



New Century Tourism and Hospitality Company

Quang Nam Department of Environment and Natural Resources

Educating the World Thu Bon River Clean-up Week *Hoi An, 13 - 18 September 2005*

Introduction

The Thu Bon River Clean-up Week was coordinated by the New Century Tourism and Hospitality Company and Quang Nam Department of Natural Resources and Environment from 13-18 September 2005 under the project entitled “*Educating the World*” through the Russell E. Train Workshop Grant. Through technical and logistical support of the WWF MOSAIC project, PanNature was contracted to assist the New Century Tourism and Hospitality Company to carry out workshop facilitation, environment and communication training, and event coordination.

Goal

To build local capacity and to foster an environmental conscious among the tourist industry and general population of the World Heritage landscape of Quang Nam province.

Objectives

1. To reduce direct threats to the natural environment of a cultural World Heritage landscape focusing on the Thu Bon River.
2. To Increase the effectiveness of conservation communications in Hoi An and the WWF partnered ‘conservation café’.
3. To engage local government to lobby for an annual World Heritage Environment Festival.

In support of:
Clean Up the World Weekend
16-18th September 2005

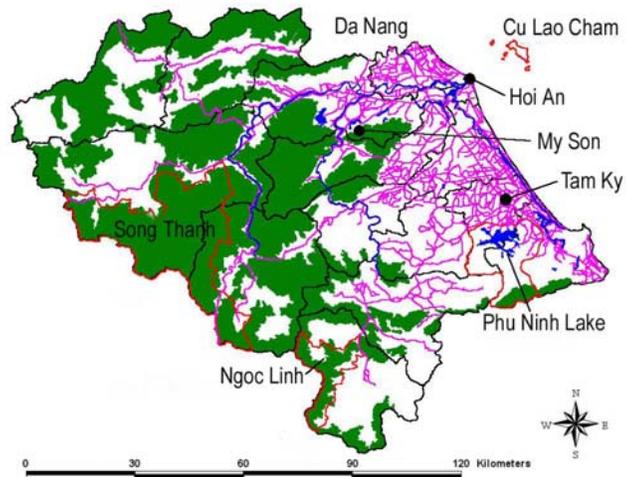


With Technical support from:



Background

Quang Nam province, in Central Vietnam is at the heart of the Central Annamites priority landscape of the Greater Annamites Ecoregion. WWF has been developing and implementing an Ecoregion programme in the area since 1999 and has been active in Quang Nam since 1997 when it was responsible for the identification of a new protected area, Song Thanh Nature Reserve, which since then has been gazetted and developed with the support of WWF.



Quang Nam is a famous tourism site in Vietnam and the world as it is home to two cultural world heritage sites; the old trading port of Hoi An and the Cham religious site of My Son which dates back to 600BC. These two world heritage sites are connected by the Thu Bon River which flows from the mountains past these sites and out to the marine islands of Cu Lao Cham where coral and sea grass beds remain.

Despite being a cultural, environmental and transport link between these three important sites, the Thu Bon River is neglected to the point where natural resources including fish are scarce, water is discoloured and litter is scoured everywhere. For the environment to recover, water quality to increase and tourism not suffer as a result of poor management standards action must be taken. The New Century Hospitality and Tourist Company cares deeply about this situation so requested support from the local government, international donors and local businesses to improve the situation.



Pollution and litter degraded the environment at the Hoi An market and downstream along the vegetated banks of the Thu Bon River.

Results

Action Planning Workshop

An one day workshop for 22 government officials and volunteer leaders from Hoi An and Duy Xuyen districts were carried out in the first day of the program to identify environmental issues relating to the Thu Bon River; problems caused by environmental issues on the river and to propose feasible solutions to these environmental problems.

In the morning, participants were organized into three groups to join a scavenger hunt activity in order to investigate environmental issues along Thu Bon River and in Hoi An Market. Each participant was asked to observe and collect information following instructions. These groups then prepared their presentations and shared their findings with the whole workshop.

In the afternoon, participants joined a moderated brainstorming and discussion session to propose an action plan for mitigating environmental impacts on the Thu Bon River. Participants proposed and agreed on a draft action plan where solutions were attributed to responsible departments (see Annex 1).



Right: Identification of sources of pollution to the Thu Bon River
Left: Communications training!

Environment and Communication Training

The second and third day of the program focused on environmental themes and communication skills. Training sessions were not presented with too much technical contents but rather provided participants with opportunities to discuss and brainstorm environmental issues related to Thu Bon River and impacts on local communities.

