





# SUCCEED WITHOUT PUBLIC PARTICIPATION?

MALAYSIA WATER RESOURCES MANAGEMENT
FORUM 2014
"Water For Our Future"

9 & 10 June 2014



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# INTRODUCTION



**EPP 1 – MNC ATTRACTION** 

**EPP 2 – TALENT ATTRACTION** 

**EPP 3 – HIGH SPEED RAIL** 

**EPP 4 – MY RAPID TRANSIT** 

### **EPP 5 – RIVER OF LIFE**

**EPP 6 – GREENER KL** 

**EPP 7 – ICONIC PLACES** 

**EPP 8 – PEDESTRIAN** 

**EPP 9 – SOLID WASTE** 

**EPP 10 – SEWERAGE – NON RIVER** 

# **OBJECTIVES OF ROL**



A long-term programme to make the Sg Klang <u>CLEAN</u> and <u>VIBRANT</u>

Involves cleaning up the river, beautifying it and creating conducive working and living conditions along its banks.

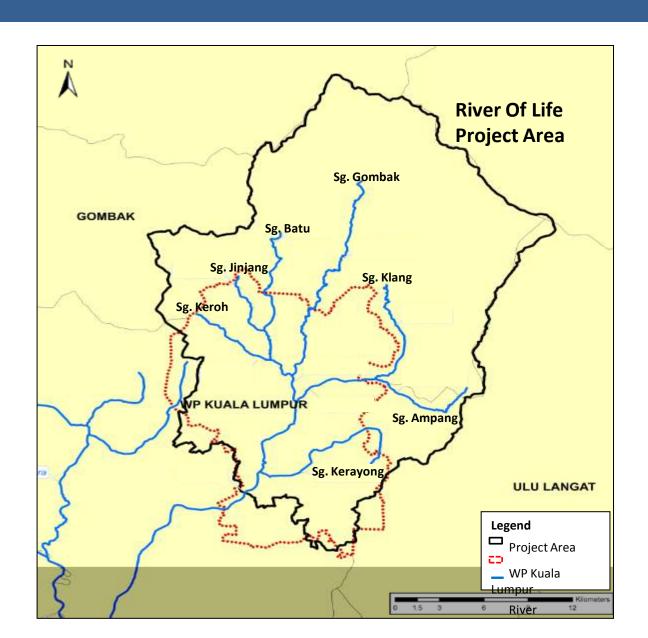
TRANSFORM KUALA LUMPUR INTO GREAT METROPOLIS





