

TARGET AUDIENCE OF ROLPOP 5

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| <p>GENERAL PUBLIC:</p> <p>Establishment of Open Classroom, River Education Talks, Workshops and Public Engagement Events.</p> | <p>EDUCATIONAL INSTITUTIONS:</p> <p>RIVER & SMART Ranger Training, Talks, Innovation, Workshops, Volunteering and Outreach.</p> | <p>LOCAL COMMUNITIES:</p> <p>Community Mobilization through River Adoption, Monitoring and Pollution Reduction Initiatives.</p> |
| <p>FOOD ESTABLISHMENTS, HAWKERS, WET MARKETS & WORKSHOPS:</p> <p>Best Management Practices (BMPs), Posters, Training, Kitchen Audits, Regulations.</p> | <p>INDUSTRIES, CORPORATIONS & DEVELOPERS:</p> <p>Training Module, Best Management Practices (BMPs), and Corporate Social Responsibilities (CSR).</p> | |

REDISCOVER RECONNECT

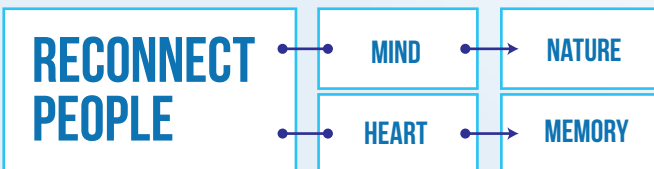
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STRATEGIES OF ROLPOP 5

Putting SCIENCE into ACTION – Just DO IT !!



- HARD approach complimented with HEART approach (SOFT approach) to optimize the project impact.
- CONNECTIVITY within and between all environmental elements and stakeholders at all levels and all the times is promoted.
- RECONNECTION of human with nature is vital to get buy-in as well as to INSTILL OWNERSHIP.



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RIVER OF LIFE (ROL) PROJECT

The River of Life (ROL) project, identified as a project under the Government of Malaysia National Transformation Programme, aims transform the eight (8) rivers that are located within the Greater KL / Klang Valley region.

3 MAJOR COMPONENTS OF ROL

RIVER CLEANING



Improve River Water Quality along **110KM** from Class III - V to Class IIb

RIVER BEAUTIFICATION



Beautify **10.7KM** stretch along the Klang and Gombak river corridors

COMMERCIALISATION & TOURISM



Maximize the **SOCIAL AND ECONOMIC POTENTIAL** of the Klang and Gombak Riverfronts

RIVER CLEANING

The objective of this component is to clean and improve the water quality of 110km along the Klang and Gombak River from its current Class III - V water quality (not suitable for body contact) to Class IIb (suitable for body contact, recreational usage) by year 2020. Department of Irrigation and Drainage Malaysia (DID Malaysia) heads this taskforce (comprises of 26 government agencies across four (4) ministries).

PUBLIC OUTREACH PROGRAMME (POP)

River of Life Public Outreach Programme (ROLPOP) is part of the key initiatives (12B) under the River Cleaning component. The programme which started in 2012, aims at on-the-ground education and behavioural change towards caring for rivers. Phase 1 and 2 of the programme have been completed for the Upper Klang River catchment and Bonus River, and is now expanded to Phase 3A, 3B, 4 and 5, covering the entire River of Life boundary.

OBJECTIVES OF ROLPOP

To improve the attitude and behavior of stakeholders within the ROL area towards river care and preservation in order to improve water quality and reduce pollution.

MAIN THRUST OF ROLPOP

To foster partnerships among the various stakeholders and harness their energy to turn Klang River into an asset for the people of Kuala Lumpur and Klang Valley.

PROJECT AREA OF ROLPOP

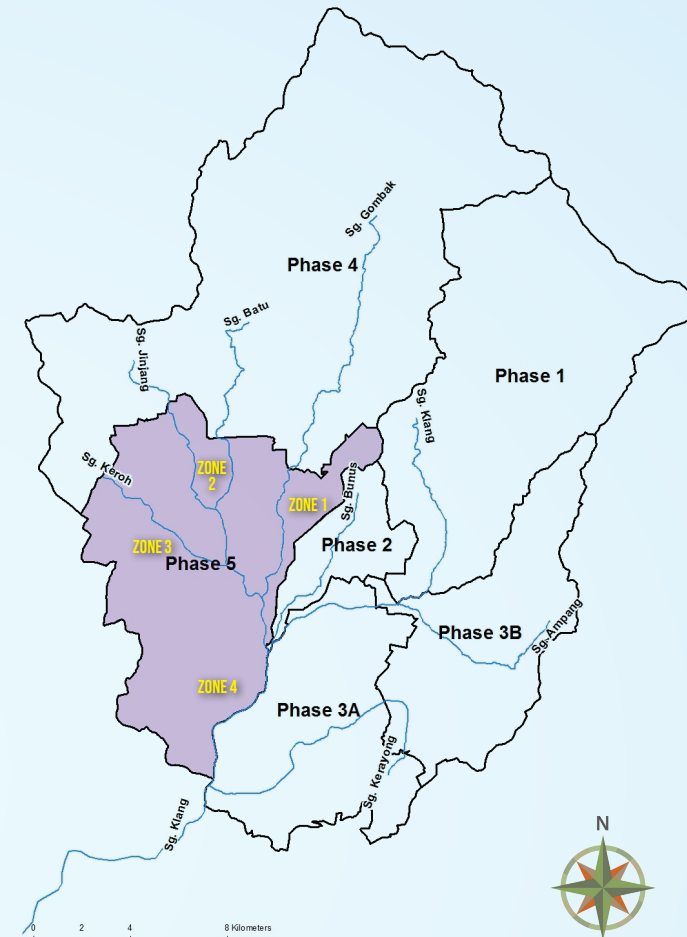
The ROLPOP project area is divided into five (5) areas. Phase 3A, 3B, 4 and 5 are being implemented concurrently from 2017 - 2020. Global Environment Centre (GEC), a local non-governmental organisation (NGO) is appointed as a consultant for ROLPOP5 which covers 98.49km² catchment area (the area of Gombak River, Batu River, Jinjang River and Keroh River that flow into Klang River) that lies in the municipality area of Kuala Lumpur City Hall (DBKL). The study area of Phase 5 divided into four (4) main zones for project implementation:

Zone 1:The Gombak river basin.

Zone 2:The Batu river basin (including Jinjang River).

Zone 3:The Keroh river basin.

Zone 4:Klang river west catchment (Involves the downstream of western portion of Klang river basin, downstream of Masjid Jamek).



OBJECTIVES OF ROLPOP 5

ROLPOP5 aims to address pollution by:

- Educating the public on common do's and don'ts as well as other skills to preserve the river;
- Developing and promoting Best Management Practices (BMPs) linked to other thirteen (13) ROL key initiatives;
- Promoting a sense of ownership toward the river; and
- Initiating a long term and sustainable change in behavior towards conserving the river.