The environment training introduced basic concepts of the environment, ecosystems, and ecology. A major part of this session were utilized for group discussions and presentation on four themes based on the results of the scavenger hunt activity in the first day:

- Theme 1: People and the Thu Bon River
- Theme 2: Environment and health
- Theme 3: Activities causing environmental pollution in the Thu Bon River
- Theme 4: Economic development impacts on the environment

The communication training focused on the need of good communication, role of environmental communication and awareness in behavior change, and principles in developing communication materials. In addition, participants also practiced designing materials featuring Thu Bon River environmental protection messages.

Thu Bon River Clean Up Day

The Clean Up Day was successfully carried out with active participation from volunteers, local communities, and Hoi An government agencies. Cleaning events took place in five locations along the Thu Bon River in and around Hoi An as well as by and in My Son. Collected waste was transported by boat, hand and trolley to a central collection point where the district waste disposal company took it to official land fill sites. The event was coordinated by the Department of Natural Resources and Environment with logistical support from New Century Tourism and Hospitality Company, WWF and PanNature. The local government provided a central coordination area, loud speaker system, toilet facilities and the waste disposal companies time and resources. The Hoi An river front was visibly litter free after the event; a transformation remarked on by locals and tourists alike!

The event was scheduled during the weekend (September 17 and 18). However, due to heavy rain and impact of the storm including flooding of the Hoi an harbour area, the second day of the Clean Up event had to be cancelled. Although the event was shortened, its results were very impressive:

- Over 400 volunteers participated in Hoi An, including local people, youth volunteers, staff of local business, government agencies, and foreign tourists
- Amount of waste collected in Hoi An: 32 tons
- Amount of waste collected in My Son: 1 ton.

In addition to cleaning up the Thu Bon river, this event also helps raise awareness of local people in Hoi An about the need to keep their river clean and healthy. This event was featured in local media such as Quang Nam Newspaper, Quang Nam Television, and national press such as Netnam Media.

Follow-up actions

Due to fantastic local support and donations from tourists and local businesses support was provided to the Department of Natural Resources and Environment to place no littering signs and litter bins along the harbour front and at the market.





Volunteers glove up at the start of the day; gloves kindly provided by ITC



Morning registration and coordination



Collected waste being delivered off one of the boats



The local waste disposal company removing all collected waste



The Vice-director of the Quang Nam Department of Natural Resources and Environment opens the week of Thu Bon clean up activities

Acknowledgements

The Thu Bon River Clean Up Week was made possible through the support of numerous organisations and individuals and the New Century Tourism and Hospitality Company would like to take all for their generous support.

The primary source of financial support was provided by the workshop grant of the Russell E. Train Education for Nature Program to who we are very grateful.



Russell E. Train Education for Nature Program

Technical support was provided by the WWF MOSAIC project and PanNature.

Logistical support was provided by the Department of Natural Resources and Environment of Quang Nam province and Hoi An People's Committee.

UNESCO Vietnam provided great help in organising volunteers in both Hoi An and My Son.

The Hoi An Life Resort provided workshop room, facilities and one lunch, massively reducing the need for financial support. Moreover volunteers from the hotel supported the river clean up events.



Financial support was provided by many people and local companies. Special thanks goes to Intrepid Travel, Ross Goddard, Paul Levrier and John Powell whose support enabled the production of T-shirts so that all who participated in the clean up received a gift of thanks.

The International Trade Centre (ITC) kindly supported the provision of gloves and masks to ensure the safe collection of litter and protection of volunteer's health.

Hoi An Tourist Company provided boats for the clean up and Huong Thao Water Company provided water for all volunteers. The Hoi An Garbage Company were fantastic and the event simply could not have occurred without their help.

The following all provided financial support: Emma Denny, John Wright, Barrie Robertson, Mark Kearney, Allan Wilkinson, Helen Anderson, Michael Nielsen & Ditle Andersen, John Mallia & Catherine O'Connor, Manuela & Ewald Geisser, Active Travel, Mr Hung, Kim Durphy, Mr Robert Active Travel, Searle Linden & western, Wilma & Bill Armstrong, Reaching out & Emma Butcher, Mary Ferguson, Mr. Long and DAM - Vegetarian Restaurant

The Volunteers of 'Bien Xanh', UNESCO and all of Hoi An and My Son – Thank you!