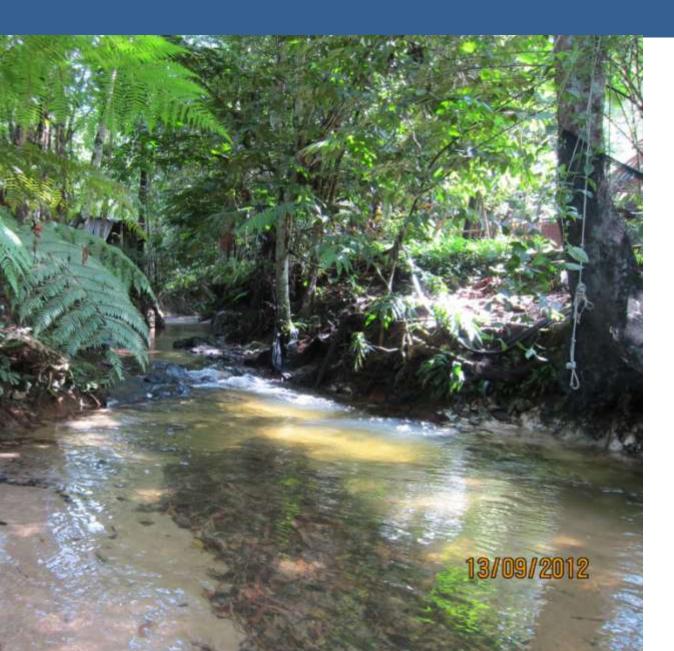
# **ROL AREA**

UPSTREAM OF SG KLANG UNTIL NEAR MID VALLEY



# **Pollution Problems**





This is Sg Klang

## Sg. Gombak



Sg. Batu



# WHAT GOVERNMENT IS DOING NOW?

# STRUCTURAL & NON-STRUCTURAL MEASURES



Construction of detention ponds to trap sediments



Installing GPTs



River bank stabilisation and beautification



Beefing up enforcement



Construction and refurbishment of sewage temperature ment plants



**Education & Public Outreach** 

But no government can succeed by itself

no matter how much money it spends

# TO MAKE SG KLANG CLEAN REQUIRES SUPPORT FROM

**EVERYONE** 

# **EVERYONE**



**GENERAL PUBLIC** 



**INDUSTRIES** 



**RESTAURANTS/COMMERCIAL** 



**LOCAL COMMUNITIES** 



**SCHOOLS/INSTITUTIONS** 



**DEVELOPERS** 

# PUBLIC OUTREACH PROGRAMME (POP)

Create PARTNERSHIPS and
OWNERSHIP so that
our (ROL) objectives can be achieved



# SUCCESS STORIES FROM OTHER COUNTRIES







# 3P APPROACH (PEOPLE, PUBLIC, PRIVATE)

WHO ARE THEIR COMMUNITY PARTNERS?

SCHOOLS
GRASSROOTS
NON-GOVERNMENT
ORGANIZATIONS (Nature Society

Singapore, Organization of Senior Volunteers, Waterways Watch Society)

PRIVATE ORGANIZATIONS
PUBLIC AGENCIES
VOLUNTEERS



Students conducting water tests



Residents making a pledge during the World Water Day Celebration



An employee of Singapore Civil Defense Force (SCDF) cleaning up one of the waterways

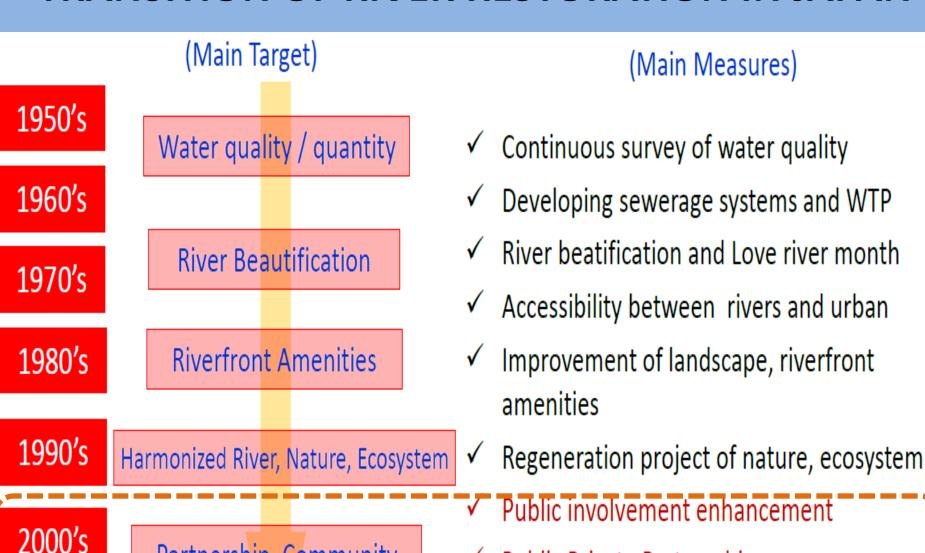


A member of Punggol South Riverwatch cleaning Sungei Serangoon



Students volunteering for Bag Your Trash Campaign

## TRANSITION OF RIVER RESTORATION IN JAPAN



Partnership, Community

MANIAGED BY

Public Private Partnership program

# **SUMIDA RIVER, JAPAN**





LENGTH OF RIVER: 23.5km

AREA: 690km<sup>2</sup>

POPULATION: 3 million

OPERATING BODY: TOKYO METROPOLITAN GOVERNMENT

# SUMIDA RIVER, JAPAN

#### Cases with stakeholder collaboration

#### **Before**





After





- √ Various efforts to improve water quality in order to restore the past waterfront liveliness today
- ✓ Development of "Super Levees" and a terrace included in the riverside redevelopment, in order to prevent high tide disasters and improve access to the water
- ✓ Cleanup and enlightenment activities by local residents
- ✓ Regional activation by tourism, festival etc.

