the possibilities for further development.

Competition "ECO HOUSE 2011" supports public debate about the rise of the negative impact on the environment, depletion of natural resources, the imbalance of the biosphere and the impact of climate change in Central Asia.

#### Objectives of the project:

- Building effective communication with journalists and media covering the theme of ecology.
- Increase motivation of journalists and media to a deep and comprehensive coverage of current issues in the field of ecology.
- Increase attention and loyalty of regional and local authorities to journalists and media covering the topic of ecology.
- Identification, synthesis, and promote the best samples of journalistic work.

### 2.2 Organizing Committee

CAMP Kuhiston was the main organizer of the competition in Tajikistan. However, in order to ensure the highest professionalism, the Organizing Committee was created, which included representatives of the Jury: government officials, representatives of environmental organizations, educators and journalists.

#### Preparation to the Competition

The competition consisted of several stages of work:

- Development of provisions of the Competition "Eco House 2011"
- Advertisement about the launch of the competition, its objectives in media
- Collection of entries from the competition. Correspondence with the participants (the answers to the

institutional questions)

- Translation of contest entries from Tajik into Russian
- Placement of entries on the blog (<http://rio20-articles.blogspot.com/search/label/> )
- Presentation and selection of the best work by members of the Jury
- The award ceremony

## 2.3 Participants, Target group, Language

The competition attracted participants not only from different parts of Tajikistan (Sughd, Gorno-Badakhshan Autonomous Region), but also participants from Russia and Spain.

The event included: representatives from all levels of government, international and local organizations involved in development, scientific institutions, media and the public. As expected, the project was attended by various stakeholders in the sustainable development of mountain regions of Tajikistan:

- **Those responsible for policy and government representatives at various levels - government officials** (radio interviews, comments in media)
- **Academics** (radio interviews, commentary in the print media, and members of the Jury)
- **Professionals of organizations for development, representatives of the local and international non-governmental organizations** (the jury)
- **Representatives of the media** (the participants and jury member of the Russian Federation)
- **Residents of Tajikistan** (dial on the radio listeners' Sadoi Dushanbe ", feedback "to the email of the Competition)

Work for the competition were made in two languages: Russian and Tajik (official).

## 3. WORK OF THE ORGANIZING COMMITTEE

### 3.1 Announcement in media / A summary of the media

Information about the Project "Increasing public awareness of the process of Rio +20 "(Tajikistan) placed in the 19 media (including the Russia and Central Asia) as outlined in Table 1.

In **Table №1** shows the number of information sources, the media, which placed announcement about the competition and the project itself.

№	Media	Date. Webpage	Brief info about media
1.	State radio "Sadoi Dushanbe»	From May 26 till June 3, 2011 in News information blog (every hour) in Russian and Tajik languages	State radio "Sadoi Dushanbe" covers 93% of Tajikistan and the border regions of Uzbekistan, Kyrgyzstan and Afghanistan. Broadcast in two languages - Russian (4 hours) and Tajik (20 hours a day). Radio "Sadoi Dushanbe" is one of three ratings of radio stations in Tajikistan.
2.	National News Agency "Khovar" Tajikistan	May 26, 2011 <a href="http://khovar.rs.tj/index.php?option=com_content&amp;task=view&amp;id=28636">http://khovar.rs.tj/index.php?option=com_content&amp;task=view&amp;id=28636</a>	National News Agency of Tajikistan "Khovar" is central state information agency of the country. It is one of the well-known news agencies in the region. NIAT "Khovar" today - it's only the republic news agency, which has official status. It gets first-hand and immediately