Annex 1: Detailed agenda for the Environmental Clean Up Week

When		What	Who	How
10 th	6:45 – 9:00	Travel from Hanoi to Hoi An	PanNature	Morning flight from Hanoi to Danang (6:45 – 7:50) then to Hoi An
	9:00 – 9:15	Hotel check-in	PanNature	
	14:00 – 16:00	Meeting to discuss about program coordination, planning, and logistics.	PanNature, MOSAIC, and NCHTC	Meeting at Conservation Cafe
11 th	8:00 – 9:00	Check training facilities	PanNature, MOSAIC	Training setup, LCD projector, white boards, loud speaker (if necessary)
	9:00 – 10:30	Contact local media	PanNature	Call and inform journalists who attended the training in last Nov
	10:30 : 11:00	Contact and coordinate with Vi Bien Xanh volunteer group	PanNature	Check no. of volunteers, timing, transportation, accommodation during 17 th and 18 th
	13:30 – 17:00	Check field sites: possible pollution sources along Thu Bon river, in Hoi An, and in My Son; cleanup sites; possible field observation site for training.	PanNature, MOSAIC, NCHTC	Travel along Thu Bon river, in Hoi An, and in My Son (identify locations for Scavenger Hunt activity)
12 th		Training preparation	PanNature, MOSAIC	Check training activities, presentations, and logistics.
13 th	8:00 – 8:30	Action Planning Workshop Registration	PanNature, MOSAIC	
	8:30 – 8:40	Workshop opening	MOSAIC, NCHTC	Speech by MOSAIC or NCHTC?
	8:40 – 9:10	Introduction to participants and facilitators	All participants	Ice-breaker game
	9:10 – 9:15	Workshop goal setting	All participants	Each participant sets their goal for the training
	9:15 – 9:25	Introduction to workshop contents	PanNature	PowerPoint
	9:25 – 9:35	Introduction to scavenger hunt activity	PanNature	PowerPoint
	9:35 – 11:20	Field activity: Scavenger Hunt	All participants	Divide participants into groups. Each group visits a location to find out and record pollution sources.
	11.30 – 13.30	Lunch and break		

	13.30 – 13.45	Refreshing and debrief of the Scavenger Hunt	PanNature and participants	Group discussion about the field activity
	13:45 – 14:15	Identify types of and sources of environmental pollution	All participants	Group work: using results from field activity and brainstorming
	14:15 – 14:50	Group presentations	All participants	Presentations on flip-chart papers
	14:50 – 15:00	Tea break		
	15:00 – 17:00	Action plan to mitigate impacts, responsible institutions, and time frame	PanNature and participants	Using adaptive nominal group technique to facilitate the process
14th				
	8:00 – 8:15	Environment Training Training reflection: Field activity and action plan	PanNature and participants	Review of training activities in previous day
	8:15 – 8:30	What's the environment?	PanNature	Discussion
	8:30 – 9:15	Basic concepts in ecology and the environment	PanNature	PowerPoint
	9:15-9:35	Game: Toxic Waste	All participants	An environmental game for team building and refreshing
	9:35 – 9:45	Tea break		
	9:45 – 10:30	Theme-based group discussions	All participants	Group discussions
	10:30 – 11:30	Group presentation	All participants	Presentation
	11:30 – 13:30	Lunch and break		
	13:30 – 15:30	What are sustainable tourism and ecotourism?	PanNature and participants	Presentation and discussion
	15:30 – 16:00	Tea break		Come back training room and break
	16:00– 16:30	The ecosystem: how it works	PanNature	Presentation and discussion
	16:30 – 17:00	Human impacts and environmental pollution	All participants	Group discussion and debrief
15th				
	8:00 – 8:15	Communications Training Training reflection: Environment and pollution	PanNature	Review of training activities in previous day
	8:15 – 8:30	Communication game	All participants	Introduce the importance of good communication
	8:30 – 9:00	Introduction to environmental education, communication, and awareness.	All participants	Presentation and discussion
	9:00 – 9:30	Role of communication and awareness	All participants	Case analysis and discussion
	9:30 – 9:40	Tea break		