Source: River Symposium, 2012)

#### **KEY SUCCESS FACTORS FOR RIVER RESTORATION IN JAPAN**

PARTICIPATION OF VARIOUS PARTIES (PARTNERSHIP)

VOLUNTARY PARTICIPATION OF CITIZENS (OWNERSHIP)

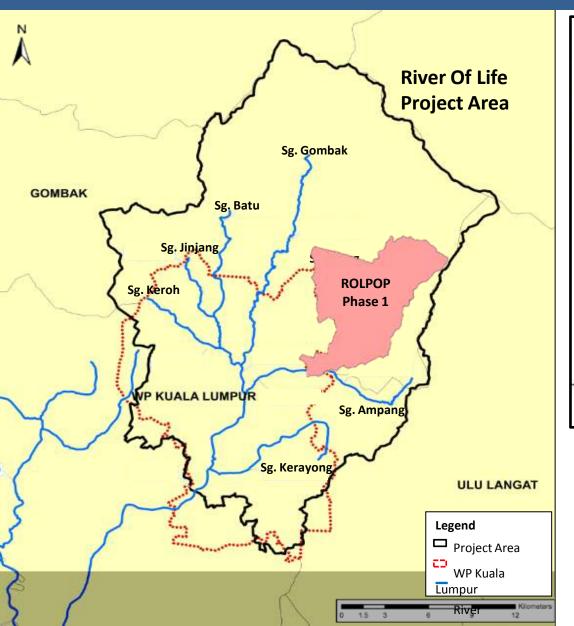
CREATION OF GOOD SYSTEM (FRAMEWORK)

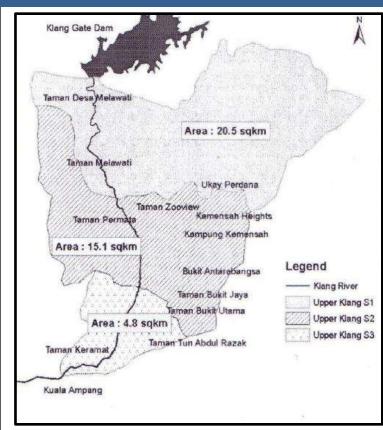
CONTINUITY (MONITORING)

MOTIVATION FOR RESTORATION (INCENTIVES)



## **ROL PUBLIC OUTREACH PROGRAMME - PHASE 1 AREA**





Length of main river

10 km

Main tributaries

Kemensah, Sering, Gisir

Area: 20.5 sq.km

# STAKEHOLDERS WITHIN PHASE 1 AREA



**General Public** 



**Schools** 



**Developers** 



**Local Communities** 



**Restaurants/Food Courts** 



Workshops

### **CHALLENGES**

- First large scale public outreach programme
- Large & complex target audience (200,000 population)
- Lack of previous success stories and experience
- Lack of awareness about ROL
- Stakeholders not able to see the benefits of the programme or ROL

