Public Outreach Programme Manual
for Integrated Water Resources Management (IWRM)

CONTENTS

FOREWORD FROM MYCDNET

Malaysian Capacity Development Network for Sustainable Water Management in Malaysia (MyCDNet) developed this Public Outreach Programme (POP) Manual for IWRM to help its reader to carry out their own outreach programme to improve water quality of rivers. The POP in this Manual is a broad term encompassing components such as communications, education, awareness creation, advocacy and capacity building. The Manual will be useful for all stakeholders connected to rivers, be it the general public, communities, residents, tourists, developer, corporates, education institutes, water managers and policy makers.

The development of this POP Manual was initiated when MyCDNet saw a gap in the training materials by Cap-Net UNDP. While stakeholder engagement has always been a prerequisite of a good IWRM approach, the methods and tools on how to outreach to the public remains lacking from the Cap-Net and the Global Water Partnership (GWC) websites. There are also manuals and materials readily available on water pollution management and control, but they are macro in nature without much emphasis on how to carry out an outreach effort. Water pollution threatens ecosystem, water security and health, amidst the challenging demands and effects of industrialisation and climate change. Orthodox methods no longer work in silo, but requires softer approaches such as changing attitudes and behaviours towards water resources, but within the context of IWRM.

Therefore, based on MyCDNet's and the writers' extensive knowledge on outreach for river quality improvements, MyCDNet decided to carry out the drafting of a simple how-to manual freely accessible by everyone. Although the contextual design of this Manual is focussed on the Malaysian scenarios due to the writers' experiences, all the elements within the Manual can easily be adapted and used in any local contexts.

The POP Manual was designed to provide a preliminary guide on how to start a public outreach programme for a water pollution management initiative, including communication approaches, stakeholder profiling, pollution mapping and messaging, monitoring and evaluation, among others.

The main aim of producing this manual is to ensure the availability of a useful guideline for anyone to implement outreach works that would inspire a sense of responsibility and empathy towards river care and pollution control, for the ultimate benefit of our community, our river and our nation. We hope that the readers share our sentiment and would use this Manual as the first step towards kick-starting and sustaining their outreach efforts so that we can continue to keep our rivers clean for many generations to come.

Dato' Ir Lim Chow Hock
Network Manager, MyCDNet (2021 – 2023)

FOREWORD FROM CAP-NET

Water pollution remains a major global threat and its continuing deterioration poses a substantial risk to the health of human, wildlife and the environment. Cap-Net UNDP has taken steps towards consolidating knowledge on integrated management approaches to find solutions on water pollution prevention and management through structural and non-structural means in IWRM. IWRM principles promote the participation and involvement of all levels of society in addressing water pollution as it would yield a more integrated and inclusive outcome to complement national water quality goals. Considerable effort must be made to targeted stakeholders on awareness and education in order to make progress towards preventing pollution and restoring balance.

Cap-Net UNDP and international partners have curated a wealth of capacity development training packages, yet there are still opportunities for further enhancements within the context of communications, awareness and education programmes. MyCDNet's manual on how to carry out a public outreach is a much welcomed contribution, showcasing their experiences within local contexts, demonstrating relevance and bridging the knowledge gap on the ground.

Cap-Net UNDP recognises that an effective, integrated and coordinated communication and outreach programme is integral to complementing the goal to build a better, resilient and inclusive water future for all. Therefore, public outreach would certainly support effective communications of water pollution messages to the public, increase awareness and enhance knowledge building, so that the public themselves will take charge in addressing such issues to complement national and local goals and objectives.

I take this opportunity to thank MyCDNet for undertaking the first step towards developing a public outreach manual to improve water quality of rivers.

Themba Gumbo (PhD)
Director, Cap-Net

SECTION 1:
GETTING STARTED

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1.1 OBJECTIVES OF THE MANUAL

The 'Public Outreach Programme (POP)' is a broad term referring to an initiative to reach out to the public (be it communities, civil societies, decision makers, polluters, victims, policy makers, etc) as part of a local or national water pollution management and quality improvement programme, within the context of Integrated Water Resources Management (IWRM). It encompasses communications, education, awareness creation, advocacy and capacity building as modes of empowerment to promote positive attitudes and behavioural changes to improve water quality with the goal of instilling a sense of river ownership, empathy and stewardship. In the context of this Manual, it shall be referred to as 'POP'.

The purpose of this POP Manual is to provide a simple how-to guideline to help its readers or users in carrying out their own outreach programme to protect and improve water quality. The Manual will be very useful for all stakeholders connected to the rivers, be it the general public, residents, tourists, polluters, water managers and policy makers etc.. The application to this Manual is simple. It consists of a variety of basic tools that can be repeatedly used by all players. Although the contextual design of this Manual is focussed on the Malaysian scenarios due to the writers' experiences, all the elements within the Manual can easily be adapted and used in other user's communities and countries.

The POP Manual contextual design is to seek answers to key questions on:

• How to plan and implement an outreach programme or initiative for water quality improvement under the IWRM approach;

• How to carry out profiling of stakeholder groups and water pollution mapping in a river basin;

• How to prepare a communications plan with approaches and visibility measures to motivate stakeholder groups to carry out an IWRM initiative;

• How to provide clear resolution messages to stakeholder groups on water quality problems; and

• How to monitor, evaluate and sustain the outreach programme towards achieving the objectives.

Who Should Read This Manual?

• All stakeholder groups within the non-governmental organisations (NGO), civil societies and community-based water organisations

• Water managers/authorities, service providers, regulators, administrators at all levels of public or private entities dealing with water

• Environmental and health scientists, practitioners, consultants

• Educational and policy institutions

• Anyone who has an interest in communications, education, public outreach in IWRM.

An outreach programme is important to educate and create awareness of the value of and threats to our water resources and enable behavioural changes for protective actions to be taken to ensure its security and safety for the present and future generations.

Dr Jamie Chong, 2021

1.2 IWRM

1.2.1 IWRM and the POP Manual

Integrated Water Resources Management (IWRM) is defined as a process which promotes the coordinated development and management of water, land and related resources in order to maximise economic and social welfare in an equitable manner without compromising the sustainability of vital ecosystems.

Global Water Partnership (GWP)

The POP Manual is underpinned by the IWRM concept of interdependent uses interlinked together by the boundaries of space and time. At the local level, it is linked together within a river basin, or sections thereof, guided by the three (3) main IWRM pillars of:

An enabling environment of policies, strategies and legislations for sustainable water resources development and management.

An institutional framework to put into practice the policies, strategies and legislations.

Management instruments required to perform their job.

IWRM plays an important role in supporting the achievement of:

6 CLEAN WATER AND SANITATION Ensure availability and sustainable management of water and sanitation for all.

11 SUSTAINABLE CITIES AND COMMUNITIES Make cities and human settlements inclusive, safe, resilient and sustainable.

13 CLIMATE ACTION Take urgent action to combat climate change and its impacts.

14 LIFE BELOW WATER Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

15 LIFE ON LAND Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss.

17 PARTNERSHIPS FOR THE GOALS Strengthen the means of implementation and revitalise the global partnership for sustainable development.

Water pollution management and quality improvement programmes have been specifically adopted to this Manual because rivers are polluted, which require the communities to do their part to keep the rivers clean. It will require a coordinated approach involving all stakeholders. Therefore, this POP Manual is people-centric as the solution lies with the people (human factor). For the overall macro approach, from planning to water pollution management and water quality improvement, the user can also refer to Cap-Net's Training Manual on Water Pollution Management: An IWRM Approach to Improving Water Quality (**https://cap-net.org/wp-content/uploads/2020/03/f3_Cap-Net_Water-Pollution_Training-Manual_Web.pdf**).

1.2.2 POP Concepts and Elements

POP is not new. It is often used to seek feedbacks from stakeholders through referendums, polls, market surveys, which are all traditional public engagement strategies to resolve issues of concern. In fact, the prime movers of most public outreach programmes are the general elections practised by all governments, by which the population (stakeholders of the country) vote their members in or out of the government, after a period of intense public outreach activity.

For public outreach, users will find this Manual very useful as a guide on how to reach out to targeted groups and to gauge their responses to specific issues of concern. POP also forms an integral component in most researches and developments (R&D), feasibility studies and impact assessments, as outreach methodologies can underpin their reporting.

In the past, POP strategies have often been referred to, rather dismissively, by water engineers as "soft" strategies. Nowadays, all water managers have come to realise that water issues are very hard to resolve without the involvement from the stakeholders who could make a difference between success and failure of their best water engineering programmes. The case in point is water pollution caused by indiscriminate dumping of domestic, construction, agricultural, industrial and commercial wastes into rivers and water channels; abuse use of riverbanks and riparians through illegal settlement, poor siting of storage and parking facilities and all manners of discharges from workshops that eventually lead to pollution, river bank failures and erosion. These issues directly affect the efficient management of rivers and water quality. Solutions to these issues cannot be just structural and orthodox in nature. The perpetrators, hence the "public" must be engaged with, so they can be part of the solution. In all cases, when programmes are enriched with POP initiatives where stakeholders' participation is strong, the programme becomes more sustainable and much smoother to implement because it reflects their views. Thus, stakeholders' engagement is inherent in this POP Manual.

The POP Manual will comprise awareness, knowledge, skill, education and continuous and sustained engagements with the public (stakeholders) through various actions and activities. Through timed and sustained efforts, a culture of participation in caring for the river and water resources will be part and parcel of all river basin management and IWRM initiatives.

The Public or Target Group

The object of outreach needs is the "Public". The standard lists of "public" referred to in this POP Manual are the communities and stakeholders – individuals and entities that have a vested interest in good governance of water and water resources. The list, therefore, comprises the general public, civil societies, water managers/ authorities (both in the public and private sector), regulators and administrators (aka the public sector such as the local authorities), water-related service providers both public and private, researcher, consultants and NGOs. Under the IRBM subset, the public comprises the whole population residing within and/or benefiting from the river basin. Thus, the whole cultural-demographic construct of religious, political and civil leadership residing within or benefiting from the basin must be reached out to and engaged with.

Outreach Philosophy

What is special to the POP Manual is its outreach philosophy. While incepting in the IWRM pillars and the boundaries of an IRBM format, the identification of the "public" to be outreached to, is geographically identifiable, such as a river basin, a drainage system or a tributary within it. Anybody residing, benefiting and/or operating within the river basin boundary will comprise its "public". The identification with a particular geographical space such as a river basin or sub-basin, will enhance a sense of social responsibility, stewardship and sense of ownership intrinsic to the outreach philosophy. It is easier to
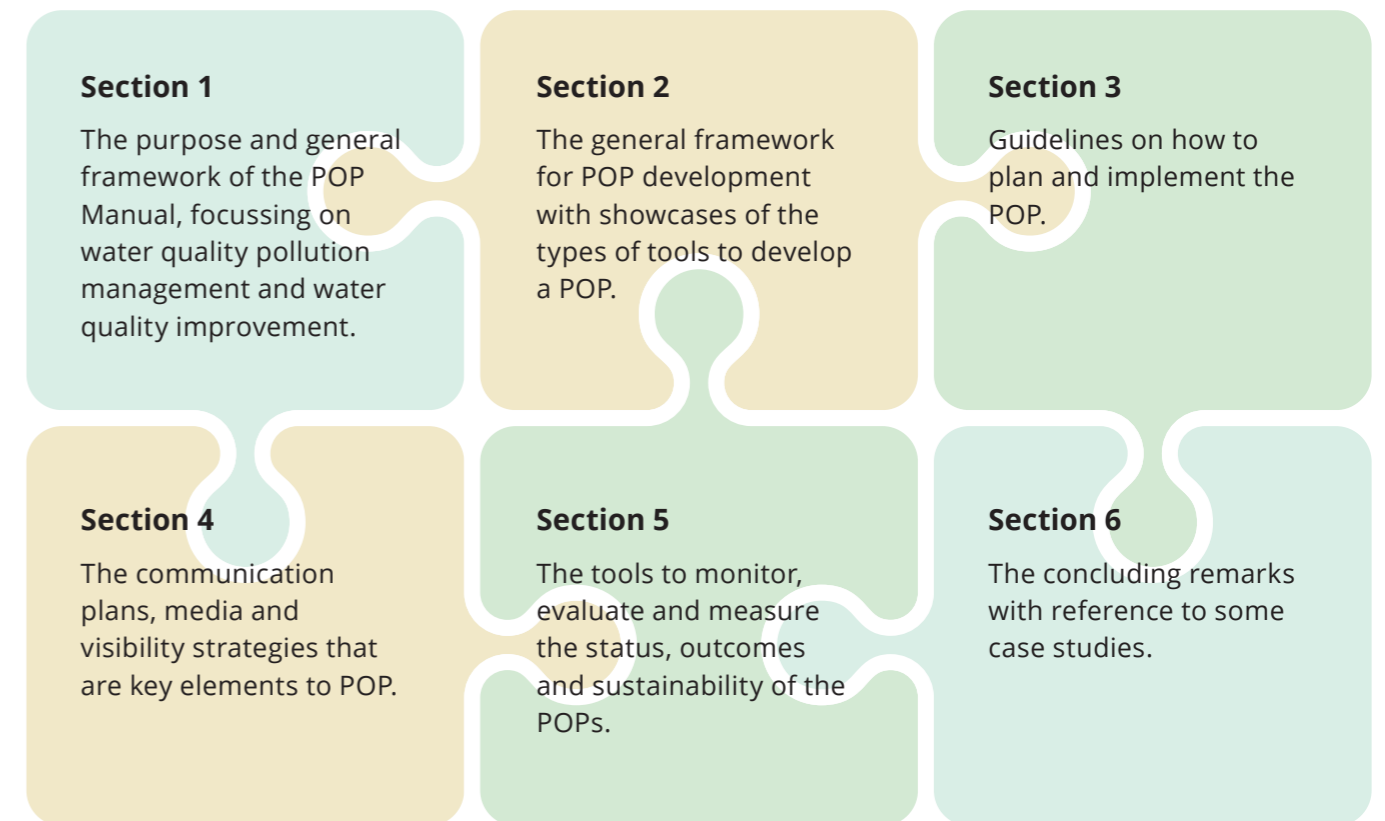
Integrated River Basin Management (IRBM)
The coordinated management of resources in the natural environment (air, water, land, flora and fauna) based on the river basin as a geographical unit, with the objective of balancing man's needs with the necessity of conserving resources to ensure their sustainability.

Department of Irrigation and Drainage (DID) Malaysia

develop a sense of belonging, ownership and of responsibility when these are attached to a real space.

Figure 1: Interlinked sections that is the framework of this POP manual

Section 1
The purpose and general framework of the POP Manual, focussing on water quality pollution management and water quality improvement.

Section 2
The general framework for POP development with showcases of the types of tools to develop a POP.

Section 3
Guidelines on how to plan and implement the POP.

Section 4
The communication plans, media and visibility strategies that are key elements to POP.

Section 5
The tools to monitor, evaluate and measure the status, outcomes and sustainability of the POPs.

Section 6
The concluding remarks with reference to some case studies.

1.3 FRAMEWORK OF THIS POP MANUAL

The POP Manual is a simple guide consisting of six (6) interlinked parts:

Users are encouraged to read the Manual sequentially in order to not missing out on any important features of a POP. References and various additional sources of information are provided should users want to learn more. However, the list is by no means exhaustive and is intended for guidance only. Cap-Net's "Training Manual on Water Pollution Management: An IWRM Approach to Improving Water Quality (2016)" was used as a reference document for this Manual among others and Practitioners are advised to refer to this Manual too.

Cap-Net does not endorse any product, service or enterprise, therefore, any inclusion in this Manual does not constitute its recommendation or endorsement.

SECTION 2:
DEVELOPMENT OF A PUBLIC OUTREACH PROGRAMME (POP)

SECTION 2: DEVELOPMENT OF A PUBLIC OUTREACH PROGRAMME (POP)

2.1 POP FRAMEWORK

Any education, awareness, advocacy and communications programme cannot work on its own. As a whole, compliances and enforcement, structural measures and non-structural measures such as POP must work holistically in order to achieve ultimate water pollution control and management (refer to **Figure 2**). With that in mind, POP is an important part of the solution, but not the full solution. For this Manual, the focus is only on POP. Therefore, users can refer to other IWRM factors within the Cap-Net website.

The overall framework of POP follows the Logical Framework Approach (LFA) (**Figures 3** and **4**), for easier execution. The first step is to go through an initial or planning stage where the POP is developed, after which the next step would be the actual implementation of the POP. Progressively, monitoring and evaluation will need to be carried out and any change required would be noted. The final stage is a closure strategy to ensure continued momentum and sustainability of the initiative.

