



RIVER OF LIFE PUBLIC OUTREACH PROGRAMME (ROL-POP)

KLANG RIVER, MALAYSIA

RIVER OF LIFE

The River of Life (ROL) is currently biggest river rehabilitation project by Malaysia government with aim to improve the water quality of Klang River (river that flow through our capital city of Kuala Lumpur). The ultimate aim is to transform the Sg. Klang into a vibrant and diverse waterfront with high economic value – with the river water quality to be improved to Class IIB by year 2020.

The project is administered by the Performance Management and Delivery Unit (PEMANDU) of the Prime Minister's Department; as part of a Greater Kuala Lumpur / Klang Valley plan under the Ministry of Federal Territory and Urban Wellbeing. In total there are 3 pillars are under ROL: river clean-up, beautification and development.



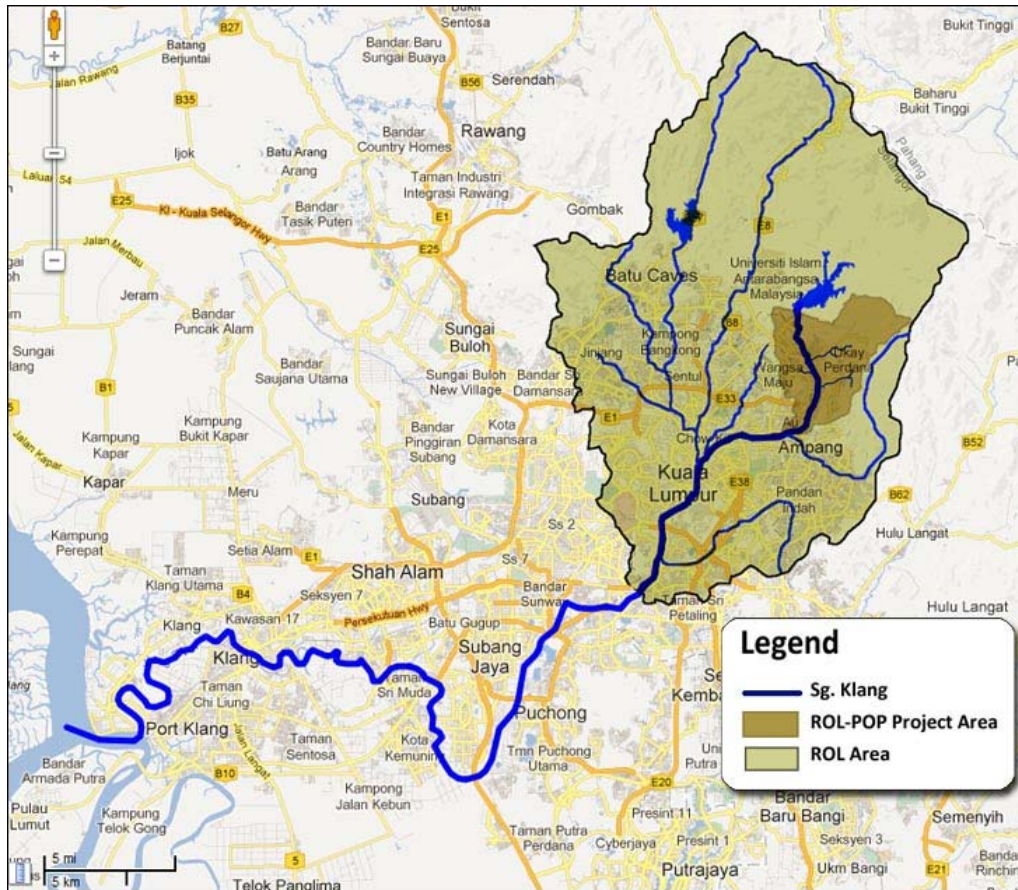
RIVER OF LIFE PUBLIC OUTREACH PROGRAMME

The River of Life Public Outreach Programme (ROL-POP) is a programme to foster stakeholder partnerships and to improve attitudes and behaviours of target groups to reduce pollution in the Klang River, Malaysia. It is a component of the ROL initiative mooted by the Department of Irrigation and Drainage Malaysia. This section/component is jointly implemented by ERE consult and Global Environment Centre.