# PUBLIC OUTREACH PROGRAMME (POP)

Create PARTNERSHIPS and
OWNERSHIP so that
our (ROL) objectives can be achieved



# **KEY**

# building relationships, gaining trust

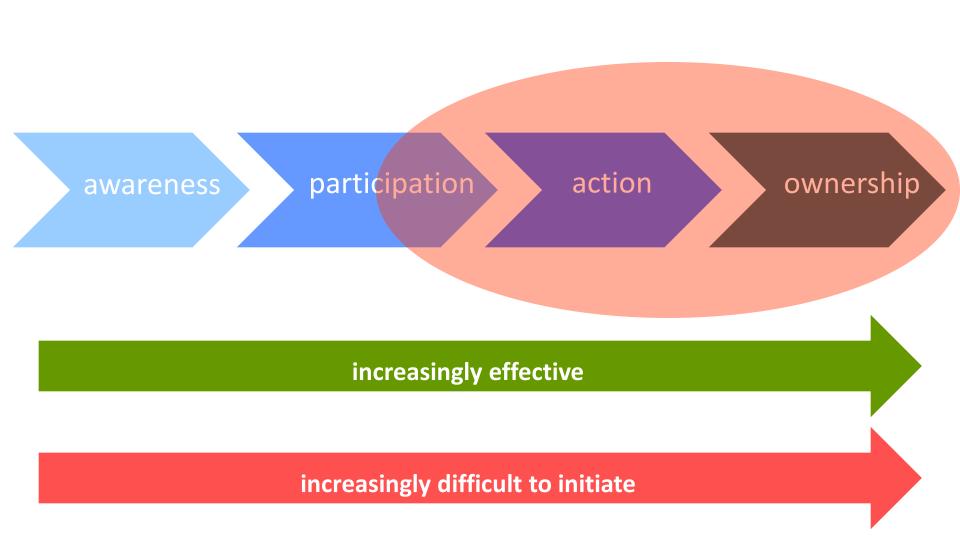




### **HOW DO WE GAIN TRUST?**

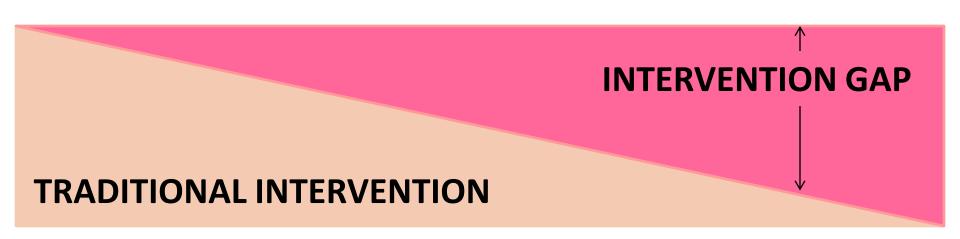
# HOW DO WE BUILD THE RELATIONSHIP?

# **SPECTRUM OF PUBLIC ENGAGEMENT**



# **SPECTRUM OF PUBLIC ENGAGEMENT**

awareness participation action ownership



# **PROGRAMME DESIGN**



can reach out to a large number

1-way comm

cheap

impersonal

no trust gained

create awareness



only has limited reach

2-way comm

expensive

personal

trust gained

initiate action

# THE JOURNEY FOR ROLPOP PHASE 1

- UNDERSTAND THE COMMUNITIES AND ISSUES
- IDENTIFY OPPORTUNITES FOR PARTNERSHIP
- FINDING AND MAKING THE FIRST CONTACT
- ROMANCING THE COMMUNITIES
- MAINTAIN THE SPIRIT AND ENTHUSIASM
- BE GENEROUS WITH TIME
- BE A GOOD LISTENER