Figure 2: POP as an interacting solution

Figure 3: Logical Framework Approach (LFA)
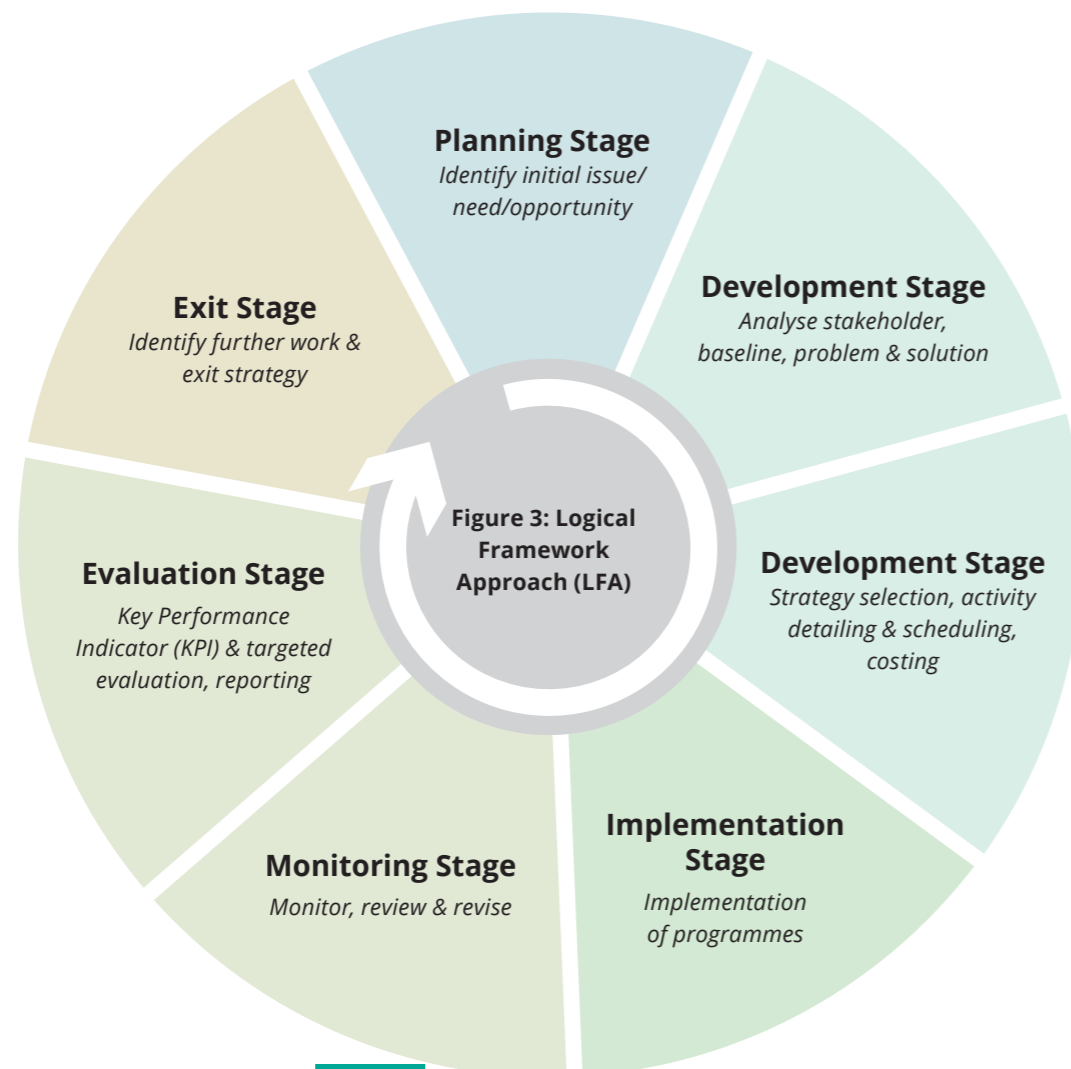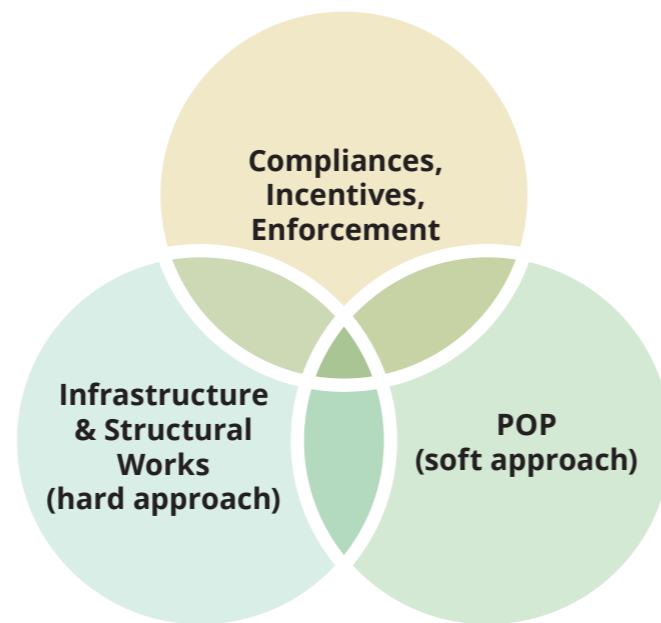
Figure 4: Overall framework of the POP development and implementation

The first six steps under this framework cover from the Planning Stage to the Development Stage. Meanwhile, Steps 7 to 9 will be discussed in detail in **Section 3, 4 and 5**, covering from the Implementation Stage to the Exit Stage.

2.2 STEP 1: PROGRAMME IDENTIFICATION

The first step towards developing a POP is to understand its purpose. Programme identification means having to resolve a particular issue and hence, a needs assessment is required. This can be done through a rapid assessment with baseline studies (see **Section 3** for more details). The Cap-Net website on IWRM provides a host of invaluable materials on this topic that could be applicable to the issue at hand.

Refer to **www.cap-net.org** or **www.gwp.org** to gain access to a host of free IWRM training materials and resources, as well as to get the opportunity to network with other like-minded groups that may share the same challenge as you do.

2.3 STEP 2: DEFINING GOALS AND OBJECTIVES

An outreach programme intends to resolve an issue or problem of concern. Hence, the goals and objectives including the specific boundary that encompasses the issue, will have to be set at the very beginning. POP should not be too general or too wide of a scope because it would complicate the overall execution and monitoring processes of the programme.

The POP sets a boundary that needs to be customised specifically to the local conditions to reduce the amount of variables that can complicate the overall resolution. Geographically, a basin-wide approach is fundamental to defining the POP boundary. If the river basin is too large, it is suggested that the POP focuses on targeting sub-basins or sections of a river instead.

Determine the geographic boundary by selecting the right basin or sub-basin for the POP.

To define the goals, the steps include asking the following questions:

- **What is the specific water quality problem statement?**
  Lay out clearly the main issues that need to be resolved or prevented.
  Focus only on one issue at any one time for each POP initiative.
  If there are several issues, break them into a few POPs.
  Carry out a rapid impact assessment if required.

- **Who are the owners of this POP?**
  Identify the host agency or person to lead and manage the POP. See **Section 2.4**.

- **What is the overall vision of this initiative in order to provide solutions to the problem?**
  Determine the expected and desired outcomes of the POP and work backwards.

- **What is the goal of the POP?**
  The ultimate goal of the POP and what it will achieve, needs to be determined.

- **What are the objectives that need to be carried out in order to meet the goal and vision of the initiative?**
  The objectives must be outlined to achieve the goals of the initiative. It should be specific, measurable, action-oriented, relevant and time-focused (SMART).
  All objectives has to tie-in with specific activities; although along the way during POP implementation, changes may by required to suit the circumstances of times and space.

In Malaysia, a benchmark case study would be the River of Life Public Outreach Programme (ROLPOP) (2011 – 2020), which was adjusted to ensure that the river communities participated actively to address river pollution problems in the Klang River, to complement the structural measures undertaken to clean up the river (see **Box 1**).

BOX 1: EXAMPLE OF POP PLANNING FOR THE KLANG RIVER BASIN

The experience of the Malaysian Government through the River Of Life (ROL) POP projects, being part of the mega National Economic Transformation Programme, had shown that public outreach could be a very effective tool for environmental/resource governance. It had motivated the general public and communities to be more aware of the river basins they lived in and of river water pollution problems and challenges to keep the rivers clean. Lessons learnt from the River of Life POP projects showed that the participation of all stakeholders living within the river basins is very important. What more was the community-led initiatives were far more effective in sustaining water pollution management programmes. The following is an example of the planning for the outreach programme in the Klang River Basin.

Problem Statement: The Klang River that flows through the Federal Territory of Kuala Lumpur (FTKL) was badly polluted with solid wastes, wastewater discharges and sediments. It was smelly and an eyesore, with many buildings having their backs facing the rivers rather than fronting it. The general public and the local residents did not value the Klang River in the past, treating it as a giant drain for their wastewater.

Vision: The impetus behind the ROLPOP initiative was the Federal Government. It wanted to revive the Klang River into a healthy and vibrant river that is unpolluted, befitting the status of an FTKL with a clean river that runs through it, for eveyone to see and enjoy.

Goal: Underpinning the vision, was the aim to promote a sense of pride of having a beautiful unpolluted landscaped river flowing through the Federal Territory. It empowers the ROL POP under the Department of Irrigation and Drainage Malaysia (DID) and the local authorities to create the sense of pride amongst the various communities living in the river basin to keep the rivers clean. In the process, the goal was to create a long-term sustained relationship that will change the behaviour and attitude towards river care, pollution reduction and preservation, not only in the FTKL but also to other rivers in the country as well.

Plans: Detailed planning, implementation and monitoring of a POP to complement the structural measures undertaken in the ROL programme, was carried out using various tools, methods and communications aids, assisted with training, education and best management practices (BMP). From 2011 – 2020, POP had identified specific target groups to empower them to take actions to foster long-term stewardship of the rivers within the Klang River basin. To date, this has catalysed the formation of many community-based organisations, Friends of River Basin (FoRB) , Non-Governmental Groups (NGOs) and local committees to take care of their own rivers or sections of the rivers.

2.4 STEP 3: OWNERSHIP

POP will need to have a lead agency or a purpose-built entity owner such as a pro tem committee or grouping to be in charge of the overall management of the programmes (see **Section 3**). In Malaysia, the Department of Irrigation and Drainage (DID)Malaysia is the custodian of rivers in the River of Life POP. However, the local authorities, in view of their role as custodians of public well-being at the local level, usually becomes the natural lead agency especially in Malaysia. Most local authorities have public outreach units within their institutional structures that could be a starting point for any POP formation. Even individuals can collectively crowd-fund their own POP, should there be a need. The government agencies could kick-start river outreach programmes at the beginning, but eventually, it is community-led campaigns that fare better in the long run. Top-down or bottoms-up approaches can be utilised depending on the goals and objectives of the POP.

The "owner" of the outreach programme must have a brand story, that is, a narrative of why they want to pursue this initiative. It creates emotional connection with the cause and builds trust with the target audience. Whoever is going to participate and be involved in this programme needs to be assured that the owners are genuinely concerned about resolving or promoting the initiative and that they are part of an authentic and greater cause.

The POP must be helmed by a lead "agency" or "owner" which has a genuine interest in resolving an issue related to water pollution and rivers.

2.5 STEP 4: IDENTIFICATION OF THE TARGET GROUP TO BE REACHED

The target group is the group of people or stakeholders in a community that needs to be reached out to. Once the boundary is set, it is easy to determine the socio-economic profile of the target group involved. The target groups may include :

- Government agencies
  - Federal and state level related to the problem
  - Local authorities/government (most important stakeholders in POP)
- Local Communities
  - Community-based organization (CBO)
  - Resident Association
  - NGOs/NPOs
  - General public
- Educational institutions
  - Pre-schools, primary and secondary schools, colleges and universities
- Private sectors
  - Developers, industries, corporates, agriculture, consultancy firms, etc.
- Special interest groups
  - Associations, networks, individuals, spiritual, political etc.)

Based on the issue, the target group of stakeholders can be grouped together based on the geographic location (e.g. proximity to a river), occupation, cultural and/or behavioural patterns (e.g. indigenous people, religious institutions, heritage) and socio-economic profiles (e.g. types of property, organisational affiliations, polluters). Refer to **Section 3** for more details.

Efforts should focus on the "low hanging fruits" of the target group of stakeholders as they are most likely to adopt new behaviours from the outreach. Eventually, they too could act as champions to disseminate or share the message amongst their own sphere of influence.

Identify the target groups and focus on those who readily accepts and supports the POP visions and goals.

2.6 STEP 5: MANAGEMENT STRUCTURE

As indicated in Step 3 above, POP will need to have a lead agency to be responsible for the overall management of POP. Should the bottoms-up approach be undertaken, the local POP level will need to have local committees to look after the daily management of the programme. This can be done through the selection of their own members to oversee to the management of the programme. Refer to **Section 3**.

Normally, for local community-led programmes, there is no defined structure as all are volunteers working together for a common good. However, this is not sustainable in the long run. Goals may not be met and many followers of the cause may become frustrated and disillusioned and eventually decided to quit the initiative.

Having a proper management structure defines the roles and responsibilities of the committee members so that each are held accountable. Formatively, a committee is a group of people responsible for coordinating the day-to-day running of the POP. Having this management committee, no matter how small or big the POP is, is a good practice. An outreach programme was grown from a single person or a group of peoples' idea into a formal operation with on-going activities, volunteers and budgetary requirements. Therefore, setting up this formal committee structure would ensure that decisions are made collectively, members are held accountable and are working together to provide specialist inputs and manage risks, finances and on-going plans for the initiative.

The committee can come in various forms, such as a management committee, steering committee, executive committee or board of trustees. The format should be customised to suit the goals and objectives of the outreach programme.

Setting up a management structure would ensure the outreach programme is run effectively and sustainably to achieve the goals.

2.7 STEP 6: TERMS OF REFERENCE

2.7.1 DEVELOP LOCALISED POP METHODS AND TOOLS

There is no one size fits all solutions to all POPs. Therefore, to reiterate, this simple manual provides only a how-to guide to POP, but the approaches, programmes and activities within them should be customised to the local conditions.

The key points to local management are: preparation, preparation and more preparation; define the exact problem to resolve; carry out site review; collect local data such as volume of wastes; socio-economic profiles of the communities living within the area (POP boundary); the legislature and regulatory requirements needed to work within them to resolute the problem for that location; the cultural/spiritual context; the language; and whatever that is needed to prepare before meeting with the stakeholders. Preparing yourself with some basic understanding is essential before meeting any stakeholders, as first impressions are lasting.

Human behaviours and attitudes are subjective and this must be kept in mind. Use local guides if required and speak in the local languages as much as possible to create comfort to the target groups. Listen to the target groups on their concerns, their belief system, what is important to them and what are their barriers to changing behaviours. Basically, know your target audience.

Some useful tools to gather information:

- Demographic databases from census department or bureau.
- Site inventory and existing water quality data.
- Surveys (face-to-face, mail, telephone calls, virtual, e-mail).
- Focus group discussions.
- NGOs or community-based organisations.

- Community cultural assessment and mapping.
- Religious groups or organisations.
- Cultural and heritage areas.
- Contacts with local councillors or representatives.
- Observations.

Refer to **Section 3** for more information.

Developing localised methods and tools are essential for any POP as there is no one size fits all solution.

2.7.2   CREATING THE MESSAGE

POP is all about communicating the message. It creates the message to help achieve the objectives as defined in Steps 1 and 2. Good messages tend to provoke thinking, instil with knowledge for behavioural and attitude change, skill empowerment and provide actions needed to actualise the goals in the POP initiative.

Understanding the target audience is key to creating effective messages in the POP plan. The messages should take into consideration the existing attitudes and behaviours, socio-cultural norms and beliefs, demographics and any barriers that might occur within that community living in the river basin. There may be a need to create different messages to address different circumstances to overcome the barriers. For example, use layman terms when communicating with grassroot stakeholders and local communities, as compared to using technical terms.

Frame messages in simple language and in a positive light. In fact, visual aids are important to capture attention. Poorly framed sentences in the POP campaign can give a negative first impression to the public and target groups, which will be hard to overcome later no matter how many positive sentences are said next.

Proper selection of taglines or clear messages could help the communities, stakeholders and the general public to relate to immediately to the POP campaign. For example, in Malaysia, the "*Rediscover Reconnect*" tagline of the River of Life initiative immediately provides a quick summary of the intention of the campaign. Refer to **Section 4** on the tools to package and disseminate the message.

Crafting a good message will ensure a positive response from the target groups and prompt actions and behavioural changes needed to achieve the POP goals and objectives.

2.7.3   CREATING AN OUTREACH WORK PLAN

The outreach work plan can come in the form of a Terms of Reference (TOR), which should be flexible to suit the circumstances of the time. The TOR should include the methodology and approaches from planning and development, to implementation and final outcomes of the POP Programme (see **Section 2.7.1**).

The checklist can include, but not be limited to, the following:

- What is the title of the POP?
- Who is the owner/lead agency?
- What is the motivation behind the POP? E.g. what is the story that led to the owner carrying out this POP campaign?
- What are the goals, objectives and expected outcomes? Are they specific, with time limits and measurable?
- What are the key messages?
- Where are the target location and boundary?

- Who are the target audience/groups? What are their motivations?
- What are the resources and tools needed to accomplish the identified objectives?
- What are the methodologies and approach?
- What are the activities/programmes of the POP to achieve each objective?
- What are the time frames?
- Who are the parties/stakeholders involved?
- What are the ways to measure and evaluate the progress and impact of the POPs?
- What are the exit strategies?

BOX 2: EXAMPLE OF RIVER OF LIFE MATRIX

POP Title:	River of Life POP
Owner/Lead Agency:	Department of Irrigation and Drainage Malaysia
Goal:	To improve river water quality of sections of the Klang River through changes in behaviours and attitudes of target groups towards river care and protection by 2020.
Objective 1: Increase awareness of local communities on impact of oil and grease discharge into streams and river by encouraging behavioral change and practices to reduce sullage pollution.	
Activity/Programme	Encourage collection and repurpose of used cooking oil (UCO)
Target Group	Local communities
Expected Outcomes	Increased collection of UCO and drains cleared of food, oil and grease
KPIs	Post implementation water quality to improve by >50%
Time Frame/Due Date	1 year from 1 January 2020 until 31 December 2020
Resources Needed	• 4 core team members • Committee set-up with local community participation
Key Stakeholders Involved	Local councils, Selangor Waters Management Authority (LUAS), food establishment associations, consumer groups, private sectors.
Format of Outreach	Posters, manuals, demonstrations on how to store UCO and how to sell to reputable vendors. *Create a separate and detailed Terms of Reference for this part.*
Budget (RM)	XXXX *Create a separate and detailed budget breakdown for accountability to donors or funders.*
Key Messages:	Waste to Wealth

SECTION 3:
IMPLEMENTATION OF THE PUBLIC OUTREACH PROGRAMME (POP)

SECTION 3: Implementation of the POP

Implementation phase is the most important part of the public outreach programme (POP). This is the phase where all plans discussed and developed in **Section 2** will be implemented to achieve the intended aim and objective of the programme. The steps included in this phase are:

1. Formation of pro tem
2. Baseline survey & rapid assessment
3. Stakeholder engagement
4. POP approaches
5. Formulation of implementation programme (activities and initiatives)
6. Assumptions and risks

Although all the steps are important for proper and systematic programme development and implementation, you can choose which step is vital for you. You might skip some of the steps based on programme size and aim.