Project Site

The Project site covers the 10km stretch of Klang River representing about 40.4 km² catchment area (from Klang Gates Dam to the confluence of Sg. Klang and Sg. Ampang) (Figure 1-1). About 80% of the Project site lies within municipality area of Ampang Jaya Municipal Council while the other 20% lies within the municipality area of Kuala Lumpur City Hall.

The land use of the Project site is predominantly urban. Residential land use accounts for 38% of the area while commercial and industrial areas account for 7% and 5% respectively. The main tributaries of Sg. Klang within the Project site are Sg. Kemensah, Sg. Sering and Sg. Gisir. The population within the Project site is estimated to be about 146,000.



Project Objective

The main objective of ROL-POP is to improve attitudes and behaviours of target groups in order to improve water quality and reduce pollution within the project area. It will address the pollution management by:

- Educating the public on common do's and don'ts as well as other skills to preserve the rivers
- Promoting a sense of ownership towards the rivers
- Initiating long term and sustainable change in behaviour towards preserving the river.

Target Groups

Targeting the upper reaches of the Klang River basin, ROLPOP engages with 5 specific target groups: general public, targeted local communities, schools, restaurants and food courts, property developers and industries in various ways.



ROL-POP targeted groups

Approach

The approach to designing and implementing the POP involves :

(a) Active Consultation Process

Consultation has been and is still being carried out with a variety of stakeholders to ensure that the outreach programmes designs are workable and will receive support from the intended target groups.

(b) Multi-stakeholder Partnership

Partnerships between the government agencies, private sector, NGOs and local communities have to be developed to address problems and collectively find solutions.

(c) Participatory and practical approach

Encouraging participation from public/local community with focusing on practical action for pollution prevention and providing opportunity for the public/local community practicing their traditional knowledge as well.

(d) Pollution prevention at source

Encouraging and promoting pollution management at the source.

(e) Smart partnership

Establishing good smart partnership model between government agencies, private sector and local community in overcoming river related issues in the country

(f) Integrated River Basin Approach

Initiate actions at the top of the basin and work downstream and balancing the need of others residing and utilizing the resources in the targeted river basin

Strategy

The ROLPOP are based on a 7 point strategy

1. Create interest & hope

Target groups exposed to the importance/beauty/richness of the river to create interest. They could be shown clean stretches of the river to create hope.

2. Improve knowledge and skills

Relevant information and training provided to allow target groups to understand the nature of their own impacts as well how they could participate. Training workshops, poster, exhibitions organized to help various stakeholders improve their knowledge and skills.

3. Instil spirit of collective responsibility

Target groups were made to understand that the river/environment is a collective responsibility. The spirit on ownership also will be instilled.

4. Initiate actions to reduce pollution

Real actions to reduce pollution like recycling projects, sullage reduction programmes, reducing litter, and so on come in here. Leaders from all target groups who show initiative to support action will be recognized.

