



Faculty of Social work

A Proposed Marketing Plan to Activate the Role of NGOs in Developing Environmental Awareness of the Dangers of Climate Changes

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Abstract :

The current study belongs to the type of descriptive studies, It aims to identify to determine the reality of social marketing in Non-Governmental organizations in developing environmental awareness of the dangers of climate change, Identifying the obstacles facing Non-Governmental organizations in using social marketing to develop environmental awareness of the risks of climate change, Identifying proposed mechanisms to activate the role of Non-Governmental organizations in using social marketing to develop environmental awareness of the risks of climate change, Coming up with a proposed marketing plan for Non-Governmental organizations to develop awareness of the dangers of climate change, To achieve the objectives of the study, the researcher relied on collecting data for his study on a measurement form consisting of (36) statements in addition to the primary data. The necessary procedures were taken to ensure the validity and reliability of the tool. The tool was applied in the field to employees and members of the board of directors of associations working in the field of environmental protection located within Fayoum Governorate. They were counted using a comprehensive social survey and their number reached (84) individuals. The study reached several results, including: The reality of social marketing in NGOs is the continuous monitoring of what is published about climate change and the use of various means to educate the local community about the dangers of climate change. As for the obstacles, the most important of them were the lack of development of the methods used in the association's marketing process and the lack of clarity about the importance of social marketing in relation to the activities and services of Non-Governmental organizations. Regarding the proposals, the most important of them was investing in the resources and capabilities available in the local community to achieve the association's objectives and training workers on how to develop a marketing plan for the association's activities or services.

- **Keywords:** social marketing plan, role, Non-Governmental organizations , environmental awareness, climate change.

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