			distributes the broadest channels official documents relating to the activities of the President, Parliament and the Government of Tajikistan.
3.	The Republican Public Organization "YOUTH OF THE NEW CENTURY".	May 27 2011 <a href="http://ngoyonc.org/2011/05/27/конкурс-для-журналистов-таджикистан/">http://ngoyonc.org/2011/05/27/конкурс-для-журналистов-таджикистан/</a> <a href="http://ngoyonc.org/2011/07/19">http://ngoyonc.org/2011/07/19</a> (repeat of publication)	The Republican Public Organization "YOUTH OF THE NEW CENTURY" is an independent, voluntary, self-governing, non-governmental, community formation. The organization's mission is to - promote the development of society by raising awareness, and reduce poverty among the population of the Republic of Tajikistan and the sustainable development potential of the nation (Youth) at the national and regional levels.
4.	School of Adolescent Journalism	May 27 2011 <a href="http://newsman.tj/2011/05/">http://newsman.tj/2011/05/</a>	School of Adolescent Journalism - a new possibility of socialization of young people through the dissemination of good social and journalistic experience. It is possible for young people to promote their ideas in society, as in adults, and children's media. This is an opportunity to share experiences with their peers, to support their creative endeavors, as well as the possibility of gaining a future profession.
5.	Public organization "Homa"	June 3 2011 <a href="http://www.khoma.tj/index.php?limitstart=12">http://www.khoma.tj/index.php?limitstart=12</a> <a href="http://www.khoma.tj/index.php?limitstart=18">http://www.khoma.tj/index.php?limitstart=18</a> (repetition)	Public organization "Homa" is a private, nonprofit, voluntary and self-governing organization. Registered with the Ministry of Justice of RT in 2003. "Homa" contributes to improving the professional skills of journalists, expands the legal knowledge of the media, and helps the development of an effective media management and journalism as a whole develops in Tajikistan. Through practical training organization is working towards the development of economic, social and environmental journalism.
6.	State radio "Tojikiston"	From June 4 to June 8, 2011 in News information block (at 10.00, 13.00, 16.00, 19.00) in Russian and Tajik languages	State radio "Tojikiston" covers 93% of Tajikistan and the border regions of Uzbekistan, Kyrgyzstan and Afghanistan. Broadcast in two languages - Russian (3 hours) and Tajik (21 hours per day). Radio "Tojikiston", translates the information and political programs on topics of economy, industry and agriculture, all-Union and international affairs, science, culture, programs for children and young people, literature and music programs.
7.	State Enterprise "TV Safina"	June 9 2011 <a href="http://safina.tj/rus/society/527-конкурс-для-сми-таджикстана.html">http://safina.tj/rus/society/527-конкурс-для-сми-таджикстана.html</a>	State Enterprise "TV Safina" established by the Government of the Republic of Tajikistan № 308 of 22.08.2005, and its founder is the Government of the Republic of Tajikistan. Destination: Advocacy and policy of the State and Government of the Republic of Tajikistan for the establishment and development of a democratic society in the country. The television channel program aimed at accelerating socio-economic and cultural development of the republic, the process of democratization, the development of friendly relations of Tajikistan with other countries
8.	Internews Network	June 10 2011 <a href="http://www.reporter.tj/index.php?option=com_content&amp;view=article&amp;id=3886:2011-06-10-10-17-52&amp;catid=12:2009-05-15-09-44-57&amp;Itemid=21">http://www.reporter.tj/index.php?option=com_content&amp;view=article&amp;id=3886:2011-06-10-10-17-52&amp;catid=12:2009-05-15-09-44-57&amp;Itemid=21</a>	Internews Network presents a new draft of the Internet - newspapers of the Republic of Tajikistan. Project participants have the opportunity to be trained in the use of new multimedia technology journalism for the active involvement of its audience to the production and discussion of important information for the community. Purpose - to strengthen ties between the media and the public through the development of interactive,