5. Facilitate partnerships

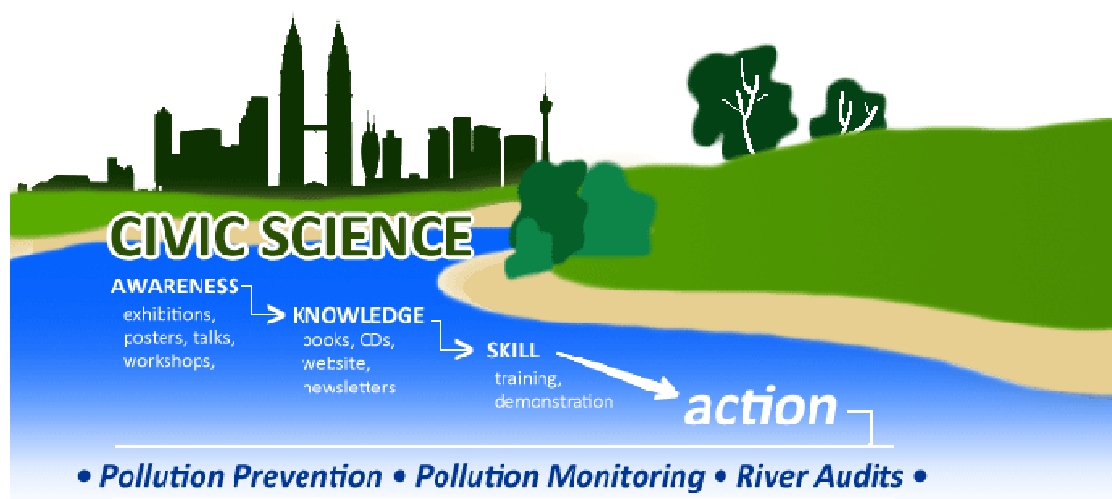
Partnerships facilitated by providing avenues/opportunities for internal/external parties to adopt/take ownership of certain initiatives. Create opportunities for corporates, other NGOs, RAs to initiate, lead or sponsor specific programmes.

6. Provide support and incentives

The government provides appropriate supports and incentives. Support could include venues for events, equipment, transport, logistic support, services (e.g. rubbish collection for gotongroyong), funds, etc to demonstrate that the government is solidly behind the initiatives.

7. Monitor & encourage continuously

All programmes/activities must be documented and monitored continuously. The government must provide constant encouragement. Successes must be quickly recognized and publicised.



Anticipated Main Outcomes

1. General public
 - a. SMART Ranger
 - b. RIVER Ranger
 - c. Open Classroom for River Education
 - d. River Care Education Corner at Zoo Negara
2. Targeted local communities
 - a. SMART Ranger
 - b. RIVER Ranger
 - c. AU3 Park
 - d. PELITA
3. Schools
 - a. SMART Ranger
 - b. RIVER Ranger
4. Developers
 - a. CIVIL
 - b. SC-VIP
 - c. SC-REVIVE
5. Industries
 - a. AU3 Park
 - b. MOTIF
6. Restaurants and Foodcourts
 - a. DapurHijau
 - b. PELITA

Information Sharing

Throughout the programme implementation period, the ROLPOP Website will have pages consisting information, targeted groups, updates on activities, and achievements. In addition to this, the ROLPOP Website and their blogs will be updating data reported by the river monitoring activities conducted by the targeted group as the Website will be the Public's "eyes and ears of the river". The public will be able to report problematic/illegal activities which will be linked to the related agencies for further action through the Website.

Through the Website, regular updates and information about the project will keep the project stakeholders informed of the progress and initiatives taken towards achieving project goals.

More information can be found at www.myrol.my and please 'Like' our Facebook page at www.facebook.com/myrolpop

Annex

DapurHijau Programme

DapurHijau is a voluntary program that entails the provision of a number of benefits as well as technical assistance and encouragement to empower, motivate and support participants to use innovative approaches to pollution prevention in order to meet and go beyond regulatory requirements.

PELITA Programme

The underlying objective of the PELITA programme is to engage mosques and suraus in the project area as partners in spreading the message of environmental awareness.

MOTIF Programme

MOTIF– to engage selected business community especially SMIs on general housekeeping and BMP

CIVIL

Construction Industry Value Improvement Leaders (CIVIL) Coaching Sessions – a training programme to enhance knowledge and skills of all the parties in the construction industry

SC-VIP

Sustainable Construction – Voluntary Improvement Programme (SC-VIP) – a specific programme that focus on the implementation and improvement of the erosion and sedimentation control at the construction site

SC-REVIVE

Sustainable Construction – River Revitalization for Vibrant Environment (SC-REVIVE) – a specific programme that focus on beautification of certain stretch of the river together with the developers and the local communities