3.1 FORMATION OF GROUP/PRO TEM

Forming a group or pro tem committee is an important initial step to kick-start an initiative. The main responsibility of a pro tem committee is to ensure the implementation's first step takes place, which is the baseline survey and rapid assessment as explained in the next part of this section. Pro tem committee will act as the driver to implement an action plan. Eventually the pro tem committee will be dissolved to form a core team.

A core team is defined as a group of people who does the main part of a job or project. In this case, a group of people who implement the core works to achieve the common goal; river protection. A core team is a representative that are endorsed and agreed by all members and should consist of those who can make a valuable and unique contribution to the programme or initiative. The core team are usually but not necessarily be formed from the existing members of community group . They should be well-represented by demographics; gender, religious group, age and other suitable groups. Table 1 shows elements are important in forming a core team to kick-start your activity or initiative.

Table 1: Elements in forming a core team.

Goals	What the team as a whole and members individually hope to accomplish.
Roles & responsibility	Each member's area of specialty, position on the team, authority and assignments.
Processes	The techniques that team members will use to perform their programme tasks.
Relationship	The attitudes and behaviors of team members toward one another.
Output, Outcome & Impact	Balance out the activity output, outcome and impact. Try to focus on the common goal of the initiative. Do not only look at impact towards people but also flora and fauna as well as the river.

Commitment is very important to ensure goals are achieved. All members will commit to the initiative when their participation and input are valued and heard. This helps members develop and buy into a shared sense of the programme goals by doing the following:

- Discuss the reasons for the programme, its goals and the impact of its results
- Clarify how the results may benefit your organisation and the environment.

The main purposes of forming a core group in context of POP are to coordinate and implement initiative and/or activity. There are various types of initiative that can be formed.

Figure 5: Different types of initiative to form a core group with example from various programmes by GEC.

Location	Interest/Needs	Project/Programme	Volunteer
Members staying within the same area. (e.g. Protection of Upper Kinta Basin, Sungai Penchala Rehabilitation)	Members staying in different locations but have the same interest. (e.g. FLOOD Ranger, SMART Ranger, Riverine Community Garden)	Members are part of a project/programme consisting of mixed experts and professionals in the same field. (e.g. RIVER Ranger programme, Integrated Management of Kinta River Basin for Community and Ecosystem Services through Active Community and Stakeholder Participation Project, ROLPOP project)	Initiative carried out by volunteers from NGO, education institution, local communities, general public as well as from Corporate Social Responsibility (CSR). (e.g. Friends of Klang River Basin, Friends of Langat River, Rotary Club District 3300 Action Group on Environmental Sustainability (DAGES))

For more information, please refer to:

1. **www.riverranger.my**   2. **www.waterproject.net.my**   3. **www.facebook.com/friendsofklangriverbasin**

These initiatives can eventually lead to the registration of the organisation or association in a more formal platform. This way, the initiative undertaken will be more sustainable and does not end when the programme ends. Registering is not a necessary step as there are pros and cons of the process.

> **Tip: Get someone young to be part of your core team to encourage more youth to be part of your initiative!**

Table 2: Pros and cons of formal registration of the organisation/association.

Pro	Cons
Easier to apply for private grants	All activities require approval of committee members
A more systematic financial system	Requires yearly activity and financial reporting
Recognised and easier to apply for government assistance and funding	Requires members' commitment – meeting, Annual General Meeting (AGM)

3.2 BASELINE SURVEY AND RAPID ASSESSMENT

Baseline survey should be done at the initial stage of the programme to obtain an overall understanding and appreciation of the current state of affairs and stakeholder sentiments within the proposed site. The process consists of establishing (or collecting) the base map; collating and reviewing existing information; reviewing existing planned activities along the proposed area; design the data collection and sampling programme; and identifying the methodology and implementation partners.

Baseline survey includes the land use and demographics survey; pollution source rapid inventory; water quality sampling; biological indicator sampling; stakeholder perception survey; and the preparation of baseline survey report.

These baseline assessment and data collection will provide information, such as the condition of the rivers and other water bodies; demographic breakdown of the stakeholders; potential sources of pollution; and current, pollution mitigating measures. It will also form the basis for subsequent monitoring and review, post implementation; and the results of the outreach programmes over the programme duration.

Land Use and Demographics Assessment

It is important to understand the current land use and population in the proposed programme area to enable the proper design of the outreach programmes. The land use assessment can be mostly based on on secondary data, including:

- Information from the statutory plans (e.g. Kuala Lumpur Local Plan, Ampang Jaya Local Plan)

- Information from satellite images

- Data from local authorities and government agencies
  (including but not limited to Local Councils and Departments of Town and Country Planning)

- Local information from local leaders

Some (not all) of the land use information should be verified (if possible) during the field visits. The demographic information can be obtained from the Statistic Department as well as local leaders. The data will be examined to understand the population distribution and socio-economic attributes.

Conducting an assessment of a particular area is important to identify any issues that needs community engagement/participation at large. This ensures that the subsequent outreach activities can focus on major pollution sources rather than diluting the efforts by addressing every single source. This process will also assist in identifying stakeholders that should be involved. This will also capture and sustain a community's interest by suggesting a solution to their localised problem that has a direct impact on their daily lives. This will directly benefit them. The local community may be aware of the problem but may not know how to solve it. By identifying the localised issue and providing possible solutions, the willingness to participate as a community group will be stronger.

To identify a localised issue, a pre-assessment study should be conducted; a survey and research via internet or by paying attention to issues raised by local communities, the mass media and by any other means of communication. Visiting the proposed site allows the real issues to be observed. For example is through informal visit to the proposed site can reveal existing pollution such as solid waste, industrial waste, commercial waste and residential waste which are common.
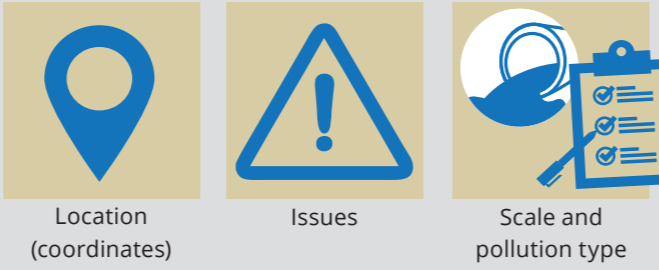
The rapid inventory among others focuses on:

Industrial effluent discharges

Sullage from houses and commercial areas

Sewage treatment plants

Wastes/ discharges from restaurants and hawker centres

Earthworks or land clearing

Solid waste

The rapid inventory gathers information and evidence on:

Location (coordinates)

Issues

Scale and pollution type

Rapid assessment usually covers:

Pollution source inventory

Water quality study

Floatables of solid waste study

Biological indicator study

Community mapping

Table 3: Key input for each element of baseline survey and rapid assessment.

| Pollution Source Inventory	To identify the origin of the pollution entering into the rivers and the type of pollution to characterise the stakeholder category.
	Inventory can focus on:
	A. Water bodies
	i. Rivers and tributaries
	ii. Ponds, lakes and water retention sites
	B. Land use
	C. Pollution source according to target groups
	i. Local community - residential discharges
	Ii. Industrial, development and corporation: industrial effluents, sullage water and waste management as well as sedimentation runoffs
	Iii. Food establishment/hawkers/restaurants, wet market & workshops: sullage from kitchen, used cooking oil and solid waste and organic waste
	Iv. Educational institutions: waste management & canteen waste management
	V. General public: awareness on water and waste connectivity on the environment
	Vi. Sewerage seepage from sewage treatment plants (stps)
	Vii. Others
	• Squatters, scavengers and contract workers/illegal settlements
	• Isolated roads and path within the residential areas
Water quality analysis	To measure the required parameters of water, following standard methods, to check whether they are in accordance with the standard. Chemical characteristic of the river water determines whether the river is able to support aquatic organism and able to subside the pollution load as the river correspond to environmental pressures caused by the anthropogenic activities (Carré et al., 2017; Edokpayi et al., 2016; Holmes & Boardman, 2018).
Biological Indicator Study	To provide remarkable insight into the functional quality of the ecosystem by revealing important changes in the composition of biological communities caused by human's activities, directly or indirectly. As a part of river health assessment, biomonitoring involves collecting a sample of macroinvertebrates from the river, identifying the organisms and rating the water quality based on aquatic macroinvertebrates scores; e.g. Average Score Per Taxon (ASPT) and Biological Working Monitoring Party (BWMP) index. Benthic macroinvertebrates will be able to provide the integrative measure of overall health of a stream and can inadequately identify polluted river bodies (Harikumar et al., 2014; Thampy et al., 2013; USEPA, 2005). Benthic macroinvertebrates affected by prolonged pollution disturbances used to assess the pollution level of river as the long lifecycle span of the indicators are sufficient to understand the issues at the sampling site or river stretch (Young et al., 2014).
	Five key biological elements can be used to assess the impacts of the water quality, the concentration of organic pollution in river; macrophytes, phytoplankton, benthic algae, benthic macroinvertebrates and fish (Poikane et al., 2014). The algae (phytoplankton and phytobenthic) were used to evaluate eutrophication and organic pollution of the river, whereas benthic macroinvertebrates and fishes were used to assess the pollution level of the river (Knoben et al., 1995). Microorganisms and algae with short life cycles were used to analyse short-term pollution disturbances, whereas benthic macroinvertebrates and fish with longer life cycles will be able to detect the pollution disturbance for a longer period (Young et al., 2014).
Solid Waste (Floatables) Assessment	Poorly managed, or irresponsibly dumped, solid waste, will often be washed into rivers; aside from rendering the water bodies visually unattractive and exuding unpleasant smells, it affects the water quality and the health of aquatic life.
	An on-site survey to collect data on the solid waste composition, for better understanding on the situation of the floatables. This data and result of this survey will be incorporated and applied during the awareness programmes for target groups.
Perception Survey	The perceptions, awareness, knowledge and the willingness to participate of the various target groups are important factors in the design of the outreach programmes.

The findings of the baseline survey will be used as a guide to design the outreach programmes for target groups. In particular, the findings will be used to determine:

- pertinent to geographical areas
- specific pollution sources and pollutants to focus on:
  - List of major pollution sources
  - Identify most contributed pollution in the area
- types of activities suitable and relevant for the target groups and/or pollution source/types
- subsequent monitoring programmes

3.3   STAKEHOLDER ENGAGEMENT

Stakeholder involvement at all time and level is vital for a successful POP. Cooperation between the government, private sector and community is the key to successful and sustainable river management. Therefore, stakeholder engagement for commence of implementation process is vital. However, in the context of IWRM, the real stakeholders/beneficiaries are not only humans but also include flora and fauna. Therefore, humans have to protect the flora and fauna to ensure the resources are protected and well sustained for our existence.

Figure 6 : Stakeholder of river management.
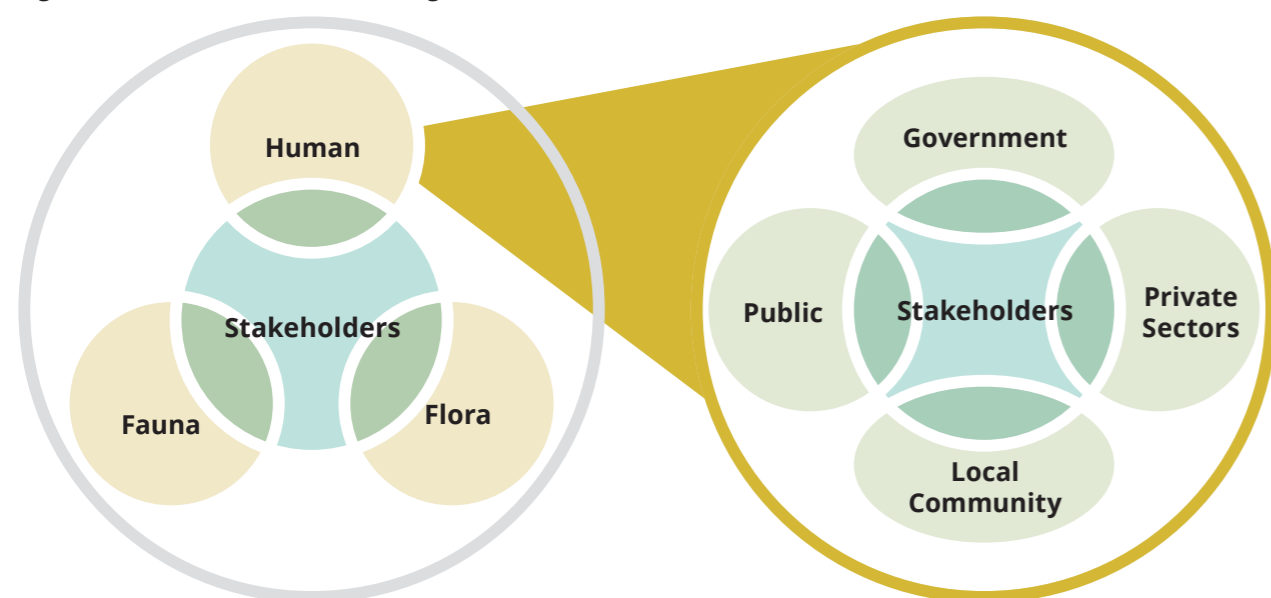
3.3.1   STAKEHOLDER CONSULTATION

Stakeholder consultation shall be an important aspect of the POP. Good communication with the stakeholders is vital to:

- ensure that all issues affecting stakeholders are addressed;
- stakeholders understand the efforts being taken to resolve the issues;
- ensure that stakeholders' feedback is utilised in improving the management strategies; and
- foster a sense of partnership amongst all stakeholders to ensure the sustainable management of the river basin.

The types of consultation may include (but not limited to):

- Stakeholder seminars
- One-to-one meetings with stakeholders
- Focus group discussions
- Questionnaire survey

The consultation process has to be done with stakeholders and community leader(s) separately.

Identifying, enlightening and involving the relevant stakeholders at the early stage of issue identification will help in the implementation phase. Once you have identified the potential community, you need to consult them. Highlight the issues and enlighten them on the benefits (short and long term) if they participate. Their consensus will then be taken into consideration in the next phase of the programme implementation.

Before engaging the community, it is essential to filter and only target the community group(s) that is most willing to participate and very committed to work together on the programme. Normally from series of questionnaires distributed to selected respondents in the targeted area, analysis, pre-consultation process with communities and other stakeholders, a more comprehensive activity can be carried out. An action plan can then be developed specifically for the local communities in the targeted area based on their localise issues. Therefore, an effective solution to their issues can be taken.

3.3.2   STAKEHOLDER IDENTIFICATION AND PARTNERSHIP

The success of the programme will be strongly related to the support and participation of a large group of stakeholders especially the local champions. The term "stakeholder" refers to anyone who has a stake, or interest, in an outcome. This includes people who will benefit from the programme, who could be negatively be impacted and those who are simply interested. Stakeholder lists will be different for each and every programme.

The key group of stakeholders that should be consulted include (but not limited to):

- State and federal government agencies
- Local authorities and district offices
- Private sector associations
- Non-governmental organisations
- Community-based organisations
- Special interest group
- Residents associations
- Local communities
- Research Group
- Education institutions

It is important to identify all the stakeholders in your programme upfront. Leaving out important stakeholders or their department's function could delay the programme implementation. It is also vital to identify helpful partners who might be more familiar with the target audience. These existing groups, which often have important contacts and have established trust within a target community, is more effective at delivering the outreach message for the programme than the implementer him- or herself. Allowing these stakeholders to tailor the message to their needs also increases their sense of ownership and the likelihood that the target groups and community will adopt real change in the long term.

For example, the involvement of Ministry of Education is important when engaging the schools to participate in the proposed activities. Participation of local authorities are crucial to implement and achieve targeted objective and KPI necessary for waste reduction and pollution control especially for soil erosion and waste from hawker centers, restaurants and workshops. Department of Environment (DOE) involvement is important for the industrial areas.

The participation of interested partners, corporates and supporters, especially around the programme vicinity will boost the publicity and engagement of volunteers to implement the proposed activities to reach a bigger target group. This will provide a good understanding of the contexts and the importance of stakeholder involvement and community ownership.

Table 4: Examples of identified potential partners suitable in Malaysia.

Target Group	Government Agencies	Corporate/Interest Group
General Public	Local authorities, National Integration & Unity Department	Civil society, Residential Association and Rukun Tetangga, religious groups, corporate sponsors
Education Institutions	Ministry of Education, Ministry of Environment & Water, Ministry of Youth and Sports, Ministry of Higher Education	Lions Club, Scout for Nature, Student Associations, Researchers, Experts
Local Communities	Local authorities, National Integration & Unity Department	Residential Association and Rukun Tetangga, corporate sponsors
Food Chain, Wet Market & Workshop	Ministry of Health, local authorities, Ministry of Environment & Water	Hawker Associations
Industries, Corporations & Developers	Ministry of Environment & Water, Department of Environment, local authorities	Industrial Association, REHDA

The number of the participants from the proposed target groups can be further enhanced by linking with on-going activities organised by the local authorities, related government agencies, special interest groups or environment clubs and organisation.

3.4 POP APPROACHES

To maximise programme implementation process, design a programme that has hands-on, practical and close-contact approach. WIPSEAS (see **Table 5**) approach developed by GEC are one of the comprehensive approach towards a successful public outreach programme and it has been proven through various programmes. SMART Partnership and stakeholder engagement is an important component of WIPSEAS approach. For this component, Civic Science and Heart Approach proven to be a successful model.

Table 5: Component of WIPSEAS.