	9:40 – 10:00	Communications and types of communications	PanNature	PowerPoint
	10:00 – 10:30	Communication strategy design	PanNature	PowerPoint
	10:30 – 11:30	Exercise: Design communication strategies	All participants	Group work and presentations
	11:30 – 13:30	Lunch and break		
	13:30 – 14:15	Visual communications: Developing and designing materials	PanNature	PowerPoint
	14:15 – 15:30	Exercise: Designing communication materials	All participants	Group work and presentations
	15:30 – 15:40	Tea break		
	15:40 – 16:00	Internet as a tool for communication: Using emails, mailing lists, email groups, and Google	PanNature	PowerPoint
	16:00 – 17:00	Design an environmental communication strategy for Hoi An – My Son	All participants	Using adaptive nominal group technique to facilitate the process
16 th	8:00 – 8:15	Action Planning and Training Training reflection: Importance of environmental communication and awareness	PanNature	Review of training activities in previous day
	8:15 – 8:45	Guest speaker: Blue Ocean Volunteer Group	Blue Ocean	Introduction to BO and beach cleanup activities
	8:45 – 9:30	Presentation and showcase of communication materials of each group	All participants	Group presentations
	9:30 – 9:40	Tea break		
	10:15 – 11:30	Action plan to promote sustainable tourism and environmental protection	All participants	Group work
	11:30 – 13:30	Lunch and break		
	13:30 – 15:15	Developing action plan (cont)	All participants	Group work and presentations
	15:15 – 15:25	Tea break		
	15:25 – 16:25	Finalizing action plan	All participants	
	16:25 – 17:00	Training reflection and evaluation	All participants	
17 th -18 th		Thu Bon River Cleanup	Assist the coordination and organization of the event, take photographs, invite local reporters, etc.	

Annex 2: Draft Action Plan for Mitigating Impacts on Thu Bon River

I. Sources and Types of Pollution in Thu Bon River

Sources and types of pollution	Types of waste
Domestic waste	Plastic bags
Domestic sewage water	Construction debris
Oils from boats	Used fish nets
Waste from seafood processing	Shoes, sandals, fast-food boxes
Hoi An market	Drink cans
Families living on boats	Unused fruits and vegetables
Riverbank communities	Seafood by-products
Tourism activities	Sewage water
Hotels and restaurants	Glass bottles and light bulbs
	Used clothes
	Floating used oils

* From observation during the scavenger hunt activity

II. Human Use of River and Impacts

Use of Thu Bon River	Human Impacts	Consequences
Transportation	Waste dumping	Dirty river water
Bathing and washing	Sewage water dumping	Ugly landscape
Fishing	Dumping of construction debris	Unpleasant air
Trading and market	Riverbank encroaching	Pollution of water source
Shipping	Building and construction	Influence on human health
Boat anchorage	Small and crowded market	Reduce quality of life
Tourism	Hotels and restaurants	Destroy natural ecosystems
Free waste dumping site	Floating villages	Affect tourism industry
Boat washing	Changing river current	
Sand and cobble mining		

III. Proposed Solutions

Six most relevant solutions were selected from over 50 activities in response to the question “What we should do to keep Thu Bon River cleaner and better?”:

1. Raising environmental awareness among local communities
2. Treating sewage water before discharging into Thu Bon River
3. Punishment measures to waste dumping into the river
4. Development of appropriate waste management policy
5. Establishment of the River Clean Up Group to collect floating waste
6. Regular environmental campaigns and activities such as Clean Up the World Day, Volunteering Saturday, and Green Sunday

IV. Draft Action Plan

Key solution	Implementing agency	Co-ordinating agency	Timing
Raising environmental awareness among local communities	DONRE	Department of Culture and Information, Department of Education and Training, Youth Union, Department of Trade and Tourism, UEC	
Treating sewage water before discharging into Thu Bon River	UEC	Preventive Health Centre, Epidemiology Centre, DONRE,	

		DUM	
Punishment measures to waste dumping into the river	Ward/Commune PCs and Police	Regulation Enforcement Team, DONRE	
Development of appropriate waste management policy	DONRE	Ward/Commune PCs, UEC	
Establishment of the River Clean Up Group to collect floating waste	UEC		
Regular environmental campaigns and activities such as Clean Up the World Day, Volunteering Saturday, and Green Sunday	Quang Nam Provincial DONRE	Youth Union, Schools, Woman Union, local communities.	

Annex 3: Proposed Programs and Activities

These programs and activities were designed and developed during the training program by all participants. Each program was developed by a group and then reviewed and got inputs from others.

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Program I: For a Greener Thu Bon River

Long-term objective:

- To bring the Thu Bon river back its original beauty and cleanness

Immediate objectives:

- ⊙ Fully manage domestic waste disposed into Thu Bon river
- ⊙ Advocate local government and its agencies to have infrastructure for waste management, develop policies and punishment measures to manage waste generation and disposal.
- ⊙ Raise awareness and change behavior of local communities on protecting the environment.