			community-oriented online journalism, as well as improving the quality and accessibility of information produced by the editorial staff of publications through the use of new tools and techniques of online journalism.
9.	Socio-political newspaper ASIA-Plus	№49 (63 8) June 29	Socio-political newspaper ASIA-Plus was launched in January 2000. In 2000, ASIA-Plus has been named by the Ministry of Culture of RT newspaper most prompt and reliable news, and by the end of 2001 it was awarded the Prize of the Union of Journalists of the A. Lahuti RT. Today, the newspaper "Asia Plus" has the highest edition (20,000) among the socio-political publications of the country and has a leading position on the newspaper market in Tajikistan.
10.	"Advertising Newspaper»	№ 26 (531) 30.06.2011	"Advertising Newspaper" is a well-known rating media holding Tajikistan as "Oila", published since 2001. Has the largest circulation in the Republic of Tajikistan (27,000).
11.	The first national independent radio station "Imruz"	30.06.2011 (at 10.00, 13.30, 15.45)	The first national independent radio station "Imruz" started its work in August 2007. "Radio Imruz" broadcasts in Tajik music broadcasting format information. News is released every 15 minutes. Professional radio correspondents permanently cover the most urgent and vital issues of the Republic, as well as the most important events taking place in the world. At the radio station "Imruz" very broad coverage and a huge audience of listeners (Dushanbe, Tursunzade, Vahdat, Kulyab, Hissar, Yavan and many other areas of the Republic of Tajikistan.
12.	The magazine "Elite"	July 2011	One of the most popular magazines in Tajikistan. Edition: 15,000
13.	Environmental Information Service - Kyrgyzstan "Ekois"	July 15 2011 <a href="http://www.ekois.net/wp/?p=7522#more-7522">http://www.ekois.net/wp/?p=7522#more-7522</a>	Environmental Information Service - Kyrgyzstan «Ekois». Ekois - Environmental Information Service - an initiative of the Dutch non-governmental organisation Milieukontakt and its project to strengthen the capacity of the environmental movement in Kyrgyzstan.
14.	Information electronic network to share experiences and participate in politics in the field of environmental protection and sustainable development in Central Asia and adjacent regions of Russia "CARNet"	July18 2011 <a href="http://caresd.net/site.html?en=0&amp;id=24725">http://caresd.net/site.html?en=0&amp;id=24725</a>	«CARNet» - information electronic network to share experiences and participate in politics in the field of environmental protection and sustainable development in Central Asia and adjacent regions of Russia «CARNet». CARNet network is aimed at addressing problems of information and providing opportunities for participation of civil society, government and non-state actors in the implementation of national and regional plans of action for environmental protection and sustainable development, as well as in implementing sustainable development strategies in the broader context of the Millennium Development Goals
15.	The Ecological Society "Green Salvation"	July 21 2011 <a href="http://www.greensalvation.org/index.php?mact=News,cntnt01,detail,0&amp;cntnt01articleid=296&amp;cntnt01detailtemplate=news01detail.tpl&amp;cntnt01returnid=51">http://www.greensalvation.org/index.php?mact=News,cntnt01,detail,0&amp;cntnt01articleid=296&amp;cntnt01detailtemplate=news01detail.tpl&amp;cntnt01returnid=51</a>	The Ecological Society "Green Salvation" was founded in 1990 and registered as city public organization in Almaty. The main activities of the Ecological Society "Green Salvation": protecting the rights of citizens to a healthy environment, participation in the development of environmental legislation, environmental education and education, environmental action, collecting data on the environmental situation