W	Water and river basin education	Reconnect to nature, river address
I	Identify and understand the local needs/issues	Rapid environmental assessment, pollution mapping
P	Proactive consultation	At all time and level
S	Smart partnership and stakeholder engagement	Ownership, Public Private Partnership
E	Empowerment	Training, capacity building, knowledge, skill, tools
A	Action	HEART approach, bottom up, nature-based solution, protection, prevention, reduction, rehabilitation
S	Sharing & Recognition	Visibility, peer-to-peer sharing, recognition and award

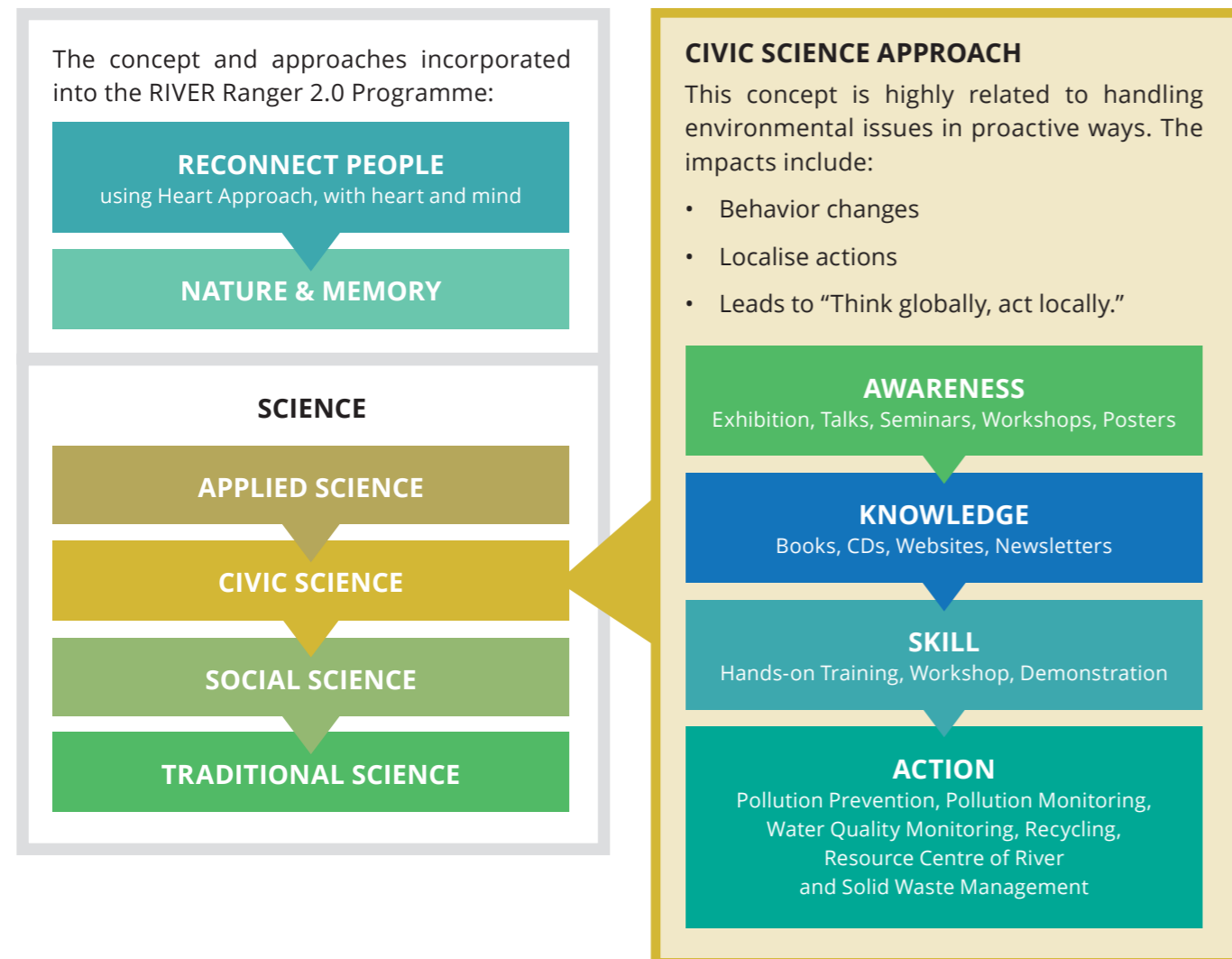Figure 7: Concept and approaches in GEC's RIVER Ranger 2.0 programme.

Table 6: Key elements of the approach.

Approach	Key elements of approach	
Multi-stakeholder	• Developing partnership between the government agencies, private sector, NGOs/CBOs/NPOs and local communities to address problems and collectively find solutions	• Enabling effective implementation of the programme through clear role of each participating agencies • The design will propose Terms of Reference for each agencies and the lead personnel will be assigned from each players to take action in the implementation phase
Participatory and practical approach	• Encouraging participation from public/local community supporting the programme implementation • Focus on practical action for pollution prevention and clean up rather than theoretical information dissemination approach	• Providing opportunity for the public/local community practicing their skill and knowledge obtained from the activity • Award/Appreciation scheme will be included to gain support and participation of the targeted groups
Involving the mainstream and social media	• Involve the media to promote and cover events and for feature stories • Establishment of website and social media	• Encourage use of Facebook and Twitter by target groups to spread message and share success • Identify champions/ambassadors - e.g. Community leaders/celebrities to enhance profile
Active Consultation Process	• Public dialogues and continuous progress section to share the implementation/feedback from the targeted groups regarding the programme • Ensuring targeted group are well informed and their views obtained and incorporated into programme design • Consulting the stakeholders for their consensus and understanding	• Actively engage responsible government agencies and service providers in working groups and steering committees • Outreach to public areas, main integrated transportation hubs, interactive and attractive outreach initiatives
Integrated River Basin Approach	• Initiate actions at the top of the basin and work downwards using 'Source to Sea' and 'water connectivity' concepts as promoted at World Water Forum 7, 2016 • Prioritise target groups/actions based on the pollution type	• Balance the need of others residing and utilising the resources in the programme site • Communication barriers to be addressed by assigning designated programme officer to support the multi-language dialogue sessions
Pollution prevention at source	• Document and highlight key pollution sources • Work with agencies and polluters to solve some key pollution problems to encourage further action	• Tackling the issues contributing to the river pollution at grass root level – targeting the main source of pollution
SMART partnership	• Establishing good SMART partnership model between government agencies, private sector and local community in overcoming river related issues in the country	
Working with on-going activities	• Associate and collaborate with any ongoing state/local government activities helps to kick off faster and ensure the success	• Involve and incorporate activities designed within existing local authorities and other government agencies programmes • Cross linked with related ROL initiatives
Stimulating stakeholder contributions and co-financing	• A platform for programme stakeholders to share available resources between agencies which can support the overall programme implementation without depending on the programme costing	• Promote CSR programmes within the targeted groups at targeted areas of sustainable ROLPOP implementation approach

Approach	Key elements of approach	
Sustaining the activities beyond the study period (exit strategy)	• Create a sense of ownership from the targeted community in the programme area to promote continuous efforts of river protection and conservation protecting and conserve the river • Promote the establishment of budget line in respective to government agencies • Identify options to sustain funding through government agencies or private sponsors to extend activities beyond programme period	• Link with existing funding mechanism such as National RIVER Care Fund (NRCF) • Facilitate the establishment of focused CBO groups at local level to continue work • Integrate actions with work of existing groups e.g. RA, interest groups (Rakan Alam Sekitar, IM4U, Rotary, Lions, Interact Club and Scouts etc.)

Different programmes may have slightly different approaches to another. Design the most suitable and localise approach for your programme for best result. Example: SMART Partnership.

SMART Partnership is when the responsibility of river management has now been widely recognised that unless a broad range of stakeholders including government agencies, service providers, politician, general public, private sector, local communities and NGOs become actively involved, efforts towards river management will be neither successful nor sustainable (Bent Lauge Madsen, 1995a, 1995b).

> Art of SMART partnership is a proven model in integrated river basin management, for instance in Malaysia.
>
> **Dr. K. Kalithasan, 2021**

In order to ensure the sustainability of SMART Partnership, participation of the targeted community is important. The community needs to be empowered with civic science approach by providing the knowledge to build and enhance skills to assess, identify, understand, resolve, that leads to action to restore, rehabilitate and monitor the river basin. This will motivate the public to participate in activities and/or initiate actions to safeguard the environment and acknowledge their achievement. Collaboration between the federal, local government and community approaches must be beneficial to all the relevant parties to ensure acceptance among the stakeholders.

3.5 FORMULATION OF IMPLEMENTATION PROGRAMME (ACTIVITIES AND INITIATIVES)

Establishing a formal working committee to plan and implement the actions is very important. All stakeholders need to be involved in the process (government agencies, private organisations, local politicians and leaders as well as communities).

LOCAL LEVEL - FACILITATOR

Once consensus has been achieved, it is essential to appoint a local facilitator. The facilitator will become the focal point throughout the year during the programme and initative period. Specific task will be provided to the appointed local facilitator and he/she has to ensure all activities within the programme are accomplished.

LOCAL LEVEL - EMPOWERMENT OF LOCAL LEADER

The proposed programme also will take advantage of existing local community organisation such as Resident Associations (RAs) and other community-based organisations, supporters, special interest groups and user groups. This will add positive value to the programme to be implemented in the area. Through empowerment,

the local leader from selected organisation will have more knowledge and deeper understanding of their surrounding issue and will be able to apply skills that they have learnt from the programme during training and workshops organised by the programme. The empowerment of local leaders can be done via capacity-building (e.g. training, workshop and site visit).

PROGRAMME STEERING COMMITTEE

The most important step in the implementation phase is to get all the relevant stakeholders together in the programme. It can easily and effectively be done through the establishment of programme bureau. The committee should include selected members from various government agencies as well as local government which have been identified in the earlier process. Representatives from targeted local community, industries, commercial and general public also will be invited where necessary. The programme steering committee can meet in quarterly basis to oversee the progress during the implementation phase.

ACTION PLAN

**Table 7: Examples of suitable activities to attract interest among stakeholders and target groups.**

Activities	Key Outputs	
River conservation	• Protection • Restoration • Biodiversity conservation	• Conservation of any catchment and clean river • Ecosystem/restoration • Promote and support integrated river basin management and biological restoration

River rehabilitation	• Water quality improvement
	• Habitat creation/enhancement
	• River flow/hydrology
		• Nature-based solution:
		  o Constructed wetlands cells,
		  o Claydyke
		  o Bioengineering

River monitoring	• River health check • Physical, hydrology, chemical and biological quality	• Forest monitoring • Riverine biodiversity • Slope monitoring
River adoption	• Beautification • River Watch, Friends of Rivers, RIVER Rangers	• Whistleblowers/pollution monitoring
River/drain clean up	• River address • Pollution mapping	• Awareness, Waste and Resource Management • My Drains Day
Water conservation	• DrH20 • Water auditing • Virtual water • Water footprint	• Water thimble • Potable and alternative water supply • Rain Water Harvesting System (RWHS)
Waste management	• SMART Ranger • Waste reduction • Recycling	• Composting • Waste to wealth • Upcycling
Community garden	• Composting • Rainwater harvesting system	• Upcycling • Close loop system
Biodiversity management	• Biodiversity monitoring • Habitat creation	• Tree planting • Invasive species impact awareness
Flood	• FLOOD Ranger • Community-based flood preparedness map (Community Town Watching Map)	• Grab and 72H bag

Activities	Key Outputs	
River basin ecosystem functions management	• Non-production greywater/wastewater recycling and wetland cell or bio-retention initiatives • Alternative action to reduce intrusion of saline water with nature based solution/action	• Invasive species elimination • Habitat creation • Pocket forest connectivity • Urban forest
River education and awareness	• RIVER Ranger • SMART Ranger • DrH20 • Island Ranger • FLOOD Ranger	• Talks • Webinar • Training • Activities in conjunction of environmental days

IMPLEMENTATION TIMELINE

In the implementation of public outreach programme, developing an implementation timeline is crucial. It can help to structure and evaluate your outreach efforts. Implementation timeline should be in-line with the programme duration as it can be used as a reference to ensure focused and on target activity implementation. An example of implementation timeline established for River of Life Public Outreach Programme Phase 5:

Figure 8: Implementation timeline.
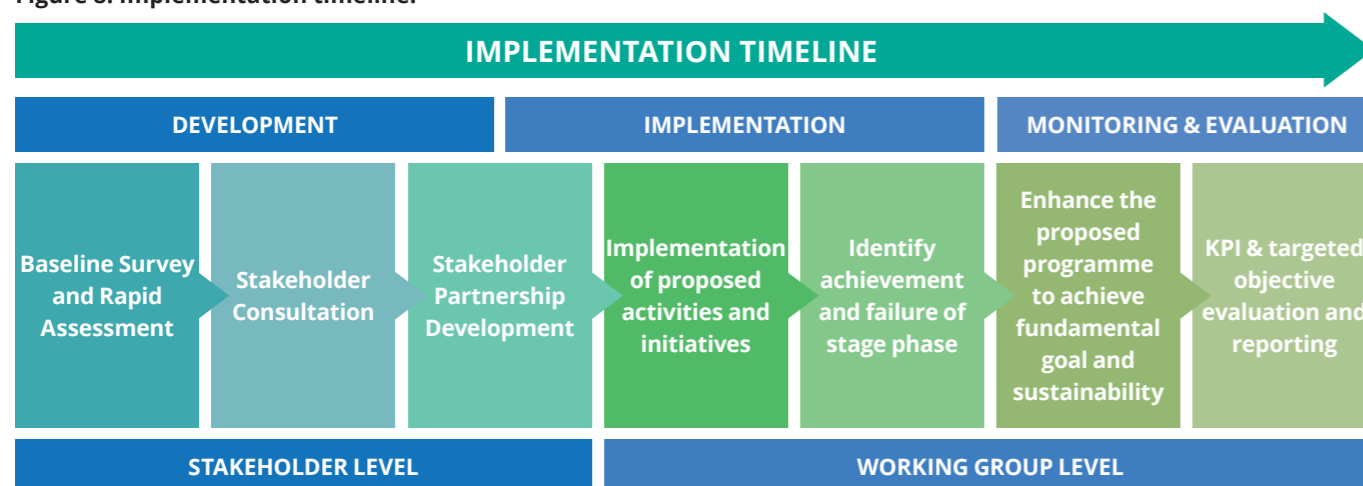
Source: GEC

An example for local community initiative related to River Adoption and Monitoring includes the following:

A. Proposed Action Plan

Two-day training workshop on RIVER Ranger with a combination of classroom training and fieldwork. Workshop should be held at the programme area to support the initiatives. The implementation of the programme activities can be divided into two main activities; carried out by the programme team and by the local community members. Among the activities are:

i. Capacity Building

- River Basin Management workshop (e.g. RIVER Ranger Programme)
- River education programme (outdoor/open classroom)
- Solid waste management

ii. Local community initiatives

- Used cooking oil collection
- Recycling
- Composting
- River monitoring

Under the implementation of the activity, the programme will also need to ensure adequate information will be provided to the targeted local community. The information materials to be provided in form of Training modules for RIVER Ranger, learning kit and tools for river monitoring, zero waste initiatives technical guidance and reading materials as well as network to engage and connect the local communities approached.

B. Recognition And Acknowledgement

Recognise the efforts and increase the publicity for the community group that you are working with. Invite media to all important events to publicise the programme and to give recognition to the community and stakeholders for their efforts. Apart from recognition and acknowledgement, you can also develop an incentive or award scheme for the community, particularly for their support and efforts. Acknowledge short-term successes as these will indirectly enhance a community's confidence and commitment.

C. Monitoring

Continue to monitor as frequently as possible. Monitoring the programme during implementation and after it has ended will ensure the programme is on the right track. It will also show a positive light to the community because it shows the programme genuinely cares for the quality and result to ensure objective is achieved.

More importantly, monitor activities carried out by the targeted group who participated in the programme. The stakeholders on the other hand will monitor the results produced by the programme as planned in the implementation phase at all three stages. Refer to **Figure 5**.

D. Reporting

i. Maintain open lines of communication

- Communicate with donors/supporters on a regular basis and communications can be initiated by both parties. In general, programme teams must be able to seek clarification from donors. It is a good practice to allocate time for reporting and liaison with donors. Donors may ask for a time-driven report such as detailed progress reports twice a year. Ideally the reporting requirement should be proportional to the grant received thus preventing the team from spending too much time on paper work and allowing more time for implementation. From time to time, the team should also provide feedback to donors on the programme's progress, which will create much goodwill in the process as well as closer working ties.

ii. Programme Outputs

- This is another form of reporting that may be a book or guide featuring the programme findings, a series of pamphlets, posters, manuals and audio-visual materials which can help create and increase community knowledge on environmental facts and issues.
- Stories, photos and findings of the programme can also be featured on the website in video or text format. Some organisations have tapped social network platforms like Facebook for reporting on their programmes progress and garnering support from the general public. This has been an effective method in building awareness and momentum for activities, while helping to achieve its objectives.

E. Programme Evaluation

The programme will be evaluated on yearly basis. In the evaluation process, relevant stakeholders will be involved. Programme success indicators will be evaluated accordingly.

F. Programme Sustainability

The programme exit strategy and programme sustainability should be planned during the programme implementation phase. The action implemented should enable the target group and stakeholders to take ownership of the programme and able to run the programme after the implementation phase. Programme sustainability not only cover the implementation, but also ensure the programme have sufficient resources and financial support.

Aligning all activities conducted with any government initiative at both federal and state level can ensure the sustainability of a programme. Some examples are the initiatives under the Local Agenda 21 by the local government including recycling and used cooking oil collection as well as the formation of community gardens by the river.

3.6 ASSUMPTIONS AND RISKS

Flexibility in the timing of particular activities may be necessary due to unavoidable factors such as consultation appointments, deployment of logistics and others which may affect the programme schedule and success.

Some of the key assumptions for any POP programme implementation are:

1. Time taken for approvals will not delay the activities

The feedback and approval time for the key reports (including inception report, baseline survey report, interim report and draft final report) is key to avoiding delays in the timeline. Similarly, timely approval for scheduled awareness and consultation events is important.

2. Stakeholders especially government agencies will support the programme

All relevant stakeholders are committed to the success of the programme and will provide necessary support and cooperation in a timely manner.