Target groups:

- ⊕ Local authorities, its agencies, and mass organizations
- ⊕ Vendors and households living along the river

Program LogFrame

Outputs	Activities	Indicators	Means of measurement	Assumptions
<i>Immediate objective 1: Fully manage domestic waste disposed into Thu Bon river</i>				
Domestic waste disposed to Thu Bon river fully managed	- Campaigns - Waste collection	Number of campaigns organized, posters delivered, participants attended	- Statistics of field results - Observation	Active participation of Youth Union, local authorities and communities living along the river sides
<i>Immediate objective 2: Advocate local government and its agencies to have infrastructure for waste management, develop policies and punishment measures to manage waste generation and disposal.</i>				
6 mobile garbage bins installed	- Lobby local authorities - Identify locations and install bins	Number of garbage bins	Observation	UEC in charge of installation
<i>Immediate objective 3: Raise awareness and change behavior of local communities on protecting the environment.</i>				
By 2008: 70% of local people living along Thu Bon River willing to put litter and waste into bins By 2010: 90% of them put litter and waste into bins	- Campaigns - Meetings - Radio programs - Performance events	- Number of programs and events - Numbers of posters delivered	Statistics	Local communities willing to support

Implementation Plan

Time	Activities
October 2005	Field survey; information collection
November 2005	Discuss with local authorities; prepare personnel and program budget
December 2005	Materials preparation
January 2006	Environmental campaigns and waste collection events
March 2006	Evaluation of immediate objective 1
April 2006	Location identification for bin installation; environmental campaigns
May 2006	Environmental campaigns; installation of garbage bins
June 2006	Environmental campaigns; Evaluation of immediate objective 2
July 2006	Environmental campaigns and performance events
August 2006	Evaluation of immediate objective
September 2006	Transferring program to local government

Program II: Reducing Waste Generation at Hoi An Market

Long-term Objectives:

- 🕒 By 2010, 100% of waste at Hoi An Market will be fully managed and treated
- 🕒 100% vendors and households around market area will collect and dispose waste effectively.

Immediate Objectives:

- 🕒 By end of 2006, 50% of vendors will effectively collect and dispose waste.
- 🕒 Remaining waste within market area will be collected and treated.

Targeted groups:

- 👤 Market Management Board (MMB)
- 👤 Vendors
- 👤 Households around market area
- 👤 Relevant agencies

Program LogFrame

Outputs	Activities	Indicators	Means of Measurement	Assumptions
<i>Immediate objective 1:</i> By end of 2006, 50% of vendors will effectively collect and dispose waste				
30% meat shops, 100% fish shops, 70% vegetable shops, 50% fruit shops collect and dispose waste in a right way	- Leaflet distribution - Campaigns (every Monday and Tuesday) - Discuss with MMB - Support waste collection workers	Numbers of campaigns: Amount of waste collected; Numbers of households participated	Interviews of local people; Feedbacks from MMB; Reports	MMB, UEC, and 10 volunteers willing to join; Sufficient budget; Have a coordinator
<i>Immediate objective 2:</i> Remaining waste within market area will be collected and treated.				
Remaining waste within market area will be collected	- MMB, vendors and households collect waste on every Saturday and Sunday	Amount of waste collected; Numbers of garbage bins installed; Number of	Survey reports Interviews	Active participation from MMB, vendors, households, UEC, and other relevant local agencies Sufficient budget

Collected waste will be classified and treated	- Providing more garbage bins within market area - Awareness campaigns for vendors, buyers, households and tourists	participants		
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Implementation Plan

Time	Activities
October 2005	Preparation meetings
November 2005	Field survey on waste status and awareness assessment
December 2005	Meetings with MMB and relevant agencies to discuss the workplan
January to March 2006	Develop and distribute leaflets Provide more waste collection and management facilities
April 2006	Meetings with involved parties to agree on implementation plan
Sept – December 2006	Implement waste collection and treatment activities
April – November 2006	Environmental awareness campaigns
December 2006	Evaluation and reporting

Program III: School Environmental Education Program

Long-term Objectives:

- ⊕ Within three years: All primary and middle students within the Hoi An town area attended environmental education activities.

Immediate objectives:

- ⊕ 1,500 students of five primary and middle schools along the Thu Bon river joined the environmental education program.
- ⊕ All primary and middle school students in Hoi An join the environmental education program.

