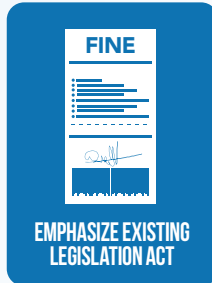


PROPOSED ACTIVITIES THROUGHOUT THE YEAR 2017-2020

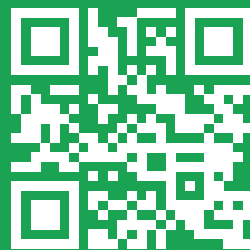
CLEAN INDUSTRY



CLEAN CORPORATION



CLEAN DEVELOPMENT



KLRIVER.ORG



A: 2nd Floor, Wisma Hing,
78, Jalan SS2/72,
47300 Petaling Jaya,
Selangor Darul Ehsan, Malaysia

T: +60 3 7957 2007

F: +60 3 7957 7003

E: outreach@gec.org.my
jagedeswari@gec.org.my

WWW.GEC.ORG.MY

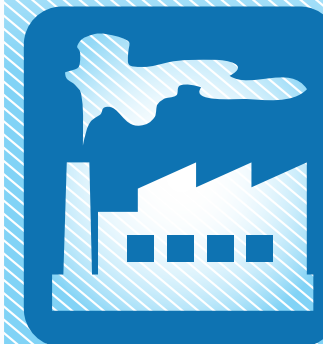


**REDISCOVER
RECONNECT**



CLEAN

CONNECT • LEARN • EMPOWER • ACTIVATE • NOW



**INDUSTRIES,
CORPORATIONS
& DEVELOPERS**



ROLPOP 5

INTRODUCTION

In River of Life Public Outreach Programme (ROLPOP) Phase 5, industries, corporations and developers (ROLPOP5-ICD) are among the key target groups. Industries, corporations and developers can be defined as follows:

- Industries are those organizations involved in manufacturing of goods or processing of raw materials.
- Developers are those engaged in the development of new commercial and residential properties or government infrastructure projects.
- Corporations are the other private sector organizations involved in business as well as retail sales, marketing and services including shops, shopping malls, and hotels and so on.

OBJECTIVE

- To monitor and reduce the pollution from premises to the river and water bodies.
- To improve the water quality and river condition through river adoption by ICDs.



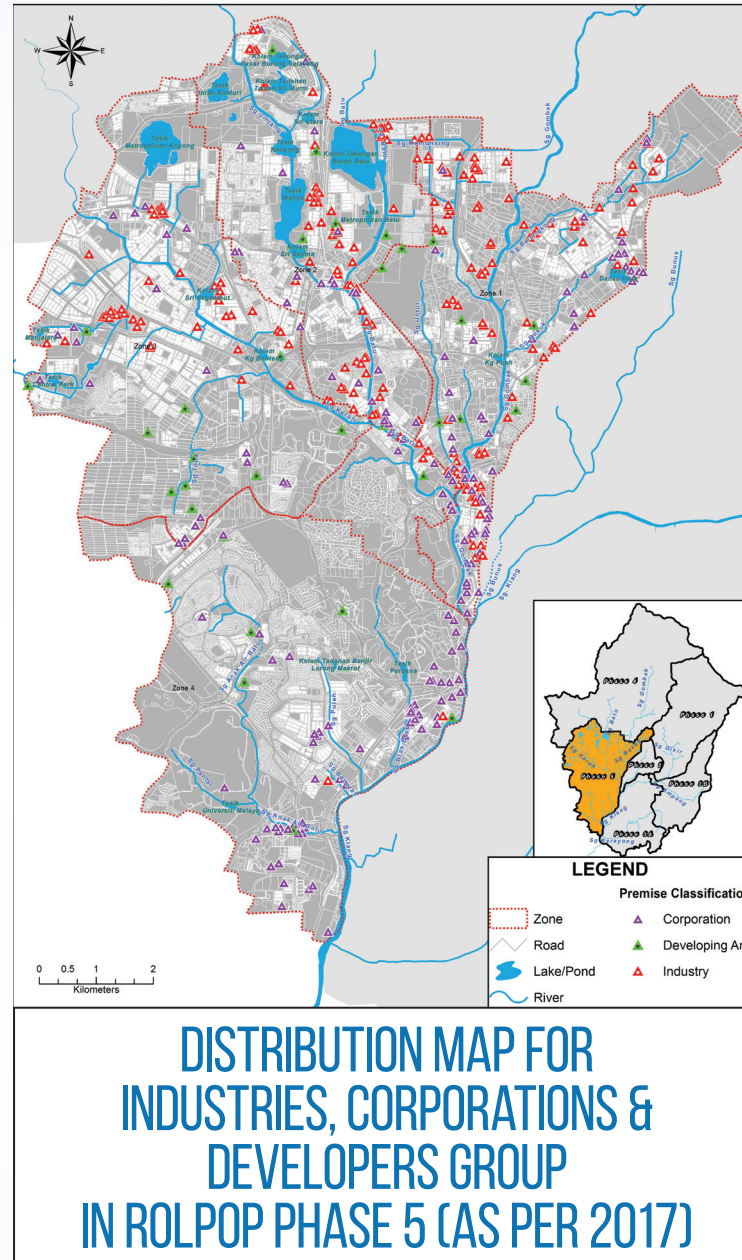
CONNECT: all target groups with agencies and other stakeholders especially involving river and waste management as well as regulation through consultation.

LEARN: Target group learns about importance of river and their role in its protection and management through information sharing.

EMPOWER: Empowerment of target groups on pollution reduction (esp. on river through BMP training).

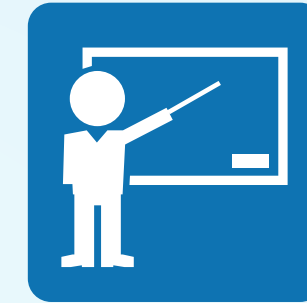
ACTIVATE: BMP Initiatives by the target groups and sustaining them to improve river water quality.

NOW: Overall urgency by target groups to be aware and start their initiatives immediately (now) for better rivers and a better environment.



IMPLEMENTATION STRATEGIES

There are four (4) major strategies in implementing ROLPOP5. Each strategy has been set up with an appropriate action plan that will be used as a guide to the implementation of every activity and program.



STRATEGY 1:
Enhance industries on knowledge and actions towards pollution reduction.



STRATEGY 2:
Engage corporations for in-house pollution management and river adoption programmes.



STRATEGY 3:
Improve developer's actions towards waste, erosion and sedimentation control.



STRATEGY 4:
Promote and showcase of BMP model for all (Industries, Corporations & Developer).