3. Sufficient well-trained trainers/facilitators

Local community leaders and university student volunteers are empowered in river protection.

4. Engagement rate of local communities is high

Local communities are committed to protect and conserve river nearby their residential area.

5. Coverage from media and personal bloggers

Good coverage on local community's initiatives throughout the programme.

The risks are:

1. Stakeholders and communities unwilling to participate in conserving the river

Many stakeholders and community in the programme area do not recognise the linkages between their activities and the river or are not concerned about this.

Mitigation: The consultation process is expected to be able to create a strong interest and ownership. Instil and disseminate a very strong awareness and benefit of the programme from the very beginning to ensure the programme's success.

2. Resources are inadequate to meet demand from stakeholders

The relatively limited resources available for activities for different target groups over programme duration will likely mean that the programme will not be able to meet the expectation of local communities and other stakeholders in terms of supporting activities once interest is generated.

Mitigation: Through partnership with other government agencies and private sectors, additional resources can be allocated to support the activities. Continued volunteer of trained facilitators and trainers through partnership with university student association especially environmental-related.

3. Programme duration allocated is too short to see major changes in water quality through community action

Significant time needs to be invested at the beginning of programme period to build relations with thecommunity groups and get them to take ownership, responsibility and action. Pushing the process too fast may jeopardise the long term commitment and ownership of the stakeholders.

Mitigation: Depending on the progress made and the level of stakeholder engagement – consideration should be given to allocate additional resources and/or extending the time frame to generate significant pollution reductions.

4. Major events such as the General Election (federal/state/local level) and disaster may disrupt community/agency participation

Sometimes, election will be called during the programme implementation period. If this occurs and this results in a change of leaders or ruling parties in the pilot area – then there may be changes in policies and leaders which may affect the implementation of the community activities. Besides that, any disaster like flood can delay and have significant impact on project implementation.

Mitigation: Ensure flexibility on the timing of community activities and related deliverables.

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SECTION 4:
COMMUNICATIONS AND VISIBILITY

SECTION 4: COMMUNICATIONS AND VISIBLITY

A programme implementation must be communicated to stakeholders to raise awareness about an ongoing effort and its benefits as well as realising the potential of forming partnership and contribution to a programme. Therefore, communication and visibility are an integral part of a programme implementation. Communications allow exchange and dissemination of information about a programme to the intended audience while programme visibility can be achieved through effective means of communication.

Different programmes or initiatives may need different communication and visibility plan. This section can be useful as a guide and example to choose the best communications and visibility plan for you and your team!

> **Tip: Youth plays an important role in communication and visibility.**

Youth plays important role in creating your organisation's or programme's online presence. An online presence is the sum of all the identities you have created and the interactions those identities have established and participated in, online. Your online presence has a very broad reach and when built successfully, it can spread your programme's brand awareness (Source: **youthlead.org**).

In this digital era, youth involvement is crucial if a public outreach programme focuses on youth participation. Young people are often found at the core of major social movement — whether it is a result of being exposed to new ways of thinking within education that leads to an interest in advocacy or by dedicating themselves to creating social change to better humanity (Source: **redcross.org**).

Organisations nowadays tend to put youth strategy in social media to attract more youth to join their activities, especially in advocacy, calling for, supporting of certain social topics in order to seek for wider attention from the different societies.
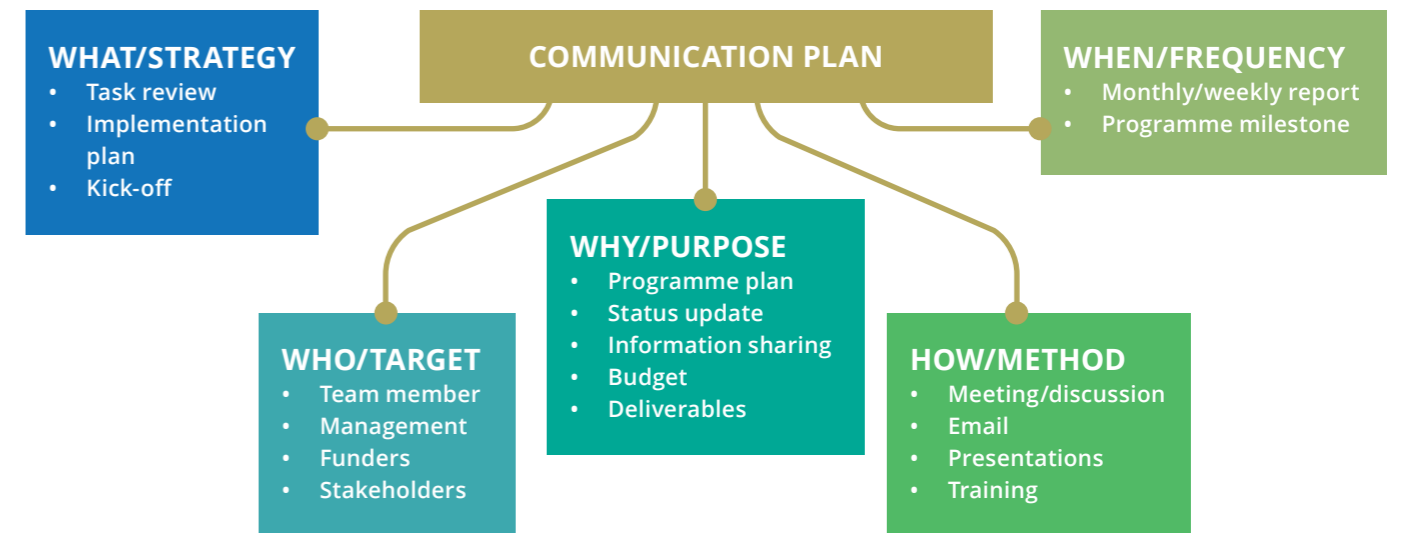
4.1   COMMUNICATIONS

Communications is one of the key component to the success of your programme. Communications is best defined as the exchange of information and the expression of ideas, thoughts and feelings by using words and other communications. In the programme management context, this means the exchange of knowledge, skills and experience (Source: InLoox).

Communications planning is important to ensure smooth implementation. Unclear communications outline may hinder smooth updates on programme status and progress; Efforts might be duplicated and important goals and milestones might be missed; resources become misallocated; or the programme's scope may divert from the initial plan.

A communications plan of a programme should be customised according to the programme needs. Examples of elements needed are:

- Team members
- Communication channels, types and styles
- Meeting schedule
- Key messages
- Communication goals

Figure 9: Communication plan

Source: Princeton Project Communication Plan Methodology, 2011

There are two (2) types of communications:

Internal communications	External communications
• Emails	• Trainings
• Meetings	• Website
• Discussions	• Social media
• Trainings	• Posters
• WhatsApp	• Brochures
• Telegram	• Signage
	• Events
	• Talks

Source: Becki Hall's Interact 11 ways to perfect your internal communications plan, 2019

While there are overlapping aspects of internal and external communications, both are still fundamentally different concepts. Internal communication communications provide a platform to improve the quality of work and discuss new ideas. It helps to provide the culture and working environment that leads to long-term success for the programme. On the other hand, external communications are about connecting with the people outside of your team member such as the stakeholders or general public.

4.1.1   INTERNAL COMMUNICATIONS

Internal communications typically refers to the exchange of information and ideas between team members of a programme. It involves the communications on planning, implementation process and solutions to issues of a programme.

Internal communication can be formal or informal depending on the purpose and communication norms within the team. It also determines how information is shared and delivered to everyone who is involved with the programme.

IMPORTANCE OF INTERNAL COMMUNICATIONS

- Self-assessment
- Staying in line with budget, timeline and scope expectations.
- Increases productivity.
- Reduce day-to-day conflict between team members.
- Enable fast decision making.
- Motivate the team members.
- Instil programme ownership.

4.1.2 EXTERNAL COMMUNICATIONS

External communications refers to the flow of information between team members and key stakeholders as well as the public who are not directly part of the programme. This may involve members of the team, the funder, target groups, the media, or government agencies and other NGOs. Since external communications is geared towards individuals who are not directly working on a programme, it is often more communicated in formal manner and "polished" compared to internal communications.

IMPORTANCE OF EXTERNAL COMMUNICATIONS

- Generates positive image of a programme.
- Provides information about a programme.
- Advertises the programme.
- Promotes a programme
- Reduces the risks of misinformation

Tips for effective communication

Make use of technology.

Keep cultural and language barriers in mind.

Understand who should get what information and how.

4.2 VISIBILITY

Visibility can be defined as the state of being able to see or be seen (Source: Merriam-Webster). This means, programme visibility can be referred to as the state of people's awareness of your programme; noticed, aware or known. If people have never heard of your programme, they do not know your programme exist. People's awareness on your existence is the key to get your messages crossed (Source: BCcampus Open Education; Project Management).

Visibility can be achieved by creating materials with specific identity and branding – logo, template, colour scheme, consistent key messages – and shared through various mediums. Different stakeholders require different materials and medium of communications (see **Table 8** below).

Table 8: Examples of which materials and medium are suitable for different stakeholders.

Stakeholders	Material	Visibility Medium
Programme target (local communities, schools, CBOs, NGOs, public)	Brochure, poster, signage, bunting, banner, video, newsletter	Training, workshop, talk, conference, social media, website
Funders	Report, newsletter, presentation, programme updates	Meeting, conference, social media, website
Government Agencies	Report, newsletter, presentation, brochure, poster	Meeting, training, workshop, talk conference
Media	Press release, media advisory, pitch for interviews	Press conference, news articles (newspaper, magazine, online news, blog posts), news broadcast (TV, radio, podcast), site visit

4.2.1 INITIATIVE BRANDING

A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers (Source: American Marketing Association). This can be applied to the public outreach programme as well. If you want to protect your organisations' project or programme as trademark, you can file an application at the Intellectual Property Corporation (of your own country) with a fee. That way, you will have a sole and exclusive ownership over the project or programme name or trademark and cannot be used by other organisations or programmes (Source: Intellectual Property Corporation of Malaysia (MyIPO)).

A brand captures the idea or image people have in mind when thinking about specific products, services and activities of an organisation, both in a practical and emotional way. It is therefore not just the physical features that create a brand but also the feelings that target groups develop towards the organisation or the programme. This combination of physical and emotional cues is triggered when exposed to the name, the logo, the visual identity, or even the message communicated.

Branding can be achieved by:

- **Brand definition:** purpose, values, promise
- **Brand positioning statement**
- **Brand identity:** name, tagline, visual identity design (which includes the logo design, color palette, typographies, etc.)
- **Advertising and communications:** TV, radio, magazines, outdoor ads, website, mobile apps, social media
- **Engagement approach:** bottom-up
- **Constant reminder:** consistent placement of brand designs in all materials

Figure 10: Examples of organisation and programme branding:

4.2.2 VISIBILITY MEDIUM

There are various visibility mediums that can be used, but it will be vary according to targeted audience as well as programme's needs and planning. This sections will highlight three (3) types of visibility mediums which are: Conventional media; Social media and Face-to-face interactions.

MEDIA

Visibility in the media is important to raise awareness about your programme and reaching out to the public, stakeholders and partners. It can also be a powerful lobbying instrument to target political decision-makers at regional and national level. In addition, the media can play an important role in mainstreaming your programme's results.

Media can be categorised into conventional media and social media. Conventional media refers to mainstream media such as TV and radio news, newspaper and online news and magazines. Meanwhile, social media refers to social media platforms such as Facebook, Twitter, Instagram, YouTube and Tik Tok.

I. CONVENTIONAL MEDIA

In conventional media, there a few steps to establish first before you can start utilising the available mediums:

STEP 1: IDENTIFY POTENTIAL PARTNERS FOR PUBLIC RELATIONS (PR)

Before organising media events, you should identify your audience and the message you want to disseminate. Once both aspects have been identified, target the relevant media agencies that might be interested in your programme.

Tip: Target news agencies that has previously covered the topic/message of your programme.

a) NEWSPAPER/ONLINE NEWS

A newspaper is a serial publication which contains news on current or special events or general interest. With the advent of digital publishing, digital newspapers are being produced and are increasingly popular especially with the ease of sharing the articles via various social media platforms including WhatsApp, Telegram, Twitter and Facebook.
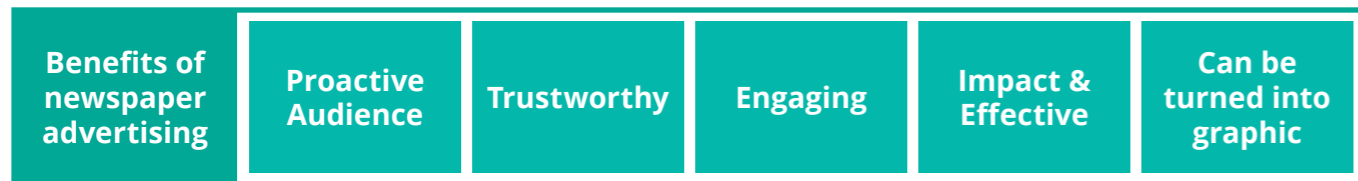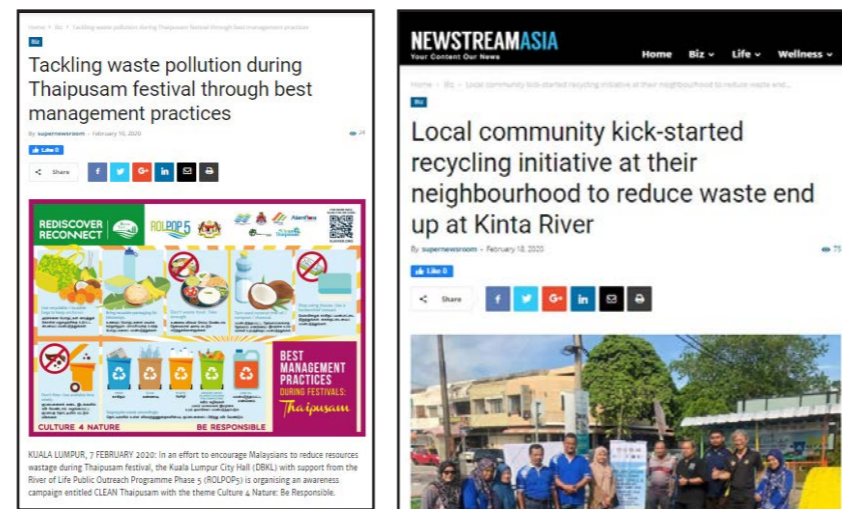
Benefits of newspaper advertising	Proactive Audience	Trustworthy	Engaging	Impact & Effective	Can be turned into graphic

Figure 11: Example of physical newspaper cutting.

Figure 12: Examples of digital newspaper.

STEP 2: IDENTIFYING YOUR PR PERSON

Your programme should establish at least one (1) contact person for the media. That person will be your programme's PR person. It should be someone who likes and comfortable with communications works and able to handle a certain degree of stress. It does not necessarily have to be the programme manager.

STEP 3: GETTING YOUR MATERIALS READY

As your programme needs visibility, you should have a basic package of PR materials:

- A flyer or leaflet addressing the 5W1H (Who, What, When, Where, Why, How) of your programme
- A more detailed background of your programme.
- Background material and data concerning your target group and field of activity
- A selection of quality photographs demonstrating the programme's history and status

b) MEDIA ADVISORY/INVITATION

A media advisory or media invite serve the function to invite journalists to cover an event such as a community-based activities, press conference, forum, or rally. Your goal is to make the event sound interesting and newsworthy.

What to include?

- About and purpose of your event
- Who will be attending your events – highlight the VIPs of your event and the chance for media interview session
- Event programme

Send out the advisory three or four days ahead of the event. Follow up with the invited organisations on their interest and attendance a day prior to your event.

Figure 13: Example of media invitation (template and example in Annex)
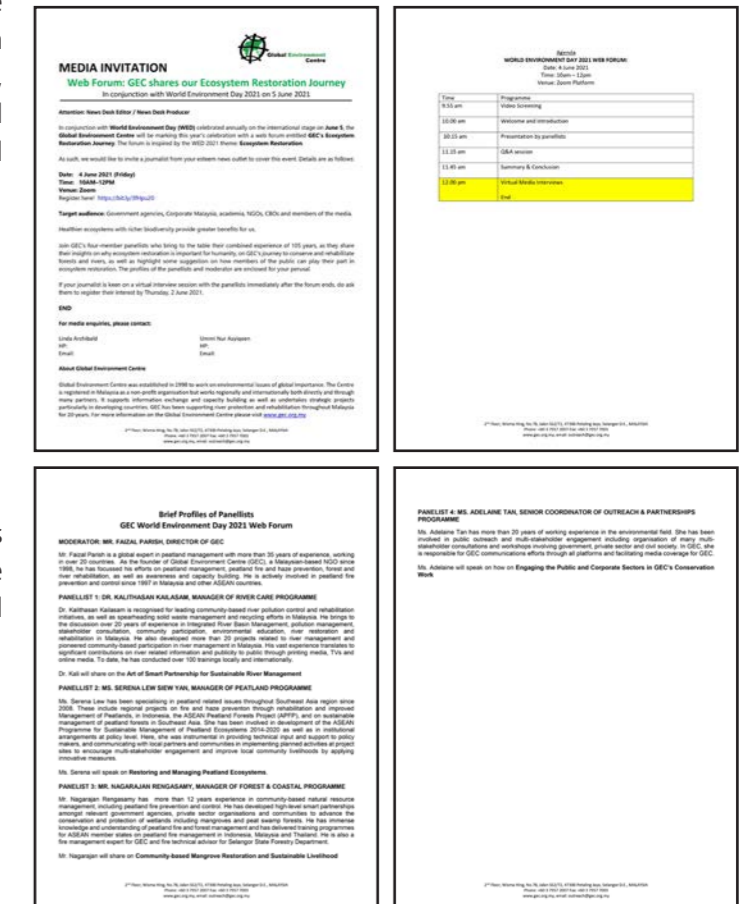

c) MEDIA RELEASE

A media release is a written communication that reports specific but brief information about events, trending issues, circumstances, launching gimmicks or other happenings. The main purpose is to promote something significant and specific.