16.	THE REGIONAL ENVIRONMENTAL CENTER FOR CENTRAL ASIA (CAREC)	July 25 2011 <a href="http://carecnet.org/ru/news/news_carec/1071">http://carecnet.org/ru/news/news_carec/1071</a>	CAREC has been formed in accordance with the decision of the 4th European Conference, held in 1998 in Aarhus (Denmark). Mission: To promote multi-sectoral cooperation in Central Asia at the national and regional levels to address environmental issues.
17.	INTERNEWS	August 2 2011 <a href="http://www.reporter.tj/index.php?option=com_content&amp;view=article&amp;id=3898:-l-2011r-&amp;catid=12:2009-05-15-09-44-57&amp;Itemid=21">http://www.reporter.tj/index.php?option=com_content&amp;view=article&amp;id=3898:-l-2011r-&amp;catid=12:2009-05-15-09-44-57&amp;Itemid=21</a>	Internet journalism skills to edit the XXI century. Internews Network presents a new draft of the Internet - newspapers of the Republic of Tajikistan. The objectives: Improving the quality and accessibility of information produced by the editorial staff of publications through the use of new tools and techniques of online journalism.
18.	Archives of environmental dispatch "ECOPRAVDA"	September 24 2011 <a href="http://www.bellona.ru/enwl/Archive/1303332574.16/1313011650.38">http://www.bellona.ru/enwl/Archive/1303332574.16/1313011650.38</a>	
19.	Information portal for journalists	September 29 2011 <a href="http://www.yojo.ru/?p=7195">http://www.yojo.ru/?p=7195</a>	Information portal for the young journalists (RF) YOung JOurnalists Center - a portal for young journalists, which aims to inform young colleagues and students of journalism on the events of professional journalistic community, promote the development of national journalism, contribute to the promotion of outstanding examples of journalistic skill. Daily in the pages of news published www.YOJO.ru media community, announcements, information on social initiatives, individuals and organizations, information about competitions and creative educational projects.



### 3.2. Participants in the competition.

At the competition adopted works, those meet the requirements of the Regulations of the Competition "ECO HOUSE 2011". Table 2 shows the number of bidders, whose works were considered by the Jury.

**Table 2: List of participants and the title of their works**

<b>№</b>	<b>Author Email</b>	<b>Title of the work. Where placed</b>	<b>Data</b>	<b>Views. Edition</b>
1.	Tilav Rasulzade <a href="mailto:rasuliyon@gmail.com">rasuliyon@gmail.com</a>	"Sogdiana: pumps absorb light" <a href="http://www.fergananews.com">www.fergananews.com</a> <a href="http://www.news.tj">www.news.tj</a>	21.06.2011	Views:1041
2.	Muhammadi Nurulloh <a href="mailto:n.muhammad@mail.ru">n.muhammad@mail.ru</a>	"Why the land is not used in accordance to agricultural rotation?"The State newspaper "Jumhuriyat"	8.07.2011	Edition: 20.000
3.	Muhammadi Nurulloh <a href="mailto:n.muhammad@mail.ru">n.muhammad@mail.ru</a>	Genetically modified products. Do they need? State news Jumhuriyat	8.07.2011	Edition: 20.000
4.	Tilav Rasulzade <a href="mailto:rasuliyon@gmail.com">rasuliyon@gmail.com</a>	«Will topinambur safe RT from the hunger?» <a href="http://www.news.tj/ru/newspaper/article/topinambur-spaset-rt-ot-goloda">www.news.tj/ru/newspaper/article/topinambur-spaset-rt-ot-goloda</a>	28.07.2011	Views:1819
5.	Isfandior Halili <a href="mailto:sfandior_85@mail.ru">sfandior_85@mail.ru</a>	"Climate Change: It's happening and big policy?" <a href="http://www.ozodagon.com/tahlil/guzorish/970-2011-06-20-09-27-56.htm">www.ozodagon.com/tahlil/guzorish/970-2011-06-20-09-27-56.htm</a>	20.06.2011	Views:344
6.	Hojiev Ahliddin <a href="mailto:hojizod@mail.ru">hojizod@mail.ru</a>	State news channel "Chahanomo" (for review till 2011-09-03 10:05:05)	12.06.2011	Reaching Audience -97% of Tajikistan
7.	Hojamir Kurbonbekov <a href="mailto:kurbonbekov-1962@mail.ru">kurbonbekov-1962@mail.ru</a>	'Nature – is a human friend, safe a friend" The newspaper "Badakhshan", page 7	5.08. 2011	Edition: 2.000
8.	Radio SadoiDushanbe E-mail: radio102.2fm	Radio (public) "Sadoi Dushanbe" ("Voice of Dushanbe) 102 FM 549 AM Number 1. "Ecological Catastrophe" <a href="http://www.divshare.com/download/15882068-c74">http://www.divshare.com/download/15882068-c74</a> Number 2, "Ecology. The problem of water" <a href="http://www.divshare.com/download/15881855-017">http://www.divshare.com/download/15881855-017</a>	5.06.2011, 8.07.2011	Radio coverage of 97% + in Tajikistan border regions of Uzbekistan, Kyrgyzstan and Afghanistan
9.	Saifuddin Sunatov <a href="mailto:sunati66@mail.ru">sunati66@mail.ru</a>	"Dust of the Aral Sea contributes to the glaciers melting " News Javononi Tojikiston №31(9197), page 4	5.07.2011 4.08.2011	Edition: 10.000 Edition: 5.000
10.	Elvira Tzoi <a href="mailto:elvira.coy.1965@mail.ru">elvira.coy.1965@mail.ru</a>	"Green economy - the green light!" <a href="http://russedina.ru/articul.php?pid=28">http://russedina.ru/articul.php?pid=28</a> <a href="http://russedina.ru/articul.php?aid=22206&amp;pid=28">http://russedina.ru/articul.php?aid=22206&amp;pid=28</a>	13.10.2011	Views: 840

