



River of Life (ROL) Public Outreach Programme (POP)

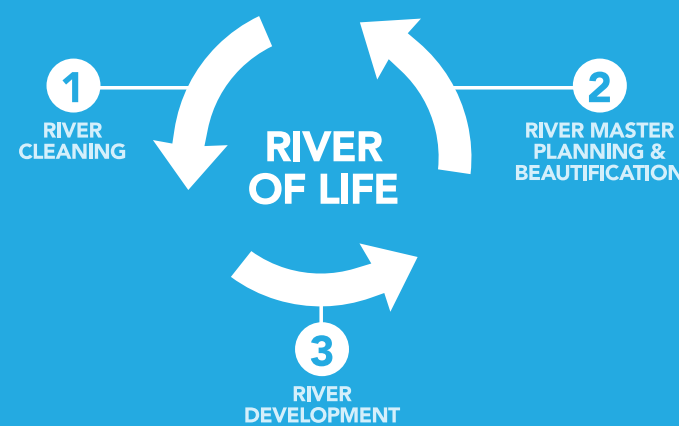
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Together, we can transform the Klang River!

River of Life (ROL)

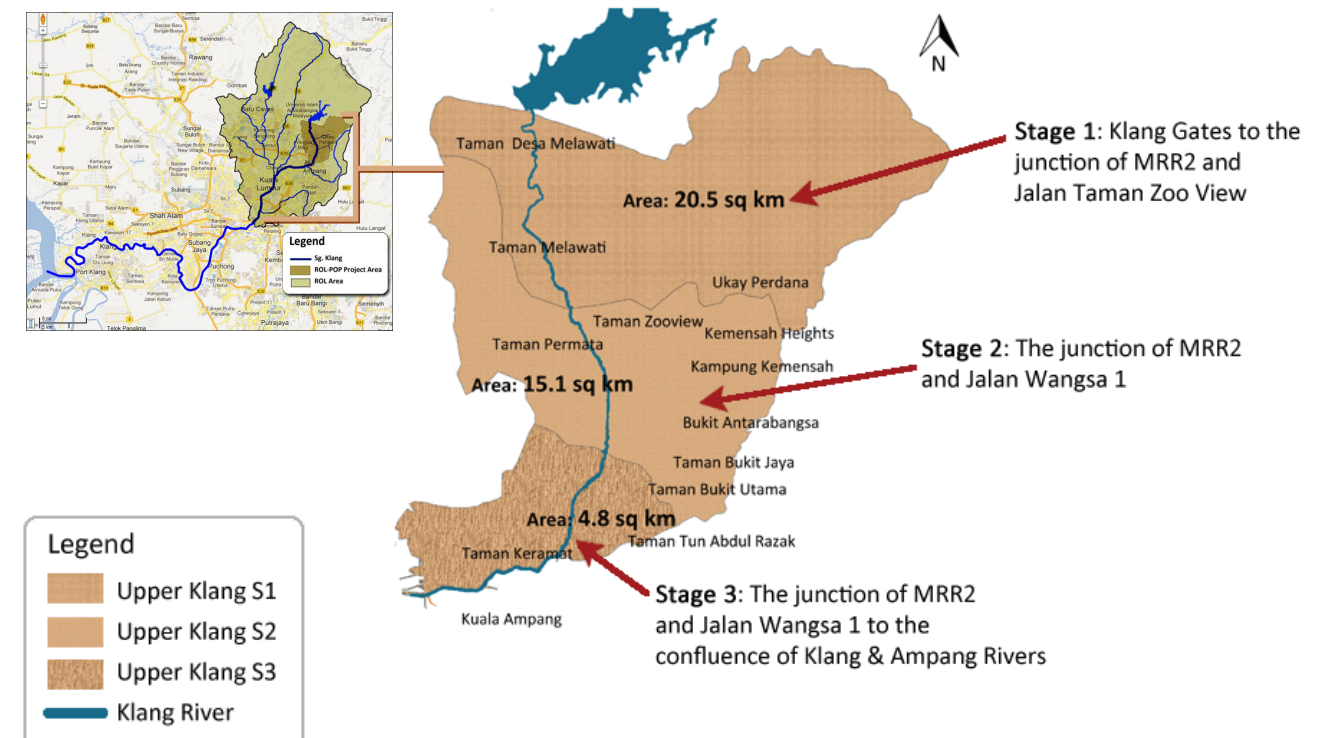
aims to transform the Klang River into a vibrant and livable waterfront with high economic value.