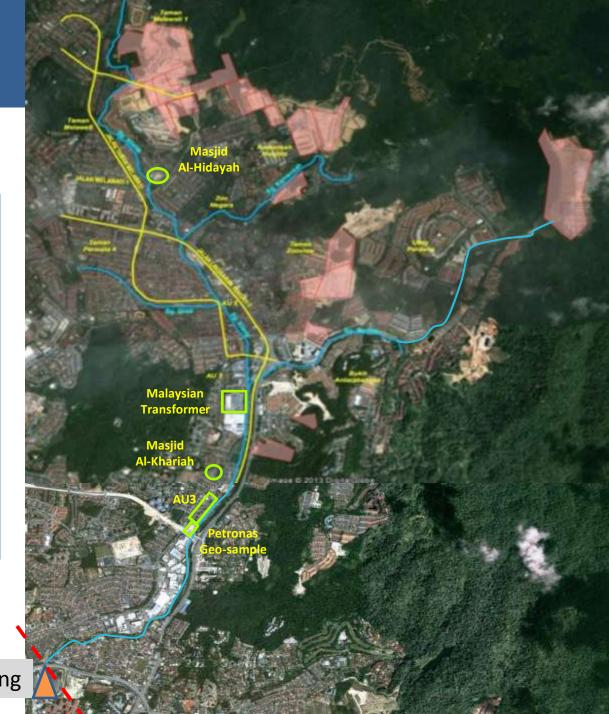
# ABOUT ROL POP PHASE 1 AREA

**POPULATION:- > 200,000** 

LOCAL AUTHORITIES :- MPAJ & DBKL

LAND USE:-RESIDENTIAL, COMMERCIAL, INDUSTRIAL

LARGELY MALAY COMMUNITIES



Confluence of Sg Klang - Sg Ampang

### **PROGRAMMES**

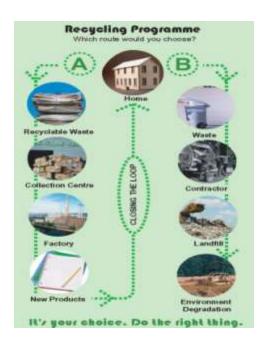
#### **10 PROGRAMMES**

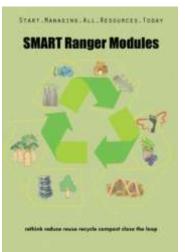
#### 13 PROGRAMMES

- SMART RANGER
- RIVER RANGER
- PELITA
- OPEN CLASSROOM
- RIVER CARNIVAL
- PHOTO COMPETITION
- AU3 LINEAR PARK
- DAPUR HIJAU
- MOTIF
- CIVIL/ SC-VIP

- SMART RANGER
- RIVER RANGER
- PELITA
- OPEN CLASSROOM
- RIVER CARNIVAL
- PHOTO COMPETITION
- AU3 LINEAR PARK
- DAPUR HIJAU
- MOTIF
- CIVIL/ SC-VIP
- MELAWATI PARK
- AU2 RIVER ADOPTION
- CITIZEN EYE

# **SMART RANGER**











# Start Managing All Resources Today

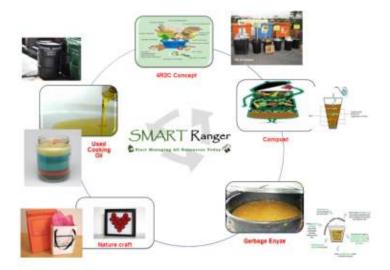
Proven approach for communities & schools in waste management

#### **SCHOOLS**

**LOCAL COMMUNTIES** 

#### **PRIVATE SECTOR**

**GOVERNMENT**MPAJ, DBKL, JPS, JPN, MOE



# **SMART RANGER**

#### **Taman Warisan**

- River Cleaning
- River Adoption (2 communities)
- Tree education corner
- Composting
- Solid waste management
- Registration of Sahabat Sungai Taman Warisan















#### **SMART RANGER**

#### **AU2 PKNS Flat, Jalan Enggang**

- "Love My Drain" Campaign drain & flat area cleaning, herbal garden, rat trapping
- Residence from 18 blocks, estimated 500 participants including adults, youth and children
- Awareness on the importance of drains and how this contributes to the pollution in the backyards













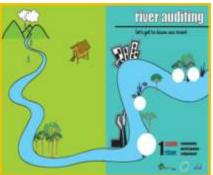


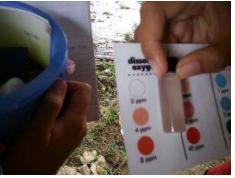




## **RIVER RANGER**











# River mapping and pollution monitoring Raising awareness about the importance of rivers

**SCHOOLS** 

**LOCAL COMMUNTIES** 

**PRIVATE SECTOR** 

**GOVERNMENT**MPAJ, DBKL, JPS, JPN, MOE









## **RIVER/SMART RANGER - SCHOOLS**

#### 12 SCHOOLS INVOLVED

#### HULU

- Sek Keb Tmn Melawati 1
- Sek Keb Klang Gate
- Sek Keb Wangsa Melawati
- Sek Men Keb Wangsa Melawati
- SJK (T) Tmn Melawati
- SMK Tmn Melawati
- SK Tmn Melawati 2

#### **TENGAH**

- Sek Keb Wangsa Jaya
- Sek Keb Tmn Permata
- Sek Men Keb Lembah Keramat

#### **HILIR**

- Sek Keb Tmn Keramat (1)
- Sek Keb (2) Tmn Keramat













## RIVER/SMART RANGER – SCHOOLS' BLOGS

























## **OPEN CLASSROOM / EDUCATION CORNER**



## **OPEN CLASSROOM / EDUCATION CORNER**

## **Open Classroom River Resource Centre** (RRC)

- River Education Hut (REH):
   Information and reference corner
- River/nature Interpretation site (RIS):
   Gazebo, tables & chairs
- River Education Sites (RES): 3 sites for river hydrology, chemical and biological monitoring
- River Auditing Store (RAS): Storage for river education and monitoring tools
- River Information Board (RIB): River education spot
- Compost Pit: Hands-on composting site







## PHOTO COMPETITION

Date	Activity
29/09/2013	Award presentation to winners at the River Carnival 2013
• Mara than 200 antry photos were received	

- More than 200 entry photos were received
- Only150 entries judged due to multiple uploads and non-Sungai Kelang related



Winners under 18 category













#### **RIVER CARNIVAL 28 SEP 2013**







Fun and interactive approach to raise awareness.