### 3.3. Members of the Selection Panel

The selection panel consisted of:

1. **Saidov Ibrahim Ilyasovich** - Senior Fellow, Institute of Water Problems, Ecology and Energy of the Academy of Sciences of Tajikistan (previously worked in the Committee for Environmental Protection under the Government).
2. **Babajanov Rustam Mirzoevich** - PhD, associate professor, professor of Russian-Tajik (Slavonic), and of Tajik Technological University
3. **Alieva Roziya** - Director of CAMP Kuhiston
4. **Svetlana Rodina** - chief editor of the inter-program content channel "Confidence" (JSC "TV + Capital"), Moscow, Russia

### 3.4. Evaluation of entries

The best materials were determined by the vote of the selection panel for each competition material. The selection panel used a 10-point scale to assess the publication, and then summed up the general points and ultimately selected 5 works whose materials collected more points.

Assessment criteria - professionalism and relevance of the disclosure of the following topics:

- General understanding of "Rio +20"
- Progress and change at the national and regional levels
- Specific actions that correspond to the priorities of "Rio +20" carried out in the mountainous regions of Tajikistan
- Challenges and opportunities for "green" economy for sustainable development of Tajikistan.

Competition works, which did not meet the conditions of the tender, were not considered by the commission.

### 3.5. The award ceremony



The award ceremony on the results of ecological competition "Eco House - 2011" took place, in December 2, 2011 at 11:00, at the CAMP Kuhiston office.

Ms. Roziya Alieva, Director of CAMP Kuhiston greeted the finalists. She presented the project which aimed to raise awareness of population "Public attention to the process of Rio +20." In particular, in her speech Roziya said: "The society has collected a huge number of problems related to environmental conditions that require rapid solutions. In this situation the media is a major source of environmental information for most citizens. Today, they determine how people will relate to the environment depends on the level of ecological awareness in society.

There are very few main stream journalists constantly writing on the topic of environmental protection in the Republic, except for those who work in the media of environmental NGOs. Therefore, we hope that the environmental theme will be interested theme for all of you, and you will take part in our future

projects, because the media performs not only informational function, they also serve as educational and awareness raising. We hope that next year ecological competition "Eco House 2011" will continue. We are looking forward to your support information. We hope that in the competition will be interested not only local organizations, but also commercial organizations to maintain the financial side to join us. And now the most solemn part: we want to thank everyone who took part in the competition. The jury allocated the most interesting work. We did not divide the contest works on the 1st, 2nd and 3rd place, but divided the 5 final works on the nomination and want to present the Diploma with gifts".

### 3.6. Competition Winners

Following the voting members of the Jury, 5 works were elected:

1. Correspondent of the "Compatriots" portal Ms. ELVIRA TZOI (Spain) received the Diploma in the nomination "For the disclosure of environmental issues".