A media release is a document that adheres to a strict format and serves three marketing and promotional purposes:

- To notify the media about an event and promote media coverage.
- To share and promote your programme's values and stories.
- To promote your organisation and programme's visibility on the internet via blogs, websites and social networks.

What to include?

- The 5W1H of your event
- Achievements of your event
- Quotes from the VIPs during the event
- Contact details (PR person of programme)

Issuing a media release does not guarantee your programme will receive media coverage. Media outlets will ask the same questions they always do: Does this interest their readers? Does it benefit the community in some way? You should also consider other outlets that might pick up your media release. Sometimes, bloggers, influencers and others on social media may find your media release newsworthy within their social networks.
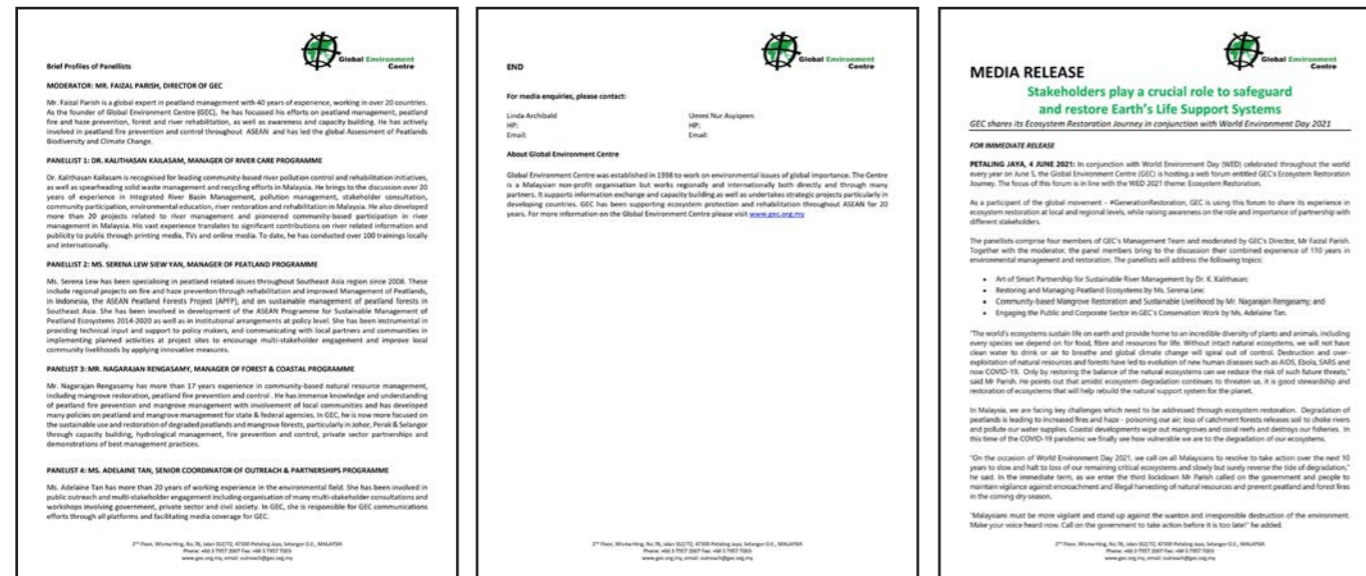
Figure 14: Example of media release.

Table 9: Differences between press release and media advisory.

Type	Media advisory/invitation	Press release
Purpose	An invitation to attend an event that may or may not be open to the public.	Detailed news about the programme, milestone or achievement.
Format	Start with a title "Media Advisory" at the top with the contact information. The headline is the event. The first paragraph is very short and covers details of the event — location, time, etc. It might also include information on where to enter the building, where to park and whether refreshments or a meal will be served.	The format starts with "Press Release" at the top and "For Immediate Release." below the headline. A headline should be catchy to attract attention. In the first paragraph, precede with a location and dateline. At the end of the press release, include contact details (Programme's PR person) and background information of your organisation/committee and programme.
Length	1 page	1 – 2 pages
Distribution	Members of the press likely to attend	Sent to a wider distribution
Timing	To be sent four (4) days earlier. Follow-up with the media on the following day.	Immediately after an event or while an issue is still trending.
Media Kit	Not included.	Included. A media kit usually includes brief information of your organisation and programmes, relevant collateral materials, speeches (if any) and high resolution photos.

Medium of distribution:

- **Programme events:** webinar, training, launching, site visit, press conference
- **Media contacts:** emails and WhatsApp

II.   SOCIAL MEDIA

Social media plays an important role to promote the presence of your organisation, creating awareness and impart key messages of your programme. It provides a platform of engagement where people can share ideas and opinions as social media has eliminated the limitation of physical distance. Active presence on social media can help boost programme visibility in the long run.

Platforms of social media include:

- **Facebook:** to share knowledge and information and at the same time, to start a discussion
- **Instagram:** to share photos and videos that loosely resembles an album.
- **Twitter:** to state information, fact or progress of your programme as well as your opinion/stance of a subject matter
- **LinkedIn**: to connect and build network
- **Tik Tok:** to share short videos. You can utilise this platform by producing short stories about your programme.
- **YouTube:** to share long or short videos i.e. documentary, corporate videos of your programme, event or informative videos.
- **WhatsApp and Telegram:** messaging application which you can utilise to keep your network in contact and share information about your activities.

Tip: Pick the right mediums to accomplish specific goals. Different social media serve different purposes as listed above. Create a social media calendar to plan your content in advance and produce a well-thought-out promotion of your programme.
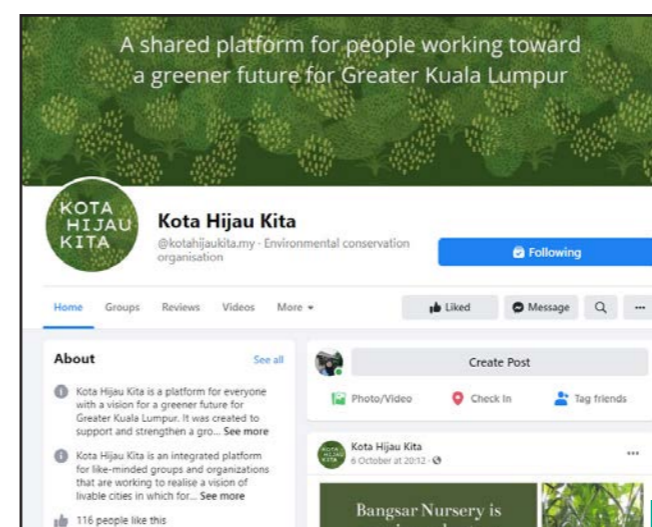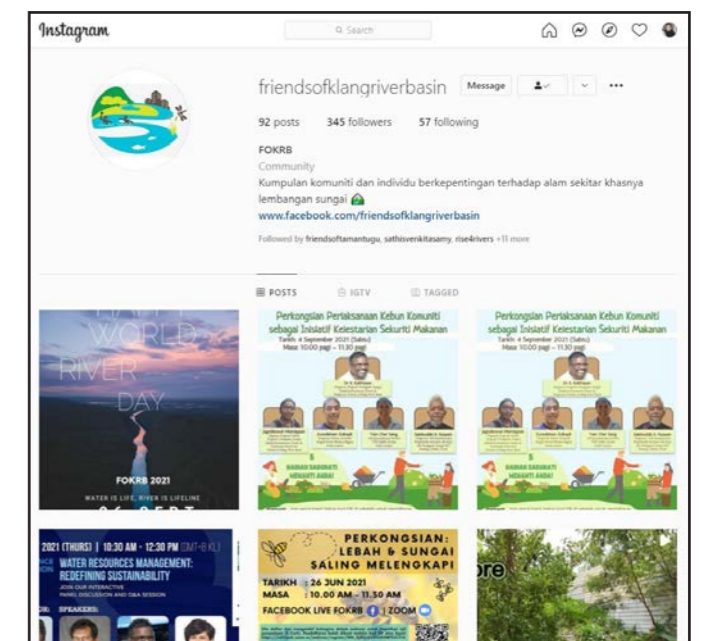
Figure 15: Examples of social media platforms.

a) WEBSITE

A well-known and established way of presenting information, create credibility and communicate your message is through establishing a programme website. It is important to have an appropriately designed and implemented website.

To start planning a website:

- **Determine the goals:** What is the main purpose of the website?
- **Define your target audience:** What are the demographics of the audience you are trying to target?
- **Plan your content:** What information you want to put on your website? It needs to be informative and engaging to your audience.
- **Organise the content your website:** Identify the map of your website including the navigation bar and webpages.
- **Optimise Search Engine Optimisation (SEO):** Knowing what keywords you want to rank makes it easier to incorporate your message into webpages.

Maintenance of a website should be included in the budget. Website maintenance is the act of regularly checking your website for issues and mistakes and keeping it updated and relevant. The objective of the website have to be clear as to what it is promoting; an organisation, a programme or the project itself.
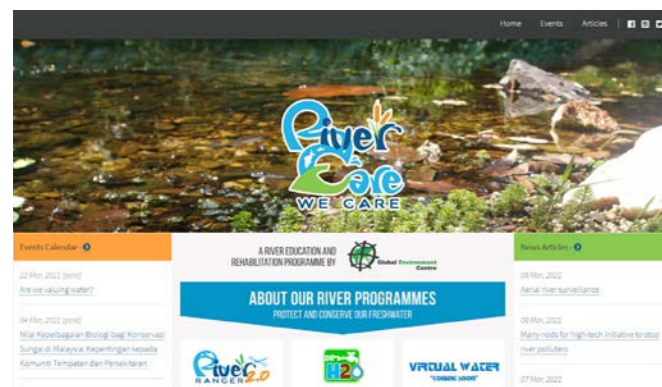
Figure 16: Example of an organisation website: fobk.org

Figure 17: Example of a programme based website: www.riverranger.my

Figure 18: Example of a project based website: www.waterproject.net.my

III. FACE-TO-FACE INTERACTIONS

Communicating face-to-face sends a message before you say a word. People will not only hear what you are saying, they will perceive the greater meaning of your tone, voice inflection, emotion and body language. Your focus will get people's attention and increase the potential for your message to be heard.

a) BROADCASTING NEWS

Broadcasting news may include TV news programmes or radio station news sections. Broadcasting news, especially during the prime time slots, has larger potential reach and is seen as more impactful in reaching the stakeholders, potential partners or funders and particularly the decision makers.

Figure 19: Examples of local TV news coverage.

b) PRESS CONFERENCES

A press conference is an event to officially distribute information and answer questions from the media. A press conference can be done right after you have finished your programme event or media visit. You can also organised a press conference solely to address major crisis or trending issues pertaining to your programme.

A press conference should be planned well in advance with enough time to think about every detail. When choosing a day and a time, try to make sure that your conference does not coincide with some other important event(s) taking place at the same time in your town or area.

Media invite to the press conferences must be sent out at least a week in advance. Two or three days prior to the press conference, you should call all the people invited and underline the importance of the event. If they are unable to attend, offer to email them your media release and media kit.

> **Tip: Invite key leaders, VIP or Minister to you event. The media will be more likely to attend if you can provide an interview session with these people.**

What to include in the media kit?

- Media release;
- Fact sheets of the issue(s);
- Programme flyer/brochure;
- Programme description (standard one-page version);
- Background biography of spokesperson(s);
- Speeches (if any); and
- Photos accompanied with captions (for post-event release)

During the press conference, one person should act as facilitator/moderator to allow smooth exchange of questions and answers between speakers and journalists.

c) MEDIA INTERVIEW

There are many occasions when the press might choose to cover your programme through an interview with the programme director, trainers and/or participants. Therefore, it is important to be well-prepared for such eventualities. You should plan out on the important points and messages to transmit. If several people within the programme are to be interviewed, you should organise a common briefing so that your message is coherent.

When an interview is requested, try to find out its focus, time given for preparation, and how much air-time or space in the news article will be allocated. Clarify the method of interview either by face-to-face or over the telephone.

Draft talking points to keep track of all key messages to deliver. However, it is best not to write a complete answer because you might repeat it in a "parrot" fashion and make your programme sound uninteresting.

During the actual interview, try to give short answers which may invite the reporter or host of a radio/tv show to ask the next question. If during your reply, you feel a sentence is too complicated and that you will never be able to end it properly, you should stop and say that you will start again. That is easier in a pre-record interview which can be edited afterwards but it may be challenging if the interview is conducted live. One way to tackle is by sharing your desire to rephrase your message, e.g. by saying 'I should put this in the different way" and then begin again.

d) WEBINAR/TALK/TRAINING/WORKSHOPS

One way to get noticed by others is to have your organisation participate in or organise various conferences, webinars or talks. However, people's topic of interest varied and influenced by the trending narratives. The key is to be specific and strategic in planning your events.

• **Attracting your audience**

Ensure your topic is interesting and offers new knowledge to your audience. The common way to attract audience is by relating your causes to the trending topics or by answering burning questions that has been consistently popular.

• **Speaker**

The speakers involved also play important role to attract audience in joining your conferences, webinars or talks. Featuring popular key opinion leaders or relevant celebrities, influencers can be the attracting factor for the people to join your events.

• **Promote your programmes/causes:**

Joining or organising a conference session, webinar or talk can be a medium to promote your programme and its key messages. Include relevant and brief information to introduce your programme or causes to create visibility for your programme.

4.2.3 MATERIALS

There are various types of informative materials that can increase your programme's awareness. Informative materials means all advertisements, publicity, or promotions of your programme in any medium, including print, electronic and digital media, as well as writings, brochures, leaflets, pamphlets, handouts, presentations, advertisements, oral or written representations.

I. INFORMATIVE POSTERS/BROCHURES/LEAFLETS

Programme posters, brochures or leaflets are one of the oldest, most tried and true types of marketing collaterals. They are an effective medium to draw attention to your programme and to share information and awareness massages of your programme. While there is no clear-cut way of designing these collaterals, there are rules of thumb to follow:
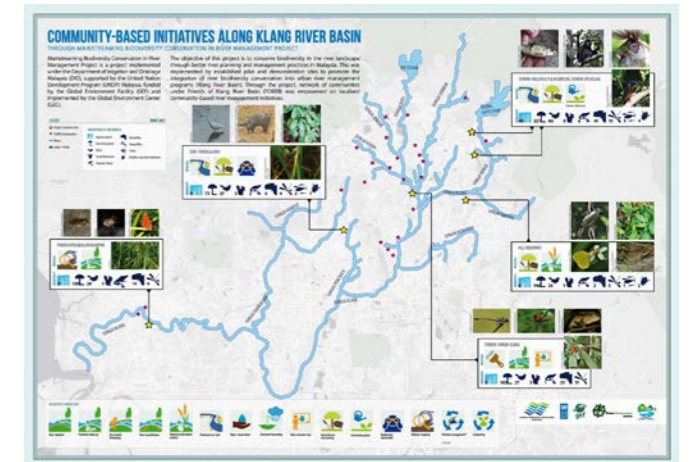
• Identify your goal for creating an informative material
• Consider your target audience
• Decide where and how (print or softcopy/digital) to share your informative material
• Determine the size
• Start with a pre-made template (if available)
• Use your branding colour theme
• Include a clear call-to-action
• Use different fonts (no more than three types) to create a hierarchy of poster and font format (bold, italic) to highlight importance
• Use icons to visualise concepts/messages
• Use high-quality images and stock photos (remember to give credit if it is taken from the internet)
• Use concise sentences
• Download and export your poster in the suitable format for printing and digital distribution

Figure 20: Examples of informative materials. (Source: GEC)

Tip: Don't forget to include your programme/initiative branding as well as funder's logo in the materials!

II. NEWSLETTERS

A newsletter is a periodical distribution by a business, non-profit or other organisation. Generally one to four pages long, a newsletter's purpose is to share updates and/or news relevant to your programme, raise awareness of the programme and provide Call-To-Action (CTA) and contact information to readers. You can draft a newsletter using pre-made word processing templates. Basic template of a newsletter includes:

• **Header:** includes the name of the newsletter, the date and a tagline. The header should have a larger font than the rest of the lettering in the newsletter and its font, size and style should remain consistent throughout the newsletter's run.
• **Feature articles:** contain information about a current event or issue related to your programme. The article may describe a recent accomplishment, new services of your programme or it may share facts and opinions about an issue that support the programme's philosophy.
• **Upcoming events:** A list of events typically includes the name of each event, a short description and the dates, times and locations of each event.

- **Contact information:** Most organisations are interested in new volunteers or customers, as well as new content for their upcoming issues. Newsletters typically include contact information and a blurb inviting readers to submit articles, donate or ask for more information.

Medium of distribution:

- Email marketing
- Social media posting and sharing
- Website

Figure 21: Examples of newsletter. (Source: River Network and IGEM)
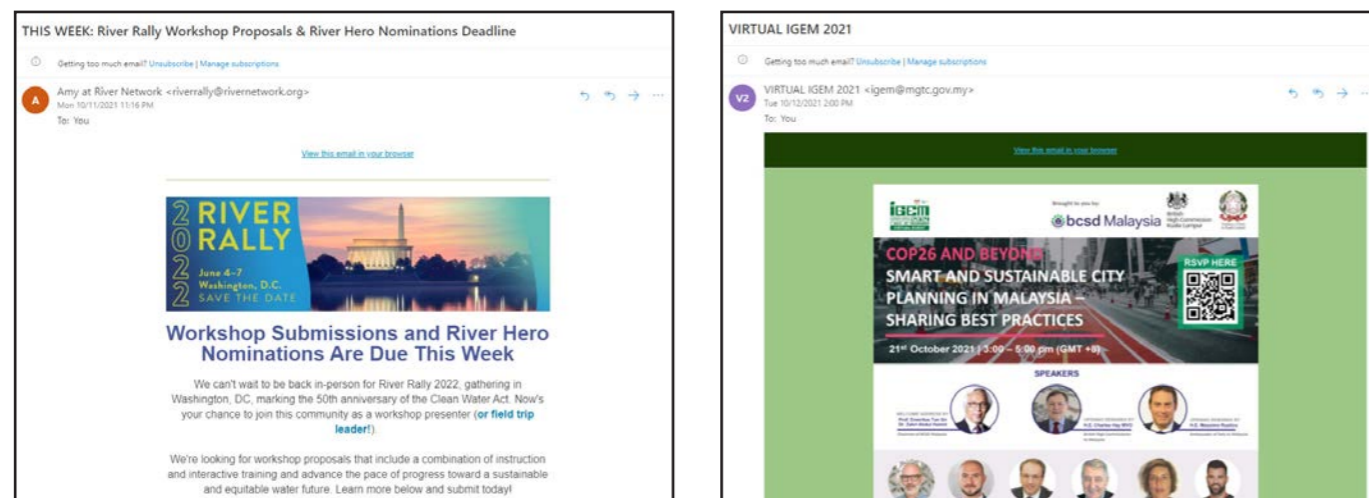
III. BANNER/BUNTINg/signboard

Banners, buntings and signboards have long been one of the oldest forms of advertising, effectively generating visibility to a programme. It is a highly reliable form of awareness as the images from these mediums may embedded in the minds of people who look at it through creative and striking designs. The key is to display at a strategic location where the visibility is high amongst the passer-by.