Provides visibility to ROL Celebration of local champions

**GENERAL PUBLIC** 

**PRIVATE SECTOR** 

GOVERNMENT
MPAJ, DBKL, JPS, JPN, MOE

**Target: 1000** 







#### **PROGRAM DAPUR HIJAU**







Motivate, empower and support environmentally friendly restaurants

**RESTAURANTS** 

**PRIVATE SECTOR** Oil and grease trap suppliers

**GOVERNMENT** MPAJ, DBKL, JPS

**NGO Restaurant owners association** 



#### Untuk maklumat lanjut, sila layari: www.myrol.my

Program Dapur Hijav merupakan satu Inisiatif River of Life (ROL) dibawah Program Tranformasi Ekonomi











## **DAPUR HIJAU**





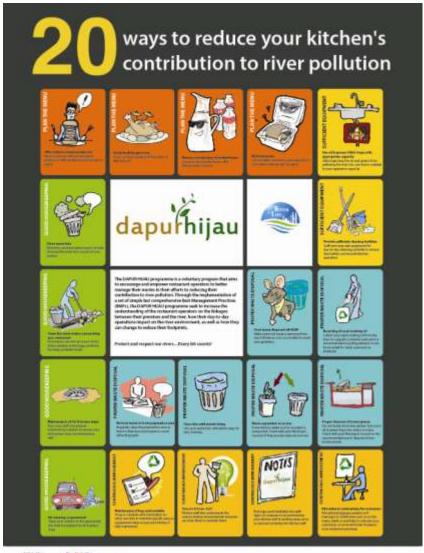


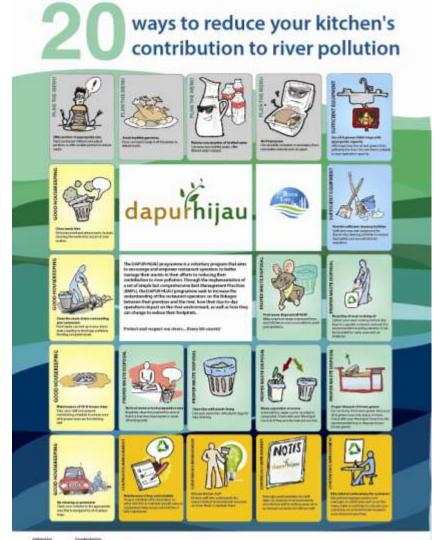






#### **DAPUR HIJAU**











## PROGRAM PELITA (MINYAK MASAK TERPAKAI)





Roping in mosques to save the rivers

**MOSQUES / SURAUS** 

RESTAURANTS & FOOD STALLS

**RESIDENT ASSOCIATIONS** 

**PRIVATE SECTOR** 

**Used cooking oil collectors** 

GOVERNMENT MPAJ, DBKL

#### **PROGRAM PELITA**

#### **River and Conservation Workshop**

- 44 participants consisting of representatives from mosques, independent Islamic preachers, residents of nearby housing area
- Site visit to two stretches of river (clean & dirty) and river water treatment plant
- Title of papers presented: ROL briefing; river conservation in Islam; effects of used cooking oil on human health & environment; community-based domestic waste management; river pollution & regulations; and used cooking oil collection programme in Hulu Klang