2. Correspondent of "Asia-Plus» Mr. Tilav Rasulzade in the Diploma nomination "For the lighting of environmental problems in the press", Tajikistan.



3. Editorial radio "Sadoi Dushanbe" was awarded a diploma "For active raise of environmental themes", Tajikistan.

4. The correspondent of "Javonoi Tojikiston" Mr. Saifuddin SUNATOV Diploma "For devotion environmental theme", Tajikistan.

5. Editor of "Today and Tomorrow" Mr. Hojamir KURBANBEKOV Diploma "For the interest and appeal to the environmental problems.", Tajikistan.



## 4. ACTIVITY

### 4.1 Fulfilled work in media

Table №3

No	Brief info about media	Date of placement. Coordinates. Website	Title of the material	Notes
1.	State Radio "Sadoi Dushanbe", coverage 93% of the RT + border regions of Uzbekistan, Kyrgyzstan and Afghanistan	3.06.2011 102,2 FM, 549 AM	Series of programs on Rio +20. Transfer of number 1 "A common understanding of RIO"	Repeat the broadcast 13.06.2011
2.	Portal "Compatriots" (Russia). Portal "countrymen" was created with financial support from the Federal Agency for Press and Mass Communications of Russian Federation	<a href="http://rusedina.ru/article.php?aid=20234&amp;pid=28">http://rusedina.ru/article.php?aid=20234&amp;pid=28</a>	"Tajikistan: environmental issues in national and international processes"	Regardless of the Plan. Initiative by the project coordinator Irene Umarova
3.	Information and Analytics "Federal Gazeta" (Russian Federation). The newspaper is registered in the Federal Service for Supervision of Communications, Information Technology and Communications in 2000	<a href="http://sgline.org/cat/1/16923">http://sgline.org/cat/1/16923</a>	World - "Tajikistan: environmental issues in national and international processes"	Regardless of the Plan. Initiative by the project coordinator Irene Umarova
4.	The magazine "Elite" (Tajikistan)	July 2011	"Progress and change at the national level: a review of policy and practical initiatives"	Edition 15 000
5.	State Radio "Sadoi Dushanbe", coverage 93% of the RT + border regions of Uzbekistan, Kyrgyzstan and Afghanistan	20.08.2011 102,2 FM, 549 AM	Broadcast 2, "Challenges for the implementation of" green "economy for sustainable development"	Repeat broadcast 23.08.2011
6.	The magazine "Elite" (Tajikistan)	October 2011	"The problem of global climate change: review of policy and practical initiatives".	Edition 15 000
7.	State Radio "Sadoi Dushanbe", coverage 93% of the RT + border regions of Uzbekistan, Kyrgyzstan and Afghanistan	20.10.2011 102,2 FM, 549 AM	Transfer number 3 People call & tell the audience about his vision for environmental issues	Repeat broadcast 23.10.2011

## 5. RESULTS

### 5.1. Proposals

- It should strengthen the capacity of journalists in understanding the issues of climate change impacts and adaptation through training in small-scale projects (specific environmental journalism in today's world, efficiency eco materials, the media's role in the prevention of disasters, environmental issues, access to environmental information).

- The costs of organizing and conducting the competition shall be under the equity of its founders. Attracting sponsors, from both environmental organizations and commercial entities.

- Be sure to include traveling expenses of the winners in the budget, as the national competition, so journalists can participate from all regions of Tajikistan.

### 5.2 Public Relations

Information campaign - included a set of measures aimed at attracting public attention to the subject matter claimed in the project, and involving potential participants in the project activities. The media are characterized by: an appeal to a mass audience and accessibility to public dissemination of this information. Advertising in newspapers, Internet portals and broadcast radio, identify the required e-mail and link blog as well as important in the project, was in a "feedback" with all stakeholders in the discussion of the themes of the Project, and to give an opportunity to the public to express their views on environmental issues. Thus, Table 4 shows the number of media, where the information about the Project was settled, and the underlying data for feedback. In addition, the public radio "Sadoi Dushanbe" was an "open broadcast", where callers could give the audience their assessment of what is happening, as well as give advice and express suggestions on improving the environment, "green economy" and the "Millenium Development Goals".