Targeted groups:

- ⊕ Group 1: primary school students
- ⊕ Group 1: middle school students

Program LogFrame

Outputs	Activities	Indicators	Means of Measurement	Assumptions
<i>Immediate objective 1: 1,500 students of five primary and middle schools along the Thu Bon river joined the environmental education program</i>				
After 5 months, 1,500 primary and middle school students equipped with skills, knowledge on environmental protection	- Visual environmental lessons at schools - Film shows - School radio programs - Contests on environment themes - Develop environment	Number of schools and students participated	Tests; Contest results; Field observation	Active participation and support from school managers, Department of Education and Training (DET), relevant agencies and students' parents Sufficient budget

A capable and enthusiastic team of facilitators established	brochures			
<i>Immediate objective 2: All primary and middle school students in Hoi An join the environmental education program.</i>				
Students from 30 primary and middle schools well prepared with skills, knowledge on environment protection A capable and enthusiastic team of facilitators established	- Maintain previous activities - Conduct workshops, meetings and study tours to learn and share information and experiences among other schools - Organize activities in coordination with local volunteers	-Number of schools, students participated - Number of lessons conducted - Number of workshops, meetings and study tours	Tests; Contest results; Field observation	Active participation and support from school managers, Department of Education and Training, relevant agencies and students' parents Sufficient budget

Implementation Plan

Time	Activities
1 st -15 th October 2005	Liaison with DET, school management boards, district DONRE
15 th -15 th November 2005	Conduct environmental lessons at schools
15 th November – 15 th December 2005	Environmental film shows; Environmental Q&As
15 th December -15 th January 2006	Conduct drawing contests on the Green Earth Conduct writing contests with topic "Friends of the Earth"
15 th January 15 th February 2006	Conduct workshops, meetings and study tours to learn and share information and experiences among other schools
15 th February – 30 th February 2006	Evaluation and reporting

Annex 4: List of Training and Workshop Participants

No	Participants	Organizations	Telephone	Email
1.	Tran Thi Kieu Oanh	Duy Xuyen DONRE	0510 778 466	kieuoanh_mt@yahoo.com
2.	Nguyen Thien	Duy Xuyen DONRE	0510 778 466	
3.	Le Minh Khanh	Duy Xuyen DOCIT	0510 877 158	
4.	Nguyen Thi Ngoc Hai	Duy Xuyen Youth Union	0510 877 978	
5.	Nguyen Danh Thanh	Minh An PC, Hoi An	0510 861 223	
6.	Luong Thi Kim Chung	Hoi An Youth Union	0510 922 336 0905 311 928	nuhoangrr@yahoo.com
7.	Luong Thi Kim Thuy	Hoi An Youth Union		
8.	Duong Xuan Thang	Blue Ocean Volunteer Group	0914 214 716	xthangvbx@yahoo.com
9.	Vu Thi Trang	Blue Ocean Volunteer Group		trangvbx@yahoo.com
10.	Le Dai Quang	Hoi An DONRE	0905 365 906	
11.	Tran Thi Hong Thuy	Cu Lao Cham MPA	0914 242 036	Hongthuy77@hotmail.com
12.	Truong Thi Thoa	Cu Lao Cham MPA	0905 356 156	Truongthoa2003@yahoo.com
13.	Nguyen Cong Khiet	UNESCO Volunteer, My Son	0905 193 379	khietmyson@dng.vnn.vn
14.	Nguyen Anh Tuan	UNESCO Volunteer, My Son	0914 022 576	Campa2456@yahoo.com
15.	Nguyen Huu Chi	Quang Nam DOT	0510 810 902	Huuchi2008sdl@yahoo.com
16.	Tran Hung Cuong	Hoi An Youth Union	0913 477076	
17.	Luong Quang Hung	MOSAIC Project		luongquanhung@dng.vnn.vn
18.	Nguyen Thanh Son	Hoi An DONRE		
19.	Do Lai	Hoi An DUM		
20.	Nguyen Bung	Hoi An UEC		
21.	Vo Mia	Hoi An UEC		
22.	Nguyen Minh Chau	Hoi An DOCIT		

- DONRE: Department of Natural Resources and Environment
- DOCIT: Department of Commerce, Industry, and Tourism
- PC: People's Committee
- MPA: Marine Protected Area
- DOT: Department of Tourism
- DUM: Department of Urban Management
- UEC: Urban Environment Company