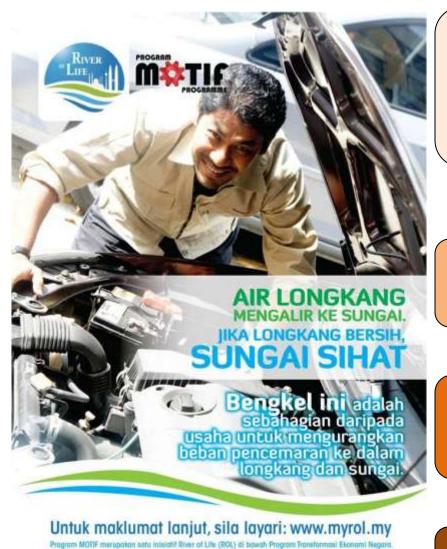








#### **MOTIF**



PEMANDU (

## BEST MANAGEMENT PRACTICES

- Good Housekeeping
- Green Practices
- Health and Safety

## BUSINESS & DEVELOPMENT

- Business management skills
- Personal development
- •Growth & expansion
- Finances



MODULE DEVELOPMENT FOR ENVIRONMENTAL TRAINING OF WORKSHOP OPERATORS (TO BE DELIVERED BY MPAJ)



DEVELOPMENT AND PRINTING OF ENVIRONMENTAL MANAGEMENT POSTERS FOR THE WORKSHOP OPERATORS (TO BE DISTRIBUTED DURING TRAINING)



TRAY FOR USED OIL COLLECTION DRUM
(TO BE DISTRIBUTED DURING TRAINING)

## CIVIL & SC - VIP







Construction
Industry Value
Improvement
Leaders Coaching Sessions

Reducing sedimentation from construction sites & river beautification

**DEVELOPERS** 

LOCAL COMMUNITIES

**GOVERNMENT**MPAJ, DBKL, JPS, DOE, UITM







## CIVIL & SC - VIP

#### 3 CIVIL SESSIONS CONDUCTED

**5** SC-VIP PARTNERS (MONTHLY SITE VISITS)













## CIVIL & SC - VIP



















## **AU3 LINEAR PARK**



Creating a riverine park that is led by the community. Ownership.

**INDUSTRIES** 

**MASJID** 

J/KUASA PENDUDUK

**GOVERNMENT** 

MPAJ, DBKL, JPS, JLN, PEMANDU, IWK







#### **AU3 LINEAR PARK**



















## **AU3 LINEAR PARK**









## **MELAWATI COMMUNITY PARK**



#### **MELAWATI COMMUNITY PARK**

INITIALLY NOT ONE OF OUR PROGRAMME

TAMAN MELAWATI
COMMUNITY HEARD
ABOUT AU3 COMMUNITY
PARK PROGRAMME













## **MELAWATI COMMUNITY PARK**















#### **HAVE WE GAIN THEIR TRUST?**

# HAVE WE BUILD THE RELATIONSHIP WITH THEM?

#### **OUTCOMES OF PROGRAMMES**

# ROLPOP has enabled 5 new community-based organizations to be established





**3PCRKK** 

Persatuan
Pengusaha
Chalet Rekreasi
Kampung
Kemensah

Sahabat Sungai Taman Warisan

in progress

AU2

in progress



#### **OUTCOMES OF PROGRAMMES**

SMART RANGER/RIVER
RANGER PROGRAMMES
12 SCHOOLS

**DAPUR HIJAU** 

**22 RESTAURANTS** 

**ROL RELATED PROGRAMMES** 

MELAWATI ECO RUN RIVER HUNT INFO DAY GOTONG ROYONGS TALKS & TRAININGS **SC-VIP** 

**5 DEVELOPERS** 

**CIVIL** 

**3 SESSIONS** 

MOU SIGNED FOR ADOPTION OF 4KM STRETCH OF THE RIVER

**PELITA** 

120 HOUSEHOLDS
TALKS AND WORKSHOPS

#### WHAT NEXT FOR ROLPOP?

# BUILDING RELATIONSHIP IS THE BEGINNING, MAINTAINING AND SUSTAINING THE PROGRAMMES WILL BE THE REAL CHALLENGE





**CAN WE CLEAN OUR RIVER?** 

CAN WE HAVE A CLEAN RIVER WITHOUT SUPPORT FROM PUBLIC?



If EVERYONE is moving TOGETHER, then SUCCESS takes care of itself (Henry Ford)

## Thank you



## **River of Life**

**Public Outreach Programme** 

Working with Partners to Revitalise the Klang River