Some advantages of using banner/buntings/ signboard for public outreach programme:

- **Easy and Convenient:** to order and set up
- **Cost Effective:** Not expensive
- **Flexible Design:** full creative control over the end design of the product
- **Builds Awareness:** The public may notice while out and about. If the message gets to them, they may respond to your call–to-actions.

Figure 22: Example of banner. (Source: Friends of Rivers Malaysia)

Figure 23: Example of signage. (Source: GEC)

IV. VIDEOS

Over the past few years, video sharing has risen into popularity across the globe. Video sharing can be seen everywhere – on television, social media, text messages, billboards, online advertisements, over-the-top (OTT) media service and even restaurant menus.

In addition to text, videos include other mediums like images, infographics and podcasts. Although video will never completely replace these mediums, it certainly will continue to expand as "the most popular content consumed globally."

ADVANTAGES OF VIDEO

- **Displays nonverbal communication:** can extend even beyond verbal and nonverbal communication by including visual aids like images and footages.
- **Engages audiences:** combination of visuals and sound, viewers are ready to listen as long as you follow up with valuable and concise content.
- **Memorable:** allow you to package the message/information into a short narrative.
- **Comprises all other mediums:** include all other visual and auditory content.
- **Prompts shares:** quick, concise and relatable — key components of being shareworthy.
- **Presents quick and rich content:** reading takes much longer than watching, visual aesthetics combined with audio allows the information being provided to be delivered several times as fast.
- **Incites action:** by touching human emotions, making the message more compelling than other mediums.
- **Enhances social communications:** Instead of only hearing someone over the phone or reading what they say in a text, people can see each other.
- **Reaches the widest market:** online video content is rising into popularity leading to more businesses and individuals use videos to successfully communicate with entire audiences.

Different medium suits different style, length and type of videos. For example, Instagram and Tik Tok are geared towards shorter videos while YouTube are geared towards longer videos such as documentaries or vlogs. Hence, the content delivery will vary according to these factors.

Figure 24: Rules of thumb on how to create an engaging video.

Spark Curiosity
By using a simple, yet thought-provoking caption that stimulates curiosity and leaving questions unanswered, we could successfully create a gap between what the reader knows and what they want to learn.

Hook Your Audience
An effective video grabs attention and engages viewers. This helps to generate interest on the content and message of the video.

Make It Visual
Visual storytelling helps people to grasp concepts and data easily. When the narrator explains a concept or data, the viewers can listen to the information and watch a visual representation. This helps viewers to form a concrete understanding of the video's central idea.

Tip: On social media, the first five seconds of your video matters most. It is the time people decide to continue watching or leave. So, make sure the first five seconds is interesting enough to make people stay.
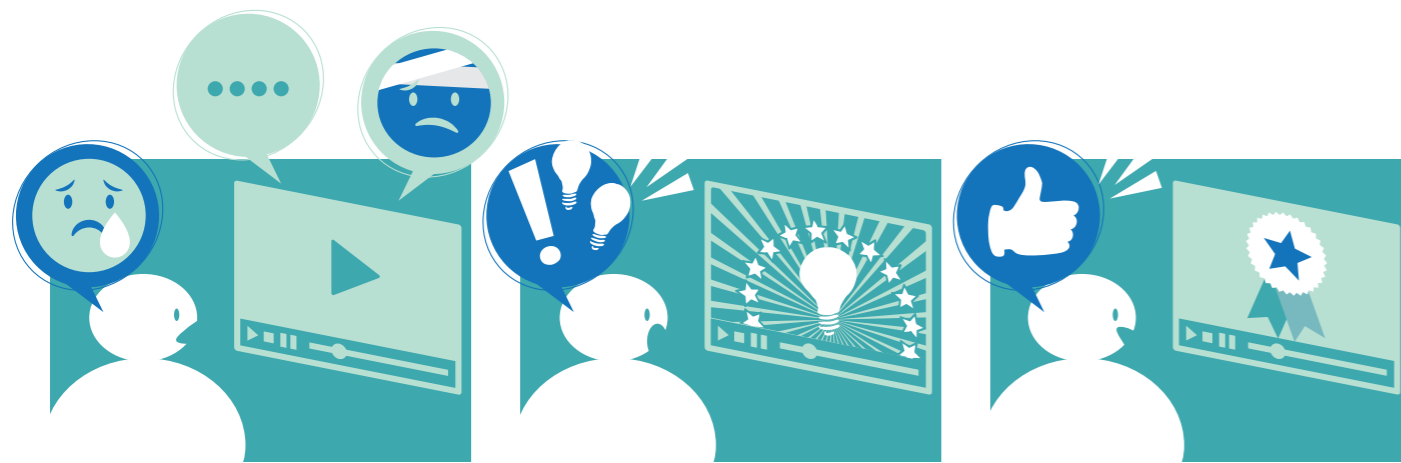
Tell a Story

Powerful stories evoke empathy by engaging the audience to relate with the stories with their own experiences.

Impactful

Tell a story from an angle that evokes emotion that inspires, empathise, scares and a sense of urgency. Emotions make a story more memorable and leave a longer impression.

According to Psychology Today, brand preference is largely an emotional decision. Humans associate the same personality traits to brands as they do with people.

Make it Credible

Trust is pivotal in the inbound marketing world. If our viewers did not trust us, they would never view our video content.

4.3   ACCURACY, PRIVACY AND SENSITIVITY

ACCURACY

In creating materials to be disseminated, content accuracy is the utmost important. You would not want to be quoted wrongly or misinform people about your programme. Before finalising your materials, ensure to run through the information once again. Get different people to review your materials.

Besides content accuracy, language accuracy is also important. Ensure your sentences are easily understood and proofread. Grammatical error can diminish your credibility as an organisation of a programme and can turn some people off especially when the mistakes are simple but glaring.

PRIVACY

Privacy can be referred to personal data of the person involved in your programme. Be careful on the information you put in the materials as you would not want to disclose people's personal information.

Should your materials require personal information being disclosed, make sure the person is aware and you have factors all the risks that may impose.

SENSITIVITY

Content sensitivity may refer to issues involving gender, religion, race, intellectual property, views and opinion. Content sensitivity if not dealt properly can lead to an issue. Before finalising your materials, make sure the content is within the boundary of society's sensitivity. Do not take risk if you do not have the capability to handle the consequences or backlashes.

SECTION 5:
MONITORING, EVALUATION AND SUSTAINABILITY OF THE PUBLIC OUTREACH PROGRAMME (POP)

SECTION 5: MONITORING, EVALUATION AND SUSTAINABILITY OF THE PUBLIC OUTREACH PROGRAMME (POP)

5.1 INTRODUCTION TO MONITORING AND EVALUATION (M&E)

Monitoring and evaluation is a process that aims to assess the advancement of the programme based on predetermined strategies and objectives. Through this process, organisers will be able to ensure the programme is progressing as planned, identify and avoid mistakes that may hinder, delay or fail the programme and take corrective measures if needed.

Monitoring is a critical and important component of programme management conducted periodically and is usually done by the team responsible for the ongoing programme. The creation and implementation of an effective monitoring system will ensure that programme leadership and stakeholders achieve the desired objectives of the programme by providing the necessary information about the progress achieved at each stage. In addition, it helps to identify flaws in the process if there is any and addresses them by taking the necessary measures to modify the plan and budgets when needed.

The evaluation process is also an important practice through which information and data can be analysed to identify positive or negative causes and practices that have led to accomplishing the objectives or to fail in achieving any. Through the evaluation process, the impact of the programme could be identified as well. The results of the evaluation process can also be used to plan future programmes by employing the areas of strength and avoiding the weaknesses and negative practices. In addition, through the evaluation process, the areas of training and development of the employees of the organisation can be identified.

Figure 25: Public outreach programme process.

WHY MONITORING AND EVALUATION?

Creating a systematic M&E process is essential for the following reasons:

- Effective realisation of programme objectives and outcomes
- Execute the programme within the specified time
- Efficient programme fund management
- Useful indicators of capacity and reach
- Facilitate internal and external reporting and auditing
- Take effective measures in case adjustment of milestones and/or budget is required
- Demonstrate accountability to donors, partners and taxpayers

TYPES OF MONITORING AND EVALUATION

The types of monitoring and evaluation vary according to the purpose of the M&E. Using the appropriate type for the activity assures accuracy and appropriate use of the data.

Table 10: Types of monitoring.

Process monitoring	Refers to the monitoring of the activity in terms of the use of inputs and resources as well as deliverables and outputs.
Compliance Monitoring	The focus of this type is more towards legalities. It aims to ensure compliance with rules and regulations. It could be related to risks, ethics or donors requirements and regulations.
Context Monitoring	As situations might change, it is important to keep track of any changes that could take place and affect the progress of the activity or programme. Changes could be political, financial, or policy-related.
Beneficiary Monitoring	As most POPs are funded, it will be necessary to verify that the beneficiaries match the criteria targeted by the funders.
Financial Monitoring	Aims at measuring the efficiency of the programme's finances. This could be achieved by monitoring the expenditures and comparing them with the allocated budget.
Organisational Monitoring	Monitoring the organisational development and growth is essential to identify the areas of development and areas of improvements and changes needed. Exploring new communities, communication channels, funds sources and hiring more volunteers could be among the changes sought.
Results Monitoring	This type of monitoring aims to ensure that the results are aligned with the needs and objectives of the organisation.

Table 11: Types of evaluation.

Process Evaluation	As the process monitoring is ongoing, the evaluation can be conducted to gauge the performance of the programme using suitable indicators.
Formative Evaluation	This is more towards projecting the programme's potential through a study conducted prior to the programme setup and implementation.
Impact Evaluation	Assesses the long term output of the programme. For example, evaluating the impact on behavioural change in the community.
Outcome Evaluation	Once the programme is implemented, the outcome can be evaluated to measure its effect and propose improvements.
Summative evaluation	This is a direct comparison between the actual data and baseline data to determine the programme's success in achieving its objectives.
Participatory evaluation	The contribution and participation of beneficiaries and stakeholders in the evaluation process could be rewarding in terms of capacity building, ownership and support.

5.2 STEPS OF M&E PROCESS MANAGEMENT (CHECKLIST)

☐	Determine the core activities	The M&E process is based on the activities. Therefore, it is essential to clearly identify the primary activities.
☐	Determine the scope of the M&E plan	Identify what is the core purpose of the M&E to ensure that it will be on track and avoid performing "nice to have" but unnecessary M&E.
☐	Determine the Monitoring and Evaluation methods and instruments	The M&E method might vary depending on the activity. It could be a survey or data collection. More methods and instruments will be discussed in a later section.
☐	Layout the performance indicators	Selecting the appropriate indicators is crucial for precise M&E.
☐	Define M&E timespan	Conducting a timely M&E assures that the information collected is relevant at that moment and will be used at the appropriate time for any corrective measures or actions, if needed.
☐	Outline the necessary budget	Conducting various M&E activities depends on the budget. Some activities might be conducted in-house, while others might require sourcing external services. If the available funds are not able to cover the estimated budget, the organisers might need to secure funds or revise the M&E plan.
☐	Communication platforms	Determine the communication platforms to timely share the M&E findings with related parties for follow up actions and decision making.

5.3 PERFORMANCE INDICATORS

An indicator could be defined as a factor that is quantitative or qualitative in nature and could be used as a reliable instrument to gauge performance in terms of accomplishments and outcomes. It could also be utilised to evaluate processes as well as the impacts.

Defining performance indicators for the organisation should originate from within, through an effective communication process, so that it will reflect its own entity and not by merely adopting from others. Therefore, the selection of the performance indicators should emerge from a good definition of the: what (objectives), how (process) and who (people). In general, indicators can be defined for the organisation at large and for every specific programme or project.

Table 12: Some guidelines for the development of indicators

Relevance	Indicators should be relevant to the requirements as set by the users and to the objective of monitoring. They should provide a clear indication of the progress.
Category	Data should be categorised and broken down according to what is to be measured. For example, participants could be disaggregated into age groups, gender, careers.
Simplicity	Easy to understand, use and collect
Clarity	The indicator should be clearly defined to avoid multiple interpretations.
Adequate number	Choosing too many indicators might provide massive useful data, however it might also result in the need for cumbersome tools and efforts.
Specificity	The indicator should be specific to the objective it aims to achieve.
Cost	The implementation of monitoring should be within reasonable cost and time. If it is too expensive or time consuming, it might forfeit its significance.
Adaptability	Indicators could be used in various regions and conditions.

For POP, indicators could be useful and instrumental in tracking the aspired outcomes of the planned activities or programmes. Robust indicators could be characterised as specific, relevant, timed and tangible (**Figure 26**).

Figure 26: Characterstics of robust indicators
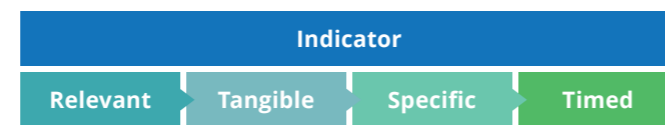
For instance, if the programme aims at increasing the number of participants or volunteers over a time period, the indicator could be a specified number.

On the other hand, if the indicator is related to the impact of the programme, it could be associated with a change in behaviour. An example is the increase in the number of local communities that are self-organising river clean-up activities or a significant decrease of waste in rivers.

Other examples of performance indicators can be referred to in **Table 13**.

Table 13: Examples of potential measurable indicators for ROLPOP

Criteria	Indicator
Environmental results	Measurable improvements in river water quality
Compliance rates	Restaurants complying with local authority licensing regulations
Compliance monitoring	Number of inspections, quantity and quality of data, timeliness of enforcement responses
Monetary penalties assessed	Quantity of restaurants fined for non-compliance
Measures of technical assistance	Agencies are quick to react to complaints or troubleshooting
Number of self-initiated personally-motivated) activities and programmes	Formal societies' annual work plan
Rate of uptake	Youths are stimulated to take action about water concerns within their community setting
Sustainability of rewarding and funding structure	The programme has a reliable sponsor, provides a consistent, predictable offering, etc.

It is important to specify the indicators of all expected results at all stages and not just at the output/outcome stage. The successful achievement of the outcomes highly depends on the performances at the initiating, planning and execution stages. Hence, developing performance indicators at these stages ensures that they are carried out up to predetermined standards and contributing to efficient output. Subsequent to monitoring and evaluation, these indicators could be improved for future activities and programmes.

The monitoring and evaluation process might involve some costs in terms of data collection and analysis, which requires the development of balanced performance indicators, thus while they are ensuring the alignment of activities with outputs, the budget required will not be too demanding leading to irrelevant indicators.

Metrics can be used as part of the monitoring and evaluation management cycle. It will help to measure what we do, provide insight into the progress and what needs to be improved upon or changed in order to meet the intended goals and objectives of the POP or the changing environment. Such metrics should be measurable (preferable), insightful and easy to use and control. Some examples are shown in **Table 14**. The user must customise the metrics to suit the local context. **Table 15** displays a template of activity plan and monitoring.

Table 14: Examples of Potential Metrics for Monitoring and Evaluating the Effectiveness or Progress of a POP

Example Metric	Description
1. **Water quality trendlines before, during and after the POP**	Carry out a baseline water quality sampling prior to the start of the POP, periodically during the POP and after the POP to produce a trendline on how the POP has improved the water quality at a particular river or rivers within the POP boundary.
2. **Survey polls of the target groups' perception**	Carry out survey polls of the target groups' perception and sentiments towards the goals and objectives at the start, interim and post-implementation of the POP. This will provide a trendline of change in attitudes and behaviours of the target groups.
3. **Frequency of activities**	• Number of meetings held along with the number of attendees progressively until the end of the POP. Waning attendees could indicate loss of interest by the target groups. • Frequency of one-to-one interactions. • Number of commitments made to community vs number of commitments completed. • Percentage of activities where stakeholder feedback is requested and analysed. • Number of complaints received. • Percentage of prepared "key messages" issued by the POP that appeared in media coverage.
4. **Media impressions**	Impressions can be used to gauge exposure among the target audiences. These could be the number of viewers reported by the media outlet (newspapers, social media, tv programmes, radio, etc), readership (e.g. PR ratings), page views, time spent per page and more.
5. **Meeting budget and timeliness**	Carry out analyses (e.g. statistical and numerical) to determine how well and effective the budget was spent and also how efficient the POP was carried out within the time frame allocation.

Table 15: Activity plan and monitoring template.

Objective 1:				
No.	Key activity	Timeline	Person-in-charge	Indicator

5.4 M&E TOOLS

The methods of conducting monitoring and evaluation depend mainly on previously established performance indicators that are tailored to the nature of the activities. For instance, methods used to monitor an activity that requires a quantitative indicator may differ from those used to measure a qualitative indicator or impact.

Table 16: Different types of M&E tools.