River of Life Public Outreach Programme (ROLPOP)

helps foster partnerships and improve the attitudes and behaviours of target groups to reducing pollution. It also promotes a sense of ownership towards the river and initiates long term and sustainable change in behaviours towards protecting the river.

Where?



The Plan

PROJECT APPROACH

Using Civic Science to educate the community about caring for their own environment by:

CREATING AWARENESS
(campaigns & talks, exhibition, posters)

EXPAND KNOWLEDGE
(books & CDs, websites, newsletters)

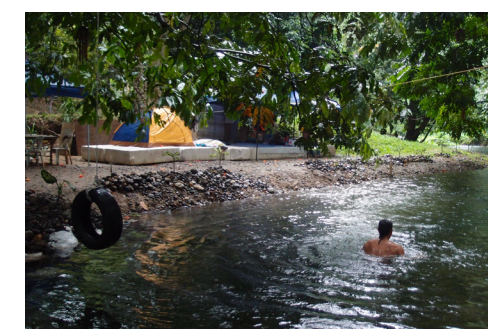
UPGRADE SKILLS
(demonstration, training, workshops)

TAKE ACTION
(pollution prevention, pollution monitoring, river audits)

CURRENT CONDITION



FUTURE



TRANSFORM

METHODOLOGY

- Active Consultation Process
- Multi-stakeholder Partnership
- Participatory and practical approach
- Pollution prevention at source
- Smart partnership
- Working with ongoing activities
- Stimulating stakeholder contributions and co-financing
- Involving the mainstream and social media
- Integrated River Basin Approach
- Sustainability through empowerment

STRATEGY (STEP 7 + 1)

- STEP 1:** CREATE INTEREST AND HOPE
- STEP 2:** IMPROVE KNOWLEDGE AND SKILLS
- STEP 3:** INSTILL SPIRIT OF COLLECTIVE RESPONSIBILITY
- STEP 4:** INITIATE ACTIONS TO REDUCE POLLUTION
- STEP 5:** FACILITATE PARTNERSHIPS
- STEP 6:** PROVIDE SUPPORT AND INCENTIVES
- STEP 7:** MONITOR AND ENCOURAGE CONTINUOUSLY
- STEP 8:** CREATE VISIBILITY AT HIGHER LEVEL

Target Groups' Issues and Ways to Make a Difference



GENERAL PUBLIC

POLLUTION SOURCE

- Sullage water
- Solid waste

APPROACH

- Social Media
- Pollution reporting
- Events



SCHOOLS

POLLUTION SOURCE

- Solid waste
- Other wastes such as detergent etc.

APPROACH

- RIVER Ranger
- SMART Ranger



LOCAL COMMUNITIES

POLLUTION SOURCE

- Organic waste
- Direct discharge
- River encroachment

APPROACH

- River clean-up and adoption
- Local initiatives
- Public monitoring and feedback



INDUSTRIES & WORKSHOPS

POLLUTION SOURCE

- Fugitive runoff
- Solid waste

APPROACH

- Creating awareness
- Promotion of Best Management Practices (BMPs)



DEVELOPERS

POLLUTION SOURCE

- Soil erosion
- Sedimentation

APPROACH

- Raise knowledge and awareness on possible Best Management Practices (BMPs)