**Table №4: Publication or Broadcast**

<b>№</b>	<b>Media</b>	<b>Date of placement. Co-ordinates. website</b>
1.	State Radio "Sadoi Dushanbe", coverage 93% of the RT + border regions of Uzbekistan, Kyrgyzstan and Afghanistan	From 27.05.till 3.06. 2011 movie about the conduct of the Competition in Tajikistan "Eco House-2011 102,2 FM, 549 AM
	The magazine "Elite" (Tajikistan)	July 2011
2.	Socio-political newspaper ASIA-Plus	№49 (63 8) June 29 2011
3.	"Advertising Newspaper	№ 26 (531) 30.06.2011
4.	National News Agency of Tajikistan "Khovar"	May 26 2011 <a href="http://khovar.rs.tj/index.php?option=com_content&amp;task=view&amp;id=28636">http://khovar.rs.tj/index.php?option=com_content&amp;task=view&amp;id=28636</a>
5.	The Republican Public Organization "YOUTH OF THE NEW CENTURY"	May 27 2011 <a href="http://ngoyonc.org/2011/05/27/конкурс-для-журналистов-таджикистан/">http://ngoyonc.org/2011/05/27/конкурс-для-журналистов-таджикистан/</a> <a href="http://ngoyonc.org/2011/07/19">http://ngoyonc.org/2011/07/19</a> (повтор публикации)
6.	Adolescent School of Journalism	May 27 2011 <a href="http://newsman.tj/2011/05/">http://newsman.tj/2011/05/</a>
7.	Public organization "Homa"	June 3 2011 <a href="http://www.khoma.tj/index.php?limitstart=12">http://www.khoma.tj/index.php?limitstart=12</a> <a href="http://www.khoma.tj/index.php?limitstart=18">http://www.khoma.tj/index.php?limitstart=18</a> (повтор публикации)
8.	State radio "Tojikiston	From June 4 to June 8, 2011 in News information block (at 10.00, 13.00, 16.00, 19.00) in Russian and Tajik languages
9.	State Enterprise "TV Safina"	June 9 2011 <a href="http://safina.tj/rus/society/527-konkurs-dlya-smi-tadzhikistana.html">http://safina.tj/rus/society/527-konkurs-dlya-smi-tadzhikistana.html</a>
10.	Internews Network	June 10 2011 <a href="http://www.reporter.tj/index.php?option=com_content&amp;view=article&amp;id=3886:2011-06-10-10-17-52&amp;catid=12:2009-05-15-09-44-57&amp;Itemid=21">http://www.reporter.tj/index.php?option=com_content&amp;view=article&amp;id=3886:2011-06-10-10-17-52&amp;catid=12:2009-05-15-09-44-57&amp;Itemid=21</a>
11.	Environmental Information Service - Kyrgyzstan "Ekois"	July 15 2011 <a href="http://www.ekois.net/wp/?p=7522#more-7522">http://www.ekois.net/wp/?p=7522#more-7522</a>
12.	Information electronic network to share experiences and participate in politics in the field of environmental protection and sustainable development in Central Asia and adjacent regions of Russia "CARNet"	July 18 2011 <a href="http://caresd.net/site.html?en=0&amp;id=24725">http://caresd.net/site.html?en=0&amp;id=24725</a>
13.	Ecological Society "Green Salvation"	July 21 2011 <a href="http://www.greensalvation.org/index.php?mact=News,cntnt01,detail_0&amp;cntnt01articleid=296&amp;cntnt01detailtemplate=news01detail.tpl&amp;cntnt01returnid=51">http://www.greensalvation.org/index.php?mact=News,cntnt01,detail_0&amp;cntnt01articleid=296&amp;cntnt01detailtemplate=news01detail.tpl&amp;cntnt01returnid=51</a>
14.	THE REGIONAL ENVIRONMENTAL CENTER FOR CENTRAL ASIA (CAREC)	July 25 2011 <a href="http://carecnet.org/ru/news/news_carec/1071">http://carecnet.org/ru/news/news_carec/1071</a>
15.	INTERNEWS	August 2 2011 <a href="http://www.reporter.tj/index.php?option=com_content&amp;view=article&amp;id=3898:-l-2011r-&amp;catid=12:2009-05-15-09-44-57&amp;Itemid=21">http://www.reporter.tj/index.php?option=com_content&amp;view=article&amp;id=3898:-l-2011r-&amp;catid=12:2009-05-15-09-44-57&amp;Itemid=21</a>
16.	Archives of environmental dispatch "EKOPRAVDA"	September 24 2011 <a href="http://www.bellona.ru/enwl/Archive/1303332574.16/1313011650.38">http://www.bellona.ru/enwl/Archive/1303332574.16/1313011650.38</a>
17.	Information portal for journalists	September 29 2011 <a href="http://www.yojo.ru/?p=7195">http://www.yojo.ru/?p=7195</a>