Reports	Progress: The reports could be submitted periodically within an interval that is commensurate with the duration of the programme and the urgency of information needed. It is advisable to outline the elements to be reported to avoid redundancy or missing significant feedbacks. It could highlight areas of improvement or recommend correction actions.
	End of Programme: To be submitted upon completion of the programme. The report provide briefs of programme's background and description of what has been delivered, to what extent the objectives were met, the budget and the factors that contributed to the success of the programme or otherwise. It will be an added advantage to mention the impact and benefits of the programme and provide recommendations on improvements on processes, capacity development and suggested future works.
Surveys	This could be used to collect the opinion of the targeted group about a specific issue related to the programme, such as its importance, impact, period, etc. This kind of method might require employing expertise to design the survey and analyse the data if it is not available in-house. A fund might need to be provided accordingly.
Questionnaires	It is a set of questions that can help formulate a general understanding of the people's opinion on an issue. Questionnaire preparation might not be as cumbersome as surveys, which need to be more systematic and academic in nature.
Recordings	Videos and photos of the activities reflect real and tangible progress. It is useful in the promotion of future programmes.

More M&E tools can be found in Chaplowe (2008) , Monitoring & Evaluation (M&E) Tools and Techniques by UK Space agency and Monitoring and evaluation: some tools, methods and approaches by The World Bank.

5.5 SUSTAINABILITY

Organising and implementing people outreach programmes require considerable resources and efforts. If an effective programme is discontinued, it will be a waste of resources, as the initial costs are always higher, discouragement among community and organisers and decrease in the impact of the programme due to inability to meet the needs and objectives. Therefore, programmes sustainability has become a growing concern to many public, private and community-based organisations.

Research on community-based programmes identified many factors that could contribute to their sustainability. Among these factors are involvement of local community, planning, leadership, funding and programme implementation.

INVOLVEMENT OF LOCAL COMMUNITY

Sustainable participation of the targeted communities is important to achieve long term partnership and impactful outcomes. Sometimes and due to the eagerness and excitement in organising the activity, involvement of the targeted communities is overlooked. It is evident that involving the communities in the planning and implementation of the programmes leads to higher impacts and ensures the sustainability of the programmes. Community participation at all time and level especially during planning stage contributes to ownership and belonging. Besides that, capacity building and community empowerment are essential for sustainable community involvement and consequently sustainable programmes.

PLANNING

Planning is necessarily known as one of the factors needed to achieve sustainability, may seem dispensable. Planning might be conducted in a traditional manner and focuses on the programme and its effective implementation and achieving the immediate objectives. Achieving sustainability requires taking into account the factors necessary to accomplish it in the planning process such as the ones mentioned in this section.

LEADERSHIP

The organisation's leadership ability is reflected in several aspects, including the organisation's reputation for leadership competence, which in turn wins the trust of financiers and communities as well as its ability to create new leaders in the organisation and the local community. The sustainability of the organisation's programmes depends mainly on the succession plan. The sustainability of activities in the community requires the organisation to identify leading figures among the community itself to act as influencer and mobilise support from within the community.

PROGRAMME IMPLEMENTATION

A careful and proper planning requires good implementation not only to achieve effective results on the ground. It also promotes confidence to donors, the community and partners in the organisation's good ability and effectiveness in programme's implementation, which is more impactful. Good implementation is not limited to the delivery of activities and events, it extends to the effectiveness of using resources and involving the community.

FUNDING

This is considered as one of the major contributing factors towards sustainable programmes. Especially if the programmes are funded by external sources and once fund is terminated, the programmes will be compelled to end. Therefore, sustainability of funds can be realised by attaining financial stability and adequate utilisation of resources and funds. Therefore, besides outsourcing funds, it is imperative for the organisers to generate internal funding; through looking into alternatives and proper planning. Funding sources can be diversified between national government, local governments, local authorities and foundations. It could be also achieved through partnerships, starting community-based activities that could generate income such as selling recycled materials, agriculture products from local gardening and planting, souvenirs, etc. Hence, engaging the communities is essential as most of the activities mentioned depends on their involvement and participation.

SECTION 6:
CONCLUSION

SECTION 6: CONCLUSION

6.1 CONCLUDING REMARKS

This POP Manual provides a simple how-to guide to help users to start and implement their own public outreach initiative to improve river water quality. There is no one size fits all solution nor rules, as the Manual is meant to provide a general idea on how to get started, the types of resources needed, tools and approaches and ideas to kick-start outreach programmes to achieve a specific water improvement goal.

The Manual provides many examples of outreach for water pollution carried out in Malaysia. However, the principles used in them can be customised to suit to your local context.

To recap, the Manual consists of 6 sections:

Section 1 provides the purpose and general framework of the POP Manual, focussing on water quality pollution management and water quality improvement.

Section 2 provides the general framework for POP development and showcases the types of tools to develop a POP.

Section 3 provides guidelines on how to plan and implement the POP.

Section 4 provides the communications plans, media and visibility strategies that are key elements to POP.

Section 5 provides the tools to monitor, evaluate and measure the status, outcomes and sustainability of the POPs.

Section 6 provides the concluding remarks with reference to some case studies.

6.2 CASE STUDY IN MALAYSIA

Here are some examples of POP in Malaysia:

BOX 3: RIVER OF LIFE PUBLIC OUTREACH PROGRAMME (ROLPOP)

River of Life Public Outreach Programme (ROLPOP) is an initiative by the Department of Irrigation and Drainage (DID) Malaysia. The programme is a subset of River of Life (ROL) project that aims to foster partnerships and to improve attitudes and behaviour of target groups to reduce pollution. The programme promotes a sense of ownership towards the river and initiates long term and sustainable change in behaviour towards protecting the river. The project involved the upper and middle stream of Klang River and focused on five (5) target groups i.e. General Public, Restaurants, Schools, Industries, Developers and Local Communities using different type of approaches to accommodate to different target groups such as civic science, active consultation process, multi-stakeholder partnership, participatory and practical approach, pollution prevention at source, smart partnership, working with on-going activities, stimulating stakeholder contribution and co-financing, involving the mainstream and social media, integrated approach and exit strategy.

For more information, visit: **www.riverranger.my**

Children learning how to do chemical monitoring.

Giving and advocating the use of tupperwares and creating less plastic waste during Bazaar Ramadhan.

BOX 4: W.A.T.E.R. PROJECT

W.A.T.E.R (Working Actively Through Education and Rehabilitation) is a pioneer initiative by the SPARK Foundation with Global Environment Centre, initiated in 2007, in partnership with DID Selangor, MBPJ, LUAS, DOE and The Unity Department as well as local communities to educate the public about the importance of water and why and how we should conserve and protect its source: our rivers. Since 2007, the project went through three phases involving six rivers including Sg Way, Sg Penchala and Sg Selangor. The project is one good example for public private partnership projects in Malaysia as it managed to engage 180 local community groups and more than 54,000 individuals in river-related programs. The project is also a pioneer to many initiatives in Malaysia including mobile river care unit (MRCU), river within river concept, national river forum, water thimbles and the claydyke initiative

For more information, visit: **www.waterproject.net.my**

Claydyke in Raja Musa Forest Reserve.

Community initiative: edible garden.

BOX 5: WATER CONSERVATION PROGRAMME FOR SCHOOLS IN MALAYSIA

This programme was initiated by Global Environment Centre (GEC) and HSBC Bank Malaysia Berhad and in partnership with National Water Service Commission (SPAN) and Ministry of Education (MOE) Malaysia. In line with the target areas, training and activities for schools were divided into three (3) separate regions:

- Pilot programme central region: Kuala Lumpur & Selangor (2014)
- Northern region: Penang & Kedah (2015)
- Southern region: Johor Bahru (2016)

Throughout the 3-year programme, 30 schools from 3 regions have been trained with water conservation concept through full-day training, site visits related to our water resources, performing water auditing and starting their water conservation initiatives at schools respectively. Ongoing initiatives related to water conservation are being carried out with the schools, with an end-of-the-year WaterPlay event held annually involving schools from the respective regions throughout the 3-year programme.

For more information, visit: **www.riverranger.my/drh2o**

Setting up a water harvesting system in a school.

Water audit in school.

Students show their understanding on how a river basin looks like.

BOX 6: INTEGRATED MANAGEMENT OF KINTA RIVER BASIN FOR COMMUNITY AND ECOSYSTEM SERVICES THROUGH ACTIVE COMMUNITY AND STAKEHOLDER PARTICIPATION

Funded by Yayasan Hasanah, the project ultimate goal is to conserve forests and riverine habitats in the Upper Kinta River Basin to support the Central Forest Spine initiative through cross-sector partnership and community engagement. Key activities took place during implementation were:

- Diagnostic assessment of Upper Kinta Basin
- Stakeholder workshops and consultation on basin management
- Establishment of project working group
- Development of Upper Kinta Basin Management Strategy (UKBMaS) for implementation of all stakeholders
- Development of Upper Kinta Basin Watershed Financing Mechanism (UKB WFM) as financing mechanism to protect the water catchment
- Establishment of platforms for community engagement in forest and river protection and rehabilitation
- Development of Community-based Participation Plan
- Environmental education and outreach

For more information, visit: **www.riverranger.my/RiverineBioD**

Upper Kinta Basin water catchment.

Community initiative: edible garden.

BOX 7: RIVER RANGER PROGRAMME

The RIVER Ranger programme is initiated by Global Environment Centre in 2004. RIVER Ranger is a comprehensive program on water resource management, which focuses on rivers and river basin management. It also emphasises not only about water pollution but every aspect of freshwater ecosystems including the functions, values, biodiversity and benefits to mankind.

With new features and scopes for improvements identified along the 15 years, RIVER Ranger programme is being upgraded to RIVER Ranger 2.0 (RR 2.0). RR 2.0 will have more aspects that will help to harness knowledge on integrated river basin management (IRBM) in more practical manner. The objectives of the RIVER Ranger Programme are:

- To increase awareness and knowledge in managing resources
- To provide living skills for use in local environment management

Training of Trainers.

- To coach on ways to evaluate and audit river basins
- To initiate localised water/river-based action/activities
- To develop a database on local rivers

For more information, visit: **www.riverranger.my/riverranger**

BOX 8: FLOOD RANGER PROGRAMME

The FLOOD Ranger module is a highly effective approach that can be adopted by all levels of the community and community-based initiative. It can help to reduce the risk of floods as well as reducing the socio-economic losses that have to be borne by all. It was developed in 2015 by Malayan Water Partnership (MyWP) & GEC in partnership DID Malaysia and supported by local government (MPK) as pilot study. Later in 2018, the module was enhanced with support from UPM and NADMA.

The programme was customised to suite the bottom-up and civic science as overall approach. Flood PREPARE approach was established specifically for community-based flood resilience. Flood Ranger Programmes include training activities that emphasises on the know-how, escape routes, water management, survival skills and needs during flood events.

For more information, visit: **www.riverranger.my/FloodRanger**

Learning how to map out escape routes during a flood.

BOX 9: FRIENDS OF RIVER BASIN

Friends of RIVER Basin is an initiative by GEC since 2002 as an approach to sustain river conservation initiatives among local communities. Over time, the Friends of River Basin groups will be taken over and lead by local community themselves in the effort to preserve the river basin.

To understand river management and sustain initiatives undertaken; all the identified stakeholders need to significantly contribute. As highlighted in the findings of the IWRM, the three main pillars are central/federal government, local government and community. Collaboration between the federal, local government and community approaches must be beneficial to all the relevant parties to ensure acceptance among the stakeholders.

The objectives of FoRB are to form a network of communities, agencies and like-minded individuals, organisations and associations championing river basin conservation (includes drain, lake, pond and wetland protection within the river basin) through inclusivity and partnership. One of the main example of FoRB are Friends of Klang River Basin and Friends of Sungai Penchala.

For more information, visit: **www.facebook.com/friendsofklangriverbasin**,
www.facebook.com/FriendsofSungaiPenchala

BOX 10: RIVER OF LIFE PUBLIC OUTREACH PROGRAMME PHASES 2 (BUNUS RIVER), 3B (AMPANG RIVER) AND 4 (GOMBAK AND BATU RIVERS)

ROLPOP Phase 3B and 4 was implemented by ASPEC. The projects aimed to increase river awareness of the community that lives along the tributary basins of Klang, namely Gombak, Batu, Pusu and Ampang on how to care for their rivers.

Among the lessons learned from Sungai Bunus is that POP needs inheritors to take them forward and ensure sustainability. It is most heartening to note that a similar pathway to going forward is emerging within ROLPOP Phases 3B (Ampang river basin) and Phase 4 (Gombak river basin) which completed its run in 2020, albeit in different types of packaging. The most robust is in the form of Friends of the River associations which is a sisterhood of river associations based mainly in Selangor. Friends of Sungai Batu and Friends of Sungai Pusu are established associations for the Gombak river basin and so is Friends of Sungai Ampang for the Ampang river basin. Membership cuts across all vested groups and all have identified core spaces within the basin. Another source of enthusiastic inheritors are educational institutions and village associations headed by some enlightened individuals in traditional *kampongs* (villages) and the slew of housing estates located in both phases which between them, represent residents in the tens of thousands.

Reaching out to the public to assist in keeping rivers clean alongside traditional instruments of river management is at the heart of POP. The public has until now been the 'enemy' of clean rivers by being the perpetrators of pollution, river bank abuse and misuse. By enlisting the public in the task of keeping rivers clean, we are turning what has traditionally been the problem into becoming a part of the solution. Sceptics are aplenty, pointing out that a decade of POP still sees rivers not achieving pristine conditions. But the decades of misuse cannot be erased within a decade. Suffice to say that awareness has been created. Communities have organised themselves into various types of river care movements. Community gardens, river ranger groups, friends of river groups have cropped up in the parcels that had been the focus of consultancy activity. All consultancies have ended and the parcels are now being taken care of by their respective residents. This alone is enough evidence that the outreach has indeed brought changes in the public's attitude towards river care.

For more information, visit:
www.facebook.com/friendsofklangriverbasin,
www.facebook.com/FriendsofSungaiPenchala

Friends of Sungai Pusu (FoSP) IIUM carrying out river clean-up activities with local corporations (KPJ Tawakal) at the Gombak River (2019).

Friends of Sungai Ampang (FOSA) carrying out river clean-up activities at the Ampang River with government agencies, local authorities, local communities, organised by the Ministry of Environment and Water Malaysia (October 2021).

Community Garden at the Bunus river corridor by the ROL Bunus Local Agenda 21 KL Community-Based Group (October 2021)

ANNEX

1. Your logo

Global Environment Centre

MEDIA INVITATION

{Headline of your media invitation}
{Sub-headline: Short description of your programme/event under your programme}

2. Catchy headline and sub-headline (same headline with the media release)

Attention: Editor/Producer

{main organisers} warmly invite a journalist and a photographer from your esteemed media organisation to cover our **{your programme/event name}.**

Date:
Time:
Venue:
(Please register to join us: registration link, if needed)

3. Details of the event. Include GPS coordinate for physical events.

The programme/event will be attended by the {name and designation of VIPs}*.

The **{your programme/event name}** aims to {objective or goal of your programme/event}.

4. Information about the event.

{A paragraph on why this event is organised and highlights of the event}.

We hope you would consider this invitation and we look forward to meeting your journalist and photographer at the event.

Thank you for your time and attention.

For media enquiries, please contact:

{Name of your programme's Public Relations (PR) person}
HP:
Email:

2nd Floor, Wisma Hing, No.78, Jalan SS2/72, 47300 Petaling Jaya, Selangor Darul Ehsan, MALAYSIA
Phone: +60 3 7957 2007 Fax: +60 3 7957 7003
www.gec.org.my, email: outreach@gec.org.my

About {your programme name}

{programme name} was established in {year of establishment} to work on {programme objective}. The {programme} supports {programme's operation}. It focusses on {the focus of your programme – who/what are the beneficiaries and how} in {based country} and throughout {region of operation}. For more information on the {programme name}, please visit {website address}

6. Details of the programme/event agenda

Agenda
{PROGRAMME/EVENT NAME}
Date:
Time:
Venue:

Time	Programme
{time} am	{Agenda 1}
{time} am	{Agenda 2}
{time} pm	Media Interviews
	End

7. Highlight the agenda that involves media

8. Contact details of your organisation.

2nd Floor, Wisma Hing, No.78, Jalan SS2/72, 47300 Petaling Jaya, Selangor Darul Ehsan, MALAYSIA
Phone: +60 3 7957 2007 Fax: +60 3 7957 7003
www.gec.org.my, email: outreach@gec.org.my

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1. Your logo

Global Environment Centre

MEDIA RELEASE

2. Catchy headline and sub-headline (same headline with the media invitation)

{Headline of your media release}

{Sub-headline: Short description of your programme/event under your programme}

CITY, DATE: {Organisers - Company/community/agency names} have come together in a strategic partnership to {general aim/objective of your programme/event} today.

The {programme/event} was attended by {who attended and number of participants} and was held at {location}. The {programme/event} highlights {main activity of the programme/event}.

This programme/event is supported by the {partners, funders, supporting agencies}.

In his/her official address, {VIP name and designation} said, "{excerpt from VIP's speech or quote: present problem (s) and the solution}".

He expressed hope that particularly through this programme, greater {specific objective of this programme}.

Similarly, {programme representative name and designation} said, "{excerpt from programme representative's speech or quote: supporting the above points by VIP and why this programme/event is important for the beneficiaries, e.g. rivers or the community}.

To date, the programme has successfully {achievements of the programme}.

Aside from the {rephrase the main activity of the programme/event mentioned above}, the ceremony/event/programme included {list of other activities conducted during the event/ under the programme}.

ENDS

For media inquiries, please contact:

{Name of your programme's Public Relations (PR) person}
Hp:
Email:

About {your programme name}

3. Boilerplate: Explaining your programme's background information.

{programme name} was established in {year of establishment} to work on {programme objective}. The {programme} supports {programme's operation}. It focusses on {the focus of your programme – who/what are the beneficiaries and how} in {based country} and throughout {region of operation}. For more information on the {programme name}, please visit {website address}

4. Contact details of your organisation.

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