RESTAURANTS & FOOD COURTS

POLLUTION SOURCE

- Kitchen sullage
- Used cooking oil
- Solid waste

APPROACH

- Training and awareness creation
- Oil and grease traps



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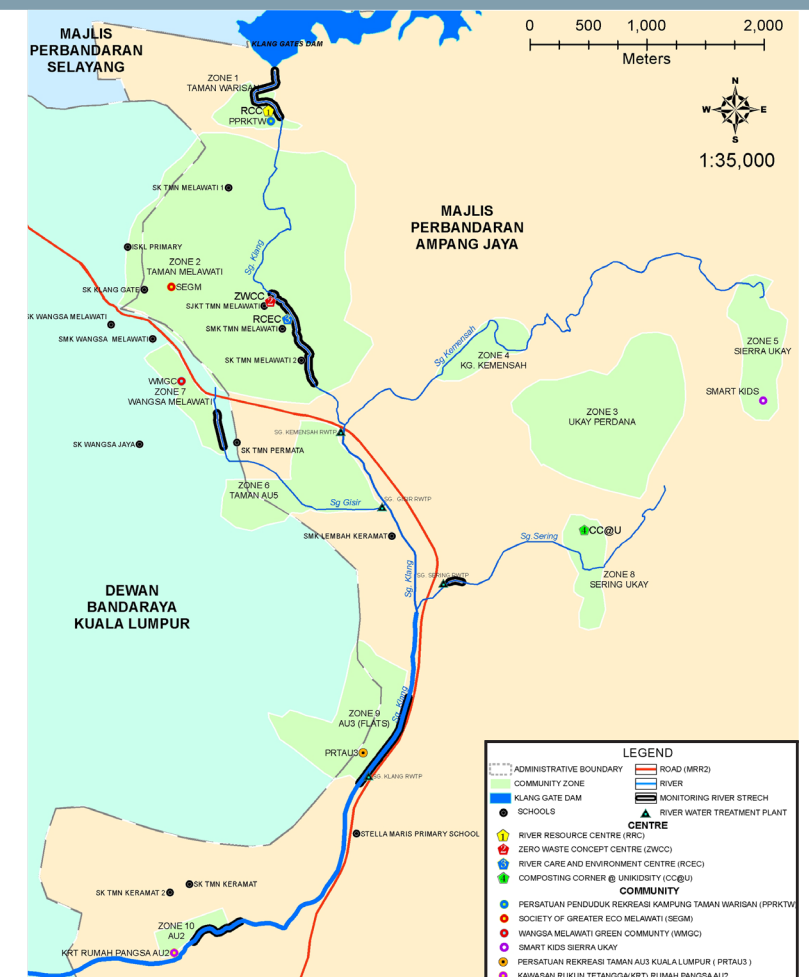
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Consolidation of River of Life Public Outreach Programme (CoROLPOP)

is to consolidate the programmes that have been carried out previous under Phase 1 to enable a range of follow-up activities to be undertaken in 12 months time. This consolidation phase will help to empower and further strengthen community and other stakeholders' actions to maintain and enhance water quality, which leads to reducing the amount of targeted pollutants (solid waste, suspended solids, sillage, and oil and grease) in targeted rivers within the project area.



The Plan

PROJECT APPROACH

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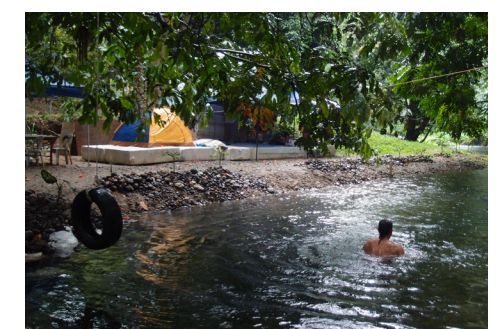
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CURRENT CONDITION



FUTURE



TRANSFORM

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Achievement

- Open Classroom River Resource Centre (RRC)
- River Care and Environment Centre (SEGM)
- Green Community Recycling Hub
- AU3 Linear Park
- Sierra Ukay SMART Kids Recycling Corner
- AU2 CSR Programme
- Centralised Local Community River Adoption and River monitoring