## 6. FEEDBACK

"In our editorial decision to take part in the competition came as something at once. Frankly, we have not anticipated any prizes. I just wanted to support the initiative of organizing such events. We think it is very important that the professional community aware of such projects. I believe that this initiative must be continued in the future. Such competitions provide an excellent opportunity for skeptics to take a fresh look at environmental issues and ways out of all this "routine" (participant of the competition)

"I want to thank the organizers of the competition, as these activities help to direct the" minds "in the right direction, but also make the company look at a new angle on environmental issues, using "green" technology. I hope that the competition "Eco House-2011" will become an annual event, and the new interesting projects will be launched" (representative of the environmental organization, Tajikistan)

"I want to highlight the exceptional professionalism and the highest quality in the preparation and conduction of the competition by the organizers (a lot of information about the upcoming competition can be read in many media), objectivity and impartiality of the jury, the high level of participants and presented their work. There were not enough in the completion ceremony. It would be nice if the outcome of such an event solemnly brought into the hall with a lot of interested people! And, in general, such competition - is the right thing "(finalist of "Eco House-2011")

"I wish the organizers of the competition a future development and further success in carrying out such extremely useful and necessary for society events as well as new members and interesting projects in the field of "green economy" (Jury member).

## 7. SUMMARY

In the future, Competition should "grow" into the Festival, which will be open to all sectors of society (in the appropriate categories): children, journalists, photographers and those who care about the future. And summing up we can be timed to one of the proposed dates, depending on the nomination competition. For example: March 20 - Earth Day, 15 May - International Day of Climate, 5 June - World Environment Day, Week in September - Global Action "clear the planet of garbage," 11 December - International Mountain Day.

1) The protection of the environment is solved most successfully with the participation of all concerned citizens. At the national level, every citizen shall have appropriate access to information relating to the environment held by public bodies, including the opportunity to participate in decision-making citizens of Tajikistan.

2) Society has a huge number of problems related to environmental conditions that require rapid solutions. In this situation, the media is a major source of environmental information for most citizens. Today, they determine how people will relate to the environment, depends on the level of ecological awareness in society. Media performs not only informational function, it also serves as educational and awareness raising among population.

4) In the modern world, the global environmental crisis is no less important than political and economic crisis, it can be argued that the basic knowledge of the laws of nature, the functioning of the ecosystem

of industrial pollution, the impact of various chemicals on human health is important for every person in society.

5) A journalist is always able to submit information to the readers. He finds some interesting, vivid detail and makes it to the title, structurally separates news from analysis , chooses the most suitable genre, makes information accessible to the uninitiated to understand the problem and so on. That's why it's important to attract journalists' attention to such competition as the mass media can turn to the public.